



MEDIA

Information

Print + Online

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successful media for experts

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Tel.: +49 6221 489-0, Fax +49 6221 489-481, Internet: www.kgk-rubberpoint.de

1 Brief profile:

KGK Kautschuk Gummi Kunststoffe is the only bilingual trade and technical magazine in the world focusing on development, processing and applications in the caoutchouc, rubber and plastics industry. It is a unique publication: writers from all over the world contribute expertise and latest findings to the editorial program.

The editorial concept is characterized by expert articles covering topics and trends in structure determination, material composition, recycling, quality management and product reports on raw and auxiliary materials and additives, new machines and tools.

KGK readers are primarily decision-makers in senior and middle management and in research, development and production departments.

KGK Kautschuk Gummi Kunststoffe is the official organ of the Deutsche Kautschuk-Gesellschaft e.V. (DKG) (the German Caoutchouc Society) and the Kautschuktechnik mit DIN (Caoutchouc Technology with DIN) standards committee.

2 Publication:	10 x per year
3 Volume/year:	Volume 62, 2010
4 Website (URL):	www.kgk-rubberpoint.de
5 Membership:	Deutsche Fachpresse, IVW
6 Organ:	Deutsche Kautschuk-Gesellschaft e.V. Fachnormenausschuss Kautschuktechnik im Deutschen Normenausschuss
7 Publisher:	Prof. Dr. Robert H. Schuster
8 Publishing company:	Hüthig GmbH Managing Director: Sabine Buckley
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E-mail:	luisa.clasen@huethig.de

9 Editor:	Dipl.-Chem. Martina Bechstedt, editor-in-chief	
10 Advertisements:	Ludger Aulich, Advertising Manager Luisa Clasen, Media consultant	
11 Distribution:	+49 6123 9238-257	
12 Price (incl. shipping costs and VAT):		
Annual subscription:	domestic:	€ 269.00
	foreign	€ 278.00
	Single copy price plus shipping costs:	€ 31.-
13 ISSN:	0948-3276	
14 Volume analysis:	2008 =	10 issues
Magazine format:	DIN A 4	
Total volume:	688 pages =	100.0 %
Editorial section:	540 pages =	78.0 %
Advertisement section:	148 pages =	22.0 %
	including job vacancies/classifieds	4 pages = 2.7 %
	bound inserts:	8 pages = 5.4 %
Supplements:	3	
15 Analysis of editorial content:	2008 =	538 pages
By topics:		
Exclusive articles	366 pages =	67.78 %
International business news	29 pages =	5.37 %
Product reports	49 pages =	9.07 %
Reports from companies, associations, institutions etc.	71 pages =	13.15 %
Technical books	2 pages =	0.37 %
Other	23 pages =	4.26 %
	540 pages =	100.00 %

7 Advertising rates in € (formats – see p. 6): Rates do not include VAT.

Rates for b/w advertisements	Basic rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	2060.00	1957.00	1854.00	1751.00	1648.00
2/3 page	1375.00	1306.25	1237.50	1168.75	1100.00
1/2 page	1030.00	978.50	927.00	875.50	824.00
Junior page	1185.00	1125.75	1066.50	1007.25	948.00
1/3 page	692.00	657.40	622.80	588.20	553.60
1/4 page	542.00	514.90	487.80	460.70	433.60
1/8 page	287.00	272.65	258.30	243.95	229.60
Total rates for 2c advertisements	2c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	2520.00	2417.00	2314.00	2211.00	2108.00
2/3 page	1835.00	1766.25	1697.50	1628.75	1560.00
1/2 page	1410.00	1358.50	1307.00	1255.50	1204.00
Junior page	1565.00	1505.75	1446.50	1387.25	1328.00
1/3 page	1072.00	1037.40	1002.80	968.20	933.60
1/4 page	802.00	774.90	747.80	720.70	693.60
1/8 page	547.00	532.65	518.30	503.95	489.60
Total rates for 4c advertisements	4c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	3130.00	3027.00	2924.00	2821.00	2718.00
2/3 page	2445.00	2376.25	2307.50	2238.75	2170.00
1/2 page	2000.00	1948.50	1897.00	1845.50	1794.00
Junior page	2155.00	2095.75	2036.50	1977.25	1918.00
1/3 page	1662.00	1627.40	1592.80	1558.20	1523.60
1/4 page	1132.00	1104.90	1077.80	1050.70	1023.60
1/8 page	877.00	862.65	848.30	833.95	819.60

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8 Surcharges

8.1 Color surcharges (not discountable):	2-c	4-c
1/1 page	€ 460.–	1,070.–
1/2 page and smaller	€ 380.–	970.–
1/4 page and smaller	€ 260.–	590.–

Surcharges apply to Euroscale colors

Special colors on request

8.2 Preferential placements:

Frontpage 4c	€ 3,950.–
Inside front cover 2c / 4c	€ 2,830.– / € 3,440.–
Outside back cover 2c / 4c	€ 2,830.– / € 3,440.–
Binding placements:	10 % surcharge on basic rate

Rates and conditions for cover placement on request.

8.3 Format surcharges:

Bled-off and gutter bleed advertisements: 10 % surcharge on basic rate

9 Classified ads:

Vacancies ads per mm (1-column, 41 mm wide)	€ 2.20
Job search ads per mm (1-column, 41 mm wide)	€ 1.45
Wanted/for sale per mm (1-column, 41 mm wide)	€ 2.20
Box number fee	€ 16.–

10 Special advertising: on request

11 Discounts for purchase within 12 months (always on basic rate):

Frequency discount rate:		Quantity discount rate:	
3 × publication	3 %	1.5 pages	3 %
6 × publication	5 %	3 pages	5 %
9 × publication	10 %	6 pages	10 %
12 × publication	15 %	9 pages	15 %
		12 pages	20 %

12 Combinations on request

13 Bound inserts must be delivered folded, untrimmed, without back stapling

Volume	Min. weight	up to 120 g/m ²	up to 170 g/m ²	over 170 g/m ²
2 pages	120 g/m ²	2,345.–	2,470.–	2,593.–
4 pages	80 g/m ²	3,578.–	3,753.–	3,945.–

14 Supplements (not subject to discount and only for total circulation):

Min. format 10.5 x 14.8 cm, min. weight per sheet 150 g/m ²	
up to 25 g	€ 985.–
each additional 25 g	€ 499.–
Postage per 1,000 supplements:	
up to 25 g weight	€ 13.40
up to 30 g weight	€ 18.80
up to 35 g weight	€ 21.10
up to 40 g weight	€ 22.60

Max. paper format 20 x 28 cm

Delivery: Specimens to be supplied as of order placement, circulation up to 14 days prior to publication

15 Stick-on advertising media (only for total circulation):

In conjunction with advertisement or bound insert plus adhesive costs, min. format 6.0 x 7.5 cm at 150 g/m ²	€ 475.–
– for machine processing	€ 135.–
– for manual processing	€ 280.–
Postage per 1,000:	€ 5.10
Positioning on request	

16 Delivery address for items 13 to 15:

Kessler Druck, Michael-Schäffer-Str. 1, D-86399 Bobingen (clearly marked: für KGK, Heft Nr. ...)

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1 Circulation:

Print run: 2,586 copies
Actual circulation: 2,290 copies

2 Magazine format: Width 210 mm, height 297 mm, DIN A 4

Type area: Width 178 mm, height 257 mm
Number of columns: 4 columns,
column width: 41 mm

3 Printing process: Sheet-fed offset

Binding process: Back stitching

Materials for printing: 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).

Color advertisements: For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 2.2 and a proof or measurement protocol (= certificate). If no such proof is provided, the customer has no right to damage claims based on color deviations.

Proof specifications: as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 2.2 according to the standard, ISOwebcoated.icc for contents as a rule paper type 3 FOGRA 28L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard. Bitmap (barcode scans) should have at least 800 dpi resolution. The format is created in original dimensions plus trim allowance and bleed marks.

For further information on pdf format pre-settings see www.pdf-club.de or call the technical hotline on +49 8191 125-875

4 Deadlines: See editorial schedule

Publication: Monthly, 10 issues

Publication dates: See editorial schedule

Advertising deadline: See editorial schedule

5 Publishing company: Hüthig GmbH

Address: Im Weiher 10, D-69121 Heidelberg

Postal address: Postbox 10 28 69, D-69018 Heidelberg

VAT No.: DE 143 262 410

Internet: www.kgk-rubberpoint.de

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Luisa Clasen

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6 Terms of payment: Net within 30 days of invoice date, 2% discount in the case of advance payment or direct debit

Bank details:

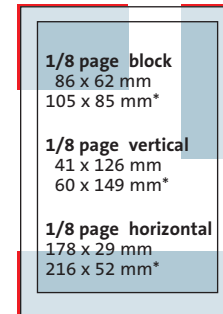
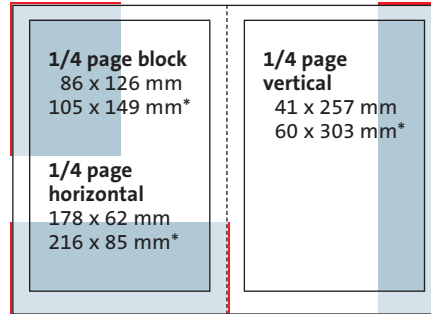
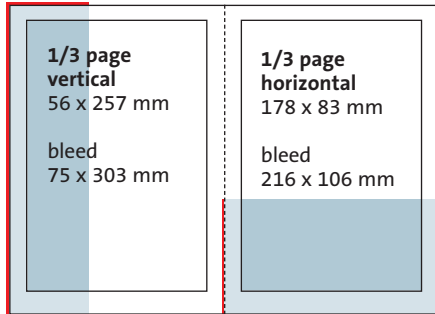
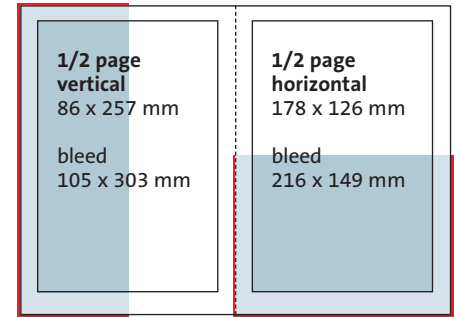
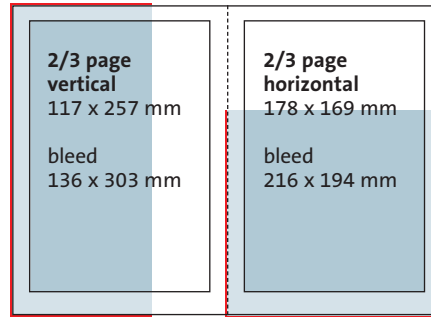
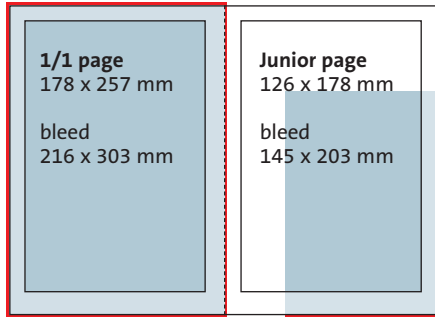
Postbank Ludwigshafen:

Account number: 4 799 673

Bank code: 545 100 67,

IBAN: DE77 5451 0067 0004 7996 73

SWIFT/BIC: PBNKDEFF



Bound inserts:
Width: 210 mm
+ 4 mm trim inside
+ 3 mm trim outside

Height: 297 mm
+ 5 mm trim top
+ 3 mm trim bottom

*bleed

*bleed

Formats: width x height

— Bleed formats quoted include 3 mm trim allowances

Your contacts at home and abroad

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Our online offer

- 1 Website (URL): www.kgk-rubberpoint.de
- 2 Profile in brief: Extensive internet provision in B2B communication for specialists and executives working in the development, processing and application sectors of the caoutchouc, rubber and plastics industry. Daily news, product and company database, market overviews, background reports, job market and a topic-based weekly newsletter with approx. 2,000 subscribers.
- 3 Target group: Opinion leaders and decision-makers working in the development, processing and application sectors of the caoutchouc, rubber and plastics industry.

Banner

Enhanced image and wide scope of design options for your graphic online advertising, from the classic head banner to the eye-catching, all-over wallpaper: A large number of formats and placement options are available for the presentation of your activities in a topic-oriented environment. Extend the reach of your website and your operations. Topic-related placement helps you to boost the click rate and minimize waste coverage.

Newsletter

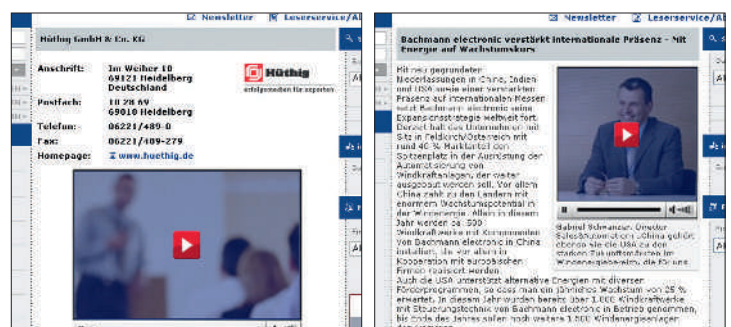
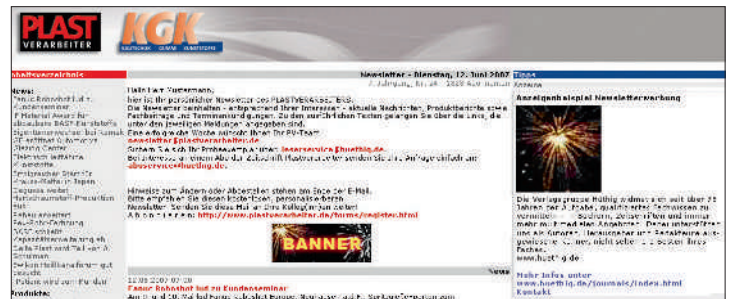
Advertising in the newsletter is direct marketing par excellence. This inexpensive and fast form of advertising reaches a selected but wide audience directly. Your marketing messages are conveyed straight to your target group. With the integration of your links in the newsletter your audience is offered the option of contacting you directly. Your advertisements attract a high level of attention, as the newsletter is only sent to readers who have requested it explicitly – a flexible and click-intensive form of advertising with weekly update options.

BusinessDirectory

On the website you can enter your company profile into the “company” section and assign the corresponding product groups. This effectively strengthens your online presence: Your company information, contact data and logo are additionally linked to all your company-related articles, news, product reports and dates which were compiled by our editorial team. The entry enhances your rating during searches both on our website and also in search engines such as Google. More than 25,700 companies are already listed in the company database and can be viewed free of charge. The company database AdImpressions count for up to 25%, and your company and your services are therefore easily found by potential customers.

WebVideo

Use the media opportunities of the Internet by integrating a video film in combination with your company entry in the BusinessDirectory or your microsite. With image films as a company or product presentation, WebVideo offers you a number of opportunities to attract attention to your company on our website.



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Microsite

We create your own "mini website" on our portals. These microsites are integrated into the editorial content of the websites and also linked from the main navigation for the entire contract period. The integration of your videos and important documents extends your presentation to a comprehensive range of services. Microsites are a highly-efficient method of enhancing your topics or campaigns selectively, rapidly and at low cost. They are therefore an ideal addition to the long-term entry in the BusinessDirectory.

Rates and technical information

Banners and newsletter ads:

Type of ad	Position	Placement	Format in pixels (width x height)	Price (CPM)
On website:				
Full-size banner (= head banner)	Top	All sections or only topic or only homepage	468 x 60	€ 29.–
One-third banner (= side banner)	Left or right	All sections or only topic or only homepage	156 x 60	€ 19.–
Skyscraper	To the right of the web page	All sections or only topic or only homepage	120 to 160 x 600	€ 59.–
Superbanner (= leader board)	Top	All sections or only topic or only homepage	728 x 60 to 90	€ 69.–
Wallpaper	Top + right	All sections or only topic or only homepage	Superbanner + Skyscraper	€ 99.–
Mouse-over banner	Top	All sections or only topic or only homepage	468 x 60 plus 468 x 180 info area	€ 89.–
Rectangle	Content (central, middle)	Homepage, all articles, products, news, dates	180 x 150 to 410 x 150	€ 99.–
In newsletter (weekly publication):				
Newsletter text ad (= Product spot ad)	Next to content	Newsletter	Max. 200 characters incl. link and/or e-mail address and visual	€ 149.–
Half-size banner	In table of contents or content	Newsletter (HTML)	234 x 60	€ 59.–

Special advertising:

Type of ad	Duration	Output	Placement	Price
WebVideo	1 year	Plus entry + 1 video	BusinessDirectory, product/article	€ 800.–
	1 year	Pro entry + 1 video	BusinessDirectory, product/article	€ 950.–
		Extension by 1 year (apart from microsite)	as above	€ 550.–
	1 month	Microsite + 1 video	Microsite, notice on homepage	€ 1,350.–
		Per additional video (BusinessDirectory/microsite)	as above	€ 250.–
		Reformatting (change of format)		€ 150.–
Microsite	1 month		Microsite, notice on homepage	€ 800.–
Partnerlink	1 week	Direct link to your website	Under "News" or "Products"	€ 200.–

Cross-media packages

Low-cost packages geared precisely towards your individual marketing objectives consisting of print and online advertising. Cross-media packages can consist of a mixture of print ads, partner links, microsites, banners and newsletter advertising. We will also be glad to create individualized combinations. Please contact your media consultant (see page 21).



Company entries

Type of ad	includes	Format	Annual rate
In businessDIRECTory:			
Standard entry	Postal address, classification of company using standardized product categories, e-mail	Database entry for entry and update by customer	free
Plus entry	Standard entry AND phone and fax no., link to homepage, logo, free copy on product range, online access statistics	With access statistics if entry is updated by customer	€ 250.–
Pro entry	Plus entry AND company profile, esp. contact details with name, e-mail and phone no., also links to sales or branch offices	With access statistics if entry is updated by customer	€ 400.–

Discounts:

Combined discount print/online: 5 %	
Frequency discount for online advertising	
3 Banner	3 %
6 Banner	5 %
9 Banner	10 %

Discount on the basic rate applies for placement within 12 months and for different positions, for the same position only for different campaigns.

Access monitoring:

Access (per month):	Page Impressions ¹ (adjusted, without search engine bots) 76,902	Unique visitors 22,901
	Monthly average 01-06/2009	
	¹ Measurements: NedStat.	

Data delivery:

At least 1 week prior to placement by e-mail to sales@kgk-rubberpoint.de

Banner: (animated) GIF format, JPG, Flash, HTML, DHTML banner in the sizes listed below, image and graphic files (incl. banners) always as RGB (color scheme). Maximum file size 20 KB.

Videos: delivered as flash or Windows Media Video (WMV), depending on data size, by email, CD-ROM/DVD or download link. Maximum video length 5 minutes. Longer lengths as agreed.

For further information on data delivery and technical specifications, see online media section at <http://www.kgk-rubberpoint.de>

External AdServer use: OpenAdstream by RealMedia

Issue KGK	1/2 Jan./Feb.	3 March	4 April	5 May	6 June	7/8 July/Aug.	9 Sept.	10 October	11 Nov.	12 December
Publication date	16.02.2010	15.03.2010	19.04.2010	18.05.2010	22.06.2010	19.08.2010	21.09.2010	20.10.2010	16.11.2010	13.12.2010
Ad closing date	22.01.2010	18.02.2010	23.03.2010	22.04.2010	27.05.2010	27.07.2010	26.08.2010	27.09.2010	21.10.2010	18.11.2010
Trade fairs/ Meetings		VDI Forum on Plastics in Automotive Engineering, Mannheim, 17–18.03.2010	JEC Composites Show, Paris, 13–15.04.2010	DKG Conference Fulda 08–09.06.2010 Control, Stuttgart, 04–07.05.2010			K 2010 Preview	K 2010, Düsseldorf, 27.10–03.11.2010	Euromold Frankfurt, 01–04.12.2010	

International Focus: Market developments, events, company strategies, globalisation effects

Editorial features	Trends and market opportunities: Material feed	Applications of TPE in automotive engineering	Composites made of plastic and elastic materials	Topics from the DKG Conference	Market Survey: Rubber processing machines		Products and new technologies: Topical reports on K 2010	Products and new technologies: Topical reports on K 2010		Energy efficiency in rubber processing
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Raw materials, Additives These topics are covered editorially in every issue of KGK published in 2010	User-oriented reports and selected scientific articles by internationally active authors inform our readers about the latest developments and about processing (mainly) of rubber, TPE, and PUR. The following topics are addressed:	Natural rubber, natural latex, synthetic rubber, synthetic latex, thermoplastic elastomers, thermoplastics, PUR, activators, ageing inhibitors, antioxidants, accelerators, fillers, mastication agents, pigments, reinforcing materials, plasticisers
Quality assurance, Product development These topics are covered editorially in every issue of KGK published in 2010	Optimisation and improvement of quality assurance in rubber-processing companies and institutes are both demands and pre-requisites. Technical articles from industry and academia provide information, for example, about the following product areas:	Measuring equipment for mechanical, thermal, electrical, and optical quantities, software systems, testing cabinets, test equipment, profile production plant, handling equipment, washing, and drying
Machines, Peripheral equipment, Automation These topics are covered editorially in every issue of KGK published in 2010	Presentation of new technologies, machines, and peripheral equipment for enhancing efficiency in rubber-processing companies. The editorial focus is on topical technical articles and short reports addressing, for example, the following topics:	Compounders, extruders, granulators, calenders, mixers, presses, recycling plant, injection moulding machines, vulcanisation plant, moulds, and peripheral equipment

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Market & Contact (supply source)

Term:	12 calendar months
Disposition:	Monthly
Conditions:	The contract runs for 12 calendar months and continues until terminated. Termination of contract is possible up to a period of six weeks prior to the end of the contract term.
Size:	Single-column, 41 mm wide; Minimum height 25 mm
Price per issue:	Per mm height b/w € 1.50; color € 2.25
Corrections:	Up until the advertising deadline for each issue

Increase your presence in the market: combine print and online!

As a supply source advertiser you receive an additional inexpensive "Plus Entry" at www.kgk-rubberpoint.de on request. What is a "Plus Entry"? You can enter the following in the database of our online portal: your company address **plus** telephone and fax number **plus** link to your homepage **plus** logo plus free text on your product program. Price: as a supply source advertiser you only pay 50 € per year.

Advertising deadline: See publication schedule

Payment is requested in advance.

BEZUGSQUELLEN
SUPPLIERS

A Rohstoffe und Compounds

Gummi-Mischungen

LANSTROFF - RTR AG
Ihr Spezialist für farbige und weisse Gummi-Mischungen
Industriequartier 31, Postfach 5001 Aarau/Schweiz
Tel. 069/823 33 33
Fax 069/822 60 10

DIEHL
Blankenheim

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53945 Blankenheim / Eifel

Tel: 0 24 49 / 89 - (0) 136
Fax: 0 24 49 / 89 269

E-mail: Dr.W.Mueller@diehl-bk.de
Ein Unternehmen der Diehl-Gruppe

RADO

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Fluor - Vamac etc.

Ütsche-Wuppertal-Str. 17-19
42477 Raddevormwald
Telefon 0 21 95 67 41 20
Telefax 0 21 95 67 41 10
E-mail: info@rado.de

Kunststoff und Kautschuk-Mischungen

High-Tech Compounds nach Mas

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Fax: +41-1-952 22 37
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16 Circulation monitoring:



17 Circulation analysis:

Copies per issue on average for the period July 1, 2008 to June 30, 2009

Print run:	2,586		
Number of copies actually distributed:	2,290	including abroad:	471
Copies sold:	553	including abroad:	172
– Subscribed copies:	530	including association member copies:	–
– Other sales:	23		
– Single copy sales:	–		
Free copies:	1,737		
Residual, archive and specimen copies:	296		

18 Geographical distribution analysis:

Economic region:	Copies actually distributed	
	%	copies
Germany	78.7	1,803
Abroad	20.6	471
Other*	0.7	16
Copies actually distributed	100.0	2,290

* Section of circulation not analyzed, such as trade fair and congress copies etc.

Breakdown of foreign circulation	Copies actually distributed	
	%	copies
Austria	17.5	82
Switzerland	16.7	79
Benelux	11.6	55
Other European countries	26.3	124
Other non-European countries	27.9	131
Copies actually distributed, abroad	100.0	471

19 Sectors / industries / company types

Department / group / class	Recipient groups (according to industrial sector classification*)	Percentage of copies actually distributed	
		%	recipients
20, 21	Chemical industry Raw materials production/chemistry Petrochemistry and coal chemistry Production of auxiliary materials and additives	9.6	220
22	Manufacture of rubber and plastic goods Manufacture of rubber goods Manufacture of plastic goods Manufacture of caoutchouc goods and substitute products Production of tires	71.4	1,635
28	Mechanical engineering Caoutchouc and plastics processing machines Testing machines and appliance construction Molds and tool construction	10.9	250
46.12	Wholesale trade of technical chemicals Caoutchouc Industrial and commercial agencies Import and export of raw materials, auxiliary materials and finished products	2.9	66
72/71.2/85	Services, research, development, training Technical consultation and planning Technical laboratories and testing institutes Vocational colleges/institutes of higher education	4.5	103
	Other*	0.7	16
Copies actually distributed		100.0	2,290

* Section of circulation not analyzed such as trade fair and congress copies, book trade copies etc.

1. Study method

Reader structure analysis by file analysis – total survey

2. Description of readership at the time of data collection

2.1 Contents of file

The recipient file contains the addresses of all recipients. Due to the availability of postal details, the file can be sorted by postcode or by domestic/foreign recipients. Other details contained in the file are: sector, company size class and job features.

2.2 Total number of recipients in the file: 6,557

2.3 Total number of changing recipients: 5,921

2.4 Structure of readership of an average issue by distribution types:

Copies sold	553
including:	530
– subscriber copies	0
– single copy sales	23
– other sales	

Free copies	1,737
including:	83
– permanent free copies	1,358
– changing free copies	296
– advertising copies	

Copies actually distributed	2,290
– including Germany	1,819
– including abroad	471

3. Description of the survey:

3.1 Basic population (section studied)

Basic population (copies actually distributed)	2,290	=	100 %
Not included in the study:			
– advertising copies	296	=	12.93 %
The study represents a section of the basic population (copies actually distributed) of	1,994	=	87.07 %

3.2 Day of file analysis: 01.08.2009

3.3 Description of data basis:

For the classification of recipients according to sectors, company size and job features, the data stored by the Vertriebsunion Meynen in Eltville was used.

3.4 Target individuals of study:

The personal recipients in the institutions as recorded in the file.

3.5 Definition of readers: Not applicable

3.6 Period of study: June 2009

3.7 Survey carried out by: Hüthig GmbH

In its design, implementation and report, this study conforms to the current version of the ZAW framework scheme for advertising media analyses.

General Terms and Conditions for Advertisements, Supplements and Online Advertising

§ 1 Validity, Exclusion

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are essentially applicable as well as the publisher's price list currently valid at the time the contract is concluded, whose regulations form an essential element of the contract itself. The validity of any General Terms and Conditions of the contracting party, to the extent that they do not correspond to these General Terms and Conditions, is excluded.

2. These General Terms and Conditions apply equally to supplements. These are only accepted by the publisher after submission of a sample.

§ 2 Offer, Conclusion of Contract

1. Orders for advertisements may be made in person, by telephone, in writing, by fax, by email or by Internet. The publisher is not liable for communication errors.

2. A contract is not concluded until the publisher issues his confirmation of the order in writing. The price list valid at the time of the conclusion of the contract applies.

3. It is at the publisher's dutiful discretion to decline advertisement orders as well as individual releases of advertisements that occur as part of an overall conclusion of contract. This particularly applies if the contents of these violates laws or official stipulations or was considered objectionable by the German Advertising Council in a complaints procedure, or the publication of these is deemed unacceptable to the publisher due to its content, its origin, or its technical form or supplements, due to their format or presentation, would lead the reader to believe that they are a part of the newspaper and if they contain advertisements by third parties. The publisher must immediately declare his refusal as soon as he has gained knowledge of the respective contents.

§ 3 Prices, Conditions of Payment, Discounts

1. The price of the publication of an advertisement is based on the currently valid price list. In the event of changes to the advertisement price list, the new conditions also apply to contracts that have already been concluded.

2. The discounts defined in the price list are only granted to the customer and for the advertisements published over the course of a year (advertisement year). Repeated discounts are only valid within an advertisement year. If not agreed otherwise, the term commences with the publication of the first advertisement.

3. If an order is extended, the customer is entitled to a retroactive discount provided that the basic order was valid for a discount in the first place. This entitlement loses its validity if it is not used by no later than one month after expiry of the advertisement year. If an order does not reach the predetermined order volume, the surplus discount that has been granted shall be subsequently invoiced to the customer.

4. The invoice amount is net and due in full within 30 days of the invoice date. For advance payments or if a direct debit mandate is granted, the publisher grants the customer a discount of 2% of the invoice amount.

5. Payments must be made free of costs and bank fees to the publisher's bank account as specified in the invoice.

6. In the event of payment default, interest shall be charged in accordance with § 288 BGB (German Civil Code). Dunning and default expenses in the event of payment default are charged to the contracting party. In the event of payment default, the publisher can defer delivery on a current contract until payment and require advance payment. In case of reasonable doubt concerning the contracting party's ability to pay, the publisher is entitled to deviate from an originally agreed due date of payment and make the publication of further advertisements within the term of a contract dependent on the advance payment of the relevant fee and the settlement of outstanding invoices.

Eronous advertisement invoices can be corrected within six months of issue.

7. All prices exclude VAT of the amount statutory on the day the invoice is issued.

8. In the case of advertising orders from abroad which are not subject to VAT, the invoice is issued without VAT. The publisher is entitled to charge VAT retroactively should tax authorities confirm that VAT is in fact due.

9. In the event of a decrease in circulation, a conclusion of a contract for several advertisements entitles the customer to a discount, if, as an overall average of the advertisement year which commences with the first advertisement, the average circulation of the past calendar year stated in the price list or otherwise is not reached. A decrease in circulation only constitutes a deficit which entitles the customer to a discount if a promised circulation was fallen short of by at least 20%.

§ 4 Contract Implementation

1. Advertisement orders must be implemented within one year of conclusion of contract, commencing with the publication of the first advertisement.

2. The customer is responsible for supplying error-free print masters on time. In the event of clearly unsuitable or damaged materials being submitted, the publisher shall immediately demand a replacement. The publisher guarantees that the usual printing quality will be provided for the issue in question, as far as is possible with the print masters submitted. Print masters will only be sent back to the customer if he specifically requests this, otherwise they become the property of the publisher. The obligation to keep these expires six months after expiry of the order.

3. Costs for the production of ordered masters, films or drawings are to be borne by the customer, as are costs for significant changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs are only supplied if explicitly requested. The customer bears the responsibility for the accuracy of the returned proof. If the proof is not returned in time to the publisher, the customer is deemed to have accepted the print.

5. Complete checking copies are only supplied by the publisher on request for at least quarter-page advertisements.

6. The design and labeling of text-style advertisements must be agreed on with the publisher in good time prior to publication. Text-style advertisements must be distinguishable from magazine texts in their basic typography. The publisher is entitled to label advertisements accordingly if they are not recognizable as such.

7. Letters sent to box number advertisements are kept for up to four weeks after publication of the advertisement and sent to the customer by regular mail (even if the letters have been sent by express mail or registered mail). However, the publisher does not accept any responsibility for the safekeeping and timely forwarding of the offers.

8. The copy deadlines and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the production run.

9. Advertisement orders can only be cancelled in good time, no later than the advertising deadline and in writing, by fax or by email. If the advertisement has already been sent to press, the customer must pay for the advertisement. Otherwise the publisher may demand the reimbursement of any costs incurred up until the cancellation in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertisement. He or she indemnifies the publisher from any claims of third parties due to the publication of the advertisement, including reasonable costs for legal defense. The publisher is not obliged to check whether or not an advertisement order affects the rights of third parties. If the publisher becomes obliged by court order to print a correction due to the released advertisement, the customer must bear the costs in accordance with the valid advertisement price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The intermediary's commission granted by the publisher is calculated based on the net charge to the customer, i.e. after subtraction of discount, bonuses and discounts due to defects. The intermediary's commission is only paid to advertising agencies under contract to third parties and is only paid to advertising agencies recognized by the publisher provided that the order is placed directly by the advertising agency, the advertising agency is responsible for the procurement of the finished and ready-for-press printing copies and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professionalism of the agency's work or creditworthiness. Advertisement orders by advertising agencies shall be made in their name and invoiced to them. To the extent that advertising agencies place orders, the contract is therefore drawn up with the advertising agency in case of doubt. If an advertiser is to be the contracting party, this must be agreed separately and with the name of the advertiser explicitly stated. The publishing company is entitled to require the advertising agency to produce proof of its mandate.

§ 5 Warranty for Defects

1. We accept no liability for publishing advertisements in certain issues or editions or in certain positions.

2. The publisher guarantees perfect printing of the reproduction of the advertisement in accordance with the hard copy on press paper. The prerequisite is that the customer supplies suitable printing copies (see information in price list).

3. Color specifications: in the case of digitally transmitted printing copies for color specifications, the customer must also provide a color proof. Otherwise the customer has no claim to compensation due to any color deviations.

4. Complaints for obvious defects must be made by the customer by no later than two weeks after receipt of invoice. Complaints for defects that are not obvious must be made by the customer by no later than one year after publication of the respective advertisement. In the event of the faulty printing of an advertisement in spite of punctual delivery of error-free printing copies and timely complaint, the customer is entitled to demand the reprint of an error-free replacement advertisement. The claim to remedy of defects is not valid if this incurs unreasonable costs to the publisher. If the publisher fails to meet a reasonable deadline that has been granted for remedy of the defects, if he refuses subsequent remedy, if it is unreasonable to expect subsequent remedy of the customer or if it fails, the customer has the right to withdraw from the contract or to demand a discount that is proportionate to the extent to which the purpose of the advertisement was affected. Warranty claims by third parties are excluded. The publisher is not bound to accept any claims for compensation if the customer does not adhere to the publisher's recommendations in terms of production and transmission of digital printing documents, he or she is not entitled to assert any further claims due to faulty publication of the advertisement. This applies in the same way if other regulations contained in these General Terms and Conditions of the price list are not adhered to.

5. If any deficits of the printing copies are not instantly recognizable but are only recognized during the printing process, the customer is not entitled to assert any claims if insufficient copies have been produced.

6. If the customer fails to observe the recommendations of the publisher with regard to production and transmission of digital printing documents, he or she is not entitled to assert any claims due to faulty publication of the advertisement.

7. The customer is responsible for the transmitted files being free of computer viruses. Files with computer viruses may be deleted by the publisher without the customer deriving any claims from this. The publisher also reserves the right to assert claims for compensation if the computer viruses cause further damage at the publishing company.

8. The publisher accepts no liability for the accuracy of the amounts or quantities of material (bound-in inserts, supplements, etc) stated as supplied by the customer.

§ 6 Liability

1. The publisher is liable for damage caused deliberately or in gross negligence, for damage deriving from culpable harm to life, body or health as well as damage due to at least slightly negligent breach of an obligation when it is significant to achieving the purpose of the contract (cardinal obligation). Apart from liability for deliberate acts and culpable harm to life, body or health, liability is limited to predictable and typically occurring damage. In other cases, claims for damages against the publisher are excluded, regardless of the legal reason. Insofar as liability of the publisher is excluded or limited according to the above regulations, this also applies to the personal liability of the publisher's employees, representatives and vicarious agents. Liability according to the Product Liability Law remains unaffected. Claims for damages against the publisher expire 12 months after the time at which the customer became aware or should have become aware of the reasons for the claims, apart from claims arising from illegal or deliberate actions.

2. In the event of forces majeure and industrial action through no fault of the publisher, the publisher is freed from the obligation to carry out the order; no claims for damages arise from this.

§ 7 Storage of Customer Data

Within the scope of business relations, the publisher stores customer data with the help of electronic data processing in accordance with the statutory stipulations of the German Data Protection Law.

§ 8 Place of Performance, Place of Jurisdiction

1. If one or more of the regulations of the advertising contract/these General Terms and Conditions are invalid or become invalid, the validity of the remaining regulations remains unaffected. In this event, subsequent interpretation of the contract is then applied so that the invalid regulation is replaced by one which comes as close as possible to the business purpose pursued by the contractual parties in the invalid regulation. The same applies to the filling in of any contractual gaps.

2. Changes to the regulations of the advertising contract/these General Terms and Conditions and the abandonment of the requirement for the agreement to be put in writing must be put in writing.

3. The Law of the Federal Republic of Germany applies – excluding the UN Convention on Contracts for the International Sale of Goods and excluding conflict of laws. The place of performance is Heidelberg. The place of jurisdiction for lawsuits against businessmen, legal persons under public law or public law special assets is Heidelberg.

Status: July 2009



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