INFLUENCE THE FUTURE
where science and art meet
114,300 + YEARLY TOTAL REACH
100,000 + DIGITAL
3,500 + SOCIAL MEDIA
20,000 + MAGAZINE/PRINT

VIDEO upcoming
EVENTS release tours worldwide
WORLDWIDE NETWORK
OF ART AND SCIENCE

SAN FRANCISCO

LONDON

VALENCIA

BERLIN/
DRESDEN

MOSCOW

ASTANA

TOKYO

SINGAPUR

MELBOURNE

LOS ANGELES

SAO PAULO

HOT SPOTS PLASMA 4

UPCOMING HOT SPOTS PLASMA 5
PLASMA AUDIENCE

114,300+ UNIQUE USERS

20,000+ READERSHIP

29 AVERAGE AGE

About Us

Plasma Magazine

Audience

Rates
PRINT RATES

<table>
<thead>
<tr>
<th>Side</th>
<th>Size (mm)</th>
<th>Rate (€)</th>
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<tbody>
<tr>
<td>One side</td>
<td>223×290</td>
<td>2.000</td>
</tr>
<tr>
<td>Double side</td>
<td>446×290</td>
<td>3.500</td>
</tr>
<tr>
<td>Back page</td>
<td>223×290</td>
<td>6.750</td>
</tr>
</tbody>
</table>

DIGITAL UNITS

SPONSORED PLASMA REPORT ONLINE

- Photography & words by **PLASMA**: 3.000€/per article
- Photography by **PLASMA**: 2.800€/per article
- Social media: 50€/per post

ONLINE TAKEOVERS

- News Section: 850€/per month
- Afterwards:
  - Art and design: 500€/per month
  - Science and Technologie: 500€/per month
- Sponsored Email content: 250€/per Newsletter
- Sponsored Email mention: 150€/per Newsletter

* content curation by **PLASMA**
** cut part 3mm each side
Please do not hesitate to contact us for individual arrangements.
All prices netto.
SPONSORED PLASMA REPORT

6 PAGES

print edition 7.000€

PLASMA 4 including photography & words by PLASMA

+ online article & social media 7.500€

PRINT RATE SPECIALS*

* content curation by PLASMA
Please do not hesitate to contact us for individual arrangements.
All prices netto.
WHAT WILL YOU GAIN?

SPONSORED PLASMA REPORT

The attention of a high-potential, strong selected target group: highly-educated, cosmopolitan, well-funded, metropolitan

Photography & design that are at the cutting edge

An innovative and fresh combination of Art & Science

A high-informative surrounding for placing your company

Extensive range – international public, interested in culture & technology

Printed edition & online marketing (distributed worldwide)
PLASMA 5 FACTS

extent 192 pages
format 221x281mm + 3 mm
edition 20,000 pieces +
retail price €16.00
sales numbers 18,000 +
language English

PLASMA report (4 pages)
contact@plasma–magazine.com
plasma–magazine.com

AD FORMATS

Double Side €3.500
One Side €2.000
Back Page €6.750
sponsored €6.000

all prices netto
1. Definitions  
(a) the “Advertiser” means the person or entity booking advertising space in a PLASMA Publication or with PLASMA, whether an advertising agency, brand owner or whoever.  
(b) “Advertising Copy” means the advertising and promotional communications including any Sales Promotions as defined below) required by the Advertiser to be published by PLASMA and used in any PLASMA Publications.  
(c) “PLASMA” means PLASMA magazine UG.  
(d) “PLASMA Publication” means any of the magazines published by PLASMA from time-to-time.  
(e) “Digital Versions” means any PLASMA Publication as made available in an electronic format compatible with one or more of the then current tablet end-user devices (each, as without limitation, Kindle, Nook, and iPads).  
(f) “Premium” and “Premium Plus” advertising options means in relation to “Premium” including but not limited to scheduling advertisements, slides shows and 30 second videos and “Premium Plus” including but not limited to photo explorer, photo 360 and 60 second limited to photo explorer, shows and 30 second to scrolling including but not limited in relation to “Premium” advertising options means “Premium Plus” options are approved on an individual case by case basis by PLASMA in its discretion and are subject to extra fees.  
(g) “Rate Card” means PLASMA’s standard of rates which may be increased by any Publicity and/or Other Work, Work Photography, Processing, Artwork, Sketches, Layouts, Video.  
(h) “Press Date” means PLASMA’s dead line for receipt of any Advertising Copy, as the same may be notified by PLASMA to the Advertiser in respect of each instance of publication of such Advertising Copy in a conventional, print-media PLASMA Publication, a Digital Edition or a PDF Version.  
(i) “Plasma” means PLASMA’s costs and charges for the publication of Advertising Copy in PLASMA Publications, as evidenced in the PLASMA Rate Card in force at the relevant time, but not including any additional fees and costs for any Production Work performed by PLASMA at its cost as described in Section 2(b) hereof which shall be payable in addition to the Rates.  
(j) “Rate Card” means the table of PLASMA’s Rates for the publication of Advertising Copy in PLASMA Publications, as updated by PLASMA from time-to-time.  
(k) “Sales Promotions” means as defined in Section 4 of this Terms and Conditions. Where an Advertiser wishes to receive any rights in Production Work then the whole subject to the written agreement of PLASMA.  
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