### 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.

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### Newspaper

Twice per month

Key news, reviews, comments, prices, analytics

In cooperation with Kunststoff Information Verlagsgesellschaft mbH

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### Buyer’s Guide

Ratings and contacts of raw materials and equipment suppliers

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### Internet portal

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

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### Polymers prices

Monthly Newsletter:
- Monitoring the prices of polymers
- Monitoring import and export of polymers

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### Market reports

Plastics industry market researches, reviews and data bases

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### Literature

Reference books and educational aids for plastics processing

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Media Pack 2020

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

Circulation

Geographical Analysis, %

- Central: 41%
- Privolzhsky: 17%
- Yuzhny: 15%
- North-West: 11%
- Uralsky: 9%
- Sibirsky: 5%
- Far East: 2%

Newspaper distribution

- Plastics processors: 3000
- Raw and Equipment vendors
- Other
- Institutes and service companies

Subscribers scope, %

- 77% Plastics processors
- 10% Raw materials vendors
- 7% Equipment vendors
- 4% Industry services
- Other

Job Title, %

- Director General
- Commercial Director
- Production Director
- Manager Procurement
- Technical Management
- Marketer
- Other

Industry Served, %

- Other
- Accessories
- Medical & Pharmaceutical
- Electrical
- Automotive
- Construction
- Packaging

Processing methods, %

- Other
- Pressing
- Foaming
- Molding
- Extrusion
- Injection Molding

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

www.plastinfo.ru
## Newspaper Schedule and Topics

<table>
<thead>
<tr>
<th>No.</th>
<th>Issue No.</th>
<th>Publication date</th>
<th>Equipment</th>
<th>Material supply</th>
<th>Short report</th>
<th>Exhibitions / Conferences*</th>
<th>Advert deadline</th>
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</thead>
<tbody>
<tr>
<td>1-2</td>
<td>№1-1</td>
<td>15 Jan</td>
<td>Exhibition newspaper: <strong>Interplastica 2020</strong>, Participants review</td>
<td>PET, PU Coatings</td>
<td>Interplastica Upakovka</td>
<td>25.12.18</td>
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<tr>
<td>3</td>
<td>№1-2</td>
<td>31 Jan</td>
<td>Ancillary machines</td>
<td>PET, PU</td>
<td>Polyurethanes, Plastics in building sector, PET</td>
<td>15.01.19</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>№2-1</td>
<td>15 Feb</td>
<td>Equipment market review</td>
<td>PE, Composite Sheets</td>
<td>Interplastica review</td>
<td>30.01.19</td>
<td></td>
</tr>
<tr>
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<td>№2-2</td>
<td>28 Feb</td>
<td>Compounding/Recycling</td>
<td>Recycling Cables</td>
<td>Plastics in cable industry</td>
<td>15.02.19</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>№3-1</td>
<td>15 Mar</td>
<td>Injection moulding</td>
<td>PP Import of polymer products in Russia</td>
<td>Polypropylene</td>
<td>28.02.19</td>
<td></td>
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<tr>
<td>7</td>
<td>№3-2</td>
<td>31 Mar</td>
<td>Extrusion</td>
<td>PVC Pipes</td>
<td>PVC, Fiberglass pipe, Polymer sheets, Polymer pipes</td>
<td>15.03.19</td>
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<td>8</td>
<td>№4-1</td>
<td>15 Apr</td>
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<td>Standard thermoplastics Packaging</td>
<td>Plastics in automotive industry, Engineering polymers, Chinaplas</td>
<td>15.04.19</td>
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<tr>
<td>9</td>
<td>№4-2</td>
<td>30 Apr</td>
<td>Thermoforming</td>
<td>Engineering polymers Automotive</td>
<td>Rosmould/Rosplast, Rosupack</td>
<td>30.04.19</td>
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<tr>
<td>10</td>
<td>№5-1</td>
<td>15 May</td>
<td>3D printers</td>
<td>PE Packing, consumer goods</td>
<td>Rosmould/Rosplast, Rosupack</td>
<td>30.04.19</td>
<td></td>
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<tr>
<td>11</td>
<td>№5-2</td>
<td>31 May</td>
<td>Extrusion</td>
<td>PP Films</td>
<td>Rosmould/Rosplast, Rosupack, Polymer films, Plastics in packaging</td>
<td>15.05.19</td>
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<tr>
<td>12</td>
<td>№6-1</td>
<td>15 Jun</td>
<td>Ancillary machines</td>
<td>PVC, Additives Profiles</td>
<td>Strategic development of petrochemical industry, Additives, PVC</td>
<td>31.05.19</td>
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<td>13</td>
<td>№6-2</td>
<td>30 Jun</td>
<td>Вспенивание</td>
<td>PS Packaging Exhibition review</td>
<td>Polystyrol and ABS, Foamed polymers</td>
<td>15.06.19</td>
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<td>14</td>
<td>№7-1</td>
<td>15 Jul</td>
<td>Mould engineering</td>
<td>Polyolefins Profiles</td>
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<td>15</td>
<td>№7-2</td>
<td>31 Jul</td>
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<td>PU Sanitary wares</td>
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<td>№8-1</td>
<td>15 Aug</td>
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<td>Engineering polymers Films</td>
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<td>31.07.19</td>
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<tr>
<td>17</td>
<td>№8-2</td>
<td>31 Aug</td>
<td>Injection moulding</td>
<td>PP Industrial packaging</td>
<td>Polylefins</td>
<td>15.08.19</td>
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<tr>
<td>18</td>
<td>№9-1</td>
<td>15 Sep</td>
<td>Extrusion</td>
<td>PET Profiles</td>
<td><strong>INTERPLASTICA KAZAN 2020</strong></td>
<td>31.08.19</td>
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<tr>
<td>19</td>
<td>№9-2</td>
<td>30 Sep</td>
<td>Blow moulding</td>
<td>Engineering polymers Polymer fibers</td>
<td>Polymer fibers, Plastics in medicine</td>
<td>15.09.19</td>
<td></td>
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<tr>
<td>20</td>
<td>№10-1</td>
<td>15 Oct</td>
<td>Ancillary machines</td>
<td>Engineering polymers Medical goods</td>
<td></td>
<td>30.09.19</td>
<td></td>
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<tr>
<td>21</td>
<td>№10-2</td>
<td>31 Oct</td>
<td>Robots Additives</td>
<td>Geotextiles Polymers in road building</td>
<td></td>
<td>15.10.19</td>
<td></td>
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<tr>
<td>22</td>
<td>№11-1</td>
<td>15 Nov</td>
<td>Ancillary machines</td>
<td>Rubber Insulation boards</td>
<td>Rubber goods, Cable, Heat insulating, PVC, WPC</td>
<td>31.10.19</td>
<td></td>
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<tr>
<td>23</td>
<td>№11-2</td>
<td>30 Nov</td>
<td>Injection moulding</td>
<td>Engineering polymers Electrical goods</td>
<td>Polycarbonate, Equipment for Plastic processing industry</td>
<td>15.11.19</td>
<td></td>
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<tr>
<td>24</td>
<td>№12-1</td>
<td>15 Dec</td>
<td>Ancillary machines</td>
<td>Engineering polymers Films</td>
<td>Year review</td>
<td>30.11.19</td>
<td></td>
</tr>
</tbody>
</table>

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

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

Size: A4 (295x210 мм)
Circulation: 9 000 copies
Issue date: 15.01.2020

Sample download:
Gazeta.plastinfo.ru
Closing issue: 15 December 2019
Issue date: 15 January 2020
Buyer’s Guide advertising

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

Presentation
and available from:

INTERPLASTICA

Free Download:

www.plastinfo.ru/catalog

Advertising deadline: December 15, 2019
Issue date: 15 January 2020

Circulation: 3,000 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
**Internet portal Plastinfo.ru**

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**

- **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%

- **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

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.

### Options

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price, euro per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text ad block with the image</td>
<td>300 sig</td>
<td>250</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Priority / Price, euro*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>&gt;3 pos.</td>
</tr>
<tr>
<td>Information Line</td>
<td>150 sig</td>
<td>95</td>
</tr>
<tr>
<td>Text block with image</td>
<td>300 sig</td>
<td>195</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Directory section*</th>
<th>Price, euro / Period, months</th>
</tr>
</thead>
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<tr>
<td></td>
<td>12</td>
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<tr>
<td>Equipment</td>
<td>395</td>
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<tr>
<td>Goods</td>
<td>255</td>
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<tr>
<td>Raw</td>
<td>395</td>
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<tr>
<td>Service</td>
<td>215</td>
</tr>
</tbody>
</table>

* 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 bonuse

www.plastinfo.ru

All rates are with VAT
Special prices and discounts depend on the timing and volume of advertising
On-line advertising rates with VAT

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

<table>
<thead>
<tr>
<th>Location</th>
<th>Area static module, pix / Price, euro per month with VAT</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>100% x 60</td>
</tr>
<tr>
<td>Home page</td>
<td>TOP</td>
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<tr>
<td>495</td>
<td>395</td>
</tr>
<tr>
<td>275</td>
<td>245</td>
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<td>275</td>
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<td>345</td>
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<td>255</td>
<td>215</td>
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<tr>
<td>215</td>
<td>145</td>
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<tr>
<td>175</td>
<td>125</td>
</tr>
</tbody>
</table>

DISCOUNTS
- for 3 months - 5%
- for 6 months - 7%
- for 12 months - 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

Press release / article promotion

125 euro
215 euro

*Price for one mailing. Frequency - weekly

Press-release/Technical article
295 euro

All rates are with VAT
For any questions please contact: +7 (495) 645-24-17, plastadvert@plastinfo.ru
Contacts

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plastadvert@plastinfo.ru

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