

عالم البلاستيك plastech Middle East & North Africa

Increase your Business in the Middle East & North Africa

Plastech is the only bi-lingual trade journal specialised in the plastics and rubber industry distributed to over 8500 companies throughout 20 countries. Published since 1987 **Plastech** magazine has become the prime source for upto date information to the industries in the region.

What sets **Plastech** Apart:

- Magazine published continuously since 1987.
- Regional distribution for more than 25 years.
- The only Arabic/English communication medium with global name recognition.
- Largest circulation throughout 20 countries.
- Presents a unique editorial focus. Provides enhanced communication



Only Plastech provides a robust Arabic and English editorial programme and valuable circulation working together to attract and engage the executive level decision makers advertisers wish to reach. From readers looking for information about the region and rest of the world or advertisers looking to target readers in the region, Plastech Middle East & North Africa provides the passport to the plastic industry in the region. For more information about Plastech Middle East & North Africa please contact us via email at info@gpublishing.com or visit: www.plastechmag.com

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plastech

Middle East & North Africa

Editorial Plan 2016

<p>Spring</p> <p>Greatest Challenges in Pipe Extrusion Injection Molding to Higher Product Quality Value Added Film Production New Plastic Composites Improved Plastic Recycling Plast Alger 2016 Preview</p>	<p>Autumn</p> <p>Improved Blow Film Extrusion Pipe Extrusion for Maximum Protection Value Added Injection Molding Recycling Multilayer PET Containers K 2016 Preview</p>
<p>Summer</p> <p>Blow Molding Trends Innovative Resin and Additives Maximize your Thermoforming Process Extrusion – Managing Die Flow Process Optimized PET Processing K 2016 Introduction Taiplas 2016 Preview</p>	<p>Winter</p> <p>Cooling Efficiencies in Stretch Blow Molding Pigment Dispersion for Better Color in Plastic Improved Tear Resistance of PET Film Twin Screw Extrusion for Profile Processing Creating Efficient Injection Molded Parts Arabplast 2017 Preview</p>

Publishing Schedule

<i>Edition</i>	<i>Spring</i>	<i>Summer</i>	<i>Autumn</i>	<i>Winter</i>
Copy Date:	3 rd March	2 nd June	23 rd Aug	26 th Nov
Published Date:	13 th March	18 th June	13 th Sep	13 th Dec

Please Note: Technical articles are required three months prior to the copy date in order to translate them into Arabic.

Circulation

8500 distributed copies with approx. 30 000 readers (approx. 4 readers per copy)
Distribution and readership breakdown within 20 countries of the region as follows:

North/Central Africa	Algeria – Egypt – Libya – Nigeria – Morocco – Sudan – Somalia – Tunisia = 3750
The Arabian Gulf	Bahrain – Kuwait – Oman – Qatar – Iraq - Saudi Arabia – U.A.E. – Yemen = 3750
The Levant	Lebanon – Jordan – Syria – Palestine = 1000

Readership

Plastics manufacturers and importers:	68%
Rubber and chemical manufacturers & importers:	27%
Local distributors of machinery and suppliers including dealers / agents:	4%
Governmental departments and educational institutes:	1%

Cost per Insertion

Size	1	2	3	4	5	6	7	8
Full page Colour	£2625	£2492	£2369	£2250	£2138	£2030	£1928	£1830
Full Page Mono	£2240	£2135	£2019	£1921	£1820	£1732	£1645	£1564
Half Page Colour	£1984	£1886	£1785	£1704	£1620	£1536	£1459	£1389
Half Page Mono	£1354	£1284	£1225	£1165	£1109	£1050	£1004	£945
Third Page Colour	£1697	£1610	£1529	£1452	£1382	£1312	£1249	£1186
Third Page Mono	£1102	£1046	£997	£945	£899.5	£857	£805	£759
Quarter Page Colour	£1550	£1473	£1396	£1326	£1263	£1200	£1141	£1085
Quarter Page Mono	£857	£815	£773	£735	£696	£661	£630	£598
Sixth Page Mono	£717	£682	£647	£612	£584	£556	£528	£500

5% extra discount for payment with order

Special Positions

These rates are in addition to the basic page rate shown above:-

Inside Front Cover	£150
Inside Back Cover	£150
Outside Back Cover	£225
Guaranteed Position	£100

Although the advertisers may request special positions within the publication, we will only guarantee the position if the fee of £100 is paid.

Spot Colour Charge

Spot colour charge £150.00

Special Inserts

Up to 135 gsm £2250per A5 sheet, £3000 per A4 sheet. Larger size inserts will be quoted upon request.

Agency Commission

10% is paid to registered advertising agencies providing that payment terms are strictly adhered to.

Cancellation dates

Any cancellation of booked space must be made within 3 months prior to publication date for Mono and 5 months for Colour.

Mechanical Data

DPS	395 x 272mm
DPS Bleed	424 x 299mm
Full Page	272 x 210mm
Bleed Page	303 x 216mm
Two Thirds Page	272 x 123mm
Half Page Horiz.	135 x 186mm
Half Page Vertical	272 x 91mm
Third Page Horiz.	90 x 186mm
Third Page Vertical	272 x 59mm
Quarter Page Vertical	135 x 91mm
Quarter Page Horiz	68x186mm
Sixth Page Horiz	90 x 91mm
Sixth Page Vertical	135 x 59mm

Translation Charges

For new copy, a one-off translation charge of £150 will be added to the first insertion (up to 100 words). Any extra production work incase of supplying different files, will be charged at cost.

Discounts

Extra 5% discount is given for full payment with order.

Discounts are not applicable in the case of cancellation or late payment.

The publisher reserves the right to demand the difference between the single insertion rate and series / discounted rate in this case.

Electronic Media Only

Media accepted by email only, in PC compatible format, as high resolution PDF or JPG files only. Otherwise through provided FTP download.

General terms of payment:

For non-account holders, first order must be paid in advance in order to open your account. For account holders, payment made on receipt of invoice.

For any further details please feel free to contact us: info@gpublishing.com



Take Advantage of Our Online Audience

Thousands of readers every month know where to turn for the latest news, exclusive editorial content and technology specific articles in Arabic and English and forthcoming international events calendar. www.plastechmag.com is the only online platform dedicated to the plastics industry in the Middle East & North Africa. These facts make our website a unique targeted online-advertising medium to reach buyers in the region and beyond.

Please find below details and prices for online advertising opportunities:

Online Advertising Options

Leader Board Banner
Flash or Still
(740 x 90) pixels
Displayed on all pages

Square Banners
Still
(179 x 150) pixels
Displayed on all pages

Homepage Banner
Still
Size : (870 x 100) pixels
Displayed on home page

File Types

Flash/Animated banners as SWF type
Still banner as JPEG type

Please ensure the dimension and type are accurate. We regularly monitor and can send quarterly reports showing number and origin of visitors to the website.

Files sizes:

Banners should preferably be below 250K, however should you have any special requirements please let us know.

Rates in GBP

Type	1 month	3 months	6 months	1 year
Leader Board Banner (Flash)	£ 500	£ 1200	£ 2500	£ 4000
Leader Board Banner (Still)	£ 300	£ 800	£ 1600	£ 2000
Square Banners (Still)	£ 200	£ 500	£ 800	£ 1500
Homepage Banner (Still)	£ 200	£ 500	£800	£1500

Please note the above rates are for payment with order, direct placement and do not include Arabic translation if applicable.

We also offer e-shots which are emailed directly to our subscribers email addresses, for any further details please do not hesitate to contact us info@gpublishing.com



Take Advantage of Our Targeted E-Newsletter

Deliver your news and advertising message directly to your targeted audience. Plastech's E-Newsletters is sent monthly to over 8500 companies in 20 countries throughout the MENA region and provides a direct path for your advertising message to your customers' email in-box. Your ads are exclusive so you are not with other advertisers for attention.

Please find below details and prices for online advertising opportunities:

Advertising Options

Square Banners
Animated/ Still 179 * 150

File Types

GIF / JPG type

Please ensure the dimension and type are accurate.

Files sizes:

Banners should preferably be below 250K, however should you have any special requirements please let us know.

Rates in GBP

Type	1 month	2 months	3 months	4 months
Animated	£ 300	£ 500	£ 800	£ 1100
Still	£ 200	£ 350	£ 550	£ 700

Please note the above rates are for payment with order, direct placement and do not include Arabic translation if applicable.

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