

MEDIA GUIDE 2027

Print | Digital | Events | Services

PolyForm NEXT
POLYMERE • FORMGEBUNG • INNOVATION

Image: Zapp2Photo/Shutterstock.com

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POLYMERE • FORMGEBUNG • INNOVATION

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PolyForm NEXT
POLYMERE • FORMGEBUNG • INNOVATION

PolyFormNEXT – Expertise for the Plastics Manufacturing of Tomorrow

PolyFormNEXT covers the plastics industry along the entire value chain – from materials, machinery and conventional processing methods to additive manufacturing, digitalisation and automation. The specialist media brand combines in-depth industry knowledge with a focus on technologies that bring lasting change to production and business models.

Bringing Conventional and Additive Manufacturing Together

PolyFormNEXT covers injection moulding, extrusion and tool and mould making alongside 3D printing and digital manufacturing processes. It focuses on companies that develop established processes, integrate additive technologies or build hybrid production chains. PolyFormNEXT thus creates a technical link between proven production methods and new manufacturing concepts.

The Transformation of the Plastics Industry in Focus

PolyFormNEXT shows how technological, economic and regulatory developments are changing the industry. Key topics include the circular economy, innovative materials, automation, digitalisation, energy efficiency and additive manufacturing. Practical reports, market analyses and interviews with industry decision-makers provide guidance and bring new solutions for industrial applications to life.

Reach & Performance – Your Advertising Message Across All Channels

- Total monthly circulation **33,541** copies
  (publisher's information, Q2/2026 averages)
- around **108,091** page views per month on average
  (publisher's information 7/2025-06/2026)
- Two newsletters a week to more than **23,500** newsletter subscribers
  (publisher's information 6/2026)
- Over **10,500** followers on relevant social media channels
  (publisher's information 6/2026)

Versatility & Comprehensive Coverage

By combining materials, conventional manufacturing, innovation & digitalisation, PolyFormNEXT covers the full spectrum of technology updates, strategic insights, market trends, case studies, materials research and production changeovers.

Depth & Practical Relevance with a Focus on Implementation

PolyFormNEXT delivers content focused on practical application, feasibility and the impact on processes and costs. Our readers know not only "what is possible", but also "how to implement it".

PolyFormNEXT – Your Media Brand for Successful B2B Communication

With PolyFormNEXT, you can communicate across media and through connected channels with the plastics industry – via:

- the **print magazine**
- the digital **e-paper edition**
- a high-reach **website, now also in English**
- the regular **Newsletter**
- **the supplier platform Company Connectory**
- active **social media channels**
- targeted **live and online events**
- and tailor-made **content creation solutions**

PolyFormNEXT – The Communication Platform for Your Advertising Message

Events – Live & Digital

With formats such as:

- PolyFormNEXT digital networking days
- Products of the Year awards ceremony
- Webinar theme days
- In-house workshops

… PolyFormNEXT offers **targeted touchpoints with decision-makers** – digitally and on site.

Conclusion: Your Communication Platform for Sustainable Market Success

PolyFormNEXT is your cross-media platform for successful B2B communication in industry.

Become a media partner now and reach decision-makers where they get their information.

Publication Profile

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PolyForm NEXT
POLYMERE • FORMGEBUNG • INNOVATION

1. Title	**PolyFormNEXT** (formerly KUNSTSTOFF MAGAZIN)
2. Brief Description	PolyFormNEXT is the specialist media brand for the future of plastics manufacturing. We combine the expertise of KUNSTSTOFF MAGAZIN with the innovative strength of ADDITIVE MANUFACTURING INDUSTRY. Our readers and users are decision-makers, engineers, designers, developers and industry experts familiar with both conventional manufacturing methods and future-oriented technologies. PolyFormNEXT is the ideal platform for presenting companies, their products and solutions to a targeted audience – in print, on the website, in newsletters, on social media and at events.
3. Target Group	Readers are managers and investment decision-makers in plastics processing companies.
4. Publication Frequency	6 issues annually plus special editions
5. Magazine Format	DIN A4
6. Volume	Volume 65, 2027
7. Subscription Price	Annual print subscription within Germany € 112 Annual print subscription outside Germany € 122 including postage and current VAT Single print issue € 16 including VAT at the current rate, plus € 3 postage Annual digital E-Paper subscription € 90 Within/outside Germany/including VAT at the current rate Single E-Paper issue € 9 including VAT at the current rate
8. Circulation	33,541 copies
9. Publishing Company	**Pelemedia GmbH** Richard-Reitzner-Allee 2, 85540 Haar Phone: +49 89 2006573-00 www.polyformnext.de, www.pelemedia.de
10. Publisher	Pelemedia GmbH
11. Advertising	**Andreas Zepf** Account Manager Phone: +49 89 2006573-38 azepf@pelemedia.de
12. Editorial Team	**Annina Schopen** Editor-in-Chief Phone: +49 89 2006573-36 redaktion@polyformnext.de **Dr. Barbara Schick** Editor Phone: +49 89 2006573-37 redaktion@polyformnext.de

Circulation / Distribution

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Trade Journal Circulation and Distribution Analysis

1. Circulation Audit

Distribution	Average copies per issue in the 2nd quarter of 2026*
Print run	10,600 / of which 95 outside Germany
Actual circulation	10,143 / of which 95 outside Germany
Copies sold	10 / of which outside Germany: 4
Subscribed copies	10 / of which outside Germany: 4
Other sales	0
Free copies	10,133
Remainder, voucher and archive copies	457

**(01.04.2026 – 30.06.2026)*

2. Geographical Distribution Analysis

Economic Area	Share of Actual Circulation	
	%	Copies
within Germany	99.1	10,048
outside Germany	0.9	95
Actual circulation	100.0	10,143

Total Circulation of PolyFormNEXT

10,143	+	23,398	=	33,541
Print circulation		Digital Circulation (E-Paper)		Total circulation

The current E-Paper edition is actively distributed via the E-Paper newsletter and additionally via www.polyformnext.de (publisher's information, Q2/2026 averages).

2.1. Distribution by Postcode Area

Postcode area 2
593 copies

Postcode area 4
1,159 copies

Postcode area 3
1,221 copies

Postcode area 5
1,342 copies

Postcode area 6
854 copies

Postcode area 7
1,577 copies



Postcode area 1
267 copies

Postcode area 0
632 copies

Postcode area 9
1,263 copies

Postcode area 8
1,140 copies

High-Calibre Target Group

Industries/Branches of Industry

Recipient groups (according to the classification of economic sectors)	Share of actual circulation
	%
Chemical industry	2.5
Manufacture of rubber and plastic products	56.3
Manufacture of motor vehicles/vehicle construction	17.8
Mechanical engineering	16.2
Metal production/processing	1.5
Manufacture of metal products	1.4
Manufacture of measuring/control instruments and devices	1.1
Manufacture of plastics processing machinery	3.3
Industry not yet recorded/ unknown	0.3
Actual circulation	**100.0**

Size of the Business

	Share of Actual Circulation
	%
1–19 employees	9.7
20–49 employees	21.6
50–99 employees	15.4
100–199 employees	18.9
200–499 employees	12.8
500–999 employees	10.3
More than 1,000 employees	8.3
Number of employees not yet recorded/unknown	3.0
Actual circulation	**100.0**

Area of Responsibility

	Share of Actual Circulation
	%
Corporate Management	37.8
Technical Operations	9.9
Research/development	6.2
Design	9.9
Production/Manufacturing/Assembly	12.9
Materials management/purchasing/logistics	8.6
Marketing	2.1
IT/EDP	10.7
Function not yet recorded/ unknown	1.9
Actual circulation	**100.0**

Position in the Company

	Share of Actual Circulation
	%
Owner/Co-owner	7.9
Management	30.4
Plant/Operations Management	6.8
Division Management	15.9
Department Management	18.7
Team leader/master craftsperson	7.6
Administrator/skilled worker	7.5
Research associate	1.3
Position not yet recorded/ unknown	3.9
Actual circulation	**100.0**

Topics and Dates

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	Print Edition with Extended E-Paper		Production	Peripherals and Automation	Recycling	Materials	Toolmaking and Design	Special	Trade Fairs
February	1	**PD:** 16.02.27 **AD:** 28.01.27	Injection moulding FRP processing Compression moulding Quality assurance Test and measurement technology Thermoforming Blow moulding Lightweight construction 3D printing	Conveying, mixing, dosing, drying Robotics Software, assistance systems, artificial intelligence Energy management Production control	Sorting Cleaning Shredding, grinding Compounding, granulation	**Materials Special**	Hot runner Product design and engineering CAD-CAM Simulation Tools for extrusion	Materials	KPA, Ulm 24.-25.02.2027 JEC World, Paris 02.-04.03.2027 Plastics in Automotive Engineering - PIAE, Baden-Baden 17.-18.03.2027
April	2	**PD:** 01.04.27 **AD:** 15.03.27	Injection moulding PUR processing Foaming, sealing Extrusion Surface technology Assembly technology Packaging technology 3D printing	Conveying, mixing, dosing, drying Energy management Production control **Automation Special**	Sorting Cleaning Shredding, grinding Compounding, granulation	Composite materials Additives, colours Masterbatches Compounds Thermoplastics PVC applications Elastomers, silicones, TPE Lightweight construction	Mould making Standard parts Temperature control	Automation and AI	Chinaplas, Shenzhen, China 13.-16.04.2027 NPE, Orlando, USA 03.-07.05.2027 Moulding Expo, Stuttgart 11.-12.05.2027
May	3	**PD:** 18.05.27 **AD:** 28.04.27	Injection moulding FRP processing Compression moulding Quality assurance Test and measurement technology Thermoforming Blow moulding Cleanroom Medical technology	Conveying, mixing, dosing, drying Robotics Software, assistance systems, artificial intelligence Energy management Production control	**Compounding and Recycling Special**	High-performance plastics Engineering plastics Thermosets, SMC Films and packaging Green plastics Recyclates PUR applications Plastics in Medical Technology	Hot runner Product design and engineering CAD-CAM Simulation Multi-component moulds	Compounding and recycling	Plastpol, Kielce, Poland 18.-21.05.2027 Kuteno, Bad Salzuflen 01.-03.06.2027 KPA, Bad Salzuflen 01.-03.06.2027 Plastics Recycling Show Europe, Amsterdam 29.-30.06.2027

Subject to change.
***PD:** Publication date, **AD:** Advertising deadline*

Topics and Dates

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	Print Edition with Extended E-Paper	Production	Peripherals and Automation	Recycling	Materials	Toolmaking and Design	Special	Trade Fairs
July	Interactive E-Paper **PD:** 12.07.27 **AD:** 22.06.27	**E-Paper Special "Halbzeit"** At mid-year, PolyFormNEXT takes an in-depth look at the current economic situation in the plastics industry. The interactive E-Paper special "Halbzeit" brings together assessments from leading experts and the positions of industry associations. It focuses on economic developments, structural challenges and future prospects along the entire value chain.						
September	4 **PD:** 02.09.27 **AD:** 13.08.27	Injection moulding PUR processing Foaming, sealing Extrusion Surface technology Assembly technology Lightweight construction 3D printing	Conveying, mixing, dosing, drying Robotics Software, assistance systems, artificial intelligence Energy management Production control	Sorting Cleaning Shredding, grinding Compounding, granulation	Composite materials Additives, colours Masterbatches Compounds Thermoplastics PVC applications Elastomers, silicones, TPE Lightweight construction **Packaging Technology Special**	Mould making Standard parts Temperature control	Fakuma Preview Packaging technology	Fachpack, Nürnberg 21.-23.09.2027
October	5 **PD:** 01.10.27 **AD:** 13.09.27	**Trade Fair Issue for Fakuma 2027:** Reports and news from every area of machinery and plant engineering, materials, science and research are presented in a structured format. Reports on innovations at the trade fair, supplemented by hall and stand numbers, make planning your visit easier.						Fakuma, Friedrichshafen 11.-15.10.2027
	PD: 01.10.27 **AD:** 06.09.27	**Fakuma Planner 2027** Trade fair guide with exhibitor profiles and hall plans. It is distributed ahead of Fakuma 2027 with the trade fair issue, at the trade fair entrances and as an E-Paper.						



Subject to change.
***PD:** Publication date, **AD:** Advertising deadline*

Topics and Dates

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	Print Edition with Extended E-Paper	Production	Peripherals and Automation	Recycling	Materials	Toolmaking and Design	Special	Trade Fairs
November	Interactive E-Paper **PD: 19.10.27** **AD: 05.10.27**	**E-Paper Special "Formnext 2027"** Alongside Formnext 2027 in Frankfurt (26.-29.10.2027), PolyFormNEXT publishes an accompanying interactive E-Paper special that concisely summarises the key highlights of the leading international trade fair for additive manufacturing. It focuses on the latest technologies, innovations and trends shaping the industry.						
December	6 **PD:** 02.12.27 **AD:** 10.11.27	Injection moulding FRP processing Compression moulding Quality assurance Test and measurement technology Thermoforming Blow moulding Lightweight construction 3D printing	Conveying, mixing, dosing, drying Robotics Software, assistance systems, artificial intelligence Energy management Production control	Sorting Cleaning Shredding, grinding Compounding, granulation	Elastomers, silicones, TPE Green plastics Recyclates Thermoplastics Thermosets, SMC PUR applications High-performance plastics Engineering plastics Composite materials Additives, colours Masterbatches Films and packaging	Hot runner Mould making Temperature control Standard parts Product design and engineering CAD-CAM Simulation	**PolyFormNEXT Products of the Year 2028** The Plastics Industry in Austria 	

Subject to change.
***PD:** Publication date, **AD:** Advertising deadline*

Advertising Rates

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Valid from 01.01.2027

Format	Dimensions in mm	Prices 4c
1/1 page	180 x 252	€ 7,270
Junior Page	135 x 190	€ 4,860
1/2 page	88 x 252 portrait 180 x 124 landscape	€ 4,110
1/3 page	56 x 252 portrait 180 x 80 landscape	€ 3,260
1/4 page	180 x 60 landscape 88 x 124 corner	€ 2,380
1/6 page	56 x 124 portrait 88 x 80 corner	€ 1,930
1/8 page	180 x 29 landscape 88 x 60 corner	€ 1,590
Front Cover	190 x 200	€ 8,300
Cover pages: U2 / U4 each	210 x 297	€ 8,150
U3	210 x 297	€ 7,990

Special Advertising Formats

Prices for banderoles, gatefolds, flaps, wraparound banderoles, double gatefold advertisements (only in conjunction with the front cover), cover gatefolds, glued-on advertising materials, etc. on request

Extended E-Paper

Multimedia content can optionally be integrated into your advertising in all e-paper editions of our print issues.

Video Integration	€ 500
GIF Animation	€ 500
Survey	€ 1,900
Image Gallery	€ 1,500

Discounts

Bookings within one advertising year.
(Beginning with publication of the first advertisement)

Frequency Scale		Volume Scale	
for 3 advertisements	5%	from 2 pages	5 %
for 6 advertisements	10%	from 4 pages	10 %
for 9 advertisements	15%	from 6 pages	15 %
for 12 advertisements	20%	from 9 pages	20 %
		from 12 pages	25 %

No discount on ad specials, loose inserts or technical costs.
Combined discounts for cross-media campaigns on request.

Surcharges

Placement	Binding placement requirements possible from 1/3 page, 10 % surcharge
Colour	Prices quoted apply to Euroscale, surcharge for spot colours on request
Format	No surcharges for bleed or printing across the gutter

Classifieds

Job Vacancies	25 % discount on the basic advertising rate
Job Applications	50 % discount on the basic advertising rate

Terms of Payment

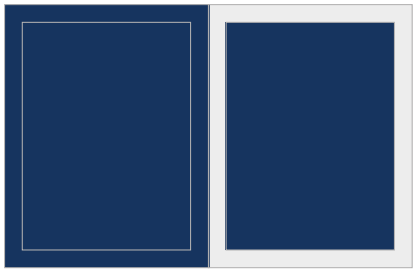
Direct debit with 2% discount, 10 days net

Bank Details: HypoVereinsbank, München
IBAN: DE 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Advertising Formats

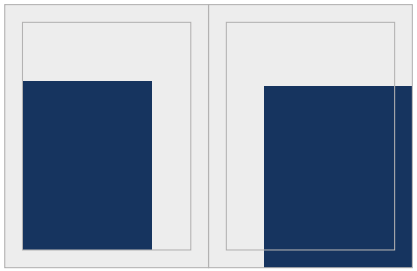
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Dimensions: width x height in mm



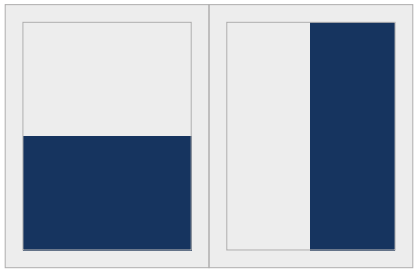
1/1 page

S: 180 x 252 mm
A: 210 x 297 mm



Junior Page

S: 135 x 190 mm
A: 150 x 213 mm



1/2 page landscape

S: 180 x 124 mm
A: 210 x 147 mm

1/2 page portrait

S: 88 x 252 mm
A: 103 x 297 mm

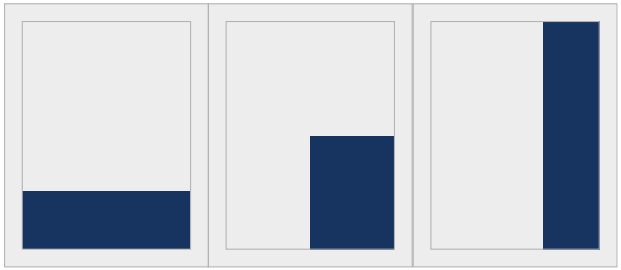


1/3 page landscape

S: 180 x 80 mm
A: 210 x 103 mm

1/3 page portrait

S: 56 x 252 mm
A: 71 x 297 mm



1/4 page landscape

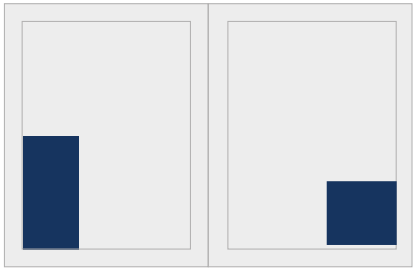
S: 180 x 60 mm
A: 210 x 83 mm

1/4 page corner

S: 88 x 124 mm
A: 103 x 147 mm

1/4 page portrait

S: 45 x 252 mm
A: 60 x 297 mm



1/6 page portrait

S: 56 x 124 mm
A: 71 x 147 mm

1/6 page corner

S: 88 x 80 mm
A: 103 x 103 mm



1/8 page landscape

S: 180 x 29 mm
A: 210 x 52 mm

1/8 page corner

S: 88 x 60 mm
A: 103 x 83 mm

Magazine format 210 × 297 mm

S: Type area format

A: Trimmed format excluding bleed allowances

Bleed allowance: 3 mm on the open sides

Please email print advertising material to:

druckunterlagen@pelemedia.de

Special Advertising Formats

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Front Cover Package Comprising:
Front Cover Plus a 2-Page Cover Story

Format: 210 mm x 297 mm + 3 mm bleed
The front cover and cover story are developed in consultation with the editorial team. Achieve maximum visibility for your products and solutions.

Price: € 8,300

Front Cover Package



Content Package:
1/1-page advertorial

Price: € 4,580
(not eligible for a discount)

Cross-media Package:
1/1-page advertorial
plus 4 weeks' presence for your advertorial in the relevant section of the website and a social media post.

Price: € 5,990
(not eligible for a discount)

Content Package Crossmedia Package



	80 - 135 g/m²
2 sheets = 4 pages	€ 7,780
3 sheets = 6 pages	€ 10,260

Required delivery quantity: 10,400 copies

Bound-in Inserts



Loose inserts over 25 g each on request

Price for full circulation (up to 25g, incl. postage)	€ 3,850 (not eligible for a discount)

Required delivery quantity: 10,400 copies

Loose Inserts

We offer numerous special advertising formats for your individual campaign – please contact us.

Shipping Address for Special Advertising Formats

Delivery Note: For magazine PolyFormNEXT, issue (no.)

Vogel Druck, Leibnizstr. 5, 97204 Höchberg

Special Advertising Formats

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Fakuma Trade Fair Planner 2027:

The well-established, only official trade fair planner, offering high practical value
Format: DIN A4
Circulation: 16,000 copies
Distribution:
- PolyFormNEXT trade fair issue 5/2027 for Fakuma
- at the trade fair entrances
- in the E-Paper to more than 23,500 newsletter recipients
- online at www.polyformnext.de

Fakuma Trade Fair Planner 2027

Interactive E-Paper: Halbzeit

At mid-year, PolyFormNEXT reviews the current economic situation in the plastics industry. The interactive E-Paper "Halbzeit" brings together assessments from leading experts and the positions of industry associations – economic developments, structural challenges and future prospects.

Interactive E-Paper: Formnext 2027

Alongside Formnext 2027 in Frankfurt, **PolyFormNEXT** together with **INDUSTRIAL Production** publishes an accompanying interactive special that concisely summarises the key highlights of the leading international trade fair for additive manufacturing. It focuses on the latest technologies, innovations and trends shaping the industry.

Basic Package
• 1/1-page advertorial/company profile
or
• 1/2-page advertorial/company profile + 1/2-page image with video link

Premium Package
• All services included in the Basic Package
• In addition: annual premium listing in the supplier directory Company Connectory (including product presentations, videos, Whitepaper, brochures, job vacancies and much more)



Live Video Interview from Fakuma 2027:

A live video post from Fakuma (trade fair clip), recorded directly at your stand by our Editor-in-Chief Annina Schopen and posted the same day.
Distribution:
- Video clip posted on LinkedIn (over 4000 followers)
- Newsletter publication (around 25,000 recipients)
- E-Paper Fakuma 2027 Review, (around 25,000 recipients)
- Video gallery on polyformnext.de

Basic rate € 990

Live Video Interview from Fakuma 2027



Interactive E-Papers: Halbzeit 2027 and Formnext 2027

Extended E-Paper with Interactive Elements

Extended E-Paper – More Attention. More Interaction. More Impact.

In addition to your advertisement booked in the print edition:
Use the interactive features of our extended e-paper

Increase the reach and impact of your print advertisement with the interactive features of our extended e-paper.

Add multimedia content to your booked advertisement, e.g.:
- Videos
- Image galleries
- GIFs
- Surveys

This brings your **products and solutions to life**, creates a **more immersive user experience** and offers your target audience **real added value**.







Extended E-Paper	
Multimedia content can optionally be integrated into your advertising in all E-Paper editions of our print issues. (The prices quoted are in addition to the print advertising rates)	
Video Integration	€ 500
GIF Animation	€ 500
Survey	€ 1,900
Image Gallery	€ 1,500

Print – Technical Data

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Technical Details / Processing

Printing Process	Processing
Magazine Format	trimmed format 210 mm wide x 297 mm high plus 3 mm bleed on all open sides
Type Area	180 mm wide x 252 mm high 4 columns, each 42 mm wide
Printing Process	Cover: sheetfed offset Contents: web offset
Colours	Printing inks (CMYK) according to ISO 12647-2 (PSO). Spot colours on the cover are possible by arrangement. Minor tonal variations are within the tolerance range of web offset printing. Solid black areas should be underlaid with a 40 % cyan screen.
Data Formats	Print-ready closed PDF files. Please provide one PDF file per individual page. Relevant graphic and text elements must be at least 5 mm from the trim. Image resolution 300 dpi
Proof	Colour-binding proof to "Medienstandard Druck" (bvdm). Digital proofs without FOGRA media wedges are not considered colour-binding.
ICC Profile	Cover: isocoated_v2_eci.icc (Fogra 39L), contents: PSO_INP_Paper_eci.icc (Fogra 48L) The corresponding profiles are available to download at www.eci.org.
Data Transfer	Please send the data (up to 10 MB) to: druckunterlagen@pelemedia.de
Data Archiving	Data is archived, so unchanged repeat insertions are usually possible. However, data retention is not guaranteed.
Warranty	We accept no liability for delays or errors caused by incorrect data.
Contact	Mara Hofacker Phone: +49 89 2006573-10 mhofacker@pelemedia.de

Loose Inserts / Bound-in Inserts / Stick-ins / CDs

Loose Inserts	
Minimum Format	105 mm width x 148 mm height
Maximum Format	10 mm smaller in both height and width than the host publication

Loose inserts must be delivered trimmed and folded as finished products.
Folded products must be closed at the spine and suitable for machine processing.

Bound-in Inserts	
Minimum Format	115 mm width x 140 mm height
Maximum Format	Format of the carrier publication
Trim	Magazine format: 6 mm head trim, at least 3 mm fore-edge and foot trim, plus an additional 3 mm milling allowance at the spine

Bound-in inserts must be delivered untrimmed and folded.
Multi-page inserts must be closed at the spine and suitable for machine processing.
Bound-in inserts must be designed and produced so that no additional preparation or processing is required. Difficult handling and additional folding or gluing are charged separately.

Before an order can be accepted and confirmed, a binding sample or, if necessary, a dummy with size and weight specifications must be submitted.

Bound-in inserts must be designed so that they are recognisable as advertising and cannot be confused with editorial content. Their placement depends on technical possibilities. Inserts printed on materials other than paper can only be accepted with prior postal service approval, which must be obtained by the publisher.

Shipping Address

Delivery reference:
For magazine PolyFormNEXT,
issue (no.)
Vogel Druck, Leibnizstr. 5
97204 Höchberg

Our general terms and conditions apply (www.pelemedia.de/AGB)

Terms of Payment

Direct debit with 2% discount, 10 days net

Bank Details: HypoVereinsbank, München
IBAN: DE 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Website Banner Formats www.polyformnext.de

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Website in DE and EN

(1) Superbanner

€ 230/ 1,000 ad impressions
(728 x 90 pixels)
* Mobile: 4:1 / 300 x 75 pixels

(2) Billboard Ad

€ 400 / 1,000 ad impressions, (800 x 250 pixels or 970 x 250 pixels)
* Mobile: 4:1 / 300 x 75 pixels

(2) Billboard Video Ad

€ 550 / 1,000 Ad Impressions
(800 x 250 pixels or 970 x 250 pixels)

(3) Skyscraper

€ 240 left / 1,000 Ad Impressions
€ 270 right sticky / 1,000 Ad Impressions
(120 x 600 pixels or 160 x 600 pixels)
*Mobile: 4:1 / 300 x 75 pixels

(4) Halfpage Ad

€ 350 / 1,000 Ad Impressions
(300 x 600 pixels)
* Mobile: 2:1 / 300 x 150 pixels

(5) Medium Rectangle

€ 270 / 1,000 Ad Impressions, (300 x 250 pixels)

(5) Medium Rectangle Video Ad

€ 380 / 1,000 Ad Impressions, (300 x 250 pixels)

(6) Baseboard Ad

€ 380 / 1,000 Ad Impressions
(728 x 90 pixels or 940 x 90)
* Mobile: 6:1 / 300 x 50 pixels

(7) Fullsize

€ 200 / 1,000 Ad Impressions
(468 x 60 pixels)

(8) Halfsize

€ 160 / 1,000 Ad Impressions
(234 x 60 pixels)

(9) Landscape Video Ad

€ 560 / 1,000 Ad Impressions

Available file formats: GIF, JPEG, HTML5,
File size: max. 80 KB,
Prices = cost per thousand impressions
Data delivery: 5 working days before campaign start
Video Ad Specifications: see page 18



Special Formats & Mobile Banner Overview

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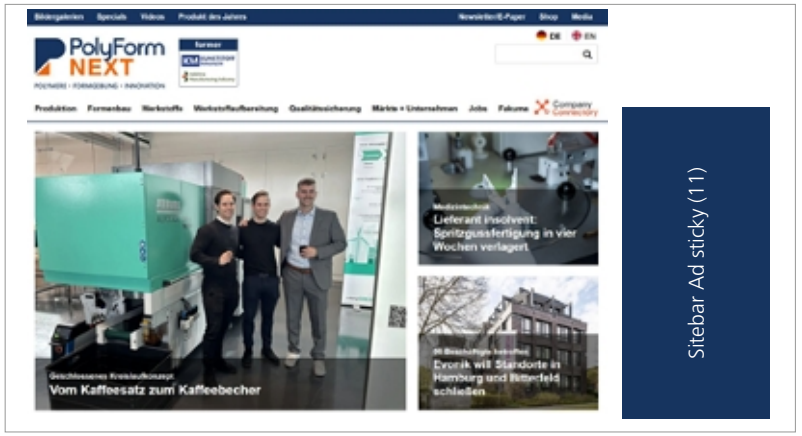


(10) Wallpaper

€ 360 / 1,000 Ad Impressions
(728 x 90 pixels / top,
120 x 600 pixels / right, or
160 x 600 pixels / right)
*Mobile: 2:1 / 300 x 150 pixels

(11) Sitebar Ad (sticky)

€ 360 / 1,000 Ad Impressions
(300 x 600 pixels)
* Mobile: 2:1 / 300 x 150 pixels



Available file formats: GIF, JPEG, HTML5 file size: max. 80 KB
Prices = cost per thousand impressions; data delivery: 5 working days before campaign start

To ensure that your banner can also be displayed on mobile devices, please send us the corresponding mobile banner format.

Mobile Banner Overview



Mobile Content
Ad 4:1
300 x 75 pixels
max. 50 KB



Mobile Content
Ad 6:1
300 x 50 pixels
max. 50 KB



Mobile Content
Ad 6:1
300 x 50 pixels
max. 50 KB



Mobile Content
Ad 2:1
300 x 150 pixels
max. 50 KB

Website Banner Formats – Video Ads

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Video Ads

Video Ads

- Integration of video ads on our specialist portals

Placements:
- Billboard Video Ad
- Medium Rectangle Video Ad
- Landscape Video Ad (large format)

(Bookable individually or as a video rotation package.)

Features:
- Video starts automatically without sound; audio can be activated by user interaction
- Fully responsive: also available on mobile devices
- The video ad is clickable and can link to a landing page
- Full tracking: AIs, clicks, CTR

Placement:
- On all home, category and article pages

Data Delivery:
- Convenient delivery of a single video file
- Formats: MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV
- Maximum size: 30 MB

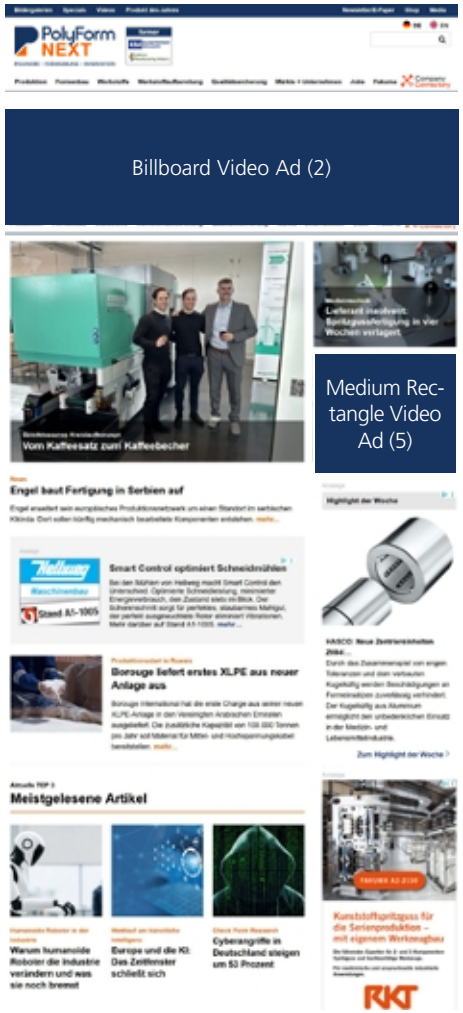
3GPP / MPEG-4

Resolution	Target Bit Rate for Video Files	Target Bit Rate for Audio Files
320 x 240	192 kBit/s	32 kBit/s
176 x 144	56 kBit/s	24 kBit/s

MP4 / H.264 / AAC

Resolution	Target Bit Rate for Video Files	Target Bit Rate for Audio Files
1920 x 1080	4,000 kBit/s	128 kBit/s
1280 x 720	3,000 kBit/s	128 kBit/s
1280 x 720	2,000 kBit/s	128 kBit/s
854 x 480	1,500 kBit/s	128 kBit/s
854 x 480	1,000 kBit/s	128 kBit/s
640 x 360	400 kBit/s	96 kBit/s

Available file formats: GIF, JPEG, HTML5,
File size: max. 80 KB,
Prices = cost per thousand impressions
Data delivery: 5 working days before campaign start



Native Advertising

Native Advertising – Your Content with the Look & Feel of Editorial Articles

An online advertorial is the ideal solution for presenting complex topics to your target audience with a lasting impact.

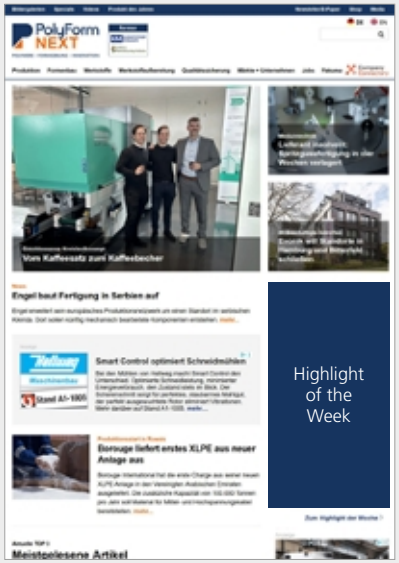
Designed in the style of an editorial article, the advertorial is perceived as high-quality specialist content, achieving a particularly high level of credibility and relevance.

Native communication with a lasting impact.

Tip: Combine the online advertorial with our Social Media Plus package to share your content across our wide-reaching channels and further increase your visibility on social media.

Highlight of the Week, also including Newsletter

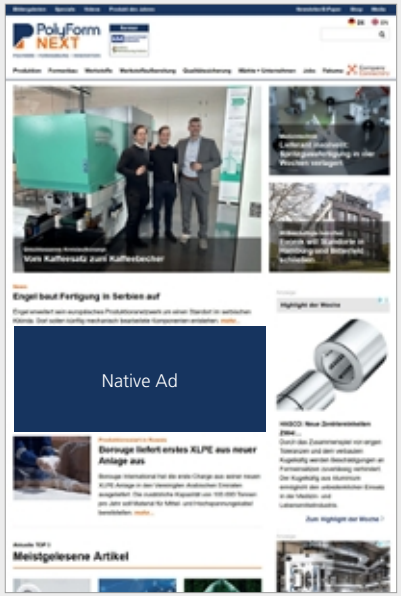
- Present your product, webinar or event for one week on our specialist portal
- Headline: 40 characters including spaces, Text: 250 characters including spaces, Image: 300 x 250 pixels
- Link to your website or a microsite we design for your articles



Highlight of the Week	**Price: € 740**
Highlight of the Week Combination (including a text ad/native ad in the newsletter, see newsletter page for specifications)	**Price: € 2,580**

Native Ad of the Week, also including Newsletter and Social Media

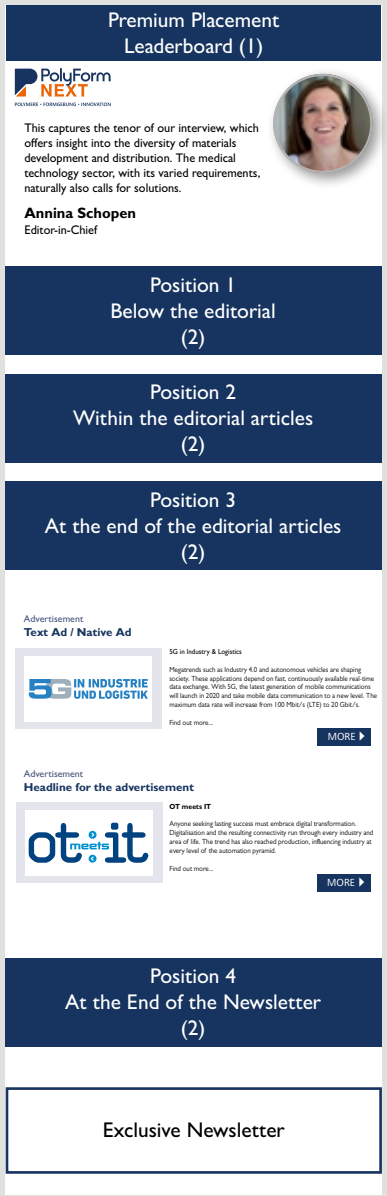
- Native ad with the look & feel of our specialist portal
- Headline: 40 characters including spaces, text: 300 characters including spaces, image: 180 x 150 pixels
- Link to your website or a microsite we design for your articles



Native Ad of the Week	**Price: € 980**
Native Ad Combination (including a text ad/native ad in the newsletter, see newsletter page for specifications)	**Price: € 2,790**
Native Ad Combination Social Plus (additional publication on our social media channels)	**Price: € 3,460**

Newsletter Banner Formats

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Twice a week, PolyFormNEXT sends a newsletter to a qualified readership. Newsletter subscribers receive the latest news, product reports and specialist articles – concise, relevant and directly to their inbox.

over 23.500* recipients

The PolyFormNEXT newsletter is the ideal advertising medium for:

- Product presentations
- Company announcements
- Seminar and event announcements

Use this environment for your targeted B2B communication!

*As of June 2026 (publisher's information)

(1) Leaderboard

€ 2,730 (exclusively in the e-paper newsletter € 3,290)
(630 x 90 pixels, max. 200 KB),

(2) Text Ad / Native Ad / Video Ad / Billboard

€ 2,150
Available Advertising Formats
Text ad / native ad / video ad / billboard (630 x 200 pixels, max. 200 KB)

Text Ad / Native Ad Specifications

Presented like an article
Headline + text + image and
target URL (max. 1 link)
Image: 225 x 127 pixels, max. 200 KB
Headline: max. 40 characters,
Text: max. 300 characters
including spaces in each case

Video Ad

Clicking the video opens it in a separate window.
Links to videos on YouTube or Vimeo are possible.

Exclusive Newsletter

€ 6,380
4 advertising placements (leaderboard and 3 text ads/billboards)
+ 2 editorial articles
+ Mention in the subject line (not eligible for a discount)

The kunststoff-magazin.de editorial team reserves the right to revise revise articles in consultation with the customer.

All newsletter advertising formats are optimised for mobile devices

File Format: PNG, JPEG, GIF* (**without animation only)*
Data Delivery: 5 working days before campaign start

Newsletter Topics and Dates

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	CW	Date	Topic
January	1	Tuesday, 5. January 2027	Top 10 December 2026
	1	Thursday, 7. January 2027	News from the Plastics Industry
	2	Tuesday, 12. January 2027	News from the Plastics Industry
	2	Thursday, 14. January 2027	News from the Plastics Industry
	3	Tuesday, 19. January 2027	News from the Plastics Industry
	3	Thursday, 21. January 2027	News from the Plastics Industry
	4	Tuesday, 26. January 2027	News from the Plastics Industry
	4	Thursday, 28. January 2027	News from the Plastics Industry
February	5	Tuesday, 2. February 2027	Top 10 January 2027
	5	Thursday, 4. February 2027	News from the Plastics Industry
	6	Tuesday, 9. February 2027	**KPA Ulm Trade Fair Special**
	6	Thursday, 11. February 2027	News from the Plastics Industry
	7	Tuesday, 16. February 2027	E-Paper 01/2027
	7	Thursday, 18. February 2027	**JEC World Trade Fair Special**
	8	Tuesday, 23. February 2027	News from the Plastics Industry
	8	Thursday, 25. February 2027	News from the Plastics Industry
March	9	Tuesday, 2. March 2027	Top 10 February 2027
	9	Thursday, 4. March 2027	News from the Plastics Industry
	10	Tuesday, 9. March 2027	News from the Plastics Industry
	10	Thursday, 11. March 2027	**Materials Topic Special**
	11	Tuesday, 16. March 2027	News from the Plastics Industry
	11	Thursday, 18. March 2027	News from the Plastics Industry
	12	Tuesday, 23. March 2027	News from the Plastics Industry
	12	Thursday, 25. March 2027	News from the Plastics Industry
	13	Tuesday, 30. March 2027	**Chinaplas Trade Fair Special**

	CW	Date	Topic
April	13	Thursday, 1. April 2027	E-Paper 02/2027
	14	Tuesday, 6. April 2027	Top 10 March 2027
	14	Thursday, 8. April 2027	News from the Plastics Industry
	15	Tuesday, 13. April 2027	**Automation and AI Topic Special**
	15	Thursday, 15. April 2027	News from the Plastics Industry
	16	Tuesday, 20. April 2027	**NPE Trade Fair Special**
	16	Thursday, 22. April 2027	News from the Plastics Industry
	17	Tuesday, 27. April 2027	**Moulding Expo Trade Fair Special**
	17	Thursday, 29. April 2027	News from the Plastics Industry
May	18	Tuesday, 4. May 2027	Top 10 April 2027
	18	Friday, 7. May 2027	News from the Plastics Industry
	19	Tuesday, 11. May 2027	News from the Plastics Industry
	19	Thursday, 13. May 2027	News from the Plastics Industry
	20	Tuesday, 18. May 2027	E-Paper 03/2027
	20	Thursday, 20. May 2027	**Kuteno and KPA Trade Fair Special**
	21	Tuesday, 25. May 2027	News from the Plastics Industry
	21	Friday, 28. May 2027	**Compounding and Recycling Topic Special**
June	22	Tuesday, 1. June 2027	Top 10 May 2027
	22	Thursday, 3. June 2027	News from the Plastics Industry
	23	Tuesday, 8. June 2027	News from the Plastics Industry
	23	Thursday, 10. June 2027	News from the Plastics Industry
	24	Tuesday, 15. June 2027	**PRSE Trade Fair Special**
	24	Thursday, 17. June 2027	News from the Plastics Industry
	25	Tuesday, 22. June 2027	News from the Plastics Industry
	25	Thursday, 24. June 2027	News from the Plastics Industry
	26	Tuesday, 29. June 2027	News from the Plastics Industry

Newsletter Topics and Dates

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	CW	Date	Topic
July	26	Thursday, 1. July 2027	Top 10 June 2027
	27	Tuesday, 6. July 2027	News from the Plastics Industry
	27	Thursday, 8. July 2027	News from the Plastics Industry
	28	Tuesday, 13. July 2027	E-Paper Halbzeit 2027
	28	Thursday, 15. July 2027	News from the Plastics Industry
	29	Tuesday, 20. July 2027	News from the Plastics Industry
	29	Thursday, 22. July 2027	News from the Plastics Industry
	30	Tuesday, 27. July 2027	News from the Plastics Industry
	30	Thursday, 29. July 2027	News from the Plastics Industry
August	31	Tuesday, 3. August 2027	Top 10 July 2027
	31	Thursday, 5. August 2027	News from the Plastics Industry
	32	Tuesday, 10. August 2027	News from the Plastics Industry
	32	Thursday, 12. August 2027	News from the Plastics Industry
	33	Tuesday, 17. August 2027	News from the Plastics Industry
	33	Thursday, 19. August 2027	News from the Plastics Industry
	34	Tuesday, 24. August 2027	News from the Plastics Industry
	34	Thursday, 26. August 2027	News from the Plastics Industry
	35	Tuesday, 31. August 2027	E-Paper 04/2027
September	35	Thursday, 2. September 2027	Top 10 August 2027
	36	Tuesday, 7. September 2027	**Fachpack Trade Fair Special**
	36	Thursday, 9. September 2027	News from the Plastics Industry
	37	Tuesday, 14. September 2027	**Fakuma Warm-Up**
	37	Thursday, 16. September 2027	News from the Plastics Industry
	38	Tuesday, 21. September 2027	**Fakuma Warm-Up**
	38	Thursday, 23. September 2027	News from the Plastics Industry
	39	Tuesday, 28. September 2027	**Fakuma Warm-Up**
October	39	Thursday, 30. September 2027	E-Paper 05/2027
	40	Tuesday, 5. October 2027	**Fakuma Warm-Up**
	40	Thursday, 7. October 2027	Top 10 September 2027

	CW	Date	Topic
October	41	Monday, 11. October 2027	**Fakuma Trade Fair Special**
	41	Tuesday, 12. October 2027	**Fakuma Trade Fair Special**
	41	Wednesday, 13. October 2027	**Fakuma Trade Fair Special**
	41	Thursday, 14. October 2027	**Fakuma Trade Fair Special**
	41	Friday, 15. October 2027	**Fakuma Trade Fair Special**
	42	Tuesday, 19. October 2027	News from the Plastics Industry
	42	Thursday, 21. October 2027	**Formnext Trade Fair Special**
	43	Tuesday, 26. October 2027	News from the Plastics Industry
	43	Thursday, 28. October 2027	**Fakuma Review Trade Fair Special**
November	44	Tuesday, 2. November 2027	Top 10 October 2027
	44	Thursday, 4. November 2027	News from the Plastics Industry
	45	Tuesday, 9. November 2027	News from the Plastics Industry
	45	Thursday, 11. November 2027	News from the Plastics Industry
	46	Tuesday, 16. November 2027	News from the Plastics Industry
	46	Thursday, 18. November 2027	News from the Plastics Industry
	47	Tuesday, 23. November 2027	News from the Plastics Industry
	47	Thursday, 25. November 2027	News from the Plastics Industry
	48	Tuesday, 30. November 2027	Top 10 November 2027
December	48	Wednesday, 1. December 2027	**PolyFormNEXT Products of the Year 2028**
	48	Thursday, 3. December 2027	E-Paper 06/2027
	49	Tuesday, 7. December 2027	News from the Plastics Industry
	49	Thursday, 9. December 2027	**The Plastics Industry in Austria Topic Special**
	50	Tuesday, 14. December 2027	News from the Plastics Industry
	50	Thursday, 16. December 2027	News from the Plastics Industry
	51	Tuesday, 21. December 2027	News from the Plastics Industry
	52	Tuesday, 28. December 2027	**2027 year in review**

Customized Newsletter

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Customized Newsletter – An exclusive newsletter delivered straight to your target audience's inbox

Send your **customized message exclusively** to **PolyFormNEXT's targeted newsletter mailing list**.

Your content reaches your target audience directly – ideal for new product launches, event invitations or company news.

Maximum visibility – precise, exclusive, effective.

One news item per customized newsletter

Contents: 1 image + 1 news item + 1 logo

Text: max. 1,500 characters (including spaces)

Image width: 630 pixels, maximum image height: 300 pixels

Subject line: max. 100 characters (including spaces)

Links: max. 5

From: PolyFormNEXT and the advertiser

Dates available on request

Advantages:

- Exclusive newsletter featuring your company's content
- High visibility for your company and your offer
- Individual scheduling
- Maximum 1 Customized Newsletter per week per company

Price: € 7,830
(not eligible for a discount)

Special configurations available on request



Sample

Company Connectory – The Network for Companies

Companies can find and connect with one another quickly and efficiently here. The smart platform creates visibility and connections.

Company Connectory offers everything at a glance: products and services, webinars, whitepaper, event tips, videos, webshop, e-paper and much more.

Your Advantages:

- Premium profile: your business card
- Multimedia content
- Listing of specialist articles
- Job vacancies
- Leads from customers
- Prominent placement in the supplier search
- Display in editorial articles
- Inclusion in the newsletter
- Social media postings

	Starter	Premium	Professional
• Individual company presentation with logo, free text, image and links to the website	√	√	√
• Industry/product classification	√	√	√
• Product presentations with images, descriptions and links	√	√	√
• Listing of specialist articles in the company profile	√	√	√
• Job vacancies	√	√	√
• Individual contact information including Google Maps integration	√	√	√
• Top listing in search results	√	√	√
• Logo display including a link on all editorial article pages	√	√	√
• Multimedia content such as videos, interactive e-papers, page-turning catalogues, etc.		√	√
• Whitepapers, brochures, catalogues and other documents (PDFs)		√	√
• Logo display including a link to the company profile in newsletters (6x or 12x per year)		√ (6x/year)	√ (12x/year)
• Social media postings: on LinkedIn, Xing, Instagram, Facebook (6x/year)			√
Price	**€ 2,990**	**€ 4,990**	**€ 6,190**

12 months, annual billing – freely selectable start date.
After 12 months, the subscription continues indefinitely with a notice period of one month. We are happy to handle the setup and maintenance of your profile (setup € 499 one-off, maintenance € 99 monthly)



Sample

Social Media Posting

Social Media Posting – Share Your Content Successfully Across Our Channels

Enhance your marketing communication with a social media post on PolyFormNEXT's high-reach channels.
Whether a new product, solution, video, webinar or service – attract attention where your target group is active.

More visibility. More attention. More impact.



Price: € 780
(not eligible for a discount)

Followers: over 10,500
(publisher's information, as of June 2026)

Your Advantages

- Placement in PolyFormNEXT's independent editorial environment
- Publication date chosen individually
- Access to an interactive, industry-specific community

Lead Generation

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Whitepaper



- Your Whitepaper is published on www.polyformnext.de and promoted with supporting online advertising.
  - Promotional banner in at least two PolyFormNEXT newsletters
  - At least two posts on PolyFormNEXT's social media channels
  - Your Whitepaper featured in the polyformnext.de teaser area for two months
- The link leads to a landing page we create with input fields to request the download (GDPR-compliant).
- You gain high visibility across our channels and receive valuable leads after the campaign ends.
- We would be happy to provide an individual quotation and help you create the whitepaper and advertising materials.

Lead Campaign with Whitepaper

Duration: 2 months

Price: € 4,180 plus **€ 70** per lead

Optionally also available with a Customized Newsletter.

Price: € 5,990 plus **€ 70** per lead

Webinar

If you are looking for an efficient tool for knowledge transfer, webinars are the ideal advertising format. A webinar lets you present your latest developments and innovations, and actively involve customers live through chat questions. Use a webinar to highlight the benefits of your products, demonstrate your expertise and raise awareness of your company.

Services

- Advance notice of the webinar in at least three PolyFormNEXT newsletters and at least two posts on the social media channels of PolyFormNEXT
- Display ad to promote your webinar on polyformnext.de for one month
- Participant registration
- Briefing of your speaker and technical delivery
- Live broadcast including introduction and closing remarks
- Provision of registration data (company, first name, surname, email)
- Afterwards, the webinar is available for download for four weeks as an on-demand webinar on the media brand's website, subject to registration



Image: fizkes /stock.adobe.com

Lead Campaign with a Webinar

Price: € 5,420

Optionally also bookable with a full-page announcement of the webinar.
(Advertisement designed by the publisher)

Price: € 7,910

Available file formats: GIF, JPEG, HTML, PNG, iframe, redirect. Specifications refer to the recommended file size; max. 1 MB possible

PolyFormNEXT Theme Days

PolyFormNEXT theme days focus on one topic and provide in-depth information on it over the course of a day. A maximum of 4 webinars take place on each theme day. The webinars start at 10:00, 11:00, 13:00 and 14:00 and each last 45 minutes.

Services

- Promotional banner in at least two PolyFormNEXT newsletters
- At least two posts on PolyFormNEXT's social media channels
- Display ad promoting your webinar on polyformnext.de for one month
- Participant registration
- Briefing of your speaker and technical delivery
- Live broadcast including introduction and closing remarks
- Transfer of leads/registration data (company, first name, surname, email)
- Webinar made available as a registration-required on-demand webcast download

Price and Dates: On Request



Sample

General Terms and Conditions for Advertisements and Advertising of Pelemedia GmbH *(as of 2026)*

Here you will find the General Terms and Conditions (hereinafter "GTC") of Pelemedia GmbH, which apply to the use of Pelemedia's services.

For any Pelemedia service requiring registration, you must agree to the terms of use applicable to that service. To give your consent, please click the "Agree" field or tick the box as part of the opt-in procedure. By clicking the "Agree" field or ticking the box, you declare that you have read and agree to the GTC. You can also print or download the GTC.

1. Scope: The GTC apply to all services offered to users on Pelemedia's websites, in particular paid content and services, competitions, and the marketplace and community areas. Deviations from these GTC or special terms of use for individual services shall only be deemed agreed if expressly confirmed in writing by Pelemedia. In particular, Pelemedia's mere failure to object to other terms and conditions does not mean that these are deemed agreed. Pelemedia is entitled to amend these GTC at any time. Pelemedia will inform the user in good time of changes to the GTC applicable to them. The amendment shall be deemed approved by the user unless they object to it or terminate the contract within one month of receiving notification of the amendment. In the event of an objection, Pelemedia is entitled to terminate the contract with due notice. When notifying the user of amendments, Pelemedia will specifically draw attention to the options for objection and termination, the deadline and the legal consequences, particularly those of failing to object.

When amending the GTC, Pelemedia is entitled in particular to supplement or replace an invalid provision with effect for existing contracts. If a change in legislation or a ruling by the highest courts affects one or more terms of the contractual relationship, Pelemedia may adapt the affected terms to reflect the purpose of the changed legal position, provided that the new or amended terms do not place the user in a worse position than the original provision. Each amendment, including the updated GTC, will be sent to the user by email. Pelemedia is not responsible for internet services provided by third parties to which it links from its websites or which it arranges. Such services are subject to the respective providers' terms of use. This applies in particular to cooperation partners on Pelemedia. The offers of cooperation partners on Pelemedia merely constitute a sales platform for Pelemedia's respective partners. Use of offers provided by cooperation partners establishes a separate legal relationship between the user and the cooperation partner, independently of any legal relationship between Pelemedia and the user. The legal relationship between the partner and the user is governed exclusively by the cooperation partner's terms and conditions and operating procedures. Pelemedia accepts no liability or warranty in this regard.

2. Eligibility for Access and Participation: In principle, all users are eligible for access and participation.

The following minimum requirements apply to competitions. All persons aged 18 or over, or who can provide proof of consent from a parent or guardian, are eligible to participate. By entering, each competition participant agrees to the publication of their name and photograph in the print edition and on the website, and consents to further rights of use for advertising and sales purposes. Employees of Pelemedia GmbH and persons involved in organising the competition are excluded from participation. This also applies to their relatives. Pelemedia further reserves the right to amend or correct competition rules at any time. Pelemedia only concludes contracts for paid content and for arranging internet access with persons over 18 or with the express consent of their legal representative. The websites are also not intended for persons in countries that prohibit the provision of, or access to, the content posted on them. Each user is responsible for finding out about any restrictions before accessing these websites and for complying with them.

3. Availability: Pelemedia's services are offered to users subject to availability. Pelemedia endeavours to ensure that its services are available to users without disruption. Maintenance work and/or further development and/or other disruptions may restrict and/or temporarily interrupt use. This may also result in data loss in certain circumstances. Affected users shall have no resulting claims for compensation. Pelemedia is also entitled to change or discontinue the services offered at any time at its own discretion without notice.

4. Contractual Relationship: The contractual relationship for the use of Pelemedia's paid content is established through registration with the desired and selected payment system provider, agreement to the general terms of use and acceptance by Pelemedia. Acceptance by Pelemedia takes place at the latest when access to the paid content is granted. Use of third-party services advertised by Pelemedia on its websites, or to which Pelemedia arranges access via its websites, establishes contractual relationships exclusively between the user and the third-party provider. Pelemedia accepts no liability or warranty in this regard.

5. Opening a User Account: For certain services on Pelemedia's websites, users must register or may open a user account. The user warrants that the personal information they provide when registering or opening a user account on Pelemedia's websites, in particular their first name, surname, postal address, date of birth and email address, is true and correct, and that they will notify Pelemedia immediately of any changes to that information.

6. Payment Transactions: Fees for paid content are settled before the service is provided through a payment system provider selected by the user. Only the terms of use of the payment system provider selected by the user apply; these are indicated at the appropriate point, with corresponding assistance provided. The fees must be paid to the selected payment system provider in accordance with its respective terms of use.

If the user fails to meet their payment obligations, or payments are not made or are reversed, Pelemedia is entitled to block the user's access, without prejudice to any further claims. If access is blocked because of outstanding amounts and the user settles these, access will be restored. Pelemedia reserves the right to appoint third parties to collect debts.

7. User Obligations: When using Pelemedia's services, the user undertakes not to breach applicable laws and contractual provisions. In particular, the user undertakes to ensure that any content they distribute does not infringe third-party rights (e.g. copyright, patent or trade mark rights), that applicable criminal laws and youth protection provisions are observed, and that no content is distributed that is racist, denies the Holocaust, is grossly offensive, pornographic or sexual, harmful to minors or extremist, glorifies or trivialises violence, glorifies war, promotes a terrorist or extremist political association, incites a criminal offence, contains defamatory statements, is insulting or unsuitable for minors, or is otherwise criminal. The user further undertakes to observe recognised principles of data security and comply with data protection obligations; where applicable, to check emails and enquiries sent to Pelemedia for viruses with the greatest possible care; to comply with statutory, official and technical requirements; to keep any username, identification code and password confidential, not disclose them or tolerate or enable others to learn them, and take the measures required to ensure confidentiality; and to notify Pelemedia immediately of any misuse or loss of this information, or any suspicion thereof. Indications of misuse of Pelemedia's content or the payment system must also be reported to Pelemedia immediately. The user indemnifies Pelemedia against any third-party claims asserted against Pelemedia because the user has infringed their rights. This includes the costs of appropriate legal action and defence. Where there are reasonable grounds to suspect misuse of Pelemedia's services or payment systems, Pelemedia reserves the right to block the user's access to its content and any existing user account, and to involve the investigating authorities. The user may only set off undisputed claims or claims established by a final judgment against Pelemedia's claims. The user shall only have rights of retention in respect of claims arising from the individual, specific contractual relationship of which these GTC form part.

8. Liability: Pelemedia and its representatives or vicarious agents shall only be liable for damages, in particular for delay, non-performance, defective performance or tort, where essential contractual obligations have been breached, the fulfilment of which could be particularly relied upon. The exclusion of liability does not apply to intent or gross negligence. Otherwise, Pelemedia's liability is excluded unless mandatory statutory provisions apply. Pelemedia is only liable for foreseeable damage. Liability for indirect damage, in particular consequential damage, unforeseeable or atypical damage, and loss of profit, is excluded. The same applies to the consequences of industrial disputes, accidental damage and force majeure. Pelemedia provides its own information and data, and information from other providers, via hyperlinks (internet links) on the internet and on mobile devices. This information and data is provided solely for information purposes; the user may not rely on its currency, accuracy or completeness. Pelemedia therefore accepts no warranty or liability, in particular for direct or indirect damage resulting from use of the information or data found on Pelemedia's websites. In particular, Pelemedia accepts no responsibility for the content, functionality, freedom from errors or legality of third-party websites linked from Pelemedia's websites. Pelemedia offers discussion forums and chats. The content and information exchanged by users in these forums is not monitored by Pelemedia. Pelemedia therefore accepts no liability for content and information posted in the forums. The user is solely responsible for the content they publish on Pelemedia's websites. Pelemedia excludes all liability for technical or other malfunctions. Pelemedia accepts no liability for any damage or loss, in particular when dispatching prizes awarded in a competition. These limitations of liability apply to all contractual and non-contractual claims.

9. Liability for Defects: If the user complains about paid content because Pelemedia's services are incomplete or defective, the user must notify either Pelemedia or the payment provider immediately upon becoming aware of the issue, in accordance with the terms of use of the payment system provider they selected. If Pelemedia is liable following a justified and timely complaint, it must provide any missing performance in the event of incomplete performance and, in the event of defective performance, remedy the defect or provide a replacement at its own discretion. The user may demand a reduction in fees if Pelemedia refuses to remedy the defect or provide a replacement, if this is impossible or if such attempts otherwise fail. The user has no right to rescind the contract.

10. Copyright: All content, information, images, videos, databases and computer programs (e.g. widgets) published on Pelemedia's websites are protected by copyright. Use is permitted solely for private personal purposes. Any further use, in particular private or commercial reproduction, modification, distribution or storage of information or data, especially texts, extracts, images and film material, requires Pelemedia's prior express consent. This also applies to inclusion in electronic databases and reproduction on CD-ROM, DVD, etc. Private and/or commercial reproduction, modification, distribution or other misuse of computer programs is not permitted. Downloading or receiving the source code of a computer program does not grant the user ownership rights. No copyright or other related rights are transferred. If the service and/or services are discontinued, the user must immediately delete the source code provided. In all other respects, the legal restrictions arising from copyright law and other applicable statutory provisions apply.

11. Content Submitted by Users: By submitting their own content (e.g. videos, photographs, photo series, texts, etc.) to Pelemedia (e.g. as part of competitions, reader campaigns or internet competitions), users agree that the submitted content may be reproduced, distributed and publicly communicated online and in print without payment of a fee. The user further declares that they hold all copyright and other rights to the submitted content, and that any persons depicted in submitted visual content (e.g. videos, photographs or photo series), other than persons merely incidental to a location or part of depicted gatherings, processions or similar events, consent to publication. For persons under 18, a parent or guardian must consent. Contributions submitted by post cannot be returned to the participant. Users undertake not to send Pelemedia content that is illegal, grossly offensive, pornographic or sexual, harmful to minors or extremist, glorifies or trivialises violence, glorifies war, promotes a terrorist or extremist political association, incites a criminal offence, contains defamatory statements or is otherwise criminal. The user also undertakes not to send content containing advertising or commercial material. Pelemedia reserves the right not to publish submitted content. The user fully indemnifies Pelemedia against all third-party claims arising because the user breaches their obligations under these terms, or, contrary to this declaration, does not hold all rights to the submitted content or depicted persons have not consented to publication. Submitted content represents users' personal views and does not represent Pelemedia's opinion. The user has no legal entitlement to publication of submitted content.

12. Right of Withdrawal: The user is entitled to withdraw their declaration of intent to conclude the contract within two weeks. The period begins at the earliest upon receipt of this notice. Timely dispatch of the declaration of withdrawal is sufficient to meet the deadline. It must be made in writing without giving reasons and addressed to: Pelemedia GmbH, Richard-Reitzner-Allee 2, 85540 Haar

In the event of effective withdrawal, the services received by both parties must be returned and any benefits derived must be surrendered. If the user cannot return the services received, in whole or in part, or can only return them in a deteriorated condition, compensation for their value must be paid to that extent.

However, the right of withdrawal expires if Pelemedia has begun performing the service with the user's express consent before the end of the withdrawal period or if the user has initiated this performance themselves (e.g. by downloading, etc.).

13. Termination: Each party retains the right to terminate for good cause. Good cause exists in particular if, despite a warning, the user continues to breach essential provisions of these GTC and/or engages in misconduct towards third parties by using Pelemedia's services for unlawful purposes or purposes that harass third parties. All notices of termination under these GTC must be made in writing to the address specified in Section 12. Access to Pelemedia's services will be blocked when termination takes effect.

14. Place of Performance / Jurisdiction: The place of performance is the provider's registered office. In business transactions with merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal proceedings is the provider's registered office. Unless the provider's claims are asserted in order-for-payment proceedings, the place of jurisdiction for non-merchants is their place of residence. German law applies. If the customer's place of residence or habitual residence, including that of non-merchants, is unknown when proceedings are initiated, or if the customer has moved their place of residence or habitual residence outside the jurisdiction of the law after concluding the contract, the provider's registered office is agreed as the place of jurisdiction if the contract was concluded in writing.

15. Final Provisions: Legal recourse is excluded in connection with participation in competitions. If individual provisions of these GTC, including these rules, are wholly or partly invalid, the validity of the remaining provisions or parts thereof shall remain unaffected. Invalid or missing provisions shall be replaced by the applicable statutory provisions.

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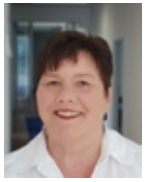
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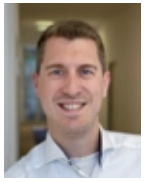


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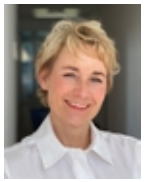


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