

MEDIA DATA 2024

Communication solutions for the target group of managing directors and operations/plant managers in recycling companies worldwide



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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.



**Publication
frequency**

6 issues per year



**Copies
actually
distributed**

4,769 copies



Volume analysis

Magazine format DIN A4
Total volume 470 pages
Editorial section 398 pages
Advertising section 72 pages

Issue	Dates	Specials	Materials	Machines and Equipment	Trade fairs/events
1/2024	Publication date: 23.02.2024 Editorial deadline: 18.12.2023 Advertising deadline: 26.01.2024	<ul style="list-style-type: none"> • ISRI 	<ul style="list-style-type: none"> • Scrap metal • Domestic and municipal waste • Automobile recycling 	<ul style="list-style-type: none"> • Scrap presses • Shredders 	29.-30.01.2024 BKAWE Berliner Konferenz Abfallwirtschaft und Energie , Berlin/Germany 13.-14.03.2024 BKM Berliner Konferenz Metallkreisläufe , Berlin/Germany 15.-18.04.2024 ISRI Convention & Exposition , Las Vegas/USA
2/2024	Publication date: 24.04.2024 Editorial deadline: 23.02.2024 Advertising deadline: 25.03.2024	<ul style="list-style-type: none"> • IFAT 	<ul style="list-style-type: none"> • Glass recycling • Slag • Plastics recycling 	<ul style="list-style-type: none"> • Crushers • Sorting systems 	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
3/2024	Publication date: 26.06.2024 Editorial deadline: 26.04.2024 Advertising deadline: 28.05.2024	<ul style="list-style-type: none"> • Recycling trends 	<ul style="list-style-type: none"> • Tires • Plastics • Household & municipal waste 	<ul style="list-style-type: none"> • Granulators • Shredders 	
4/2024	Publication date: 27.08.2024 Editorial deadline: 27.06.2024 Advertising deadline: 30.07.2024	<ul style="list-style-type: none"> • Recycling technology 	<ul style="list-style-type: none"> • Industrial & commercial waste • Glass recycling • Metal recycling 	<ul style="list-style-type: none"> • Chippers • Turners 	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
5/2024	Publication date: 10.10.2024 Editorial deadline: 09.08.2024 Advertising deadline: 11.09.2024	<ul style="list-style-type: none"> • Ecomondo 	<ul style="list-style-type: none"> • Composting • Plastic recycling 	<ul style="list-style-type: none"> • Presses • Bale presses • Screening technology 	Ecomondo 24 , Rimini/Italy 28.-29.10.2024 BIR Convention , City to be confirmed 11.-12.11.2024 BKK , Berlin/Germany Tagung Aufbereitung und Recycling , Freiberg/Germany
6/2024	Publication date: 09.12.2024 Editorial deadline: 09.10.2024 Advertising deadline: 11.11.2024	<ul style="list-style-type: none"> • WEEE Recycling 	<ul style="list-style-type: none"> • Wood & Paper • Sewage Sludge • WEEE • Industrial Waste 	<ul style="list-style-type: none"> • Sorting plants • Bale presses 	January 2025 IERC , Salzburg/Austria

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		

Geographic distribution analysis:

	Copies actually distributed	
Business regions	%	Copies
Domestic	44.7	2,133
Abroad	55.3	2,636
Copies actually distributed	100.0	4,769

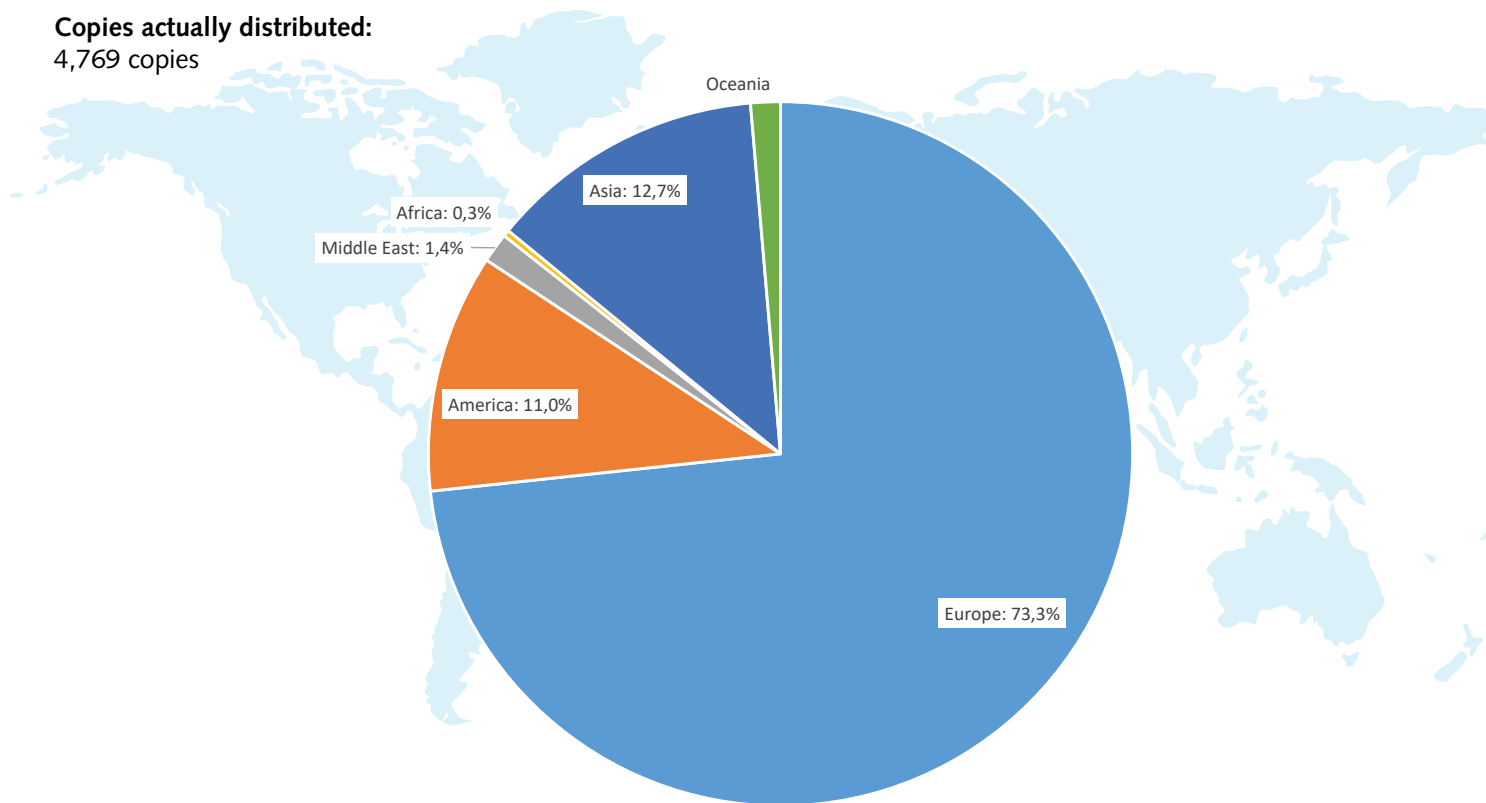
Summary of the survey method:

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.

International distribution

Copies actually distributed:

4,769 copies



Sectors/branches:

Readership structure	Copies actually distributed	
	%	Copies
Waste management and recycling companies/Recycling plants	92.3	4,403
Plant and machine engineering	5.1	243
Environment authorities	2.6	123
	100.0	4,769

Ad prices, print space and bleed-format (plus 3 mm bleed to each side):

* 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)

staggered repeat discount		quantity scale	
3 times	3 %	3 pages	5 %
6 times	5 %	6 pages	10 %
12 times	10 %	12 pages	15 %
18 times	15 %	18 pages	20 %

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 heightn mm 11.50 € (1 column, 45 mm wide)
Situation wanted s/w	per heightn mm 3.50 € (1 column, 45 mm wide)
Opportunity ad, Purchase/sale b/w	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	Price %
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	790.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	890.00 €

For partial occupancy: Selection cost per section 150.00 €

Glued ad media

Postcard

Product samples, other tip-ons

Technical costs are not eligible for commission and are not discountable.

Price %

95.00 €

on request

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



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 advertisement 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

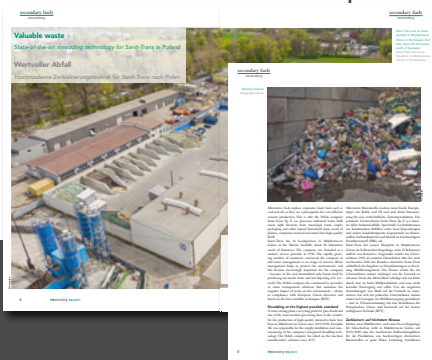
- exclusive project report
- cover page photo
- 1/1 page ad color
- Fullsize banner for one month on www.recovery-worldwide.com
- PDF of your article (incl. title page)

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 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.



**Page
impressions**

7,067 per month
+4% growth each year



Visits

4,942 per month



**Unique
user**

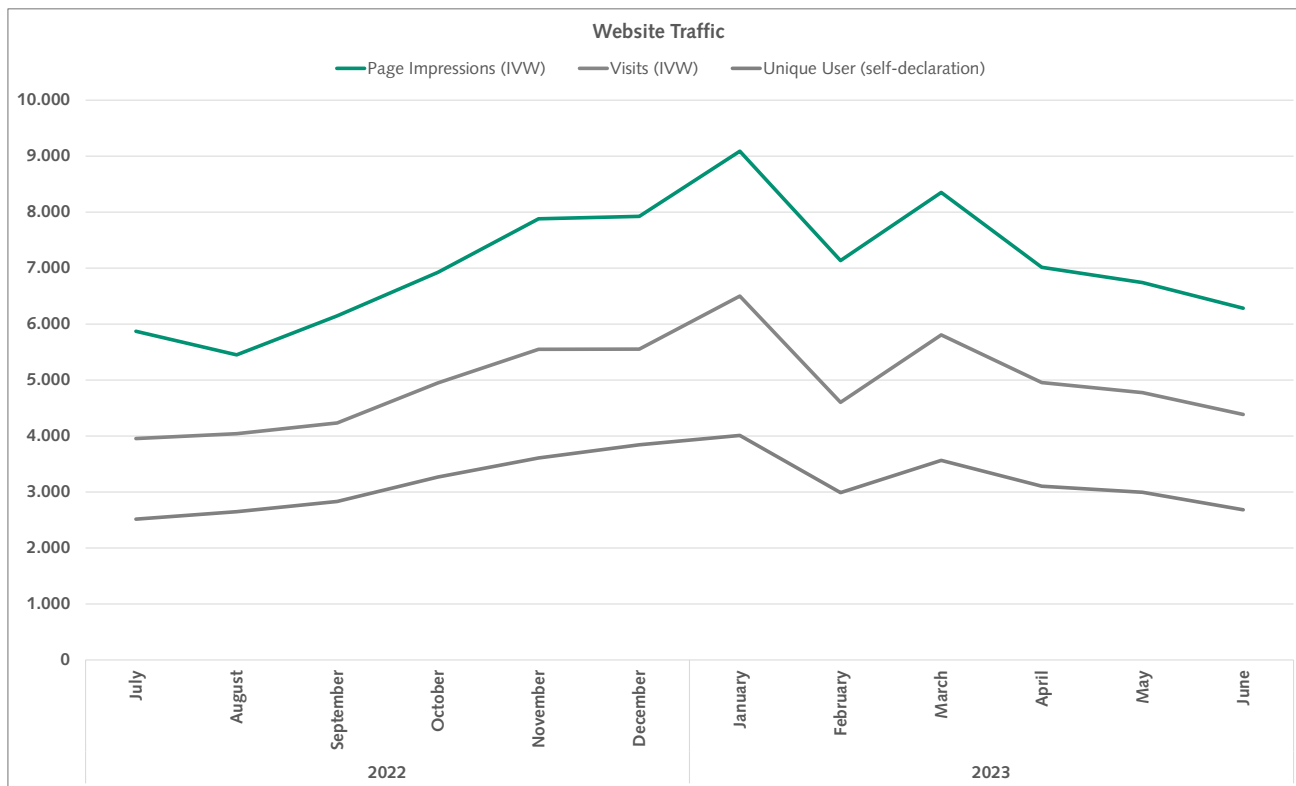
3,172 user



**Newsletter
contacts**

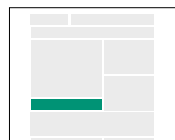
2,079 Ø recipients

Traffic audit:



Source for page impressions and visits: IVW, for unique user: Google Analytics/self-reported

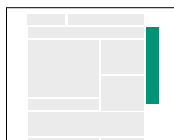
Prices and forms of advertising (price for 28 days / 4 weeks):



Fullsize banner

Format (B x H):
468 x 60 px

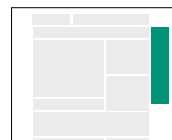
245.00 €



Skyscraper

Format (B x H):
120 x 600 px

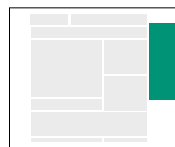
371.00 €



Wide skyscraper

Format (B x H):
160 x 600 px

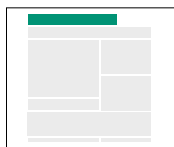
434.00 €



Half page

Format (B x H):
300 x 600 px

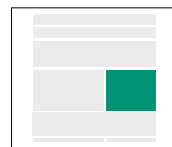
497.00 €



Superbanner

Format (B x H):
728 x 90 px

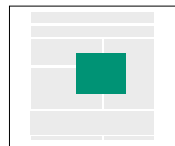
308.00 €



Medium rectangle

Format (B x H):
300 x 250 px

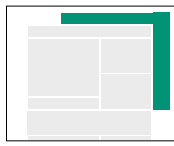
434.00 €



Layer ad

Format (B x H):
400 x 400 px

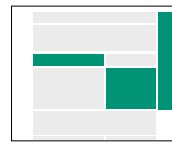
On Request



Wallpaper

Format (B x H):
728 x 90 px + 120 x 600 px

553.00 €



Ad bundle

- Fullsize Banner
- Skyscraper
- Medium Rectangle

371.00 €

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	399.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	462.00
Half page sticky	website, in rotation with max. two additional	300 x 600	525.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	616.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	616.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	7,854.00
OnlinePLUS	addition to an existing online article/advertorial	Fotos, Videos, PDFs	462.00

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

Issue	Publishing date	Booking deadline
01/2024	28.02.2024	19.02.2024
02/2024	07.05.2024	25.04.2024
03/2024	04.07.2024	25.06.2024
04/2024	04.09.2024	26.08.2024
05/2024	16.10.2024	07.10.2024
06/2024	11.12.2024	29.10.2024

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)



File formats:

JPG or static GIF, max. 20 kB (without animation)

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

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.

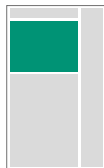
Please send your materials together with the required meta-information:

- 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.

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

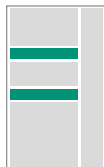


Format:
300 x 250 px

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 %

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

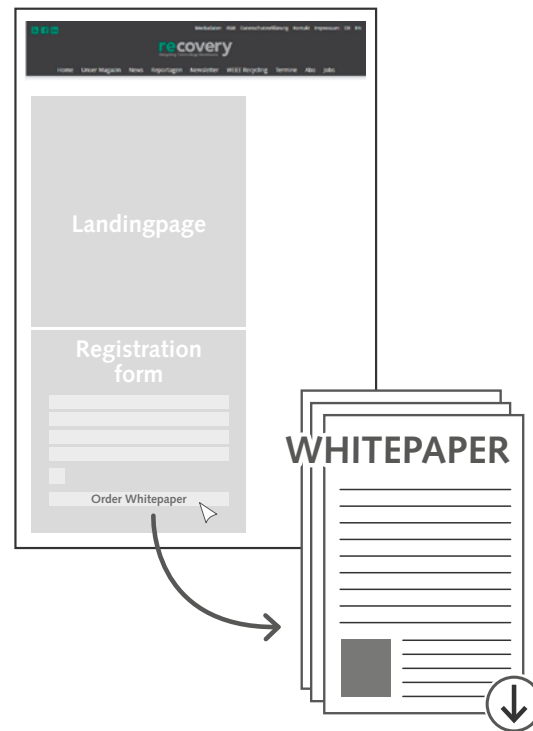
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on **www.recovery-worldwide.com**. Interested users receive the white paper in exchange for their contact details.

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



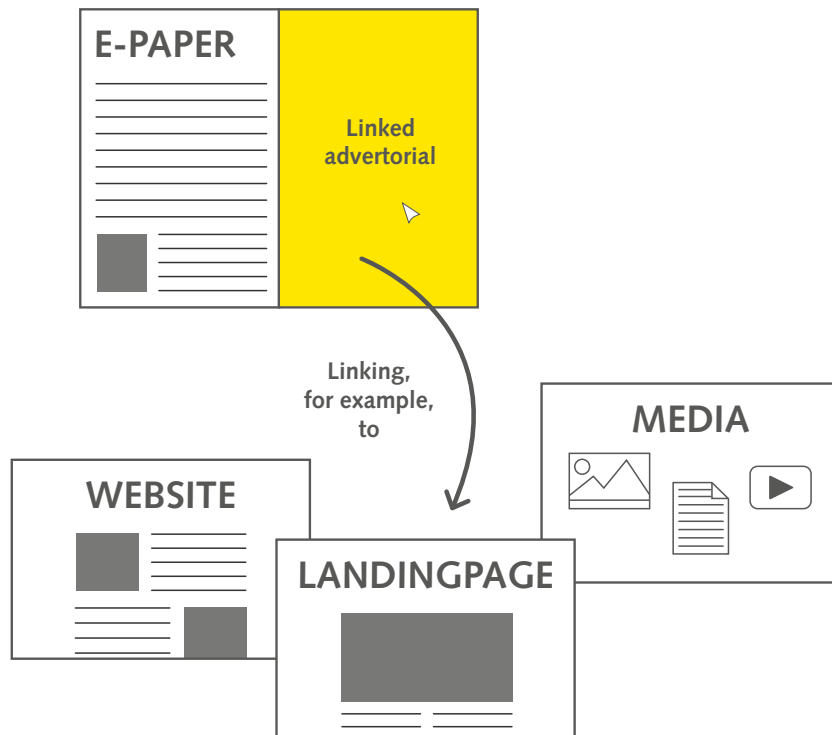
Linking in E-Paper

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
(for services see previous page)



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.



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



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Senior Sales Manager
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E-Mail: petra.schwedersky@bauverlag.de



Erdal Top
Key Account Manager
Phone: +49 5241 2151-3344
E-Mail: erdal.top@bauverlag.de

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

