



The Business Magazin for the European Recycling Market

Advertising Rates N° 29
valid from 1. November 2011

Media Kit

Since 1984 (*formally known as SEKUNDÄR-ROHSTOFFE*) our publication is reporting topics on recycling, waste disposal and recycling management. We introduce new recycling techniques, plants and machines, we observe the environmental technology industry in Europe, we feature market reports, company profiles, brief news, just as details and comments on important federal and state legislation and the latest EU regulations in the field of waste management.

We visit national and international trade shows, conventions and congresses and review the most important product developments. Furthermore we watch the markets in all recycling-related economic fields and report the latest developments.

Each month EU-Recycling reaches a competent readership in Europe with a circulation of 4,500 issues.

We offer our advertisers a direct link to decision-making processors, brokers and traders within the recycling industry and make sure their advertising will reach and address the right target group.

Among many other subjects our topics include:

Demolition/building waste, waste management, ship break-up, end-of-life vehicles, waste glass, ferrous/non ferrous scrap, shredder-residues, waste oil, recovered paper, waste textiles, electronic/electrical waste, hydrolysis, plastic waste, packaging waste, wood residue/composting, logistics, organisation, recycling technologies, resource trade, collection systems, thermal utilisation, hydrolysis, pyrolysis as well as numerous special company and product news.

EU-Recycling is the perfect place to place your advertisement!



MSV Mediaservice & Verlag GmbH

www.eu-recycling.com

www.recyclingportal.eu

Advertising rates for 2012 EU-Recycling

Size	Width x Depth	Width x Depth	Black & White	Full Colour
	Typ Area	with Cut*		
1/1 Page	175 x 265 mm	210 x 297 mm	2.400,00	3.100,00
2/3 Page	115 x 265 mm	135 x 297 mm	1.650,00	2.350,00
2/3 Page	175 x 168 mm	210 x 185 mm	1.650,00	2.350,00
1/2 Page	84 x 265 mm	105 x 297 mm	1.250,00	1.750,00
1/2 Page	175 x 127 mm	210 x 144 mm	1.250,00	1.750,00
1/3 Page	55 x 265 mm	75 x 297 mm	800,00	1.250,00
1/3 Page	175 x 84 mm	210 x 101 mm	800,00	1.250,00
1/4 Page	84 x 127 mm	101 x 127 mm	650,00	1.050,00
1/4 Page	175 x 64 mm	210 x 81 mm	650,00	1.050,00
1/8 Page	175 x 30 mm	-	350,00	520,00
1/8 Page	84 x 64 mm	-	350,00	520,00
1/16 Page	40 x 64 mm	-	190,00	290,00
1/16 Page	84 x 30 mm	-	190,00	290,00
1/32 Page	40 x 30 mm	-	95,00	180,00

*) With Cut + 10 % on the price

Prices refer to Euro per ad exclusive VAT.

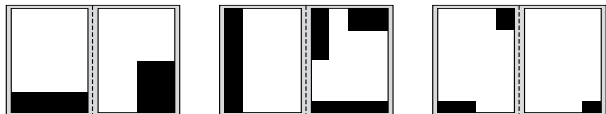
Millimetre ads:

Basic price 3,- Euro, number of columns 4, column width 40 mm



Ad discount (if submitted within one year):

Publication three times a year 5 % discount
 Publication six times a year 10 % discount
 Publication twelve times a year 15 % discount



Agency discount:

15 % AE commission with proof of agency activity and billing to the agency.

We can accept the following formats:

Printable PDF, TIF, JPEG, EPS, (300 dpi resolution)

Code fee: 7,50 Euro inland, 12 Euro abroad

Promotion page, company portrait – basic price 2.500,00 (the price includes editorial incorporation, pictures, and layout). Text, logo, and suitable picture material must be submitted by the editorial deadline. We will put the promotion into our editorial pattern and will send you proof prior to printing.

Postcards:

Put in at random page: 935,00 Euro

Put in at a certain page: 1.350,00 Euro

Inserts:

Up to 25 gramme: 450,00 Euro/thousand (exclusive shipping). For heavier inserts please contact us. Maximum format: 210 mm x 297 mm (DIN A4)

Bound insert:

Four page 2.650,00 Euro

Only for entire print run, currently 4.500 copies

Annual subscription:

Germany 86,50 Euro including VAT and shipping, abroad 98,20 Euro including shipping

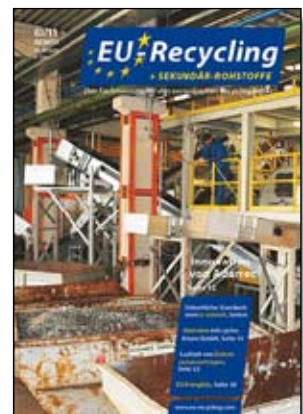
Published 12 times a year, around the 9th of the month



Publication dates in 2012

Edition	Closing	Constant Theme	Optional Theme	Events	Release Date
01/2012	14.12.2011	Europe, Business, Country, Technology, Secondary Raw Materials, EU-R english	Steel Scrap, Nonferrous Metals, Cabel Recycling	Int. Electronics Recycling Congress, 18.-20.01.2012, Salzburg Berliner Abfallwirtschafts- und Energiekonferenz, 30./31.01.2012, Berlin	09.01.2012
02/2012	23.01.2012	Europe, Business, Country, Technology, Secondary Raw Materials, EU-R english	Municipal Waste, Landfill, Incineration of Waste		09.02.2012
03/2012	21.02.2012	Europe, Business, Country, Technology, Secondary Raw Materials, EU-R english	Elektronics Recycling, Rare Earths, Precious Metals, Pellets	Ekotech, 06.-08.03.2012, Kielce - Polen Ecotec, 15.-18-03.2012, Athen - Griechenland Int. Automobile Recycling Congress, 21.-23.03.2012, Budapest Save the Planet – Waste & Water Management, Recycling, 28.-30.03.2012, Sofia - Bulgarien	09.03.2012
04/2012	21.03.2012	Europe, Business, Country, Technology, Secondary Raw Materials, EU-R english	New Markets, Secondary Raw Materials in Industrial Production		10.04.2012 IFAT-Ausgabe
05/2012	19.04.2012	Europe, Business, Country, Technology, Secondary Raw Materials, EU-R english	IFAT-Special, End of Life Vehicles, Catalysts, Shredder Light Fraction, Wastepaper	IFAT-Entsorga 2012, 07.-11.05.2012, München ÖKOTECH, 15.-18.05.2011, Budapest - Ungarn RECYCLING TECHNOLOGIES Schweiz 2012, 23.-24.05.2012, Basel bir Word Recycling Convention, 30.05-01.06.12, Rom - Italien	08.05.2012
06/2012	21.05.2012	Europe, Business, Country, Technology, Secondary Raw Materials, EU-R english	Textile Recycling, Collection/Transport, Logistics/Software	Umweltfachmesse REW, 07.-10.06.2012, Istanbul - Türkei	09.06.2012

Edition	Closing	Constant Theme	Optional Theme	Events	Release Date
07/2012	20.06.2012	Europe, Business, Country, Technology, Secondary Raw Materials, EU-R english	Substitute Fuels , waste to energy, Plastics		09.07.2012
08/2012	20.07.2012	Europe, Business, Country, Technology, Secondary Raw Materials, EU-R english	Waste Wood, Bio Waste, Solar Module Recycling		09.08.2012
09/2012	21.08.2012	Europe, Business, Country, Technology, Secondary Raw Materials, EU-R english	Waste Glass, Packaging, Lamp Recycling	rwm, September 2012, NEC Birmingham Recycling 2012, September 2012, Gorinchem - Niederlande	08.09.2012
10/2012	20.09.2012	Europe, Business, Country, Technology, Secondary Raw Materials, EU-R english	Pellets, Elektronics Recycling, Batteries, Precious Metals	15. Baustoff-Recycling-Tag, 10.10.2012, Filderstadt Irish Recycling & Waste Exhibition 2012, 17.-18.10.2012, Dublin bir 2012 Autumn Round Table S., 29.-30.10.2012, Barcelona - Spanien	09.10.2012 ECOMONDO-Ausg.
11/2012	22.10.2012	Europe, Business, Country, Technology, Secondary Raw Materials, EU-R english	Ash, Slag, Fly Ash, Demolition, Construction Material Recycling	ECOMONDO, 07.-10.11.2012, Rimini - Italien POLLUTECH, 27.-30.11.2012, Lyon	09.11.2012 POLLUTECH-Ausgabe
12/2012	20.11.2012	Europe, Business, Country, Technology, Secondary Raw Materials, EU-R english	End of Life Vehicles, Used Tires, Sewage Sludge, Hazardous Waste / Hazardous Substances		08.12.2012



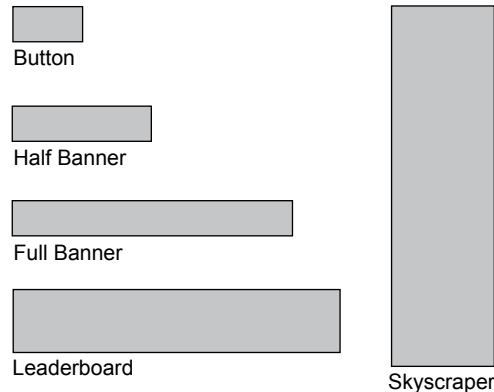
Advertising rates for 2012, Websites www.eu-recycling.com / www.recyclingportal.eu

Banner	Width x Hight Pixel	Euro/Month
Leaderboard	728 x 90	500,00
Full Banner	468 x 60	400,00
Half Banner	234 x 60	250,00
Button	120 x 60	150,00
Skyscraper	160 x 600	600,00

We can accept the following formats:
GIF, JPEG, SWF (up to 50 KB)



Prices refer to Euro per banner exclusive VAT.



Terms of payment:

3 % discount for payment in advance. A discount of 2 % is allowed by payment within 10 days or payment by bank-transfer. Payment after 30 days must be paid in full without discount. An extra 1,5 % will be charged for deferred payments.

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- **The business magazine for the European recycling market**
- **Around 12,000 readers in over 27 countries (print and epaper-format)**
- **EU recycling is displayed on the most important trade fairs and congresses**
- **Contains reports from national and international events**
- **News regarding the recycling industry, market reports, interviews and more ...**
- **1984 – 2012, now in its 29th year (formerly known as SEKUNDÄR-ROHSTOFFE)**



... for decision makers and experts within the recycling industry!



Recyclingportal.eu – The Portal for waste, waste disposal, recycling, recycling management and markets is an online source for the european recycling industry – updated every day.

www.recyclingportal.eu

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