Oberflächen POLYSURFACES

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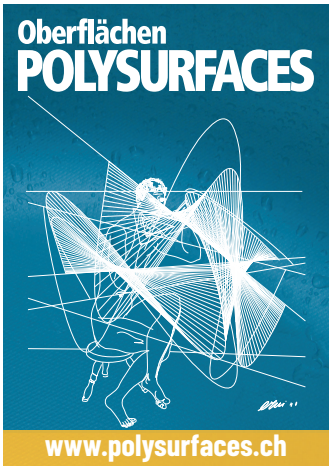
MEDIA-KIT 2021



Characteristics

Oberflächen POLYSURFACES is the only Swiss journal in the field of surface treatment and is read by company managers, executives and purchasing managers in the sector. As an official organ of the Swiss Society for Surface Treatment (SST) and the Association of Suppliers for Surface Treatment (AFTS), this bilingual (German/French) periodical is also widely used for the job market. The readership covers classic and advanced surface technologies as well as the paint and varnish and materials technology industries.

The magazine offers an ideal editorial environment in the following fields: electroplating (galvanic) plants, chemicals, waste water treatment, pumps, filters, cleaning and degreasing, laboratory equipment, measuring instruments, sandblasting booths, plants for phosphatizing, polishing, recycling and waste disposal, paints and varnishes, drying, weighing and dosing, powdering electrostatic and corrosion protection.

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Editorial Program 2021

Issue	Ad close	Main focus	Trade fairs
1 12/02/2021	22/01/2021	Electroplating, cleaning technology, coating technology, nanotechnology, industrial painting, recycling	• INNOTEQ, Bern, 02-05/03/2021
2 07/04/2021	19/03/2021	Electroplating, microtechnology, industrial painting, thin-layer technology, cleaning technology, quality control	• HANNOVER MESSE (D), 12-16/04/2021
3 19/05/2021	30/04/2021	Electroplating, plasma technology, watch and jewellery, cleaning technology, corrosion protection, surface treatment	• Castforge, Stuttgart (D), 08-10/06/2021 • EPHJ, Geneva, 08-11/06/2021
4 08/09/2021	20/08/2021	Electroplating, coating technology, cleaning technology, nanotechnology, microtechnology, materials	• MICRONORA, Besançon (F), 21-24/09/2021 • Bondexpo, Stuttgart (D), 05-08/10/2021 • MOTEK, Stuttgart (D), 05-08/10/2021
5 18/10/2021	01/10/2021	Electroplating, cleaning technology, surface treatment, tribology, heat treatment, quality control	• parts2clean, Stuttgart (D), 05-07/10/2021
6 06/12/2021	19/11/2021	Electroplating, thin-layer technology, plasma technology, recycling, coating technology, training	• Retrospective parts2clean

Significant observations

The editorial staff reserves the right to modify this program according to unforseen imperatives. Trade fairs dates are also subject to change.

Advertising rates 2021

(Prices in CHF excl. VAT)

Oberflächen POLYSURFACES

Format	Dimensions		Prices
1st cover page	120 x 120		1,900.-
2nd and 4th cover page	185 x 267	210 x 297*	2,900.-
Full page	185 x 267	210 x 297*	2,790.-
Junior page	130 x 190	134 x 205*	1,890.-
1/2-page	vertical 90 x 267 102 x 297*	horizontal 185 x 130 210 x 145*	1,690.-
1/3-page	vertical 60 x 267 69 x 297*	horizontal 185 x 86 210 x 98*	990.-
1/3-page EDITORIAL	60 x 267		1,390.-
1/4-page standard 90 x 130 100 x 145*	vertical 46 x 267 55 x 297*	horizontal 185 x 64 210 x 77*	690.-
1/6-page	vertical 46 x 130	horizontal 122 x 64	490.-
1/8-page	vertical 59 x 97	stripe 185 x 29	390.-

Dimensions in millimeters *Full bleed (+ 3 mm trim)

Discount

Discount per number of insertions for a 12-month contract
2 ads 5 % 3 ads 10 %
from 6 ads see POLY-PARTNERS
Commission: 10 % (to recognised agencies)

POLY-PARTNERS

With a term of one year one ad in each issue (6 ads per year)
6 x 2nd and 4th cover page, price on request

6 x 1/1-page to	CHF	1,890.-	=	CHF	11,340.- per year
6 x junior page to	CHF	1,190.-	=	CHF	7,140.- per year
6 x 1/2-page to	CHF	990.-	=	CHF	5,940.- per year
6 x 1/3-page to	CHF	790.-	=	CHF	4,740.- per year
6 x 1/4-page to	CHF	590.-	=	CHF	3,540.- per year
6 x 1/6-page to	CHF	490.-	=	CHF	2,340.- per year
6 x 1/8-page to	CHF	290.-	=	CHF	1,740.- per year

Failure to comply with the contract leads to retroactive billing

Directories (6 x per year)

Price per line	CHF	65.-
Business Card (42 x 25 mm)	CHF	450.-

Loose inserts and flyers

Loose inserts and flyers, max. 205 x 295 mm
Delivery of 2500 copies

8 sheets	(16 pages)	CHF	2,900.-
4 sheets	(8 pages)	CHF	2,500.-
1 sheet	(2 pages)	CHF	1,900.-

Further formats, prices on request

Recommended electroplating companies (6 x per year)

Standard field	(60 x 25 mm)	CHF	450.-
Double field	(60 x 50 mm)	CHF	750.-

Job offers - Publi-informations

2 pages	CHF	2,900.-	1 page	CHF	1,900.-
1/2 page	CHF	1,300.-	1/4 of page	CHF	800.-

Publication of product information (PR)

Technical layout costs	CHF	300.-

Technical data

Minimum print run: 2500 copies Publication: 6 x a year