



International Media Kit 2021



China

VOGEL COMMUNICATIONS
GROUP



25,000
circulation

25,000
recipients of the
digital magazine

> 1,810
followers on Weibo



> 14,963
followers on WeChat



~ 50,000
newsletter recipients

Ø 1 million
page impressions per month



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The Magazine „PT Plastics Technology China“

PT Plastics Technology China informs professionals and executives in the Chinese plastics industry about current technologies, shows practice-relevant solutions and provides important impulses for management.

Founded in 2002, PT Plastics Technology China has been an indispensable partner for the Chinese plastics industry for almost 20 years. Today, the multimedia communication platform addresses its users with high-quality print publications, multi-layered digital offerings, top-class events and also offers services for successful B2B marketing in this industry.

FREQUENCY	6 times a year
PRINTED CIRCULATION	25,000 copies
PLACE OF PUBLICATION	Beijing, China
PUBLISHER	Beijing Jigong Vogel Media Advertising Co., Ltd. No. 1, Bai Yun Road 11 F, Xicheng District Beijing, Beijing-100045 PR CHINA

Target Group by Industry

(Publisher's statistics)

Electronics, electrical, automotive, packaging, construction, medical, transportation and sports leisure applications, etc

Recipients

(Publisher's statistics)

Technical director/manager/project supervisor	28 %
General manager/President/chief engineer/chief representative/factory director, etc	16 %
Purchasing manager/director/section chief/project supervisor	16 %
Designer/manufacturing engineer/quality control engineer/ professor-level senior engineer	15 %
Quality management/QC director/ manager/project supervisor	12 %
other	13 %



Rate Card

Ad Formats and Prices

FORMAT	BASIC PRICE black/white	AD PRICE 4-colour	COLUMNS, w x h in mm
1/1 page	4,990.00	5,990.00	4 190 × 270
Junior page	3,190.00	3,690.00	136 × 190
1/2 page	2,490.00	2,990.00	2 94 × 270 4 190 × 134
1/3 page	1,690.00	2,190.00	1 62 × 270 4 190 × 88
1/4 page	1,290.00	1,590.00	1 46 × 270 2 94 × 134 4 190 × 66
1/8 page	690.00	990.00	1 46 × 134 2 94 × 66 4 190 × 32

Rate Card no. 27, valid from January 1, 2021

All prices are exclusive of applicable VAT and subject to change.

Prices for special formats such as inserts and bound-in inserts on request.

SIZE OF MAGAZINE _____ 210 x 297 mm (width x height), DIN A4
Type Area 190 mm x 270 mm
 4 columns each 46 mm wide

PRINTING, BINDING _____ offset printing, perfect binding

Additional Charges

FOR PLACEMENT

On inside front cover or back cover 20% on basic price b/w
 Other preferred placement options 10% on basic price b/w
 All ads will be placed in the best position possible.

FOR COLOUR (not discountable)

	1/1 page	Junior page 1/2 + 1/3 page	1/4 page and smaller
4-colour	1,000.00	500.00	300.00

FOR ADS ACROSS BINDING AND BLEED ADS

(not discountable)

10% of basic price 1/1 page, b/w, i.e. _____ 499.00

Discounts

For placement within one insertion year, starting with publication of the first ad.

FREQUENCY DISCOUNT

3 ads and more	10% on basic price b/w
6 ads and more	15% on basic price b/w
12 ads and more	20% on basic price b/w

Payment Terms

14 days with 2% cash discount, within 30 days net.

VAT ID No.	DE 169 343 403
Bank account	HypoVereinsbank, Würzburg
BIC / Swift Code	HYVE DE MM 455
IBAN	DE65 7902 0076 0326 2120 32

Editorial Calender 2021

ISSUE	DATES	TOPICS		FAIRS/EVENTS
1	PD Feb 28 AC Feb 9	Hot Topic	Sustainable Plastics Packaging	
		Industry Focus	Pipe/Profile	
		Special Technology	3D Printing	
		Processing Solution	Focus on efficiency, cost and quality, provide innovative process	
		Materials & Application	Thermoplastics, Thermoset, Additives,etc	
		Mould & Die	Mould,Die,Hot Runner,Mould changing systems,Mold flow monitoring	
		Supplement	Multi-color and Multi-component Moulding	

ISSUE	DATES	TOPICS		FAIRS/EVENTS
2	PD Apr 2 AC Mar 23	<i>Special Issue Chinaplas 2021</i>		Chinaplas Shenzhen (CN), Apr 13-16
		Hot Topic	Robot Automation System	
		Industry Focus	Electric & Electronics	
		Special Technology	Auxiliary Processing	
		Processing Solution	Focus on efficiency, cost and quality, provide innovative process	
		Materials & Application	Thermoplastics, Thermoset, Additives,etc	
		Mould & Die	Mould,Die,Hot Runner,Mould changing systems,Mold flow monitoring	
		Supplement	Chinaplas Suppliers Guide	
Digital	Live-Broadcast von der Chinaplas			

PD: publication date | AC: Ad close



ISSUE	DATES	TOPICS		FAIRS/EVENTS
3	PD Jun 18 AC Jun 8	Hot Topic	Intelligent Injection Moulding Plant	
		Industry Focus	Hollow Products	
		Special Technology	Welding	
		Processing Solution	Focus on efficiency, cost and quality, provide innovative process	
		Materials & Application	Thermoplastics, Thermoset, Additives,etc	
		Mould & Die	Mould,Die,Hot Runner,Mould changing systems,Mold flow monitoring	
		Supplement	Film & Sheet	

ISSUE	DATES	TOPICS		FAIRS/EVENTS
4	PD Aug 18 AC Aug 8	Hot Topic	Compounding & Pelletizing	PU China Shanghai (CN), Jul 28-30 MDETEC Shanghai (CN), Sep 1-3
		Industry Focus	Medical Plastics	
		Special Technology	Measuring & Control	
		Processing Solution	Focus on efficiency, cost and quality, provide innovative process	
		Materials & Application	Thermoplastics, Thermoset, Additives,etc	
		Mould & Die	Mould,Die,Hot Runner,Mould changing systems,Mold flow monitoring	
		Supplement	Injection Moulding Technology	

ISSUE	DATES	TOPICS		FAIRS/EVENTS
5	PD Oct 18	Hot Topic	Recycling of Waste Plastics	Composites Expo Shanghai (CN), Sep 13-15
		Industry Focus	Thermoplastic Composites & Moulding Technology	
	Special Technology	LSR Moulding		
	Processing Solution	Focus on efficiency, cost and quality, provide innovative process		
	AC Oct 8	Materials & Application	Thermoplastics, Thermoset, Additives,etc	
		Mould & Die	Mould,Die,Hot Runner,Mould changing systems,Mold flow monitoring	
		Supplement	Extrusion Technology	

ISSUE	DATES	TOPICS		FAIRS/EVENTS
6	PD Dec 18	Hot Topic	Injection Moulding of Optical Thick Walled Parts	DMP Shenzen (CN), November
		Industry Focus	Pipe/Profile	
	Special Technology	Hot Runner		
	Processing Solution	Focus on efficiency, cost and quality, provide innovative process		
	AC Dec 8	Materials & Application	Thermoplastics, Thermoset, Additives,etc	
		Mould & Die	Mould,Die,Hot Runner,Mould changing systems,Mold flow monitoring	
		Supplement	Film & Sheet	

PD: publication date | AC: Ad close



Digital Advertising

Banner

PT PLASTICSTECHNOLOGY CHINA

DOMAIN pt.vogel.com.cn

Page Impressions

Monthly 1,079,155

Daily 35,972

Unique Visitors

Monthly 193,869

Daily 6,462

POSITION	CODE	SPECS (PX)	FORMAT	PRICE
Focus Pictures Ad (Big)	W01	500x375	jpg/gif/swf	4,300.00
Focus Pictures Ad (Small)	W02	240x180	jpg/gif/swf	1,700.00
Top Across Column Ad	W03	650x80	jpg/gif/swf	3,400.00
Middle Across Column Ad	W04	750x100	jpg/gif/swf	2,550.00
Button Banner Ad	W04	360x70	jpg/gif/swf	1,700.00

All prices in EUR plus VAT.



Newsletter

PT PlasticsTechnology China

DOMAIN _____ pt.vogel.com.cn

1 issue / month

E-Newsletter Frequency _____ (on 1st day of each month)

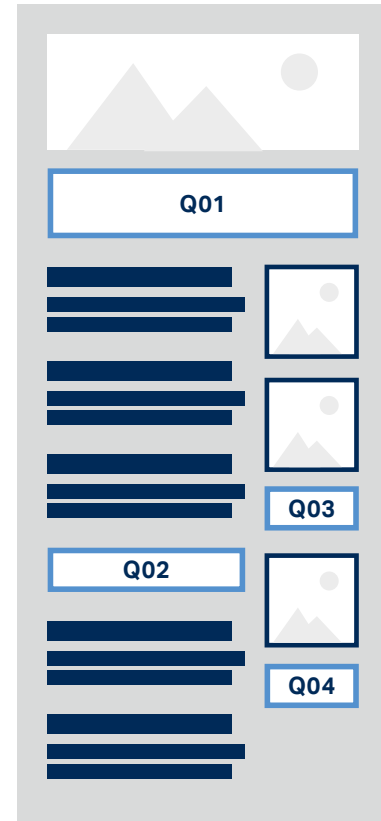
Empfänger

pro Ausgabe _____ 50,000

Öffnungsrate _____ > 32%

POSITION	CODE	SPECS (PX)	FORMAT	PRICE
Top Banner	Q01	800x70	jpg/gif/swf	3,100.00
Semi Banner	Q02	515x70	jpg/gif/swf	2,350.00
Button Banner	Q03-04	247x70	jpg/gif/swf	1,450.00

All prices in EUR plus VAT.



WeChat Sponsored Posts

WeChat is China's multi-purpose messaging, social media and mobile payment app developed by Tencent. It is a natural part of everyday communication in China, not only within a private context but also in interaction with businesses. For the editorial team of MM China, this channel to their specialist readers is indispensable.

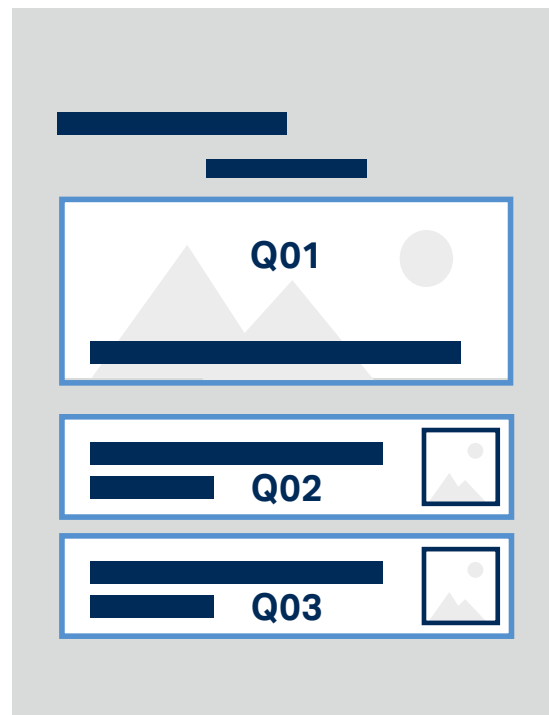
Use this important platform for your marketing and present your company with Sponsored Posts.

POSITION	CODE	FORMAT	PRICE
Headline	Q01	Text + Photo	1,900.00
Subline	Q02-03	Text + Photo	955.00

All prices in EUR plus VAT.

PT PLASTICS TECHNOLOGY

Followers 14,963



Stand-Alone Mailing

Benefit from maximum exclusivity through a stand-alone mailing. Your message gets to the mailbox of your target group and reaches them directly. You provide the input on on the content and desired target group, and we will take care of the rest.

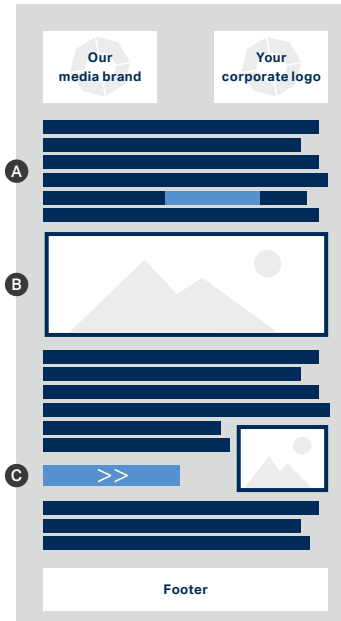
Your Benefit

- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

Price

less than 10,000 recipients	0.25 /email
10,000 – 30,000 recipients	0.20 /email
more than 30,000 recipients	0.15 /email

All prices in EUR plus VAT.



A: **text with link***

B: **picture material***

C: **Call-to-action button***

* can be chosen freely

Selection of Contacts

BY SIZE OF BUSINESS ENTITY

- 1-49 employees
- 50-99 employees
- 100-199 employees
- 200-499 employees
- 500-999 employees
- 1,000-4,999 employees
- more than 5,000 employees

BY ADMINISTRATIVE DISTRICT

- North China (Beijing, Tianjin and Neimeng, Shanxi, Hebei and Shandong Province)
- Eastern China (Shanghai and Anhui, Jiangsu and Zhejiang Province)
- South China (Fujian, Guangxi, Hainan and Guangdong Province)
- Central China (Henan, Hubei, Hunan and Jiangxi Province)
- Northeast China (Heilongjiang, Jilin and Liaoning Province)
- Northwest China (Xinjiang, Ningxia, Shanxi, Qinghai and Gansu Province)
- Southwest China (Chongqing and Xizang, Yunnan, Sichuan and Guizhou Province)

BY JOB TYPE

- High level directors: General manager/president/CEO/chief representative/factory director/owner/chief engineers
- Middle level director: Vice manager/ GM assistant/executive assistant/executive secretary/office administrator
- Technology/design director
- Production/manufacturing director
- Equipment dynamic department director
- Purchasing director
- Engineering director
- QC director
- Technologists such as technician/designer/manufacturing engineer/instrument engineer/electrical engineer/QC engineer



Online Conferences

The exclusive moving image format for the full attention of your target group!

Your Benefit

- **High quality content**
MM China presents in regular online conferences current technological developments.
- **Full access to your target group**
MM China promotes the conferences through all channels.
- **Exclusive platform**
Position yourself as a technology provider and expert.

Preis

each lecture incl. Q&A, duration 30 min,
100 leads included 6,200.00

All prices in EUR plus VAT.



Vogel Live Shows

Make your trade fair appearance in China a multimedia highlight!
With a comprehensive communication package we ensure attention and reach in your target group.
Your special advantage: All services from one hand.

Service package

PRINT

- product preview in the magazine based on your product information

LIVE SHOW

- Promotion poster of the trade fair with your logo and your stand number, distribution before the fair in all printed and digital channels of PT Plastics Technology China
- Your company video (3 -5 min.) or pre-show trailer on the Live Show website
- Interview with your CxO at the fair, payout via the Live Show website
- Feedback report in PDF format after the fair

SOCIAL MEDIA

- Sponsored post (headline article) on WeChat
- Sponsored post on Weibo (micro blogging)

ONLINE

- product preview on the website and in the newsletter of PT Plastics Technology China based on your product information

Prices

each Live Show package 5,800.00

Discounts

When booking several Live Show packages, you will receive a discount per package

3 Live Show packages	5 %
6 Live Show packages	8 %
9 Live Show packages	10 %

All prices in EUR plus VAT.



WeChat Account Services

Empower your business network in China with your company's own WeChat channel.
Benefit from our know-how and technical support.

Your Benefit

- You can reach your target groups in China even if you do not have a subsidiary or business license in China.
- You can promote and offer products, services or technologies (Cross Border Payment).
- By regularly posting press releases, product news and professional articles, you strengthen your brand awareness and expand your exclusive circle of specialist followers.
- You can use your channel for customer care, event invitations or promotional activities.

Here you can see an example of a service account.



Service Account

Our service for your WeChat channel

PACKAGE SERVICE	MONTHLY PACKAGE	HALF-YEAR PACKAGE	ANNUAL PACKAGE
Content service (translation service, editing, regular posting on WeChat 4 x month)	■	■	■
Layout-design (for instance Logo, QR Code, H5 Page, ...)	■	■	■
Guaranteed minimum average number of followers		1,000	2,000
Performance report		■	■
Individual consulting	■	■	■
10% discount off the regular fee for WeChat-advertorials from our media brands		■	■
Customized development (for instance mini program, cross border payment solution, event planning & organization, promotion, etc.)	Possible for an extra charge	Possible for an extra charge	Possible for an extra charge
Price	2,490.00	11,990.00	22,990.00

BASIC SERVICE	
Overseas WeChat Official Account registration & verification	390.00
Annual validation	190.00 / year

All prices in EUR plus VAT.



Vogel Communications Group

We are specialists for individual and contemporary B2B communication solutions, through which we make our customers even more successful - nationally and internationally.

Combined know-how for your communication success, bundled from one source.



Communication Solutions at a Glance

Industry platforms	Corporate publishing	Communication consultancy	Progressive web apps
Chatbots	Digital trade fair solutions	Crisis communication	Public relations
Community building	Digital showrooms	Market research	SEO and SEA
Content creation	Expert positioning	HR development	Social media
Content marketing	Infographics digital + animated	Podcasts	Websites

Tell us how we can spark your excitement for communication.



Strategy

Gerd Kielburger

Director International Business & Strategy

t +49 931 418-2536

gerd.kielburger@vogel.de



Sales

Please contact **your personal sales manager**

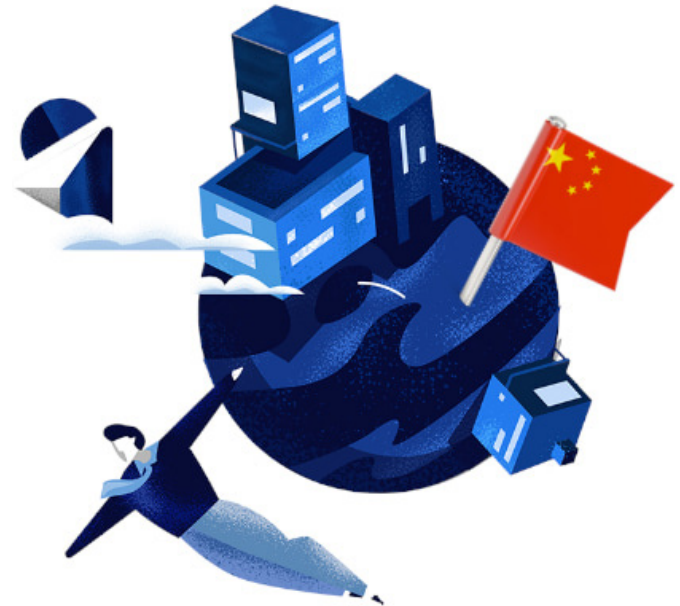
or

Benjamin Wahler

Chief Sales Officer

t +49 931 418-2982

sales@vogel.de



We empower you!

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