

# bioplastics

MAGAZINE

bioplastics MAGAZINE is the only magazine dedicated to bioplastics, i.e. plastics from renewable resources and biodegradable plastics.

It is read by decision makers in all parts of this business, e.g. the raw material suppliers and compounders, converters, trade, wholesale and retail as well as scientists and politicians, as bioplastics MAGAZINE is an independent and neutral source of information.

With a print run of 5000 (issue 04/2007) the estimated number of readers is much bigger, as many copies of bioplastics MAGAZINE are circulated or passed on to other interested readers.

In the first two years, bioplastics MAGAZINE saw a very positive feedback from its readers. The number of registered readers increased by 30% from issue to issue. In 2007 bioplastics MAGAZINE won an Innovation Award from "Initiative Mittelstand", Germany. And finally the 1st PLA Bottle Conference, hosted by bioplastics MAGAZINE in Hamburg was a great success.

Your advertisement meets exactly the target group. Advertising in bioplastics MAGAZINE is easy and affordable. From a banner on the internet site [www.bioplasticsmagazine.com](http://www.bioplasticsmagazine.com), an entry in the Suppliers Guide (print AND online) to printed ads in the magazine.

On the other hand, bioplastics MAGAZINE is always interested in editorial contributions.

Advertising and editorial contributions - bioplastics MAGAZINE is the essential platform for communication with your target group.

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## Media Information 2008



Photo: natura packaging

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# Editorial planner

|                       | Issue 01/2008                             | Issue 02/2008                          | Issue 03/2008              | Issue 04/2008  | Issue 05/2008   | Issue 06/2008                         |
|-----------------------|---|--|----------------------------|--|---|---------------------------------------|
| Publication date      | 14 January 2008                           | 03 March                               | 21 April                   | 30 July  | 08 September  | 17 November                           |
| Inseration deadline   | 28 December 2007                          | 15 February                            | 04 April                   | 13 July  | 22 August   | 31 October                            |
| Topics (among others) | Foamed bioplastics<br>End of life options | Bioplastics in automotive applications | Rigid packaging, trays     | Bioplastics in electronic applications, fibers, textiles | Bottles, lables, caps; 2 <sup>nd</sup> generation bioplastics | Films, flexibles, bags, paper coating |
| Basics                | Sustainability, Logos (7)                 | Natural Fibre Composites, Logos (8)    | t.b.d.                     | t.b.d.   | t.b.d.  | t.b.d.                                |
| Fair Specials         |   | VDI-Mannheim<br>05 - 06 March          | Interpack<br>24 - 30 April |  |   | Brau Beviale<br>12 - 14 November      |



Photo: Novamont

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M A G A Z I N E

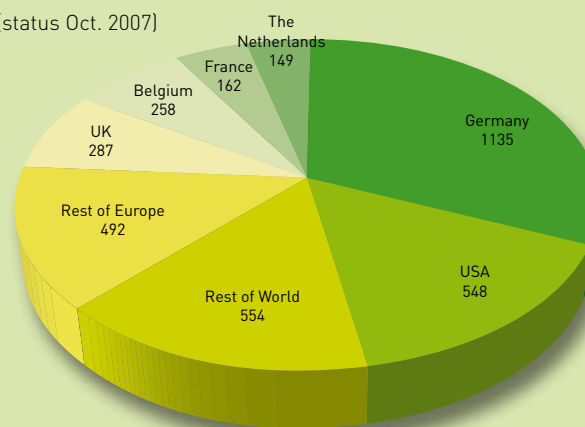


Photo: Goodwater

[www.bioplasticsmagazine.com](http://www.bioplasticsmagazine.com)

## Print run:

(status Oct. 2007)



3600 copies sent to qualified subscribers (increasing constantly)  
1400 copies distributed at exhibitions, conferences etc.  
bioplastics MAGAZINE is read in 82 countries

# Price structure

## Advertising

Other formats or black and white upon request.  
Additional fee for special placement 10%.

cover  
**1/1**  
full page

Back cover:  
**4,200.00 EUR**  
Front cover inside /  
back cover inside:  
**3,800.00 EUR**

**1/1**  
full page

**3,350.00 EUR**  
non-bleed size:  
210 x 297 mm  
bleed size:  
190 x 277 mm

**1/4**  
vertical

**1,070.00 EUR**  
non-bleed size:  
105 x 148 mm  
bleed size:  
95 x 138 mm

**1/2**  
vertical

**2,140.00 EUR**  
non-bleed size:  
105 x 297 mm  
bleed size:  
95 x 277 mm

**1/2**  
horizontal

non-bleed size:  
210 x 148 mm  
bleed size:  
190 x 138 mm

**1/3**  
vertical

**1,430.00 EUR**  
non-bleed size:  
70 x 297 mm  
bleed size:  
60 x 277 mm

**1/3**  
horizontal

non-bleed size:  
210 x 99 mm  
bleed size:  
190 x 89 mm

## Suppliers guide (Print and online)

only bookable for a full year **per mm 6.00 EUR/issue**

## Web-Banner (160 x 60 px)

start page **100.00 EUR/month 1,000.00 EUR/year**  
sub pages **75.00 EUR/month 750.00 EUR/year**

## Printing Material Requirement:

All data sets to be digitised. We are unable to accept material on film. **Especially if you send us PDF-Files, these should be produced in PDF X-3 Standard.** In addition to data sets we require a laser print for pre-checking by our quality control team.

### Important:

All images in  
CMYK and 300 dpi

trim edge all round  
(+ 3 mm)

### Format:

High Quality PDF-File  
(Standard PDF X-3)  
or EPS-File

bleed size

no bleed size

