MEDIA DATA 2024
Communication solutions for the target group of managing directors and operations/plant managers in recycling companies worldwide
<table>
<thead>
<tr>
<th>PRINT</th>
<th>WEBSITE</th>
<th>Content recovery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title portrait</td>
<td>Title portrait</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>15</td>
<td></td>
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<tr>
<td>Editorial schedule</td>
<td>Website traffic</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Distribution analysis</td>
<td>Prices, formats and technical advice</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Readership analysis</td>
<td>TIME SCHEDULE AND TECHNICAL ADVICE</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>19</td>
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</tr>
<tr>
<td>Prices, formats and technical advice</td>
<td>Time schedule and technical advice</td>
<td>8</td>
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<tr>
<td>8</td>
<td>19</td>
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<tr>
<td>Additional benefit print</td>
<td>Prices, formats and technical advice</td>
<td>12</td>
</tr>
<tr>
<td>Coverstory</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Additional benefit print</td>
<td>Additional benefit digital</td>
<td>14</td>
</tr>
<tr>
<td>Recovery combination</td>
<td>Linking in E-Paper</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>17</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional benefit digital</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Online-Advertorial</td>
<td></td>
</tr>
<tr>
<td></td>
<td>23</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional benefit digital</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Communication packages</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>25</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contacts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Publisher, editorial office, job market</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>27</td>
<td></td>
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<tr>
<td></td>
<td>Contacts</td>
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<td>Sales</td>
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<tr>
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<td>28</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Our titles</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Overview</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>30</td>
<td></td>
</tr>
</tbody>
</table>
recovery – Recycling Technology Worldwide

recovery – Recycling Technology Worldwide informs the global recycling industry on all aspects of recycling recoverables. Focuses here are the recycling of waste electrical and electronic equipment and metal scrap, glass recycling, as well as the treatment and recycling of wood, plastics, household waste and all types of industrial waste. Here the spotlight is on the technical process flow. recovery – Recycling Technology Worldwide is the only international professional journal to offer you this focus on technology and therefore on your products. Use this optimum advertising environment to get your sales message through.

The magazine is published completely bilingually in English/German.

<table>
<thead>
<tr>
<th>Publication frequency</th>
<th>Copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 issues per year</td>
<td>4,769 copies</td>
</tr>
</tbody>
</table>

Volume analysis

- Magazine format DIN A4
- Total volume 470 pages
- Editorial section 398 pages
- Advertising section 72 pages
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Specials</th>
<th>Materials</th>
<th>Machines and Equipment</th>
<th>Trade fairs/events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2024</td>
<td>Publication date: 23.02.2024 Editorial deadline: 18.12.2023 Advertising deadline: 26.01.2024</td>
<td>• ISRI</td>
<td>• Scrap metal • Domestic and municipal waste • Automobile recycling</td>
<td>• Scrap presses • Shredders</td>
<td>29.-30.01.2024 BKAWE Berliner Konferenz Abfallwirtschaft and Energie, Berlin/Germany 13.-14.03.2024 BKM Berliner Konferenz Metallkreisläufe, Berlin/Germany 15.-18.04.2024 ISRI Convention &amp; Exposition, Las Vegas/USA</td>
</tr>
<tr>
<td>2/2024</td>
<td>Publication date: 24.04.2024 Editorial deadline: 23.02.2024 Advertising deadline: 25.03.2024</td>
<td>• IFAT</td>
<td>• Glass recycling • Slag • Plastics recycling</td>
<td>• Crushers • Sorting systems</td>
<td>06.-09.05.2024 WasteExpo, Las Vegas/USA 13.-17.05.2024 IFAT Munich, Munich/Germany 27.-29.05.2024 BIR Convention, City to be confirmed 10.-14.06.2024 Achema, Frankfurt a.M./Germany 12.-13.06.2024 BKMNA, Berlin/Germany 19.-21.06.2024 IARC, Antwerpen/Belgium</td>
</tr>
<tr>
<td>3/2024</td>
<td>Publication date: 26.06.2024 Editorial deadline: 26.04.2024 Advertising deadline: 28.05.2024</td>
<td>• Recycling trends</td>
<td>• Tires • Plastics • Household &amp; municipal waste</td>
<td>• Granulators • Shredders</td>
<td></td>
</tr>
<tr>
<td>4/2024</td>
<td>Publication date: 27.08.2024 Editorial deadline: 27.06.2024 Advertising deadline: 30.07.2024</td>
<td>• Recycling technology</td>
<td>• Industrial &amp; commercial waste • Glass recycling • Metal recycling</td>
<td>• Chippers • Turners</td>
<td>10.-12.09.2024 ICBR International Congress for Battery Recycling, Basel, Switzerland 11.-12.09.2024 RWM Birmingham/UK 09.-10.10.2024 Recycling-Technik, Dortmund/Germany</td>
</tr>
<tr>
<td>5/2024</td>
<td>Publication date: 10.10.2024 Editorial deadline: 09.08.2024 Advertising deadline: 11.09.2024</td>
<td>• Ecomondo</td>
<td>• Composting • Plastic recycling</td>
<td>• Presses • Bale presses • Screening technology</td>
<td>Ecomondo 24, Rimini/Italy 28.-29.10.2024 BIR Convention, City to be confirmed 11.-12.11.2024 BKK, Berlin/Germany Tagung Aufbereitung and Recycling, Freiberg/Germany</td>
</tr>
<tr>
<td>6/2024</td>
<td>Publication date: 09.12.2024 Editorial deadline: 09.10.2024 Advertising deadline: 11.11.2024</td>
<td>• WEEE Recycling</td>
<td>• Wood &amp; Paper • Sewage Sludge • WEEE • Industrial Waste</td>
<td>• Sorting plants • Bale presses</td>
<td>January 2025 IERC, Salzburg/Austria</td>
</tr>
</tbody>
</table>

The editorial department reserves the right to make changes/additions on grounds of topicality.
Circulation audit:
Circulation analysis: Copies per issue
(1. July 2022 to 30. June 2023)

Print run: 3,888
Copies actually distributed: 4,769 thereof abroad: 2,636
- thereof E-Paper: 1,015 thereof abroad: 569
Copies sold: 129 thereof abroad: 15
Subscriptions: 129 thereof abroad: 15
Other sales: 0
Single copy sales: 0
Free copies: 4,640 thereof abroad: 2,052
Archive and specimen: 134

Summary of the survey method:
1. Method: Dissemination analysis by file evaluation - total survey
2. Basic population: actual circulation 4,769 = 100 %
3. Sample: total survey
4. Target person of the study: not applicable
5. Period of study: August 2023
6. Execution of the study: Bauverlag BV GmbH
Details on the survey method are available from the publishing company.

Geographic distribution analysis:

<table>
<thead>
<tr>
<th>Business regions</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>44.7</td>
<td>2,133</td>
</tr>
<tr>
<td>Abroad</td>
<td>55.3</td>
<td>2,636</td>
</tr>
</tbody>
</table>

Copies actually distributed 100.0 4,769
International distribution

Copies actually distributed:
4,769 copies

Europe: 73.3%
Asia: 12.7%
America: 11.0%
Middle East: 1.4%
Africa: 0.3%
Oceania: 0.3%
Sectors/branches:

<table>
<thead>
<tr>
<th>Readership structure</th>
<th>Copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Waste management and recycling companies/Recycling plants</td>
<td>92.3</td>
</tr>
<tr>
<td>Plant and machine engineering</td>
<td>5.1</td>
</tr>
<tr>
<td>Environment authorities</td>
<td>2.6</td>
</tr>
<tr>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>
Ad prices, print space and bleed-format (plus 3 mm bleed to each side):

<table>
<thead>
<tr>
<th>Format</th>
<th>Colour</th>
<th>Price (b/w to 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 Page</td>
<td>b&amp;w</td>
<td>6,750.00 €</td>
</tr>
<tr>
<td>1/1 Page</td>
<td>b&amp;w</td>
<td>3,750.00 €</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>b&amp;w</td>
<td>2,700.00 €</td>
</tr>
<tr>
<td>1/2 Page, horiz.</td>
<td>b&amp;w</td>
<td>2,600.00 €</td>
</tr>
<tr>
<td>1/2 Page, vert.</td>
<td>b&amp;w</td>
<td>2,600.00 €</td>
</tr>
<tr>
<td>1/3 Page, vert.</td>
<td>b&amp;w</td>
<td>1,990.00 €</td>
</tr>
<tr>
<td>1/3 Page, horiz.</td>
<td>b&amp;w</td>
<td>1,990.00 €</td>
</tr>
<tr>
<td>1/4 Page, vert.</td>
<td>b&amp;w</td>
<td>1,690.00 €</td>
</tr>
<tr>
<td>1/4 Page, horiz.</td>
<td>b&amp;w</td>
<td>1,690.00 €</td>
</tr>
<tr>
<td>1/4 Page, Col.</td>
<td>b&amp;w</td>
<td>1,690.00 €</td>
</tr>
<tr>
<td>1/8 Page, vert.</td>
<td>b&amp;w</td>
<td>1,450.00 €</td>
</tr>
<tr>
<td>1/8 Page, horiz.</td>
<td>b&amp;w</td>
<td>1,450.00 €</td>
</tr>
<tr>
<td>1/8 Page, Col.</td>
<td>b&amp;w</td>
<td>1,450.00 €</td>
</tr>
<tr>
<td>Format</td>
<td>colour</td>
<td>Price (b/w to 4c)</td>
</tr>
<tr>
<td>Advertorial 1/1 Page*</td>
<td>3,750.00 €</td>
<td></td>
</tr>
<tr>
<td>Advertorial 1/2 Page**</td>
<td>2,600.00 €</td>
<td></td>
</tr>
<tr>
<td>Cover story 1 Base price</td>
<td>8,200.00 €</td>
<td></td>
</tr>
<tr>
<td>fair price</td>
<td>Issue 2</td>
<td>10,250.00 €</td>
</tr>
<tr>
<td>IFAT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover story 2 Base price</td>
<td>7,100.00 €</td>
<td></td>
</tr>
<tr>
<td>fair price</td>
<td>Issue 2</td>
<td>8,875.00 €</td>
</tr>
<tr>
<td>IFAT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image of the month</td>
<td>4,200.00 €</td>
<td></td>
</tr>
</tbody>
</table>

* Price surcharge for design by the publisher € 500.00; ** Price surcharge for design by the publisher € 250.00
All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: https://bauverlag.de/en/terms
Additional charges:
Special positions: inside front cover, back cover and inside back cover  500.00 €
other prescribed positions 20 %

Discounts:
Published within 12 month,
(insertion year, starts with publication of the first advertisement)

<table>
<thead>
<tr>
<th>staggered repeat discount</th>
<th>quantity scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 times</td>
<td>3 pages</td>
</tr>
<tr>
<td>6 times</td>
<td>6 pages</td>
</tr>
<tr>
<td>12 times</td>
<td>12 pages</td>
</tr>
<tr>
<td>18 times</td>
<td>18 pages</td>
</tr>
<tr>
<td>3 %</td>
<td>5 %</td>
</tr>
<tr>
<td>5 %</td>
<td>10 %</td>
</tr>
<tr>
<td>10 %</td>
<td>15 %</td>
</tr>
<tr>
<td>15 %</td>
<td>20 %</td>
</tr>
</tbody>
</table>

Crossmedia discount
Discounts for print and online advertising and crossmedia advertising campaigns on request.

No discount on inserts and additional technical costs.

Classified ads:
(not discountable)
job advert s/w per height mm 6.20 €
(1 column, 45 mm wide)
Job offers colour per height mm 11.50 €
(1 column, 45 mm wide)
Situation wanted s/w per height mm 3.50 €
(1 column, 45 mm wide)
Opportunity ad, per height mm 6.20 €
(1 column, 45 mm wide)

From a print value of 1,200.00 €, your job posting will be displayed online at www.recovery-worldwide.com for 4 weeks for free.

Special ad types:
Bound inserts (sample - front page/back page required)
2-pages 2,490.00 €
4-pages 3,900.00 €
(others on request)

Discounts as per scale of discount: 1 sheet = 1 ad page
Please supply bound inserts in untrimmed format of 216 mm wide and 303 mm high (four pages and more: folded).

Loose inserts (not discountable)
Maximum size 205 x 290 mm

Weight of loose insert
Full insert till 25 g and 2 mm thickness 790.00 €
(higher weights and thicknesses on request)
Print insert till 25 g and 2 mm thickness 890.00 €
(higher weights and thicknesses on request)

For partial occupancy: Selection cost per section 150.00 €
<table>
<thead>
<tr>
<th>Glued ad media</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcard</td>
<td>95.00 €</td>
</tr>
<tr>
<td>Product samples, other tip-ons</td>
<td>on request</td>
</tr>
<tr>
<td>Technical costs are not eligible for commission and are not discountable.</td>
<td></td>
</tr>
</tbody>
</table>

Required delivery quantity: According to order confirmation
Delivery address: Print Media Group GmbH
Niederlassung Leimen
Frau Tanja Sturm
Gutenbergstraße 4
69181 Leimen

Delivery memo: For recovery Issue …

We will be happy to provide you with information on other special forms of advertising. Just contact us, we will be pleased to realize your individual customer wishes.

Terms of payment: Net invoice value within 30 days following the date of the invoice, VAT ID No. DE 813382417

Bank details: Bauverlag BV GmbH, Gütersloh
Sparkasse Gütersloh-Rietberg
IBAN: DE46 4785 0065 0018 0329 62
BIC: WELADED1GTL

Prices, valid from 1st October 2023
Magazine format: 210 mm wide, 297 mm high, DIN A4
untrimmed: 216 mm wide, 303 mm high

Print space: 188 mm wide x 280 mm high
4 columns, 45 mm wide

Printing and binding methods: Offset printing, adhesive binding

Data transmission:
- transmission by FTP: upon request
- by e-mail (up to 10 MB): order.management@bauverlag.de

For larger volumes of data, please contact:
Birgit Grewe, Phone: +49 5241 2151 5151

Data formats:
Please deliver the files in the format of the advertise-
ment as PDF/X3 or PDF/X4. We expect a PDF with
embedded fonts, only CMYK elements and images in a
resolution of 300 dpi. Advertisements in bleed format
must be created with a 3 mm filled bleed on all edges.
Any bleed marks must be placed at least 3 mm from
the net format. Relevant information must be placed
at least 3 mm from the page edge on all four pages.
When booking the 2nd and 3rd cover page, a minimum
distance of 8 mm to the band must be maintained.

Colours:
The colour mode is CMYK. The colour profile is
ISO Coated v2 300%. If RGB colours are used, there
will be colour differences.

Data acceptance/archiving:
All files sent to us must be copies, the originals should
remain with you until the respective issue is published
for security reasons. The documents and directories
must have a unique job and page name. Avoid special
characters, spaces and umlauts in your file names if
possible.

Data is archived, so unchanged repetitions are usually
possible. However, no data guarantee is given.

Guarantee:
The client shall assume the guarantee for repro quality
and correct data transmission. Deviations due to the
delivery of faulty data do not constitute grounds for
complaint on the part of the client. Slight deviations
in tonal values are within the tolerance range of the
printing process.
What does the **Recovery** cover story offer you?

The **recovery** cover story is an exclusive report on a special and interesting recycling plant. This project is presented in detail as part of the cover story and announced prominently on the front page.

It is also possible that our editorial staff visits the plant with you on site and creates the report in close consultation with you.

Combined with an advertisement and further extras, the **recovery** cover story becomes an attractive cover story package for you.
Cover story Packages

Use the recovery cover story for your exclusive presence in a recovery issue!

**recovery cover story - package 1**
- exclusive project report
- cover page photo
- 1/1 page ad color
- Fullsize banner for one month on www.recovery-worldwide.com
- PDF of your article (incl. title page)

Price information on page 8

**recovery cover story - package 2**
- exclusive project report
- cover page photo
- 1/2 page ad color
- Fullsize banner for one month on www.recovery-worldwide.com
- PDF of your article (incl. title page)

Price information on page 8
recovery print-digital-combi

1 advert in recovery

+ 1 text ad in recovery newsletter

= 15 % discount
recovery-worldwide.com
The website [www.recovery-worldwide.com](http://www.recovery-worldwide.com) gives you initial contact to new customers. Anyone who doesn’t know you from the recovery magazine can get to know you here. Especially the issue archive and the current issue of recovery make the website an attractive source of information – and the way into the information world of recovery.

recovery newsletter
The perfect companion – that is the recovery newsletter Support your print ad with the recovery newsletter, which appears six times a year coupled with the print issues. Get yourself noticed and secure a high recognition value for your brand.

**Website Portrait**

Source for page impressions und visits: IVW, for unique users: Google Analytics/self-reported; source newsletter: Inxmail/self-reported; average per month July 2022 to June 2023
Traffic audit:

Website Traffic

Source for page impressions and visits: IVW, for unique user: Google Analytics/self-reported
### Prices and forms of advertising (price for 28 days / 4 weeks):

<table>
<thead>
<tr>
<th>Advertising formats</th>
<th>Placement</th>
<th>Format (pixel, width x height)</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullsize banner</td>
<td></td>
<td>468 x 60 px</td>
<td>245.00 €</td>
</tr>
<tr>
<td>Skyscraper</td>
<td></td>
<td>120 x 600 px</td>
<td>371.00 €</td>
</tr>
<tr>
<td>Wide skyscraper</td>
<td></td>
<td>160 x 600 px</td>
<td>434.00 €</td>
</tr>
<tr>
<td>Half page</td>
<td></td>
<td>300 x 600 px</td>
<td>497.00 €</td>
</tr>
<tr>
<td>SuperbANNER</td>
<td></td>
<td>728 x 90 px</td>
<td>308.00 €</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td></td>
<td>300 x 250 px</td>
<td>434.00 €</td>
</tr>
<tr>
<td>Layer ad</td>
<td></td>
<td>400 x 400 px</td>
<td>On Request</td>
</tr>
<tr>
<td>Wallpaper</td>
<td></td>
<td>728 x 90 px + 120 x 600 px</td>
<td>553.00 €</td>
</tr>
<tr>
<td>Ad bundle</td>
<td>- Fullsize Banner</td>
<td></td>
<td>371.00 €</td>
</tr>
<tr>
<td></td>
<td>- Skyscraper</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Medium Rectangle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td>website, in rotation with max. two additional</td>
<td>120 x 600</td>
<td>399.00</td>
</tr>
<tr>
<td></td>
<td>website, in rotation with max. two additional</td>
<td>160 x 600</td>
<td>462.00</td>
</tr>
<tr>
<td></td>
<td>website, in rotation with max. two additional</td>
<td>300 x 600</td>
<td>525.00</td>
</tr>
<tr>
<td>Billboard</td>
<td>website, in rotation with max. two additional</td>
<td>970 x 250</td>
<td>616.00</td>
</tr>
<tr>
<td>Expandable wallpaper</td>
<td>website, in rotation with max. two additional</td>
<td>728 x 90 + 120 x 600 (300 x 600)</td>
<td>616.00</td>
</tr>
<tr>
<td>Situations vacant</td>
<td>in the job market</td>
<td>individual</td>
<td>1,200.00</td>
</tr>
<tr>
<td>Microsite</td>
<td>own navigation within the website, duration 12 weeks</td>
<td>individual</td>
<td>7,854.00</td>
</tr>
<tr>
<td>OnlinePLUS</td>
<td>addition to an existing online article/advertorial</td>
<td>Fotos, Videos, PDFs</td>
<td>462.00</td>
</tr>
</tbody>
</table>

All online advertising formats can be booked exclusively. Prices, availability, other time periods and other formats possible on request. All prices plus 19% VAT. Agency commission 15%. You can find the terms and conditions at: https://bauverlag.de/downloads/agbs_en.pdf
Discounts:
Published within 12 months (insertion year)

**Staggered repeat discount**
- 12 weeks: 5%
- 26 weeks: 10%
- 52 weeks: 15%

**Online ad specials: additional options**
- wallpaper: coloured, clickable background
  - 30% additional charge

We will be happy to provide you with information on other online special forms of advertising. Just contact us, we will be pleased to realize your individual customer wishes.

**File formats:**
- JPG, GIF, Flash, HTML-Tag, Redirect-Tag
- Weight: max. 100 kB per banner

Please also provide a medium rectangle for the online advertising options in order to guarantee optimisation for mobile devices. The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

For detailed information please see our spec sheet:
https://bauverlag.de/downloads/spec-sheet-online.pdf

You get a reporting about ad-impressions and ad-clicks after campaign end.

**Delivery address:**
Please send your banner to
order.management@bauverlag.de

**Delivery time:**
7 working days prior to beginning of the campaign. These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can bear no costs for delays caused by late delivery to us.

Please send your materials together with the required meta information:
- booked site
- customer name
- order number
- target-URL
- booking period
- advertising format
- motif name
- contact person for inquiries
### Bookings

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publishing date</th>
<th>Booking deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/2024</td>
<td>28.02.2024</td>
<td>19.02.2024</td>
</tr>
<tr>
<td>02/2024</td>
<td>07.05.2024</td>
<td>25.04.2024</td>
</tr>
<tr>
<td>03/2024</td>
<td>04.07.2024</td>
<td>25.06.2024</td>
</tr>
<tr>
<td>04/2024</td>
<td>04.09.2024</td>
<td>26.08.2024</td>
</tr>
<tr>
<td>05/2024</td>
<td>16.10.2024</td>
<td>07.10.2024</td>
</tr>
<tr>
<td>06/2024</td>
<td>11.12.2024</td>
<td>29.10.2024</td>
</tr>
</tbody>
</table>

**Recipients:**
Managing directors and operations/plant managers in recycling companies worldwide

**Circulation:**
2,079 recipients
Openingrate net: 16.2%
(source: Inxmail, average per month July 2022 till June 2023)

**Time schedule and technical advice**

**File formats:**
- JPG or static GIF, max. 20 kB (without animation)

**Format of newsletter:**
- HTML or text

**Delivery address:**
Please send the advertising material for your campaign to:
order.management@bauverlag.de

**Delivery date:**
7 working days prior to beginning of the campaign.
These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can bear no costs for delays caused by late delivery to us.

Please send your materials together with the required meta-information:
- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

You will get a reporting about the recipients/opening rate and ad-clicks.

For detailed information please see our spec sheet:
https://bauverlag.de/downloads/spec-sheet-online.pdf
Prices and forms of advertising:

Text ad premium
- first text ad in newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)
Placement: content
Price: 685.00 €

Text ad
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)
Placement: content
Price: 570.00 €

Medium rectangle
- Format: 300 x 250 px
- Placement: content
- Price: 685.00 €

Fullsize banner
- Format: 468 x 60 px
- Placement: content
- Price: 455.00 €

Skyscraper
- Format: 120 x 600 px
- Placement: next to the content
- Price: 570.00 €

Wide skyscraper
- Format: 160 x 600 px
- Placement: next to the content
- Price: 685.00 €

Newsletter takeover
- up to 4 text ads,
- 3 fullsize banner
- 1 skyscraper
Placement: content, exclusive
Price: 4,215.00 €

Situations vacant
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)
Placement: content
Price: 570.00 €

Discounts:
- Published within 12 months (Insertion year)
- Staggered repeat discount
- 3 times 5%
- 6 times 10%
- 12 times 15%

All prices plus 19% VAT. Agency commission 15%. You can find the terms and conditions at: https://bauverlag.de/en/terms
Online-advertorial

Show our users your knowledge of a particular topic, demonstrate your problem solving abilities or explain why it is beneficial to use your product – there are many reasons why you might consider using an online-advertorial.

The online-advertorial comes with a comprehensive 4-week communications package consisting of the following components:

- Permanent online posts on www.recovery-worldwide.com (these remain accessible via the search function after the 4-week period has expired)
- Editorial teaser on the start page with link to the online article (subject to availability)
- Medium rectangle with placement across the entire website as a teaser with a link to the online post
- Text ad in recovery newsletter with a link to the online post
- Advertised Facebook post via Facebook fanpage of recovery with a link to the online post
- Please deliver the online post in German and English

Price: 2,352.00 € plus VAT.
(Price for 28 days / 4 weeks)
Whitepaper

Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on www.recovery-worldwide.com. Interested users receive the white paper in exchange for their contact details.

We will provide you with the following services in close coordination with you:

- Landingpage incl. registration form
- Advertising teaser via our media channels website, newsletter and social media
- Delivery of leads (data protection compliant)

Duration: 8 to 12 weeks (variable, by arrangement)

Price: on request
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.recovery-worldwide.com).

Linking ads in the E-Paper offers the following advantages:

- **Interactivity**: Readers can click directly on ads to get more information or buy products online.

- **Enhanced user experience**: Readers get direct access to relevant content or products.

- **Enhanced information content**: Ads can provide additional information or media on web pages through links.

Price: 290.00 €
Our communication package combine an appropriate set of advertising channels based upon your communication goals to ensure that you reach your entire target group.

**Online branding package**

- Halfpage ad on recovery-worldwide.com
- Wide skyscraper in recovery Newsletter

Duration 4 weeks
Price: 1,063.80 € plus VAT.

**Crossmedia product advertising package**

- Online-advertorial on recovery-worldwide.com
- 1/2 page advertorial or advert in the print edition of recovery

(Duration 4 weeks)
Price: 4,681.80 € plus VAT.

We can put together further packages with appropriate digital and print formats upon request.
Contacts
Publisher, editorial office, job market

We will support your media planning – just give us a call or send us an E-Mail!
We will support your media planning – just give us a call or send us an E-Mail!