Building brand exposure for the composites industry

www.composites.media
NEWS AND VIEWS THAT TRULY MATTER TO COMPOSITE PEOPLE

Composites in Manufacturing (CIM) provides the sector with authoritative technical features, informed product reports and all the latest news content. Now in its ninth year of publishing, our aim editorially is to deliver informed opinion and exclusive content.

Published five times a year, CIM focuses on the technology and prime decision makers across all aspects of the composites industry, from design and development through to production, procurement and senior management.

If you are involved in the supply of raw materials, resins, adhesives, the purchase capital equipment and tooling, the design, specification, production and test functions or a subcontractor focused on the sector, then CIM’s editorial will fulfil your needs.

Whether online or in-print, we are dedicated to making Composites in Manufacturing an essential tool for our readers, enabling them to make the right decisions so that they can grow their businesses.

Mike Richardson, Editor
2019 EDITORIAL FEATURE PROGRAMME

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EACH ISSUE COVERS MANY TOPICS DRAWN FROM ACROSS THE COMPOSITES INDUSTRY

- **Materials:** How new and novel materials are pushing the boundaries
- **Design & Development:** From concept to production
- **Test & Measurement:** The techniques and equipment that validate the design
- **Production:** Tooling and machinery-related products and processes
- **Supply Chain:** Covering the business issues within the sector
- **Subcontracting:** Focusing on the UK’s tier suppliers
- **Sector Report:** Examining the opportunities for UK companies in the relevant sectors
- **Special Report:** Covering specific projects and industry issues
- **Events:** Previewing the industry’s key events and conferences

EVENT PLANNER 2019

- **Composite-Expo**, Moscow, April 23-25 [www.composite-expo.com](http://www.composite-expo.com)
- **Aircraft Interiors Expo**, Hamburg, April 2-4 [www.aircraftinteriorsexpo.com](http://www.aircraftinteriorsexpo.com)
- **Subcon**, Birmingham, June 4-6 [www.subconshow.co.uk](http://www.subconshow.co.uk)
- **DSEI**, London, September 10-13 [www.dsei.co.uk](http://www.dsei.co.uk)
- **Composites Europe**, Stuttgart, September 10-12 [www.composites-europe.com](http://www.composites-europe.com)
- **CAMX 2018**, Anaheim, California, October 23-26 [www.thecamx.org](http://www.thecamx.org)
- **Composites Engineering Show**, Birmingham, October 30-31 [www.advancedengineeringuk.com](http://www.advancedengineeringuk.com)
- **Metstrade Marine show**, Amsterdam, November 19-21 [www.metstrade.com](http://www.metstrade.com)
PRINT ADVERTISING | BUILDING MARKET PROFILE FOR YOUR BUSINESS

In this ever-growing market place, ensure that you are promoting your products and services with CIM’s multi-channel solutions:

**OUR BRAND REACH**

- **MAGAZINE**
  - Type 267mm x 180mm
  - Trim 297mm x 210mm
  - Bleed 303mm x 216mm
  - £2,440 per ad

- **HALF A4 HORIZONTAL**
  - Type 130mm x 180mm
  - Trim 146mm x 210mm
  - Bleed 152mm x 216mm
  - £1,485 per ad

- **HALF A4 VERTICAL**
  - Type 267mm x 85mm
  - Trim 297mm x 96mm
  - Bleed 303mm x 102mm
  - £1,485 per ad

- **QUARTER PAGE**
  - Type 130mm x 85mm
  - Trim 109mm x 210mm
  - Bleed 114mm x 216mm
  - £900 per ad

- **THIRD OF A PAGE STRIP**
  - Type 85mm x 180mm
  - Trim 109mm x 210mm
  - Bleed 114mm x 216mm
  - £1,260 per ad

- **DOUBLE PAGE SPREAD**
  - Type 267mm x 360mm
  - Trim 297mm x 420mm
  - Bleed 303mm x 426mm
  - £4,400 per ad

- **WEBSITE**
  - 18,789 unique users a year

- **E-NEWSLETTER**
  - 10,609 individual emails per delivery

- **ADVERTISER E-CAST**

Application files:
- QuarkXPress and Adobe InDesign, Photoshop and Illustrator with all support files and fonts included.

Pictures:
- Tiff, jpeg and .eps formats. Resolution should be 300dpi at the size to be published.
- Colour pictures should be saved as CMYK and mono pictures as grayscale.

PDF files:
- Press-ready PDFs should be created using the CMYK PDF/X-1a setting, all fonts embedded.
- Transparencies flattened. Please visit [https://www.ppa.co.uk](https://www.ppa.co.uk) and refer to Pass4Press guidelines for more detailed information. Please provide a colour proof as we cannot be held responsible for colour variations.

Additional print marketing options available
- Bound-in and loose inserts – weight variable – prices on application.

Audit Bureau of Circulations (ABC) explained: the industry body for media measurement. ABC’s industry Stamp of Trust underpins the way advertising is traded across the media landscape. ABC offers independent audit and compliance services, delivering certification which verifies that data and processes meet industry reporting standards. [www.abc.org.uk](http://www.abc.org.uk)
SPECIAL SUPPLEMENTS

COMPOSITES UK MEMBERS’ DIRECTORY
SEPTEMBER/OCTOBER EDITION

Composites UK appointed Composites in Manufacturing as its ‘Lead Press Partner’ in helping to evangelise the success stories taking place within our vibrant industry.

“We’ve worked alongside Composites in Manufacturing for a number of years now and there is a great synergy between us, the work that it does and our member companies. The publication is a go-to source of information for the industry and we are proud to call them our Lead Press Partner, meaning our members are heavily featured in editorial and have discounted advertising rates accessible to them. CIM also put together the Composites UK Members’ Directory included in their September/October issue. This is available just in time for the Composites Engineering Show with copies available year-round at Composites UK events.”
Claire Whysall, Composites UK’s communications manager

In partnership with Composites UK, Composites in Manufacturing publishes the Association’s Members’ Directory, which is bound-in to our September/October edition. The Directory offers member companies the opportunity to take up an advertorial slot to promote their key capabilities (prices available on request).
As well as going out to our 10,000 readers in the September/October edition, 500 stand-alone copies are also being printed for Composites UK to distribute at shows for the following 12 months.

AUTOMOTIVE SUPPLEMENT
FEBRUARY/MARCH EDITION

2016 saw the publication of our inaugural Automotive supplement in the February/March edition. This supplement will again feature in 2019, and will look at potential opportunities for the composites industry within the mass production market of saloon cars.

2020 YEAR PLANNER

Inserted into our November/December edition, the 2020 Year Planner is an A1-sized wall-calendar that highlights key composite shows across the year.

The Year Planner will reach our Print audience of 10,000+ readers, offering them an invaluable reference point for the year ahead as to when the key events across 2020 will be taking place.

The Composites Year Planner will have advertising slots available, and offers a fantastic platform to promote your company directly to potential clients for 12 months.
DIGITAL MARKETING: WEBSITE
REACH 18,500+ USERS PER YEAR

1. **LEADERBOARD/BANNER:**
   - **BENEFIT:** Reinforces brand exposure and promotes call to action.
   - **RATE:** £167 a month

2. **SPONSORED CONTENT:**
   - **BENEFIT:** Promotes advertiser’s content, and drives traffic to advertiser’s website.
   - **RATE:** £300 a month

3. **VIDEO CREATION AND/OR HOSTING:**
   - **BENEFIT:** Improves reader understanding with audio visual experience.
   - **CREATION RATE:** £2,000 per video with 12 months hosting
   - **HOSTING RATE:** £955 per video per 12 months

4. **LITERATURE HOSTING:**
   - **BENEFIT:** Increases exposure for advertiser’s products and services.
   - **RATE:** £850 per 12 months

5. **HOME PAGE TAKEOVER:**
   - **BENEFIT:** Full readership engagement, including top leaderboard, centre banner and background colour of website set to your choice.
   - **RATE:** £300 per day

6. **COMPANY LOGO BUTTON:**
   - **BENEFIT:** Compliments other website advertising and reinforces brand.
   - **RATE:** £150 per month

Digital specs available on request
EMAIL MARKETING

**BESPOKE E-CAST**

**BENEFITS:**
An e-Cast is your opportunity to get your message across to key industry decision-makers and direct to their email inbox. All we require is your content or HTML file and we’ll do the rest. We track the results and provide you with a full statistical analysis report.

**REACH:**
7,900+ key industry decision-makers

**RATE:**
£1,200 per e-Cast

*Due to the dynamic nature of the research campaign, these figures may vary*

**EDITOR’S E-NEWSLETTER**

**BENEFITS:**
A banner slot on the editor’s email newsletter, to promote the latest digital magazine edition. Delivered by the editor five times a year, the Composites in Manufacturing newsletter features unique news coverage together with articles and expanded stories.

**REACH:**
10,609 per newsletter, five times a year

**RATE:**
£800 per e-Newsletter

Digital specs available on request
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