

## [www.bioplasticsmagazine.com](http://www.bioplasticsmagazine.com) your new online platform

Tap into the online resources of the **bioplastics MAGAZINE** platform!

The start page of [www.bioplasticsmagazine.com](http://www.bioplasticsmagazine.com) is your online resource targeted at readers seeking a bioplastics community that answers the need for reliable news and informative content with immediate appeal.

Together with **bioplastics MAGAZINE**, and the biweekly bioplastics newsletter, it offers a platform for professionals in the industry to reach out to prospective partners, suppliers and customers across the globe.

The **bioplastics MAGAZINE** newsletter reaches exactly the targeted audience of those really interested in bioplastics across all continents. The platform offers advertisers the power to create integrated campaigns, built on interaction between the different media channels and taking advantage of the different strengths of each. For advertisers, a perfect means to add value to opportunity.



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## ONLINE MEDIA INFORMATION 2023



Since  
2006

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



## Banner in the newsletter

The biweekly **bioplastics MAGAZINE** newsletter reaches exactly your targeted audience of those really interested in bioplastics across all continents. The platform offers advertisers the power to create integrated campaigns, built on the interaction between the different media channels and taking advantage of the different strengths of each. For advertisers, a perfect means to add value to opportunity.

A full-width banner above, between, or below the news is an easy and extremely effective way to get your message across.

The banner should be 1000 x 200 pixels. In the newsletter, it will be displayed smaller, but the resolution is needed for the webview in your browser.

### Rates (per insertion)

	1-5 insertions	€ 300.00
	6 insertions	€ 280.00
	12 insertions	€ 250.00
	24 insertions	€ 230.00
	36 insertions	€ 200.00

### Advertorial

An advertorial is a great way to present your marketing message in a format our readers are used to. If you have an idea for a special product promotion or a message you want to convey to our readers...

**let's talk about this opportunity !**

## Banner on the website

The start-page of [www.bioplasticsmagazine.com](http://www.bioplasticsmagazine.com) features up-to-date daily news to keep visitors up to date about the latest product developments, company news, exhibitions, conferences and other events.

Your banner\* on the website offers you a powerful tool for quality exposure and branding.

### Website advertising

prices per month on start page	 1 month	 3 months	 6 months	 12months
1 Leaderboard <sup>1</sup> 1440 x 180 px	€ 350.00	€ 325.00	€ 300.00	€ 275.00
2 Large 1000 x 600 px	€ 275.00	€ 250.00	€ 225.00	€ 200.00
3 Regular 1000 x 300 px	€ 200.00	€ 175.00	€ 150.00	€ 125.00

1: Leaderboard banner appear on the start page AND on all sub pages

prices per month on start page and sub pages	 1 month	 3 months	 6 months	 12months
2 Large 1000 x 600 px	€ 375.00	€ 350.00	€ 325.00	€ 300.00
3 Regular 1000 x 300 px	€ 300.00	€ 275.00	€ 250.00	€ 225.00
4 Masthead 1440 x 180 px	€ 375.00	€ 350.00	€ 325.00	€ 300.00

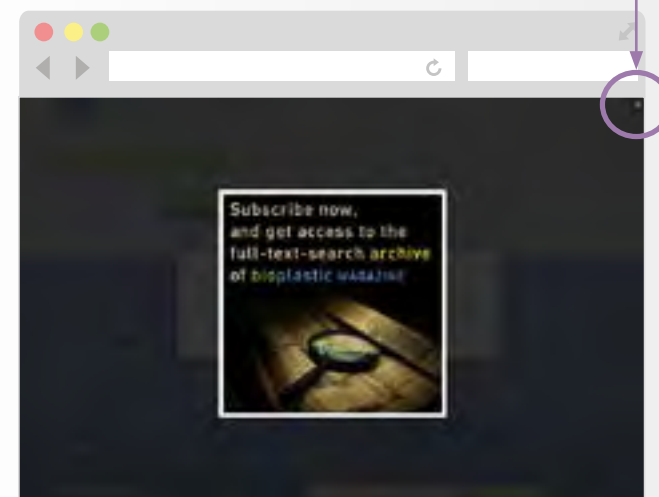


\* Banners on the start page and the sub pages are rotating banners. This means we have just these 3 positions, but with each refresh of the page the banners change by random. We'll put a maximum of 4 banners in each position.

## Welcome Mat

A *welcome mat* ad (500 x 500 pixels) appears before you reach the **bioplastics MAGAZINE** website.

- It appears only 1x per day (cookie)
- Visitors have the option to skip the message and go directly to the website
- After 10 seconds it disappears automatically and the website opens
- Or visitors click on the banner to go to your landing page



## Special ads in the app and the flipbook

**bioplastics MAGAZINE** is also available in our tablet and smartphone app and in the flipbook on the website.

Here too special ads linked to your website are available, that do not appear in the printed version.

Interested? Contact us to find out more about the various possible options, such as e.g. integrated video clips and much more.