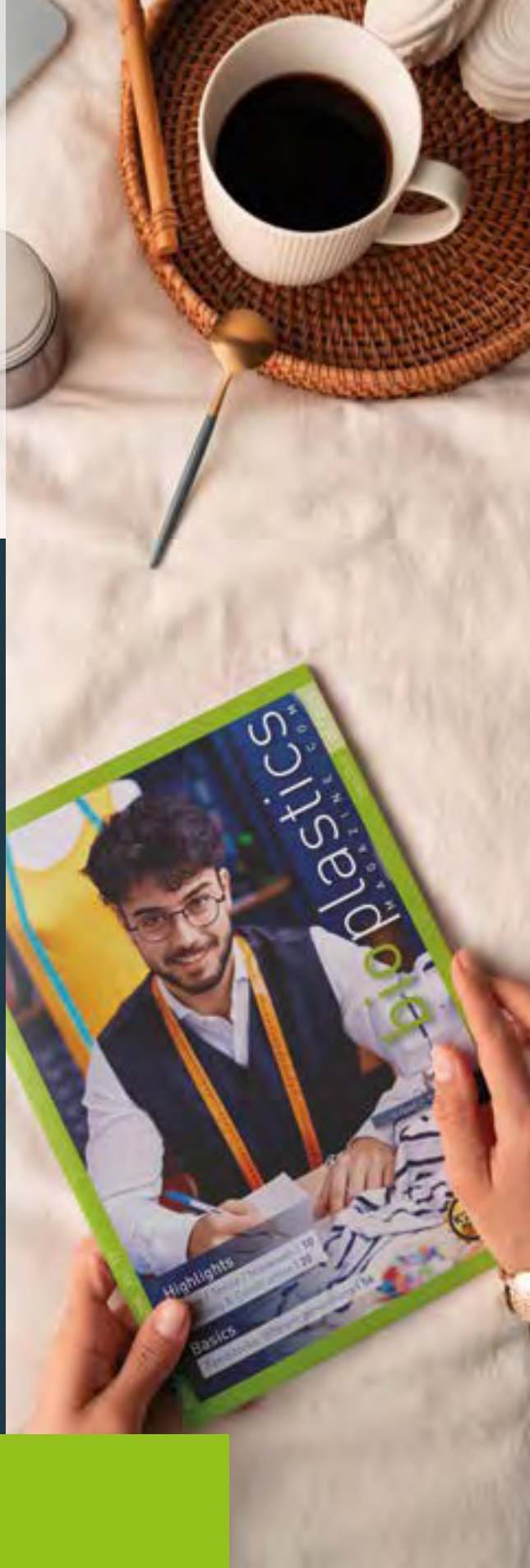


bioplastics

M A G A Z I N E . C O M

2023 Media Data

www.bioplasticsmagazine.com



About bioplastics MAGAZINE

Since its founding in 2006 **bioplastics MAGAZINE** has been the global number-one trade magazine dedicated primarily to bioplastics, i.e. plastics from renewable resources and/or biodegradable plastics.

With the growth of the editorial team in early 2021 **bioplastics MAGAZINE** opened up the editorial focus to include topics of CCU (Carbon Capture & Utilisation) and Advanced Recycling in the context of plastic materials.

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 (in by now five languages) and high-class conferences, published and organized by Polymedia Publisher. **bioplastics MAGAZINE** is read by decision-makers in all parts of the 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 more than 3,000 (depending on large events such as exhibitions or conferences).

However, the actual number of readers is much higher, as many read **bioplastics MAGAZINE** online. The online version has an average readership of 12,000 since we made the online flipbook more easily available at the beginning of the pandemic.

bioplastics MAGAZINE has experienced constant, and very positive, feedback from its readers for more than 16 years now and has continuously worked on improving the quality and reach of the publication, which currently reaches readers in more than 100 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,



3,000–5,000

Print Copies (average)

and bio!TOY. Please contact us for sponsoring, exhibiting, or speaking opportunities.

Advertising in **bioplastics MAGAZINE** (in the publication, the digital newsletters, the 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.



12,000+

Online Readers
per issue

4,000+

bi-weekly
Newsletter subscribers

5,400+

Twitter followers

All advertisements of the print version are automatically online as well, however, separate “online only” ads are also possible. Even video clips in the digital flipbook or special “cover ads” on the front page of the magazine are available. Finally, **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.

Rate Card

Advertising



Back cover:

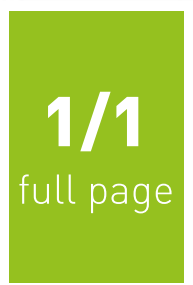
4,800.00 EUR

Front cover inside /
back cover inside:

4,300.00 EUR

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

*edge trim all round + 3 mm



4,100.00 EUR

210 x 297 mm*

Type Area:
190 x 277 mm



1,280.00 EUR

105 x 148 mm*

Type Area:
90 x 133 mm



2,700.00 EUR

105 x 297 mm*

Type Area:
95 x 277 mm



2,700.00 EUR

210 x 148 mm*

Type Area:
190 x 133 mm



1,750.00 EUR

70 x 297 mm*

Type Area:
60 x 277 mm



1,750.00 EU

210 x 99 mm*

Type Area:
190 x 89 mm

Suppliers Guide

(print and online)

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

more details see pages 8 and 9

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

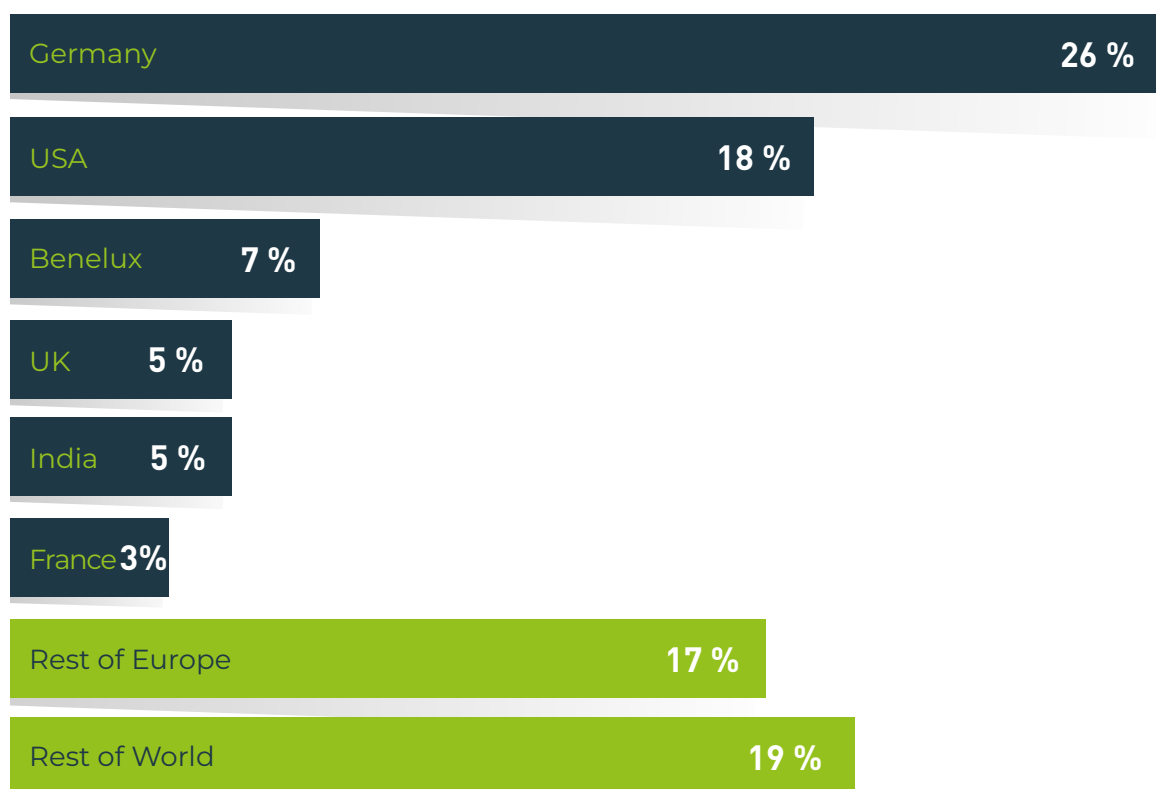
Format:

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

Print Run

(Status October 2022)

The print run averages around **3,000** (depending on large events like exhibitions or conferences). However, the actual number of readers is much higher, as many read **bioplastics MAGAZINE** online. On average each issue has around 12,000 views per issue (average of the last three years). For global distribution see graph on the left side. **bioplastics MAGAZINE** is read in more than **100 countries**.



Editorial Planner 2023

Issue	Month	Publ.-Date	edit/ad/Deadline	Editorial Focus (1)	Editorial Focus (2)	Fair Specials
1/23	Jan/Feb	6 Feb	23 Dec 22	Automotive	Toys	
2/23	Mar/Apr	10 Apr	10 Mar	Thermoforming / Rigid Packaging	Foam	Chinaplas Preview Interpack Preview
3/23	May/Jun	5 Jun	5 May	Injection Moulding	Joining / Adhesives	Chinaplas Review Interpack Review
4/23	Jul/Aug	7 Aug	7 Jul	Blow Moulding	Biocomposites / Thermoset	
5/23	Sep/Oct	2 Oct	1 Sep	Fibres / Textiles / Nonwovens	Polyurethanes / Elastomers	
6/23	Nov/Dec	4 Dec	3 Nov	Films / Flexibles / Bags	Barrier materials	

Conferences

bio!TOY

4.–5. April 2023
Nuremberg, Germany



3rd PHA World Congress

September 2023

Online Advertising

The start page of www.bioplasticsmagazine.com features up-to-date daily news to keep visitors informed about the latest product developments, company news, exhibitions, conferences, and other events. The website has an average traffic of **13,000** visits **per month**. 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	12 months
1 Leaderboard ¹ 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
4 Masthead 1440 x 180 px	€ 375.00	€ 350.00	€ 325.00	€ 300.00

¹: Leaderboard banner appear on the start page AND all subpages

prices per month on start page and subpages	1 month	3 months	6 months	12 months
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

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





Banner in the NEWSLETTER

The biweekly **bioplastics MAGAZINE** newsletter reaches exactly your targeted audience of those really interested in bioplastics across all continents (currently more than 4,000 recipients). 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 to be properly displayed in your browser.

RATE (PER INSERTION)	INSERTIONS	PRICE
	1-5	€ 300.00
	6	€ 280.00
	12	€ 250.00
	24	€ 230.00
	36	€ 200.00

More Examples

You can find more visual examples of possible advertising placements here:



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 as a 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.

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!

BOOK STORE



This book, created and published by Polymedia Publisher – maker of bioplastics MAGAZINE, is available in English and German (now in the third, revised edition), and brand new also in Chinese, French, and Spanish.

Intended to offer a rapid and uncomplicated introduction to the subject of bioplastics, this book is aimed at all interested readers, in particular those who have not yet had the opportunity to dig deeply into the subject, such as students or those just joining this industry, as well as lay readers. It gives an introduction to plastics and bioplastics, explains which renewable resources can be used to produce bioplastics, what types of bioplastics exist, and which ones are already on the market. Further aspects, such as market development, the agricultural land required, and waste disposal, are also examined.

The book is complemented by a comprehensive literature list and a guide to sources of additional information on the Internet.

The author Michael Thielen is the publisher of bioplastics MAGAZINE.

He is a qualified mechanical design engineer with a PhD degree in plastics technology from the RWTH University in Aachen, Germany. He has written several books on the subject of bioplastics and blow-moulding technology and disseminated his knowledge of plastics in numerous presentations, seminars, guest lectures, and teaching assignments.

New
Edition
2020

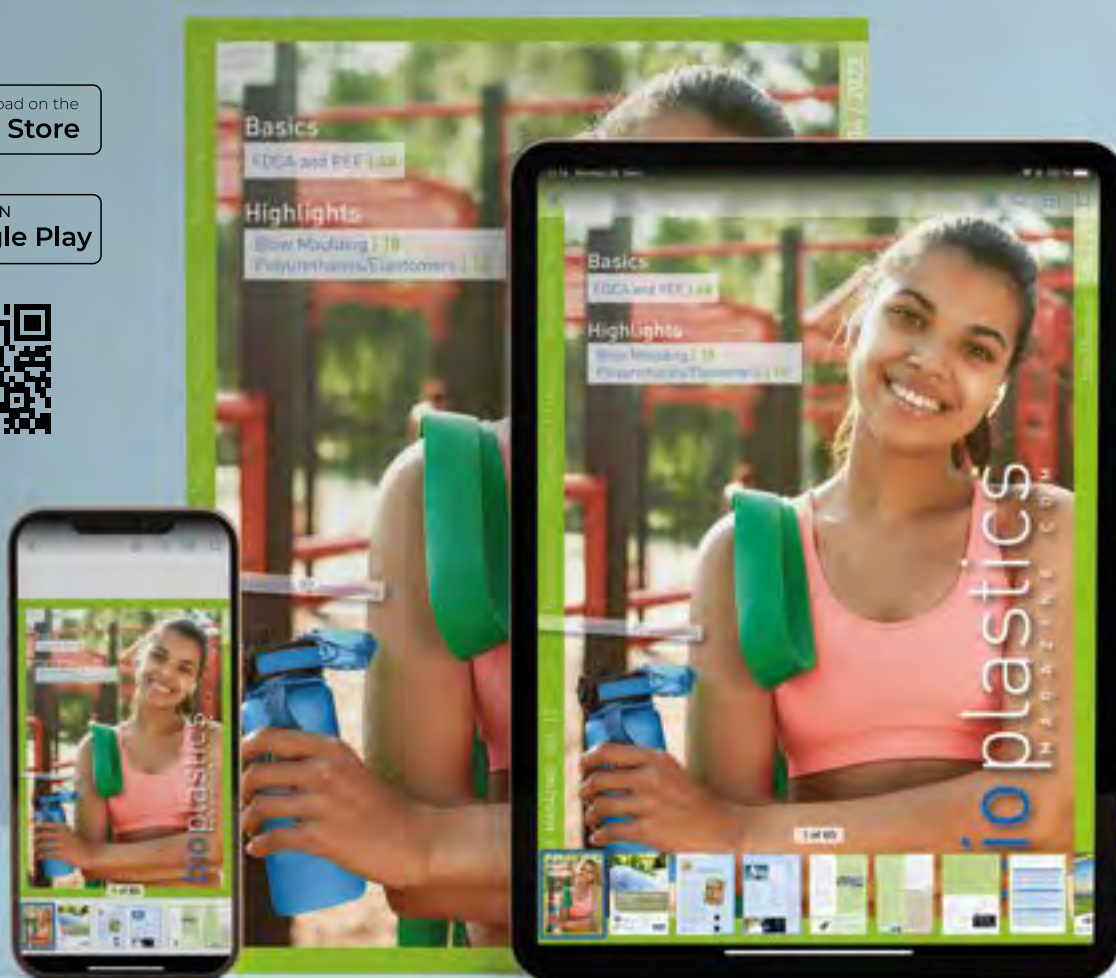


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Our 15th-anniversary gift to you:

Read all issues back to 2006 on your mobile device*.

Try it now! Go to the Google Play Store or Apple AppStore and search for "bioplastics magazine".

The QR Code will lead you to the respective store automatically.

You can also check out the new ePaper webkiosk at:

<https://epaper.bioplasticsmagazine.com>

*: (May become a paid service after 2022)

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