

MEDIA **2024** DATA.

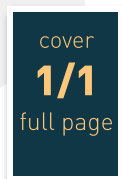
About PU magazine

Coming soon in 2024, the new **PU magazine** – your future independent and neutral go-to source of information for the polyurethane processing and producing industries. The **PU magazine** will cover industry news and technical articles from the whole polyurethane supply/value chain, starting with building blocks and raw materials to processing and machinery down to OEMs and final applications. It will cover areas relevant to a variety of industries, such as automotive, furniture, building & construction, sport & leisure, shoes, electronics and many more.

The magazine will dive into all aspects of the material, ranging from flexible and rigid foams to additives, sealings, coatings, and adhesives as well as thermoplastic polyurethanes. It will touch on new developments in the field as well as topics of sustainability, be that energy savings and machine optimisation, or innovative raw materials and recycling – everything from and in between the beginning of life and end of life.

This new publication will be supported by industry experts under the guidance of Editor-in-Chief *Dr Wolfgang Friederichs* to make the **PU magazine** the source of information about polyurethane that you always wanted, and that the industry desperately needs. The magazine will combine traditional values and modern innovation by being available both in print and online – it will also be complimented by a website and newsletter. The target audience consists of all players of the industry on a worldwide scale.

Advertising

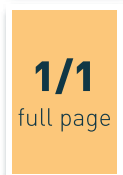


Back cover:
5,800.00 EUR

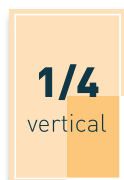
Front cover inside/
back cover inside:
5,400.00 EUR

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

*edge trim all round + 3 mm



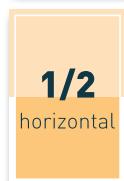
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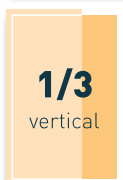
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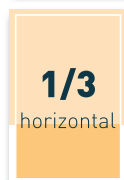
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Type Area:
95 x 277 mm



3,250.00 EUR
210 x 148 mm*
Type Area:
190 x 133 mm



2,530.00 EUR
70 x 297 mm*
Type Area:
60 x 277 mm



2,530.00 EUR
210 x 99 mm*
Type Area:
190 x 89 mm

Banner (web and newsletter)

Leaderboard (1440 x 180px)
Large (1000 x 600 px)
Regular (1000 x 300 px)

from EUR **325**/month
from EUR **200**/month
from EUR **125**/month

Networking Hub (print and online)

Company logo and address data
Only bookable for a full year:

per mm EUR **6.00**/issue



About Polymedia Publisher

Founded by Dr Michael Thielen, **Polymedia Publisher** has been an important provider of industry information first and foremost with its publication of **Renewable Carbon Plastics** (aka **bioplastics MAGAZINE**) for almost two decades. The internationally acclaimed trade magazine is known as an independent and neutral source of high-quality information, that is read all around the globe. The combination of extensive experience in publishing a successful trade magazine and with the support of well-known industry experts in the field of polyurethane, the team of **Polymedia Publisher** is confident to become the new source of information about the ins and outs of everything polyurethane related.

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