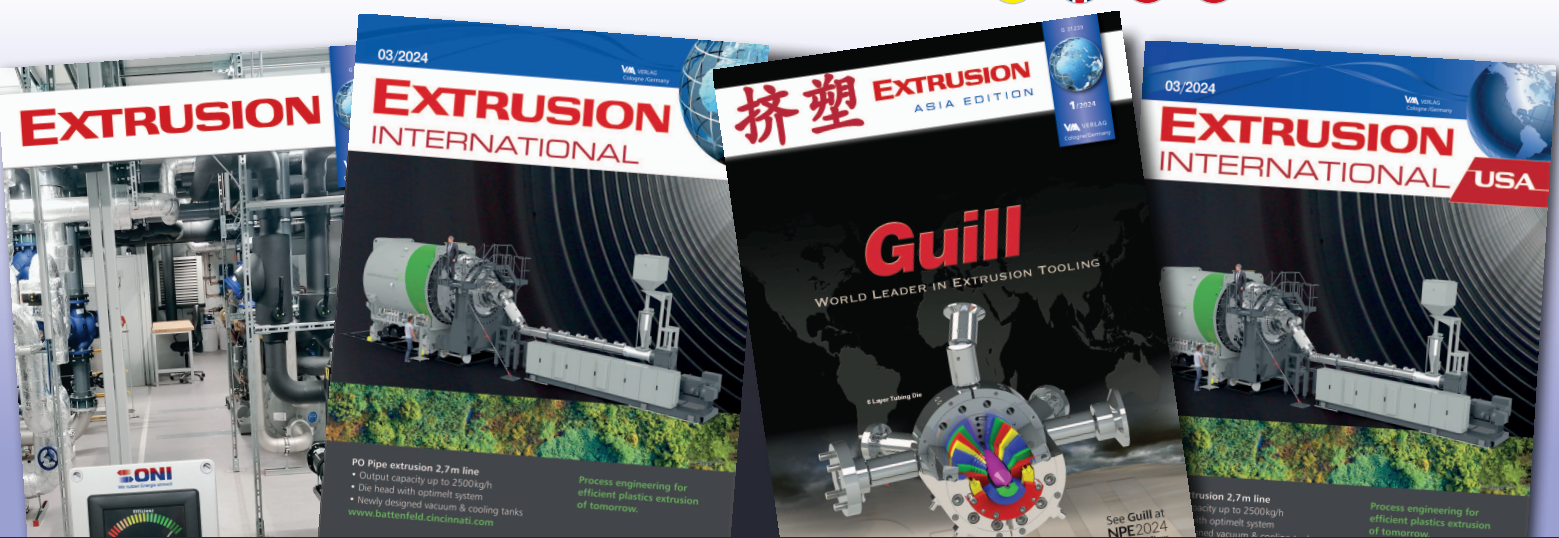


MEDIA DATA 2025

MAGAZINE · WEBSITE · NEWSLETTER

EXTRUSION

EXPERT MEDIA ON PLASTICS EXTRUSION



03/2024
EXTRUSION INTERNATIONAL
VA VERLAG
Cologne, Germany




PO Pipe extrusion 2,7m line

- Output capacity up to 2500kg/h
- Die head with optimekt system
- Newly designed vacuum & cooling tanks

www.battenfeld.cincinnati.com

Process engineering for efficient plastics extrusion of tomorrow.

挤塑 **EXTRUSION**
ASIA EDITION
03/2024
VA VERLAG
Cologne, Germany



Guill
WORLD LEADER IN EXTRUSION TOOLING

8 Layer Tooling Die

See Guill at NPE2024

03/2024
EXTRUSION INTERNATIONAL USA
VA VERLAG
Cologne, Germany



PO Pipe extrusion 2,7m line

- Output capacity up to 2500kg/h
- Die head with optimekt system
- Newly designed vacuum & cooling tanks

Process engineering for efficient plastics extrusion of tomorrow.

OUR ALPHABET

Automation

Blow Molding

Compounding

Digitalization

Extrusion

Fair Reports

Granulation

High Performance

Industry 4.0

Material Handling

New Technologies

Periphery

Quality Control

Recycling

Screws & Barrels

Thermoforming

Tools & Equipment

WPC

ABOUT US

2025: Volume No. 31

PLACE OF PUBLICATION: Cologne

PROFILE: The only technical magazine worldwide exclusively for the sectors: Material Preparation, Compounding, Extrusion, Recycling, Calendering, Thermoforming, Welding, Finishing of Plastics and Elastomers.

In August of 1995, the first issue of Plastics No.One, a magazine for plastics processing industry professionals, saw the light of day. Fritz Vollmer and Günter Merkel were the ancestors of the project This delicate young shoot of a new idea has soon become the reputable trade magazine in German and English named **EXTRUSION**, as we know it today. The modern magazine focuses on the European reader who is familiar with it.

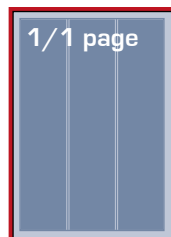
In 1997, at will of readers and advertisers, World of Plastics Asia magazine in Mandarin and English appeared (today known as **EXTRUSION Asia Edition**). Since 2014, **EXTRUSION International** magazine in English is available for the readers and advertisers. Since 2019 we have been publishing **EXTRUSION International USA** (digital edition only). This is a version of our magazine Extrusion International supplemented for USA readership.

In 2016, the dedicated **Smart_Extrusion** web portal www.smart-extrusion.com went online. In addition to online versions of our magazines, the portal collects and publishes news, articles, case studies, and videos on extrusion from around the world. All the information is given in German, English and Chinese conveniently grouped by sub-topics (tags). The subscribers get the updates in weekly e-mail newsletters.

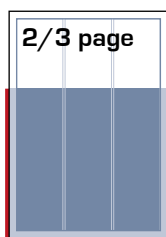
All Editions available for free: www.smart-extrusion.com



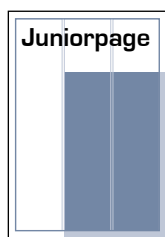
FORMATS AND TECHNICAL SPECIFICATION



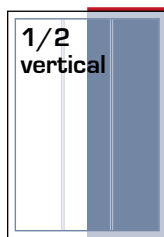
■ 175 x 253 mm
■ 210 x 297 mm
■ 216 x 303 mm



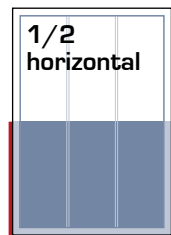
■ 175 x 167 mm
■ 210 x 189 mm
■ 216 x 192 mm



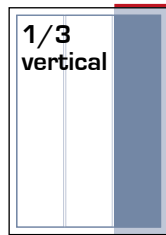
■ 115 x 188,5 mm
■ 132,5 x 210,5 mm
■ 135,5 x 213,5 mm



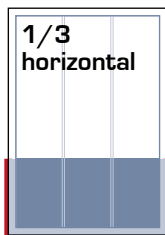
■ 85 x 253 mm
■ 102,5 x 297 mm
■ 105,5 x 303 mm



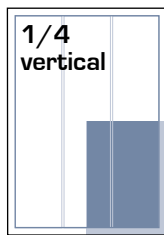
■ 175 x 115 mm
■ 210 x 146 mm
■ 216 x 149 mm



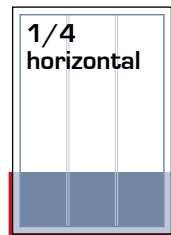
■ 55 x 253 mm
■ 72,5 x 297 mm
■ 75,5 x 303 mm



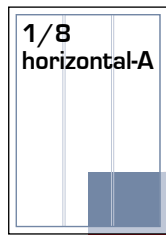
■ 175 x 81 mm
■ 210 x 103 mm
■ 216 x 106 mm



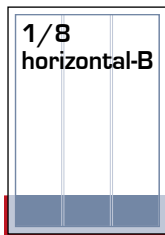
■ 85 x 115 mm
■ 102,5 x 146 mm
■ 105,5 x 149 mm



■ 175 x 59,5 mm
■ 210 x 81,5 mm
■ 216 x 84,5 mm



■ 85 x 59,5 mm
■ 102,5 x 81,5 mm
■ 105,5 x 84,5 mm



■ 175 x 27,5 mm
■ 210 x 49,5 mm
■ 216 x 52,5 mm

■ Type area format

■ Document trim format

■ Full bleed format (include 3 mm trim allowances)

Magazine format: 210 x 297 mm (A4)

Type space: 175 x 253 mm

3 columns, column width: 55 mm

Bleed: 3 mm

FILE FORMAT

PDF, TIFF or EPS. Advertisements containing graphics

or scans are to be formatted in CMYK

Resolution: 300 dpi

LOOSE INSERTS

Rates: to 25 g. **€ 2.800,-**

to 50 g. **€ 3.200,-** incl. postage

Format and quantity:

3.500 copies plus extra copies

BOUND INSERTS

1 page: **€ 3.700,-**

2 pages: **€ 4.300,-**

Paper weight: up to 135 gr/m²

10 % discount, if the bound insert will be print within the print run of the booked issue

QUANTITY

3.500 inclusive overplus

1 Ed. close 17. 01. 2025
Ad. close 30. 01. 2025
Public date 14. 02. 2025



ICE EUROPE (11. - 13. 03. 2025)

Film Extrusion, Converting and Thermoforming

2 Ed. close 17. 02. 2025
Ad. close 28. 02. 2025
Public date 12. 03. 2025

Material Handling, Recycling and Compounding

3 Ed. close 26. 03. 2025
Ad. close 09. 04. 2025
Public date 30. 04. 2025



KUTENO (13. - 15. 05. 2025)

Advanced Extrusion Peripherals

4 Ed. close 08. 05. 2025
Ad. close 23. 05. 2025
Public date 09. 06. 2025

Material Handling, Recycling and Compounding

5 Ed. close 24. 06. 2025
Ad. close 07. 07. 2025
Public date 24. 07. 2025

Smart Extrusion for Packaging

Pipe+Profile Extrusion

6 Ed. close 11. 08. 2025
Ad. close 22. 08. 2025
Public date 12. 09. 2025



POWTECH (23. - 25. 09. 2025)



K 2025 (08. - 15. 10. 2025) *Preview*

Material Handling, Circular Economy

7 Ed. close 01. 09. 2025
Ad. close 15. 09. 2025
Public date 26. 09. 2025



K 2025 (08. - 15. 10. 2025) *Special Show Issue*

Recycling and Resource Saving

8 Ed. close 10. 11. 2025
Ad. close 24. 11. 2025
Public date 08. 12. 2025



K 2025 (08. - 15. 10. 2025) *Review*

Measuring Technology, Quality Control and Test
Equipment

Front page	€ 5.720,-
1/1 page	€ 4.059,-
2/3 page	€ 2.981,-
1/2 page	€ 2.310,-
Junior page	€ 3.113,-
1/3 page	€ 1.650,-
1/4 page	€ 1.265,-
1/8 page	€ 715,-
1/16 page	€ 462,-

Classifieds € 6,- per mm
single-column, width 90 mm

Rates for specified positions:

Second and back cover 25%

Other special positions 20%

Frequency discounts: 2 x 3%, 3 x 5%, 4 x 10%,
6 x 15%, 8 x 20%

No discount for Frontpage and loose inserts.

Combination discount: 5%

Granted if you advertise in two or more magazines of VM Verlag GmbH.

No charge for standard colours and bleed size!

Special colours, per colour on request.

Discounts: annual contract (year of insertion).

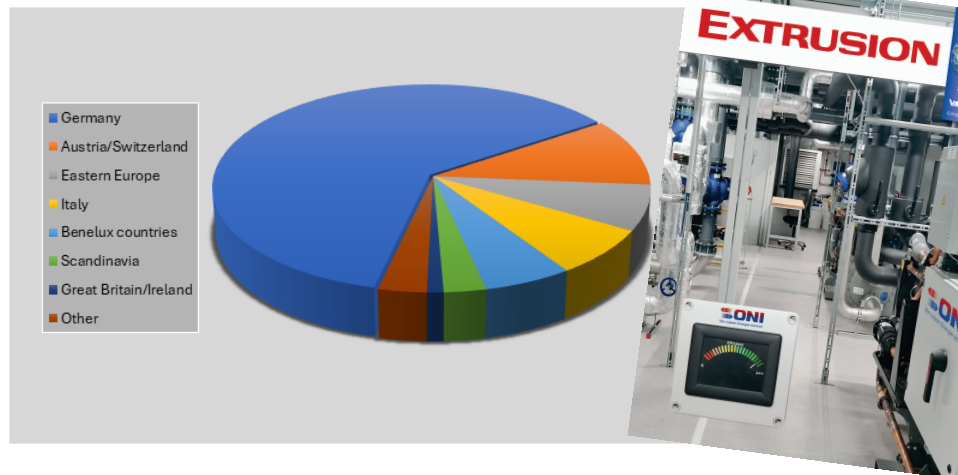
Language: German | 2025: Volume 31

Target readership: Europe | Frequency of publication: 8 issues a year

Circulation: 9.300 copies: print (3.200) + qualified digital readership (6.100)

The editors may change the number of printed copies depending on the availability of trade fairs, conferences and other places of distribution of the printed version of the magazine.

REPRESENTATION OF THE TOTAL CIRCULATION



1 Ed. close 21. 01. 2025
Ad. close 03. 02. 2025
Public date 18. 02. 2025



PLASTIMAGEN (11. - 14. 03. 2025)

Material Handling, Recycling and Compounding



CHINAPLAS (15. - 18. 04. 2025)

2 Ed. close 26. 03. 2025
Ad. close 09. 04. 2025
Public date 22. 04. 2025



PLASTPOL (20. - 23. 05. 2025)

Advanced Extrusion Peripherals

3 Ed. close 16. 05. 2025
Ad. close 28. 05. 2025
Public date 17. 06. 2025

Material Handling, Recycling and Compounding

4 Ed. close 21. 07. 2025
Ad. close 04. 08. 2025
Public date 18. 08. 2025

Smart Extrusion for Packaging
Pipe + Profile Extrusion

5 Ed. close 21. 08. 2025
Ad. close 10. 09. 2025
Public date 29. 09. 2025



K 2025 (08. - 15. 10. 2025)

Special Show Issue

Measuring Technology, Quality Control and Test Equipment

6 Ed. close 10. 11. 2025
Ad. close 24. 11. 2025
Public date 08. 12. 2025



K 2025 (08. - 15. 10. 2025)

Review

Material Handling, Recycling and Compounding

Front page	€ 4.620,-
1/1 page	€ 3.234,-
2/3 page	€ 2.310,-
1/2 page	€ 1.813,-
Junior page	€ 2.494,-
1/3 page	€ 1.305,-
1/4 page	€ 1.027,-
1/8 page	€ 542,-
1/16 page	€ 300,-

Classifieds € 6,- per mm
single-column, width 90 mm

Rates for specified positions:
Second and back cover 25%
Other special positions 20%

Frequency discounts: 2 x 3%, 3 x 5%,
4 x 10%, 6 x 15%

No discount for Frontpage and loose inserts.

Combination discount: 5%
Granted if you advertise in two or more magazines of VM Verlag GmbH.

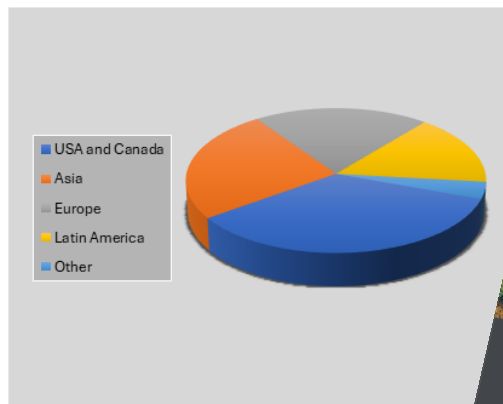
No charge for standard colours and bleed size! Special colours, per colour on request. Discounts: annual contract (year of insertion).

Language: English | **2025: Volume 12**
Frequency of publication: 6 issues a year
Send to a qualified readership of 9.380,
incl. the USA and Canada - 3.250


The editors may change the number of printed copies depending on the availability of trade fairs, conferences and other places of distribution of the printed version of the magazine.

Since 2019 we have been publishing **Extrusion International USA** (digital edition only). This is a version of our magazine Extrusion International supplemented for USA readership. We have been promoting this version specially for the U.S. on the web. All the advertisement published in Extrusion International is duplicated in Extrusion International USA without any fee.

REPRESENTATION OF THE TOTAL CIRCULATION



1 Ed. close 25. 02. 2025  **CHINAPLAS** (15. - 18. 04. 2025)
 Ad. close 10. 03. 2025
 Public date 28. 03. 2025 Material Handling, Recycling and Compounding

2 Ed. close 21. 08. 2025  **K 2025** (08. - 15. 10. 2025)
 Ad. close 08. 09. 2025
 Public date 25. 09. 2025 Measuring Technology, Circular Economy

Founded in 1997 | 2025: Volume 29
 Frequency: 2 times a year
 Language: Mandarin/English
 Send to a qualified readership of 5.400

Front page	€ 4.500,-	1/3 page	€ 1.420,-
1/1 page	€ 4.000,-	1/4 page	€ 1.130,-
2/3 page	€ 3.000,-	1/8 page	€ 600,-
1/2 page	€ 2.100,-	1/16 page	€ 350,-
Junior page	€ 3.250,-		

Rates for specified positions:

Second and back cover 25%
 Other special positions 20%

Discounts: annual contract (year of insertion)

Frequency discounts: 2 x 3%, 3 x 5%

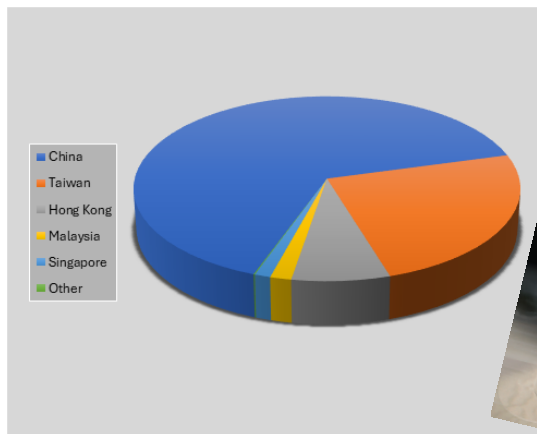
No discount for Frontpage and loose inserts.

Combination discount: 5%

Granted if you advertise in two or more magazines of VM Verlag GmbH.

No charge for standard colours and bleed size!
 Special colours on request. Discounts: annual contract (year of insertion).

REPRESENTATION OF THE TOTAL CIRCULATION



A. THROUGH-TYPE BANNERS

These banners are displayed at every page of the website.
Maximum rotation is 5 customers per spot.

Size	Pixel	3 months	6 months	12 months
A1	1146x100	€ 2.219,-	€ 3.691,-	€ 5.911,-
A2	368x420	€ 1.667,-	€ 2.771,-	€ 4.439,-
A3	368x120	€ 747,-	€ 1.230,-	€ 1.978,-
A4	1146x60	€ 931,-	€ 1.541,-	€ 2.461,-

B. NEWS BANNERS

These banners are displayed at the homepage and at the pages of “News” section only.
Maximum rotation is 5 customers per spot.

Size	Pixel	3 months	6 months	12 months
B1	746x90	€ 1.667,-	€ 2.771,-	€ 4.439,-
B2	242x60	€ 678,-	€ 1.104,-	€ 1.725,-
B3	746x90	€ 1.104,-	€ 1.840,-	€ 2.955,-

C. THROUGH-TYPE BANNERS

There could be several banners C1, one below the other at every page of the website.
Maximum rotation is 5 customers per spot.

Size	Pixel	3 months	6 months	12 months
C1	368x250	€ 1.667,-	€ 2.771,-	€ 4.439,-

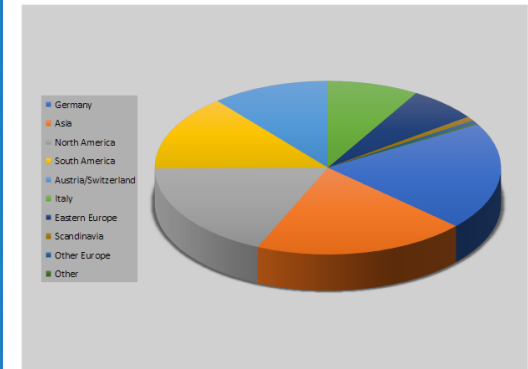
The screenshot shows the SMART-EXTRUSION website interface. At the top, there is a navigation bar with the company logo and menu items. Below the navigation bar, there are several banner placements labeled A1 through A4, B1 through B3, and C1. Banner A1 is a large horizontal banner at the top. Banner A2 is a vertical banner on the left side. Banner A3 is a horizontal banner at the bottom. Banner A4 is a horizontal banner at the very bottom. Banner B1 is a large horizontal banner in the main content area. Banners B2 and B3 are smaller horizontal banners below B1. Banner C1 is a vertical banner on the left side, below A2.

WWW.SMART-EXTRUSION.COM

SPECIALIZED WEB PORTAL

- News about relevant products and events
- Detailed reviews of various smart technologies
- Case studies from processors
- Video clips demonstrating smart equipment in live action
- Latest magazines available for reading and downloading
- Weekly e-mail newsletters in 3 languages: English, German and Chinese

39.600+ average monthly visits



EXTRUSION NEWSLETTER ADVERTISING

Language	Subscribers	Frequency
English	9.100	once a week
German	5.800	once a week

NEWSLETTER BANNER PACKAGE INCLUDES:

1. A banner 368x250 px in e-mail newsletter. There are 3 banners on top of the newsletter, 2 banners in the middle and 2 banners below
2. Publication of all company's press releases on www.smart-extrusion.com
3. Contacts (phone, e-mail) of company's specialists in press releases
4. Keywords in press releases with hyperlinks to the company's webpage.

Specifications: Banner 368x250 px, JPG or PGN, under 100 KB

NEWSLETTER BANNER PACKAGE RATES

Language	3 months	6 months	12 months
English	€ 2.599,-	€ 4.278,-	€ 6.672,-
German	€ 1.723,-	€ 2.771,-	€ 4.347,-

ADVERTORIAL

Advertorial is a newsletter top announcement leading to an article or press release on www.smart-extrusion.com. By clicking the newsletter top announcement, i.e. Advertorial, the reader goes to read the company's full size press release. The press release also includes contacts and hyperlinks to the company's webpage.

Specifications: Text as Word or PDF, 1.500 - 3.000 characters and 1 - 2 images

ADVERTORIAL RATES

Language	1 newsletter	4 newsletter
English	€ 362,-	€ 966,-
German	€ 299,-	€ 782,-

NEW! Laboratory and Recycling Newsletters once a month

Language	3 months	6 months	12 months
English	€ 1.260,-	€ 2.150,-	€ 3.400,-

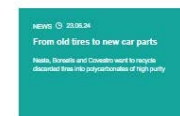
Newsletter banner →



The most relevant stories about smart extrusion

The latest stories from www.smart-extrusion.com. Everything you wanted to know about smart processes in plastic industry. Click the headlines to read the full articles.

TOP STORIES



CREATIVE SPECS FOR EMAIL BLAST

- Graphics in an Email Blast can not exceed 40k
- All images and urls must be referenced absolutely
- All creative subjected to review by VM Verlag GmbH
- Email Blasts must work in Microsoft Edge Version 85.0.564.63, Mozilla Firefox Version 81.0 , Google Chrome Version 85.0.4183.121, iOS (Safari) Version 13.7
- All Email Blasts must render properly in Gmail, Hotmail, Yahoo! Mail, Microsoft Outlook
- Email Blasts can not be deceptive or misleading in any way
- All Email Blasts should include a subject line that incorporates the specific offer/promotion
- A text version of the Email Blast must be supplied for those users who can not receive HTML messages

CLIENTS RECEIVE THE FOLLOWING FROM US

- Number deployed
- Number delivered
- Number opened










E-BLAST RATE

English	9.100 e-mails	€ 2.047,-
German	5.800 e-mails	€ 1.449,-



ONLINE AUCTION EXTRUSION BLOW MOULDING MACHINES RPC PROMENS INDUSTRIAL JAGTENBERG

Ending: Monday 14 September | Viewing date: Thursday 10 September | Location: Haren (Noord-Brabant), NL

 <p>2003 BEKUM BM 508 BLOW MOULDING MACHINE</p> <p>Startbid: €10.000,00</p> <p>View lot</p>	 <p>1998 BEKUM BA 120 BLOW MOULDING MACHINE</p> <p>Startbid: €10.000,00</p> <p>View lot</p>	 <p>1998 BEKUM BAS 34.1 BLOW MOULDING MACHINE</p> <p>Startbid: €5.000,00</p> <p>View lot</p>
 <p>1998 BEKUM BAS 34.1 BLOW MOULDING MACHINE</p> <p>Startbid: €5.000,00</p> <p>View lot</p>	 <p>1998 BEKUM 652 BLOW MOULDING MACHINE</p> <p>Startbid: €5.000,00</p> <p>View lot</p>	 <p>2015 BERND 88120V SCREW COMPRESSOR</p> <p>Startbid: €100,00</p> <p>View lot</p>
 <p>SCHUNK ECOVARS7 FILTER EXTRACTION SYSTEM</p> <p>Startbid: €500,00</p> <p>View lot</p>	 <p>2011 GEM BEMATIC WATER IRON REMOVAL INSTALLA</p> <p>Startbid: €500,00</p> <p>View lot</p>	 <p>VERTICAL STORAGE TANK</p> <p>Startbid: €100,00</p> <p>View lot</p>

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IBAN: DE48 3806 0186 7008 0500 10, BIC: GENODED1BRS, Ust-Id: DE81 1939023

