

# Media information 2018

# Injection WORLD

The global digital magazine  
and apps for injection moulders

*Injection World* is the monthly magazine providing business, industry and technology news for injection moulders, mould makers and product designers around the globe. It is accessed by thousands of readers every month free-of-charge online, on tablets, smartphones, and via our free apps for the iPad, iPhone and Android devices.

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

Published by our expert editorial team at AMI - the leading provider of databases, market intelligence and conferences for the global plastics processing industries - *Injection World* benefits from access to our detailed databases of senior decision makers at injection moulding sites across Europe, the Americas, Asia and the Middle East. These global databases include key purchasers of injection moulding machines, moulds, ancillary equipment, polymers, additives and related services.

Looking to access this market? Our advertisements are very competitively priced and include links directly to your website. If you are selling machinery, ancillary equipment, materials, additives or services to the injection moulding industry, then *Injection World* is the vehicle to promote your business globally.

## Injection World offers:

- ✓ Comprehensive global coverage
- ✓ 100% focused 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

Visit [www.injectionworld.com](http://www.injectionworld.com)  
to see the latest issue and take out  
a free subscription

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

Levent Tounjer:  
[levent.tounjer@ami.international](mailto:levent.tounjer@ami.international)

or Claire Bishop:  
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Published by:

**AMI**



# Digital magazines for the digital age: online; on tablets; on smart phones

We lead the way with electronic magazines for the plastics industry

Email circulation: 33,467

App downloads: 20,183



Twitter followers: 16,867

*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, which means there is no need for readers to download special software or large files. Readers are notified of each new edition by email and a simple click of a weblink takes them to the latest magazine. Our user-friendly interface allows them to browse and read the magazine just like a printed product, but with the additional benefits of online delivery and digital interactivity. Readers can easily forward links to articles, allowing them to share *Injection World's* valuable content with colleagues, suppliers and customers. And they can download the

magazine as a PDF for storage and printing.

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 20,183 times since their launch in 2012, and more subscribers are signing up every day. Our apps are extending the reach of the magazine beyond its already substantial online readership, providing even more value for advertisers.

We use our @PlasticsWorld **Twitter** feed to keep our readers up to date with the latest plastics industry news and to let them know whenever we publish a new edition of *Injection World* magazine. To date, @PlasticsWorld has attracted a global following of more than 16,867 people and is one of the most popular sources of plastics industry information on the social media site.

## The people behind **Injection WORLD**

### Chris Smith / Editor-in-Chief



Chris 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.

Email: [chris.smith@ami.international](mailto:chris.smith@ami.international)

### David Eldridge / Editor



David is an experienced journalist with a 27-year track record of international B2B publishing, the last 14 years writing for the plastics industry. An English graduate, he has also covered the metals, oil and gas industries and has extensive print and digital publishing expertise.

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### Peter Mapleston / Technology Editor



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

### Mark Holmes / Contributing Editor (UK)



Mark 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 *Compounding World* since 2015.

### Sylvia Tabero / Consultant - Injection Moulding



Sylvia 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 / Consultant - Packaging



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.

### Andy Beevers / Director, Events & Digital Magazines



Andy 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.

Email: [andy.beevers@ami.international](mailto:andy.beevers@ami.international)

### Levent Tounjer / Sales & Commercial Manager



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

Email: [levent.tounjer@ami.international](mailto:levent.tounjer@ami.international)

### Claire Bishop / Advertising Manager



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

Email: [claire.bishop@ami.international](mailto:claire.bishop@ami.international)

Learn more at: [www.injectionworld.com](http://www.injectionworld.com)

# Targeted and informative content



Each month, *Injection World* covers key technical developments, market trends, strategic issues, legislative announcements, company activities and new product launches. Our magazine carries in-depth articles written by experienced technical journalists and market experts, as well as exclusive contributions from leading researchers and industry insiders. Our wealth of industry information and analysis ensures that *Injection World* provides our readers with exclusive insight into the key market issues and opportunities for moulded part designers and producers wherever they are based.

## Features list

### November/December 2017

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

### January/February 2018

Thin wall moulding  
Thermoplastic composites  
Product design

### March 2018

Electrical and electronics  
Bioplastics  
Materials preparation  
Show preview: *Chinaplas 2018*

### April 2018

Packaging  
Automation and robotics  
LSR moulding  
Show preview: *NPE 2018*

### May 2018

Automotive - under the hood  
Thermoplastic elastomers  
Energy management  
Show issue: *NPE 2018*  
Show preview: *Plast 2018*

### June 2018

3D printing  
IML and decoration  
Temperature control  
Show previews: *CWE* and *PRWE 2018*

### July/August 2018

Caps and closures  
Colour and masterbatch  
Recycling and sustainability

### September 2018

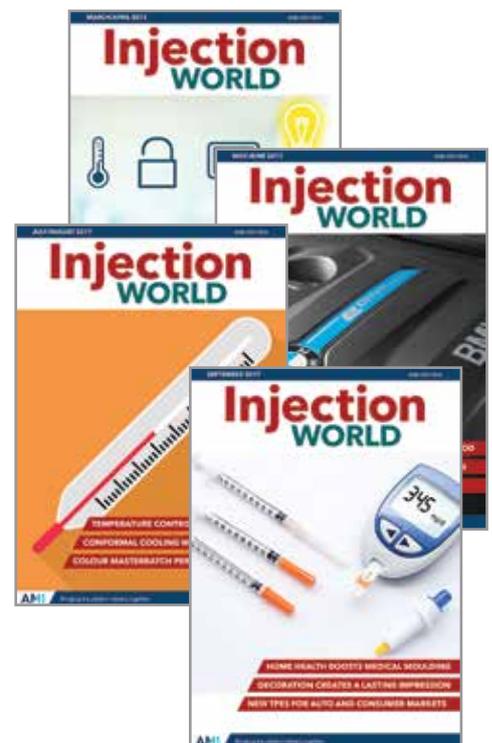
Medical moulding  
High temperature plastics  
Optical moulding

### October 2018

Electrical and electronic  
Product development  
Materials handling  
Show preview: *Fakuma 2018*

### November/December 2018

Automotive - Interiors/Exteriors  
Engineering plastics  
Moulds and hot runners  
Show review: *Fakuma 2018*



### Plus in every issue:

- ✓ Business and legislative news
- ✓ New machinery and ancillaries
- ✓ New additives and materials
- ✓ Forthcoming events

### Exhibition and show coverage

Injection World will be covering all of these international plastics shows in 2018. Make sure you don't miss your chance to advertise. Check our Features List for more information.



# 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	\$4,100	\$3,275	\$2,950	\$2,050
Page	\$2,750	\$2,200	\$2,000	\$1,400
Half page	\$1,950	\$1,550	\$1,400	\$980
Third Page	\$1,600	\$1,280	\$1,160	\$850
Quarter page	\$1,220	\$1,000	\$890	\$625

### Guaranteed positions:

Special positions - for example, right hand or consecutive pages - can be guaranteed for a booking premium of 15% of the rate card charge

### Simple pricing:

All rates include insertion in both online and app editions

### Brochure Showcase entry:

€300 or \$350 per brochure

### Profile features (advertorial):

Full pages: €3,000 (\$3,320)

Double-page spread €4,500 (\$5,275)

### 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](http://www.injectionworld.com)

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 [www.injectionworld.com](http://www.injectionworld.com). Contact us for our competitive rates and latest viewing figures.

### The AMI magazine portfolio

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

Find out about our other titles at [www.ami.international/mags](http://www.ami.international/mags)

**Compounding** **Film and Sheet** **Injection**  
**WORLD** **EXTRUSION** **WORLD**  
**Pipe and Profile** **Plastics Recycling**  
**EXTRUSION** **WORLD**

### Advertisement copy sizes

Double-page spread:

Full page

Half page (horizontal):

Half page (vertical):

Third page (horizontal):

Quarter page (horizontal):

Quarter page (vertical):

### Width by height

420mm x 297mm

210mm x 297mm

210mm x 146mm

100mm x 297mm

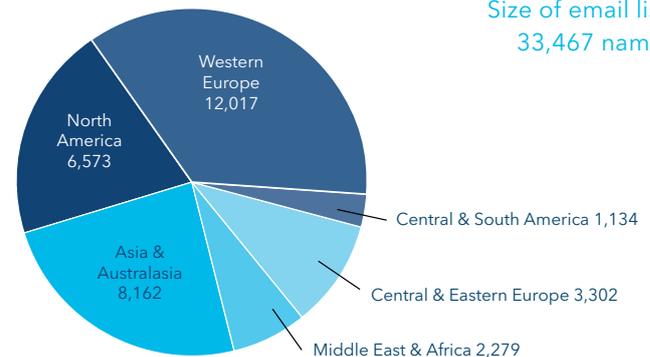
210mm x 99mm

210mm x 74mm

100mm x 146mm

## Global email circulation

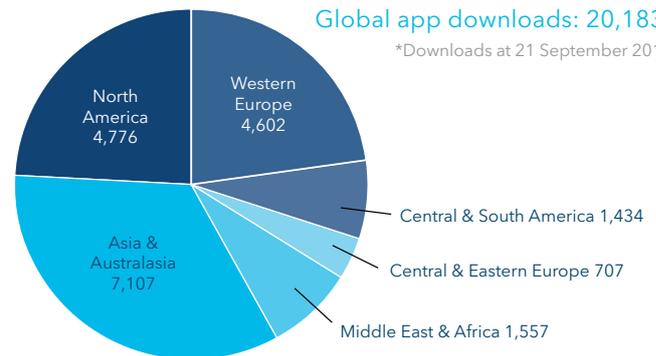
Size of email list:  
33,467 names



## Global app downloads

Global app downloads: 20,183\*

\*Downloads at 21 September 2017



# AMI

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## Editorial

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**Contributing editor (UK):** Mark Holmes  
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