

## ABOUT US

Well established in this industry, **bioplastics MAGAZINE**, has been the global number one trade magazine dedicated exclusively to bioplastics, i.e. plastics from renewable resources and/or biodegradable plastics for more than 13 years. And over the last years **bioplastics MAGAZINE** (including the web-based daily news and the smartphone/tablet app) has indeed become the unique information platform for bioplastics worldwide. **bioplastics MAGAZINE** is complemented by basic books and high class conferences, published and organized by Polymedia Publisher GmbH.

**bioplastics MAGAZINE** is read by decision-makers in all parts of this business. For instance raw material suppliers and compounders, machine and mould makers, converters, brand owners, the complete distribution chain (wholesale and retail) as well as lobbyists, scientists and politicians, **bioplastics MAGAZINE** is an independent and neutral source of information.

With an average print run of 5000 (depending on large events such as exhibitions or conferences) the estimated number of readers is of course much higher, as many copies of **bioplastics MAGAZINE** are circulated or passed on to other interested readers.

Since its start in early 2006 **bioplastics MAGAZINE** has experienced a constant, and very positive, feedback from its readers.

The successful and high class conferences organized by **bioplastics MAGAZINE** include the **PLA World Congress** (the sixth will be in May 2020), the **PHA platform World Congress** (the second will be in Sept. 2020) as well as the **Bioplastics Business Breakfasts** (during K-fair), the **bio!PAC** conference (biobased materials for the packaging industry in May 2015, 2017 and 2019), **bio!CAR** (biobased materials for automotive applications in Sept 2015, and 2017) and the new **bio!TOY** (biobased materials for toy applications). Please contact us for sponsoring, exhibiting or speaking opportunities.

Advertising in **bioplastics MAGAZINE** (print or digital in newsletters\*, app\*, or on the website\*) is easy and affordable, and it exactly meets the target group, whether it is via a web-banner\*, an entry in the Suppliers Guide (print and online) or printed adverts in the magazine. Also the cover-page is available for special cover-ads... On the other hand, **bioplastics MAGAZINE** is always interested in editorial contributions.

Advertising and editorial contributions - **bioplastics MAGAZINE** is the essential platform for your communication.

*\*a separate media kit for online opportunities is available.*

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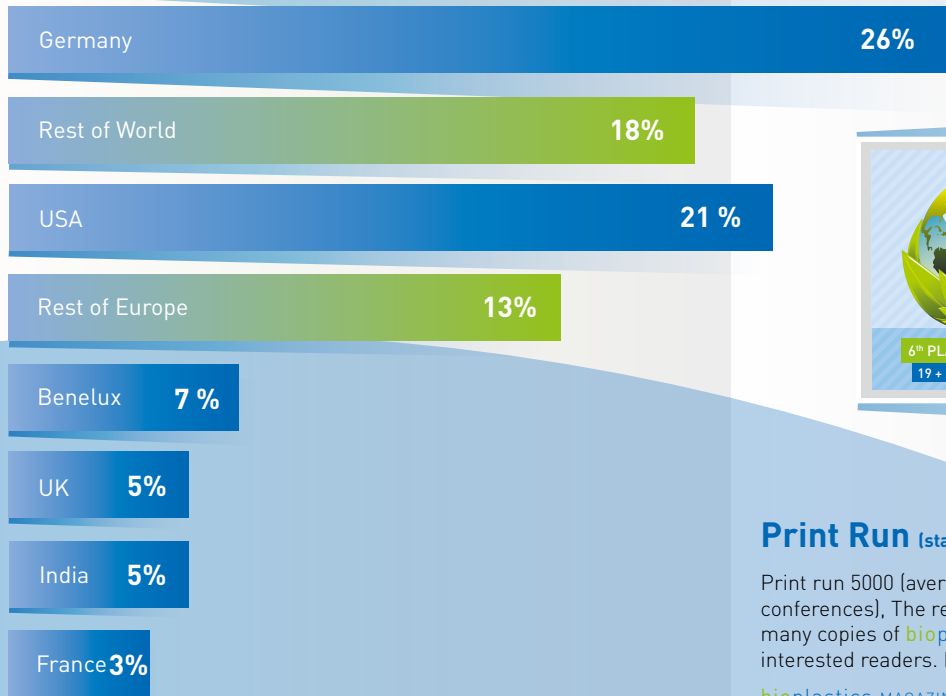
## MEDIA INFORMATION 2020



Since  
2006

# EDITORIAL PLANNER 2020

Issue	Month	Publ.-Date	edit/ad/Deadline	Editorial Focus (1)	Editorial Focus (2)	Basics	Fair Specials
1/20	Jan/ Feb	10 Feb	23 Dec	Automotive	Foams	Recycling	
2/20	Mar/ Apr	6 Apr	6 Mar	Thermoforming / Rigid Packaging	Bioplastics in Agriculture/Horticulture	Land use (update)	Chinaplas preview Interpack preview
3/20	May/ Jun	8 Jun	8 May	Injection moulding	Additives / Masterbatches	Marine Littering	Chinaplas review Interpack review
4/20	Jul/ Aug	3 Aug	3 Jul	Blow Moulding	Beauty & Healthcare	bio-PDO bio-BDO	
5/20	Sept/ Oct	5 Oct	5 Sept	Fiber / Textile / Nonwoven	Polyurathanes / Elastomers / Rubber	Resorbable biopolymers	
6/20	Nov/ Dec	30 Nov	26 Oct	Films / Flexibles / Bags	Bioplastics from Waste streams	Eutrophication & Acidification	



## Conferences



## Print Run (status October 2019)

Print run 5000 (average, depending on large events like exhibitions or conferences), The real number of readers however, is much bigger, as many copies of **bioplastics MAGAZINE** are circulated or passed on to other interested readers. For global distribution see graph on the left side.

**bioplastics MAGAZINE** is read in 92 countries.

# PRICE STRUCTURE

## Advertising

Other formats upon request.  
Additional fee for special placement 10%.

\*edge trim all round + 3 mm



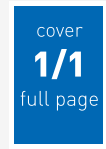
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**2,520.00 EUR**  
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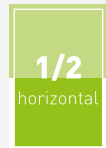
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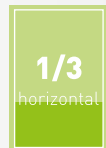
Back cover:  
**4,600.00 EUR**  
Front cover inside /  
back cover inside:  
**4,100.00 EUR**



**1,260.00 EUR**  
105 x 148 mm\*  
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**2,520.00 EUR**  
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**1,630.00 EUR**  
210 x 99 mm\*  
Type Area:  
190 x 89 mm

## Suppliers Guide (print and online)

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

## Web-Banner, Newsletter & App Banner

As we are relaunching the website, please find the correct sizes and prices in our separate "Online"-Mediakit:

[tinyurl.com/bM-media-2020](http://tinyurl.com/bM-media-2020)



## 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 Standard.**

### Important:

All images in  
CMYK and 300 dpi

### Format:

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