NEWS AND VIEWS
THAT TRULY MATTER
TO THE INDUSTRY

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

Published four 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 of 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
2021 EDITORIAL FEATURE PROGRAMME

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<th>SECTOR REPORTS</th>
<th>FEBRUARY/MARCH</th>
<th>MAY/JUNE</th>
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<td>EVENTS</td>
<td>JEC WORLD* SOUTHERN MANUFACTURING</td>
<td>PARIS AIRSHOW</td>
<td>COMPOSITES UK MEMBERSHIP DIRECTORY / CAMX*</td>
<td>COMPOSITES ENGINEERING SHOW*</td>
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<td>7th May</td>
<td>20th August</td>
<td>1st October</td>
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* Additional issue distribution

SHOW DIARY 2021

JEC World
Paris, March 9-11
www.jeccomposites.com

Composite-Expo
Moscow, March 30-April 1
www.composite-expo.com

Southern Manufacturing & Electronics
Farnborough, April 20-22
www.industrysouth.co.uk

Paris Airshow
Paris, June 21-27
www.siae.fr

Aircraft Interiors Expo
Hamburg, August 31- September 2
www.aircraftinteriorsexpo.com

Composites for Europe
Stuttgart, September 9-11
www.composites-europe.com

DSEI
London, September 14-17
www.dsei.co.uk

CAMX 2021
Dallas Texas, October 18-21
www.thecamx.org

Composites Engineering Show
Birmingham, November 3-4
www.advancedengineeringuk.com

JEC Korea
Seoul, November 3-5
www.jec-korea.events

Dates correct at time of going to print
PRINT ADVERTISING | BUILDING BRAND EXPOSURE FOR THE COMPOSITES INDUSTRY

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

### OUR BRAND REACH

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**PDF files:**
Press-ready PDFs to be created using CMYK PDF/X-1a setting with all fonts embedded and transparencies flattened - max size 10MB
(Please provide colour proof as we can’t be held responsible for colour variations).

**Pictures:**
JPEG, EPS or TIFF formats. Resolution should be 300dpi at the size to be published. Colour pictures saved as CMYK and mono pictures as grayscale.

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

**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
LEADERSHIP INTERVIEWS

NEW FOR 2021: SPONSORED CONTENT - GUARANTEES YOUR STORY IS PUBLISHED

New for 2021, Composites in Manufacturing magazine’s leadership interview. Identified as an engaging new sponsored content format, where companies within the composites supply chain share their leader’s vision, company expertise and capabilities. Leadership interviews will be conducted and formatted in a Q&A format via email, with guidance from Composites in Manufacturing’s editorial department. Guaranteed to be published.

PACKAGE ONE

SIZE: FULL PAGE (A4)
DIMENSIONS: 297mm (h) x 210mm (w)
LAYOUT: Composites in Manufacturing will lay out advertorial in template. Client to supply leader’s image.
RATE: £2,450 per advertorial.

SUGGESTED MARKETING SUPPORT ON CIM WEBSITE:
- Sponsored content – see page 6 for synopsis. RATE: £300 per month
- Literature hosting – see page 6 for synopsis. RATE: £100 per month.

PACKAGE TWO

SIZE: DOUBLE PAGE SPREAD (A4)
DIMENSIONS: 297mm (h) x 420mm (w)
LAYOUT: Composites in Manufacturing will lay out advertorial in template. Client to supply leader’s image.
RATE: £4,420 per advertorial.

FREE DIGITAL MARKETING ON CIM WEBSITE:
- Sponsored content – see page 6 for synopsis. FREE OF CHARGE: One month (value £300)
- Literature hosting – see page 6 for synopsis. FREE OF CHARGE: Three months (value £275)
DIGITAL MARKETING: WEBSITE

WWW.COMPOSITES.MEDIA

The Composites in Manufacturing website now reaches over 34,700+ users every year, featuring news updates from the industry, features from our editorial team and an up-to-date digital page-turning edition of Composites in Manufacturing every month.

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. SITE-WIDE 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: Complements other website advertising and reinforces brand.
   - RATE: £150 per month

Digital specs available on request

Tracked and measured digital readerships with Google Analytics
DIGITAL & EMAIL MARKETING

BESPOKE E-CAST

BENEFITS:
An E-Cast is your opportunity to get your message across to key industry decision makers 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: To the email addresses of a database of 7,200+ key industry decision makers
RATE: £1,200 per E-Cast

*Due to the dynamic nature of the research campaign, these figures may vary
Digital specs available on request

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 four times a year, the Composites in Manufacturing newsletter features unique news coverage together with articles and expanded stories.

REACH: 10,678 per newsletter, four times a year
RATE: £800 per E-Newsletter

Digital specs available on request

SPONSORED DIGITAL EDITION BANNER

BENEFITS:
Reach 14,934 readers* receiving the digital page turning edition every month with an exclusive clickable banner which dominates the top of every page in the edition.

REACH: 14,934 readers*, four times a year
RATE: £500 per Digital Edition

* Average Digital Edition readership July 2019-June 2020