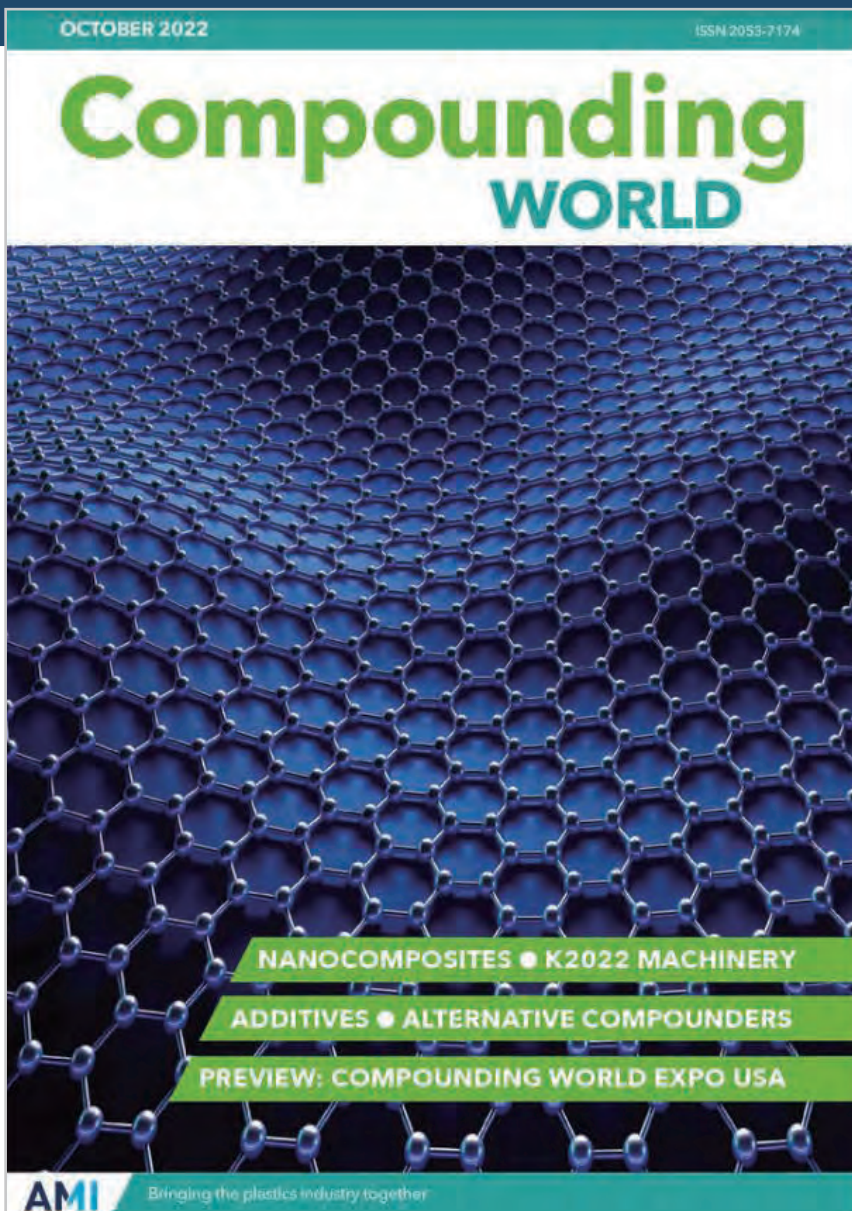


Global digital plastics magazines, apps and newsletters from AMI

Process-specific digital plastics publications:
available online; on tablets; on smartphones



Published by:

AMI

2023
Media data

Compounding WORLD

Compounding World magazine combines the simplicity and familiarity of a printed publication with the additional features of online delivery and digital interactivity. Our simple page-turner interface allows readers to forward links to articles – allowing valuable content to be shared with colleagues and customers – and download PDFs for storage and printing.

The magazine is available free-of-charge online using a standard web browser. Subscribers are notified of each new edition of *Compounding World* by email – an important benefit in our post-Covid world of mobile and remote working– with a single click taking them directly to the magazine (our 35,987 email subscribers cover more than 150 countries).

Compounding World can also be read on iPad, iPhone and Android-based devices using our free app, which has been downloaded more than 18,042 times from 127 countries and is extending our reach into key fast growing markets such as China, India, Turkey and Thailand.

We also use our @PlasticsWorld **Twitter** feed to keep readers up to date with the latest plastics industry news and to let them know whenever we publish a new edition of *Compounding World* magazine. @PlasticsWorld has a global following of more than 23,400 people and is the most followed plastics industry news feed on Twitter.

2023 Features List

January

Pelletising systems
Film additives
Polymer analysis

February

Electrically conductive compounds
Compounds for electric vehicles
Sustainable compounding

March

Twin screw extruders
Clarifiers and nucleators
Long fibre thermoplastics
Special effect pigments

April

Impact modification
Small batch compounding
PA modification
Processing aids/lubricants
Chinaplas 2023 Preview (17-20 April)

May

Wire and cable
Natural fillers and fibres
3D print compounds
Compatibilisers and coupling agents

June

PVC additives
Mineral fillers
Melt filtration
Polymer reinforcement
Compounding World Expo Europe Preview (14-15 June)

July

Antimicrobials and biocides
Feeding and dosing
Colour measurement
Odour and emission reduction

August

PVC plasticisers
High performance plastics
Process control/Industry 4.0
Wood plastic composites

September

Colour pigments
Thermally conductive plastics
Antioxidants and UV stabilisers
Accelerated testing
Injection Molding & Design Expo Preview (20-21 September)

October

Nanocomposites
Alternative compounders
Recycling additives
Compounding World Expo North America Preview (8-9 November)
Fakuma 2023 Preview (17-21 October)

November

Black and white pigments
Inline measurement and inspection
Bioplastic compounds
Mixers

December

Flame retardants
Laboratory compounders
Anti-counterfeiting additives
Purging and cleaning

Exhibition and show coverage

Compounding World covers all of these international plastics shows. Make sure you don't miss your chance to advertise. Check the Features List for more information.



AMI - Bringing the plastics industry together

Compounding World magazine is published by plastics industry data and media group AMI. It organises the **Compounding World Expo Europe** and the **Compounding World Expo North America**. These run alongside the Plastics Extrusion World Expo, Plastics Recycling World Expo and Polymer Testing World Expo and take place in Essen in Germany and Cleveland, OH, USA. AMI also organises the Injection Molding & Design Expo in Novi, MI, USA.

<https://www.ami.international/exhibitions>



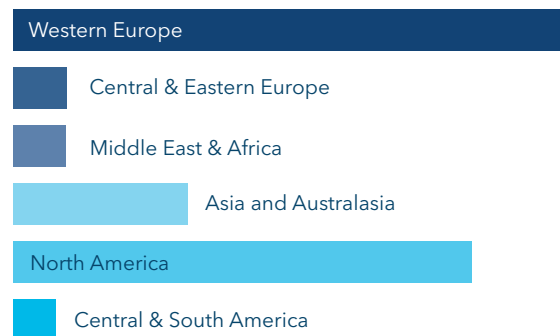
Compounding World Distribution Data

Compounding World magazine reaches more than 150 countries. The magazine is targeted at compound and masterbatch producers, and suppliers of polymers, additives, machinery and equipment.



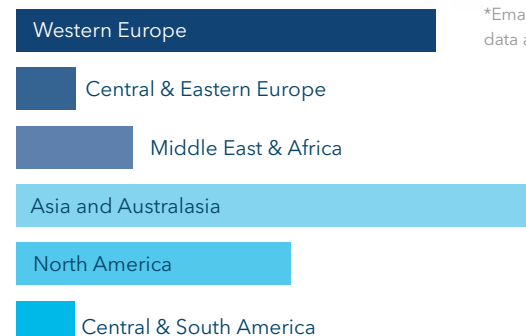
Global email distribution by region

Total email subscribers: 35,987*



Global app downloads by region

Total app downloads: 18,042*

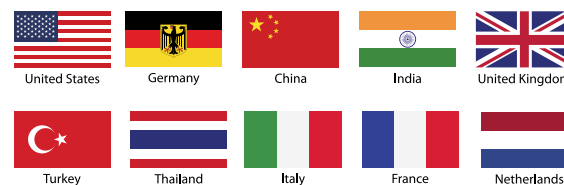


*Email and app download data at 1 September 2022 based on validated email addresses and app store location

Top 10 countries by number of subscribers:



Top 10 app user locations by downloads:



Meet the Compounding WORLD team



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.



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.



Chris Saunders / Senior Staff Writer

Chris is the newest addition to the AMI Magazines editorial team joining in 2022. He has more than 20 years' experience in the publishing industry and has lived and worked in both the UK and China



Maggie Liu / Advertising Sales Agent - China and Hong Kong

Maggie is a B2B media sales professional with more than 20 years' experience in the Chinese and Asian marketplace.



Jennifer Markarian / Contributing Editor (USA)

Jennifer is a Penn State chemical engineering graduate and journalist who has been writing about plastics technology for more than 15 years. Based in the USA, she has been writing for Compounding World since its launch in 2008.



Ms Sydney Lai / Advertising Sales Agent - Taiwan

Sydney has been involved in marketing promotion and media sales covering magazines, conferences and events for more than 15 years.



Paul Beckley / Head of Business Development

Paul is a media professional with more than 30 years of experience in the international B2B events industry, holding positions in Europe and Asia. Paul joined AMI in 2020.



Yogesh Vyas / Advertising and Expo Sales Agent - India

Yogesh has worked in media and event sales in India for more than 20 years. He is currently sales director at B2B media sales platform Dexspo.

Drive new engagement in China with our dedicated *Compounding World* Chinese newsletter

Compounding World is working with strategic editorial partner Ringier Trade Media to publish the *Compounding World* e-Newsletter. Written in simplified Chinese and published six times a year, the *Compounding World* e-Newsletter is 100% focused on the specific needs of compounders and masterbatch producers. It delivers relevant and up-to-date information on the most important global technical developments, market trends, business news and legislative announcements, with key content covering compound and masterbatch processing, formulation development, additive and filler selection, and compounding machinery and equipment to 11,000 selected recipients. The *Compounding World* e-Newsletter provides essential market and technology insight that will enable readers to identify new business opportunities and to source the equipment, materials and expertise needed to capitalise on them.

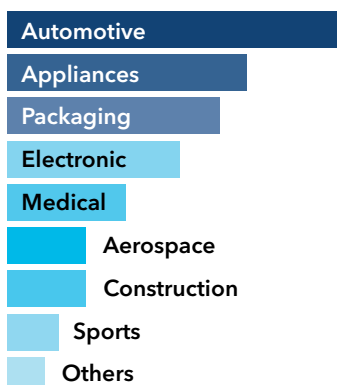


Editorial Calendar - 2023

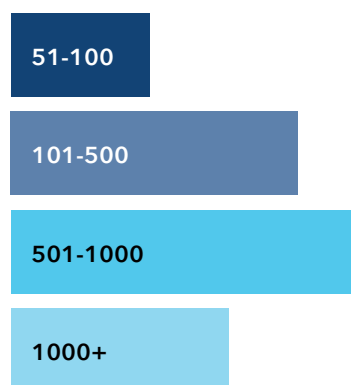
Issue	January 2023	March 2023	May 2023
Theme	Flexible options for feeding	Carbon additives for a low-carbon future	Efficient small batch production
Advertising Deadline	09/01/2023	17/03/2023	15/05/2023
Issue	July 2023	September 2023	November 2023
Theme	Developments in wire and cable	Compounds for electric vehicles	Overview of the PVC market
Advertising Deadline	14/07/2023	15/09/2023	16/11/2023

Circulation 11,000

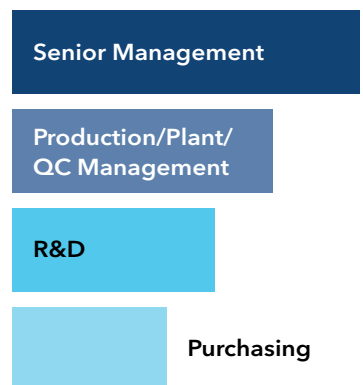
By Industry



Company Size



Job Title



2023 Rates and Data: Magazines

AMI's magazines are digital magazines for the digital age. They are 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 editions** are hosted on the Yudu platform for digital magazines, which means there is no need for readers to download special software or large files. Subscribers 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 each magazine's valuable content with colleagues, suppliers and customers. And they can

download the magazine as a PDF for storage and printing.

The 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 71,688 times since their launch in 2012, and more subscribers are signing up every day. Our apps are extending the reach of the magazines beyond their already substantial online readership, providing even more value for advertisers.

We also 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 each magazine. To date, @PlasticsWorld has attracted a global following of more than 23,432 people and is one of the most popular sources of plastics industry information on the social media site.

€ - Euros	Single	3+	6+	12+
Double Page Spread	€ 4,070	€ 3,455	€ 3,080	€ 2,520
Page	€ 2,945	€ 2,385	€ 2,085	€ 1,670
Half Page	€ 1,895	€ 1,615	€ 1,475	€ 1,225
Third Page	€ 1,655	€ 1,425	€ 1,300	€ 1,105
Quarter Page	€ 1,345	€ 1,145	€ 1,026	€ 885

\$ - Dollars	Single	3+	6+	12+
Double Page Spread	\$4,705	\$3,955	\$3,525	\$2,890
Page	\$3,410	\$2,730	\$2,390	\$1,915
Half Page	\$2,205	\$1,885	\$1,720	\$1,430
Third Page	\$1,930	\$1,650	\$1,510	\$1,295
Quarter Page	\$1,545	\$1,330	\$1,195	\$1,030

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:

€410 or \$470 per brochure

Profile features (advertorial):

Full pages: €3,620 (\$4,220)

Double-page spread €5,245 (\$6,110)

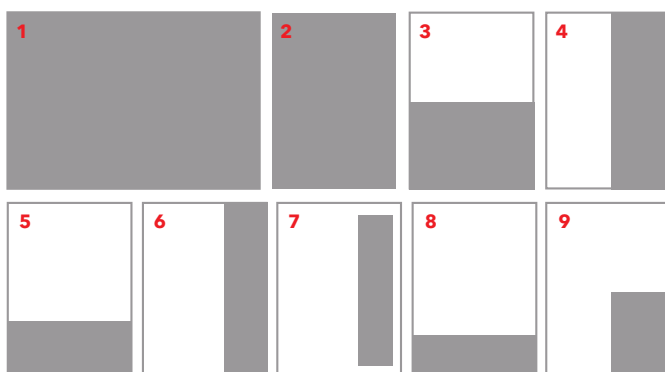
File formats:

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 <http://bit.ly/AdvertisingTandCs>

Video/interactive:

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



Advertisement copy sizes

	Width by height
1. Double-page spread:	420mm x 297mm
2. Full page	210mm x 297mm
3. Half page (horizontal):	210mm x 146mm
4. Half page (vertical):	100mm x 297mm
5. Third page (horizontal):	210mm x 99mm
6. Third page (vertical) TO TRIM	72mm x 297mm
7. Third page (vertical) TYPE AREA	57mm x 251mm
8. Quarter page (horizontal):	210mm x 74mm
9. Quarter page (vertical):	100mm x 146mm

2023 Rates and Data: e-Newsletters

Source new buyers in China with our targeted newsletters

- ▶ Published monthly/bimonthly
- ▶ Comprehensive lead reporting
- ▶ Exclusive China distribution
- ▶ Written in simplified Chinese
- ▶ Functions on any device
- ▶ Globally respected publishers

Rates and specifications

Sponsor Position		Specification	Rates USD per Month	Availability
A	Vertical Banner	200 x 240 Pixel, GIF/JPG 50k, Animation 2 sec/frame	\$1,220	Maximum 3
B	Inner Banner	468 x 60 Pixel, GIF/JPG 40k, Animation 2 sec/frame	\$1,100	Maximum 3
C	Text AD	Headline: 30 characters max with spaces, Message: 150 characters max with spaces, (no paragraph breaks) and one hyperlink. The image 160 x 95 Pixel	\$920	Maximum 3
	Link to Article	Title + text + normal image + link to article landing page		
	Link to Video	Title + text + image with play icon + link to video landing page		
D	Leaderboard Banner	728 x 90 Pixel, GIF/JPG 50k, Animation 2 sec/frame	\$1,340	Exclusive, 2 Positions with same link for one client



Contact us

To discuss advertising options and availability



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