

# MP3

## 2023 Mediakit

### MAGAZINE

The most read in Italy  
mailed to 7,000 companies

### NEWSLETTER

E-News reaching  
over 30,000 specialized  
players worldwide,  
both in Italian and  
English editions

For a free subscription click on  
[www.macplas.it](http://www.macplas.it)

### WEBSITE

E-magazine  
for the global plastics  
and rubber industry

- News and classified ads
- Trade shows and sectoral events
- Banner ads



Associated with:



In 2022 the average circulation of each issue of MacPlas was about 7,000 copies.

Starting from May 2018 Amaplast and Assogomma decided to include a new section in MacPlas named **Elastica: News from the Rubber Industry**.

It is the result of a cooperation between the two trade associations in the interest of the production chain, to enhance the value of a very competitive industry such as the rubber one.

The technical magazine MacPlas is distributed to companies operating in different segments of the plastics and rubber industry. The circulation for each issue of the Italian edition, on the basis of readers' activity, is the following:

Italian plastics and rubber processors and recyclers (injection moulding and related processes 52%, extrusion 31%, blow moulding 5%, thermoforming 5%, others 7%)	5,500
Manufacturers and representatives of machinery & equipment (including Amaplast Members)	700
Producers of raw materials and additives	300
Others (retailers, agents etc.)	300
Abroad (chambers of commerce, associations etc.).	200
<b>Total average circulation</b>	<b>7,000</b>

## MACPLAS INTERNATIONAL

Some special supplements (in local language) are scheduled concurrently with the most important specialized fairs worldwide, that often host collective participations of Italian exhibitors.



Two issues of the electronic version of MacPlas are sent **FREE OF CHARGE** to the subscribers of MacPlas (paper edition). The complete archive, starting from 2008, of the electronic version of MacPlas is available for subscribers to the electronic version.

## ANNUAL SUBSCRIPTIONS

**MACPLAS (Italian paper edition - 6 issues)**

40 euro + VAT for Italy  
60 euro

**MACPLAS (electronic browsable edition)**  
25 euro + VAT

**MacPlas (Italian paper + electronic browsable edition)**  
50 euro + VAT for Italy  
70 euro



SIZES (full color)	EURO (VAT excluded)
Full colour, bleed (210x297 mm + 3 mm oversize for each side)	1,300
1/2 page, inside the grid (172x125 or 86x250 mm)	850
1/3 page, inside the grid (172x90 or 62x250 mm)	600
SPECIAL POSITIONS	
Back cover	2,000
Page 3	1,900
Inside front cover	1,700
Facing colophon / advertisers list	1,600
Facing the "editor's letter"	1,500
Inside back cover	1,500
Requested placement (within the first 30 pages or according to the customer needs)	1,400
ELASTICA SPONSORS	
Box with logo (58x62,5 mm)	600 for one year
INSERTS	
2 pages	1,500
Every 2 additional pages	700
ADVERTORIALS	
Full page, well highlighted (conditions to be established with the editorial staff)	1,300

*Different sizes are available on request*

## DISCOUNTS

From 2,500 to 4,000 euro	10%
From 4,001 to 6,000 euro	15%
Over 6,000 euro	20%

The quantity discounts cannot be summed up for different advertisers, even if managed by the same advertising agency.

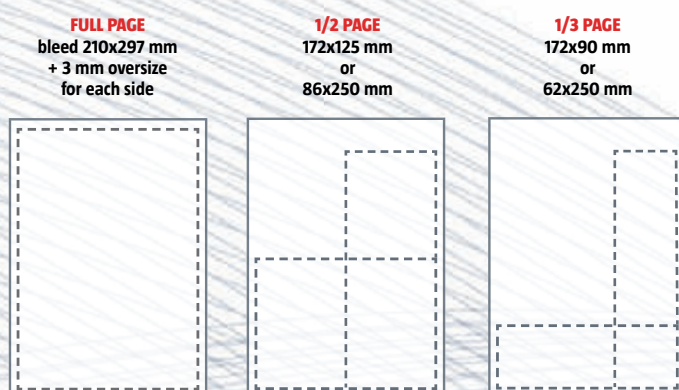
The agency commission (15%) is reserved only for acknowledged advertising agencies and is credited to them after payment of the advertisement by the customer.

A 15% discount is granted to Amaplast and Assogomma Members, but, in this case, the agency commission is not reserved.

## CLASSIFIED ADS

This specific space is available for companies or private individuals interested in trade services or business opportunities, vacant positions, materials, reconditioned or stock machinery and equipment.

**The rate for each module (75x20 mm) is 50 euro + VAT.**



## PRINTING MATERIAL

**Printing material** to be delivered on CD-R or transmitted by e-mail (g.zazzaro@macplas.it) within the dates mentioned in the editorial plan of page 5. The subject must be saved in CMYK, in the present sizes and formats, as high resolution (300 DPI) PDF format, with a 3-mm trim oversize in case of bleed ads. In order to avoid any possible objections, a printing proof (chromaline) for full colour ads with the CD-R is necessary. To be consistent with readers, the ads must be in the same language as the edition in which they are published (Italian, English, Russian, etc.). Exceptions must be agreed in advance with the editorial staff of MacPlas.

- **Inserts** (210x297 mm) must have trimming edge 10 mm up and 13 mm down, 2 mm left and 8 mm right. Paper weight must be between 135 and 175 g/m<sup>2</sup>.
- **Sizes of flyers** must not exceed 200x275 mm.

# MAILING

Our **MAILING SERVICE** (DEM) consists of sending an e-mail, completely customizable, from MacPlas account but on behalf of your company. If you are interested in using this service, you should provide a text in ZIP HTML format, including one or more links and possible images. We will tell you the number of readers who have downloaded the images and the number of readers who have clicked on links included in your communication. Mailing service for the whole mailing list has the following rates:

DEM to 20,000 Italian companies	1,800 euro
DEM to 30,000 worldwide companies	2,100 euro
2 DEM to Italian and English mailing lists	2,500 euro

With its recently renewed graphics, **MACPLAS ONLINE** ([www.macplas.it](http://www.macplas.it)) is a real daily updated magazine authorized by the court of Milan.

The table below describes the various formats available to advertisers to promote their activity and the 2022 rates for the English and Italian versions of the website.



Banner files can be delivered in one of the following formats: GIF, animated GIF, JPG or Flash. Flash files must include the destination URL.

Member discount  
Amaplast  
and Assogomma:  
**15%**

Files can be saved in GIF or JPG



## MACPLAS E-NEWS

The Italian newsletter **MacPlas E-News** contains a selection of the news published on [www.macplas.it](http://www.macplas.it) and it is mailed twice a week (on Monday and Thursday) to about 20,000 Italian addresses, whilst the English version is sent once a week (on Wednesday) to 30,000 foreign addresses. Most of readers are plastics and rubber processors, but also machinery manufacturers, producers of raw materials, research institutes, agents etc... Rates and sizes of banner ads are the following:

## MACPLAS ONLINE

### STANDARD DIGITAL FORMATS

BANNER (MAX 100 KBYTE)	SIZE	EURO (VAT EXCL.)	LENGTH OF TIME
Top header (all pages)	1,230x130 pixels	800 €	1 month
Central banner (after the first news, only on the home page)	810x154 pixels	600 €	1 month
Side banner (below "most read news")	390x149 pixels	350 €	1 month
Side banner (above "most read news")	390x149 pixels	470 €	1 month
Skyscraper (all pages)	390x600 pixels	600 €	1 month

### ADVERTORIAL

Written text (max 3,000 characters + 1-2 pictures (72 dpi, max width 500 pixels))	750 €	15 days
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### CLASSIFIED ADS AND JOB OFFERS

Written text (max 1,500 characters)	150 €	1 month
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### VIDEO FORMATS

Promotional pop up video It opens automatically at the first access to the site without a click by the user, followed by scrolling on the page (in browsers which support this function) and then it remains fixed in the right column as the first banner	800 €	1 month
Video interview with editor	900 €	30 days
Video interview with director (customized quotation)		
Video advertorial in a highlighted box. It can be opened by a click	850 €	15 days

## MACPLAS ONLINE MOBILE VERSION

### DIGITAL STANDARD FORMATS

BANNER (MAX 100 KBYTE)	SIZE	EURO (VAT EXCL.)	LENGTH OF TIME
Top header	1,230x130 pixel	200 €	1 month
Side banner (all pages)	390x149 pixel	150 €	1 month

### VIDEO

Video standard banner	390x149 pixel	200 €	1 month
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## MACPLAS E-NEWS

### DIGITAL STANDARD FORMATS

BANNER (MAX 100 KBYTE)	DESCRIPTION	EURO (VAT EXCL.)	LENGTH OF TIME
Top header (all pages)	1,230x130 pixel	800 €	1 month
Central banner (after the first news)	810x154 pixel	750 €	1 month
Side banner (on the right)	390x149 pixel	470 €	1 month

### ADVERTORIAL

Advertorial (first position)	text max 3,000 characters + 1-2 pictures (72 dpi, width max. 500 pixels)	450 € 1,200 €	1 newsletter 4 newsletters
Advertorial (second position)	testo max 3000 caratteri + 1-2 foto (72 dpi, width max. 500 pixel)	300 € 900 €	1 newsletter 4 newsletters

### VIDEO FORMATS

Video Advertorial 1 <sup>st</sup> position (placed in a highlighted box, it can be opened by a click)	550 €	1 newsletter
Video Advertorial 1 <sup>st</sup> position (placed in a highlighted box, it can be opened by a click)	1,300 €	4 newsletters
Video Advertorial 2 <sup>nd</sup> position (placed in a highlighted box, it can be opened by a click)	400 €	1 newsletter
Video Advertorial 2 <sup>nd</sup> position (placed in a highlighted box, it can be opened by a click)	1,100 €	4 newsletters

Newsletters will not be published on the occasion of Italian holidays: from August 1 until August 31 and from December 23 until January 6



MACPLAS ISSUE	MACHINERY & ANCILLARY EQUIPMENT	MATERIALS & APPLICATIONS	TRADE FAIRS	DEADLINE FOR EDITORIALS	DEADLINE FOR AD MATERIALS	PUBLICATION
<b>393</b> February/ March	Special technologies for Injection moulding Blow moulding Robots and Manipulators Moulds and Hot Runner Systems Additive production (3D printing) Selection and Vision Systems	Plastics for packaging PET Polyolefins Styrenic Resins	Mecspe, Bologna, 29-31 March, 2023	09/01/2023	30/01/2023	24/02/2023
<b>394</b> April/ May	Thermoforming and Machining Centres Conveying and Feeding Filtration Laser devices Special automation and instrumentation	Plastics and Design Electric/Electronics Polyamides Masterbatch and Additives	SPS Italia, Parma, 23-25 May 2023	13/03/2023	03/04/2023	03/05/2023
<b>395</b> June/ July	Extrusion of pipes and profiles Calibration, Belling and Cutting Rotomoulding Dehumidification and Drying Measurement and Control	Navigation and Aerospace Industries Composites Fillers and Reinforcements PVC		24/04/2023	17/05/2023	14/06/2023
<b>396</b> August/ September	Review of machines and Ancillary Equipment exhibited at Plast 2023 Small and medium tonnage Injection Moulding Machines In Mould Labelling Moulds and Manipulators Refrigeration and Thermoregulation	Innovations at Plast 2023 Automotive Engineering Polymers Polyethylene Polypropylene	Plast, Milan, 5-8 September, 2023 Fakuma, Friedrichshafen, 17-21 October, 2023	12/06/2023	03/07/2023	28/07/2023
<b>397</b> October/ November	Recycling and Compounding Plants Foaming Mixing and Dosing Filtration and Granulation Barrels and Screws	Design and recycled polymers EPS, EPP Polyurethane Biopolymers	Ecomondo, Rimini, November 2023	18/09/2023	09/10/2023	06/11/2023
<b>398</b> December/January	Extrusion of Films, Sheets and Profiles Calendering Thermowelding and Printing Corona treatment Automation	Polycarbonate Acrylic Resins Elastomers' applications		06/11/2023	27/11/2023	22/12/2023
MACPLAS ISSUE	MACHINERY & ANCILLARY EQUIPMENT	MATERIALS & APPLICATIONS	TRADE FAIRS	DEADLINE FOR EDITORIALS	DEADLINE FOR AD MATERIALS	PUBLICATION
<b>Macplas International April 2023 (in Chinese)</b>	Innovations in Machinery and Ancillary Equipment at Chinaplas 2023	Thermoplastics and Elastomers Innovative Applications at Chinaplas 2023	Chinaplas, Shenzhen, 17-20 April, 2023	20/02/2023	06/03/2023	31/03/2023
<b>Macplas International September 2023 (in English)</b>	Innovations in Machinery and Ancillary Equipment at Plast and Fakuma 2023	Thermoplastics and Elastomers Innovative Applications at Plast and Fakuma 2023	Plast, Milan, 5-8 September, 2023 Fakuma, Friedrichshafen, 17-21 October, 2023	17/07/2023	07/08/2023	01/09/2023

**On each issue:** Opinion Forum - Plastics & Environment (recycling, biopolymers) - Elastica, News from the Rubber Industry - Composites News - Technical Regulations - Bulletins of the Associations: Assorimap, Uniplast, SPE Italy, IIP-Cesap and Aipe - Technical Library - Fairs and Exhibitions - Courses and Workshops - Meetings and Congresses - Technical Articles and News (machinery, ancillary equipment, automation, instrumentation, software, materials and applications) - Marketing Articles and News

# THEY HAVE CHOSEN MACPLAS

3D PRINT • ABB • ACTIVE COMMUNICATIONS EUROPE  
 • ALFATEST • ALIPLAST • ALPHAMAC • AMAPLAST •  
 AMPACET EUROPE • AMUTEC • ARBURG • ATOS •  
 AUTODESK • B&R AUTOMAZIONE INDUSTRIALE •  
 BARUFFALDI PLASTIC TECHNOLOGY • BATTENFELD  
 CINCINNATI • BAUSANO & FIGLI • BD PLAST FILTERING  
 SYSTEMS • BFM • BIESSE • BINOVA • BIO!PAC •  
 BIO!TOY • BMB • BREAK MACHINERY • BRIXIA PLAST  
 • CAMPETELLA ROBOTIC CENTER • CESAP • CHEM  
 TREND • CHINAPLAS • CM PRODUZIONE • CMG  
 spa • CMS • COLINES • COLOR TECH •  
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 • COSTRUZIONI MECCANICHE  
 LUIGI BANDERA • COVESTRO  
 • DGTS • DM INDUSTRIAL •  
 DOLDER MASSARA • DOMO  
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 ECOMONDO • ELESÀ • ENERGY  
 TEAM • ENGEL • EREMA • ERGOMEC  
 • EUROMAP • EUROPEAN PLASTICS  
 CONVERTER • EUROVITI • EXACT • FAP • FERRARINI  
 & BENELLI • FESTO • FIMIC • FIP • FLOWISE •  
 FORREC • FPS SERVICES AUTOMATION • FRIUL  
 FILIERE • GAMMA MECCANICA • GAMMA STAMPI •  
 GEFIT • GEFRAN • GIBITRE INSTRUMENTS • GIMATIC  
 • GIURGOLA STAMPI • GNEUSS • GRAFE • GRUPA  
 AZOTY • GUMMIWERK KRAIBURG • HAIDLMAIR  
 • HELIOS ITALQUARTZ • HENKEL • HERRMANN  
 ULTRASCHALLTECHNIK • HK ZWCAD SOFTWARE  
 • HS-UMFORMTECHNIK • ICMA SAN GIORGIO •

MACPLAS



IMG • INCOE INTERNATIONAL EUROPE • INGLASS  
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 INTERNATIONAL • JEC • KEYCYCLE • KIMATIC • KISTLER  
 • LABORPLAST • LANXESS • LEHVOSS • LEONHARD  
 KURZ • LINK INTERNATIONAL • LK IMM • MAAG •  
 MACCHI • MAIN TECH • MARFRAN • MARIS • MAS  
 - MASCHINEN UND ANLAGENBAU SCHULZ • MAST •  
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 • MOBERT • MOOG ITALIANA • MORETTO • NEGRI  
 BOSSI • NETZSCH • NEXUS ELASTOMER SYSTEMS  
 • NICKERSON • OMSO • OPEN MOULD •  
 PHT PETRELLI • PIOVAN • PLAS MEC  
 • PLAST 2023 • PLAST EURASIA  
 • PLASTIBLOW • PLASTIC LINK  
 • PLASTIC SYSTEMS • PLASTICS  
 RECYCLERS EUROPE • PLASTORE  
 • POWERPOL • PRESMA •  
 PREVIERO • PROCHEMA •  
 PROFILE DIES • RADICI NOVACIPS •  
 RAMPONI • RIVI MAGNETICS • ROBOLINE  
 • RODOLFO COMERIO • SABIC • SALDOFLEX • SARA  
 • SIKORA • SIRMAR • SISE • SITRA • SONDERHOFF •  
 SPS ITALIA • STAR AUTOMATION EUROPE • STRIP'S  
 • SUMITOMO (SHI) DEMAG • SVERITAL • TAMI •  
 TECNO SYSTEM • TECNODINAMICA • TECNOMATIC •  
 TECNOVA • THERMOPLAY • TOMRA • TROOSTWIJK  
 AUCTION • ULTRA SYSTEM • UNITECHEM • VANETTI •  
 VECOPLAN • VINYLPLUS • WITTENSTEIN • WITTMANN  
 BATTENFELD ITALIA • WM THERMOFORMING • ZEON  
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