plasticker
the home of plastics

Mediakit 2027

www.plasticker.de

Price list,
effective as of 1st January 2027

Audited by
IVW online

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Published by
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Subscription prices
The use of all information and market place offers (e-commerce) as well as newsletter subscription are free of charge for users.

Target groups
Expert and executive staff from the plastics processing industry, as well as manufacturers, compounders, traders and raw material recyclers; suppliers of machinery, equipment and tools for the plastics industry as well as service providers in this line of business.

Editorial content analysis
Between October 1, 2025, and September 30, 2026, a total of 2,297 news items were published, 1,640 in German and 657 in English.

Access control: since July 2006

Access frequency
PageImpressions 616.186
(average per month from 01 to 10/2026)

Mission Statement
As a central plastics portal, plasticker aims at supporting all of the plastics industry companies in Germany and Europe by spreading free news and market data as well as by providing useful services. Specialists and executive staff employed in the plastics industry can find important information and contacts for their business transactions in plasticker every day.

Brief characterization:

plasticker is the comprehensive, always up-to-date news portal for the plastics industry and at the same time its large market place.

This comprehensive information contains the latest news on companies, markets, trends in the plastics industry and the latest products, as well as technical expert articles and the current plastics prices.

The market place offers interactive exchanges for raw materials, technical requirements of the plastics industry as well as for machinery, which can be used free of charge by purchasers and sellers alike.

Furthermore, users can find specialized directories of suppliers and events as well as the central plastics job market here.

Plastics processors, traders, distributors, compounders, manufacturers, recyclers or mechanical engineering companies will find what they require or need to know for their business in plasticker!

Areas and environments for your advertising

Homepage

Homepage
Central introduction page with an overview of all the news and direct access to all the categories.

Market Place
The international market place includes around 38,000 registered users from about 120 countries; of these, more than 22,000 come from D-A-CH. The members can trade in raw materials and machinery free of charge on several exchanges.

News & Prices

News
The News section offers the latest news, market information as well as company, trade fair, product and HR announcements on a daily basis. The section also provides up-to-date knowledge in the form of specialist articles or reviews of specialist books. For major plastics trade shows and industry events, extensive news specials provide information on important new products and innovations. The extensive news archive contains over 46,000 articles from more than 25 years.

Prices
The "Prices" section provides the current market prices of the most important plastic types. There, interested parties can find continuously updated plastic prices derived from the offer prices of the plasticker raw materials exchange. In addition, there is further price information such as monthly market reports and weekly price information.

Events

Calendar of events with references to the important plastics-specific trade fairs, conferences, seminars, etc., whether in presence or online.

Job Market

The central plastics job market provides specialists and executive staff employed in the plastics industry with current vacancies and with the opportunity to apply for a job by running an advertisement free of charge.

Buyer's Guide

Comprehensive directory of the suppliers of raw materials and additives, machinery and equipment, subcontrators, services as well as plastics products & semi-finished plastics goods.

Material Exchange

The international raw materials exchange regularly contains 3,000 to 4,000 current offers and requests for all common plastics. The full use of the raw materials is completely free of charge, both for suppliers and buyers.

Machinery Exchange

The international machinery exchange also regularly contains between 3,000 and 4,000 current offers and requests for machinery and equipment such as injection molding machines, extruders and peripherals of all kinds. The full use of the machinery exchange is completely free of charge, both for suppliers and buyers.

Banner Ads / Formats

Big-Size (B1)
Position: Page header
Format: 960 x 90 pixels

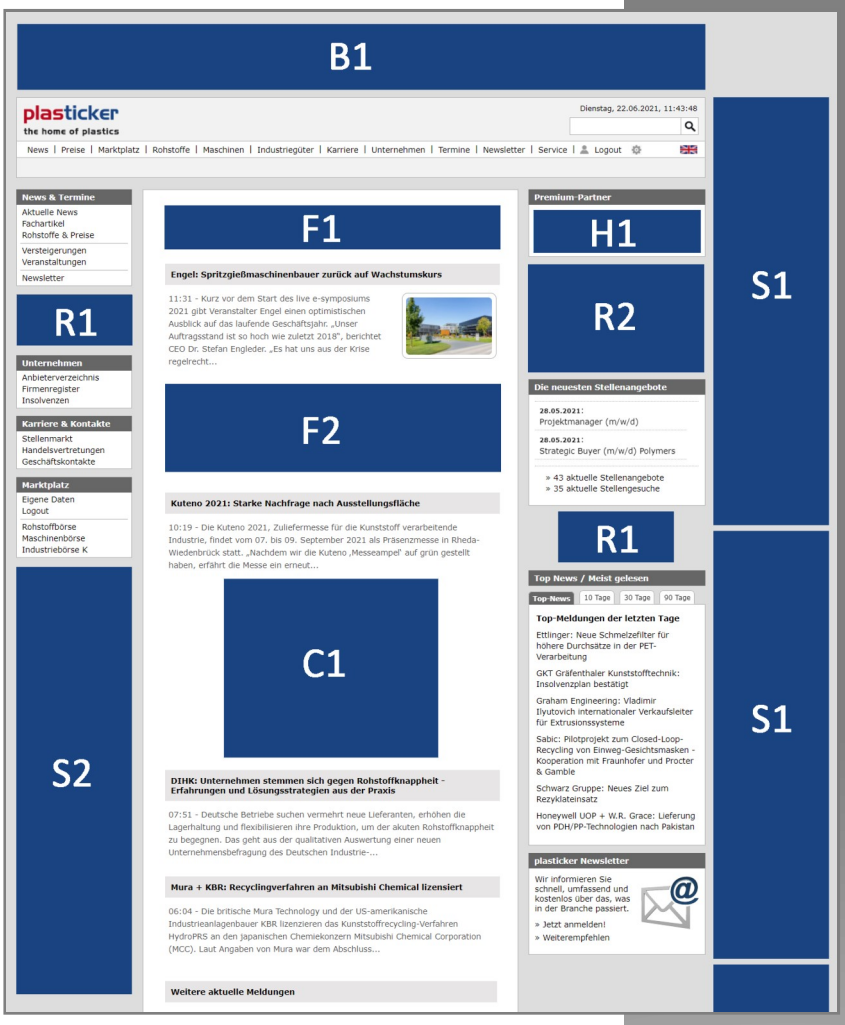
Full-Size (F1, F2)
Position: within the content
Format F1: 468 x 60 pixels
Format F2: 468 x 120 pixels
(higher formats on request)

Half-Size (H1)
Position: Right column or page header*
Format: 234 x 60 pixels

Rectangle (R1, R2)
Position: left resp. right column
Format R1: 160 x 70 pixels („Small Size“)
Format R2: 245 x 150 pixels

Skyscraper (S1, S2)
Position S1: right
Position S2: bottom left
Format: 160 x 600 pixels

Content-Ad (C1)
Position: within the content
Format: 300 x 250 pixels



Notes

Rotating distribution of banners
Banners of the same format alternately change their positions. If, for example, several banners of the formats F1 or F2 are booked, they change their horizontal position among themselves. The same applies to banners of H1 or S1 format. Banners of the format R1 additionally change their position between left and right column.

Motive change and language split
Banner changes are possible free of charge on a monthly basis; you can also rotate up to three motives at the same time on one place.
For analogue placements in the German- and English-language sections of plasticker different language versions can be placed and linked accordingly - at no extra charge.

***Positioning of the half-size banners**
If no big-size banner (B1) is booked on a page, half-size banners (H1) are placed at the top of the page. If a big-size banner is booked, the half-size banners are placed in the right navigation column, as shown here.

Prices / Specifications

	Big-Size B1 960 x 90	Full-Size F1 468 x 60	Full-Size F2 468 x 120	Half-Size H1 234 x 60	Rectangle R1 160 x 70	Rectangle R2 245 x 150	Skyscraper S1 160 x 600	Skyscraper S2 160 x 600	Content-Ad C1 300 x 250
	page header	within the content	within the content	right column or page header	left or right column	right column	right-hand	bottom left	within the content
Homepage	2,500	1,500	2,250	900	750	1,800	2,100	1,000	2,250
News & Prices	1,800	1,200	1,600	700	600	1,400	1,500	750	1,100
Material exchange		650	950	400*	300		900	450	
Machinery exchange		600	900	250*	300		700	400	
Buyer's Guide**				150	100	200	250	175	
Job market	1,200			450	300		1,000	500	
Events	800	500	700	200*	250	400	600	350	

Advertisement price-list, effective as of 1st January 2027, prices in Euros/month plus VAT

Notes

* Banners on these positions run in "3-fold rotation". This means that the available 4 banner positions can be occupied by up to 12 banners in total. Thereby all banners are displayed equally often. If less than 12 banners are booked, the banners will be displayed accordingly more often.

** In the supplier directory, the following sections can be occupied individually or in combination: "Raw materials & Additives", "Machinery & Equipment", "Services" and "Subcontractors". The above prices are per category.

Technical data / Handling

Data format: gif, jpg, png or HTML5 banner or AdServer include (max. size: 200 kB)
Target page link: for gif, jpg, png to be specified separately, for HTML5 to be included in ad
Click tracking: not possible for HTML5
Data delivery: at least **3 working days** before start of booking to adverts@plasticker.de

Booking & Advertising periods

All banner ad spaces can be booked on a monthly basis; other periods are possible if available. The minimum period per banner ad placement is one month.

Terms of payment

All prices are quoted in EUR plus VAT and are valid for a placement period of one month. The total amount is charged in advance at the beginning of the advertising period; 30 days net.

Staggered repeat discount:
- *3% from 3 months,*
- *6% from 6 months,*
- *12% from 12 months*

placement period within one year.

Contact Sales:
Rudolf Verhoeven
+49 (0) 2131 7667-41
r.verhoeven@plasticker.de

Contact Handling:
Rolf Juffernbruch
+49 (0) 2131 7667-43
r.juffernbruch@plasticker.de

Newsletter Advertising

Effective push-marketing by e-mail

The plasticker newsletters are aimed at specialists and managers throughout the plastics industry. The newsletter combination of a booking week consists of:

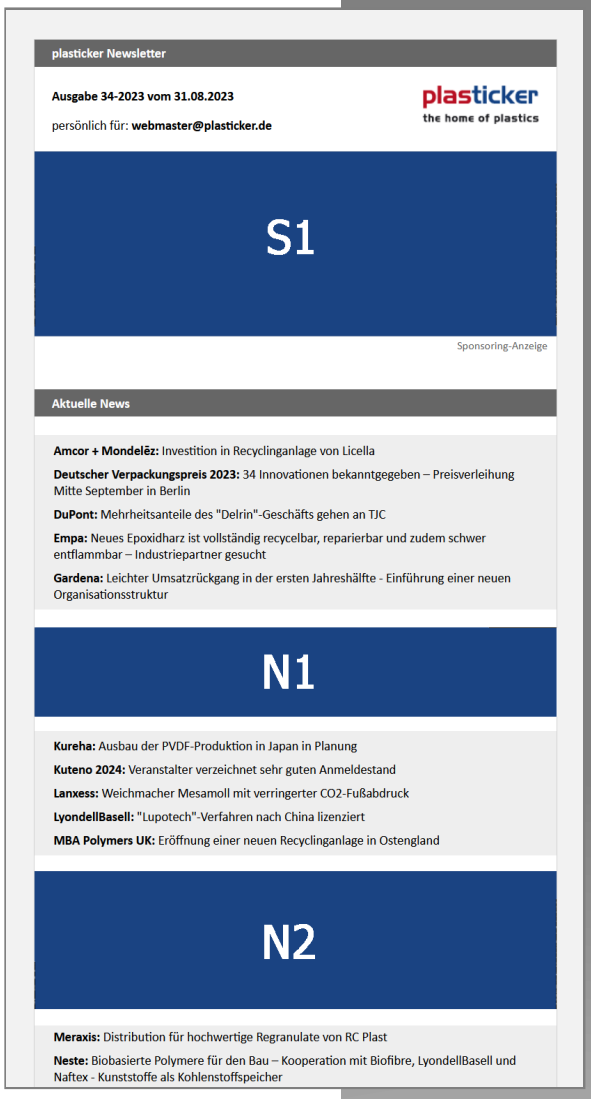
- 1 x weekly newsletter
- 1 x weekly review with the most read news items
- possibly up to 5 x daily newsletters (for an additional charge)

Sponsoring Ad (S1)
Position: Page header
Format: 600 x 250 pixels
Price on request
including daily newsletter

Banner Ad (N1, N2)
Position: within the content
Format N1: 600 x 100 pixels
Price: **300 Euros / week***
Format N2: 600 x 200 pixels
Price: **500 Euros / week***

Text Ad (N2)
Position: within the content
Text-only advert
Price: **400 Euros / week ***
Text/Image advert
Price: **450 Euros / week ***

*Surcharge daily newsletter: 100 Euros/week



Technical data / Handling

Data format banner: gif, jpg or png (max. size: 100 kB)
Text-only advert: headline up to 80 characters (single line), max. 600 characters body text
Text/Image advert: headline up to 80 characters (single line), image max. 150 x 150 pixels, max. 400 characters body text

Notes: animated gif banners may not be displayed animated in some versions of Outlook. In this case, only the first frame of the animation appears.

Data delivery: at least **3 working days** before start of booking to adverts@plasticker.de

Terms of payment

All prices in Euro plus VAT, valid for the term of one week. The total amount is charged in advance at the beginning of the placement period; 30 days net.

Staggered repeat discount:
- *3% from 6 weeks,*
- *6% from 12 weeks,*
- *12% from 24 weeks*

placement period within one year.

Contact Sales:
Rudolf Verhoeven
+49 (0) 2131 7667-41
r.verhoeven@plasticker.de

Contact Handling:
Rolf Juffernbruch
+49 (0) 2131 7667-43
r.juffernbruch@plasticker.de

Push marketing around Fakuma 2027

Attract attention effectively with banner ads in the plasticker's **special newsletters** at the occasion of Fakuma 2027 with news on the trade fair and preliminary reports that are published continuously in the plasticker's trade fair special.

The special Fakuma newsletters are expected to be sent out between the end of August and the end of October 2027. There will be at least ten issues in total, at least one of which will be a follow-up after the fair. The exact mailing dates are subject to change and will be determined by the editorial team at a later date.

Banner Ad (N1, N2)
Position: within the content
Format N1: 600 x 100 pixels
Format N2: 600 x 200 pixels

Package prices:
5 x N1: 1,500 Euros
5 x N2: 2,700 Euros
8 x N1: 2,300 Euros
8 x N2: 4,200 Euros



Technical data / Handling

Data format of banner: gif, jpg or png (max. size: 100 kB)

Note: animated gif banners may not be displayed animated in some versions of Outlook. In this case, only the first frame of the animation will appear.

Data delivery: at least 3 working days before start of booking to adverts@plasticker.de

Terms of payment

All prices in Euros (plus VAT), valid for the chosen package. The total amount is charged in advance at the beginning of the placement period; 30 days net.

Contact

Sales: Rudolf Verhoeven, Phone +49 (0) 2131 7667-41
Handling: Rolf Juffernbruch, Phone +49 (0) 2131 7667-43
adverts@plasticker.de

Email-Blast

Individual advertising newsletter to subscribers of the daily and weekly plasticker newsletter, exclusively with your content and on your desired date.

Standard-Blast

- Text set in one column
- Fixed width of 600 pixels
- Text, maximum 3,000 characters
- Up to three headers incl. subheaders
- Up to three images and three web links

Price: **3,500 Euros per mailing**

Premium-Blast

- Text set in one or two columns
- Fixed width of 600 pixels
- Text, maximum 6,000 characters
- Any number of headers including subheaders
- Up to six images and six web links

Price: **4,500 Euros per mailing**

Technical data / Handling

Data delivery: at least **5 working days** before start of booking to adverts@plasticker.de.
Data format of banner: gif, jpg or png (max. size: 100 kB)

Terms of payment

All prices in Euros (plus VAT), valid for the chosen product. The total amount is charged in advance; 30 days net.

Contact

Sales: Rudolf Verhoeven, Phone +49 (0) 2131 7667-41
Handling: Rolf Juffernbruch, Phone +49 (0) 2131 7667-43
adverts@plasticker.de

Advertorial

Editorially designed advertising in the news section. By placing it in the familiar environment of plasticker news, this form of advertising achieves a high level of attention and acceptance.

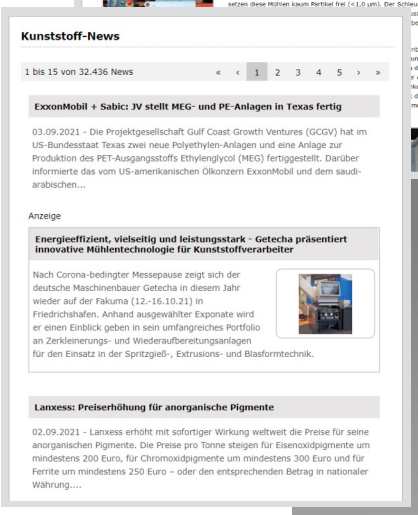
- Individually designed theme page. Texts, images and videos can be specified by you and freely designed.
- Placement of the teaser textbox prominently within the daily news in the look and feel of plasticker news
- Price: **400 Euros/week** (plus VAT), plus one-time design fee of 300 Euros per theme page
  (not charged from 6 weeks/motif)



Text ads in the news section

Reduced version of the advertorial without a theme page. A box with headline and teaser text (up to 300 characters) is placed between the daily news items and links directly to a web page of your choice. The ad can additionally contain a preview image (120 x 80 pixels).

Preis: **300 Euros/week** (plus VAT)



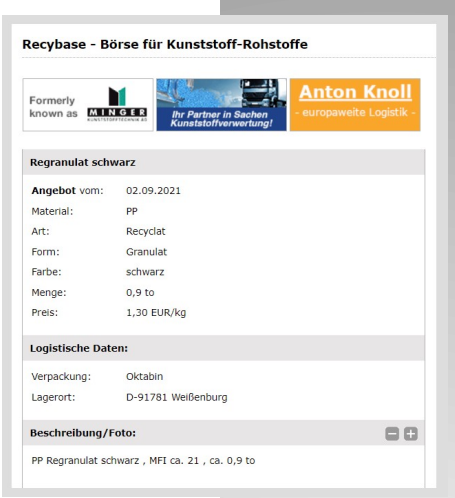
Context banner in material and machinery exchange

In the material exchange or in the machinery exchange, you can advertise even more accurately by contextual banner placements. Your banner will always be displayed exactly when users select certain types of raw materials or machine groups that you have previously selected and booked.

Possible banner ad formats (W x H)
150 x 60 pixels | 300 x 60 pixels | 450 x 60 pixels

All the 136 types of materials as well as the 66 groups of machinery in both the raw material and machinery exchange can be booked individually. The minimum period per banner ad placement is one month.

Prices: Varies according to the importance of each type of raw material or group of machines. Individual offers on request.



Present your products and services to the industry!

You offer **raw materials, machinery, subcontracting** or **services** specifically to processors, recyclers and users of plastics? If so, then please inform your future customers in detail in the Buyer's Guide for the plastics industry!

Your entry consists of the following **complete package**:

- **Address data** including a link to your homepage
- **Company logo** (also in the detailed view of your entries in the exchanges)
- Up to 6 **contact persons** with details of their positions or functions, extensions and e-mail addresses
- Up to 6 further **weblinks** to particular departments, subsidiaries or types of offers
- Presentation of **all** your **products**, **services** and **fields of activity** - in any number at no additional cost
- **Listing** of your company amongst all the relevant keywords
- Up to 5 **photos** of your company or your products
- Entry of all of your **current trade fair participations**
- Comprehensive **company profile** with detailed product descriptions of any length
- Details of your **certifications**
- Integration of your **image video** (via Youtube)
- Direct **linkage** of your entry with your offers and enquiries in all exchanges, in the job market, your expert articles and the events you organize.
- Highlighting of your entries in the exchanges' overviews.
- Presentation of your entry in the plasticker newsletters



Prices and advertising periods:

The price of one entry is **only 150 Euros** plus VAT annually per main category*, no matter how many product keywords you choose. Minimum placement period of one year.

*You can enter your company into one of the following four categories:
- Raw materials & additives
- Machinery & equipment
- Subcontractors
- Services

Booking and invoicing:

Register your company yourself: https://plasticker.de/avz/eintrag_en.php
You can also change and add information to your entry yourself at any time.
The total amount is charged at the beginning of the placement period; 30 days net.

Job Advertisements

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www.plasticker.de

Mediakit
2027

The central job market for plastics specialists



Through the plasticker and its network with many other specialist portals, you can reach the experts and managers of the plastics industry directly!

Large specialist job market with very high coverage:
Your job offers are published simultaneously in plasticker and on our partners' websites. Thanks to the **combination** of the portals of established expert media, trade fairs and associations of the plastics industry you can reach technical and commercial executive staff in this line of business. Without incuring any spreading losses, you appeal directly to experienced practicians and qualified young people alike.

Full service - all inclusive:
Simply let us have the text or the template, and we will immediately put your advertisement on the Internet in accordance with your design requirements – as a rule, within just **a few hours**!
In addition, your job offers are presented in our **newsletters**.

Advertising package

- Period: 2 months
- Fast publication
- Professional implementation of your individually designed advertisement
- Publication in the daily and weekly newsletter
- Publication in the large partner network of industry portals, trade magazines, trade fairs and associations
- Automatic notification to subscribers of the "plasticker jobticker"
- **All-inclusive price: only 490 Euros (plus VAT)**

Discounts & quotas

Ad quotas with price advantages for advance booking:
• from 5 advertisements within 12 months: 20% discount*
• from 10 advertisements within 12 months: 30% discount*
Larger quotas upon request.

Association discounts - Members of our partner associations receive a 30% discount: GKV, Kunststoff Initiative Oberberg (KIO), kunststoffland NRW, Kunststoff-Netzwerk Franken (KNF), kunststoff.swiss, Polykum, WIP-Kunststoffe.*

Handling

- PDFs (unprotected) or word files (images added as gif, jpg or png) as well as complete HTML versions are suitable as templates.
- Data provision by e-mail to **jobs@plasticker.de**
- After the conversion of your job advertisement, you will receive a preview link by email, which you can use to activate your advertisement immediately.
- Prices plus VAT; invoiced in advance at the beginning of the term; 30 days net.

Contact:
Rolf Juffernbruch
+49 (0) 2131 766743
jobs@plasticker.de

**Discounts cannot be combined with each other*

General Business Terms and Conditions of New Media Publisher GmbH

(hereinafter „plasticker“)

Please note that this English translation is for your information only. The legally binding document is solely the German version of the General Terms and Conditions

1. Advertising order

a.) An advertising order in the sense of the following General Business Terms and Conditions (hereinafter “terms”) is an agreement on the placement of one or more advertising media in electronic information and communication services for the purpose of distribution.
b.) The terms and the price-list of New Media Publisher GmbH (plasticker), which are an integral part of this agreement, apply exclusively to the advertising order. The validity of possible terms set forth by Customer or other advertising space buyers is expressly ruled out, unless they are in line with these terms.

2. Conclusion of contract

a.) As a rule, the contract is concluded by confirming the order in writing or by e-mail, unless otherwise specified. Where this confirmation is not available, the contract is concluded upon publication of the online advertisement. These terms also form the basis of confirmations made orally or by telephone. Confirmations of placements are usually given with reservation and can be amended for technical reasons. In such cases, plasticker cannot be held liable.
b.) Should advertising agencies place orders, the contract is, in case of doubt, concluded with the advertising agency, unless otherwise stipulated in written form.

3. Advertising media

a.) An advertising medium in the sense of these terms can, for instance, consist of one or more of the following elements: images and/or text, sound tracks and/or moving images (banners), links to web addresses named by Customer.
b.) Advertising media which cannot be recognized as such due to their design are marked as adverts.

4. Customer’s declaration

a.) Customer declares that he is fully entitled to place the advertising medium. Within the framework of the advertising order, Customer releases plasticker from any third-party claims which may arise as a result of the violation of legal provisions. Furthermore, plasticker are released from any costs arising from defending their rights. Customer undertakes to assist plasticker in defending their rights with respect to third parties by loyally and faithfully providing them with all the necessary information and documents.
b.) Customer transfers all the intellectual property rights relevant to the utilization of the advertisement, the rights of use, protection of performance/rights related to copyright as well as other rights, in particular the rights of reproduction, distribution, transfer, sending, removal and retrieval from databases, both in terms of time and in terms of content, to plasticker to the degree necessary for order implementation. The above-mentioned rights are transferred without any restrictions in terms of location and include the entitlement to place advertisements by means of all known technical procedures as well as all known types of online media.

5. Data provision

Customer undertakes to provide advertising media in due time prior to the beginning of the placement period and in proper form, i.e. in particular advertising media which are in line with the format and with plasticker’s technical specifications. Customer bears any costs arising to plasticker as a result of amendments to the advertising media which are made upon Customer’s request or which fall within his or her sphere of responsibility.

6. Entitlement to reject orders

plasticker reserves the right to reject advertising orders or to cancel them during the placement period if

- their content violates legal or regulatory provisions or if
- a complaint about their content has been filed with the German Advertising Council (Deutscher Werberat)
- within the framework of a complaint procedure;
- their publication is unacceptable to plasticker due to their content, their origin or their technical form
- or if they are linked to websites which fulfil the above conditions.

7. Disruption in order implementation

If the order cannot be executed for reasons which do not fall within plasticker’s sphere of responsibility (such as technical reasons), in particular due to computer failure, force majeure, strike, legal provisions, disturbances which third parties (e.g. providers), network providers or service providers are to be held liable for or for comparable reasons, then the order will be carried out at a later stage if possible. If the order is executed in due time after removal of the disruption and within a time period acceptable to Customer, then plasticker shall still be entitled to payment.

8. plasticker guarantee

a.) Within the framework of the predictable requirements, plasticker guarantees to do their utmost to present the advertising media in accordance with the respective common technical standard. This warranty does not apply to insignificant faults. An insignificant fault in presenting the advertising media occurs if it is caused by

- the use of inappropriate presentation software or hardware (e.g. browsers) or
- disturbances in the communication networks of other providers
- computer failure due to system failure
- incomplete offers and/or offers on proxies (caches) which have not been updated or
- ad-server failure which does not last longer than 24 hours (consecutively or accumulatively) within 30 days
- after the beginning of placement, as stipulated in the contract. In case of a complete ad-server failure for
- a considerable period (more than 10 % of the time booked) within the framework of a time-bound booking,
- Customer is no longer committed to paying for the time of failure. Further claims are ruled out.

b.) If the insufficient presentation quality of the advertising medium is not an insignificant fault, Customer is entitled to a reduction in payment or to a corrected replacement advert, yet only to the extent to which the purpose of the advertising medium has not been fulfilled. If the replacement advert fails or is unacceptable, Customer is entitled to reduce payment or to withdraw from the contract.
c.) If possible flaws in the advertising media are not obvious, Customer can make no claims in the case of insufficient publication based on these media.

9. Liability

Plasticker cannot be held liable for any damages arising from the positive violation of contractual obligation, from fault in concluding the contract or from tortious act unless the damage has been caused intentionally or by gross negligence. This does not apply to liability for warranted characteristics and the violation of essential contractual obligations; in the latter case, liability is restricted to predictable damage. In case of slight negligence, damages arising from the impossibility of performing contractual duties as well as delays are restricted to compensation for predictable damage.

10. Price-list

As a general rule, prices and discounts are always based on the price-list which is effective on the date of placing the order.

11. Terms of payment and delay in payment

Every advertising order is charged in full to the customer’s account in advance, the total amount is charged at the beginning of publishing the first advertising medium; payment is to be made within 30 days. In case of failure to pay on the due date, interest and collection fees are charged to Customer’s account. In case of a delay in payment, plasticker can defer the further implementation of the current order until payment has been effected.

12. Termination of contract

Orders have to be cancelled in writing or by e-mail at least 15 days prior to placing the respective advertising medium.

13. Place of performance/jurisdiction

Advertising orders are subject to German law. The place of performance is located at plasticker’s registered office. In business transactions with merchants or juristic persons of public law the place of jurisdiction is located at plasticker’s registered office.