EUWID
MEDIA RATES 2024

MAKING MARKETS TRANSPARENT.
EUWID Europäischer Wirtschaftsdienst GmbH has been synonymous with respected business expertise since 1926. As a specialist publisher, we cover various industries and topics with our printed and online publications:

- Recycling and waste management
- Pulp and paper
- Wood and furniture
- Packaging
- Water and waste water

EUWID is close to markets, issues, companies and trends, offering readers and users a distinct advantage by providing them with the latest market data researched by our in-house experts coupled with an attractive advertising environment.
EUWID Recycling und Entsorgung is the leading trade publication for the waste management and recycled raw materials sector. Our readers are decision-makers working for industry players. Managers from a wide variety of sectors of the economy that generate waste and consulting firms and service providers specialising in waste issues also turn to EUWID Recycling und Entsorgung as they make everyday decisions.

All of our readers appreciate our printed edition and are increasingly opting for our digital information services, as well.
Owners, managing directors and executives from small and medium-sized companies and big players regularly read EUWID Recycling und Entsorgung. After all, it’s the place that they can count on for the industry information they use to help them make decisions day in, day out.

**Key topics:**

- The latest market and pricing trends for a large number of recycled raw materials and waste management services.
- Reports and news on the latest developments at key players in the waste management business.
- The policy and legislative framework for the waste management sector at German and European level.
- Long-term trends in the circular economy.

**TOPICS**

- Recovered paper
- Ferrous scrap
- Sewage sludge
- Waste plastics
- Waste-to-energy
- Waste legislation
- WEEE
- Scrap metal
- Commercial collections
- Spent batteries
- Waste wood
- Commercial waste
- ELVs
- Landfill
- Packaging compliance schemes
- Circular Economy Act
- Mergers and acquisitions
- Contaminated sites
- Hazardous waste
- Used tyres
- Waste oil
- Renationalisation
- Construction waste
As the sole information serving this industry, **EUWID Recycling und Entsorgung** offers a comprehensive overview of prices and trends for recycled raw materials and waste management services. This information helps executives to enter price negotiations and make business decisions with confidence and certainty. **Placing your advertisement in our Markets section is sure to attract especially high attention.**

### Key markets and their frequency at a glance

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Paper</th>
<th>Plastic</th>
<th>Metal/Scrap</th>
<th>Textiles</th>
<th>Wood</th>
<th>Waste incineration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td></td>
<td></td>
<td>Non-ferrous metal Aluminium scrap</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monthly</td>
<td>Recovered paper</td>
<td>Waste plastics Commodity plastics Post-consumer single-use PET bottles</td>
<td>Ferrous scrap Material value Fridge recycling</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Every six weeks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Sawmilling residues</td>
<td></td>
</tr>
<tr>
<td>Bi-monthly</td>
<td></td>
<td>PET</td>
<td></td>
<td></td>
<td>Waste textiles</td>
<td></td>
</tr>
<tr>
<td>Quarterly</td>
<td></td>
<td></td>
<td>Waste electrical and electronic equipment</td>
<td></td>
<td>Waste wood Wood as a renewable resource</td>
<td></td>
</tr>
<tr>
<td>Half-yearly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Municipal solid waste</td>
<td></td>
</tr>
<tr>
<td>Yearly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Sewage sludge</td>
<td></td>
</tr>
</tbody>
</table>
TARGET GROUP / READERSHIP

INDUSTRY AFFILIATION

Private waste disposal management
- Waste disposal and recycling
- Consulting firms, engineering firms
- Transport and logistics companies
- Hazardous-waste disposal companies
- Organisations and associations

Share
- 60 %
- 78 %
- 8 %
- 7 %
- 5 %
- 2 %

Municipal waste management
- Waste management companies and recyclers
- City, district and municipal administrations

Share
- 15 %
- 54 %
- 46 %

Trade and services
- Trade
- Legal counselling and management consultancy firms
- Banks, insurance companies

Share
- 10 %
- 50 %
- 45 %

Manufacturing companies
- Plant engineering and construction
- Industry incl. secondary raw material buyers
- Food, spirits and tobacco industry
- Timber industry
- Paper manufacturing
- Printing and publishing
- Chemical industry
- Plastics industry
- Vehicle construction industry and component suppliers
- Construction industry
- Power generation

Share
- 15 %
- 20 %
- 80 %

Distribution by sector

Private waste disposal management 60 %
Manufacturing companies 15 %
Municipal waste management 15 %
Trade and services 10 %

Geographical distribution

Germany 90 %
Other European countries 10 %

Nielsen Areas

Nielsen I (Schleswig-Holstein, Hamburg, Bremen, Lower Saxony) 16 %
Nielsen II (North Rhine-Westphalia) 24 %
Nielsen IIIa (Hessen, Rhineland Palatinate, Saarland) 15 %
Nielsen IIIb (Baden-Württemberg) 13 %
Nielsen IV (Bayern) 15 %
Nielsen V + VI (Berlin, Mecklenburg-Vorpommern, Brandenburg, Saxony-Anhalt) 11 %
Nielsen VII (Thuringia, Saxony) 6 %
### PRINT | Formats and prices

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x Height (mm)</th>
<th>Price (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>b/w</td>
</tr>
<tr>
<td>1/1 page</td>
<td>187 x 256</td>
<td>2,380.-</td>
</tr>
<tr>
<td>2/3 page</td>
<td>187 x 168&lt;br&gt;123 x 256</td>
<td>1,600.-</td>
</tr>
<tr>
<td>1/2 page</td>
<td>187 x 126&lt;br&gt;123 x 193</td>
<td>1,190.-</td>
</tr>
<tr>
<td>1/3 page</td>
<td>187 x 84&lt;br&gt;123 x 127&lt;br&gt;59 x 256</td>
<td>800.-</td>
</tr>
<tr>
<td>1/4 page</td>
<td>123 x 95&lt;br&gt;59 x 195</td>
<td>595.-</td>
</tr>
<tr>
<td>1/6 page</td>
<td>187 x 40&lt;br&gt;123 x 62&lt;br&gt;59 x 128</td>
<td>400.-</td>
</tr>
<tr>
<td>1/8 page</td>
<td>123 x 50&lt;br&gt;59 x 100</td>
<td>300.-</td>
</tr>
<tr>
<td>1/12 page*</td>
<td>59 x 65</td>
<td>200.-</td>
</tr>
<tr>
<td>1/16 page*</td>
<td>59 x 50</td>
<td>150.-</td>
</tr>
</tbody>
</table>

* Minimum purchase 3 advertisements.

**Magazine format:**
W 208 mm x H 297 mm

**Print area:**
W 187 mm x H 256 mm
3 columns at 59 mm
### PRINT | Technical details

#### Basic prices / b/w

<table>
<thead>
<tr>
<th>Section</th>
<th>Format</th>
<th>1 column</th>
<th>2 columns</th>
<th>3 columns</th>
<th>4 columns</th>
<th>€</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Text section</strong></td>
<td>1 column</td>
<td>59 mm</td>
<td></td>
<td></td>
<td></td>
<td>3.40</td>
</tr>
<tr>
<td></td>
<td>2 columns</td>
<td>123 mm</td>
<td></td>
<td></td>
<td></td>
<td>6.80</td>
</tr>
<tr>
<td></td>
<td>3 columns</td>
<td>187 mm</td>
<td></td>
<td></td>
<td></td>
<td>10.20</td>
</tr>
<tr>
<td><strong>Advertising section</strong></td>
<td>1 column</td>
<td>45 mm</td>
<td></td>
<td></td>
<td></td>
<td>2.60</td>
</tr>
<tr>
<td></td>
<td>2 columns</td>
<td>92 mm</td>
<td></td>
<td></td>
<td></td>
<td>5.20</td>
</tr>
<tr>
<td></td>
<td>3 columns</td>
<td>140 mm</td>
<td></td>
<td></td>
<td></td>
<td>7.80</td>
</tr>
<tr>
<td></td>
<td>4 columns</td>
<td>187 mm</td>
<td></td>
<td></td>
<td></td>
<td>10.40</td>
</tr>
</tbody>
</table>

**Minimum size for classified ads:** 50 mm

#### Colour surcharges

(in € for each additional colour according to the euroscale)

<table>
<thead>
<tr>
<th>Format</th>
<th>1/1</th>
<th>2/3</th>
<th>1/2</th>
<th>1/3</th>
<th>1/4</th>
<th>1/6</th>
<th>1/12</th>
<th>1/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price (€)</td>
<td>300.-</td>
<td>300.-</td>
<td>200.-</td>
<td>150.-</td>
<td>150.-</td>
<td>120.-</td>
<td>95.-</td>
<td>95.-</td>
</tr>
</tbody>
</table>

#### Discounts on basic prices (when placed within 12 months)

<table>
<thead>
<tr>
<th>Frequency discounts</th>
<th>Quantity discounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 advertisements</td>
<td>5 %</td>
</tr>
<tr>
<td>6 advertisements</td>
<td>10 %</td>
</tr>
<tr>
<td>12 advertisements</td>
<td>15 %</td>
</tr>
<tr>
<td>25 advertisements</td>
<td>20 %</td>
</tr>
<tr>
<td>50 advertisements and more</td>
<td>25 %</td>
</tr>
<tr>
<td>2 pages</td>
<td>5 %</td>
</tr>
<tr>
<td>3 pages</td>
<td>10 %</td>
</tr>
<tr>
<td>6 pages</td>
<td>15 %</td>
</tr>
<tr>
<td>12 pages</td>
<td>20 %</td>
</tr>
<tr>
<td>24 pages</td>
<td>25 %</td>
</tr>
</tbody>
</table>

No discounts can be granted on colour surcharges, placement surcharges, bleed, occasional advertisements and inserts.

### Inserts

Maximum format A4, up to 25g € 380 per thousand / up to a maximum of 50g € 480 per thousand.

### Data delivery

Colour profile Euroscale uncoated (CMYK); Offset, 150 lpi; Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

### Placement

Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

### Bleed

10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

### Box number fees

€ 8 for each insertion, € 5 per insertion from the third time onwards.

### Bound inserts

A3 format, 4-pages € 3,500.- Delivered uncut and unfolded, final trimmed size approximately 414 x 297mm.
DIGITAL | Formats and prices

**Medium rectangle**
Website & mobile

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>€ 300</td>
</tr>
<tr>
<td>300 x 500</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 750</td>
<td>€ 400</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

Placement: news, article page, events recycling stock exchange, tenders

**Video ad**
Website
Sidebar

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 225 (4:3)</td>
<td>€ 500</td>
</tr>
<tr>
<td>300 x 169 (16:9)</td>
<td>€ 500</td>
</tr>
</tbody>
</table>

Content: format on request

Placement: news, article page

**Content ad***
Website & mobile

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>max. 950 x 150</td>
<td>€ 300</td>
</tr>
<tr>
<td>max. 950 x 250</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

Placement: news, article page, tenders

**Newsletter**
Text ad

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>437 x 230</td>
<td>€ 295</td>
</tr>
</tbody>
</table>

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners – only the first page is displayed.

**Standalone newsletter**
Price on request

*Rotation placement.

Other options available on request. Minimum period of 4 weeks (valid for all banner formats and newsletter text ad, distributed over 2 blocks, if required).
DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: cordula.roeger@t-online.de.

Discounts
8 weeks placement 5 %
12 weeks placement 10 %
26 weeks placement 15 %
52 weeks placement 20 %

Advertisement contracts
All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

Your contacts/Advertisements
Verlagsbüro Cordula Röger

Cordula Röger
Angerstr. 25a
92345 Dietfurt-Töging
Germany

Phone: +49 8464 605194
Fax: +49 3222 680 2005
E-mail: cordula.roeger@t-online.de

Ali Röger
(Job market, classified ads)
Angerstr. 25a
92345 Dietfurt-Töging
Germany

Phone: +49 8464 605194
Fax: +49 3222 680 2005
E-mail: a-roeger@t-online.de, cordula.roeger@t-online.de

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**EUWID Recycling und Entsorgung – Job market**

**The perfect place for your job openings**

EUWID Recycling und Entsorgung effectively draws attention to your company and targets qualified candidates.

### PRINT

Print circulation: average 3,450 copies
An average of five readers per copy
Reach up to 20,000 highly qualified professionals and managers from the industry.

<table>
<thead>
<tr>
<th>Advertisements</th>
<th>Situations vacant*</th>
<th>Situations wanted*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>€ 2.50</td>
<td>€ 1.90</td>
</tr>
<tr>
<td>2 columns</td>
<td>€ 5.00</td>
<td>€ 3.80</td>
</tr>
<tr>
<td>3 columns</td>
<td>€ 7.50</td>
<td>€ 5.70</td>
</tr>
<tr>
<td>4 columns</td>
<td>€ 10.00</td>
<td>€ 7.60</td>
</tr>
</tbody>
</table>

*) Minimum requirement for contents of job advertisements

A job advertisement (professionally laid-out) published in EUWID Recycling und Entsorgung must contain at least the following elements:

- Job description with job/task description, requirements/qualifications, the offer (special features offered by your company) as well as name and contact data of the company (address and/or telephone number, website/e-mail); the provision of a further link or QR code or contact data alone is not sufficient in this respect.

Minimum size: Situations vacant: 220 mm Situations wanted: 110 mm

Flat rate for advertisement design in the amount of € 200 will not be charged when placing the order.

### DIGITAL

An average of 155,527 page impressions per month at www.euwid-recycling.de

Print and digital package individually tailored to your needs:

The surcharge for an additional placement at www.euwid-recycling.de/Stellenmarkt:
For ¼ page (92 x 128 mm) advertisements: 25 %
For larger formats: 20 % on the basic price of the print ad.

In combination with the weekly newsletter: additionally more than 3,086 recipients.
The online news portal – high-quality content, fast and up-to-date

Our English-language online news service EUWID Recycling and Waste Management reports on the latest developments in the international recycling and waste management sector with a focus on Europe. Our readers are decision-makers in the European waste industry. They use our information to get a daily overview of the market and prices for key recycled raw materials in Europe.

DIGITAL

www.euwid-recycling.com

Our section: Business Markets Policy

Page impressions per month: 13,021

Social media contacts: 1,011
Managing directors and executives in the European recycling and waste management sector stay up to date every day by reading our online reports. Whether they are in the office or on the go, they can always keep an eye on crucial developments.

**Key topics:**

- The latest market and pricing trends for a large number of recycled raw materials and waste management services.
- Reports and news on the latest developments at key players in the waste management business.
- The policy and legislative framework for the waste management sector at European level.
- Long-term trends in the circular economy.
**EUWID Recycling and Waste Management** researches market prices for different recycled commodities and for waste management services at regular intervals. The results are published in the form of price tables, charts and time series.

### Key markets and their frequency at a glance

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Paper</th>
<th>Plastic (D)</th>
<th>Metal/Scrap (D)</th>
<th>Wood (D)</th>
<th>Incineration (D)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weekly</strong></td>
<td>Recovered paper (D, F, GB, I)</td>
<td>Waste plastics</td>
<td>Non-ferrous metal</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Monthly</strong></td>
<td>Recovered paper (D, F, GB, I)</td>
<td>Waste plastics</td>
<td>Ferrous scrap</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Post-consumer single-use PET bottles</td>
<td>European ferrous scrap price indices</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bi-monthly</strong></td>
<td></td>
<td>Commodity plastics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Quarterly</strong></td>
<td>Recovered paper (P)</td>
<td>Virgin PET</td>
<td>Waste electrical and electronic equipment</td>
<td>Waste wood</td>
<td></td>
</tr>
<tr>
<td><strong>Half-yearly</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Municipal solid waste</td>
</tr>
</tbody>
</table>

### TARGET GROUP / READERSHIP

**EUWID Recycling and Waste Management** is read by key corporate decision-makers in a printed version and online. These readers serve as CEOs, managing directors, department and division heads in the following sectors of industry:

#### Manufacturing industries

- **53 %**
  - Energy: 3 %
  - Chemicals, petroleum processing: 4 %
  - Plastics processing: 17 %
  - Wood, paper and packaging industry: 14 %
  - Food processing: 5 %
  - Mechanical engineering and automotive: 5 %
  - Electronics industry, electrical engineering industry, precision mechanics and optical industry: 3 %
  - Building, construction and civil engineering: 2 %

#### Service industry and commerce

- **47 %**
  - Trade in scrap materials and recyclables: 15 %
  - Recycling & waste management companies, suppliers of remediation services: 20 %
  - Carriers and logistics providers: 4 %
  - Consulting companies and engineers: 3 %
  - Universities and research institutes: 1 %
  - Regional and local authorities, landfill operators, associations: 4 %
DIGITAL | Formats and prices

**Medium rectangle***
*Website & mobile

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>€ 300</td>
</tr>
<tr>
<td>300 x 500</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 750</td>
<td>€ 400</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

Placement: news, article page

**Content ad***
*Website & mobile

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>max. 950 x 150</td>
<td>€ 300</td>
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<tr>
<td>max. 950 x 250</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

Placement: news, article page

**Video ad**
*Website

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 225 (4:3)</td>
<td>€ 500</td>
</tr>
<tr>
<td>300 x 169 (16:9)</td>
<td>€ 500</td>
</tr>
</tbody>
</table>

Content: format on request

Placement: news, article page

**Newsletter**
*Text ad

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>437 x 230</td>
<td>€ 225</td>
</tr>
</tbody>
</table>

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners – only the first page is displayed.

**Standalone newsletter**
*Price on request

Other options available on request. Minimum period of 4 weeks (valid for all banner formats and newsletter text ad, distributed over 2 blocks, if required).
DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: cordula.roeger@t-online.de.

Discounts
8 weeks placement 5 %  26 weeks placement 15 %
12 weeks placement 10 %  52 weeks placement 20 %

Advertising banner contracts
All Advertising banner contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

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Cross-media - Print and digital

Combine your placements in both EUWID Recycling und Entsorgung and EUWID Recycling and Waste Management and enjoy the benefits for your successful advertising campaign:

- increased coverage
- 100% target group
- perfect placement in an ideal environment
- reasonable rates

We will be happy to propose a customised offer for you:
Phone +49 8464 605 194
Casting the spotlight on the diverse world of packaging

Our information service reflects the diversity inherent in the packaging sector. **EUWID Verpackung** reporting focuses on market and price updates on all key packing and packaging materials. Placing an advertisement in this setting is sure to grab attention.

Managing directors and executives pay close attention to our reporting because it helps them make decisions and negotiate prices.

All of them value having a printed copy in their hands and are increasingly making use of our variety of online services, too.
Successful decision-makers from retailers, brand product companies, packaging buyers and producers count on EUWID Verpackung. Week after week, EUWID Verpackung gets to the heart of the most important information influencing the packaging market.

**Key topics:**

- The latest market prices researched by the EUWID editorial team and market reports for key packing and packaging materials.
- Market reports focusing on Germany, France, the UK, Italy and Poland.
- Company news from Germany and abroad and all other developments influencing the market.
- Relevant recycling and waste management issues for the packaging industry.
- German and European packaging legislation.
- Logistics news and reporting.
EUWID Verpackung casts a spotlight on markets for packaging materials and packaging in Germany, France, the UK, Italy, Spain and Poland and publishes market reports and price tables at regular intervals.

**Frequency of market reports and price tables**

<table>
<thead>
<tr>
<th></th>
<th>Paper/Board</th>
<th>Plastic</th>
<th>Metal</th>
<th>Glass</th>
<th>Wood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly</td>
<td>Packaging paper, Board, Recovered paper</td>
<td>Commodity plastics, Waste plastics, Post consumer single-use PET bottles</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bi-monthly</td>
<td></td>
<td>PET</td>
<td></td>
<td></td>
<td>Pallets</td>
</tr>
</tbody>
</table>

**TARGET GROUP / READERSHIP**

EUWID Verpackung is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- **Manufacturers and merchants of packaging and packaging materials** made out of in the board, paper, metal, plastic, glass and wood
- **Packaging industry**: food and beverages, chemicals, pharmaceuticals, cosmetics, non-food
- **Suppliers**: core and label manufacturers, logistics firms, contract packagers, HR and management consultancies, software firms, insurance companies, associations
PRINT | Formats and prices

<table>
<thead>
<tr>
<th>Width x Height (mm)</th>
<th>Formats</th>
<th>1/1 page</th>
<th>1/2 page</th>
<th>1/3 page</th>
<th>1/4 page</th>
<th>1/6 page</th>
<th>1/8 page</th>
<th>1/12 page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>187 x 256</td>
<td>187 x 126</td>
<td>187 x 84</td>
<td>187 x 62</td>
<td>187 x 40</td>
<td>187 x 30</td>
<td>59 x 65</td>
</tr>
<tr>
<td></td>
<td></td>
<td>123 x 193</td>
<td>123 x 127</td>
<td>123 x 95</td>
<td>123 x 62</td>
<td>123 x 50</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>59 x 256</td>
<td>59 x 195</td>
<td>59 x 128</td>
<td>59 x 100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b/w (€)</td>
<td></td>
<td>1,490.-</td>
<td>860.-</td>
<td>540.-</td>
<td>430.-</td>
<td>270.-</td>
<td>215.-</td>
<td>135.-</td>
</tr>
<tr>
<td>4 colours (€)</td>
<td></td>
<td>2,390.-</td>
<td>1,460.-</td>
<td>990.-</td>
<td>880.-</td>
<td>630.-</td>
<td>500.-</td>
<td>420.-</td>
</tr>
</tbody>
</table>

**Technical details**

**Data delivery**
Colour profile Euroscale uncoated (CMYK), Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

**Inserts**
Maximum format A4, up to a maximum of 25 g € 380 per thousand.

**Placement**
Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

**Bleed**
10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

**Box number fees**
€ 8 for each insertion, € 5 per insertion from the third time onwards.

Additional placement of your job advertisement on www.euwid-verpackung.de/stellenmarkt
Surcharge: 20 % on the basic price of the print ad.
DIGITAL | Formats and prices

Medium rectangle*
Website & mobile

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>€ 300</td>
</tr>
<tr>
<td>300 x 500</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 750</td>
<td>€ 400</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

Content ad*
Website & mobile

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>max. 950 x 150</td>
<td>€ 300</td>
</tr>
<tr>
<td>max. 950 x 250</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

Video ad*
Website
Sidebar

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 225 (4:3)</td>
<td>€ 500</td>
</tr>
<tr>
<td>300 x 169 (16:9)</td>
<td>€ 500</td>
</tr>
</tbody>
</table>

Content: format on request

Newsletter
Text ad

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>437 x 230</td>
<td>€ 225</td>
</tr>
</tbody>
</table>

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners – only the first page is displayed.

Standalone newsletter
Price on request

*Rotation placement.

Other options available on request.
DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: anzeigen@euwid.de.

Discounts
8 weeks placement  5 %  26 weeks placement  15 %
12 weeks placement  10 %  52 weeks placement  20 %

Advertising contracts
All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

Your contacts

Florian Mai
Advertising sales
Phone: +49 7224 9397-169
E-mail: fmai@euwid.de

Andrea Günther
Advertising sales
Phone: +49 7224 9397-168
E-mail: aguenther@euwid.de

Alexandra Merkel
Advertising management
Phone: +49 7224 9397-515
Fax: +49 7224 9397-906
E-mail: anzeigen@euwid.de
EUWID Verpackung – Job market

The perfect environment for your job advertisements – reach the right candidates.

Your job ads will also be read by your competitors’ employees.

PRINT

Print circulation: average 1,060 copies

EUWID Verpackung is passed on within the companies. What this means for you:

With placement in one issue, you reach several readers from your target group over a longer period of time – even if the candidates are not actively looking for a new job at the moment.

DIGITAL

An average of 35,096 page impressions per month at www.euwid-verpackung.de

Price for placing a job advertisement, online only: € 200 per week.

Combine both print and digital package for maximum reach:

The surcharge for an additional placement at www.euwid-verpackung.de/stellenmarkt: 20 % on the b/w basic price of the print ad including placement in the weekly newsletter with more than 1,203 qualified recipients.

We will be happy to inform you about the possibilities of a combined advertisement and to support you in the design of your advertisement, if necessary.
The online news portal – high-quality content, fast and up-to-date

Our English-language online news service EUWID Packaging Markets provides an overview of the European packaging sector. It casts the spotlight on the state of the market and prices for key packing and packaging materials. Our readers are decision-makers in the European packaging industry. They use our information as the basis for making corporate decisions day in, day out.

DIGITAL

www.euwid-packaging.com

Our sections: News
Markets
Regulations

Page impressions per month: 6,118

Visits per month: 1,700
Executives from the European packaging industry stay up to date on the latest market trends every day with our online information. Whether they are in the office or on the go, they always have an eye on crucial developments.

**Key topics:**

- The latest market and price trends for key packing and packaging materials.
- Reporting focused on Germany, the UK, France and Poland.
- Reports and news on key players in the European packaging sector.
- Market data, analysis and recent trends in the packaging sector.
EUWID Packaging Markets researches market prices for packaging and packaging materials at regular intervals. Its focus is on Germany, Europe’s largest packaging market, but also researches the French, British and Polish markets.

**Frequency of market reports and price tables**

<table>
<thead>
<tr>
<th></th>
<th>Paper/Board</th>
<th>Plastics</th>
<th>Wood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly</td>
<td>Recovered paper&lt;br&gt;Packaging paper&lt;br&gt;Board</td>
<td>Commodity plastics&lt;br&gt;Post-consumer single-use PET bottles&lt;br&gt;Waste plastics</td>
<td></td>
</tr>
<tr>
<td>Bi-monthly</td>
<td></td>
<td>PET</td>
<td>Pallets</td>
</tr>
<tr>
<td>Quarterly</td>
<td>Coreboard&lt;br&gt;Sack kraft paper&lt;br&gt;Envelope paper&lt;br&gt;Label paper</td>
<td>Polyamide</td>
<td></td>
</tr>
</tbody>
</table>

**TARGET GROUP / READERSHIP**

EUWID Packaging Markets is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- **Manufacturers and merchants of packaging and packaging materials** made out of board, paper, metal, plastic, glass and wood
- **Packaging Industry:** Food and beverages, chemicals, pharmaceuticals, cosmetics, non-food
- **Suppliers:** Core and label manufacturers, logistics firms, contract packagers, HR and management consultancies, software firms, insurance companies, associations
Other options available on request.
Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: anzeigen@euwid.de.

Discounts
8 weeks placement 5 % 26 weeks placement 15 %
12 weeks placement 10 % 52 weeks placement 20 %

Advertising banner contracts
All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

Your contacts

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Advertising sales
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Andrea Günther
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Phone: +49 7224 9397-168
E-mail: aguenther@euwid.de

Alexandra Merkel
Advertising management
Phone: +49 7224 9397-515
Fax: +49 7224 9397-906
E-mail: anzeigen@euwid.de
Cross-media - Print and digital

Combine your placements in both EUWID Verpackung and EUWID Packaging Markets enjoy the benefits for your successful advertising campaign:

- increased coverage
- 100 % target group
- perfect placement in an ideal environment
- reasonable rates

We will be happy to propose a customised offer for you:
Phone +49 7224 9397 169
The leading trade publication for the German water sector

EUWID Wasser und Abwasser informs decision-makers and executives from industry, public water utilities, service providers and engineering offices. They use our information to gain an overview of developments in the water supply and wastewater treatment business.

They all value our printed edition and are increasingly going online to use our digital offerings.

Our reporting includes political, legal and business aspects - making it THE information and discussion platform for the German water sector.

Placing an advertisement in this editorial environment guarantees that you will stand out from the crowd.

PRINT

Average print circulation: 650 copies
Higher circulation for trade fairs and key topics

Geographical distribution:
Germany 90%
other European countries 10%

Published weekly on Tuesdays, in German
Deadline: 8 days before publication

DIGITAL

www.euwid-wasser.de

Page impressions per month: 17,442

Newsletter subscribers: 530

Social media contacts: 3,276

719 869 1,377 311
Successful decision-makers and experts from the water sector and their suppliers and service providers use the information that they read in EUWID Wasser und Abwasser in their professional environment.

**Key topics:**

- The latest news about industry developments and trends.
- Legislation at state and federal level and at European level. Positions taken by authorities, parties, associations and companies involved.
- News about national and international businesses, positions adopted by European umbrella organisations and trends in EU member states and around the globe.
- Comprehensive reporting on case law from German and European courts. Verdicts and rulings at all stages of court proceedings.
- International developments in the industry.
EUWID Wasser und Abwasser features information about companies and markets, political developments at the regional, national and European level in all areas relevant to the water sector, the latest legal rulings and new technologies and products.

Includes:

- Comprehensive reporting in the core areas of drinking water supply, wastewater capture, wastewater purification, flood protection and energy use of drinking water and wastewater.
- An extensive news section with financial results, mergers, corporate partnerships, association news and market studies.
- A legal section with the latest court rulings on water and wastewater and procurement.
- A policy section addressing relevant national and European laws.
- New technologies, processes and solutions and new research projects.

TARGET GROUP / READERSHIP

EUWID Wasser und Abwasser is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Public water suppliers and wastewater treatment utilities
- Private water suppliers and wastewater treatment companies
- Industry
- Service providers
- Administrations
- Associations
## PRINT | Formats and prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height (mm)</th>
<th>b/w (€)</th>
<th>4 colours (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>187 x 256</td>
<td>1,220.-</td>
<td>2,120.-</td>
</tr>
<tr>
<td>1/2 page</td>
<td>187 x 126</td>
<td>680.-</td>
<td>1,280.-</td>
</tr>
<tr>
<td>1/3 page</td>
<td>187 x 84</td>
<td>450.-</td>
<td>900.-</td>
</tr>
<tr>
<td>1/4 page</td>
<td>187 x 62</td>
<td>340.-</td>
<td>790.-</td>
</tr>
<tr>
<td>1/6 page</td>
<td>187 x 40</td>
<td>225.-</td>
<td>585.-</td>
</tr>
<tr>
<td>1/8 page</td>
<td>187 x 30</td>
<td>170.-</td>
<td>455.-</td>
</tr>
<tr>
<td>1/12 page</td>
<td>59 x 65</td>
<td>115.-</td>
<td>400.-</td>
</tr>
</tbody>
</table>

### Technical details

#### Data delivery
- Colour profile: Euroscale uncoated (CMYK), Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

#### Inserts
- Maximum format A4, up to a maximum of 25 g € 380 flat rate € 380.

#### Placement
- Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

#### Bleed
- 10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

#### Box number fees
- € 8 for each insertion, € 5 per insertion from the third time onwards.

Additional placement of your job advertisement on www.euwid-wasser.de/stellenmarkt

Surcharge: 20 % on the basic price of the print ad.
DIGITAL | Formats and prices

**Medium rectangle***
Website & mobile

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>€ 300</td>
</tr>
<tr>
<td>300 x 500</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 750</td>
<td>€ 400</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

**Content ad***
Website & mobile

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>max. 950 x 150</td>
<td>€ 300</td>
</tr>
<tr>
<td>max. 950 x 250</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

**Video ad***
Website

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 225 (4:3)</td>
<td>€ 500</td>
</tr>
<tr>
<td>300 x 169 (16:9)</td>
<td>€ 500</td>
</tr>
</tbody>
</table>

Content: format on request

**Newsletter**
Text ad

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>437 x 230</td>
<td>€ 225</td>
</tr>
</tbody>
</table>

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners – only the first page is displayed.

**Standalone newsletter**
Price on request

*Rotation placement.

Other options available on request.
DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: anzeigen@euwid.de.

Discounts
<table>
<thead>
<tr>
<th>Placement</th>
<th>5%</th>
<th>10%</th>
<th>15%</th>
<th>20%</th>
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<tbody>
<tr>
<td>8 weeks placement</td>
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<td></td>
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<tr>
<td>12 weeks placement</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>26 weeks placement</td>
<td></td>
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<tr>
<td>52 weeks placement</td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Advertising contracts
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Payment conditions
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EUWID Wasser und Abwasser – Job market

The perfect environment for your job advertisements – reach the right candidates.

Your job ads will also be read by your competitors’ employees.

PRINT

Print circulation: average 650 copies

EUWID Wasser und Abwasser is passed on within the companies. What this means for you:

With placement in one issue, you reach several readers from your target group over a longer period of time – even if the candidates are not actively looking for a new job at the moment.

DIGITAL

An average of 17,442 page impressions per month at www.euwid-wasser.de

Price for placing a job advertisement at www.euwid-wasser.de € 200 per week.

Combine both print and digital package for maximum reach:

The surcharge for an additional placement at www.euwid-wasser.de/stellenmarkt: 20 % on the b/w basic price of the print ad including placement in the weekly newsletter with more than 530 qualified recipients.

We will be happy to inform you about the possibilities of a combined advertisement and to support you in the design of your advertisement, if necessary.
The market compass for the pulp and paper industry

EUWID Papier und Zellstoff reporting focuses on summing up developments in the European pulp and paper market. Industry executives and decision-makers count on price mirrors and market reports in EUWID Papier und Zellstoff to guide their business decisions and actions.

They all value the printed issue and use our range of digital offerings to learn about the latest developments in the sector. Placing an advertisement in this editorial environment is sure to grab attention.

PRINT

Average print circulation: 1,220 copies
Higher circulation for trade fairs and key topics

Geographical distribution:
Germany 75 %
other European countries 25 %

Published weekly on Wednesdays, in German
Deadline: 8 days before publication

DIGITAL

www.euwid-papier.de

Page impressions per month: 73,136
Newsletter subscribers: 1,034
Social media contacts: 5,680

2,350 LinkedIn 1,087 Twitter 2,193
Managers and executives from the pulp and paper sector count on EUWID Paper und Zellstoff. It’s the publication where they know they will find relevant news and the latest developments in the industry that serve as the basis for their business decisions.

Key topics:

- Latest prices for all key paper grades and their upstream products.
- Market data, news, analysis and perspectives.
- Market reporting focusing on Germany, France, the UK, Italy and Poland.
- Capacity changes, acquisitions, divestments and financial results from the pulp and paper industry with a focus on Europe, but also the entire globe.
- Investment projects pursued by all key companies.
EUWID Papier und Zellstoff casts the spotlight on markets for key paper grades and upstream products in Germany, France, the UK, Italy and Poland, publishing market reports and price tables at regular intervals.

Frequency of market reports and price tables

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Paper</th>
<th>Board</th>
<th>Raw materials</th>
<th>Auxiliary materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly</td>
<td>Graphic paper</td>
<td>Cartonboard</td>
<td>Pulp:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Publication paper</td>
<td></td>
<td>Softwood pulp</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Packaging paper</td>
<td></td>
<td>Hardwood pulp</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Hardwood BCTMP</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Recovered paper</td>
<td></td>
</tr>
<tr>
<td>Quarterly</td>
<td>Label paper</td>
<td>Coreboard</td>
<td>Sanding wood</td>
<td>Native starches</td>
</tr>
<tr>
<td></td>
<td>Sack kraft paper</td>
<td></td>
<td>Sawmill residue</td>
<td>Caustic soda</td>
</tr>
<tr>
<td></td>
<td>Envelope paper</td>
<td></td>
<td>Wood chips</td>
<td>Titanium dioxide</td>
</tr>
<tr>
<td></td>
<td>Kraft packaging paper</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TARGET GROUP / READERSHIP

EUWID Papier und Zellstoff is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Manufacturing, converting and/or wholesale trading in paper and paper products
- Printers and publishers
- Supplier industry
- Service providers in the areas of transportation and logistics, HR and management consultancies, software firms, insurance companies, associations
- Packaging industry: Food and beverages, chemicals, pharmaceuticals, cosmetics, non-food
## PRINT | Formats and prices

<table>
<thead>
<tr>
<th>Width x Height (mm)</th>
<th>1/1 page</th>
<th>1/2 page</th>
<th>1/3 page</th>
<th>1/4 page</th>
<th>1/6 page</th>
<th>1/8 page</th>
<th>1/12 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>187 x 256</td>
<td>187 x 126</td>
<td>187 x 84</td>
<td>187 x 62</td>
<td>187 x 40</td>
<td>187 x 30</td>
<td>59 x 65</td>
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</tr>
<tr>
<td>123 x 193</td>
<td>123 x 127</td>
<td>123 x 95</td>
<td>123 x 62</td>
<td>123 x 50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59 x 256</td>
<td>59 x 195</td>
<td>59 x 128</td>
<td>59 x 100</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b/w (€)</td>
<td>1,490.-</td>
<td>860.-</td>
<td>540.-</td>
<td>430.-</td>
<td>270.-</td>
<td>215.-</td>
<td>135.-</td>
</tr>
<tr>
<td>4 colours (€)</td>
<td>2,390.-</td>
<td>1,460.-</td>
<td>990.-</td>
<td>880.-</td>
<td>630.-</td>
<td>500.-</td>
<td>420.-</td>
</tr>
</tbody>
</table>

### Technical details

#### Data delivery
Colour profile Euroscale uncoated (CMYK), Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

#### Inserts
Maximum format A4, up to a maximum of 25 g flat rate € 380 per thousand.

#### Placement
Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

#### Bleed
10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

#### Box number fees
€ 8 for each insertion, € 5 per insertion from the third time onwards.

Additional placement of your job advertisement on www.euwid-papier.de/stellenmarkt
Surcharge: 20 % on the basic price of the print ad.
**DIGITAL | Formats and prices**

<table>
<thead>
<tr>
<th>Medium rectangle*</th>
<th>Website &amp; mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>W x H (in pixel)</td>
<td>Price/week</td>
</tr>
<tr>
<td>300 x 250</td>
<td>€ 300</td>
</tr>
<tr>
<td>300 x 500</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 750</td>
<td>€ 400</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content ad*</th>
<th>Website &amp; mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>W x H (in pixel)</td>
<td>Price/week</td>
</tr>
<tr>
<td>max. 950 x 150</td>
<td>€ 300</td>
</tr>
<tr>
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<td>€ 350</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Video ad*</th>
<th>Website, Sidebar</th>
</tr>
</thead>
<tbody>
<tr>
<td>W x H (in pixel)</td>
<td>Price/week</td>
</tr>
<tr>
<td>300 x 225 (4:3)</td>
<td>€ 500</td>
</tr>
<tr>
<td>300 x 169 (16:9)</td>
<td>€ 500</td>
</tr>
</tbody>
</table>

Content: format on request

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Text ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>W x H (in pixel)</td>
<td>Price/week</td>
</tr>
<tr>
<td>437 x 230</td>
<td>€ 225</td>
</tr>
</tbody>
</table>

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners - only the first page is displayed.

**Standalone newsletter**
Price on request

*Rotation placement.

Other options available on request.
DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: anzeigen@euwid.de.

Discounts
- 8 weeks placement: 5 %
- 12 weeks placement: 10 %
- 26 weeks placement: 15 %
- 52 weeks placement: 20 %

Advertising contracts
All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

Your contacts

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Phone: +49 7224 9397-169
E-mail: fmai@euwid.de

Andrea Günther
Advertising sales
Phone: +49 7224 9397-168
E-mail: aguenther@euwid.de

Alexandra Merkel
Advertising management
Phone: +49 7224 9397-515
Fax: +49 7224 9397-906
E-mail: anzeigen@euwid.de
EUWID Papier und Zellstoff – Job market

The perfect environment for your job advertisements – reach the right candidates.

Your job ads will also be read by your competitors’ employees.

PRINT

Print circulation: average 1,220 copies

EUWID Papier und Zellstoff is passed on within the companies. What this means for you:

With placement in one issue, you reach several readers from your target group over a longer period of time – even if the candidates are not actively looking for a new job at the moment.

DIGITAL

An average of 73,136 page impressions per month at www.euwid-papier.de

Price for placing a job advertisement at www.euwid-papier.de € 200 per week.

Combine both print and digital package for maximum reach:

The surcharge for an additional placement at www.euwid-papier.de/stellenmarkt: 20 % on the b/w basic price of the print ad including placement in the weekly newsletter with more than 1,034 qualified recipients.

We will be happy to inform you about the possibilities of a combined advertisement and to support you in the design of your advertisement, if necessary.
The market compass for Europe’s pulp and paper industry

Our English-language publication EUWID Pulp and Paper focuses its reporting on summing up developments in the European pulp and paper market. Industry executives and decision-makers count on price mirrors and market reports in EUWID Pulp and Paper to guide their business decisions and actions.

They all value the printed issue and use our range of digital offerings to learn about the latest developments in the sector. Our reporting concentrates on companies and markets in Germany, France, the UK, Italy and Poland.

Placing an advertisement in this editorial environment is sure to grab attention.

PRINT

Average print circulation: 580 copies
Higher circulation for trade fairs and key topics

Geographical distribution:
Europa 90%
Rest of the world 10%

Published weekly on Wednesdays
Deadline: 8 days before publication

DIGITAL

www.euwid-paper.com

Page impressions per month: 70,226

Newsletter subscribers: 780

Social media contacts: 12,088
7,200 4,049 839
Managers and executives from the pulp and paper sector count on our English-language publication EUWID Pulp and Paper. It’s the publication where they know they will find relevant news and the latest developments in the industry that serve as the basis for their business decisions.

**Key topics:**

- Latest prices for all key paper grades and their upstream products.
- Market data, news, analysis and perspectives.
- Market reporting focusing on Germany, France, the UK, Italy and Poland.
- Capacity changes, acquisitions, divestments and financial results from the pulp and paper industry with a focus on Europe, but also the entire globe.
- Investment projects pursued by all key companies.
EUWID Pulp and Paper examines markets for key paper grades and raw materials in Germany, France, the UK, Italy and Poland, publishing market reports and price tables at regular intervals:

**Frequency of market reports and price tables**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Paper</th>
<th>Board</th>
<th>Raw materials</th>
<th>Auxiliary materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarterly</td>
<td>Label paper, Sack kraft paper, Envelope paper, Kraft packaging paper</td>
<td>Coreboard</td>
<td>Sanding wood, Sawmill residue, Wood chips</td>
<td>Native starches, Caustic soda, Titanium dioxide</td>
</tr>
</tbody>
</table>

**TARGET GROUP / READERSHIP**

EUWID Pulp and Paper is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Manufacturing, converting and/or wholesale trading in paper and paper products
- Supplier industry
- Service providers in the areas of transportation and logistics, HR and management consultancies, software firms, insurance companies, associations
## PRINT | Formats and prices

<table>
<thead>
<tr>
<th>Formats</th>
<th>1/1 page</th>
<th>1/2 page</th>
<th>1/3 page</th>
<th>1/4 page</th>
<th>1/6 page</th>
<th>1/8 page</th>
<th>1/12 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width x Height (mm)</td>
<td>187 x 256</td>
<td>187 x 126</td>
<td>187 x 84</td>
<td>187 x 62</td>
<td>187 x 40</td>
<td>187 x 30</td>
<td>59 x 65</td>
</tr>
<tr>
<td></td>
<td>123 x 193</td>
<td>123 x 127</td>
<td>123 x 95</td>
<td>123 x 62</td>
<td>123 x 50</td>
<td>59 x 256</td>
<td>59 x 195</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>59 x 128</td>
<td>59 x 100</td>
</tr>
<tr>
<td>b/w (€)</td>
<td>1,150.-</td>
<td>640.-</td>
<td>420.-</td>
<td>320.-</td>
<td>210.-</td>
<td>160.-</td>
<td>105.-</td>
</tr>
<tr>
<td>4 colours (€)</td>
<td>2,050.-</td>
<td>1,240.-</td>
<td>870.-</td>
<td>770.-</td>
<td>570.-</td>
<td>445.-</td>
<td>390.-</td>
</tr>
</tbody>
</table>

**Magazine format:**
W 208 mm x H 297 mm

**Print area:**
W 187 mm x H 256 mm
3 columns at 59 mm

### Technical details

#### Data delivery
Colour profile Euroscale uncoated (CMYK); Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

#### Inserts
Maximum format A4, up to a maximum of 25 g flat rate € 380.

#### Placement
Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

#### Bleed
10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

#### Box number fees
€ 8 for each insertion, € 5 per insertion from the third time onwards.

Additional placement of your job advertisement on www.euwid-paper.com/stellenmarkt
Surcharge: 20 % on the basic price of the print ad.
DIGITAL | Formats and prices

**Medium rectangle***
Website & mobile

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>€ 300</td>
</tr>
<tr>
<td>300 x 500</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 750</td>
<td>€ 400</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

**Content ad***
Website & mobile

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>max. 950 x 150</td>
<td>€ 300</td>
</tr>
<tr>
<td>max. 950 x 250</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

**Video ad***
Website
Sidebar

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 225 (4:3)</td>
<td>€ 500</td>
</tr>
<tr>
<td>300 x 169 (16:9)</td>
<td>€ 500</td>
</tr>
</tbody>
</table>

Content: format on request

**Newsletter**
Text ad

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>437 x 230</td>
<td>€ 225</td>
</tr>
</tbody>
</table>

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners - only the first page is displayed.

**Standalone newsletter**
Price on request

*Rotation placement.

Other options available on request.
DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: anzeigen@euwid.de.

Discounts
8 weeks placement 5 %
12 weeks placement 10 %
26 weeks placement 15 %
52 weeks placement 20 %

Advertising contracts
All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

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Your contacts

Florian Mai
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Andrea Günther
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Phone: +49 7224 9397-168
E-mail: aguenther@euwid.de

Alexandra Merkel
Advertising management
Phone: +49 7224 9397-515
Fax: +49 7224 9397-906
E-mail: anzeigen@euwid.de
Cross-media - Print and digital

Combine your placements in both EUWID Papier und Zellstoff and EUWID Pulp and Paper and enjoy the benefits for your successful advertising campaign:

- increased coverage
- 100% target group
- perfect placement in an ideal environment
- reasonable rates

We will be happy to propose a customised offer for you:
Phone +49 7224 9397 169
The comprehensive source of information for the wood and furniture industry

Successful industry decision-makers trust in the information they find in EUWID Holz und Möbel to get a quick overview of relevant developments on the market. Our editorial team undertakes in-depth, international research and distills news down to the main facts. Our reporting is independent and objective.

EUWID Holz und Möbel offers a high-quality editorial environment to place your successful advertisement. You are sure to grab attention here.

Our readers value our printed edition and stay constantly up to date with our digital information services delving into the latest industry trends.

PRINT

Average print circulation: 1,520 copies
Higher circulation for trade fairs and key topics

Geographical distribution:
Germany 75%
other European countries 25%

Published weekly on Thursday, in German
Deadline: 8 days before publication

DIGITAL

www.euwid-holz.de

Page impressions per month: 88,156
Newsletter subscribers: 879
EUWID Holz und Möbel offers managing directors and executives the latest, often exclusive information from the entire wood and wood-based panel sector, the building product and furniture sector and the trade. Our publication delivers an overview of developments in Germany, Austria and Switzerland, the rest of Europe, Russia, North and South America, Africa and the Asia-Pacific region.

Key topics:

- Regular price mirrors and market reporting on logs and lumber, sawmilling residues, wood products and wood-based panels, surface materials, building products and furniture.

- Domestic and foreign production and sales statistics.

- Foreign trade statistics.

- Industry overviews.

- Company news (financial reports, investments, mergers and acquisitions and insolvency filings).
EUWID Holz und Möbel covers markets in Central Europe, Eastern Europe, North America and Asia, publishing market reports and price tables at regular intervals.

Key market reports and price tables at a glance

<table>
<thead>
<tr>
<th>Wood-based panels</th>
<th>Surfaces</th>
<th>Building products</th>
<th>Wood products</th>
<th>Sawmilling residues</th>
<th>Roundwood and lumber</th>
<th>Industrial timber</th>
<th>Furniture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Particle board</td>
<td>Decor paper</td>
<td>Finished parquet</td>
<td>Window scantlings</td>
<td>Debarked wood chips</td>
<td>Softwood logs</td>
<td>Pulpwood</td>
<td>Flat-pack furniture</td>
</tr>
<tr>
<td>MDF/HDF</td>
<td></td>
<td>Laminate flooring</td>
<td>Structural timber</td>
<td>Specialty wood</td>
<td>Hardwood logs</td>
<td>Softwood lumber</td>
<td>Bedroom furniture</td>
</tr>
<tr>
<td>OSB</td>
<td></td>
<td></td>
<td>Gluelam timber</td>
<td>Measuring wood</td>
<td>Softwood lumber</td>
<td>Softwood industrial timber</td>
<td>Living room furniture</td>
</tr>
<tr>
<td>Elliotis pine</td>
<td></td>
<td></td>
<td>Pallets</td>
<td>Debarked sawmilling residues</td>
<td>Hardwood lumber</td>
<td></td>
<td>Kitchen furniture</td>
</tr>
<tr>
<td>plywood</td>
<td></td>
<td></td>
<td>Pellets</td>
<td>TMP wood chips</td>
<td></td>
<td></td>
<td>Bathroom furniture</td>
</tr>
<tr>
<td>Asian plywood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Office furniture</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Upholstered furniture</td>
</tr>
</tbody>
</table>

TARGET GROUP / READERSHIP

EUWID Holz und Möbel is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Woodworking, wood processing, furniture industry
- Wood-based panels: manufacturers of particleboard, MDF/HDF, OSB, plywood
- Wood products: producers of pellets, laminate flooring, parquet, window scantlings and pallets
- Timber trade, furniture trade
- Forestry sector
- Service providers
- Machinery builders
- Supplier industry: adhesive and impregnating resins, methanol, Melamine, decor paper
## PRINT | Formats and prices

<table>
<thead>
<tr>
<th>Formats</th>
<th>1/1 page</th>
<th>1/2 page</th>
<th>1/3 page</th>
<th>1/4 page</th>
<th>1/6 page</th>
<th>1/8 page</th>
<th>1/12 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width x Height (mm)</td>
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<td>187 x 126</td>
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<td>187 x 62</td>
<td>187 x 40</td>
<td>187 x 30</td>
<td>59 x 65</td>
</tr>
<tr>
<td>123 x 193</td>
<td>123 x 127</td>
<td>123 x 95</td>
<td>123 x 62</td>
<td>123 x 50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59 x 256</td>
<td>59 x 195</td>
<td>59 x 128</td>
<td>59 x 100</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b/w (€)</td>
<td>1,490.-</td>
<td>860.-</td>
<td>540.-</td>
<td>430.-</td>
<td>270.-</td>
<td>215.-</td>
<td>110.-</td>
</tr>
<tr>
<td>4 colours (€)</td>
<td>2,390.-</td>
<td>1,460.-</td>
<td>990.-</td>
<td>880.-</td>
<td>630.-</td>
<td>500.-</td>
<td>395.-</td>
</tr>
</tbody>
</table>

### Technical details

#### Data delivery

Colour profile: Euroscale uncoated (CMYK), Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

#### Inserts

Maximum format A4, up to a maximum of 25 g € 380 per thousand.

#### Placement

Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

#### Bleed

10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

#### Box number fees

€ 8 for each insertion, € 5 per insertion from the third time onwards.

Additional placement of your job advertisement on www.euwid-holz.de/stellenmarkt

Surcharge: 20 % on the basic price of the print ad.
**DIGITAL | Formats and prices**

**Medium rectangle***
Website & mobile

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>€ 300</td>
</tr>
<tr>
<td>300 x 500</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 750</td>
<td>€ 400</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

**Content ad***
Website & mobile

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>max. 950 x 150</td>
<td>€ 300</td>
</tr>
<tr>
<td>max. 950 x 250</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

**Video ad***
Website
Sidebar

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 225 (4:3)</td>
<td>€ 500</td>
</tr>
<tr>
<td>300 x 169 (16:9)</td>
<td>€ 500</td>
</tr>
</tbody>
</table>

Content: format on request

**Newsletter**
Text ad

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>437 x 230</td>
<td>€ 225</td>
</tr>
</tbody>
</table>

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners - only the first page is displayed.

*Rotation placement.

Other options available on request.
DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: anzeigen@euwid.de.

Discounts
8 weeks placement 5 % 26 weeks placement 15 %
12 weeks placement 10 % 52 weeks placement 20 %

Advertising contracts
All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.
**EUWID Holz und Möbel – Job market**

The perfect environment for your job advertisements – reach the right candidates.

Your job ads will also be read by your competitors’ employees.

**PRINT**

Print circulation: average 1,520 copies

EUWID Holz und Möbel is passed on within the companies. What this means for you:

With placement in one issue, you reach several readers from your target group over a longer period of time – even if the candidates are not actively looking for a new job at the moment.

**DIGITAL**

An average of 88,156 Page Impressions per month at www.euwid-holz.de

Price for placing a job advertisement at www.euwid-holz.de € 200 per week.

Combine both print and digital package for maximum reach:

The surcharge for an additional placement at www.euwid-holz.de/stellenmarkt. 20 % on the b/w basic price of the print ad including placement in the weekly newsletter with more than 879 qualified recipients.

We will be happy to inform you about the possibilities of a combined advertisement and to support you in the design of your advertisement, if necessary.
Our English-language publication EUWID Wood Products and Panels recaps developments on international markets for wood products and panels. Industry managers and executives count on price mirrors and market reports in EUWID Wood Panels to help them take business decisions and actions.

They all value the printed issue and use our range of digital offerings to learn about the latest developments in the sector. Our reporting concentrates on companies and markets in Central and Eastern Europe, North America and Asia.

Placing an advertisement in this editorial environment is sure to grab attention.

PRINT

Average print circulation: 380 copies
Higher circulation for trade fairs and key topics

Geographical distribution:
Europa 86 %
Rest of the world 14 %

Published weekly on Wednesdays
Deadline: 8 days before publication

DIGITAL

www.euwid-wood-products.com

Page impressions per month: 29,639

Newsletter subscribers: 434
EUWID Wood Products and Panels offers managing directors and executives the latest, often exclusive information from the entire wood and wood-based panel sector, the building product and furniture sector and the trade. Our publication delivers an overview of developments in Germany, Austria and Switzerland, the rest of Europe, Russia, North and South America, Africa and the Asia-Pacific region.

Key topics:

- Regular price mirrors and market reporting on logs and lumber, sawmilling residues, wood products and wood-based panels, surface materials, building products and furniture.
- Domestic and foreign production and sales statistics.
- Foreign trade statistics.
- Industry overviews.
- Company news (financial reports, investments, mergers and acquisitions and insolvency filings).
EUWID Wood Products and Panels casts a spotlight on markets in Central Europe, Eastern Europe, North America and Asia, publishing market reports and price tables at regular intervals.

**Key market reports and price tables at a glance**

<table>
<thead>
<tr>
<th>Wood-based panels</th>
<th>Wood products</th>
<th>Sawmilling residues</th>
<th>Roundwood and lumber</th>
</tr>
</thead>
<tbody>
<tr>
<td>Particle board</td>
<td>Window scantlings</td>
<td>Debarked wood chips</td>
<td>Softwood logs</td>
</tr>
<tr>
<td>MDF/HDF</td>
<td>Structural timber</td>
<td>Debarked sawmilling residues</td>
<td>Hardwood logs</td>
</tr>
<tr>
<td>OSB</td>
<td>Gluelam timber</td>
<td>TMP wood chips</td>
<td>Softwood lumber</td>
</tr>
<tr>
<td>Elliotis pine plywood</td>
<td>Pallets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian plywood</td>
<td>Window scantlings</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Structural timber</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gluelam timber</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pallets</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TARGET GROUP / READERSHIP**

EUWID Wood Products and Panels is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Woodworking, wood processing, furniture industry
- Wood-based panels: manufacturers of particleboard, MDF/HDF, OSB, plywood
- Wood products: producers of pellets, laminate flooring, parquet, window scantlings and pallets
- Timber trade
- Forestry trade
- Service providers
- Machinery builders
- Supplier industry: adhesive and impregnating resins, methanol, Melamine, decor paper
PRINT | Formats and prices

<table>
<thead>
<tr>
<th>Width x Height (mm)</th>
<th>Formats</th>
<th>1/1 page</th>
<th>1/2 page</th>
<th>1/3 page</th>
<th>1/4 page</th>
<th>1/6 page</th>
<th>1/8 page</th>
<th>1/12 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>187 x 256</td>
<td></td>
<td>187 x 126</td>
<td>187 x 84</td>
<td>187 x 62</td>
<td>187 x 40</td>
<td>187 x 30</td>
<td>59 x 65</td>
<td></td>
</tr>
<tr>
<td>123 x 193</td>
<td></td>
<td>123 x 127</td>
<td>123 x 95</td>
<td>123 x 62</td>
<td>123 x 50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59 x 256</td>
<td></td>
<td>59 x 195</td>
<td>59 x 128</td>
<td>59 x 100</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b/w (€)</td>
<td></td>
<td>1,150.-</td>
<td>640.-</td>
<td>420.-</td>
<td>320.-</td>
<td>210.-</td>
<td>160.-</td>
<td>105.-</td>
</tr>
<tr>
<td>4 colours (€)</td>
<td></td>
<td>2,050.-</td>
<td>1,240.-</td>
<td>870.-</td>
<td>770.-</td>
<td>570.-</td>
<td>445.-</td>
<td>390.-</td>
</tr>
</tbody>
</table>

**Data delivery**
Colour profile Euroscale uncoated (CMYK), Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

**Inserts**
Maximum format A4, up to a maximum of 25 g € 380 per thousand.

**Placement**
Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

**Bleed**
10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

**Box number fees**
€ 8 for each insertion, € 5 per insertion from the third time onwards.

Additional placement of your job advertisement on www.euwid-holz.de/stellenmarkt
Surcharge: 20 % on the basic price of the print ad.
## Formats and Prices

**Medium rectangle***

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>€ 300</td>
</tr>
<tr>
<td>300 x 500</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 750</td>
<td>€ 400</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

**Content ad***

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>max. 950 x 150</td>
<td>€ 300</td>
</tr>
<tr>
<td>max. 950 x 250</td>
<td>€ 350</td>
</tr>
<tr>
<td>300 x 150 (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

**Video ad***

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 225 (4:3)</td>
<td>€ 500</td>
</tr>
<tr>
<td>300 x 169 (16:9)</td>
<td>€ 500</td>
</tr>
</tbody>
</table>

Content: format on request

**Newsletter**

<table>
<thead>
<tr>
<th>W x H (in pixel)</th>
<th>Price/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>437 x 230</td>
<td>€ 225</td>
</tr>
</tbody>
</table>

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners - only the first page is displayed.

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*Rotation placement.

Other options available on request.
DIGITAL | Technical details

File formats
File format: JPEG (*.jpg), GIF (*.gif), Flash (*.swf), HTML 5 (*.html).
Size: 72 dpi – maximum banner size 150 kb.

Video ad
On request.

Sending files by e-mail
E-mail: anzeigen@euwid.de.

Discounts
8 weeks placement 5 % 26 weeks placement 15 %
12 weeks placement 10 % 52 weeks placement 20 %

Advertising contracts
All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

Payment conditions
Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under www.euwid.de/en/advertising-gbc.

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E-mail: anzeigen@euwid.de
Cross-media - Print and digital

Combine your placements in both EUWID Holz und Möbel and EUWID Wood Products and Panels and enjoy the benefits for your successful advertising campaign:

• increased coverage
• 100 % target group
• perfect placement in an ideal environment
• reasonable rates

We will be happy to propose a customised offer for you:
Phone +49 7224 9397 169
CROSS-MEDIA ADVERTISING
CROSS-MEDIA ADVERTISING

Combine print and digital and increase the advertising impact of your campaign.

Our special offer for our new customers:

Place three advertisements at the price of two in the printed edition and enjoy a banner advertisement for four weeks at the price of two weeks on an EUWID website of your choosing during the same period.

SUCCESSFUL ADVERTISING WITH CROSS-MEDIA CAMPAIGNS

The ideal addition to your print ad: advertise online on EUWID websites.

Use the strengths of both medias to reach new target audiences.

Your advantages of combining both print and online advertising:

- increased coverage
- measurable success (more traffic to your website)
- less waste
- link to your own customers’ websites
As a reliable and independent information manager, EUWID targets decision-makers in several sectors in Germany and abroad through its printed and online publications:

A broad range of different advertising opportunities in print and online offers the perfect communication method for your advertising.

Choose from:

- Print advertisement
- Inserts
- Banner advertisement
- Job market

and combine our different publications according to your requirements. We would be happy to assist you in making your selection.

Harness this reach to spread your advertising message