



injection WORLD

Digital magazines and apps for the global injection moulding supply chain

Injection World is a monthly magazine written specifically for injection moulders, mould makers and product designers around the globe. It is distributed electronically and can be read free-of-charge online. In addition, it can be accessed on tablet computers and smartphones using our free apps for the iPad, iPhone or Android devices.

The magazine is published by Applied Market Information (AMI), the leading provider of market intelligence and analysis for the global plastics processing industries.

The company has a detailed database of senior decision makers at injection moulding sites across Europe, the Americas, Asia and the Middle East. This unique and constantly updated database provides *Injection World* with comprehensive global access to the key purchasers of injection moulding machines, moulds, ancillary equipment, polymers, additives and related services.

The magazine delivers relevant and up-to-date information on the most important technical developments, market trends, business news and legislative announcements. And unlike other general plastics magazines, *Injection World* is 100% focused on the specific information needs of the

Injection World offers:

- Comprehensive global coverage
- 100% focus on injection moulding
- In-depth market knowledge
- Free access online and via apps
- Highly competitive advertisement rates
- Live weblinks from all advertisements
- App viewable without internet connection

For more information about advertising in *Injection World*, contact:

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Claire Bishop: claire@amimagazines.com

designers and producers of plastics mouldings.

Adverts are very competitively priced and can include links straight to your own website. If you are selling machinery, ancillary equipment, materials, additives or services to injection moulders or mouldmakers, then *Injection World* is the vehicle to promote your business globally.

Digital publications for the digital age: online; on tablets; on smartphones

AMI is leading the way with electronic magazines for the plastics industry

Injection World is a digital magazine for the digital age. It is available free-of-charge online using a standard internet browser, and can also be read on the iPad, iPhone and Android-based devices using our free apps or HTML5 browser.

The **online edition** is hosted on the Yudu platform for digital magazines. There is no need for readers to download special software or large files. The user-friendly interface allows them to browse and read the magazine just like a printed product, but with the benefits of online delivery and interactivity.

Online readers can download the magazine as a PDF for storage and printing. Plus they can easily forward links to the magazine, sharing *Injection World's* valuable content with colleagues, suppliers and customers. App users can build up their own archive for reading anywhere – a live internet connection is not required to view the *Injection World* apps.

The *Injection World* apps for the **iPad**, **iPhone** and **Android** devices are proving very popular with readers around the world. The dedicated apps have been downloaded more than 18,531 times since their launch at the beginning of 2012, and more subscribers are signing up every single day. This is extending the reach of the magazine beyond its already substantial online readership, providing even more value for advertisers.

AMI is also using Twitter to notify a large international audience whenever we publish a new edition of *Injection World* magazine. Our @PlasticsWorld **Twitter** feed has already attracted more than 14,917 followers and is now the leading source of plastics industry news and information on the social media site.



About AMI

Applied Market Information is a specialist market research and consulting company serving the global plastics industry.

Established in 1986, *AMI* has offices in Bristol, England, and Reading, Pennsylvania, USA. The company carries out single-client consultancy and multi-client research projects. In addition, it produces market reports, directories and electronic databases, and it organises conferences in Europe, America, Asia and the Middle East. These cover topics such as medical plastics, thin-wall packaging, bioplastics, additives and masterbatches.

AMI publishes international directories and studies of injection moulders. Its European directories of injection moulding operations cover more than 9,700 sites alone.

The people behind **injection WORLD**

Chris Smith graduated in materials science and worked in the plastics industry prior to moving into B2B publishing. He has been writing about plastics for more than 25 years and has extensive experience in launching and chairing international industry conferences.

Andy Beevers is a chemical engineering graduate with more than 25 years plastics publishing experience. He is responsible for AMI's digital publishing and international plastics conference activities.

Peter Mapleston has been writing for international plastics magazines for more than 30 years. He graduated in polymer science and technology in the UK, living in Germany and Switzerland before settling in Italy. Peter has been writing for *Injection World* since 2013.

Mark Holmes is a freelance editor and journalist with more than 18 years' experience in writing and managing plastics industry publications. Based in the UK, Mark is a graduate in chemical engineering and has been writing for *Injection World* since 2015.

Sylvia Tabero is a graduate in management and materials science and is AMI's specialist consultant covering the injection moulding market. She carries out international business analysis, market surveys and due diligence work.

Márta Babits graduated in biology and communication and media studies. Her role within the AMI consultancy team includes analysis of the flexible and rigid plastics packaging markets with a particular focus on the FMCG sector.

Levent Tounjer has more than 20 years' experience in international B2B advertising and sponsorship sales, largely focused on magazines and events for the polymer industry.

Claire Bishop is an experienced B2B media sales specialist. She has worked with AMI since the company launched its digital magazine division in 2008.

Injection World: 2017 features list



PHOTO: MILLIKEN

Targeted and informative content

Each month, *Injection World* covers key technical developments, market trends, strategic business issues, legislative announcements, company profiles and new product launches.

The magazine carries in-depth articles written by experienced technical journalists and market experts from *Applied Market Information*. Plus, it includes exclusive contributions from leading researchers and industry insiders.

Applied Market Information's wealth of industry information and analysis ensures that *Injection World* provides exclusive insights into the key market issues and opportunities for readers wherever they are based.

November/December 2016

Automotive - Interiors/Exteriors
Engineering plastics
Moulds and hot runners
K 2016 show review

January/February 2017

Thin wall moulding
Thermoplastic composites
Packaging

March/April 2017

Electrical and electronics
Bioplastics
Materials preparation
Show preview: Chinaplas 2017

May/June 2017

3D printing
Automation and assembly
Automotive - under the hood

July/August 2017

Caps and closures
Colour and masterbatch
Temperature control

September 2017

Medical moulding
Thermoplastic elastomers
Printing and decoration



PHOTO: STYROLUTION

October 2017

Electrical and electronic
Product development
Materials handling
Show preview: Fakuma 2017

November/December 2017

Automotive - interiors/exterior
Engineering plastics
Moulds and hot runners
Show review: Fakuma 2017

Plus in every issue:

- New machinery and ancillaries
- New materials and additives
- Business and markets news
- Forthcoming events



Exhibition and show coverage

Injection World will be covering these international plastics shows in 2017. Make sure you don't miss your chance to advertise. Check our Features List for more information.

////// Chinaplas* 2017



Rates and data

Injection World's competitive global advertising rates ensure your marketing budget goes much further.

| € – Euros | Single | 3+ | 6+ | 12+ |
|--------------------|--------|--------|--------|--------|
| Double-page spread | €3,450 | €2,750 | €2,475 | €1,725 |
| Page | €2,325 | €1,850 | €1,675 | €1,175 |
| Half page | €1,625 | €1,300 | €1,175 | €825 |
| Third Page | €1,350 | €1,075 | €975 | €700 |
| Quarter page | €1,025 | €825 | €750 | €525 |

| \$ – Dollars | Single | 3+ | 6+ | 12+ |
|--------------------|---------|---------|---------|---------|
| Double-page spread | \$3,850 | \$3,075 | \$2,750 | \$1,925 |
| Page | \$2,600 | \$2,075 | \$1,875 | \$1,300 |
| Half page | \$1,800 | \$1,450 | \$1,300 | \$925 |
| Third Page | \$1,500 | \$1,200 | \$1,075 | \$800 |
| Quarter page | \$1,150 | \$925 | \$825 | \$575 |

Brochure Showcase entry: €300 or \$330 per brochure

Profile features (advertorial):

Full pages: €3,000 (\$3,300), Double-page spread €4,500 (\$4,950)

Simple pricing:

All rates include insertion in both online and app editions

It is possible to add rich media to your adverts, such as videos, flash animation, surveys and presentations. To find out what's possible and how much it costs, contact us to discuss your ideas. We also offer banner and skyscraper adverts on pipeandprofile.com. Contact us for our competitive rates and latest viewing figures.

Advertisement copy sizes

| | Width by height |
|----------------------------|-----------------|
| Double-page spread: | 420mm x 297mm |
| Full page | 210mm x 297mm |
| Half page (horizontal): | 210mm x 146mm |
| Half page (vertical): | 100mm x 297mm |
| Third page (horizontal): | 210mm x 99mm |
| Quarter page (horizontal): | 210mm x 74mm |
| Quarter page (vertical): | 100mm x 146mm |

File formats

Final advertisement copy should be supplied as high resolution (minimum 200dpi) digital files in either PDF or JPG format. To ensure the optimum results across our different digital platforms we recommend you use our Adobe Joboptions settings when outputting your artwork. These can be downloaded at <http://bit.ly/AMIPDF>.

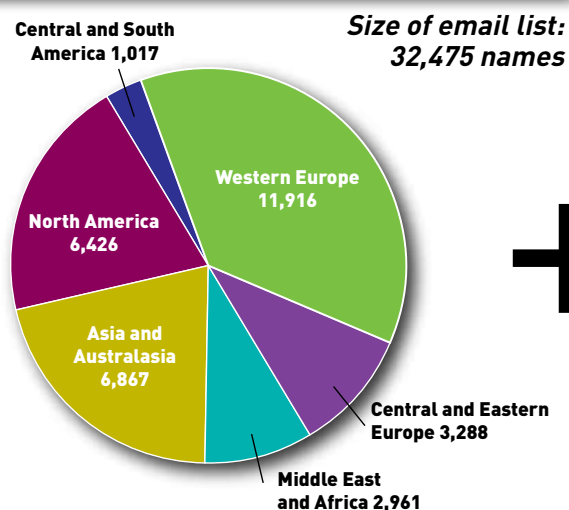
If you wish to supply any other format, please contact us to discuss compatibility. Our full advertisement terms and conditions can be viewed at www.injectionworld.com

The AMI magazine portfolio

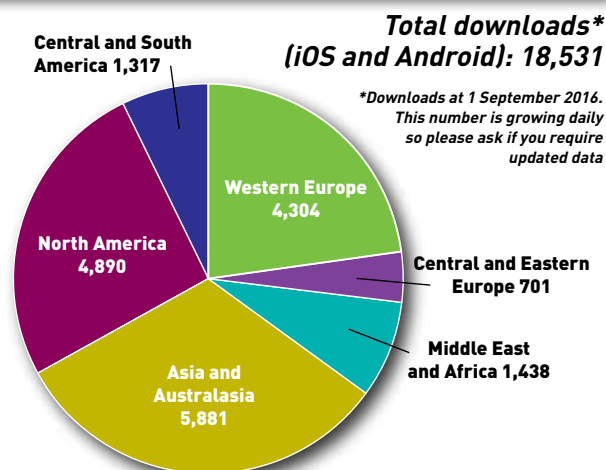
Applied Market Information publishes three other digital magazines: **Compounding World**, **Film and Sheet Extrusion**, and **Pipe and Profile Extrusion**. If you place bookings in more than one of our magazines the series booking rates will accumulate across all of your adverts.



Global email circulation



Global app downloads



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Email circulation: 32,475 • App downloads: 18,531 • Twitter followers: 14,917