magazine

MEDIA 2027 DATA.

www.pu-magazine.com

About PU magazine

The PU magazine – your independent and neutral go-to source of information for the polyurethane processing and producing industries. The PU magazine covers 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 cover areas relevant to a variety of industries, such as automotive, furniture, building & construction, sport & leisure, shoes, electronics and many more.
The magazine dives into all aspects of the material, ranging from flexible and rigid foams to additives, sealings, coatings, and adhesives as well as thermoplastic polyurethanes. It touches 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 young publication is 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 combines traditional values and modern innovation by being available both in print and online – it is also complimented by a website and newsletter. The target audience consists of all players of the industry on a worldwide scale.

Rate Card

Advertising

cover **1/1** full page

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

1/1 full page

4,900.00 EUR
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2,140.00 EUR
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Type Area:
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1/3 vertical

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

1/3 horizontal

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

Editorial Planner

Issue	Publication Date	Editorial/Ads Deadline
1/27	01 March	01 February
2/27	21 Juni	17 May
3/27	20 September	16 August
4/27	13 December	15 November

Suppliers Guide (print and online)

Company logo and address data
Only bookable for a full year: per mm EUR **4.80**/issue

Printing Material Requirement:

All data sets to be digitised. We are unable to accept material on film.
Especially if you send us PDF-Files, these should be produced in PDF X Standard.

Important:
All images in CMYK and 300 dpi
All graphics as vector or embedded vector
Edge trim all round +3 mm

Format:
High Quality PDF-File
(Standard PDF X-3 or higher)

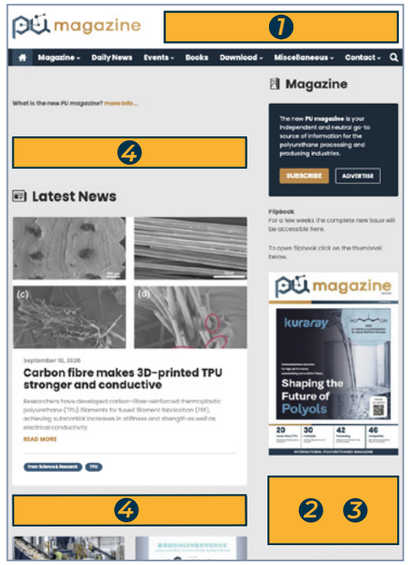
Online
Advertising

Website Advertising

The start page of www.pu-magazine.com features up-to-date daily news to keep visitors informed about the latest product developments, company news, exhibitions, conferences, and other events. Your banner on the website offers you a powerful tool for quality exposure and branding.
Banners on the start page and the subpages are rotating banners. This means we have just these 4 positions, but with each refresh of the page, the banners change at random at each position. We put a maximum of 4 banners in each position.

prices per month *on start page*	1 month	3 months	6 months	12 months
1 Leaderboard[1] 1440 × 180 px	€ 400.00	€ 375.00	€ 350.00	€ 325.00
2 Large 1000 × 600 px	€ 275.00	€ 250.00	€ 225.00	€ 200.00
3 Regular 1000 × 300 px	€ 200.00	€ 175.00	€ 150.00	€ 125.00
4 Masthead 1440 × 180 px	€ 375.00	€ 350.00	€ 325.00	€ 300.00

1: Leaderboard banner appear on the start page AND all subpages



Newsletter Banner

The PU magazine newsletter reaches exactly your targeted audience of those really interested in polyurethane across all continents. The platform offers advertisers the power to create integrated campaigns, built on the interaction between the different media channels and taking advantage of the different strengths of each. For advertisers, a perfect means to add value to opportunity.
A full-width banner above, between, or below the news is an easy and extremely effective way to get your message across.
The banner should be 1000 × 200 pixels. In the newsletter, it will be displayed smaller, but the resolution is needed to be properly displayed in your browser.

RATE (PER INSERTION)	INSERTIONS	PRICE
	1-5	€ 300.00
	6	€ 280.00
	12	€ 250.00
	24	€ 230.00
	36	€ 200.00

Welcome Mat

A welcome mat ad (500 × 500 pixels) appears before you reach the website.
- It appears only 1× per day (cookie)
- Visitors have the option to skip the message and go directly to the website
- After 10 seconds it disappears automatically and the website opens
- Or visitors click on the banner to go to your landing page

Special ads in the ONLINE ARCHIVE and the FLIPBOOK

PU magazine is also available on all mobile devices and as a flipbook on the website.
Here too special ads linked to your website are available, that do not appear in the printed version.
Interested? Contact us to find out more about the various possible options, such as e.g. integrated video clips and much more.

Advertorial

An advertorial is a great way to present your marketing message in a format our readers are used to. If you have an idea for a special product promotion or a message you want to convey to our readers:
Let's talk about this opportunity!

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** (**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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