

Media Pack

2017

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

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
- Monitoring import and export of polymers

Market reports

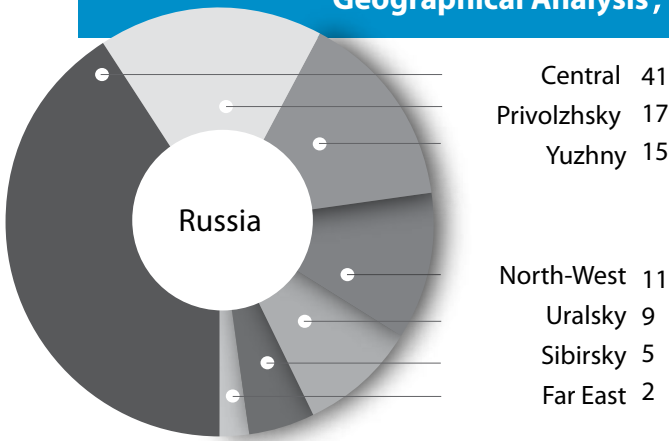
Plastics industry market researches, reviews and data bases

Literature

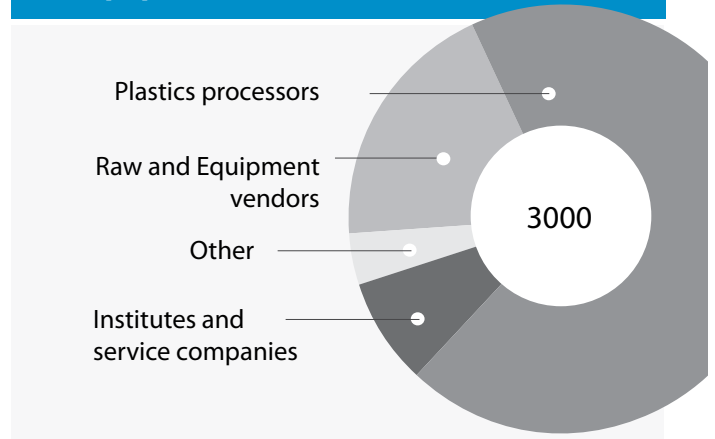
Reference books and educational aids for plastics processing

Circulation

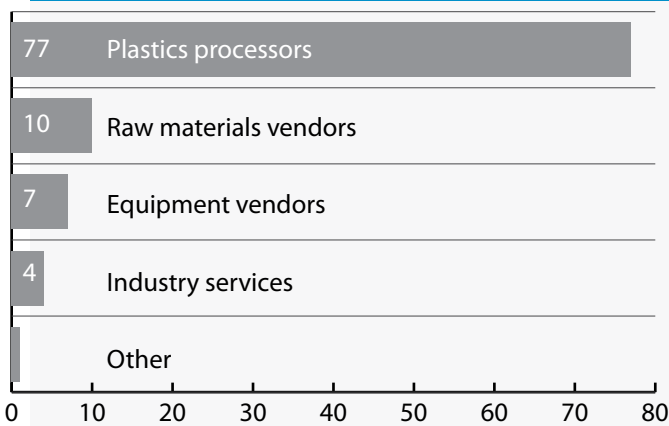
Geographical Analysis, %



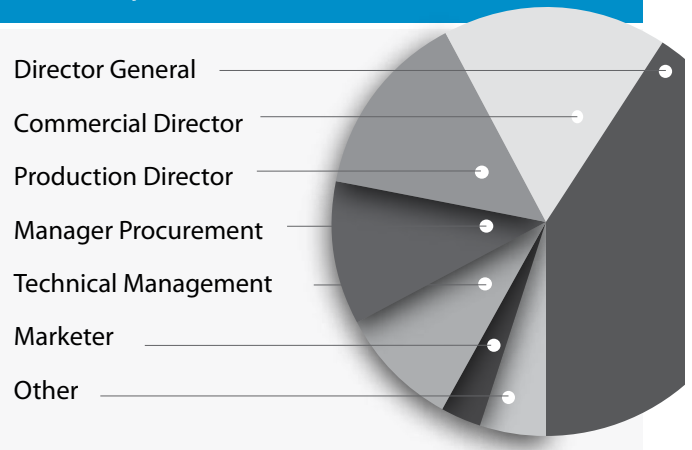
Newspaper distribution



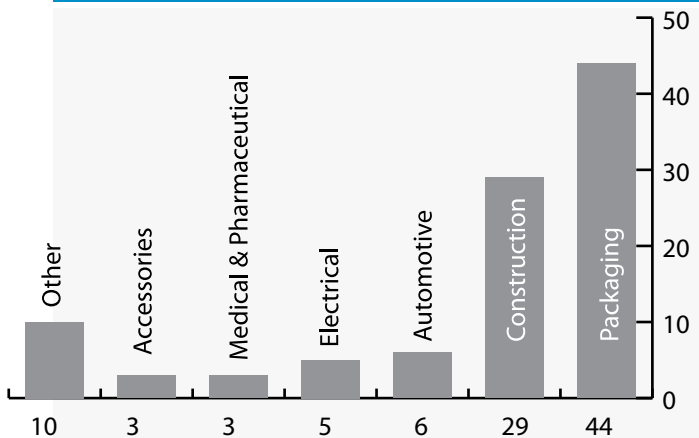
Subscribers scope, %



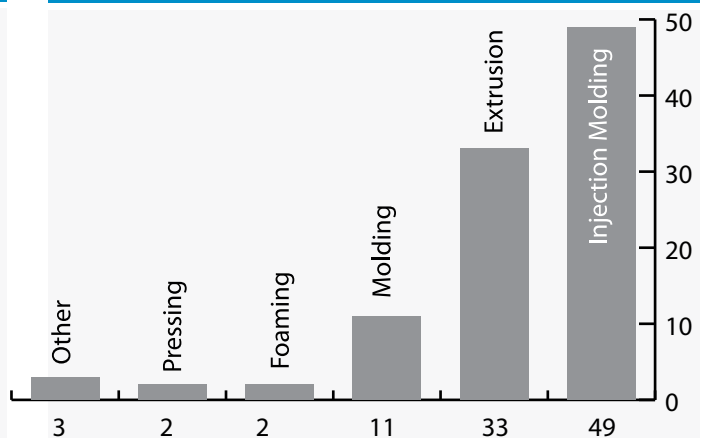
Job Title, %



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

Profil

Circulation

Newspaper

Buyer's Guide

Portal

Newspaper Schedule and Topics

No.	Issue No.	Publication date	Equipment	Material supply	Изделия	Short reports	Exhibitions / Conferences*	Advert deadline	
1-2	№1-1	15 Jan	Exhibition newspaper: Participants review Interplastica 2017 , Extra 15 000 copies					Interplastica Upakovka	25.12.16
3	№1-2	31 Jan	Ancillary machines	PET, PU	Coatings		Polyurethanes, Plastics in building sector, PET	15.01.17	
4	№2-1	15 Feb	Equipment market review	PE, Composite	Sheets	Interplastica review	Polyethylen, Composite-Expo/ Polyurethanex	30.01.17	
5	№2-2	28 Feb	Compounding/ Recycling	Recycling	Cables		Plastics in cable industry	15.02.17	
6	№3-1	15 Mar	Injection moulding	PP	Import of polymer products in Russia		Polypropylene	28.02.17	
7	№3-2	31 Mar	Extrusion	PVC	Pipes		PVC, Fiberglass pipe, Polymer sheets, Polymer pipes	15.03.17	
8	№4-1	15 Apr	Blow moulding	Standard thermoplastics	Packaging			31.03.17	
9	№4-2	30 Apr	Thermoforming	Engineering polymers	Automotive		Plastics in automotive industry, Engineering polymers, Chinaplas	15.04.17	
10	№5-1	15 May	3D printers	PE	Packing, consumer goods		Rosmould/Rosplast, Rosupack	30.04.17	
11	№5-2	31 May	Extrusion	PP	Films		Rosmould/Rosplast, Rosupack, Polymer films, Plastics in packaging	15.05.17	
12	№6-1	15 Jun	Ancillary machines	PVC, Additives	Profiles		Strategic development of petrochemical industry, Additieves, PVC	31.05.17	
13	№6-2	30 Jun	Вспенивание	PS	Packaging	Exhibition review	Polystyrol and ABS, Foamed polymers	15.06.17	
14	№7-1	15 Jul	Mould engineering	Polyolefins	Profiles			30.06.17	
15	№7-2	31 Jul	Ancillary machines	PU	Sanitary wares			15.07.17	
16	№8-1	15 Aug	Equipment market review 1h	Engineering polymers	Films			31.07.17	
17	№8-2	31 Aug	Injection moulding	PP	Industrial packaging		Polyolefins	15.08.17	
18	№9-1	15 Sep	Extrusion	PET	Profiles		INTERPLASTICA KAZAN 2017	31.08.17	
19	№9-2	30 Sep	Blow moulding	Engineering polymers	Polymer fibers		Polymer fibers, Plastics in medicine	15.09.17	
20	№10-1	15 Oct	Ancillary machines	Engineering polymers	Medical goods			30.09.17	
21	№10-2	31 Oct	Robots	Additives	Geotextiles		Polymers in road building	15.10.17	
22	№11-1	15 Nov	Ancillary machines	Rubber	Insulation boards		Rubber goods, Cable, Heat insulating, PVC, WPC	31.10.17	
23	№11-2	30 Nov	Injection moulding	Engineering polymers	Electrical goods		Polycarbonate, Equipment for Plastic processing industry	15.11.17	
24	№12-1	15 Dec	Ancillary machines	Engineering polymers	Films	Year review		30.11.17	

* - date and time of the Exhibitions and conferences ask the organizers or Plastinfo.ru

Newspaper Advertising Basic Rates



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, 23 issues per year**
 In partnership with Kunststoff Information Verlagsgesellschaft mbH

Format, DIN
Module area, mm
Module location / Prices, euro with VAT
 First 3 page Last Other

Format, DIN	Module area, mm	Module location / Prices, euro with VAT			
		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	-	995	-	975
2/3 of A4	175x175	-	1 275	-	1 225
A4	210x295	-	1 625	2 325	1 775
Ads	150 sig	-	-	130	-
Articles, interviews	6 500 sig	-	call	-	call

The price for the two issue in month!

Special advertising: on request

DISCOUNTS

New advertiser - 3%
Frequency discounts:

Months	3	6	12
Discount	5%	10%	20%

ALLOWANCES

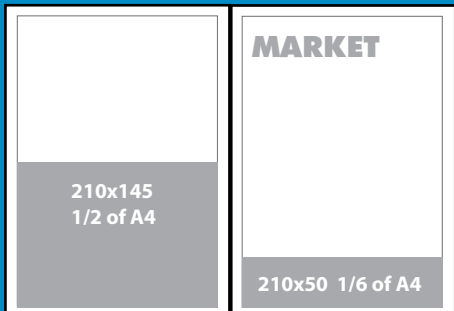
Urgent (three days before the publication) – 100%

CONDITIONS

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

REQUIREMENTS

High resolution PDF files are acceptable (with all fonts and images embedded). Colour ads must be converted to CMYK mode. Image resolution should be at minimum of 300 dpi.



Buyer's Guide advertising



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

Presentation and available from :

INTERPLASTICA



www.interplastica.de



Price, euro with VAT

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,
---------------------	------

Double Premium page A3	975,
------------------------	------

Sponsor section	295,
-----------------	------

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, 2016**
Issue date: **15 January 2017**

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) :** 30.1%
- Average Running Time :** 4:54 min
- Proportion of men :** 63.8 %
- Women :** 36.2 %
- Predominant country :** Russia - 83.9 %
- Predominant region :** Moscow - 35.0 %

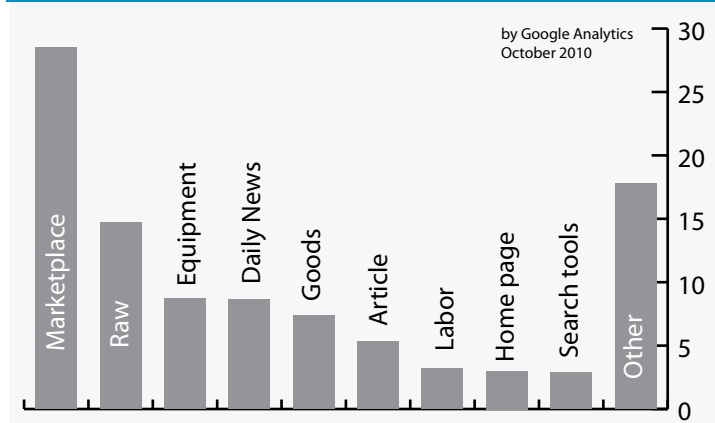
Plastinfo.ru offers its readers news and analysis to integrate with an extensive database of companies offering polymer raw materials, equipment and products.

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

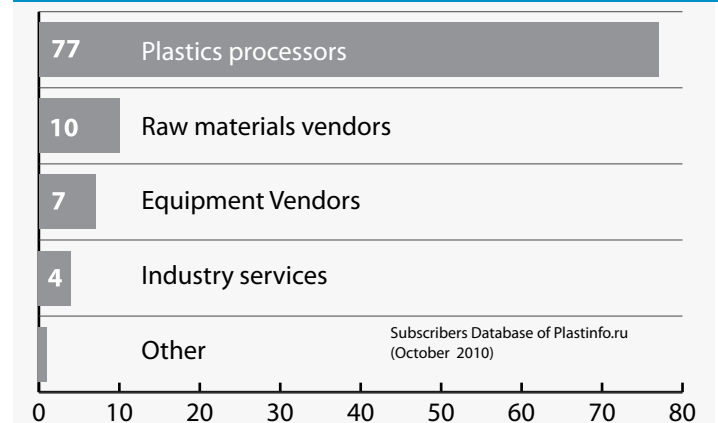
Plastinfo.ru visitors overview analytics



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 with VAT

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	
		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

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	395	355	415	395
Goods	255	215	295	255
Raw	395	355	415	395
Service	215	190	255	215

* 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 with VAT

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

Area static module, pix / Price, euro per month with VAT					
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

Text Ad
 Text with graphics Ad

Press release / article promotion

INTERPLASTICA

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

2017

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.

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 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 / Prices, euro with VAT	
		First	Other
1/16 of A4	44 x 70	350	150
1/8 of A4	44 x 130	450	190
1/6 of A4	210 x 50	550	290
1/4 of A4	44 x 245	-	390
1/4 of A4	93 x 125	690	450
1/3 of A4	210 x 88	890	690
1/2 of A4	210 x 145	-	890
A4	210 x 295	-	1 790
Ads	190 sig	-	125
Articles, interviews	6 500 sig	-	call



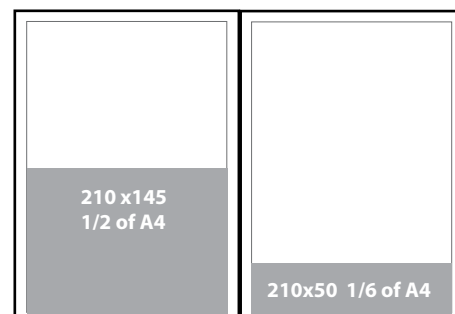
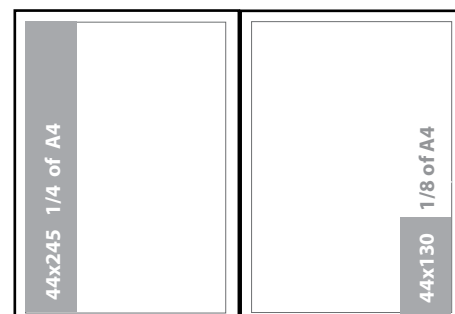
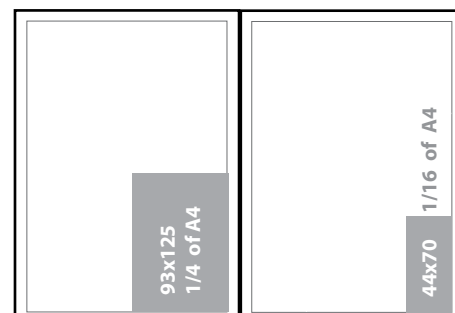
Discounts

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

Size : A4 (295x210 mm)

Circulation: 12 000 copies

Issue date: 15.01.2017



Sample download:

Gazeta.plastinfo.ru

Closing issue: 15 December 2016

Issue date: 15 January 2017



Russian Version of Material Data Center

www.m-base.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.



**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.

Contacts

Publishing house:

Plastinfo.ru

Address:

Electrozavodskaya 24
Moscow, 107023, Russia
Tel.: +7 (495) 645-24-17
Fax: +7 (495) 645-24-17

plastadvert@plastinfo.ru

www.plastinfo.ru
www.plastindex.ru
www.plastinfo.com
www.m-base.ru
www.polyglobe.ru

Chief editor

Elena Griva

News editor

Yulia Kiryakova

Marketing

Ekaterina Frolova

Advertising manager

Olga Sincova

Advertising

Anna Uspenskaya

Marketing manager

Vera Burkut

Tehnickal manager

Vladimir Zhidkov

Development manager

Oleg Burkut