

Media Pack

2010

- Newspaper** ■
- Buyer's Guide** ■
- Internet portal** ■
- Price review** ■
- Market research** ■
- Literature** ■

About Plastinfo

Plastinfo.ru is one of Russian leading information services for the plastics industry.

We offer premium business and research content in a unique combination with powerful databases and search tools for finding industry-related information.

We are committed to delivering up-to-date information of the highest possible quality and value to our readers. The contents are actively managed on a daily basis by our editorial staff.

Plastics makers and opinion leaders from within the industry rely on the information services provided by Plastinfo.ru for their daily work



www.plastinfo.ru

Newspaper

Key news, reviews, comments, prices, analytics, business ads

Buyer's Guide

Ratings and contacts of raw materials and equipment suppliers

Internet portal

Daily news, marketplace, labor exchange, articles and reviews, on-line catalog, polymer price index

Polymers prices

Monthly Newsletter
 "Monitoring the prices of polymers in Russia"

Market reports

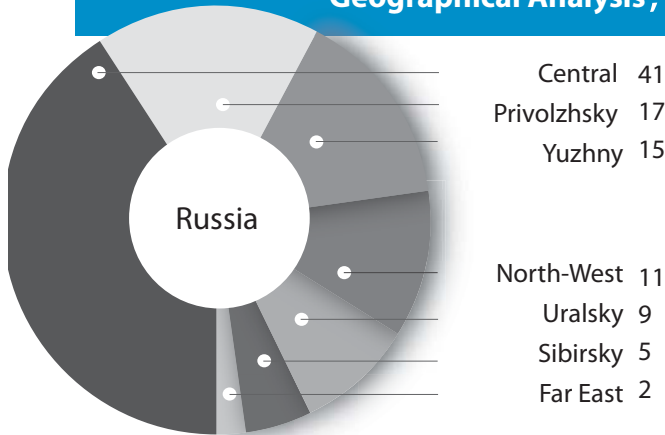
Plastics industry researches, reviews
 Companies listing, analyses

Literature

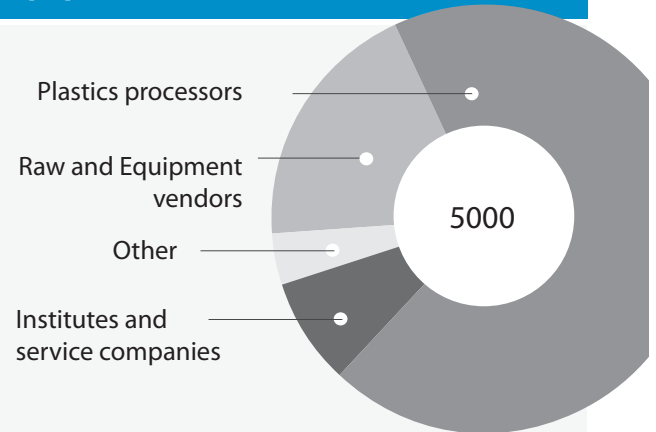
Reference books and educational aids for plastics processing

Circulation

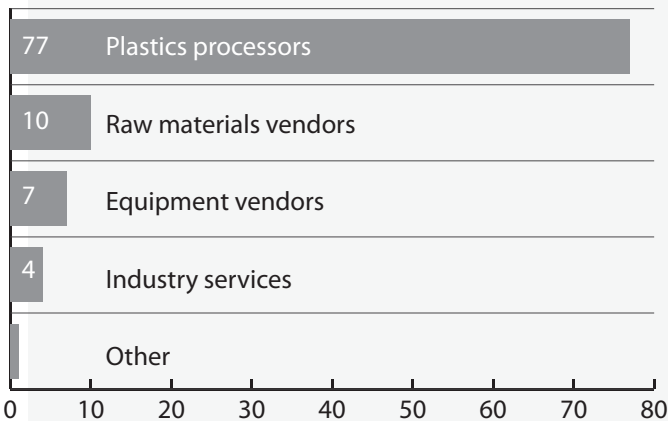
Geographical Analysis, %



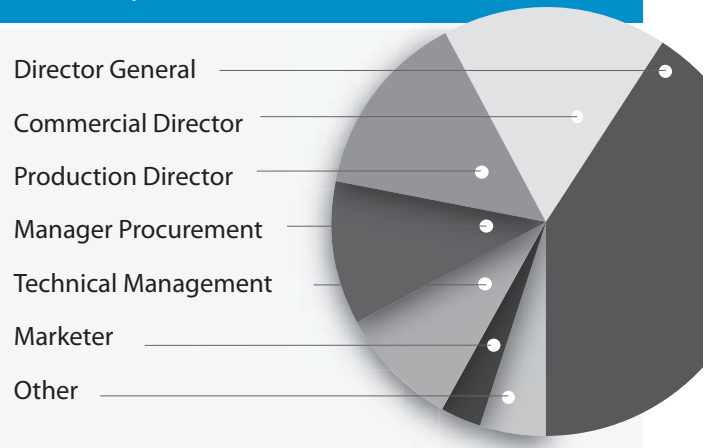
Newspaper distribution



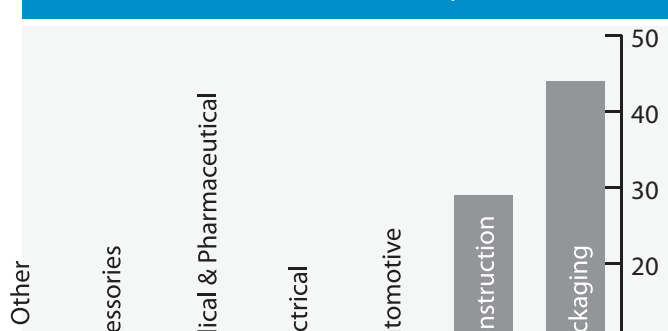
Subscribers scope, %



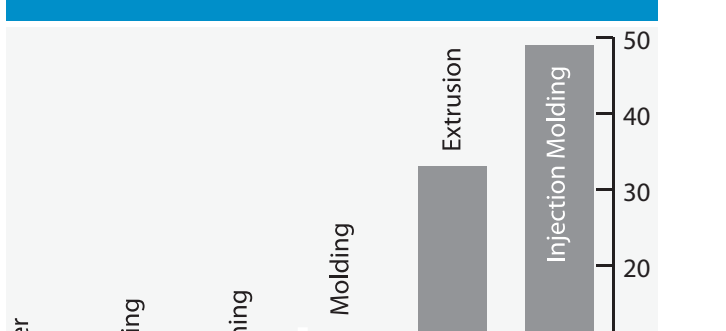
Job Title, %



Industry Served, %



Processing methods, %



Plastinfo pays great attention to the analysis of the readership
We are collect data about all plastic processors in Russia

www.plastinfo.ru

Newspaper



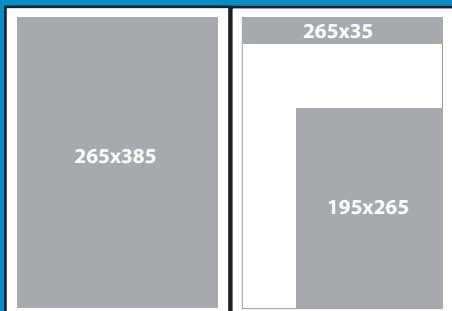
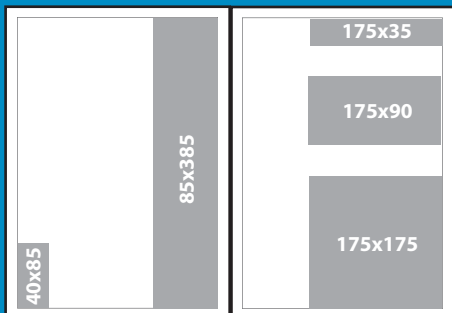
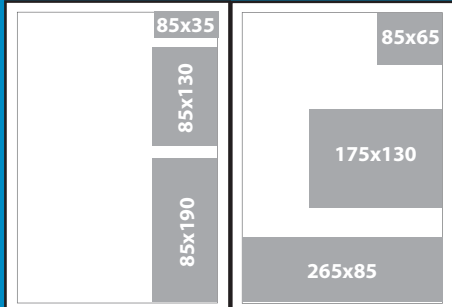
Publishing house : Plastinfo.ru
Circulation : 5,000 copies (Extra 15 000 copies)
Newspaper size : DIN A3 : 290 x 410 mm (width x height)
Type area : 265 x 385 mm
 6 columns of 40 mm width each
Printing method : heatset web offset litho
Publication : monthly

Schedule and Topics*

Issue Special Focus	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct*	Nov	Dec
Exhibitions												
Interplastica 2010	*	*										*
Upakovka / Upak Italia		*										
Mosbild				*								
Chinaplas					*							
Rosmould								*				
Rosupack							*					
Plastics Industry Show												
K-2010										*	*	*
Reviews												
Injection containers and utensils		*										
Profiled extrusion goods			*									
Pipes and fittings				*								
Automotive spare parts					*							
Polymer films						*						
Consumer goods							*					
Soft packaging (bags, sacks)								*				
Blowing moulding packaging									*			
Polymer sheets										*		
Rubber goods											*	
Equipment												
Periphery		*			*				*			*
Injection			*									
Blow				*								
Extruders						*						
Molds and dies								*				
Raw												
PET		*										
Polyethylene			*									
Polypropylene				*								
Recycled materials					*							
Engineering polymers						*			*			*
PVC							*					
Polystyrene										*		
Rubbers												*

* - Extra 15 000 copies

Newspaper advertising basic rates



Format, DIN	Module area, mm	Module location / Prices, euro			
		First	3 page	Last	Other
1/16 от А4	85x35	315	175	295	140
1/8 от А4	85x65	525	275	475	245
1/4 от А4	85x130	685	575	625	525
1/3 от А4	85x190	-	675	-	625
1/3 от А4	175x90	-	675	-	625
1/2 от А4	175x130	-	995	-	975
1/2 от А4	265x85	1 425	995	-	975
2/3 от А4	175x175	-	1 275	-	1 225
A4	195x265	-	1 625	2 325	1 575
A3	265x385	-	2 875	3 255	2 255
Ads	150 sig	-	-	130	-
Articles, interviews	6 500 sig	-	call	-	call

Special advertising: On request

DISCOUNTS

New advertiser - 3%
Frequency discounts:

Frequent (issue)	2-3	4-6	7-12
Discount	5%	10%	20%

ALLOWANCES

Urgent (three days before the publication) – 100%

CONDITIONS

Module provided no later than 5 days before issue
100% prepayment

REQUIREMENTS

Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller from version 4.0 and with screen-modulated proof.

High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements).

Buyer's Guide advertising rates



Price, euro

1-st page cover 190x210 mm	3 455,
2-nd page cover A4	1 955,
3-rd page cover A4	1 355,
4-th page cover A4	2 955,

Premium page 1/1 A4	555,
---------------------	------

Double Premium page A3	975,
------------------------	------

Sponsor section	295,
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Circulation : 5, 000 copies (PDF unlimited)
Size : 210x297 (DIN A4)
Volume : about 100 pages

Discount : 10% available for companies advertise on web
 and in newspaper and took part in previous issues

Internet portal Plastinfo.ru

Analytical report of LiveInternet for the site Plastinfo.ru (September 2009)



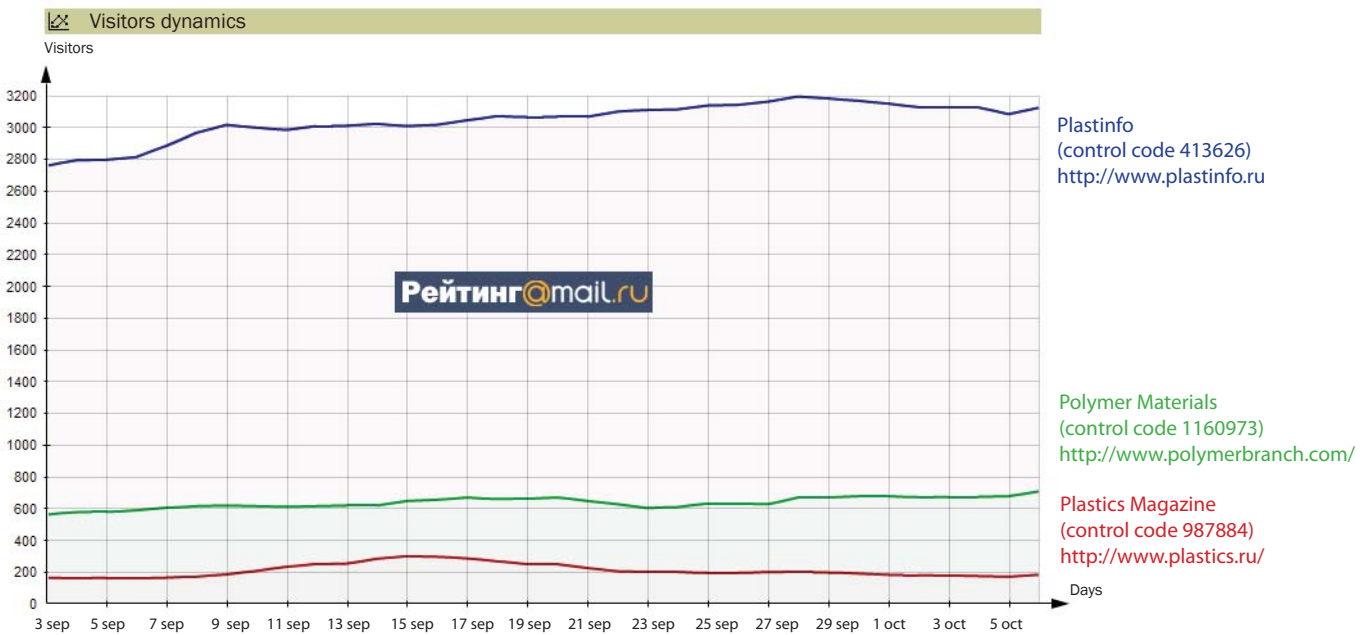
Basic monthly site enrollment

- Number of page views :** > 400 000
- Visitors per month :** > 80 000
- Direct traffic (Favorites) :** 11.2%
- Average Running Time :** 4:39 min
- Proportion of men :** 62.8 %
- Women :** 37.2 %
- Predominant country :** Russia - 83.9 %
- Predominant region :** Moscow - 35.0 %

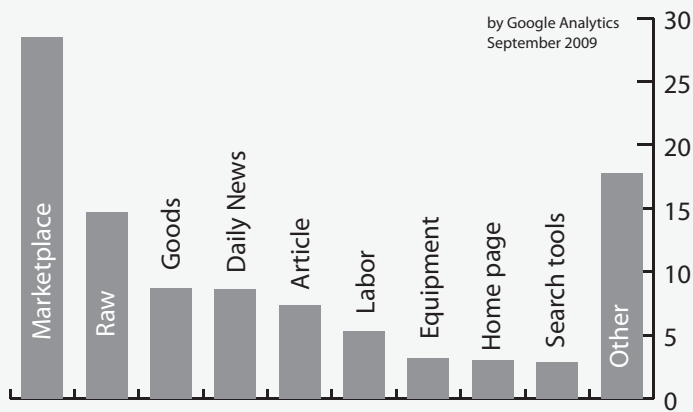
Plastinfo.ru offers its readers news and analysis to integrate with an extensive database of companies offering polymer raw materials, equipment and products.

The resource is a working tool and information support for many processors of plastics.

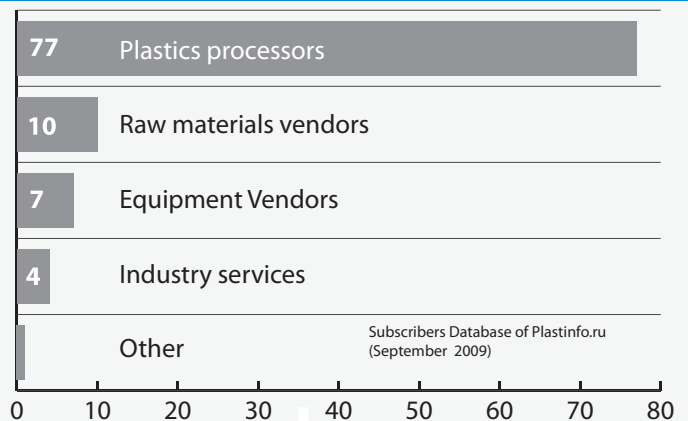
Number visitors comparison of Russian plastic publishers



Top 10 Resource sections by hits, %



Subscribers scope, %



On-line advertising rates

Options

The screenshot shows a list of advertising options with the following details:

- TOP x 60**: 234x60, 234x60
- 234x120**: 234x120, 234x120, 234x120
- Text Ad (300 signs)**: 1, 234x120, 234x60, 234x60, 234x60
- Text Ad (300 signs)**: 2, 234x60, 234x60, 234x60
- Text Ad (300 signs)**: 3, 234x60, 234x60, 234x60

The high attendance and quoting Plastinfo among the media industry make efficient use of funds invested in advertising and PR on the resource.

Banner advertising effectively supports the company's image, impact on visual memory, lets go to the site. Text block and Information Line, unlike banners contain information that is processed by search engines which improves its effectiveness.

Text block, in contrast to the Information Line, which has a maximum length of 150 characters with spaces, can have up to 300 text characters and images, such as a logo.

Format	Size	Price, euro per month	
		1-3 pos.	
Text ad block with the image	300 sig	250	

РАСТЯЖКА X 60 pix (флеш или GIF баннер)

The screenshot shows a list of advertising options with the following details:

- РАСТЯЖКА X 60 pix (флеш или GIF баннер)**: 234 x 60 П, 234 x 60 П
- 234 x 120 СТАТИКА**: 234 x 120, 234 x 120, 234 x 120
- Текстовая строка, 150 знаков**: 1, 234 x 120, 234 x 60, 234 x 60
- Текстовая строка, 150 знаков**: 2, 234 x 120, 234 x 60, 234 x 60
- Текстовая строка, 150 знаков**: 2, 234 x 120, 234 x 60, 234 x 60
- Текстовая строка, 150 знаков**: 4, 234 x 60, 234 x 60, 234 x 60
- Текстовая строка, 150 знаков**: 5, 234 x 60, 234 x 60, 234 x 60
- Текстовая строка, 150 знаков**: 6, 234 x 60, 234 x 60, 234 x 60
- Текстовая строка, 150 знаков**: 7, 234 x 60, 234 x 60, 234 x 60
- Текстовая строка, 150 знаков**: 8, 234 x 60, 234 x 60, 234 x 60
- Текстовая строка, 150 знаков**: 9, 234 x 60, 234 x 60, 234 x 60
- Текстовая строка, 150 знаков**: 10, 234 x 60, 234 x 60, 234 x 60

Marketplace Ads

Marketplace of Plastinfo.ru has a high ranking in the results of queries in search services, so that section is very popular among the processors and sellers of raw materials and equipment.

Format	Size	Priority / Price, euro*	
		>3 pos.	1-3 pos.
Information Line	150 sig	95	155
Text block with image	300 sig	195	255
Rotation banner	234x60	95	155
Rotation banner	234x120	155	195

* per month. Cost of mode rotation does not depend on the number of hits

Premium registration

The on-line catalog contains more than 7 000 companies and 1 500 groups of the polymer materials, equipment, plastic products and industrial services. This is the most extensive, free, and current on-line database of companies operating in Russia. Catalog is updated annually.

Directory section*	Price, euro / Period, months			
	12	6	Top 5 -12	Top 5 - 6
Equipment	355	395	395	415
Goods	215	255	255	295
Raw	255	395	395	415
Service	190	215	215	255

* Companies are placed alphabetically under equal conditions of payment

- 10% discount for advertising in the printed catalog
- Display a banner size 234x60 one month free
- Publication of thematic news and press releases free

The screenshot shows a company profile for ENGEL. A red circle highlights a section with the text "DISCOUNT AND BONUS".

On-line advertising rates

The banner and text advertising cost is determined by section statistics and page placement:

Location	Area static module, pix / Price, euro per month				
	100% x 60	468 x 60	234 x 60	234 x 120	234 x 60
	TOP stretch	TOP	TOP L and R	Right	Right
Home page	495	395	245	345	215
Catalog «Equipment»	275	245	215	255	175
Catalog «Goods»	275	215	195	235	155
Catalog «Raw»	275	245	215	255	175
Catalog «Service»	195	155	125	155	95
Trade - Sell	555	355	255	295	195
Trade - Buy	525	345	245	275	175
Daily news	255	215	155	175	115
Labor exchange	215	145	115	125	95
Other sections	175	125	95	115	75

DISCOUNTS

for 3 months - 5%
 for 6 months - 7%
 for 12 months - 10%
 with Premium registration - 5%
 with Buyer's guide - 10%

ALLOWANCES

Banner creation (gif, jpg) - 15% of ad value (but not less than 35 euro)
 Premium page makeup - 65 euro
 (all next modifications of Premium page - free)

CONDITIONS

All materials placed no later than 5 days before the start of campaign
 100% prepayment

REQUIREMENTS

Recommend banner sizes:

468 x 60 < 35 Kb
 234 x 120 < 25 Kb
 234 x 60 < 15 Kb

- Banner must not contain interface elements that are misleading users
 - Don't ads, which claimed inequality of people by sex, race, nationality, religion, social status and property level, as well as abusive and / or pornographic content
 - The Plastinfo can reject the banner without explanation

News subscription advertising

Text Ad
 125 euro
 Text with graphics Ad
 215 euro

*Price for one mailing. Frequency - weekly

Press-release/Technical article

295 euro

Press release / article promotion

Contacts

Publishing house:

Plastinfo.ru JSC

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107023, Russia, Moscow, Electrozavodskaya 24
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www.plastinfo.ru

www.plastindex.ru

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