



# AEROSOL EUROPE

## MEDIA INFORMATION 2020

**AEROSOL EUROPE** - the leading magazine for the worldwide aerosol industry  
**AEROSOL EUROPE** - from the leading people for the leading people in aerosols  
**AEROSOL EUROPE** - communicator for the worldwide aerosol industry

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<b>Description:</b>	<b>AEROSOL EUROPE</b> is the leading magazine for the worldwide aerosol industry. <b>AEROSOL EUROPE</b> 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.
<b>Member:</b>	IGA (Industrie-Gemeinschaft Aerosole e.V., Frankfurt). Distributor of the official IGA-Information. ASA (Assoziation der schweizerischen Aerosol-Industrie, Zürich).
<b>Publisher:</b>	Heinz Melcher †, Dipl.-Kfm. Detlev Melcher
<b>Editor:</b>	Dipl.-Kfm. Detlev Melcher
<b>Foreign Correspondent:</b>	Pierre V. Costa
<b>Advertising:</b>	Dipl.-Kfm. Detlev Melcher
<b>Production:</b>	Ben Kuplien
<b>Year:</b>	Volume 28, 2020
<b>Publication:</b>	11 issues per year (1, 2, 3, 4, 5, 6, 7/8, 9, 10, 11, 12)
<b>Special Issues:</b>	AEROSOL EUROPE ADDRESS, LATIN AMERICA, ASIA/CHINA, INDIA
<b>Publishing company:</b>	<b>AEROSOL EUROPE</b>
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<b>Publication and topics plan:</b>	See appendix
<b>Subscription rates:</b>	Annual subscription Germany (incl. postage) <b>EURO 170,-</b> Europe (incl. postage) <b>EURO 180,-</b> World (excl. postage) <b>EURO 280,-</b> Single copy (excl. postage) <b>EURO 18,-</b>

**Circulation analysis:** circulation 3. quarter 2019  
**Print run:** 6,250  
**Actual number distributed:** 5,848  
 1,602 subscriptions

**Geographical circulation:**

Economic Area	Actual number distributed	
	%	No. copies
European countries	53,2	3,110
World	46,8	2,738
<b>Actual distribution:</b>	<b>100,00</b>	<b>5,848</b>

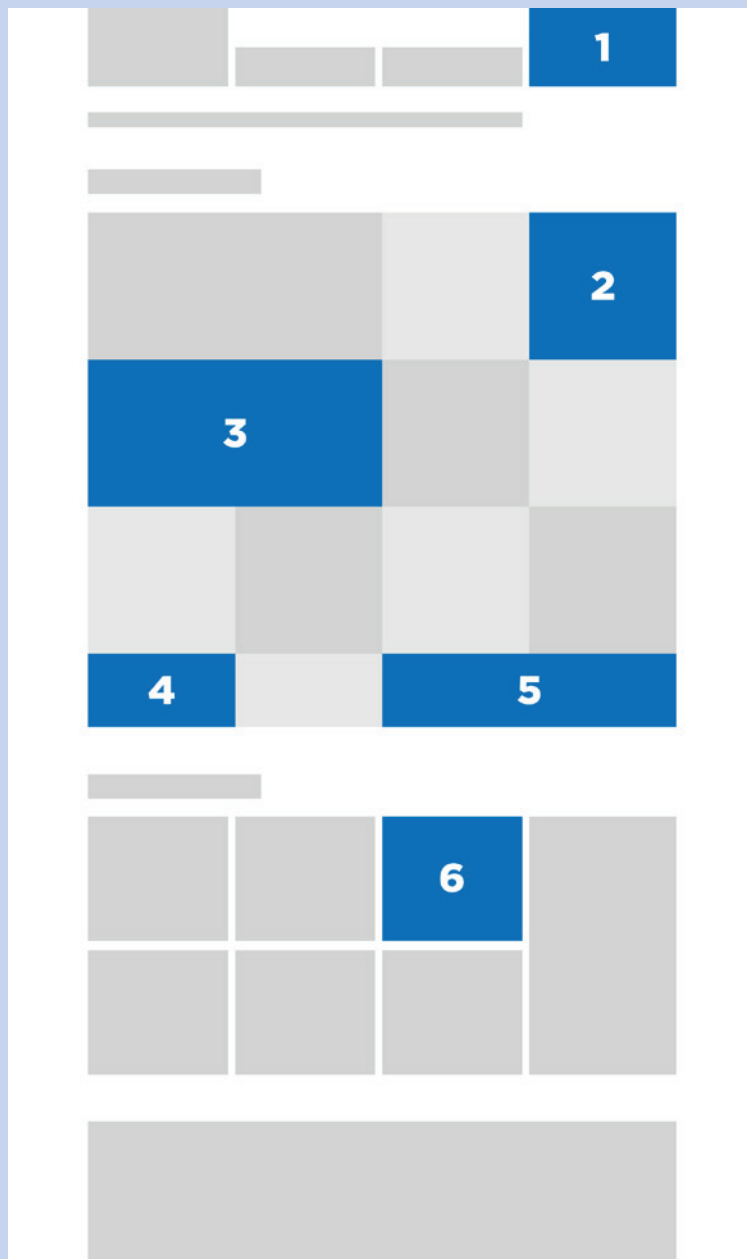
**Market penetration according to the branches of the economy/technical fields/occupational groups**

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

	Number of copies actually distributed	
	%	Copies
<b>MANUFACTURERS</b>	81,0	4,756
<b>SUPPLIERS, OTHERS</b>	19,0	1,092
<b>Number of copies actually distributed</b>	<b>100,00</b>	<b>5,848</b>

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



### ONLINE ADVERTISING

**1** Header Banner 292 x 122 pixels **EUR 800** / month (Top of the website in the site header, displayed on every page.)

**2** Content Top Banner 292 x 292 pixels **EUR 650** / month\* (Large banner within the first visible screen, displayed on homepage.)

**3** Content Top Double Banner 584 x ~292<sup>1</sup> pixels **EUR 900** / month\* (Large banner 1/2 page width within top content, displayed on homepage. Height may vary, keep design flexible<sup>1</sup>.)

**4** Content Banner 292 x 122 pixels **EUR 400** / month (Half height<sup>1</sup> banner at the end of the top section, displayed on homepage.)

**5** Content Double Banner 584 x 122 pixels **EUR 650** / month (Half height<sup>1</sup>, 1/2 page width banner at the end of the top section, displayed on homepage.)

**6** Content Bottom Homepage Banner 292 x ~292 pixels<sup>1</sup> **EUR 500** / month (On the bottom part of the homepage, within the news section, displayed on homepage.)

**7** Sidebar Articles Pages Banner 292 x 292 pixels **EUR 450** / month\* (Placement in the right column, displayed on all articles pages, free and subscribed.)

\* Content Top Banner (**2**) for homepage and news pages (**7**) can be booked together for **EUR 900** / month

<sup>1</sup> Separate the content of your banner from the background for best results.

**Please deliver all banners in double pixel sizes (292 → 584 px) for hdpi displays like smart phones or tablets!**

Discount for long term booking upon request, contact us at [info@aerosoleurope.de](mailto:info@aerosoleurope.de).