

# recycling *aktiv*

Information | Events and dates | Data | Prices

no. 12

## MEDIA DATA 2020



# PLUS

Targeted online  
advertising  
opportunities



## Brief outline

Since its inception the “recycling aktiv” trade magazine has evolved into an indispensable technical magazine for all the recycling sectors.

Its concept to provide practical reporting on current programmes and developments in the field of machinery and plants for the entire recycling industry makes it the technical journal par excellence.

**In 2020, the focus will be even stronger on machine and plant engineering.**

In addition to the material handling and transportation, scrap and metal, wear, wood and biomass, plastics, paper and cardboard, as well as the demolition and recycling of building materials sectors, process technology and engineering will be presented as another main topic under a new heading. These include in particular classifying and sorting, crushing, drying and mixing, pressing and conveying as well as collecting and cleaning.

Current news from associations and companies, Personalia, the new section on “Law and Politics” as well as background information on trade fairs and events effectively complete the spectrum.

“recycling aktiv” is still free of charge, i.e. the magazine is widely distributed. The target group is not only the decision-makers in technology and commerce, but owner and machine operators are also specifically addressed.

The fact that the magazine and the demonstration exhibition “recycling AKTIV” have the same name is no accident – it was chosen deliberately and intentionally.



Edition	Publication date	Advertising deadline	2020 Topics & Dates
1/2020	28.02.	03.02.	<ul style="list-style-type: none"> <li>• <b>DEMOLITION &amp; RECYCLING OF BUILDING MATERIALS</b></li> <li>• Demolition Symposium, 28/02/2020, Berlin</li> <li>• Symposium on Lithium Batteries, 22-23/01/2020, Göttingen</li> <li>• 19th International Electronics Recycling Congress IERC, 22-24/01/2020, Salzburg</li> <li>• 20th International Automobile Recycling Congress IARC, 11-13/03/2020, Geneva</li> <li>• bvse 23rd International Wastepaper Day, 19/03/2020</li> <li>• WOOD &amp; BIOMASS</li> <li>• 32rd Kassel Waste and Resource Forum, 31/03-02/04/2020, Kassel</li> </ul>
2/2020 Special Trade Fair Edition	30.04.	24.03.	<ul style="list-style-type: none"> <li>• <b>IFAT</b></li> <li>• <b>World's Leading Trade Fair for Water, Wastewater, Waste and Raw Materials Management, 4-8/05/2020, Munich, www.ifat.de</b></li> <li>• Exhibitors, innovations, products</li> <li>• Review of Kassel Waste and Resource Forum</li> <li>• Review of the Demolition Symposium</li> <li>• PLASTICS</li> <li>• bvse 23<sup>rd</sup> International Waste Plastics Day, 16-17/06/2020, Bad Neuenahr</li> </ul>
3/2020	30.06.	02.06.	<ul style="list-style-type: none"> <li>• <b>MATERIAL HANDLING &amp; TRANSPORT</b></li> <li>• PAPER, PAPERBOARD, CARDBOARD PACKAGING</li> <li>• WASTE ELECTRICAL &amp; ELECTRONIC EQUIPMENT (WEEE)</li> <li>• IFAT review</li> </ul>
4/2020 Special Trade Fair Edition	21.08.	14.07.	<ul style="list-style-type: none"> <li>• <b>Steinexpo</b></li> <li>• <b>11<sup>th</sup> International demonstration fair for the raw materials and building materials industry, 26-29/08/2020, Homburg/Nieder-Ofleiden, www.steinexpo.de</b></li> <li>• Exhibitors, innovations, products</li> <li>• bvse Annual Meeting, 22-23/09/2020, Magdeburg</li> <li>• <b>PROCESS TECHNOLOGY</b></li> <li>• <b>CRUSHING AND SIEVING</b></li> </ul>
5/2020	30.10.	29.09.	<ul style="list-style-type: none"> <li>• <b>SCRAP &amp; METAL</b></li> <li>• BDSV Annual Meeting, 4-5/11/2020, Berlin</li> <li>• Steinexpo review</li> <li>• EDP</li> <li>• <b>TEXTILE WASTE RECYCLING</b></li> </ul>
6/2020	18.12.	23.11.	<ul style="list-style-type: none"> <li>• <b>WEAR &amp; ACCESSORIES</b></li> <li>• <b>BATTERY RECYCLING</b></li> <li>• <b>TYRES &amp; DRIVE TECHNOLOGY</b></li> <li>• <b>PREVIEW 2021</b></li> </ul>



The “recycling aktiv” magazine is the official media partner of the demonstration exhibition with the same name. Other current key topics are published in situational reports over and above the above-mentioned topics.

### Journal/Publisher

#### Publisher

Stein-Verlag Baden-Baden GmbH  
 Josef-Herrmann-Straße 1-3  
 76473 Iffezheim  
 Telefon: +49 7229 606-0  
 Telefax: +49 7229 606-10  
 infoSTV@stein-verlagGmbH.de  
 www.stein-verlagGmbH.de

#### Publishing Director

Dr.-Ing. Friedhelm Rese

#### Volume/Year

12. Jahrgang 2020

#### Frequency

6 times in 2020

#### Publication schedule

see topics/dates

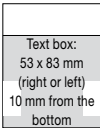
#### Preparation/Layout

Michel Drexel  
 michel.drexel@stein-verlaggmbh.de

#### Advertising rate list

Price list no. 12 of 01.01.2020



Type area: 178 x 253 mm, trim size: DIN A4, circulation: 6.000					
Format of ads	Width x height in mm		Euroscale		
	in type area	in bleed (always with 3 mm trim all around)	BW in €	2-colour in € (Euroscale)	3-/4-colour in € (Euroscale)
1/1 Page	-	210 x 297	2.150,00	2.790,00	3.220,00
2/3 Page portrait	117 x 253	134 x 297	1.450,00	1.870,00	2.148,00
1/2 Page portrait	85 x 253	102 x 297	1.090,00	1.490,00	1.840,00
1/2 Page landscape	178 x 124	210 x 138			
Junior-Page	117 x 183	134 x 197	1.090,00	1.490,00	1.840,00
1/3 Page portrait	56 x 253	73 x 297	780,00	1.080,00	1.225,00
1/3 Page landscape	178 x 80	210 x 94			
1/4 Page 2-column	85 x 124	102 x 138	560,00	780,00	920,00
1/4 Page columnw	178 x 62	210 x 76			
1/8 Page 2-column	85 x 62	-	270,00	390,00	460,00
1/8 Page landscape	178 x 31	210 x 45			
1/16 Seite 2-column	85 x 31	-	170,00	240,00	280,00
<b>Small ads:</b> Type area 175 mm x 253 mm Per millimetre of height 3.00 € (1-column, 56 mm width) Per millimetre of height 5.30 € (2-column, 117 mm width) Per millimetre of height 7.80 € (3-column, 178 mm width) <span style="float: right;">Box fee: 7,90 €</span>					
<b>Cover pages:</b> Front cover: 4.419,00 € Format: 210 x 220 mm + 3 mm trim left and right, 4-colour Second cover page: 3.527,00 € Format: 210 x 297 mm + 3 mm trim around, 4-colour Third cover page: 3.527,00 € Format: 210 x 297 mm + 3 mm trim around, 4-colour Fourth cover page: 3.669,00 € Format: 210 x 297 mm + 3 mm trim around, 4-colour			Front cover: 210 x 236 mm + 3 mm trim around 		
<b>Supplement:</b> 6,000 copies, format 210 x 297 mm (head trim: 5 mm, foot trim: 13 mm, left and right: 3 mm each) Single sheet (2-pager) 2.709,00 € Double sheet (4-pager) 4.503,00 €					
<b>Inserts and colour surcharges, which are not printed from the euroscale, on request</b>					
<b>Shipping address inserts/supplements (with delivery note):            Kraft Premium GmbH, Industriestraße 5-9, 76275 Ettlingen, Germany</b>					
All prices are excluding statutory VAT – See page 7 for general terms and conditions					

## Shopping guide – who offers what?

Your shopping guide for asphalt production and the installation of asphalt is divided into the following categories:

- Material movement
- Scrap and metal
- Plastics
- Wood, surrogate combustibles, plants
- Demolition and building-material recycling
- Paper – cardboard – paperboard
- Wearing parts and accessories
- Control and automation
- IT / EDP
- Services

### Complete package price

- Each issue of recycling aktiv print and online at only 400 Euro per year, minimum subscription term of 1 year, billing mode remains.

**Duration:** until further notice at least one year

**Method of payment:** collective billing at the beginning of the subscription term, Not discountable, no agency commission



## Data

**Printing process:** Offset printing, 70 screen, printed with colours from the Euro colour scale for offset printing

**Colour mode for ads/delivered data:** CMYK (Euroscale), output profile ISO Coated v2 (ECI)/FOGRA39 (ISO 12647-2:2004) RGB or special colours may not be used!

**Artwork:** Only digital data in PDF/x 3-2002 format or higher, TIFF, JPG, EPS from InDesign, QuarkXPress, Illustrator, Photoshop or Freehand. Minimum resolution for colour and grayscale images 300 dpi, line drawings 1,200 dpi. Fonts must be embedded or converted to paths. If artwork is delivered as open files and files from CorelDraw, PowerPoint, Publisher, Excel or Word etc., the quality cannot be guaranteed.

**Proof/press proof:** For the printing of colour ads, please supply a corresponding and true colour-matched proof or press proof in 1:1 scale. The publisher accepts no liability for colour deviations and text positions in ad images and logos if files have not been saved in the above manner and true colour-matched proofs have not been supplied.

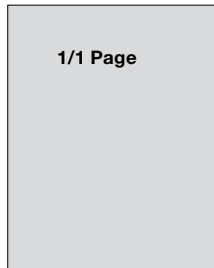
**Data archiving:** Data is archived for 1 year, so unchanged repetitions are usually possible. However, a data guarantee is not given.

**Re-setting:** Any typesetting or correction work will be charged at cost price.

**Transmission of ad data:** Gudrun Schwend, Stein-Verlag Baden-Baden GmbH, Josef-Herrmann-Straße 1-3, 76473 Iffezheim, Tel. +49 7229 606-31, anzeigen@stein-verlagGmbH.de

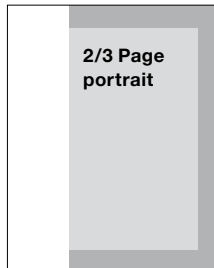
**Guarantee:** The client is responsible to supply the ads/artwork punctually and without any faults. If the client does not supply faultless artwork, the publisher will print the ad in the quality that the artwork allows.

## Forms of advertising



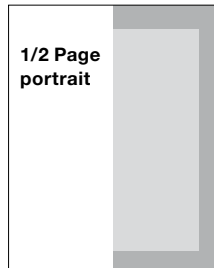
1/1 Page

in type area: 210 x 297 mm  
(Format + 3 mm trim around)



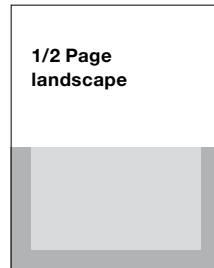
2/3 Page  
portrait

in type are: 117 x 253 mm  
in bleed: 134 x 297 mm  
(Format + 3 mm trim around)



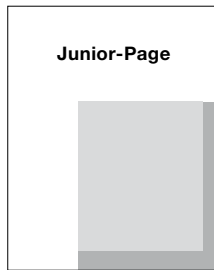
1/2 Page  
portrait

in type are: 85 x 253 mm  
in bleed: 102 x 297 mm  
(Format + 3 mm trim around)



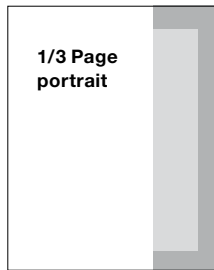
1/2 Page  
landscape

in type are: 178 x 124 mm  
in bleed: 210 x 138 mm  
(Format + 3 mm trim around)



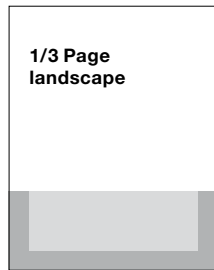
Junior-Page

in type are: 117 x 183 mm  
in bleed: 134 x 197 mm  
(Format + 3 mm trim around)



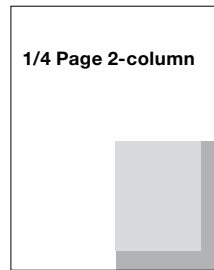
1/3 Page  
portrait

in type are: 56 x 253 mm  
in bleed: 73 x 297 mm  
(Format + 3 mm trim around)



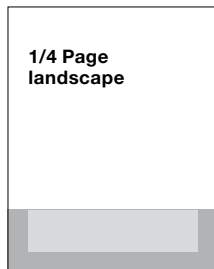
1/3 Page  
landscape

in type are: 178 x 80 mm  
in bleed: 210 x 94 mm  
(Format + 3 mm trim around)



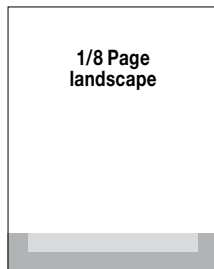
1/4 Page 2-column

in type are: 85 x 124 mm  
in bleed: 102 x 138 mm  
(Format + 3 mm trim around)



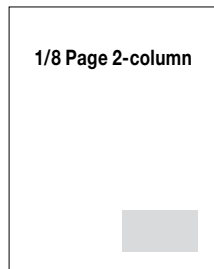
1/4 Page  
landscape

in type are: 178 x 62 mm  
in bleed: 210 x 76 mm  
(Format + 3 mm trim around)



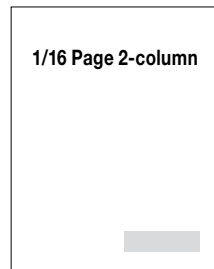
1/8 Page  
landscape

in type are: 178 x 31 mm  
in bleed: 210 x 45 mm  
(Format + 3 mm trim around)



1/8 Page 2-column

in type are: 85 x 62 mm



1/16 Page 2-column

in type are: 85 x 31 mm



## Faster to be found thanks to the STV online campaign

The digital offers of the Stein-Verlag publishing house



## Your competitive edge

Your targeted online advertising opportunities

- In the weekly STV News Channel
- In the E-Paper of GesteinsPerspektiven
- In the online magazine newsstand
- On Facebook



# STV Online campaign options and prices

## 1. STV News Channel

Styled as a news channel, the latest industry news is covered weekly. Support the STV News Channel through your banner advertising and innovative machine and service presentations.



Banner on the news channel	Size	Price per broadcast
Premium placement (over the "News of the Week")	600 x 150 Pixel	290,00 €
Standard placement (in the middle of the news channel)	600 x 150 Pixel	250,00 €

## 2. E-Paper

Our readers are increasingly using the option to retrieve trade journals electronically. Take advantage of the opportunity to attract new attention with new forms of advertising (e.g. videos, links to landing pages).

Linking options	Price per issue
Ad linked to the report	200,00 €
Ad linked to homepage or product page	250,00 €
Embedded video	350,00 €



## 3. Online Magazine Newsstand

All current titles are available in our innovative online magazine newsstand.

The newsstand also has a comprehensive archive with various search functions, also for all our trade journals.

Advertising here with an online banner guarantees reaching several target groups



Banner sizes	Price per month
Super banner (1200 x 120 pixels)	890,00 €
Full-size skyscraper (200 x 600 px)	790,00 €
Full-size banner (980 x 120 pixels)	640,00 €
Half-size skyscraper (200 x 280 px)	400,00 €
Teaser box (200 x 100 pixels)	270,00 €



## 4. Facebook

We post the most important news for the industry on a weekly basis. A news item will report on the technical data of a machine. This could be yours!

Option	Price per week
Teaser about the report + link to the e-paper	200,00 €

Further details and information on request.

## General Terms and Conditions

### General Terms and Conditions

1. In case of doubt, advertising orders must be placed within one year of conclusion of the contract.
2. The order is based on the conditions of the respectively valid advertising price list and the „General Terms and Conditions“.
3. The discounts specified in the advertising price list are only granted for ads published within one year. The period begins with the publication of the first ad, unless another starting date is agreed upon when the contract is concluded.
4. If ads are purchased within the one-year period, the advertiser is entitled to a discount if he has completed an order at the beginning of the period which entitles him to a discount from the outset on the basis of the price list.
5. No guarantee is given for the inclusion of ads in specific numbers, specific issues or at specific places in the magazine, unless the client has expressly made the validity of the order dependent on it.
6. The exclusion of competitors can only be agreed in the case of two opposite pages.
7. The order for an ad or insert shall only be rejected on the basis of uniform principles due to content, origin or technical form. The client will be notified of the rejection.
8. The publisher guarantees the perfect printed reproduction of the ad. Unsuitable or damaged artwork will be returned to the client immediately. If the ad is printed illegibly, incorrectly or incompletely in whole or in part, the client shall be entitled to a price reduction or a claim for compensation unless the purpose of the advertisement is negligibly impaired by the defects or incorrectly printed code numbers only have a negligible effect on the purpose of the ad.
9. Proofs are only supplied upon express request. The client is responsible for the correctness of the returned proofs. If the client does not return the proof sent to him in due time, approval for printing shall be deemed to have been granted.
10. If a special size is not specified, the actual print height shall be used as the basis to calculate the price.

11. The invoice must be paid within the deadline indicated on the price list, unless a shorter payment period or advance payment has been agreed in specific cases.
12. In the event of late payment or deferment of payment, customary default interest as well as any collection costs incurred shall be charged; the publisher can postpone executing the order until payment has been made. No discount shall be granted in the case of bankruptcies and compulsory settlements.
13. The publisher shall provide a specimen copy immediately after publication of the ad.
14. If an order is not fulfilled due to circumstances beyond the control of the publisher, the client shall, without prejudice to any further legal obligations, reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual due amount.
15. A right of withdrawal shall only be deemed to have been agreed if it has been fixed and confirmed in the advertisement order and is exercised in due time. (No later than 14 calendar days before the respective advertisement deadline at the publisher.)
16. German law shall apply to the confirmed advertisement order.

### Additional conditions

- a) The client must ensure that the advertising texts and/or digital data are delivered on time.
- b) The publisher accepts no liability for the correctness of the reproduction if the ad is placed by phone or if changes are made to the ad in this way.
- c) Any faults that may occur in artwork, damaged data, if not immediately recognisable, shall exclude claims against the publisher.
- d) Complaints of any kind must be made within 30 days after publication of the ad or after receipt of the invoice.

### Payment terms

Payment term: 14 days strictly net  
EQ Rate Card 2020 Asphalt

## Contact person



### Main Editorial Office

Helmut Strauß (hst)  
Großwaldstraße 80  
66126 Saarbrücken  
Telefon: +49 6898 870592  
Telefax: +49 6898 870592  
helmut.strauss@stein-verlagGmbH.de



### Ad Sales

Grimm Kommunikation  
Susanne Grimm-Fasching  
Hauptstraße 5, 87659 Hopferau  
Telefon: +49 8364 986079  
Telefax: +49 8364 984732  
Mobil: +49 162 9094328  
susanne.grimm@stein-verlagGmbH.de



### Advertising Coordination

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76473 Iffezheim  
Telefon: +49 7229 606-31  
Telefax: +49 7229 606-10  
gudrun.schwend@stein-verlagGmbH.de



### Freelancer

#### Freie Mitarbeiterin

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