

ABOUT US

Since its founding in 2006 **bioplastics MAGAZINE** has been the global number one trade magazine dedicated exclusively to bioplastics, i.e. plastics from renewable resources and/or biodegradable plastics. With over 15 years of experience in the field, **bioplastics MAGAZINE** will continuously broaden the scope to include topics of plastics based on captured carbon (CO₂, CH₄) and selected recycling topics.

Well established in this industry, **bioplastics MAGAZINE** (including the web-based daily news and the smartphone/tablet app) is a unique platform for bioplastics related information worldwide. **bioplastics MAGAZINE** is complemented by basic books and high-class conferences, published and organized by Polymedia Publisher.

bioplastics MAGAZINE is read by decision-makers in all parts of this industry. From raw material suppliers and compounders to 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 for all.

bioplastics MAGAZINE has an average print run of 4000 (depending on large events such as exhibitions or conferences) However, 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. The flipbook-version on our website alone is read by 8,000 to more than 10,000 readers.

bioplastics MAGAZINE has experienced constant, and very positive, feedback from its readers for more than 15 years now and has continuously worked on improving the quality and reach of the publication, which currently reaches readers in 92 countries all around the globe.

The successful and high-class conferences organized by **bioplastics MAGAZINE** include the PLA World Congress, the PHA *platform* World Congress as well as the Bioplastics Business Breakfasts (during K-fair), the bio!PAC, bio!CAR, and bio!TOY. 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, flexible, and affordable. It is aimed exactly at the relevant target group, whether it is via a web-banner, an entry in the Suppliers Guide (print and online) or printed adverts in the magazine. Even video clips in the digital flipbook or special "cover-ads" on the front page of the magazine are available.

Lastly, **bioplastics MAGAZINE** is always interested in editorial contributions, which are always free of charge.

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

CONTACT

Head Office

Polymedia Publisher GmbH
Dammer Straße 112
41066 Mönchengladbach, Germany
phone: +49 2161 6884469
fax: +49 2161 6884468
info@bioplasticsmagazine.com

Publisher

Dr. Michael Thielen
mt@bioplasticsmagazine.com
phone: +49 2161 6884469

Editorial

Alex Thielen
at@bioplasticsmagazine.com
phone: +49 2161 6884464

Media Adviser

(German)
Samuel Brangenberg
sb@bioplasticsmagazine.com
phone: +49 2161 6884467

(English)
Kerstin Neumeister
kn@bioplasticsmagazine.com
phone: +49 2161 6884464

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**MEDIA
INFORMATION
2022**

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EDITORIAL PLANNER 2022

Issue	Month	Publ.-Date	edit/ad/Deadline	Editorial Focus (1)	Editorial Focus (2)	Basics	Fair Specials
1/22	Jan/ Feb	7 Feb	23 Dec 21	Automotive	Foams	Biodegradation	
2/22	Mar/ Apr	4 Apr	4 Mar	Thermoforming / Rigid Packaging	Additives / Masterbatch / Adh.	plastic or "no plastic" - that's the question	Chinaplas Preview
3/22	May/ Jun	7 Jun	6 May	Injection moulding	Beauty & Healthcare	Biocompatibility of PHA	Chinaplas Review
4/22	Jul/ Aug	1 Aug	1 Jul	Blow Moulding	Polyurethanes / Elastomers / Rubber	FDCA and PEF	
5/22	Sept/ Oct	4 Oct	2 Sept	Fibre / Textile / Nonwoven	Building & Construction	Feedstocks	K'2022 Preview
6/22	Nov/ Dec	5 Dec	4 Nov	Films / Flexibles / Bags	Consumer Electronics	Chemical recycling	K'2022 Review

PRICE STRUCTURE

Advertising

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

*edge trim all round + 3 mm



3,980.00 EUR
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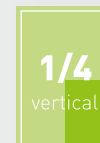
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Conferences

Germany **26 %**

USA **17 %**

Benelux **8 %**

UK **5 %**

India **5 %**

France **3%**

Rest of Europe **17 %**

Rest of World **19 %**

www.bioplastics-breakfast.com

www.pla-world-congress.com

Print Run (status October 2021)

The print run averages around 4,000 (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.

In addition to the printed magazine each issue is published as digital flip-book with 8,000 to more than 10,000 views each issue.

bioplastics MAGAZINE is read in 92 countries.

Suppliers Guide (print and online)

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

Banner (web and newsletter)

Leaderboard (1440 x 180px) from EUR 325/month
Large (1000 x 600 px) from EUR 200/month
Regular (1000 x 300 px) from EUR 125/month



For more options see separate online-media kit tinyurl.com/bm-online-2022

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 or higher)