

Everything from one source  
“RECYCLING magazin“



Frequency  
fortnightly



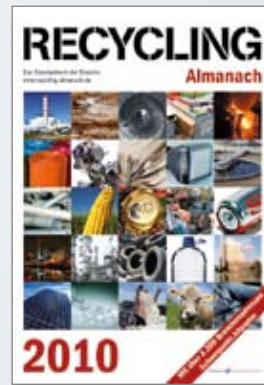
Frequency  
2 twice per year



Frequency  
annually



Frequency  
annually



www.recyclingmagazin.de

www.recycling-almanach.de



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**Brief profile:**

The "RECYCLING magazin" has been reporting on the latest developments in the field of recycling and waste management for 66 years, regarding economy, politics and technology. The editorial staff examines each of the various groups of materials and likewise analyses events in the worlds of business, politics and technology. The main focus is placed on the readers' need for information – for compact, thoroughly researched articles with a high degree of practical benefit.

The reporting is amply accompanied by a comprehensive range of information online. On the website [www.recyclingmagazin.de](http://www.recyclingmagazin.de), Europe's largest German-language news portal for the recycling industry, the editors provide up-to-date information and a large amount of essential accompanying material free of charge. Apart from that, via the English-language website [www.recycling-magazine.com](http://www.recycling-magazine.com) the editorial team also addresses an international audience and provides information on the latest technological developments both in Germany and throughout Europe.

Furthermore, the editors publish the book "Recycling Almanach" once a year in German. The standard work for the recycling industry provides its readers with a review of the past year as well as a comprehensive analysis of various market developments. The "Recycling Almanach" also serves as a reference for all those who want to gain an overview of the recycling industry.

**Target group:**

The target group of the "RECYCLING magazin" includes market participants and decision-makers from the entire recycling and waste disposal industry as well as lawyers, politicians and employees of public authorities and scientific establishments.



**1 Characteristics:** The "RECYCLING magazin" has been reporting on the latest developments in the field of recycling and waste management for 66 years, regarding economy, politics and technology. The editorial staff examines each of the various groups of materials and likewise analyses events in the worlds of business, politics and technology. The "RECYCLING magazin" helps its readers to orientate, classify and explain new developments and is thus an indispensable medium for all those involved in the recycling and waste disposal industry.

**2 Publisher:** André Weijde, Publisher

**3 Editorial:** Stephan Peter Krafzik, chief editor (V.i.S.d.P.), publishing director  
Walter Henkes

Elena R uth  
Bernd Schlupeck  
Sabine Hatzfeld, assistant editor

**4 Advertisements:** Christa Manghard, sales manager  
Petra Scheel-Koch, sales representative

**5 Volume:** 66th volume 2010  
frequency: 2 x monthly

**6 Publishing house:** ATEC Business Information GmbH

**7 Address:** PO box 20 16 63, D-80016 Munich  
Hackerbr ucke 6, D-80355 Munich

**8 Phone:** + 49 (0) 89/8 98 17-0  
**Fax:** + 49 (0) 89/8 98 17-3 50

**9 Internet:** www.recyclingmagazin.de  
**E-mail:** info@recyclingmagazin.de

**10 Topics and deadlines:** see page 9

**11 Subscription price:** Annual subscription includes 24 issues and the "RECYCLING Almanach" 2011

Inland	€198.50 (incl. postage and VAT)
Abroad	€ 205,00 (incl. postage, excluding VAT)
Reduced price*	
Students inland	€97.90 (incl. postage and VAT)
Students abroad	€99.90 (incl. postage, excluding VAT)
Single issue price	€10.00 (excluding postage)

\*on supplying proof of matriculation

**12 Scale analysis 2010 = 24 issues** (based on RM 20)

format:	DIN A4
total scale:	1,104 pages =100%
editorial:	804 pages =73%
advertisements:	300 pages =27%
own publishing advertisements:	67 pages

**13 Editorial Analysis 2010**

editorial	24 pages = 2.99%
contents	24 pages = 2.99%
point of view	24 pages = 2.99%
news	72 pages = 8.08%
persons	24 pages = 3.23%
companies	183 pages = 21.52%
politics and law	128 pages = 16.67%
science and technology	126 pages = 17.66%
marketplace	138 pages = 20.90%
dates	24 pages = 2.993%

## Circulation auditor:



**Circulation analysis:** 3rd quarter 09 to 2nd quarter 10

**Print run average:** 2,728 Print run 2011: 3,500

**Number of copies actually distributed (TvA):** 2,470

**Subscription:** 2,156

**Sold by other means:** 22

**Sold circulation:** 2,178

**Free copies:** 293

**Rest, archive and voucher copies:** 257

## Geographical distribution analysis:

economic area	%	share in the number of copies actually distributed
Germany	82,52	2,063
other countries	16,48	407
<b>number of copies actually distributed</b>	<b>100,00</b>	<b>2,470</b>

**Day of survey** 09 November 2010

### Classified according to German federal states % copies

**Nielsen area 1** 12,90 319

Schleswig-Holstein, Hamburg

Lower Saxony, Bremen

**Nielsen area 2** 21,96 542

North Rhine-Westphalia

**Nielsen area 3a** 11,29 279

Hesse, Rhineland-Palatinate,

Saarland

**Nielsen area 3b** 13,00 325

Baden-Württemberg

**Nielsen area 4** 13,85 343

Bavaria

**Nielsen area 5** 1,80 57

Berlin

**Nielsen area 6** 4,08 101

Mecklenburg-West Pomerania

Brandenburg, Saxony-Anhalt

**Nielsen area 7** 3,89 97

Thuringia, Saxony

**TvA Inland** 2,063

### Classified according to country % copies

**Austria** 34,16 124

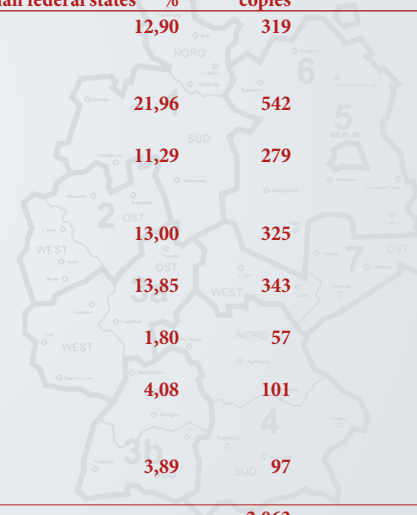
**Switzerland** 33,33 121

**Netherlands** 15,15 55

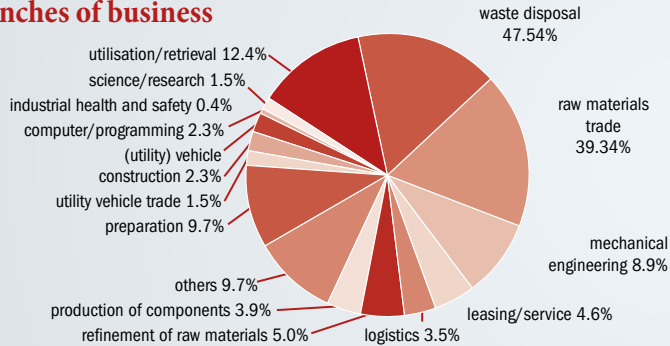
**Scandinavia** 6,89 25

**Other countries** 10,47 82

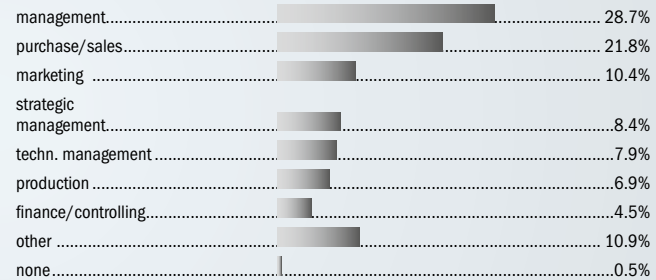
**TvA other countries** 407



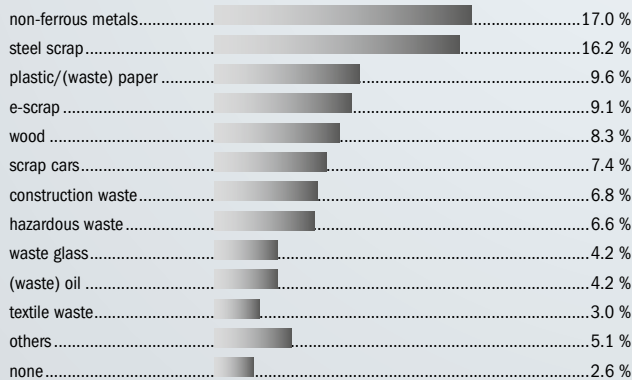
### Branches of business



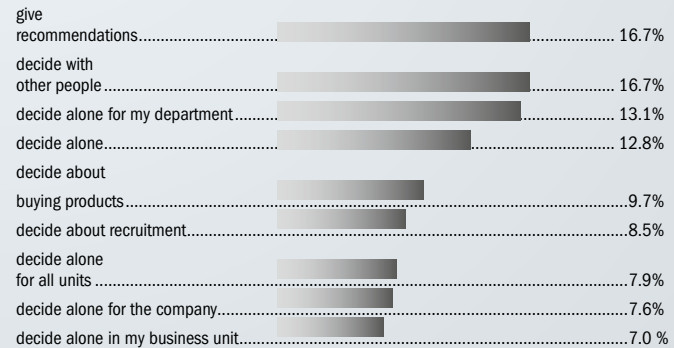
### Fields of action



### Specialisation secondary raw materials



### Capability of decision-making



A new reader survey will be carried out at the beginning of 2011.

Source: subscriber survey August 2007, basis 1,100 readers, Response: 12.6%

**Topics:** Recycling and secondary raw materials

**Media kit no. 52, valid from 01.01.2011** Number of copies distributed: 2,666

- 1 format:** 210 mm wide, 297 mm long, DIN A4
- 2 type area:** 180 mm wide, 248 mm long  
**number of columns:** 3 columns, width 57 mm  
 4 columns, width 42 mm
- 3 printing process:** offset  
**binding process:** clasped binding  
**files & proof:** Please send your files as print-optimised pdf files on a data medium. For ads in colour the printer needs an official digital colour proof, for b/w ads a laser printout. If no proof has been made available, deviations from the original motif that may occur might possibly go unnoticed.
- 4 publication data:** frequency: twice a month, Mondays  
 date of publication and advertising date: see deadlines
- 5 publishing:** ATEC Business Information GmbH  
**address:** PO box 20 16 63, D-80016 Munich  
 Hackerbrücke 6, D-80335 Munich
- Managing director:**  
 André Weijde T: +49 (0) 89 8 98 17-0
- sales manager:**  
 Christa Manghard T: +49 (0) 89/8 98 17-3 52  
 F: +49 (0) 89/8 98 17-3 50

**6 terms of payment:**

Net 30 days after invoice date; 2% discount for payment within 14 days. Prices do not include VAT.

**bank details:**

Deutsche Bank Munich, Bank sort code 700 700 10,  
 Account No. 170 33 88 00, VAT ID No. DE 813 291 881,  
 IBAN DE 86 7007 0010 0170 3388 00, SWIFT DEUTDEMM

**IVW-proofed period 3rd quarter 09 – 2nd quarter 10**

(equivalent to BPA standard)

Print run average:	2,728	Print run 2011: 3,500
distributed:	2,470	
subscription:	2,156	

**7 print shop:**

Stürtz GmbH  
 Postbox 67 20  
 97017 Würzburg

Alfred-Nobel-Str. 33  
 97080 Würzburg  
 Phone: +49 (0)9 31 3 85-0  
 Fax: +49 (0)9 31 3 85-2 00  
 www.stuertz.de

Shipping address:

Phone: +49 (0)9 31 3 85-851

Address for shipment of ad specials: page 14

		Advertising deadline	Publication data	Scheduled topics include	Trade fairs/conferences*	
January	Issue 1	17.12.10	17.01.11	Non-ferrous metals, e-waste, waste incineration	19.01 - 21.01.11 20.01.11 25.01 - 27.01.11 25.01 - 26.01.11	10th Int. Electronics Recycling Congress IERC, Salzburg Dreiländertreff, Aachen TerraTec Int. trade fair for environmental technology and energy industry, Leipzig Berlin waste industry and energy conference, optimisation of waste incineration, Berlin
	Issue 2	19.01.11	31.01.11	Packaging, steel scrap		
February	Issue 3	02.02.11	14.02.11	E-waste, refuse-derived fuels		
	Issue 4	16.02.11	28.02.11	Waste wood, demolition / building rubble		
	▶	18.02.11	March 2011	<b>Special edition book on scrap yards/VDI guideline 4085</b>	see page 20	
March	Issue 5	02.03.11	14.03.11	Scrap cars, waste paper	16.03 - 17.03.11 23.03 - 25.03.11 Data on request	Berlin Recycling and Raw Materials Conference, Berlin 11th Int. Automobile Recycling Congress IARC 2011, Budapest byse waste paper day
	Issue 6	16.03.11	28.03.11	Used batteries, waste plastics	05.04 - 09.04.11	ISRI, Las Vegas
April	Issue 7	30.03.11	11.04.11	Municipal waste, biomass	12.04 - 14.04.11 13.04 - 15.04.11	Kassel Waste and Bioenergy Forum, Kassel ViaExpo, Sofia
	Issue 8	13.04.11	26.04.11	Non-ferrous metals, used textiles	04.05 - 05.05.11 04.05 - 05.05.11 05.05.11 Data on request	Berlin Energy Conference - renewable energy sources, Berlin Schüttgut Schweiz, Basel, Switzerland VDM annual conference, Dresden FTR spring conference, Berlin

\*The "RECYCLING magazin" will be displayed at these trade fairs, conferences and conventions. Changes may be made at short notice

		Advertising deadline	Publication data	Scheduled topics include	Trade fairs/conferences*	
May	▶	27.04.	09.05.11	<b>Special edition "recycling aktiv"</b>	see page 17	
	Issue 9	27.04.11	09.05.11	<b>Demolition / building rubble, steel scrap</b>	10.05 - 13.05.11 17.05 - 19.05.11 18.05 - 20.05.11 23.05 - 25.05.11 24.05 - 26.05.11	Transport Logistic, Munich waste to energy, Bremen recycling aktiv, Baden-Airpark, Karlsruhe/Baden-Baden BIR 2011 World Recycling Convention & Exhibition, Singapore Waste-to-Resources 2011 - 4th Int. conference MBWT and sorting plants, Hanover
	Issue 10	11.05.11	23.05.11	<b>Mechanical-biological waste treatment (MBWT), waste plastics</b>	30.05 - 03.06.11 31.05 - 02.06.11 Data on request	LIGNA, Hanover ISWA Conference: Solid Waste Treatment and Disposal: Leading Edge Technologies, Moscow buse waste plastics conference
	▶	20.04.11	23.05.11	<b>1st special edition in English</b>	see page 18	
June	Issue 11	25.05.11	07.06.11	<b>Waste paper, waste incineration</b>	Data on request	ITAD annual conference (waste incineration)
	Issue 12	08.06.11	21.06.11	<b>Used tyres, packaging</b>		
July	Issue 13	22.06.11	04.07.11	<b>Waste wood, biomass</b>		
	▶	17.06.11	18.07.11	<b>1st special edition "Metal Recycling"</b>	see page 18	
	Issue 14	06.07.11	18.07.11	<b>Used textiles, foreign markets</b>		
August	Issue 15	20.07.11	01.08.11	<b>Hazardous waste</b>		
	Issue 16	10.08.11	23.08.11	<b>Waste oil</b>	31.08 - 03.09.11	STEINEXPO, Homb./Nieder-Ofleiden

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		Advertising deadline	Publication data	Scheduled topics include	Trade fairs/conferences*	
September	Issue 17	24.08.11	05.09.11	Waste plastics, refuse-derived fuels	08.09 - 09.09.11	Future of plastics recycling, Krefeld
	Issue 18	07.09.11	19.09.11	Used batteries		
October	Issue 19	21.09.11	04.10.11	Non-ferrous metals, waste glass	18.10 - 22.10.11	FAKUMA International trade fair for plastics processing, Friedrichshafen
	Issue 20	05.10.11	17.10.11	Waste paper, packaging	23.10 - 25.10.11	BIR 2011 Autumn Round Table Sessions, München
	▶	16.09.11	17.10.11	2nd special edition in English see page 18		
	▶	28.09.11	17.10.11	Wall planner 2012 see page 15 - 16		
November	Issue 21	26.10.11	08.11.11	Steel scrap, municipal waste	16.11 - 18.11.11 22.11 - 25.11.11 Data on request	BDSV annual conference, Hotel Hilton, Mainz Poleko, Posen ECOMONDO Int. trade fair for recycling, energy + sustainable development, Rimini
	Issue 22	09.11.11	21.11.11	Waste incineration collection logistics		
December	Issue 23	23.11.11	05.12.11	E-waste	Data on request	Pollutec, Paris
	▶	18.11.11	30.12.11	"RECYCLING Almanach" see page 21		
	Issue 24	07.12.11	19.12.11	Building material recycling		

\*The "RECYCLING magazin" will be displayed at these trade fairs, conferences and conventions. Changes may be made at short notice

## Rates editorial section

Format	4c	3c/2c	b/w
2/1 page	€5,450	-	€3,850
1/1 page (editorial)	€2,990	€2,490	€2,099
1/1 page (Page 5)	€3,260	€2,869	€2,369
3/4 page wide	€2,380	€1,990	€1,780
2/3 page columns/wide	€2,195	€1,855	€1,535
1/2 page wide	€1,670	€1,390	€1,150
1/3 page columns/wide	€1,090	€890	€770
1/4 page wide	€890	€735	€630

## Special formats

### Truncated formats

15% surcharge over basic prices (not subject to discount)

### Special placements

2nd cover page	€3,400
3rd cover page	€3,260
4th cover page	€3,400

Further formats on request.

€280 additional charge for special colours and the 4c price.

## Advertising rates list, market segment

Format	4c	3c/2c	bw
1/4 page	€890	€735	€365
1/8 page, 1-col./2-col./4-col.	€495	€415	€365
1/16 page	€285	€240	€210
1/32 page	€144	€130	€120

## Advertising rates list, persons

**Job offer:** 10% discount on the regular price

**Job application:** 15% discount on the regular price

Your ad on the web: €300

Box number: €12

## Quantity discount scale\*

3 pages or more	5%
6 pages or more	10%
9 pages or more	15%
12 pages or more	20%

## Repeat business discount scale

3 or more editions	5%
6 or more editions	7%
12 or more editions	10%
18 or more editions	15%
24 or more editions	20%

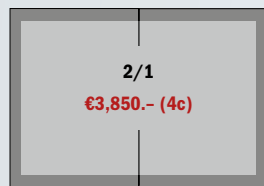
\* b/w

## Terms of payment

Net 30 days after invoice date; 2% discount for payment within 14 days. Prices do not include VAT. Bank information:

Deutsche Bank Munich, Bank sort code 700 700 10,  
Account No. 170 33 88 00, VAT ID No. DE 813 291 881,  
IBAN DE 86 7007 0010 0170 3388 00, SWIFT DEUTDEMM

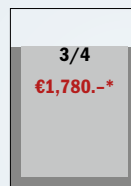
## Rates editorial section



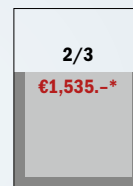
Bleed size: 420 x 297 mm  
Type area: 390 x 248 mm



Bleed size: 210 x 297 mm  
Type area: 180 x 248 mm



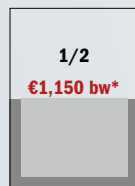
Bleed size: 210 x 204 mm  
Type area: 180 x 184 mm



Bleed size: 210 x 198 mm  
Type area: 180 x 165 mm



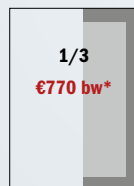
Bleed size: 133 x 297 mm  
Type area: 118 x 248 mm



Bleed size: 210 x 142 mm  
Type area: 180 x 122 mm



Bleed size: 210 x 102 mm  
Type area: 180 x 82 mm



Bleed size: 72 x 297 mm  
Type area: 57 x 248 mm



Bleed size: 210 x 80 mm  
Type area: 180 x 60 mm

\* rates = type area, black & white; width x height in millimetres.

\* Above-mentioned formats require additional 3 mm allowance for trim on each outer side.

1 column in magazine = 57 mm;  
1 column in advertising market = 42 mm

4-c rates: see page 12

## Advertising price list, market segment



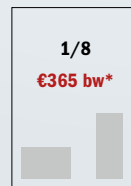
Bleed size: 57 x 297 mm  
Type area: 42 x 248 mm



Bleed size: 180 x 29 mm  
Type area: 88 x 122 mm



Type area:  
180 x 29 mm



Type area:  
88 x 60 mm  
42 x 122 mm



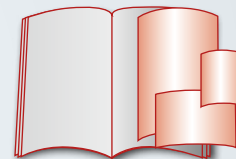
Type area:  
42 x 60 mm  
88 x 29 mm



Type area:  
42 x 29 mm

## Inserts

- Description:** Loosely inserted printed matter, such as pamphlets, cards or single sheets of paper
- Minimum format:** 105 x 148 mm
- Maximum format:** 205 x 290 mm
- Rate up to 25 grams:** €250 per 1,000 copies, plus postage – not subject to discounts. **Rate up to 50 grams:** €350 per 1,000 copies, plus postage – not subject to discounts, (rates for heavier inserts available upon request)
- Partial payment:** When delivering the insert, please include a 2% partial payment



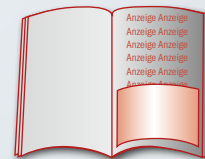
## Supplements

- Description:** Firmly bound printed matter such as brochures and postcards. Individual sheets available upon request
- Format:** 210 x 297 mm bleed format
- Rate:** 4 pages €3,099
- Discounts:** In accordance with quantity and repeat customer discount scale; also available in combination with ads 1 sheet (2 pages) corresponds to 1/1 advertising pages



## Tip-on cards

- Description:** Brochures, envelopes glued to a general ad or other printed matter.
- Minimum format:** Available only in conjunction with an ad of 1/2 a page or larger  
DIN A6 or DIN A6 format with glue strip
- Rate:** €165 per 1,000 copies plus postage – not subject to discounts



## Address for shipment of ad specials and delivery conditions

Stürtz GmbH, Lager  
Alfred-Nobel-Straße 33  
Einfahrt 4  
97080 Würzburg

Business Hours  
Monday to Friday 6 a.m to 6 p.m.

The shipping note should be applied on the outer side of the pallet or box.

It must contain following information:

- Customer (orderer)
- Project title and issue number
- Delivery quantity: – Total weight
  - Number of pallets and/or boxes
  - Size and nature of the product (flat, folded)
  - Address and phone number of the deliverer

Delivery Deadline: Eight working days prior to the delivery date of the project (journal/magazine) at 8 o'clock.

## Terms of payment:

Net 30 days after invoice date;  
2% discount for payment within 14 days  
Prices do not include VAT  
Bank details:  
Deutsche Bank Munich, Bank sort code 700 700 10,  
Account No. 170 33 88 00, VAT ID No. DE 813 291 881,  
IBAN DE 86 7007 0010 0170 3388 00, SWIFT DEUTDEMM

## Reprints

All articles published in "RECYCLING magazin" are available as special reprints that feature your logo/business name on the title page or inside pages to support your field staff, direct marketing campaigns or for use as hand-outs at conventions or conferences.

format:	DIN A4 210 x 297 mm (coloured)		
circulation:	250 copies	500 copies	750 copies
2 pages:	€825	€920	€1,035
4 pages:	€1,235	€1,300	€1,370
circulation:	1,000 copies	1,500 copies	2,000 copies
2 pages:	€1,235	€1,370	€1,500
4 pages:	€1,500	€1,730	€1,850

In addition, we will provide you with a copy of your customised reprint in PDF format for your website at no extra charge. If desired, we will provide you with a printable PDF file for a fee of 400 euros. No discounts are available.



## Annual calendar

Do you want to be with your customer all year round? Place your ad in the annual calendar for 2011! This calendar is included with "RECYCLING magazin" at the end of the year and will be distributed at trade fairs, conventions and conferences as well. Release date: 25.10.2010

<b>Calendar format:</b>	116 x 82 cm			
<b>Circulation:</b>	5,000 copies			
<b>Advertising space:</b>	80 x 80 mm	161 x 80 mm	241 x 80 mm	161 x 161 mm
		80 x 161 mm		
<b>Price:</b>	€850	€1,520	€2,390	€2,850

Additional formats and prices available upon request. No discounts are available.

### Placement possibilities: page 16

We will also be happy to design an annual calendar exclusively for you. Interested?

Please contact your media consultant for more information.

Phone: +49(0)89/89817-352



1 1 field €850	2 2 fields €1.520	3	4 4 fields €2,850	5		11 3 fields €2,390	12	13	14	15
6	7	8	9	10		16	17	18	19	20

### Annual calendar 2011

You want to be present all year round with your customer? Secure your placement immediately! The annual calendar gets send out with the "Recycling magazin" and will, in addition, be distributed at trade fairs, congresses and meetings.

**Release date 17.10.2011**

**Deadline ads 16.09.2011**

**Size:** 1160 x 820 mm, **Edition:** 5,000 Stück

**1 field:** 80 x 80 mm

**2 fields:** 80 x 161 mm or 161 x 80 mm

**3 fields:** 241 x 80 mm or 80 x 241 mm

**4 fields:** 161 x 161 mm

**We will also be happy to design an annual calendar exclusively for you.**

Interested? Please contact your media consultant for more information

**Christa Manghard, sales manager**

T: + 49 (0) 89/8 98 17-3 52,

Mail: christa.manghard@recyclingmagazin.de

**Petra Scheel-Koch, sales representative**

T: +49 (0) 2154/89 61 90 M: +496 (0) 163/6 61 17 57,

Mail: verlagsservice-koch@arcor.de

21	22						
23	24	<p>3 fields €2,390</p>					
25	26	<p>Termines 2012</p>					

## Trade fair special edition “recycling aktiv“

The trade fair special “recycling aktiv“ targets market participants and decision-makers from the recycling and waste disposal industry as well as visitors to the second “ recycling aktiv“ demonstration trade fair in Karlsruhe.

Copy/print document deadline: 07.04.11

Publication date: 09.05.11



Format (width x height)	Rate for trade fair special
	4c
2/1 page (296 x 210 mm)	€4.360
1/1 page (148 x 210 mm)	€2.392
cover page 2, 3 und 4 (148 x 210 mm)	€2.720
1/2 page (148 x 103 mm)	€1.336
1/3 page (148 x 68 mm)	€872

Format (width x height)	Combined rate for trade fair special and “RECYCLING magazin“
	4c
2/1 page (296 x 210 mm)	€8.448
1/1 page (148 x 210 mm)	€4.635
cover page 2, 3 und 4 (148 x 210 mm)	€5.270
1/2 page (148 x 103 mm)	€2.589
1/3 page (148 x 68 mm)	€1.690

All sizes are bleed sizes  
plus 3 mm trim per outside edge.

## Special editions in German

We will be taking a closer look at the various facets of metal recycling in a special edition. The main focus will be on reportage, market reviews and the analysis of legal framework conditions as well as new technical processes.

### Metal Recycling

#### Topics

- The latest reports on the BIR spring and/or autumn conventions
- Steel market summary
- Scrap steel market summary
- Stainless steel scrap market summary
- Non-ferrous metal scrap/non-ferrous metals summary
- New technological developments

#### Will be displayed at:

- 23.10 - 25.10.11 BIR 2011, Munich
- 16.11 - 18.11.11 BDSV annual conference, Mainz

Copy/print document deadline: 17.06.11

Publication date: 18.07.11



## RECYCLING magazine in English

The international RECYCLING magazine conveys the core competence of "RECYCLING magazin" in English news, background information, market analyses and reports on technological developments exactly suited to the needs of international readers.

#### Topics:

Waste wood, building rubble, waste incineration and MBWT plants, municipal waste and lots more

#### Will be displayed at:

- 23.05 - 25.05.11 BIR 2011, Singapore
- 24.05 - 26.05.11 Waste-to-Resources 2011, Hanover
- 30.05 - 03.06.11 LIGNA, Hanover
- 31.05 - 02.06.11 ISWA Conference: Solid Waste Treatment and Disposal

Copy/print document deadline: 20.04.11

Publication date: 23.05.11

#### Topics:

Scrap metal and e-waste

#### Will be displayed at:

- 23.10 - 25.10.11 BIR 2011, Munich
  - 16.11 - 18.11.11 BDSV annual conference, Mainz
  - 22.11 - 25.11.11 Poleko, Posen
- Date on request: ECOMONDO, Rimini  
Date on request: Pollutec, Paris

Copy/print document deadline: 16.09.11

Publication date: 17.10.11



Please see pages 12 and 13 for rates and formats.

## Digital printing specifications

To decrease the production times of our publications and optimise production flow, ATEC Business Information GmbH publishing house uses computer-to-plate printing for its magazines. This process requires that all print material be available in digital form. So as to avoid any mistakes during exposure and printing of your files, the following points should be observed when creating the file. Please pass this information on to the agency or advertising department you have commissioned to create your print material.

- Files:**
- The printable file has to be in PDF X1a or PDF X3 standard, created with Adobe Distiller.
  - All fonts must be embedded.
  - Colours must not be in RGB; if you want to use special colours, please discuss this with the publishing house in advance.
  - All colour profiles have to be factored in.
  - Please do not use hairlines.
  - We recommend an image resolution of 300 dpi.
  - The file has to be trimmed size (100%).  
For formats that are larger than 1/1 page, each page has to be created separately (incl. bleed allowance); fitting is carried out at the print shop.
  - Please include a bleed allowance of 3 mm for trimmed elements.
  - The format for the advertising visuals has to correspond to the format stated in the order.

**Proof:**

The print shop requires a digital contract proof for colour adverts and a laser printout for black and white adverts. If there is no proof available, any possible deviations from the original visuals could be potentially overlooked.

## VDI guideline for scrap yards

### Brief profile:

The book exclusively contains the new VDI guideline 4085 on planning, establishing and operating scrap yards. The guideline text is accompanied by a comprehensive address list of manufacturers and service providers in the scrap industry.

### Advantages:

- Great relevance as an indispensable reference book for scrap yard operators
- Long-term validity of the guideline and therefore multiple usage by readers
- Repeated viewing of the advertising by readers
- No waste coverage of advertising due to high access to target audience

Copy/print document deadline: 03.02.11 publication date: March 2011

Format (width x height) Rate	Price	Rates with technical data sheet
2/1 page Bleed: 330 x 240 mm	€4.905€	€4.905 (including data sheet)
1/1 page Bleed: 165 x 240 mm	€2.780	€2.780 (including data sheet)
1/2 page Bleed: 165 x 112,5 mm	€1.470	€2.200 (including data sheet)
1/3 page Bleed: 165 x 80 mm	€850	€1.850 (including data sheet)
Basic entry in address list	free	
Design of entry with logo, mail and internet format 40 x 50 mm	€350	

All sizes are bleed sizes plus 3 mm trim per outside edge.

All rates are fixed rates and not discountable!

\* Design and delivery of the printable PDFs made by the advertisers  
(by PDF/X3 specification, CMYK, all fonts embedded)

### Rough structuring of address list in the book "VDI guideline 4085"

#### 1.) Building construction and civil engineering:

Building companies – separator plants – surface sealing systems – box systems – petrol stations – scales – sheet steel suppliers

#### 2.) Scrap processing:

Machines: shears – presses – shredders – chip breakers – cable processing plants – tyre-wheel separators – etc.

#### 3.) Handling and transportation:

Excavators – forklifts – containers – rail – shipping

#### 4.) Accessories and auxiliary facilities:

Analyses – radioactivity measurements – protective equipment

#### 5.) Environmental impact:

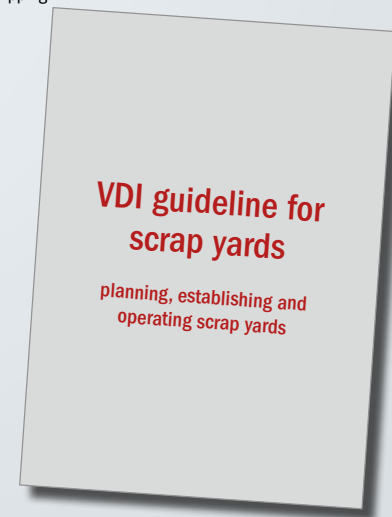
Institute for noise measurement – Appraisers for: vibration – contaminated sites – smells

#### 6.) Management systems:

Certifications

#### 7.) Legal consultation/ approval management:

Lawyers – project managers



## RECYCLING Almanach

### Profile:

The "Recycling Almanach" is the standard work for the recycling industry and is published once a year in German only. It consists of several hundred pages and is a reference book and leading source of information on the industry as well as a guidebook for anyone who wants to gather comprehensive information on the recycling industry.

### Your benefits at a glance!

- Component of the new "RECYCLING magazin" subscription
- Over 3,500 copies printed
- Outstanding combination of printed and online versions
- A broad range of possibilities for advertising your products and services (online)
- Benefit from the google optimisation of our website: [www.recycling-almanach.de](http://www.recycling-almanach.de)
- Increased number of hits to your website due to linking
- Targeted publicity for your company, products or services

**Copy/print document deadline: 18.11.11**

**publication date: 30.12.11**

Format:	Type area	Price
2/1 page 4c	330 x 240 mm*	€2,400
1/1 page 4c	165 x 240 mm*	€1,640
1/2 page 4c horizontal	165 x 112,5 mm*	€920
1/3 page 4c horizontal	165 x 80 mm*	€700
Your logo in address section	40 x 40 mm	€350

\*truncated format with 3 mm four-side trim  
All rates are fixed rates and not discountable!

!



Image similair.

## The “Recycling Almanach“ online

### Profile:

The almanac of the recycling industry is the key reference work for the German-speaking recycling and waste disposal industry. It covers over 20,000 manufacturers and service providers of more than 1,000 products and services and thus provides the best basis for business contacts.

Everything from analysis of waste to containers and recycling to shredding plants. Simply enter the product or service you are looking for in our search field - we will show you who offers these services and of course also provide you with the contact data you require, including personal contacts.

### Your benefits:

- Germany's largest address database for business contacts in the recycling and waste disposal industry.
- More than 20,000 manufacturers and service providers covering over 1,000 products and services.
- All material flows from analysis of waste, containers and recycling to shredding equipment and zinc extraction.
- Easy to search and make contact
- Linked to the content of the annually published book “RECYCLING Almanach”.

### Banner rates (per month):

Full-size banner	468 x 60 Pixel	€850
Content banner	320 x 60 Pixel	€650

### Basic performance

Contact data – link to website – e-mail contact form– description of company – search terms unlimited (without professional search term) – 5 press releases (text only) – company logo – contact person with photo

All rates are fixed rates and not discountable



### Additional performance

	Pro	Premium
Company entry in the printed edition of “RECYCLING Almanach”	x	x
Press releases unlimited with one picture each	x	x
3 premium search terms of optional product presentations (incl. picture)	x	
6 premium search terms of optional product presentations (incl. picture)		x
Package prices per year:	€575	€875

## www.recyclingmagazin.de

### Your advantages:

- Extensive news portal with a wide range of up-to-date news items and comprehensive background information
- Fortnightly newsletter featuring current news and magazine announcements
- Sent to over 5,000 qualified addresses
- Target audience: all decision-makers in the recycling and waste disposal industry

### User profile online

source: Google analytics

Page impressions: 43,803\* Unique visitors: 19.812\*

\* average monthly value 2010

## Stand-alone Newsletter

You can, of course, also use our addresses exclusively for your promotional activities. This means we will send your individually designed html or text e-mails to our newsletter subscribers on your behalf.

List of qualified international addresses: 11,000

Rate for a complete mailing: 3,500

We will also be happy to take care of the design work for you at a small additional charge (available on enquiry).

## Reporting

In cooperation with our partners Adtech, Webtrends and GoogleAnalytics we can provide you with a detailed overview of the campaigns you have commissioned. On request we can provide you with comprehensive reporting on page impressions, unique visitors, lengths of stay and click rates. The information enables you to take individual steps even during your campaign.

You are, of course, free at any time to replace the currently running banner with a new one. This helps you to react quickly to version changes.



### Website:

Super-size banner 940x90 pixels	
Rate per month:	€1,800
Ful-size banner / 468 x 60 pixels	
Rate per month:	€1,000
Content banner / 320 x 60 pixels	
Rate per month:	€1,300
Skyscraper / 120 x 600 pixels	
Rate per month:	€1,800

### Newsletter (fortnightly):#

Text ad	€400
(500 keystrokes + logo)	
Content banner:	€550
320 x 60 pixels	
Sponsoring logo:	€400
120 x 20 pixels	

## General Terms and Conditions of Business for Advertisements and Preprint Inserts in the “RECYCLING magazin“

1. An “advertisement order” within the meaning of the following General Terms and Conditions of Business is a contract with respect to the publication of one or more advertisements of an advertiser or space buyer in a publication for advertising purposes.
2. If there is any doubt, advertisements are to be called up for publication within one year of the conclusion of the contract. If, within the framework of the contract, the right has been granted to call up individual advertisements, the order is to be wound up within a year of the publication of the first advertisement provided the first advertisement was called up and published within the period of time mentioned in sentence 1.
3. When a contract is concluded the advertiser is entitled to call up further advertisements within the period of time agreed on or within the period of time mentioned in item 2 over and above the number of advertisements mentioned in the order.
4. If an order is not fulfilled due to circumstances beyond the control of the publishing house, the advertiser has, regardless of any other legal obligations which might arise, to reimburse the publishing house for the difference between the discount that was granted and the discount that would correspond to the amount actually purchased.
5. Once the purchase amount has been reached text millimetre line rates will be converted into the appropriate ad millimetre rates.
6. Orders for ads and preprint inserts that are expressly only to be published in specific issues or positions in the magazine have to arrive at the publisher in sufficient time for the advertiser to be informed prior to the closing date for advertisements should it not be possible to execute the order in the requested manner. Classified ads are printed in the appropriate section and require no particular agreement.
7. Advertisements that because of their editorial design are not recognisable as such will be made more clearly distinguishable by the publishing house adding the word “advertisement”.
8. The publishing house reserves the right to reject advertisement orders – also individual release orders within the scope of a contract – and insert orders, on account of their content, origin or technical form in accordance with uniform, objectively justified principles of the publishing house if their contents violate laws or official regulations or it cannot reasonably be expected that the publishing house print them. This also applies to orders placed with branch offices, advertisement offices or representatives. Insert orders only become binding for the publishing house once a sample of the insert has been submitted and approved. Inserts which give the reader the impression that they are part of the newspaper/magazine on account of their format or layout, or include advertisements from third parties, will not be accepted. The advertiser will be informed immediately that his advertising order has been rejected.
9. The advertiser is responsible for ensuring that the advertisement text and faultless artwork or the insert is delivered to the publishing house in good time. The publishing house will be prompt to demand a replacement for any artwork that is visibly unsuitable or damaged. The publishing house guarantees the usual printing quality of the booked title within the scope of the means arising from the artwork submitted.
10. If the printed version of the advertisement is partially illegible, not correct or incomplete, the advertiser is entitled to a reduction in payment or to a replacement advertisement that is free from defect, but only to the same extent as the purpose of the advertisement was impaired. In the event that the publishing house lets an appropriate deadline that he was set for this pass, or that the replacement advertisement is once again not free from defects, the advertiser has the right to a reduction in payment or to withdraw from the contract. Claims for damages or compensation occasioned by positive violation of a claim, negligence on conclusion of the contract and tortious acts are – even if the order was placed by telephone – excluded. Claims for damages or compensation occasioned by impossibility of performance and delay in performance are limited to compensation for the foreseeable damage and to the remuneration to be paid for the advertisement or insert in question. This does not apply to damage caused intentionally or by gross negligence by the publishing house, its legal representative or its vicarious agents. The liability of the publishing house for damages due to the lack of characteristics or features that were promised remain unaffected. In addition, in the course of business the publishing house is also not liable for the gross negligence of its vicarious agents; in the remaining cases liability towards businessmen and women for gross negligence is, in terms of scope, limited to the foreseeable damage up to the amount of remuneration to be paid for the advertisement in question. Complaints – except in the case of non-obvious defects – must be put forward within four weeks of receipt of the invoice and voucher copy.
11. Trial copies are only supplied if expressly requested. The advertiser is responsible for the correctness of the returned trial copy. The publishing house takes into account all corrections that are communicated to him within the deadline set when the trial copies were originally sent to the advertiser.
12. If no particular instructions are given with respect to size, the actual and usual height of the print version for that type of advertisement will be taken as the basis for calculation.

13. In the event that the advertiser does not make an advance payment, the invoice will, as far as possible, be sent fourteen days after publication of the advertisement. The invoice is to be paid within the time period mentioned in the price list as from the date on which the invoice was received, provided that no other terms of payment or advance payment has been agreed on in individual cases. Possible discounts for early payment will be granted in accordance with the price list.
14. In the event that the advertiser defaults or requests an extension, interest and collection fees are charged. If the advertiser defaults the publishing house can defer the implementation of the remaining current order until payment has been made and demand that advance payment be made for the remaining advertisements. If there is reasonable or legitimate doubt about the advertiser's ability to pay, the publishing house is entitled, even while the advertising contract is running, to make the appearance of further advertisements dependent on the advance payment of the sum and on the settlement of unpaid invoices irrespective of the terms of payment originally agreed on.
15. If requested to do so the publishing house will supply an advertiser's copy with the invoice. Depending on the type and scope of the advertising contract, tear sheets and the complete advertiser's copies will also be supplied. If an advertiser's copy can no longer be procured, a legally binding certification from the publishing house confirming the publication and distribution of the advertisement will take its place.
16. The advertiser is to bear the cost of producing the necessary artwork and of any substantial modifications requested by the advertiser, or for which he is responsible, to the design originally agreed on.
17. The orderer guarantees that he has the legal ownership regarding all rights to publish the advert.

The orderer is solely responsible for the content and the legal admissibility of all material being delivered in connection with the publication of the advert. The orderer exempts the publishing house from all possible third party claims, which may be enforced in connection with the publication of the advert. Furthermore, the orderer exempts the publishing house from all costs being necessary for legal assistance in the subject matter. After all, the orderer is obliged to support the publishing house in good faith with respect to the gathering of information and material being necessary for potential legal affairs. He is also obliged to inform the publishing house in writing about omission statements or temporary injunctions with regard to the rights of third parties.

18. In the case of box number advertisements the publishing house exercises the diligence and care of a prudent businessman when it comes to safekeeping and passing on the offers in good time. Recorded deliveries and express letters in response to box number advertisements will be sent on by normal post. Replies to box number advertisements will be kept for four weeks. Replies that have not been collected within the time will be destroyed. The publishing house will return valuable documents without being obliged to do so. The publishing house can, by individual contract, be granted the right, as an agent, to open the incoming offers instead of and in the explicit interest of the advertiser. The publishing house is not obliged to pass on offers of people trying to sell their wares and offers of mediation.
19. Artwork will only be returned to the advertiser if this has been specifically requested in writing. The publishing house is only obliged to keep such artwork for a period of three months from the time that the advertisement appeared in print and in the case of contracts from the time that the last advertisement appeared in print.
20. Place of jurisdiction and place of performance is the office of the publishing house.

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