



SUBJECTS 2021

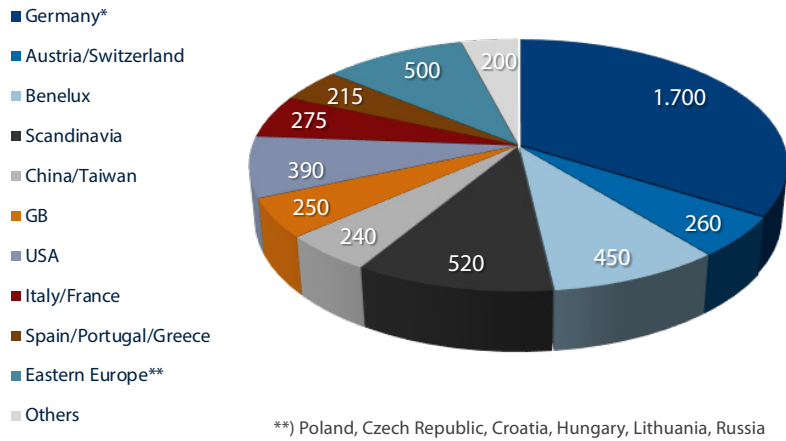
- ▶ **Company profiles:** provider of raw materials, manufacturers of adhesives, equipment and machines, research and development.
- ▶ **Current activities of the Industrieverband Klebstoffe e. V.**
- ▶ **Institutes and research establishments**
- ▶ **German and European legislation and regulations**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

EXTRA:
Use our
reference book
as interactive
eMagazine!

The directory „Handbuch Klebtechnik“ will be published in 2021 again as an international edition in English 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.

CIRCULATION | DISTRIBUTION

5,000 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

+ Additional distribution to over 40,000 newsletter recipients
 (Newsletter: Adhesive Bonding + Sealing Technology, Mechanical Engineering + Materials, Automotive + Engines, Automotive)
 + available via the websites adhäsion KLEBEN+DICHTEN and IVK
 (www.adhaesion.com and www.klebstoffe.com)

PRICES

	IVK-Member	Non-Member
▶ 1/1 page company profile b/w	€ 0	€ 1,395
▶ 4c logo with link to company profile	€ 295	€ 350
▶ 1/1 Page Display 4c	€ 1,795	€ 1,950
▶ 2/1 Pages, image ad + company profile incl. logo with link 4c	€ 2,090	€ 3,190
▶ Cover page 2., 3., 4.	€ 2,390	€ 2,540

Further formats or special ads on request. The currently valid VAT must be added to all prices.
 Find our general terms and conditions at: www.springerfachmedien-wiesbaden.de/en/media-sales/gtc

FORMATS

Journal format

▶ 1/1 page in mm (wxh) 148 x 210

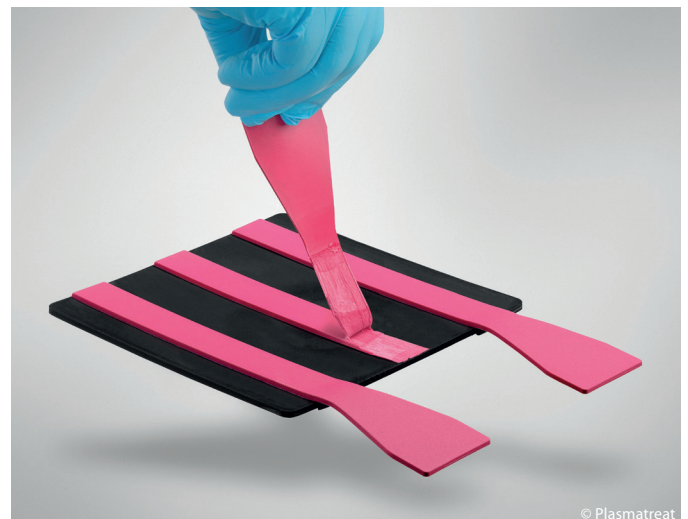
Ad formats

▶ 1/1 page in mm (wxh) 130 x 190

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

DATES

▶ Company profile submission	07/06/2021
▶ Advertising deadline	07/19/2021
▶ Copy deadline	07/23/2021
▶ Publication date	08/31/2021



© Plasmatreat

CONTACT



Ingo Rosenstock
 Sales Management

tel +49 (0) 611 / 78 78 – 146
 ingo.rosenstock@springernature.com



Thomas Heusler
 Media Sales

tel +49 (0) 611 / 78 78 – 312
 thomas.heusler@springernature.com