



AEROSOL EUROPE

MEDIA INFORMATION 2017

AEROSOL EUROPE - the magazine for the international aerosol industry
AEROSOL EUROPE - from the leading people for the leading people in aerosols
AEROSOL EUROPE - communicator for the European aerosol industry

Description:	AEROSOL EUROPE is the leading magazine for the international aerosol industry. AEROSOL EUROPE is written by experts for experts. The entire range of topics relating to the industry is covered, supplemented by technical articles, company profiles and interviews with leading industry personalities. Topics relevant to the market, individual products and fairs and congresses are discussed in detail.
Member:	IGA (Industrie-Gemeinschaft Aerosole e.V., Frankfurt). Distributor of the official IGA-Information. ASA (Assoziation der schweizerischen Aerosol-Industrie, Zürich).
Publisher:	Heinz Melcher †, Dipl.-Kfm. Detlev Melcher
Editor:	Dipl.-Kfm. Detlev Melcher
Advertising:	Dagmar Melcher
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Publication:	11 issues per year (1, 2, 3, 4, 5, 6, 7/8, 9, 10, 11, 12)
Special Issues:	AEROSOL EUROPE ADDRESS, Latin America, Asia/China, India
Publishing company:	Media Service International
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Publication and topics plan:	See appendix
Subscription rates:	Annual subscription Germany (incl. postage) EURO 160,- Europe (incl. postage) EURO 180,- World (excl. postage) EURO 270,- Single copy (excl. postage) EURO 18,-

Circulation analysis: circulation 3. quarter 2016
Print run: 6,050
Actual number distributed: 5,568
 1,351 subscriptions

Geographical circulation:

Economic Area	Actual number distributed	
	%	No. copies
German speaking countries	19,92	1,109
European countries	47,05	2,620
World	33,03	1,839
Actual distribution:	100,00	5,568

Market penetration according to the branches of the economy/technical fields/occupational groups

In accordance with its editorial conception, the specialized magazine AEROSOL EUROPE deals with the production and marketing aspects of the international aerosol industry.

	Number of copies actually distributed	
	%	Copies
MANUFACTURERS		
Chemical, cosmetics and pharmaceutical industries	85,36	4,753
Contract filler	4,53	252
SUPPLIERS		
Manufacturers of machines and equipment, containers, propellants, valves and raw materials for the aerosol industry	7,94	442
OTHERS		
Laboratories, Institutes, Consultants	2,17	121
Number of copies actually distributed	100,00	5,568

Size of journal:	DIN A 4 (210 x 297 mm)
Printing space:	height 256 mm x width 183 mm, number of columns 2; width of column 89 mm
Basic rates:	1/1 page 183 mm x 256 mm EURO 2.100,- 1/2 page 183 mm x 128 mm or 89 mm x 256 mm EURO 1.050,- 1/3 page 173 mm x 89 mm EURO 690,- 1/4 page 89 mm x 128 mm or 183 mm x 64 mm EURO 550,- 1/8 page 89 mm x 64 mm or 183 mm x 32 mm EURO 290,-
Rates for specified positions:	Front page upon request 2nd cover EURO 2.200,- 4th cover EURO 2.300,-
Extra charge for colour ads:	for normal colours in conformity with DIN 16 538 each additional colour 1/1 page or smaller EURO 410,- for special colours each additional colour 1/1 page or smaller EURO 460,-
Classified ads:	situations offered, purchase sales per line (1 mm x 89 mm) EURO 8,-
Bound inserts:	2-page, b/w or colours upon request incl. binding cost. Inserts more than 2 pages: information upon request
Loose inserts:	upon request
Special advertising formats:	upon request
Discounts:	(for annual contracts, on basic rates) for 3 ads 5% for 2 pages 5% for 6 ads 10% for 3 pages 10% for 9 ads 15% for 6 pages 15% for 12 ads 20% for 9 pages 20%
Suppliers' directory / Market-Place:	42 mm width, 1 mm height EURO 2,30
Printing:	offset, 60 screens



ONLINE ADVERTISING

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Sidebar Banner 326 x 88 pixels **EUR 350 / month***** (Placement in the right column beneath the sponsored logos, displayed on news pages.)

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