



AEROSOL EUROPE

MEDIA INFORMATION 2018

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 |
| Foreign Correspondent: | Pierre V. Costa |
| Advertising: | Dagmar Melcher |
| Production: | Ben Kuplien |
| Year: | Volume 26, 2018 |
| 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 |
| Postal address: | Spitzwegstraße 4 D-82402 Seeshaupt |
| Phone: | +49 (0) 88 01 / 91 46 82 |
| Fax: | +49 (0) 81 58 / 91 46 83 |
| E-Mail: | info@aerosoleurope.de |
| 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 2017
Print run: 6,150
Actual number distributed: 5,733
 1,431 subscriptions

Geographical circulation:

| Economic Area | Actual number distributed | |
|-----------------------------|---------------------------|--------------|
| | % | No. copies |
| German speaking countries | 19,31 | 1,107 |
| European countries | 45,78 | 2,625 |
| World | 34,90 | 2,001 |
| Actual distribution: | 100,00 | 5,733 |

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 | 84,02 | 4,817 |
| Contract filler | 4,39 | 252 |
| SUPPLIERS | | |
| Manufacturers of machines and equipment, containers, propellants, valves and raw materials for the aerosol industry | 9,47 | 543 |
| OTHERS | | |
| Laboratories, Institutes, Consultants | 2,11 | 121 |
| Number of copies actually distributed | 100,00 | 5,733 |

| | |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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

Header Banner 1080 x 200 pixels **EUR 1,200 / month** (Top of the website above the site header, displayed on every page.)

Content Top Homepage Banner 678 x 88 pixels **EUR 650 / month*** (Large banner 2/3 width above the content, displayed on homepage.)

Content Top Banner 678 x 88 pixels **EUR 650 / month*** (Large banner 2/3 width above the content, displayed on every following news page.)

*Content Top Banner for homepage and news pages can be booked together for **EUR 1,000 / month**

Content Banner 326 x 250 pixels **EUR 550 / month** (Placement within content beneath the opening article, displayed on homepage.)

Content Bottom Banner 678 x 88 pixels **EUR 450 / month** (Placement beneath content, displayed on homepage.)

Sidebar Top Homepage Banner 326 x 250 pixels **EUR 650 / month**** (On the right side of the homepage, top of the content, displayed on homepage.)

Sidebar Top Banner 326 x 250 pixels **EUR 650 / month**** (On the right side of the page, top of the content, displayed on news pages.)

Sidebar Top Banner for homepage and news pages can be booked together for **EUR 1,000 / month

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

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

***Sidebar Banner for homepage and news pages can be booked together for **EUR 500 / month**