

recycling *aktiv*

Information | Events and dates | Data | Prices

no. 15

MEDIADATEN 2023



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 the future, 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 “RecyclingAKTIV” have the same name is no accident – it was chosen deliberately and intentionally.

Edition	Publication date
1/2023	24/02
Meeting Special	
2/2023	14/04
Trade Fair Special Edition	
3/2023	30/06
4/2023	18/08
Trade Fair Special Edition	
5/2023	27/10
6/2023	15/12

Journal/Publisher



Advertising deadline	Topics & Dates 2023
27/01	<ul style="list-style-type: none"> • DEMOLITION & RECYCLING OF BUILDING MATERIALS • 21st International Electronics Recycling Congress IERC, 18-20/01/2023, Salzburg • Demolition Symposium, 03/03/2023, Berlin • 25th International Wastepaper Day, 23/03/2023, Stuttgart • Recycling Technology, 29-30/03/2023, Dortmund • PAPER, PAPERBOARD, CARDBOARD PACKAGING
24/03	<ul style="list-style-type: none"> • RecyclingAktiv & TiefbauLive Demonstration trade fair for recycling machines and systems, 27-29/04/2023, Karlsruhe Exhibition Centre, www.recycling-aktiv.com, Exhibitors, innovations, products • 34th Kassel Waste and Resource Forum, 18-20/04/2023, Kassel • Review of the Demolition Symposium • WOOD, COMPOST, BIOMASS • MATERIAL HANDLING & TRANSPORT
30/05	<ul style="list-style-type: none"> • ASPHALT RECYCLING • COUNTRY REPORT SWITZERLAND & AUSTRIA • 25th International buse Waste Plastics Day, 23/03/2023, Dresden • Review of RecyclingAktiv & TiefbauLive
21/07	<ul style="list-style-type: none"> • Steinexpo 2023 11th International demonstration fair for the raw materials and building materials industry, 23-26/08/2023, Homberg/Nieder-Ofleiden, www.steinexpo.eu • ROCESS ENGINEERING • WASTE ELECTRICAL & ELECTRONIC EQUIPMENT (WEEE)
29/09	<ul style="list-style-type: none"> • SCRAP & METAL • BDSV annual conference, 04-05/10/2023, Dresden
15/11	<ul style="list-style-type: none"> • WEAR & ACCESSORIES • TYRES & DRIVE TECHNOLOGY • EXTRA: Profiles for professionals • Preview 2024

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.

Publisher

Stein-Verlag Baden-Baden GmbH
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76473 Iffezheim
Telefon: +49 7229 606-0
info@stein-verlagGmbH.de
www.stein-verlagGmbH.de

Publishing Director

Dr.-Ing. Friedhelm Rese

Volume/Year

15. volume 2023

Frequency

6 times in 2023

Publication schedule

see topics/dates

Preparation/Layout

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michel.drexel@stein-verlaggmbh.de

Advertising rate list

Price list No. 15 of 01.01.2023



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	BW in €	2-colour in € (Euroscale)	3-/4-colour in € (Euroscale)
1/1 Page	–	(always with 3 mm	2.370,00	3.071,00	3.552,00
2/3 Page portrait	117 x 253	trim all around)	1.594,00	2.065,00	2.365,00
1/2 Page portrait	85 x 253	210 x 297	1.198,00	1.642,00	2.028,00
1/2 Page landscape	178 x 124	134 x 297			
Junior-Page	117 x 183	102 x 297	1.198,00	1.642,00	2.028,00
1/3 Page portrait	56 x 253	210 x 138	861,00	1.177,00	1.348,00
1/3 Page landscape	178 x 80	134 x 197			
1/4 Page 2-column	85 x 124	73 x 297	615,00	856,00	1.017,00
1/4 Page columnw	178 x 62	210 x 94			
1/8 Page 2-column	85 x 62	102 x 138	300,00	428,00	503,00
1/8 Page landscape	178 x 31	210 x 76			
1/16 Seite 2-column	85 x 31	–	187,00	262,00	310,00

Small ads: Type area 175 mm x 253 mm

Per millimetre of height 3,40 € (1-column, 56 mm width)

Per millimetre of height 6,10 € (2-column, 117 mm width)

Per millimetre of height 8,80 € (3-column, 178 mm width)

Box fee: 8,70 €

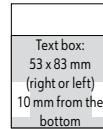
Cover pages:

Front cover: 4.870,00 € Format: 210 x 220 mm + 3 mm trim left and right, 4-colour

Second cover page: 3.919,00 € Format: 210 x 297 mm + 3 mm trim around, 4-colour

Third cover page: 3.887,00 € Format: 210 x 297 mm + 3 mm trim around, 4-colour

Fourth cover page: 4.043,00 € Format: 210 x 297 mm + 3 mm trim around, 4-colour



Front cover: 210 x 236 mm + 3 mm trim around

Supplement:

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) 3.075,00 € • Double sheet (4-pager) 5.111,00 €

Inserts and colour surcharges, which are not printed from the euroscale, on request

Shipping address inserts/supplements (with delivery note):

W. Kohlhammer Druckerei GmbH + Co. KG, 70329 Stuttgart, Germany

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 440 Euro per year, minimum subscription term of 1 year, billing mode remains

Duration: until further notice at least one year

Method of payment:

Invoice pro rata in the first year, then at the beginning of the year, not discountable, no agency commission, Price plus total VAT



online
advertising
connection

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 (Euroscales), 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 deli-

vered as open files and files from Corel-Draw, 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.

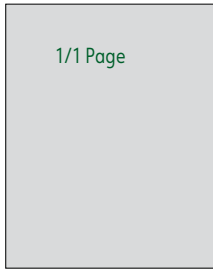
Transmission of ad data:

Iris Merkel,
Stein-Verlag Baden-Baden GmbH,
Josef-Herrmann-Straße 1-3,
76473 Iffezheim, Tel. +49 7229 606-26,
anzeigen@stein-verlagGmbH.de

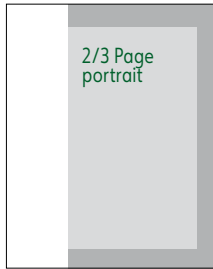
Guarantee:

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.

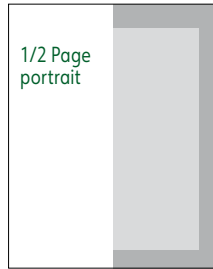
Forms of advertising



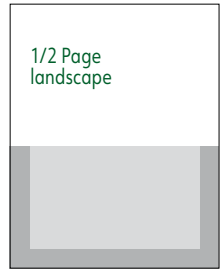
in type area: 210 x 297 mm
(Format + 3 mm trim around)



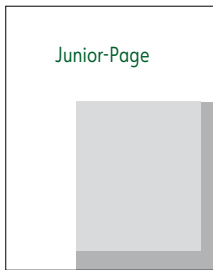
in type are: 117 x 253 mm
in bleed: 134 x 297 mm
(Format + 3 mm trim around)



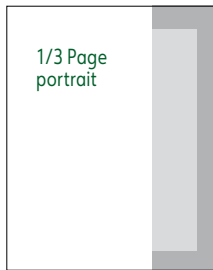
in type are: 85 x 253 mm
in bleed: 102 x 297 mm
(Format + 3 mm trim around)



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



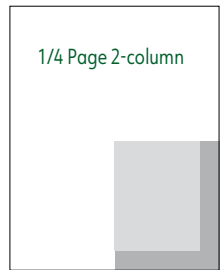
in type are: 117 x 183 mm
in bleed: 134 x 197 mm
(Format + 3 mm trim around)



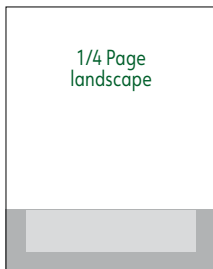
in type are: 56 x 253 mm
in bleed: 73 x 297 mm
(Format + 3 mm trim around)



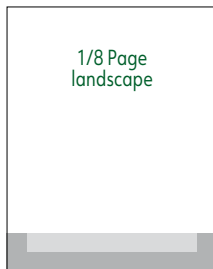
in type are: 178 x 80 mm
in bleed: 210 x 94 mm
(Format + 3 mm trim around)



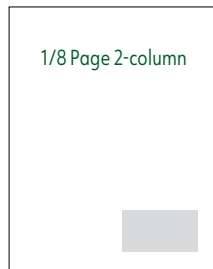
in type are: 85 x 124 mm
in bleed: 102 x 138 mm
(Format + 3 mm trim around)



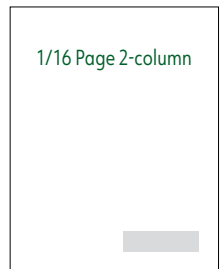
in type are: 178 x 62 mm
in bleed: 210 x 76 mm
(Format + 3 mm trim around)



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



in type are: 85 x 62 mm



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 recycling *aktiv*
- In the online magazine newsstand
- On Facebook

**+++ NEW: Recycling
aktiv News Ticker +++**



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.

Bildformate: .png, .jpg, .gif



Banner on the news channel	Size	Price per broadcast
Premium placement (over the "News of the Week")	600 x 150 Pixel	320,00 €
Standard placement (in the middle of the news channel)	600 x 150 Pixel	280,00 €
Basic placement (above the „Recycling News“)	600 x 150 Pixel	245,00 €

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	225,00 €
Ad linked to homepage or product page	280,00 €
Embedded video	385,00 €



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.

Bildformate: .png, .jpg, .mp4



Banner sizes	Price per month
Full-size skyscraper (200 x 600 px)	980,00 €
Full-size banner (980 x 120 pixels)	870,00 €
Half-size skyscraper (200 x 280 px)	705,00 €
Teaser box (200 x 100 pixels)	440,00 €
Teaser Box (200 x 100 Pixel)	300,00 €



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	225,00 €

Further details and information on request.

5. recycling *aktiv* News Ticker / recycling *aktiv*-News

The recycling *aktiv* News Ticker provides you with other important and highly topical news from the raw materials and building materials industry, supplementing the STV News Channel that you are familiar with. The news items are divided into different sections. Each section contains the two most important news items in the news ticker.

Other news items are also listed in the sections on the corresponding landing page, the recycling *aktiv* News page.

One of several options to insert an advertisement offer you an effective way to underpin and promote your editorial presentation.



Topics/dates

01/2023	30/01/2023	Machines and more
02/2023	20/02/2023	Demolition Symposium
03/2023	20/03/2023		bvse International Wastepaper Day
04/2023	24/04/2023	..	RecyclingAktiv & TiefbauLive
05/2023	22/05/2023	Machines and more
06/2023	26/06/2023	Machines and more
07/2023	24/07/2023	Machines and more
08/2023	21/08/2023	steinexpo
09/2023	02/10/2023	BDSV Annual Conference
10/2023	27/10/2023	Machines and more
11/2023	27/11/2023	Machines and more
12/2023	18/12/2023	Machines and more

Advertising options on the recycling *aktiv* News page

	Size	Price per month
Banner placement Above the section selection	1140 x 150 px	660,00 €
Advertising space between the news items including a link to a page of your choice	740 x 900 px	500,00 €
Advertorial Teaser text with product photo including link to the full advertorial on a subpage of recycling <i>aktiv</i> News	708 x 267 px (Product photo)	900,00 €

Advertising options in the recycling *aktiv* News Ticker

Banner placements				
Position	1	2	3	4
Banner size	600 x 150 px			
Price per broadcast	350,00 €	310,00 €	290,00 €	260,00 €
Advertorial (only in combination with an advertorial on the main page of recycling <i>aktiv</i> -News)				
Teaser text with product photo including link to the full advertorial on a subpage of recycling <i>aktiv</i> News	Price per broadcast			
	400,00 €			

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
Online: at once

Contact person



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