



SUBJECTS 2020

- ▶ **Company profiles:** provider of raw materials, manufacturers of adhesives, equipment and machines, research and development
- ▶ **Current activities of the Industrieverband Klebstoffe e. V.**
- ▶ **Institutes and research establishments**
- ▶ **German and European legislation and regulations**
- ▶ **Statistical surveys**
- ▶ **Norms**

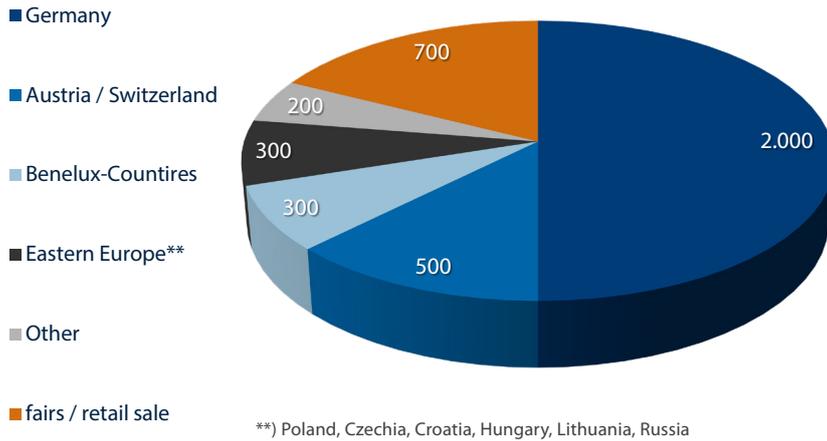
EXTRA:
Use our
reference book
as interactive
eMagazine!

The directory „Handbuch Klebtechnik“ will be published in 2020 in German language in cooperation with the German association for adhesives „Industrieverband Klebstoffe e.V.“ and offers a complete survey of providers of raw materials, manufacturers of adhesives, equipment and machines, research institutes and service providers.

Target groups are manufacturers and users of adhesives and sealants in Germany and Europe.

PRINT RUN | CIRCULATION

4,000 copies - classified according to country



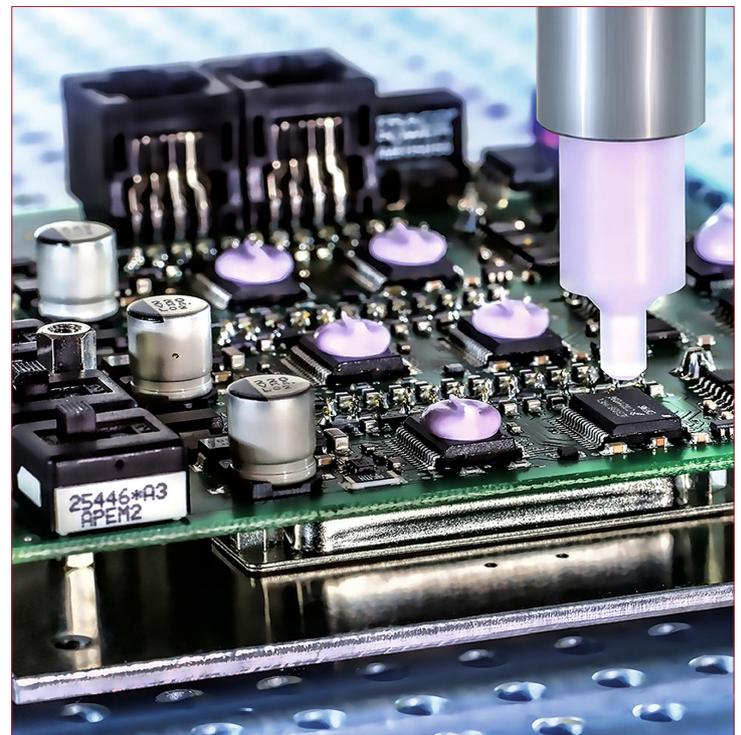
Sector distribution:

- ▶ 24 % Chemistry
- ▶ 11 % Other vehicle making (ship/boat-building, rail, aviation and aerospace)
- ▶ 10 % Automotive
- ▶ 9 % Packaging
- ▶ 8 % Wood, paper, publishing and printing trade
- ▶ 8 % Electronics, electrical engineering
- ▶ 7 % Mechanical engineering
- ▶ 6 % Plastics
- ▶ 5 % Service provider, research institutes, experts, engineering practices
- ▶ 5 % Medicine, MST-engineering, optics
- ▶ 4 % Furniture, jewellery, sports, toys
- ▶ 3 % Others

PRICES

▶ 1/1 page	b/w	€ 1,389
	2c	€ 1,522
	3c	€ 1,660
	4c	€ 1,794
▶ 2/1 page	b/w	€ 1,865
	2c	€ 2,004
	3c	€ 2,137
	4c	€ 2,270
▶ Cover pages	2 nd , 3 rd , 4 th	€ 2,311
▶ Logo print / online		€ 295

Further formats or special ads on request.



FORMATS

Journal format

▶ 1/1 page in mm (wxh)	148 x 210
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Ad formats

▶ 1/1 page in mm (wxh)	130 x 190
▶ 1/1 bleed-off page in mm (wxh) + 3 mm trimm	148 x 210

DEADLINES

▶ Advertising deadline	08/14/2020
▶ Copy deadline	08/21/2020
▶ Publication date	09/30/2020

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