



International edition  
Frequency: quarterly



International newsletter  
Frequency: monthly

## Contents

Portfolio .....	1
Contents / profile / target group .....	2
Editorial team / publisher / volume and content analysis .....	3
Publisher / printer .....	4
Deadlines / scheduled topics .....	5
Rates for RECYCLING magazine printed version .....	6
Various size options .....	7
Ad specials / reprints .....	8
RECYCLING magazine website .....	9
RECYCLING magazine newsletter .....	9
General terms and conditions .....	10
RECYCLING magazine team .....	12

## Brief profile

RECYCLING magazin has been reporting independently on the latest developments in the industry for more than 70 years. The editorial staff examines each of the various groups of materials and likewise analyses events in the worlds of business, politics and technology. The main focus is placed on the readers' need for information – for compact, thoroughly researched articles with a high degree of practical benefit.

The reporting is amply accompanied by a comprehensive range of information online. On the website [www.recyclingmagazin.de](http://www.recyclingmagazin.de) the editors provide up-to-date information and a large amount of essential accompanying material free of charge. We also send a monthly newsletter to 3,900 industry experts in Germany, providing information on all the latest developments.

Via the English-language website [www.recycling-magazine.com](http://www.recycling-magazine.com) the editorial team also addresses an international audience. Moreover, English-language special editions provide information on the latest technological developments, both in Germany and throughout Europe, with a circulation of more than 8,500 copies.

## Target group

The target group of RECYCLING magazine includes market participants and decision-makers from the entire recycling and waste management industry as well as engineers, lawyers, policy-makers and employees of public authorities and scientific establishments.

## 1 Brief description

For more than 70 years, RECYCLING magazin has reported independently on the latest economic, political and technical developments in the recycling and waste management industry. The editorial team takes an in-depth look at each of the various groups of materials and likewise analyses events in the worlds of business, politics and technology. RECYCLING magazin provides its readers with orientation that helps them classify and explain new developments, making it an indispensable medium for the recycling and waste management sector.

**2 Publishing house** DETAIL Business Information GmbH

**3 Managing Director** Karin Lang

**4 Editorial team** Michael Brunn, Editor-in-chief (Responsible as defined under German press law), Publishing director Sabine Hatzfeld

**5 Advertising** Rudolf Gruber; Sales  
Romy Früh, Coordination

**6 Volume** 73rd volume 2018; frequency: quarterly

**7 Address** **From 01.01.18:** Messerschmittstr. 4, D-80992 Munich  
P.O. Box 50 02 05, D-80972 Munich

**8 Telephone** + 49 (0) 89/38 16 20-0  
**Fax** + 49 (0) 89/38 16 20-877

**9 Internet** [www.recycling-magazine.com](http://www.recycling-magazine.com)  
**E-mail** [info@recyclingmagazin.de](mailto:info@recyclingmagazin.de)

**10 GTC** All advertising orders are implemented exclusively in accordance with the General Terms and Conditions of the publishing house, which are available online at: [www.recycling-magazine.com/terms-conditions](http://www.recycling-magazine.com/terms-conditions)

**11 Topics and deadlines** Page 5

**12 Subscription price** The annual subscription comprises 4 issues of the RECYCLING magazine.

Subscription € 60.90 (including postage, plus VAT)

Single issue price € 16.90 (including postage, plus VAT)

## 13 Circulation

Every edition is digitally distributed to 5,000 readers worldwide. Our 1,700 German subscribers get the magazine as well. Additionally, 1,800 copies are distributed at selected European conferences and trade fairs, making a total of 8,500 readers.

<u>Country</u>	
<u>Europe</u>	<b>68.2%</b>
Germany, Austria, Switzerland	30.8%
UK	17.3%
Benelux	6.7%
Scandinavia	3.5%
Rest of Europe	9.9%
<u>North and South America</u>	<b>24.1%</b>
<u>Asia</u>	<b>5.8%</b>
<u>Australia/New Zealand</u>	<b>1.2%</b>
<u>Africa</u>	<b>0.7%</b>

## 14 Terms of payment

Within 30 days of invoice date net, 2% discount for payment within 14 days.  
Prices do not include VAT.

Bank data: Deutsche Bank Munich, bank code 700 700 10,  
Account no: 170 33 88 00, VAT ID no: DE 270 81 94 23,  
IBAN DE 86 7007 0010 0170 3388 00, SWIFT / BIC DEUTDEMM

**Field: Recycling and secondary raw materials** Advertising rate card no. 59, valid from 01.01.2018

- 1 **Magazine size** 210 mm wide, 297 mm high, DIN A4
  
- 2 **Type area** 180 mm wide, 248 mm high  
**Number of columns** 3 columns, width 57 mm; 4 columns, width 42 mm
  
- 3 **Printing and binding process, print documents**  
 Offset printing (computer-to-plate), saddle stitching.  
 Please comply with the requirements regarding delivery of digital print documents stipulated in this media information. The reproduction costs for artwork, prints or slides will be charged accordingly.
  
- 4 **Deadlines** Frequency: quarterly  
 For publication and advertising deadlines, see schedule on page 5.
  
- 5 **Terms of payment** Within 30 days of invoice date net, 2% discount for payment within 14 days. VAT ID no: DE 260 11 85 54  
  
**Bank details** Deutsche Bank Munich (BLZ 700 700 10),  
 account no. 170 33 88 00  
 IBAN DE 86 7007 0010 0170 33 88 00, SWIFT DEUTDEMM
  
- 6 **Printer** W. Kohlhammer Druckerei GmbH & Co. KG  
 Contact: Jörg Ackermann, Augsburger Str. 722, D-70329 Stuttgart  
 T: +49 (0)711/3272-131, F: +49 (0)711/3272-431  
 E: joerg.ackermann@kohlhammerdruck.de; I: www.kohlhammerdruck.de  
 Incoming goods/dispatch: Monday to Friday, 8 a.m. – 4 p.m.  
 For information on delivering inserts, see page 8

#### Technical data

In order to accelerate and optimise the production processes of our publications, all DETAIL Business Information GmbH magazines are printed computer-to-plate. This process makes it necessary to have all printing documents available in digital form. In order to prevent errors in printing or exposure, the following points must be observed when preparing data files. Please forward this information to the agency or advertising department you have commissioned to produce your print documents.

#### Data files

- The printable data file must be created according to PDF/X1a or PDF/X3 standards using Adobe Distiller.
- All fonts must be embedded.
- Colours may not be in RGB. If special colours are to be used, please arrange this in advance with the publisher.
- Allowance must be made for all colour profiles.
- Please do not use hairlines.
- We recommend using 300 dpi as an image resolution.
- The data file must be generated in the final size (100%).
- For sizes larger than 1/1 page, each page must be generated separately (incl. allowance for trim). Montage will be carried out by the printer.
- Allow 3 mm trim for bleed elements.
- The size of the advertisement must correspond to the size specified in the advertising order.

#### Proof

For colour advertisements the printer requires a colour-defined digital proof. For b/w advertisements a laser print is required. If no proof is available, any variations from the original advertisement could be possibly overlooked.

**Contact for technical enquiries:** Romy Früh, Advertising Coordination

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Special issue INTERNATIONAL	Advertising deadline	Copy date	Publication date	Planned topics	Trade fairs/congresses/conventions	
Special International issue 1	05.02.18	31.01.18	21.02.18	Circular Economy, scrap cars	28.02 – 01.03. 07 – 08.03. 27 – 28.03. 14 – 19.04. 24 – 25.04.	Energy-from-waste conference, London (UK) 4th Circular Materials Conference, Gothenburg (Sweden) 2nd Congress of Eurasian WEEE Solutions, Moscow (Russia) ISRI Convention & Exposition, Las Vegas (USA) Plastics Recycling Show Europe, Amsterdam (Netherlands)
Special International issue 2	09.04.18	04.04.18	25.04.18	Waste plastics, non-ferrous metals	14 – 18.05. May	EUBCE, Copenhagen (Denmark) BIR World Recycling Convention and Exhibition, Barcelona (Spain)
Special International issue 3	03.09.18	29.08.18	19.09.18	E-waste, incineration	22 – 24.10.	ISWA World Congress, Kuala Lumpur (Malaysia)
Special International issue 4	29.10.18	24.10.18	14.11.18	Steel scrap, recovered paper	27 – 28.11. November	Pollutec, Lyon (France) Ecomondo, Rimini (Italy)

## Advertising rates for magazine section

Size	Bleed* ads	Type area ads	Rate (€) 4c
1/1 page	210 x 297 mm	180 x 248 mm	3,520
1/2 page	210 x 142 mm	180 x 122 mm	1,880
1/3 page	210 x 102 mm 72 x 297 mm	180 x 82 mm 57 x 248 mm	1,240
1/4 page	210 x 80 mm	180 x 60 mm	995

\* Above-mentioned bleed sizes require additional 3 mm allowance for trim on each outer side.

## Special sizes available on request

Cover pages U2 – U4 cover page rate 4c €3,780

Special colour €310 surcharge each on the 4c rate

## Frequency discount

From 2 placements 3%

From 3 placements 5%

Prices do not include VAT.

## Terms of payment

30 days after invoice date net. 2% discount for payment within 14 days.

Prices do not include VAT. Bank data: Deutsche Bank Munich,

bank code 700 700 10, account no. 170 33 88 00, VAT ID no.: DE 270 81 94 23,

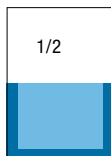
IBAN DE 86 7007 0010 0170 3388 00, SWIFT DEUTDEMM



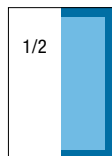
## Magazine section



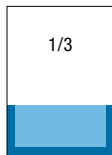
Bleed: 210 x 297 mm  
Type area: 180 x 248 mm



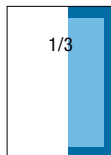
Bleed: 210 x 142 mm  
Type area: 180 x 122 mm



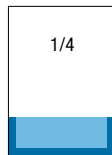
Bleed: 103 x 297 mm  
Type area: 88 x 248 mm



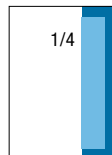
Bleed: 210 x 102 mm  
Type area: 180 x 82 mm



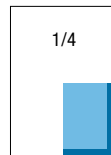
Bleed: 72 x 297 mm  
Type area: 57 x 248 mm



Bleed: 210 x 80 mm  
Type area: 180 x 60 mm



Bleed: 57 x 297 mm  
Type area: 42 x 248 mm



Bleed: 103 x 142 mm  
Type area: 88 x 122 mm

## Special sizes available on request.

1 column in magazine section = 57 mm; 1 column in advertising market = 42 mm

Above-mentioned bleed sizes require additional 3 mm allowance for trim on each outer side.

## Inserts

### Description

Loosely inserted printed matter, such as pamphlets, cards or single sheets of paper

### Minimum size

105 x 148 mm

### Maximum size

205 x 290 mm

### Rate

Rate up to 25 grams €295 per 1,000 copies, including postage

Rates for heavier inserts available upon request

When delivering the insert, please include a 2% allowance.



### Allowance

## Tip-on cards

### Description

Brochures, envelopes glued to a general ad or other printed matter.

### Minimum size

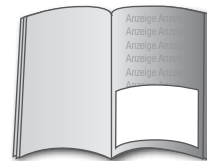
Available only in conjunction with an ad of 1/2 a page or larger

DIN A6 or DIN A6 with glue strip

### Rate

€200 per 1,000 copies including postage – not subject to discounts.

Heavier weights, thicknesses and sizes available on request.



## Reprints

### Description

Reprint for articles published in RECYCLING magazine

### Size

DIN A4, min. 2 pages

### Rate

Printable PDF €520

Reprint (individually designed) upon request

## Terms of payment

30 days after invoice date net. 2% discount for payment within 14 days. Prices do not include VAT.

Bank data: Deutsche Bank Munich, bank code 700 700 10, account no. 170 33 88 00,

VAT ID no.: DE 270 81 94 23, IBAN DE 86 7007 0010 0170 3388 00, SWIFT DEUTDEMM

## Address for shipment of ad specials and delivery conditions

W. Kohlhammer Druckerei GmbH & Co. KG

Contact: Jörg Ackermann

Augsburger Str. 722

D-70329 Stuttgart

Delivery hours:

Monday to Friday 8 a.m to 4 p.m.

The shipping note should be affixed to the outside of the pallet or carton (please do not place delivery note inside a carton).

It must contain following information:

- Customer (orderer)
- Magazine title and issue number
- Delivery quantity:
  - Total weight
  - Number of pallets and/or cartons
  - Size and type (flat, folded)
  - Address and phone number of the deliverer

Delivery deadline: eight working days prior to the delivery date of the project (journal/ magazine) by 8 a.m. at the above address.



## Newsletter

Every four weeks the editorial team sends a newsletter with the latest news to around 5,000 qualified addresses. The target group includes all decision-makers in the circular industry.

## Stand-alone newsletter

You can, of course, also use our addresses exclusively for your promotional activities. This means we will send your individually designed "html" or "text" newsletter to our newsletter subscribers on your behalf. List of addresses: around 5,000. Rate for a complete mailing: €1,610. We will also gladly take care of the design work for you at a small extra charge (available on enquiry).

## Ad rates per newsletter

Size		Rate (€) per insertion
Text ad	300 key strokes logo/visual + headline	425
Content banner	560 x 90 pixels	580
Header	620 x 150 pixels	640
Footer	620 x 150 pixels	640
<b>NEW</b> Sponsoring logo		425



## www.recycling-magazine.com

### News

Extensive news portal with a wide range of the latest news items and comprehensive background information.



## Advertising rates for website

Size	Rate per week (€)
Rectangle 300 x 250 pixels	250
Content banner 640 x 90 pixels	200
Leaderboard 728 x 90 pixels	325
Billboard 970 x 250 pixels	390

Size	Rate per month (€)
Job ad	480
Video ad (available content/size on request)	780
Online advertorial incl. logo, target URL, 2 images, text (500 keystrokes). Additional content on request.	985

Topic sponsoring	Rate per 3 months (€) 2,500
Company profile	Rate per 12 months (€) 499

## Reporting for banners and newsletters

In cooperation with our partners Adtech and Webtrends we can provide you with a detailed overview of the campaigns you have commissioned. On request we can provide you with comprehensive reporting on ad impressions, unique visitors and click rates. You are, of course, free at any time to replace the currently running banner with a new one, which helps you react quickly to any version changes.

### Technical data

Banner: JPG, GIF or Flash files, maximum 70 KB; data volume of video clips on request  
 Newsletter: As from Outlook 2007 only a randomly selected frame is displayed for animated GIF banners. For this reason we recommend delivering a fixed, not an animated banner.

## General Terms and Conditions of Business for advertisements and pre-printed inserts in the “Newspapers and magazines”

1. An “advertisement order” within the meaning of the following General Terms and Conditions of Business is a contract with respect to the publication of one or more advertisements of an advertiser or space buyer in a publication for advertising purposes.

2. If there is any doubt, advertisements are to be called up for publication within one year of the conclusion of the contract. If, within the framework of the contract, the right has been granted to call up individual advertisements, the order is to be wound up within a year of the publication of the first advertisement provided the first advertisement was called up and published within the period of time mentioned in sentence 1.

3. When a contract is concluded the advertiser is entitled to call up further advertisements within the period of time agreed on or within the period of time mentioned in item 2 over and above the number of advertisements mentioned in the order.

4. If an order is not fulfilled due to circumstances beyond the control of the publishing house, the advertiser has, regardless of any other legal obligations which might arise, to reimburse the publishing house for the difference between the discount that was granted and the discount that would correspond to the amount actually purchased.

5. Once the purchase amount has been reached text millimetre line rates will be converted into the appropriate ad millimetre rates.

6. Orders for ads and preprint inserts that are expressly only to be published in specific issues or positions in the magazine have to arrive at the publisher in sufficient time for the advertiser to be informed prior to the closing date for advertisements should it not be possible to execute the order in the requested manner. Classified ads are printed in the appropriate section and require no particular agreement.

7. Advertisements that because of their editorial design are not recognisable as such will be made more clearly distinguishable by the publishing house adding the word “advertisement”.

8. The publishing house reserves the right to reject advertisement orders – also individual release orders within the scope of a contract – and insert orders, on account of their content, origin or technical form in accordance with uniform, objectively justified principles of the publishing house if their contents violate laws or official regulations or it cannot reasonably be expected that the publishing house print them. This also applies to orders placed with branch offices, advertisement offices or representatives. Insert orders only become binding for the publishing house once a sample of the insert has been submitted and approved. Inserts which give the reader the impression that they are part of the newspaper/magazine on account of their format or layout, or include advertisements from third parties, will not be accepted. The advertiser will be informed immediately that his advertising order has been rejected.

9. The advertiser is responsible for ensuring that the advertisement text and faultless artwork or the insert is delivered to the publishing house in good time. The publishing house will be prompt to demand a replacement for any artwork that is visibly unsuitable or damaged. The publishing house guarantees the usual printing quality of the booked title within the scope of the means arising from the artwork submitted.

10. If the printed version of the advertisement is partially illegible, not correct or incomplete, the advertiser is entitled to a reduction in payment or to a replacement advertisement that is free from defect, but only to the same extent as the purpose of the advertisement was impaired. In the event that the publishing house lets an appropriate deadline that he was set for this pass, or that the replacement advertisement is once again not free from defects, the advertiser has the right to a reduction in payment or to withdraw from the contract. Claims for damages or compensation occasioned by positive violation of a claim, negligence on conclusion of the contract and tortious acts are – even if the order was placed by telephone – excluded. Claims for damages or compensation occasioned by impossibility of performance and delay in performance are limited to compensation for the foreseeable damage and to the remuneration to be paid for the advertisement or insert in question. This does not apply to damage caused intentionally or by gross negligence by the publishing house, its legal representative or its vicarious agents.

The liability of the publishing house for damages due to the lack of characteristics or features that were promised remain unaffected. In addition, in the course of business the publishing house is also not liable for the gross negligence of its vicarious agents; in the remaining cases liability towards businessmen and women for gross negligence is, in

terms of scope, limited to the foreseeable damage up to the amount of remuneration to be paid for the advertisement in question. Complaints – except in the case of non-obvious defects – must be put forward within four weeks of receipt of the invoice and voucher copy.

11. Trial copies are only supplied if expressly requested. The advertiser is responsible for the correctness of the returned trial copy. The publishing house takes into account all corrections that are communicated to him within the deadline set when the trial copies were originally sent to the advertiser.

12. If no particular instructions are given with respect to size, the actual and usual height of the print version for that type of advertisement will be taken as the basis for calculation.

13. In the event that the advertiser does not make an advance payment, the invoice will, as far as possible, be sent fourteen days after publication of the advertisement. The invoice is to be paid within the time period mentioned in the price list as from the date on which the invoice was received, provided that no other terms of payment or advance payment has been agreed on in individual cases. Possible discounts for early payment will be granted in accordance with the price list.

14. In the event that the advertiser defaults or requests an extension, interest and collection fees are charged. If the advertiser defaults the publishing house can defer the implementation of the remaining current order until payment has been made and demand that advance payment be made for the remaining advertisements. If there is reasonable or legitimate doubt about the advertiser's ability to pay, the publishing house is entitled, even while the advertising contract is running, to make the appearance of further advertisements dependent on the advance payment of the sum and on the settlement of unpaid invoices irrespective of the terms of payment originally agreed on.

15. If requested to do so the publishing house will supply an advertiser's copy with the invoice. Depending on the type and scope of the advertising contract, tear sheets and the complete advertiser's copies will also be supplied. If an advertiser's copy can no longer be procured, a legally binding certification from the publishing house confirming the publication and distribution of the advertisement will take its place.

16. The advertiser is to bear the cost of producing the necessary artwork and of any substantial modifications requested by the advertiser, or for which he is responsible, to the design originally agreed on.

17. The orderer guarantees that he has the legal ownership regarding all rights to publish the advert. The orderer is solely responsible for the content and the legal admissibility of all material being delivered in connection with the publication of the advert. The orderer exempts the publishing house from all possible third party claims, which may be enforced in connection with the publication of the advert. Furthermore, the orderer exempts the publishing house from all costs being necessary for legal assistance in the subject matter. After all, the orderer is obliged to support the publishing house in good faith with respect to the gathering of information and material being necessary for potential legal affairs. He is also obliged to inform the publishing house in writing about omission statements or temporary injunctions with regard to the rights of third parties.

18. In the case of box number advertisements the publishing house exercises the diligence and care of a prudent businessman when it comes to safekeeping and passing on the offers in good time. Recorded deliveries and express letters in response to box number advertisements will be sent on by normal post. Replies to box number advertisements will be kept for four weeks. Replies that have not been collected within the time will be destroyed. The publishing house will return valuable documents without being obliged to do so.

The publishing house can, by individual contract, be granted the right, as an agent, to open the incoming offers instead of and in the explicit interest of the advertiser. The publishing house is not obliged to pass on offers of people trying to sell their wares and offers of mediation.

19. Artwork will only be returned to the advertiser if this has been specifically requested in writing. The publishing house is only obliged to keep such artwork for a period of three months from the time that the advertisement appeared in print and in the case of contracts from the time that the last advertisement appeared in print.

20. Place of jurisdiction and place of performance is the office of the publishing house.

## Advertising & Sales



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**Michael Brunn**

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## Publisher

**DETAIL** | Business  
Information

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