

# BASPAR

Coatings, Resins and Adhesives Magazine

**MEDIA  
KIT  
2010**



Your Everlasting companion



## Baspar Reader Analysis 2009

### Analysis by job title

General Managers .....	1800
Technical Managers / Engineers .....	821
Production Managers / Engineers .....	563
Q.C Managers / Engineers.....	182
R&D& Laboratory Managers / Engineers.....	230
Purchasing/sales/Marketing Managers.....	1650
Industrial Consultants.....	168
Administration.....	112
Others.....	98

### Analysis by field of activity/production

Plastics	Injection Molding.....	2600
	Extrusion Film.....	520
	Extrusion Sheet.....	387
	Extrusion Pipe/Profile.....	670
	Thermoforming.....	310
	Blow Molding.....	97
	Compounding.....	567
	Other.....	52
Rubber	Compression Molding.....	158
	Extrusion Profile.....	49
	Tire Production.....	140
	Other.....	30
Coatings,Resins &Adhesiv	Processing areas.....	1900
	Other.....	105

### Reader analysis by Company size

1-9 .....	employees	20%
10-19 .....	employees	13%
20-49 .....	employees	17%
50-99 .....	employees	27%
100-499 .....	employees	18%
Over 500.....	employees	5%

### Baspar readers work in industries including

Petrochemical	Medical
Automotive	Packaging
Buildings	Sports, toys
Clothing & footwear	Pipe line
Computing	Oil & gas production
Household	Metal & Mining
Transportation	Marine
Electric	Other



# BASPAR ADVERTISEMENT

## 2010 ADVERTISEMENT INFORMATION

Position	Size(1) (cm)	Color	Price (Euro)
Back Cover	21 X 28.5	4 Color	2500
Inside Pages (2)	42 X 28.5 (3)	4 Color	2000
Inside Front Cover	21 X 28.5	4 Color	1800
Inside Back Cover	21 X 28.5	4 Color	1600
Inside Pages	21 X 28.5	4 Color	1300
Inside Pages (1/1)	17 X 24	B & W	800
Inside Pages (1/2)	8 X 24	B & W	500

(1) After trim size. (Film should be enough wide to allow 5mm trim in each side.)

(2) The respective page for inside-page advertisement will be selected by us.

If you wish to select your desired page, add 5% to the total sum.

(3) Double page spread.

### Note:

#### 1) Series discounts:

3 insertions: 5 %

6 insertions: 7 %

#### 2) Method of printing:

Sheet fed offset litho.

#### 3) Type of binding:

Perfect glue bond

#### 4) Paper stock:

90 g/sqm for b&w pages

170 g/sqm for color inside pages

250 g/sqm for cover pages

#### 5) Colors:

Our standard 4 colors are black, cyan, magenta & yellow.

**6) Printing material:**

B&w ads require offset film negative  
Four-color ads require offset film positive  
Right reading, emulsion side down as well as appropriate proofs.  
Film should be dimensionally stable, with sharp image definition.  
Etched film is not acceptable.  
Film must be hard dot.  
Show bleed and trim marks on all films.  
Registered marks for color ads are necessary.

**7) Optical drive:**

In the case of delivery of the ads on an optical drive, all formats should be compatible only with IBM computers ( Adobe Photoshop, Freehand, Corel Draw,... ) and be readable only with Windows operating systems.

**8) Issuing and closing dates:**

**11 issues per year**

- 1) November (special issue for ipcc exhibition, Tehran)
- 2) January
- 3) March
- 4) May
- 5) July
- 6) September

**Closing dates are 10 days prior to the next issue.**

**9) Geographical Circulation:**

Iran	5800
Abroad	350

In special issues, we add at least 20% number of copies.

**10) Storage of advertisement materials:**

All materials will be stored for one year and the destroyed unless otherwise instructed in writing.

**11) Changes:**

Baspar is not responsible for any kind of errors made as a result of the request of advertiser to make changes or for materials do not conform to above mentioned information.

**12) Orders:**

All orders for reservation, insertion and modification should be addressed to:  
"Baspar advertisement manager, P.O.Box: 15615-174, Tehran, Iran."  
Receipts should be asked via fax no. +98-21-77533158 +98-21-77523553

**13) Invoices:**

All invoices should be paid to the account name, number and address indicated on the original invoice issued to the advertiser.



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*for more information:*  
**BASPAR @ IRANPOLYMER.COM**

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