

Media Pack

2012

- Newspaper** ■
- Buyer's Guide** ■
- Internet portal** ■
- Price review** ■
- Market research** ■
- Literature** ■

Profil

Circulation

Newspaper

Buyer's Guide

Portal

About Plastinfo

Plastinfo is Russian leading information services for the Plastics Industry.

We offer premium business and research content in a unique combination with powerful databases and search tools for finding industry-related information.

We are committed to delivering up-to-date information of the highest possible quality and value to our readers. The contents are actively managed on a daily basis by our editorial staff.

Plastics makers and opinion leaders from within the industry rely on the information services provided by Plastinfo for their daily work.



Newspaper Twice per month

Key news, reviews, comments, prices, analytics

In cooperation with Kunststoff Information Verlagsgesellschaft mbH



Buyer's Guide

Ratings and contacts of raw materials and equipment suppliers

Internet portal

Daily news, marketplace, labor exchange, articles and reviews, on-line catalog, Polymer price index

Polymers prices

Monthly Newsletter:

- Monitoring the prices of polymers in Russia
- Monitoring import and export of polymers

Market reports

Plastics industry market researches, reviews and data bases

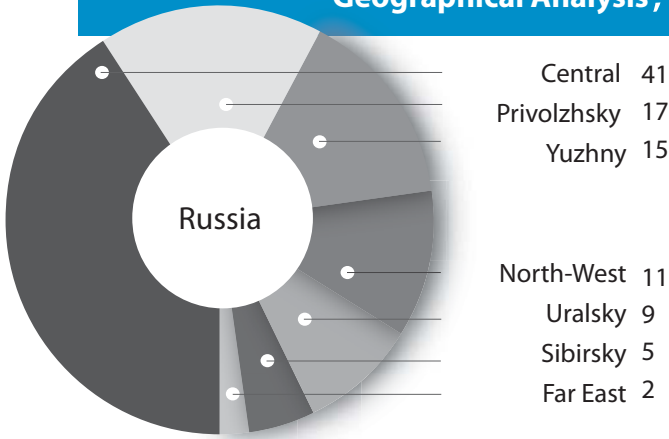
Literature

Reference books and educational aids for plastics processing

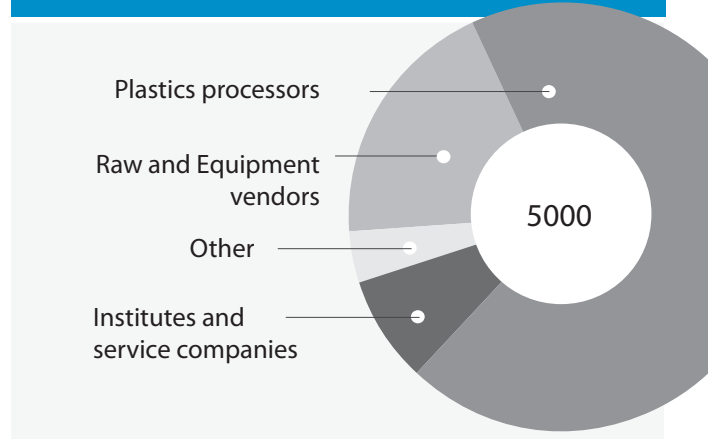
www.plastinfo.ru

Circulation

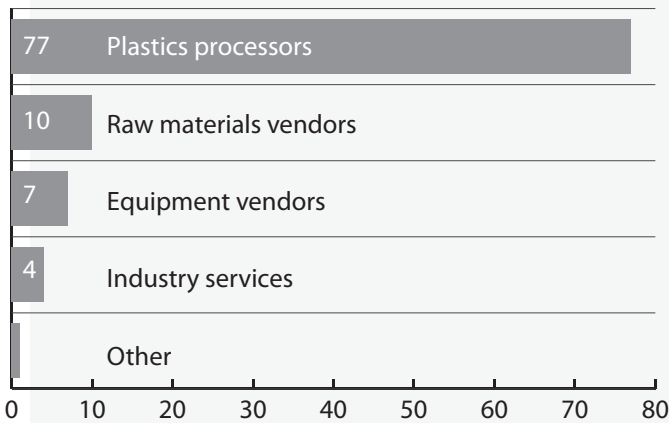
Geographical Analysis, %



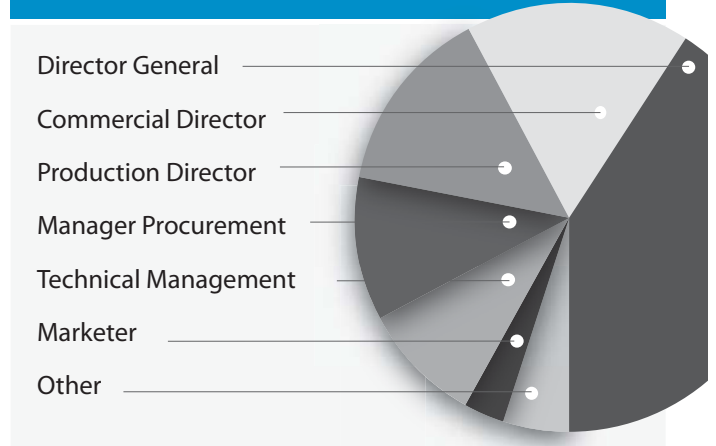
Newspaper distribution



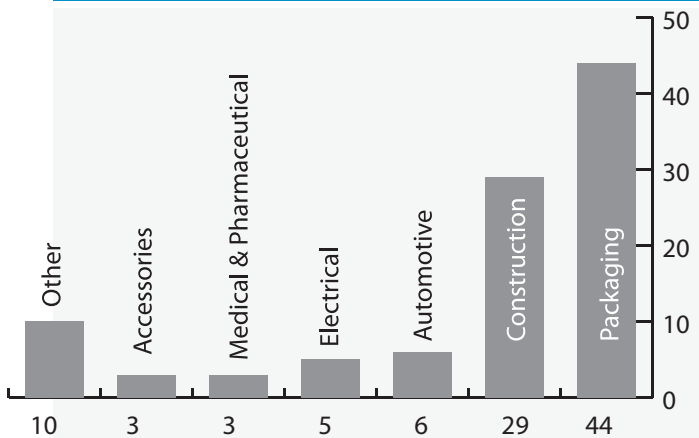
Subscribers scope, %



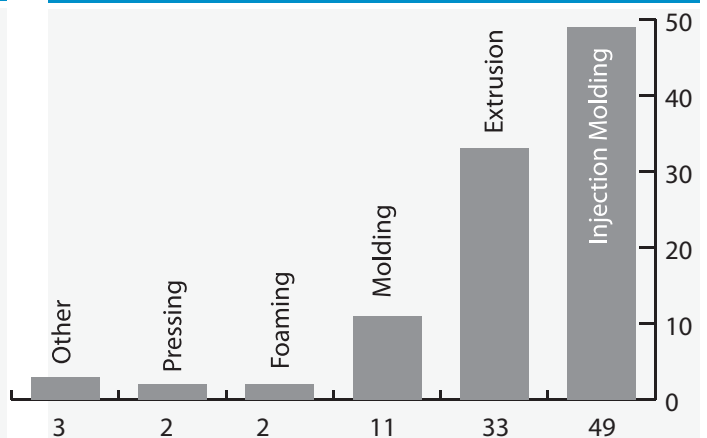
Job Title, %



Industry Served, %



Processing methods, %



Plastinfo pays great attention to the analysis of the readership
 We are collect data about all plastic processors in Russia

www.plastinfo.ru

Newspaper



In partnership with Kunststoff Information Verlagsgesellschaft mbH

Publishing house : Plastinfo.ru
Circulation : 5,000 copies (Extra 15 000 copies)
Newspaper size : DIN A4 : 210 x 297 mm (width x height)
Type area : 210 x 297 mm
 4 columns of 40 mm width each
Printing method : Heatset web offset litho
Publication : Twice per month

Schedule and Topics*

Issue Special Focus	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct*	Nov	Dec
Exhibitions												
Interplastica 2012	*	*										*
Upakovka / Upak Italia 2012	*											
Composite-Expo / Polyurethanex 2011			*									
Chinaplas 2012					*							
Rosmould / Rosplast 2012						*						
Rosupack 2012						*						
Reviews												
Injection containers and utensils		*										
Profiled extrusion goods			*									
Pipes and fittings				*								
Automotive spare parts					*							
Polymer films						*						
Consumer goods							*					
Flexible packaging								*				
Blowing moulding packaging									*			
Polymer sheets										*		
Cables											*	
Equipment												
Periphery		*			*				*			*
Injection			*									
Blow				*								
Extruders						*						
Molds and dies								*				
Raw												
PET		*										
Polyethylene			*									
Polypropylene				*								
Recycled materials					*							
Engineering polymers						*			*			*
PVC							*					
Polystyrene										*		
Polyurethanes												*

* - Extra 15 000 copies

Newspaper advertising basic rates

Format, DIN	Module area, mm	Module location / Prices, euro			
		First	3 page	Last	Other
1/16 of A4	85x35	315	175	295	140
1/8 of A4	85x65	525	275	475	245
1/4 of A4	85x130	685	575	625	525
1/3 of A4	85x190	-	675	-	625
1/3 of A4	175x90	-	675	-	625
1/2 of A4	175x130	-	995	-	975
1/2 of A4	210x145	1 425	995	-	975
2/3 of A4	175x175	-	1 275	-	1 225
A4	210x295	-	1 625	2 325	1 575
Ads	150 sig	-	-	130	-
Articles, interviews	6 500 sig	-	call	-	call

DISCOUNTS				
New advertiser - 3%				
Frequency discounts:				
Frequent (issue)	2-3	4-6	7-12	
Discount	5%	10%	20%	

ALLOWANCES				
Urgent (three days before the publication) – 100%				

CONDITIONS				
Module provided no later than 5 days before issue				
100% prepayment				

REQUIREMENTS				
Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller from version 4.0 and with screen-modulated proof.				
High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements).				

Special advertising: On request

New advertiser - 3%
 Frequency discounts:

Frequent (issue)	2-3	4-6	7-12
Discount	5%	10%	20%

Urgent (three days before the publication) – 100%

Module provided no later than 5 days before issue
 100% prepayment

Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller from version 4.0 and with screen-modulated proof.

High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements).

Buyer's Guide advertising



New!

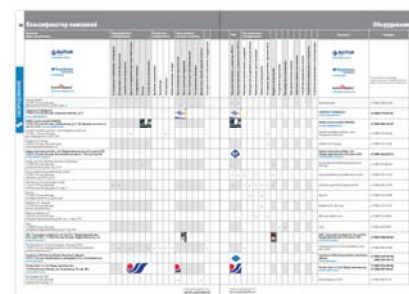
- Important investments of 2011
- Raw producers rating
- Equipment producers rating
- Branch qualifier

Presentation and available from :

INTERPLASTICA
24-27 January 2012



www.interplastica.de



Price, euro

1-st page cover 190x210 mm	3 455,
2-nd page cover A4	1 955,
3-rd page cover A4	1 355,
4-th page cover A4	2 955,

Premium page 1/1 A4	555,
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Double Premium page A3	975,
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Sponsor section	295,
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Circulation : 5, 000 copies (PDF unlimited)
Size : 210x297 (DIN A4)
Volume : about 100 pages

Discount : 10% available for companies advertise on web and in newspaper and took part in previous issues

Free Download :

www.plastinfo.ru/catalog

Advertising deadline: **December 15, 2011**
Issue date: **15 January 2012**

Internet portal Plastinfo.ru

Analytical report of LiveInternet for the site Plastinfo.ru (October 2010)



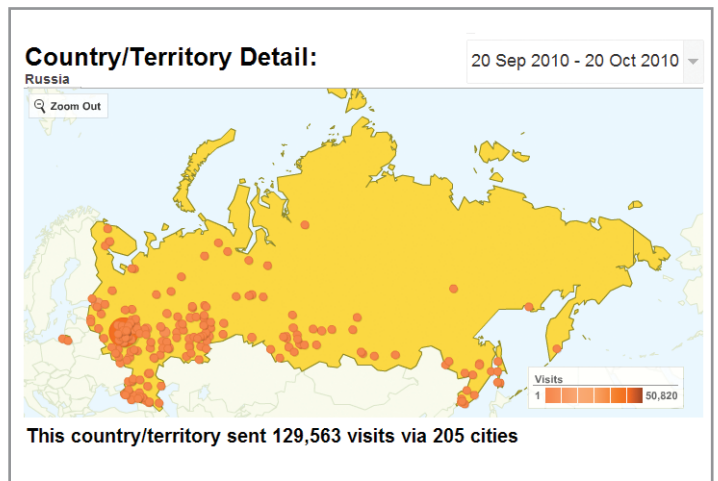
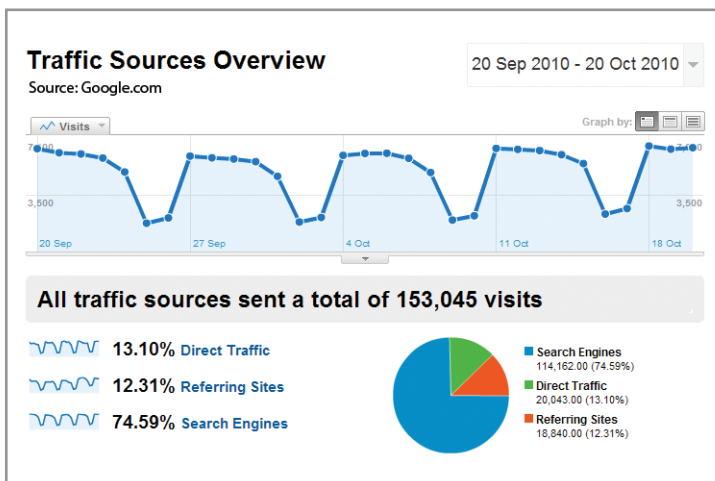
Basic monthly site enrollment

- Number of page views :** > 470 000
- Visitors per month :** > 90 000
- Direct traffic (Favorites) :** 13.1%
- Average Running Time :** 4:54 min
- Proportion of men :** 63.8 %
- Women :** 36.2 %
- Predominant country :** Russia - 83.9 %
- Predominant region :** Moscow - 35.0 %

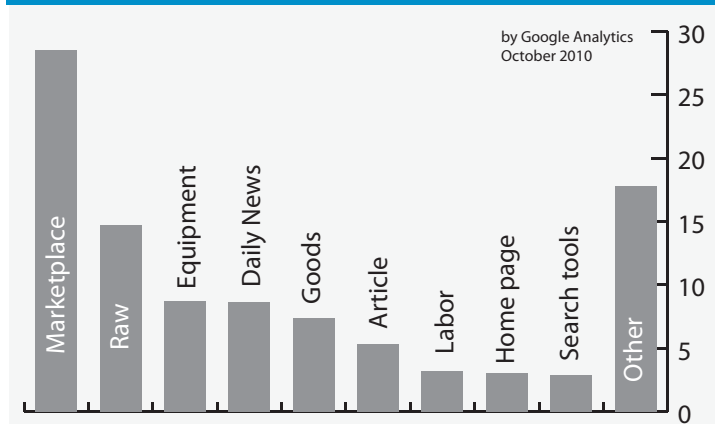
Plastinfo.ru offers its readers news and analysis to integrate with an extensive database of companies offering polymer raw materials, equipment and products.

The resource is a working tool and information support for many processors of plastics.

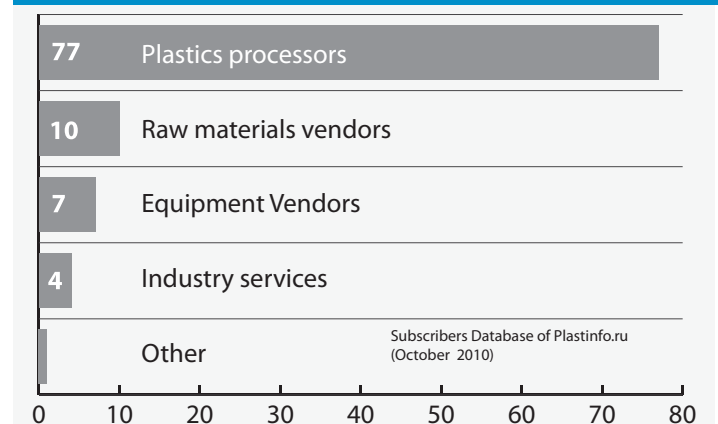
Plastinfo.ru visitors overview analytics (October 2010)



Top 10 Resource sections by hits, %



Subscribers scope, %

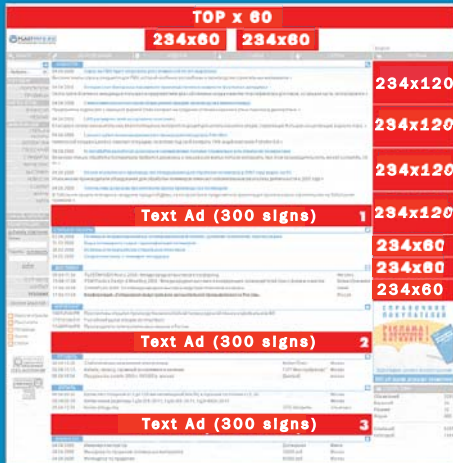


For any questions please contact: +7 (495) 645-24-17, plastadvert@plastinfo.ru

www.plastinfo.ru

On-line advertising rates

Options

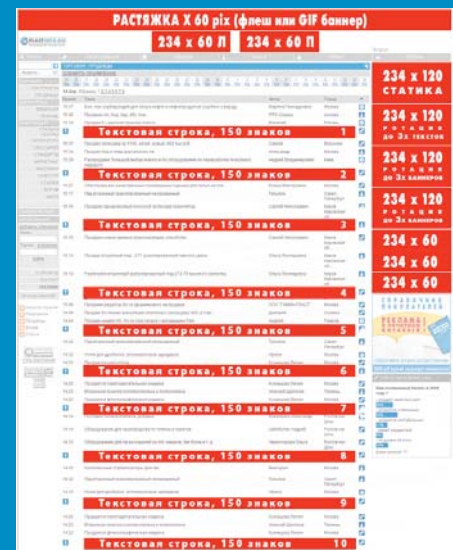


The high attendance and quoting Plastinfo among the media industry make efficient use of funds invested in advertising and PR on the resource.

Banner advertising effectively supports the company's image, impact on visual memory, lets go to the site. Text block and Information Line, unlike banners contain information that is processed by search engines which improves its effectiveness.

Text block, in contrast to the Information Line, which has a maximum length of 150 characters with spaces, can have up to 300 text characters and images, such as a logo.

Format	Size	Price, euro per month	
		>3 pos.	1-3 pos.
Text ad block with the image	300 sig	250	



Marketplace Ads

Marketplace of Plastinfo.ru has a high ranking in the results of queries in search services, so that section is very popular among the processors and sellers of raw materials and equipment.

Format	Size	Priority / Price, euro*	
		>3 pos.	1-3 pos.
Information Line	150 sig	95	155
Text block with image	300 sig	195	255
Rotation banner	234x60	95	155
Rotation banner	234x120	155	195

* per month. Cost of mode rotation does not depend on the number of hits

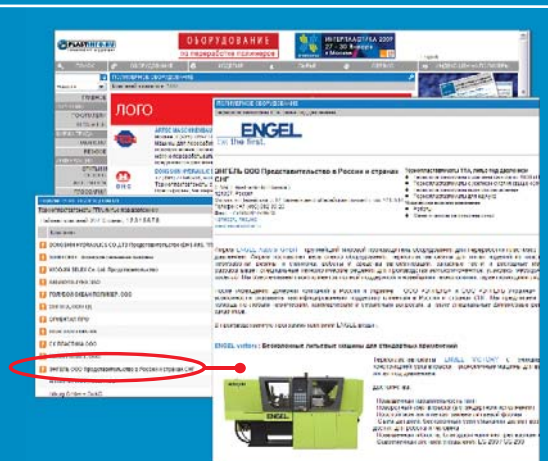
Premium registration

The on-line catalog contains more than 7 000 companies and 1 500 groups of the polymer materials, equipment, plastic products and industrial services. This is the most extensive, free, and current on-line database of companies operating in Russia. Catalog is updated annually.

Directory section*	Price, euro / Period, months			
	12	6	Top 5 -12	Top 5 - 6
Equipment	355	395	395	415
Goods	215	255	255	295
Raw	255	395	395	415
Service	190	215	215	255

* Companies are placed alphabetically under equal conditions of payment

- 10% discount for advertising in the printed catalog
- Display a banner size 234x60 one month free
- Publication of thematic news and press releases free



DISCOUNT AND BONUS

On-line advertising rates

The banner and text advertising cost is determined by section statistics and page placement:

Location	Area static module, pix / Price, euro per month				
	100% x 60	468 x 60	234 x 60	234 x 120	234 x 60
	TOP stretch	TOP	TOP L and R	Right	Right
Home page	495	395	245	345	215
Catalog «Equipment»	275	245	215	255	175
Catalog «Goods»	275	215	195	235	155
Catalog «Raw»	275	245	215	255	175
Catalog «Service»	195	155	125	155	95
Trade - Sell	555	355	255	295	195
Trade - Buy	525	345	245	275	175
Daily news	255	215	155	175	115
Labor exchange	215	145	115	125	95
Other sections	175	125	95	115	75

DISCOUNTS

for 3 months - 5%
 for 6 months - 7%
 for 12 months - 10%
 with Premium registration - 5%
 with Buyer's guide - 10%

ALLOWANCES

Banner creation (gif, jpg) - 15% of ad value (but not less than 35 euro)
 Premium page makeup - 65 euro
 (all next modifications of Premium page - free)

CONDITIONS

All materials placed no later than 5 days before the start of campaign
 100% prepayment

REQUIREMENTS

Recommend banner sizes:

468 x 60 < 35 Kb
 234 x 120 < 25 Kb
 234 x 60 < 15 Kb

- Banner must not contain interface elements that are misleading users
 - Don't ads, which claimed inequality of people by sex, race, nationality, religion, social status and property level, as well as abusive and / or pornographic content
 - The Plastinfo can reject the banner without explanation

News subscription advertising

Text Ad
 125 euro
 Text with graphics Ad
 215 euro

*Price for one mailing. Frequency - weekly

Press-release/Technical article

295 euro

Press release / article promotion

INTERPLASTICA

15-th International Trade Fair
for Plastics & Rubber
The leading trade fair in the Russia

**24-27 January
2012**

www.interplastica.de



The official Exhibition newspaper

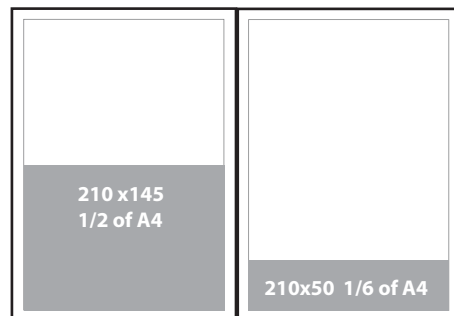
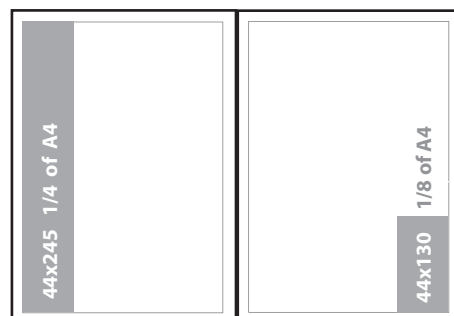
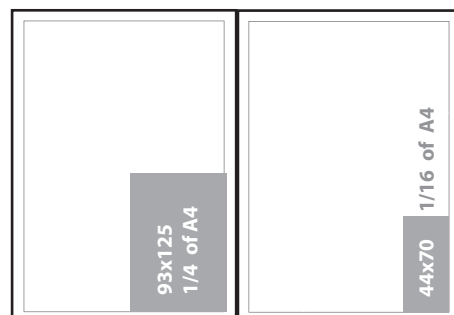
The biggest Russian information service and the mass medium leading of plastics processors in the Russian and CIS offers to take part in official Newspaper for INTERPLASTICA 2012.

Publishing house Plastinfo.ru has been exclusively entitled by Messe Dusseldorf Moscow to publish and distribute the official Exhibition newspaper circulation in 15 000 copies.

The Plastinfo.ru official Newspaper INTERPLASTICA 2012 is important information provider for all visitors from Russia and CIS. The Newspaper will contain the show plans and Hall maps as well as all essential information, including the exhibition programme.

The official Newspaper will be distributed directly in exhibition Halls, Information desks, Press-center and Reception of Moscow Expocenter. The all of our Subscribers will receive this issue by mail before hand.

Format, DIN	Module area, mm	Module location /	
		First	Other
1/16 of A4	44 x 70	2 950	150
1/8 of A4	44 x 130	3 950	190
1/6 of A4	210 x 50	4 950	290
1/4 of A4	44 x 245	-	390
1/4 of A4	93 x 125	5 950	450
1/3 of A4	210 x 88	7 950	690
1/2 of A4	210 x 145	-	790
A4	210 x 295	-	1 590
Ads	190 sig	-	120
Articles, interviews	6 500 sig	-	call



Discounts

- 3% new advertiser
- 5% online advertiser
- 10% newspaper advertiser

Size : A4 (295x210 mm)

Circulation: 12 000 copies

Issue date: 15.01.2012

See sample:



Russian Version of Material Data Center

www.m-base.plastinfo.ru

Material Data Center, the leading international plastics database, is now available in a special version, customized to the Russian market, based on a co-operation between Plastinfo and M-Base (Aachen, Germany, www.m-base.de).

Material Data Center offers technical data for plastics and covers the complete international market. In addition to typical datasheet values for each commercial grade, Material Data Center also includes extensive multipoint data (graphs) and a toolbox which allows calculating design features like, injection molding flow lengths, cooling times, snap fits, unit conversions and more.

The new Russian Version of Material Data Center is available via www.m-base.plastinfo.ru. User interface and all datasheets are in Russian. Datasheets are available for free, extended search and compare features and the design toolbox require a small annual fee, which is exclusively available through

The system includes Russian suppliers, as far as data has been made available.

Plastinfo and M-Base offer Russian material producers support with data preparation and organization, in order to improve the international visibility of their products.



Материал	Производитель	Свойства материала
GRADE 500	Нидерландия/Германия	PS
GRADE 525	Нидерландия/Германия	PS
GRADE 535	Нидерландия/Германия	PS
GRADE 585	Нидерландия/Германия	PS
GRADE 59V	Нидерландия/Германия	PS
GRADE 625	Нидерландия/Германия	PS-I
GRADE 580	Нидерландия/Германия	PS-I
GRADE 740	Нидерландия/Германия	PS-I
GRADE 825	Нидерландия/Германия	PS-I
GRADE 945	Нидерландия/Германия	PS-I

GRADE 600 PS Нидерландия/Германия			
Технологические и физические характеристики			
Значение	Единица	Стандарт	Испытания
ASTM Data			
Плотность (матрица расплава)	13	g/Dcm ³	ASTM D 1238
Температура плавления	200	°C	-
Механические свойства			
ASTM Data			
Нормированная точка разрыва	32	MPa	ASTM D 638
Положительная температура разрыва	52	MPa	ASTM D 700
Технологические Свойства			
ASTM Data			
Температура размягчения по Вика	87	°C	ASTM D 1525

Russian Version
of Material Data Center
advertising basic rates

Please send a request:
plastadvert@plastinfo.ru

M-BaseEngineering+ SoftwareGmbH is the leading international supplier of plastics information systems. Many international companies use M-Base services and software for the management of their material data. A special product line of M-Base deals with product information systems, which are used by resin suppliers for data transfer to customers. M-Base is also very active in the field of material modelling and preparation of material data for CAE calculations.

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Oleg Burkut