

Impulse für Kunststoffverarbeiter | www.k-profi.de

K-PROFI

Eight issues
in 2018



Soheila Salehi
Trennfolien für die RTM- und PUR-Verarbeitung:

2018

Media Information
Valid 1 January, 2018

„Plattform für Deko und Funktion“

...Teile seinen öko-Footprint

Title
K-PROFI

Short profile

K-PROFI helps plastics and rubber processors in high-wage countries to make their production more efficient, save costs and keep abreast of the competition. In order to achieve this, the modern specialist magazine K-PROFI taps into trends from the plastics and rubber market and reports on innovations from the polymer engineering segment so as to provide new ideas, expertise and solutions for plastics processors. K-PROFI features exclusively researched reports from successful plastics processors for new ideas that help readers with their long-term strategies, insights into the practical benefit of trends and useful information that facilitates the decision-making process.

K-PROFI features portraits of companies and staff, reports on production sites and installations, offers profiles of movers and shakers, achievements, skills and strategies. K-PROFI has an objective take on companies and executives, concepts, models, setups and success criteria. Trend reports analyse important developments in the industry and journalists' reports help plastics and rubber processors find out more about interesting suppliers and partners for procurement, mould engineering, production, sales and qualification.

Target group

K-PROFI is a specialist magazine mainly for key executives (managing directors, technical directors, procurement managers) in the plastics processing industry of Germany, Austria and Switzerland. This includes engineers, technicians and sales experts working in executive positions in the plastics and rubber processing industry. KI (Kunststoff Information Verlagsgesellschaft mbH) is responsible for the address management.

Publication frequency

8 x per year (for more information, see Dates and Topics)

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K-PROFI, Toralf Gabler, Luitpoldstr. 5, 91207 Lauf an der Pegnitz, Germany, redaktion@k-profi.de

ISSN

2195-2434

Volume

7th volume 2018

Subscription price

Free of charge for annual registration

Organ

-

Membership/Participation

IWV



Publishing company

Kunststoff-Profi Verlag GmbH & Co. KG
Saalburgstraße 157, 61350 Bad Homburg, Germany
Phone +49 6172 9606-0, Fax +49 6172 9606-99
www.k-profi.de, info@k-profi.de

Publisher

Kunststoff-Profi Verlag GmbH & Co. KG

Advertisement

Gero Trinkaus, Advertising Manager
trinkaus@k-profi.de, Phone +49 5141 9932026

Postal address

K-PROFI, Gero Trinkaus, Postfach 31 24, 29231 Celle, Germany, anzeigen@k-profi.de

Production department

K-PROFI, Sigrid Seffner, Luitpoldstr. 5, 91207 Lauf an der Pegnitz, Germany, produktion@k-profi.de

Magazine size

Art size (210 x 280 mm)

Printed copies, annual average

(according to IWV audit procedures, 3rd quarter 2016 to 2nd quarter 2017)
15,630 copies

Actual distribution

(according to IWV audit procedures, 3rd quarter 2016 to 2nd quarter 2017)
14,944 copies

Surplus, archived and reference copies

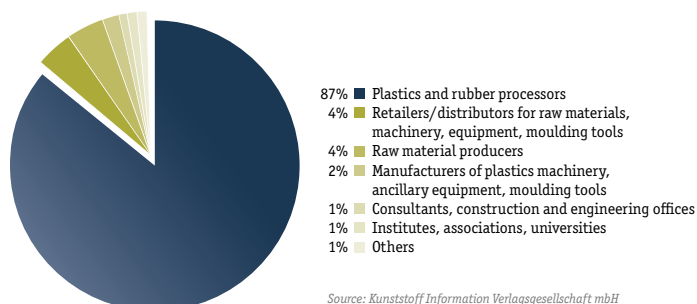
(according to IWV audit procedures, 3rd quarter 2016 to 2nd quarter 2017)
686 copies

Geographical distribution

Germany (87%), Austria (5%), Switzerland (5%), Rest of the World (3%)

RECIPIENT GROUPS

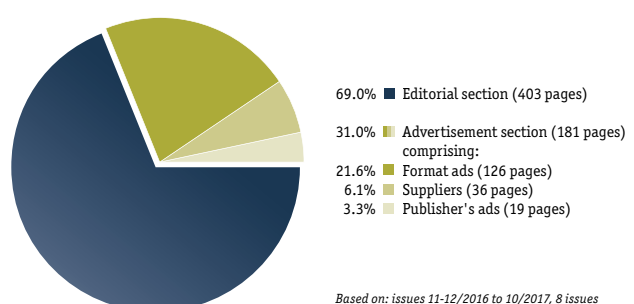
(including 12,000 key executives from plastics processing companies)



Source: Kunststoff Information Verlagsgesellschaft mbH

VOLUME ANALYSIS

Total volume = 584 pages



Based on: issues 11-12/2016 to 10/2017, 8 issues

Advertisement formats and rates (Rates are in EUR and do not include VAT)

Format	Type area (w x h)	Trim size* (w x h)	b/w	4c
1/1 page	178 x 241 mm	210 x 280 mm	4,560	6,165
1/2 page vertical	86 x 241 mm	102 x 280 mm	2,310	3,195
1/2 page horizontal	178 x 118 mm	210 x 135 mm		
Junior page	117 x 179 mm	133 x 196 mm		
1/3 page vertical	56 x 241 mm	72 x 280 mm	1,565*	2,395*
1/3 page horizontal	178 x 77 mm	210 x 93 mm		
Lateral page	-	50 x 280 mm	1,565	2,395
1/4 page vertical	56 x 181 mm	-	1,190	1,750
1/4 page horizontal	178 x 57 mm	-		
1/4 page compact	86 x 118 mm	-		
1/8 page vertical	56 x 88 mm	-	600	990
1/8 page horizontal	86 x 57 mm	-		
Rate per mm	1 column, 56 mm wide		6.85	11.15

Special advertisements (Other formats, bound inserts, glued-on inserts, etc. on request)

below the editorial	178 x 77 mm	2,750
below the table of content	86 x 97 mm	1,850

Inserts (Maximum size 204 x 274 mm, up to 25 g)

Per 1,000 inserts	265
for 15,250 copies	4,055

Classified advertisements (Minimum height 30 mm)

Rate per mm	1 column, 45 mm wide	3.95	7.05
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Discounts

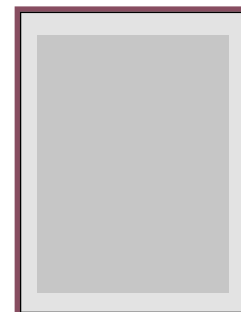
For orders within 12 months (insertion year)

Series discount

3 insertions: 5%
6 insertions: 10%
8 insertions: 15%

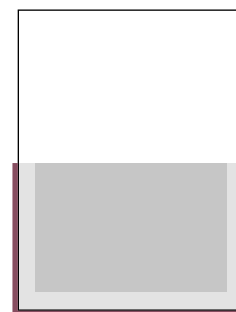
***Trim size formats**

For all trim size ads, please add 3 mm bleed per paper edge
Trim size surcharge for 1/3 page: 550 EUR



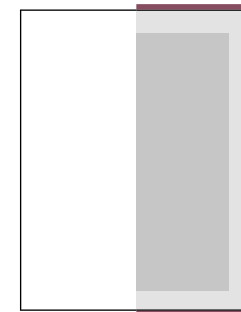
1/1 page

178 x 241 mm
210 x 280 mm



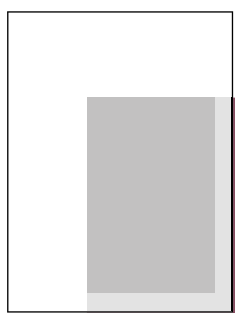
1/2 page horizontal

178 x 118 mm
210 x 135 mm



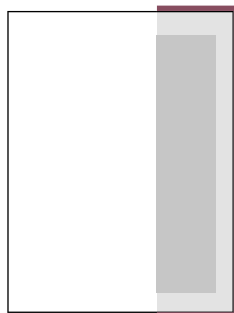
1/2 page vertical

86 x 241 mm
102 x 280 mm



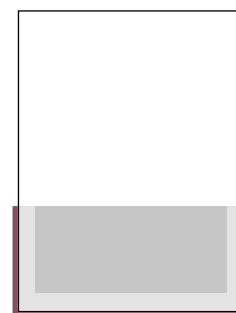
Junior page

117 x 179 mm
133 x 196 mm



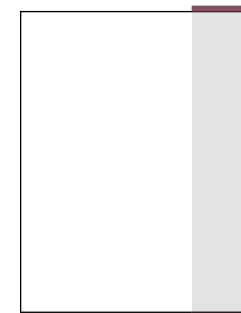
1/3 page vertical

56 x 241 mm
72 x 280 mm



1/3 page horizontal

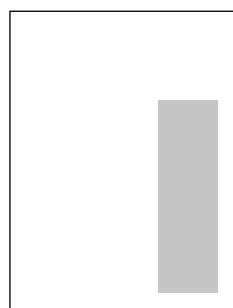
178 x 77 mm
210 x 93 mm



Lateral page

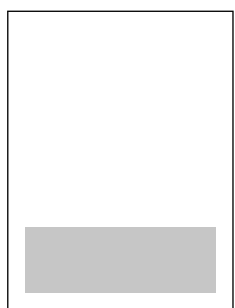
50 x 280 mm

All trim size ads require
3 mm trim allowance (bleed)



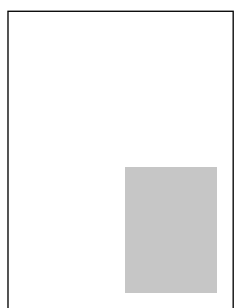
1/4 page vertical

56 x 181 mm



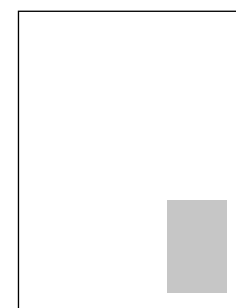
1/4 page horizontal

178 x 57 mm



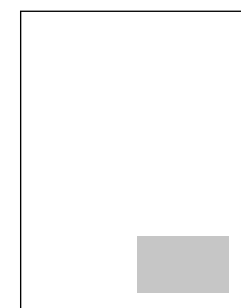
1/4 page compact

86 x 118 mm



1/8 page vertical

56 x 88 mm



1/8 page horizontal

86 x 57 mm

Banking information:

Taunus Sparkasse, IBAN: DE20 5125 0000 0001 0584 36, SWIFT/BIC: HELADEF1TSK

Conditions:

Net 30 days after invoice, VAT ID: DE 284 976 419

Prices

Basic entry per issue: EUR 40.
Each additional line per issue: EUR 8.
Logos are calculated by the line print height.
Key words themselves are not subject to charges.

Minimum duration 1 year with a minimum height of 5 lines per key word

Discounts

For entries:
with 3 key words 5%
with 6 key words 10%
with 9 key words 20%

Invoicing

Invoices are issued on an annual basis, plus VAT, in each case after appearance of the first advertisement of the year, with a page proof from this first issue. The term extends automatically by an additional 12 months if not terminated 6 weeks prior to expiry.

Printing guidelines

The benefit of the list of suppliers and thus your sales success depend to a great extent on a clear structure and layout.

- > Start of advertisement with the company logo or name (in bold print)
- > Uniform typesetting
- > Short and concise key word index
- > One key word only per product
- > Restriction to a great extent to real headings
- > No trade name in the key word

Bezugsquellen-/Lieferantenverzeichnis

Das A bis Z der Kunststoff- und Kautschukbranche

Examples
containing 5 to 12 lines

Aus- und Weiterbildung



Weiterbildung für Kunststoff-Profis
Tel.: +49 931 4104-164, Fax: -277
training@skz.de
www.skz.de

Dichtungstechnik

Sonderhoff Chemicals GmbH
Richard-Byrd-Str. 26, 50829 Köln
Tel.: +49 221 95685 285
info@sonderhoff.com
www.sonderhoff.com

Elektrostatische Systeme



Eltex-Elektrostatik-GmbH
Blauenstraße 67-69, 79576 Weil am Rhein
Tel.: +49 7621 7905-422
info@eltex.com, www.eltex.com

Extrusionstechnik

LEISTRITZ EXTRUSIONSTECHNIK GMBH
Markgrafenstr. 29-39, 90459 Nürnberg
Tel.: +49 911 43 06 240
Fax: +49 911 43 06 400
extruder@leistriz.com
www.leistriz.com

Farbkonzentrate

AW GmbH
An der Zeil 9
96215 Lichtenfels
Tel.: +49 9571 9575 10
Fax: +49 9571 9575 45
info@aw-color.de
www.aw-color.de



Feuchtemessgeräte



Brabender Messtechnik® GmbH & Co. KG
Tel.: +49 203 99819-0
sales@brabender-mt.de
AQUATRAC®-3E, AQUATRAC®-Station

Gleitmittel/Wachse

VOELPKER
Völpker Spezialprodukte GmbH
Fabrikstraße 1, D-39393 Völpke
www.voelpker.com

Heißkanalregeltechnik



GF Controls GmbH
Gammaflux
Peter Sander Straße 41a
55252 Wiesbaden Mainz-Kastel
Tel.: +49 6134 94890-0
Fax: +49 6134 94890-25
Info@gammaflux.de
www.Gammaflux.com

Hydraulikzylinder



AHP Merkle GmbH
Nägelseestr. 39, 79288 Gottenheim
Tel.: +49 7665 4208-0
mailbox@ahp.de
www.ahp.de

Kältetechnik



INDUSTRIEKÄLTEANLAGEN
TIEFTEMPORATURTECHNIK
STEUERUNGSTECHNIK
L&R Kältetechnik GmbH & Co. KG
Hachener Str. 90a, 59846 Sundern-Hachen
Tel.: +49 2935 9652-0, Fax: DW -501
www.lr-kaelte.de, info@lr-kaelte.de

Kunststoffschweißmaschinen

bielomatik Leuze GmbH + Co. KG
Daimlerstr. 6-10, 72639 Neuffen
Tel.: +49 7025 12-0
info-plasticwelding@bielomatik.de
www.bielomatik.de

Kupplungssysteme

rtc
COUPLING TECHNOLOGY
RTC Couplings GmbH
Jahnstr. 86, 73037 Göppingen
Tel.: +49 7161 98796-50
Fax: +49 7161 98796-79
E-Mail: mail@rtc-couplings.com
www.rtc-couplings.com

Normalien

HASCO
HASCO Hasenclever GmbH + Co KG
Römerweg 4, D-58513 Lüdenscheid
Tel.: +49 2351 957-0
Fax: +49 2351 957-237
info@hasco.com, www.hasco.com

Polyurethananlagen



CANNON Deutschland GmbH
Moselstraße 27, 63452 Hanau
Tel.: +49 6181 9003 70
www.cannon-deutschland.de

Technische Kunststoffe



Rheingaustraße 190-196
D-65203 Wiesbaden
Tel.: +49 611 962 7381
office@kep-europe.com
www.kepital.eu

Ultraschallschweißen



www.cemas-germany.com



SONOTRONIC Nagel GmbH
Becker-Göring-Str. 17-25, 76307 Karlsbad
Tel.: +49 7248 9166-0, Fax: -144
info@sonotronic.de, www.sonotronic.de

Zertifizierung



Wir zertifizieren die Kunststoffbranche
Tel.: +49 931 4104-310, Fax: -320
cert@skz.de, www.skz.de

Banking information:

Taunus Sparkasse, IBAN: DE20 5125 0000 0001 0584 36, SWIFT/BIC: HELADEF1TSK

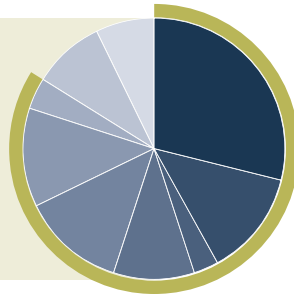
Conditions:

Net 30 days after invoice, VAT ID: DE 284 976 419

Exclusive content and unique, tailor-made formats

Many benefits thanks to high quality and clearly defined focus on plastics processors

Success criteria for readers: Technology, materials, cost and efficiency



STRUCTURE OF EDITORIAL CONTENT

- 29 % ■ Technology
- 13 % ■ Portraits of successful plastics processors
- 3 % ■ Interviews and profiles
- 10 % ■ Materials
- 13 % ■ Trade fairs and other events
- 12 % ■ Business activity and strategy
- 4 % ■ Editorials and commentaries
- 9 % ■ New products
- 7 % ■ Titles, content, preview, imprint

Exclusive contributions of editorial department

84 %

Based on: issues 11-12/2016 to 10/2017, 8 issues

Trade fair calendar	Jan. / Feb.	March / April	May	June	July / August	September	October	Nov. / Dec.
	JEC 06.-08.03.	Medtec 17.-19.04.	Plastpol 22.-25.05.	IRC/DKT 02.-05.07.		Fachpack 25.-27.09.	Motek 08.-11.10.	
	VDI Automobil -PIAE 14.-15.03.	KIS 19.-20.04.	PlastMilan 29.05.-01.06.				Fakuma 16.-20.10.	
		Hannover Messe 23.-27.04.	Rapid.Tech 05.-07.06.				Composites Europe 06.-08.11.	
		Control 24.-27.04.	Achema 11.-15.06.				Compamed 12.-15.11.	
		Chinaplas 24.-27.04.	wfb 12.-13.06.				formnext 13.-16.11.	
		NPE 07.-11.05.						

Issue	1 - 2	3 - 4	5	6	7 - 8	9	10	11 - 12
	Jan. / Feb.	March / April	May	June	July / August	September	October	Nov. / Dec.
STRATEGY	Markets, financing, analyses, purchasing, location factors							
TECHNOLOGY	Suggestions and ideas for more efficiency: injection moulding, extrusion, compounding, recycling, thermoforming, blow moulding, foaming, mould engineering, standards, hot-runner technology, process technology, automation, temperature control, cooling, drying, conveying, mixing, metering, surface technology, decoration, finishing, QA, measurement, I&C technology, testing							
KEY ASPECTS	Standard polymers Compounding Engineering plastics Ancillary devices Compounds Quality assurance Injection moulding technology	Mould engineering Compounds Additives Vehicle manufacture Packaging Injection moulding technology Extrusion technology	Medical technology Injection moulding technology Engineering plastics Mould engineering Compounding Compounds Peripheral devices	Used machines Extrusion technology Injection moulding technology Engineering plastics Ancillary devices Automation	Elastomer engineering Standard polymers Injection moulding Compounding Ancillary devices Compounds Recycling technology	Engineering plastics Extrusion technology Mould engineering Injection moulding technology Hot-runner technology Quality assurance Ancillary devices	Injection moulding technology Mould engineering Ancillary devices Additives Compounding Automation Compounds	Medical technology Injection moulding technology Compounding Ancillary devices Engineering plastics Extrusion technology Comminution technology
INTERVIEWS	Interviews with interesting industrialists							
PORTRAITS	Success stories of highly profitable processors							
MATERIALS	Trends and benefits of new applications: standard polymers, engineering plastics, high-performance plastics, dyes, master batches, additives, fillers, reinforcing agents, compounds, regrind, recycled material, biopolymers, TPE, elastomers, PU, GRP, CRP, thermoset materials							
PRODUCTS	New machines, equipment, moulds, materials, software, applications and installations							
EVENTS	Reports on trade fairs and other events							
TRADE FAIR PREVIEWS	VDI Automobil	Hannover Messe		IRC/DKT		Fakuma: first Trends	Fakuma: New & Live Composites Europe	
TRADE FAIR REVIEWS		VDI Automobil	Medtec	Chinaplas, NPE	IRC/DKT			Fakuma, Formnext
PROFILES	Dedicated people with a passion for the plastics industry							
MARKETPLACE	Suppliers / classified ads							

Publication date	19 February, 2018	16 April, 2018	14. May, 2018	25 June, 2018	13 August, 2018	10 September, 2018	08 October, 2018	03 December, 2018
Advertisement deadline	30 January, 2018	27 March, 2018	24 April, 2018	05 June, 2018	24 July, 2018	21 August, 2018	18 September, 2018	13 November, 2018

Circulation

Print run: 14,500 copies (minimum)

Magazine format

Art size 210 mm x 280 mm (width x height)

Printing area

178 mm x 241 mm (width x height)

Printing method

Sheet-fed offset printing

Binding

Saddle stitch or adhesive binding

Data

All printing materials must be sent as high-resolution .pdf file (version 1.3, PDF/X-1a:2001) in CMYK colour mode (profile: Coated FOGRA27 (ISO 12647-2:2004)) as an email to: produktion@k-profi.de

Design tips

In the case of trim size ads, text, logos and other important elements should be placed at least 4 mm from the edge of the final format.

Proof / Colours

Colour advertisements must be supplied with proof exhibiting a Fogra Media Wedge CMYK 2.0 or 3.0 and a proof or measuring protocol (= certificate) and sent to our production department (K-PROFI, Sigrid Seffner, Luitpoldstr. 5, 91207 Lauf an der Pegnitz, Germany). In case of failure to comply with these guidelines, K-PROFI will not be liable for any colour deviations. Upon request, we will keep your proofs for longer than six months. RGB and spot colours will be converted to CMYK colour mode. If you require our detailed printing guidelines, please send a request to: produktion@k-profi.de

Contact

Consulting, bookings: Gero Trinkaus, Advertising Manager, trinkaus@k-profi.de, Phone +49 5141 9932026

Data: Sigrid Seffner, produktion@k-profi.de, Phone +49 9123 9609-12, Fax +49 9123 9609-29

Delivery address for loose inserts and bound inserts

Rhein-Main-Buchbinderei GmbH

Ostring 13, 65205 Wiesbaden-Nordstadt, Germany

Phone +49 6122 7709 160

(for free delivery, please add the following note: for K-PROFI, issue no. ...)

Article 8

The Customer guarantees that he possesses all rights necessary for placing an advertisement. The Customer is responsible for the contents of the ordered publications and for all data provided. The Customer alone is responsible for clarifying all questions regarding trademark rights, copyrights or name rights of the competitors as well as questions regarding the price quotations for premium service hotlines before placing the order. In case service hotlines are published in advertisements, the Customer undertakes to observe the obligation to publish information required in accordance with telecommunication secrecy. It is not allowed to publish banner ads with unlawful or immoral contents; it is particularly not allowed to publish advertisements the contents of which incite racial hatred, glorify or trivialize violence or are sexually offensive in the sense of Art. 131 of the German Criminal Code StGB, or contents that are pornographic, glorify or trivialize war, that are suitable to morally seriously endanger children or adolescents or impair their well-being (Art. 184 StGB), or to make reference to offers with such contents. The Publisher does not assume responsibility for the content, particularly for the truthfulness of the placed advertisement. The Customer is exclusively liable in case of claims asserted by third parties against the Publisher in connection with the published contents, and shall hold the Publisher harmless against all claims from third parties in this respect.

Article 9

The Customer is responsible for the timely delivery of the text of the advertisement and the correct advertising copy or the supplements, etc. The Publisher shall immediately request replacement for obviously unsuitable or damaged documents. The Publisher guarantees the printing quality customary for the ordered publication within the framework of the possibilities available due to the advertising copy.

Article 10

In case of completely or partially illegible, incorrect or incomplete printing of the advertisement the Customer is entitled to claim a flawless replacement ad, however, only to the extent to which the purpose of the advertisement was impaired. If the Publisher fails to perform within an appropriate time period set to this end, or if the replacement ad is clearly not flawless again, the Customer shall be entitled to a price reduction or a cancellation of the order. Complaints have to be made within four weeks upon receipt of the invoice and the confirmation copy – except in cases of non-obvious deficiencies.

Claims for damages of the Customer against the Publisher shall be excluded regardless of the legal basis, particularly due to delay, the violation of contractual obligations, the infringement of third party's proprietary rights and tortious act, unless the Publisher, its representatives or vicarious agents acted intentionally or grossly negligently or slightly negligently violated a contractual obligation that is essential for achieving the purpose of the contract, or in case the claims for damages arise because of a guarantee as to quality. To the extent that the Publisher is liable on the merits, the claim for damages shall be limited to the foreseeable damage. This limitation of liability shall not apply in case of intent or if the occurrence causing the damage was caused through gross negligence on the part of the Publisher, its representatives or vicarious agents. All claims for damages against the Publisher shall become statute-barred after 12 months following the point in time, at which the Customer learnt or should have learnt about the circumstances founding the claim. This shall not apply for claims based on tortious or intentional acts. If the claims for damages are based on the product liability act, the above limitation of liability shall not apply. The same is true in case of injury to life, limb or health.

To the extent that the Publisher's liability is excluded, this shall also apply for the personal liability of its staff members, employees, representatives and vicarious agents. In cases of force majeure and industrial action beyond the Publisher's reach, the Publisher shall be exempted from the obligation to fulfil the order; claims for damages do not arise in such cases.

Article 11

Press-proofs shall only be provided upon express request. The Customer is responsible for the correctness of the returned press-proofs. The Publisher shall take into account all corrections that are communicated within the deadline specified when forwarding the press-proofs.

Article 12

If no specific formats are provided, the price of the advertisement will be calculated on the basis of the actual printed height customary for the respective kind of advertisement.

Article 13

In case the Customer does not effect an advance payment, the invoice shall be submitted immediately, however, if possible 14 days upon publication of the advertisement. The invoice shall then be payable within the deadline specified in the price

General Terms and Conditions for Advertisements and**Third Party Supplements in Newspapers and Magazines of Kunststoff-Profi Verlag GmbH & Co. KG****Article 1**

"Advertising Order" in the sense of these general terms and conditions shall mean the contract regarding the publication of one or several advertisements or third party supplements (supplements, inserts or other advertising material) of an advertiser or any other person placing advertisements in a printed matter for the purpose of distribution.

Article 2

The Publisher shall execute Advertisement Orders exclusively under the instant terms and conditions. Terms and conditions of the Customer deviating from the instant terms and conditions do not apply. Counter-confirmations with reference to the Customer's own terms and conditions of sale or purchase are herewith explicitly rejected. Subject to individual agreements concluded to the contrary, the contract shall take effect upon the order confirmation on the part of the Publisher made in writing or via e-mail. If such order confirmation is omitted, the publication of the advertising means shall be deemed as confirmation of the order.

Article 3

In case of doubt, advertisements have to be retrieved for publication within one year upon the conclusion of the contract. If in the framework of such conclusion of contract a right for retrieving individual advertisements is granted, the order has to be completed within twelve months following the publication of the first advertisements, given that the first advertisement was retrieved and published within the deadline specified in sentence 1 of this Article.

Article 4

If an order is not executed for reasons that are beyond the Publisher's reach, the Customer shall have to reimburse to the Publisher the difference between the granted discount and the discount corresponding to the actual acceptance without prejudice for any other legal obligations. Such reimbursement does not apply if the non-compliance is based on cases of force majeure within the Publisher's risk area.

Article 5

Advertising Orders that are to be published exclusively in certain issues or in certain places in the printed matter have to be received by the Publisher in due course, so that the Customer can be informed before the advertisement deadline if the order is not executable in the respective manner. Classified advertisements are published in the respective category without the necessity of an express agreement in this respect.

Article 6

Advertisements that are not recognizable as such due to the editorial design shall be clearly marked by the Publisher by adding the word "Advertisement".

Article 7

The Publisher reserves the right to refuse Advertising Orders – or individual retrievals within the framework of a contract – in accordance with the Publisher's uniform, objectively justified principles because of its content, its origin or its technical form, if such content violates laws or official regulations, or if the publication of such advertisements cannot be reasonably expected of the Publisher. This shall also apply for orders that are placed with branch offices, receiving offices or agents.

Orders involving supplements, inserts or advertising material shall be binding for the Publisher only upon submission of a sample and the approval thereof. In case these samples evoke the impression among the readers that they are an integral part of the newspapers or the magazine due to their format or design, or if they contain third party advertisements, they will not be accepted. The Customer shall immediately be notified about such refusal of an order.

list, which deadline starts with the receipt of the invoice, unless in the individual case a different term of payment or an advance payment has been agreed upon. Possible discounts for early payments are granted in accordance with the price list.

Article 14

In case of default or deferral, interest as well as collection costs are billed. The Publisher may choose to postpone the further execution of the respectively pending order until payment was effected and to request that the remaining advertisements are paid for in advance.

In case of reasonable doubt in the Customer's solvency, the Publisher shall be entitled to make the publication of further advertisements subject to the prepayment of the amount and the settlement of still open invoiced amounts also during the term of an advertising contract, irrespective of the originally agreed term of payment.

Article 15

Upon request, the Publisher delivers a copy of the advertisement along with the invoice. Depending on the kind and scope of the Advertising Order, advertisement cuttings, sample pages or full document numbers are submitted. If documentary evidence cannot be submitted, it shall be replaced by a legally binding confirmation of the Publisher pursuant to which the advertisement was indeed published and distributed.

Article 16

Costs for the preparation of ordered advertising copies as well as costs for modifications of originally agreed versions requested or caused by the Customer shall be borne by the Customer.

Article 17

In case of a contract for several advertisements the claim for a price reduction due to a decrease in circulation can only be derived, if in the total average of the insertion year starting with the first advertisement the average circulation figures specified in the price list or elsewhere, or – if no circulation figures are specified – the average circulation that was actually distributed in the past calendar year is not reached. A decrease in circulation shall constitute a deficiency entailing the claim for a price reduction only if it is more than 20 per cent in case of circulation figures of up to 50,000 copies, or more than 15 per cent in case of circulation figures of more than 50,000 copies, respectively.

Any further claims for price reductions for such contracts shall be excluded, if the Publisher has informed the Customer about the decrease in circulation figures at such an early point in time that the Customer could have cancelled the contract before the publication of the advertisement.

Article 18

In case of box number advertisements, the Publisher shall apply the care of a diligent businessman regarding the safekeeping and due forwarding of the offers. Registered letters and express letters replying to box number advertisements shall only be forwarded by ordinary mail. The mail received in reply to box number advertisements will be kept for four weeks. Letters that are not collected within said deadline will be destroyed. The Publisher shall return valuable documents without being obliged to do so. The Publisher may be granted the right as agent within the framework of individual contracts to open the received offers instead of the Customer and in the Customer's declared interest. Letters exceeding the admitted DIN A4 format (weight 500 g) as well as consignments, book posts, catalogues and parcels shall be exempted from such forwarding and are not accepted. However, a receipt or forwarding of such items can be agreed upon in exceptional cases, if and when the Customer takes over the fees/expenses incurring in this respect.

Article 19

Advertising copies shall be returned to the Customer only upon special request. The obligation to retain documents shall end upon three months after the expiration of the order.

Article 20

Place of performance and legal venue for all disputes arising out of the concluded contract shall be the Publisher's place of business (Bad Homburg), if the Customer is a merchant. This does also apply if the Customer does not have a general place of jurisdiction in the country or if the Customer's place of residence is unknown or abroad.

Article 21

In case one or several of the above provisions be or become invalid, this shall not affect the validity of the remaining provisions. The invalid provision shall be replaced by statutory provisions, unless the parties reach an agreement that fulfils the purpose originally intended by the invalid provision.

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