

Media information 2019

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
to see the latest issue and take out
a free subscription

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

Claire Bishop:
claire.bishop@ami.international

or Levent Tounjer:
levent.tounjer@ami.international

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: 34,169

App downloads: 22,191



Twitter followers: 18,525

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 22,191 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 18,525 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

David Eldridge / Editor



David is an experienced journalist with more than 25 years' experience in international B2B publishing, the last 15 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.

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Claire Bishop / Advertising Manager



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

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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.

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Learn more at: 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 2018

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

January/February 2019

Thin wall moulding
Thermoplastic composites
Product design

March 2019

Medical materials
Bioplastics
Materials preparation
Foams

April 2019

Caps and closures
Automation and robotics
Liquid silicone rubber
Show previews: Compounding World Expo USA and Plastics Extrusion World Expo 2019

May 2019

Automotive - under the hood
Thermoplastic elastomers
Energy management
Show preview: Chinaplas 2019

June 2019

3D printing
IML and decoration
Temperature control

July/August 2019

Packaging
Colour and masterbatch
Recycling and sustainability
K2019 Visitor guide

September 2019

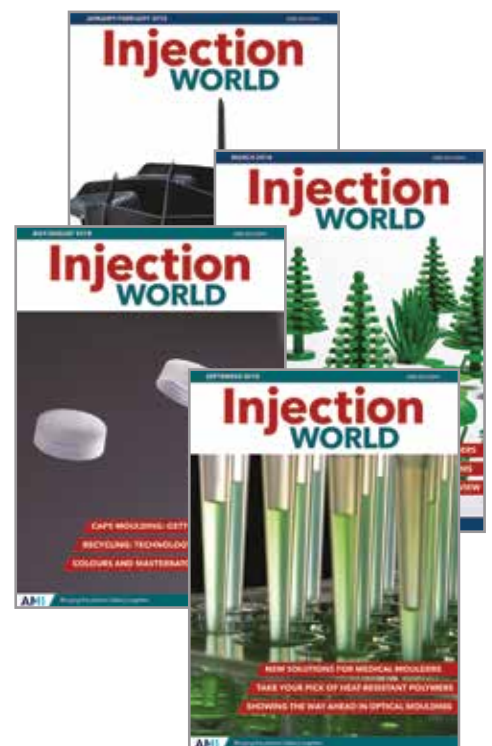
Medical moulding
High temperature plastics
Optical moulding
Show Preview: K2019

October 2019

Electrical and electronic
Product development
Materials handling
Show Issue: K2019

November/Dec 2019

Automotive - Interiors/Exteriors
Engineering plastics
Moulds and hot runners
Show review: K2019



Plus in every issue:

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

Exhibition and show coverage

Compounding World will be covering all of these international plastics shows in 2019. Make sure you don't miss your chance to advertise. Check our Features List for more information.

 Chinaplas 2019

 COMPounding
WORLD EXPO



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	€ 3,550	€ 2,850	€ 2,550	€ 1,775
Page	€ 2,400	€ 1,900	€ 1,725	€ 1,200
Half page	€ 1,675	€ 1,350	€ 1,210	€ 850
Third Page	€ 1,400	€ 1,100	€ 1,000	€ 725
Quarter page	€ 1,050	€ 850	€ 775	€ 550

\$ - Dollars	Single	3+	6+	12+
Double-page spread	\$4,150	\$3,325	\$3,000	\$2,075
Page	\$2,800	\$2,225	\$2,025	\$1,400
Half page	\$1,960	\$1,580	\$1,425	\$1,000
Third Page	\$1,650	\$1,300	\$1,175	\$850
Quarter page	\$1,250	\$1,000	\$900	\$650

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 \$360 per brochure

Profile features (advertorial):

Full pages: €3,000 (\$3,600)

Double-page spread €4,500 (\$5,360)

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

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. 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

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

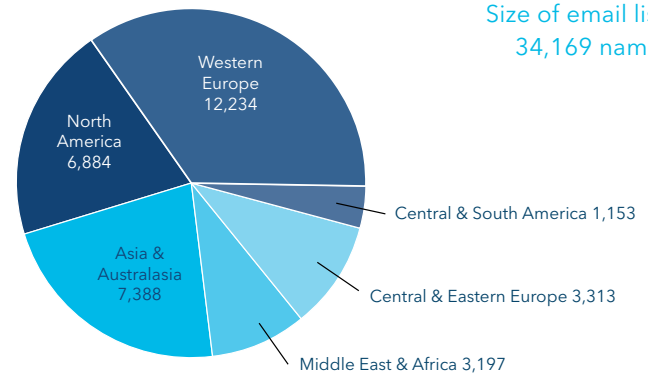
210mm x 99mm

210mm x 74mm

100mm x 146mm

Global email circulation

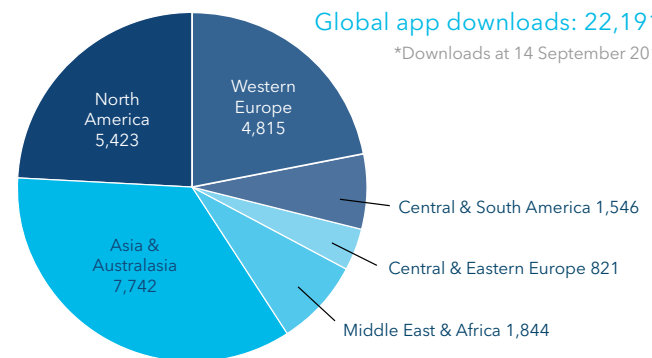
Size of email list:
34,169 names



Global app downloads

Global app downloads: 22,191*

*Downloads at 14 September 2018



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