



2022
19-26 OCTOBER
Düsseldorf, Germany

The World's No. 1 Trade Fair for Plastics and Rubber
k-online.com

K 2022

MEDIA DATA

K-MAG



Messe
Düsseldorf

MEDIA DATA / K-MAG PACKAGES

K 2022

PRODUCT/SERVICE - DURATION: ONE MONTH EACH	STARTER PACKAGE	PREMIUM PACKAGE
1x vertical banner (K-MAG home page)	€1,900	–
1x skyscraper banner (K-MAG home page)	–	€2,150
1x advertorial (K-MAG home page)	–	€1,250
1x advertorial (K-MAG section)	€1,000	€1,000
1x billboard banner (K-MAG section)	–	€2,750
1x K monthly newsletter full-sized banner	€2,250	–
1x K monthly newsletter text ad	–	€2,250
1x sponsored social media post (exclusive to the packages)	€1,000	€1,000

Unit prices: €6,150
Package price: €3,500

Save 43% compared with individual bookings!

Unit prices: €10,400
Package price: €7,000

Save 32% compared with individual bookings!



MEDIA DATA / K-MAG DISPLAY ADS

K 2022

NEW DISPLAY ADS / K-MAG HOME PAGE - DURATION: ONE MONTH EACH	
PRODUCT/SERVICE	PRICE
1 Skyscraper banner [160 × 600 px; 1 position, max. 2 exhibitors]	€2,150
2 Vertical banner [160 × 240 px, 1 position, max. 5 exhibitors]	€1,900



MEDIA DATA / K-MAG DISPLAY ADS

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NEW DISPLAY ADS / K-MAG SECTION - DURATION: ONE MONTH EACH	
PRODUCT/SERVICE	PRICE
1 Skyscraper banner [160 × 600 px; 1 position, max. 2 exhibitors]	€1,750
2 Vertical banner [160 × 240 px, 1 position, max. 5 exhibitors]	€1,500
3 Billboard banner [945 × 150 px, exclusive, 1 position]	€2,750



MEDIA DATA / K-MAG ADVERTORIALS

K 2022

NEW ADVERTORIALS / K-MAG HOME PAGE - DURATION: 1 MONTH	
PRODUCT/SERVICE	PRICE
<p>1 Teaser:</p> <ul style="list-style-type: none">■ Image: .png/.jpg file (minimum 72 dpi resolution)■ Title: up to 100 characters of text (each language, German and English) including spaces■ Text: up to 300 characters of text (each language, German and English) including spaces <p>Article:</p> <ul style="list-style-type: none">■ Sub title: up to 100 characters of text (each language, German and English) including spaces■ Image: up to 3 images in .png/.jpg file (landscape format, minimum 72 dpi resolution)■ Caption: up to 3 x 150 characters of text (each language, German and English) including spaces■ Text: up to 10,000 characters of text (each language, German and English) including spaces	€1,250

Please email images and copy to k@neureuter.de.



MEDIA DATA / K-MAG ADVERTORIALS

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NEW ADVERTORIALS / K-MAG SECTION - DURATION: 1 MONTH	
PRODUCT/SERVICE	PRICE
<p>2 Teaser:</p> <ul style="list-style-type: none">■ Image: .png/.jpg file (minimum 72 dpi resolution)■ Title: up to 100 characters of text (each language, German and English) including spaces■ Text: up to 300 characters of text (each language, German and English) including spaces <p>Article:</p> <ul style="list-style-type: none">■ Sub title: up to 100 characters of text (each language, German and English) including spaces■ Image: up to 3 images in .png/.jpg file (landscape format, minimum 72 dpi resolution)■ Caption: up to 3 x 150 characters of text (each language, German and English) including spaces■ Text: up to 10,000 characters of text (each language, German and English) including spaces	€1,000

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MEDIA DATA / K-MAG SOCIAL MEDIA K 2022

NEW SOCIAL MEDIA - FACEBOOK/LINKEDIN	
PRODUCT/SERVICE	PRICE
Sponsored social media post (exclusive to packages)	€1,000



MEDIA DATA / K-MAG CONTACTS

K 2022



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