

# Media information 2018

# Compounding WORLD

The global digital magazine  
and apps for polymer compounders

*Compounding World* is the monthly magazine providing business, industry and technology news for polymer compounders and masterbatch producers 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.

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

Published by our expert editorial team at AMI - the leading provider of databases, market intelligence and conferences for the global plastics processing industries - *Compounding World* benefits from access to our detailed databases of senior decision makers at compounding and masterbatch/concentrate production sites across Europe, the Americas, Asia and the Middle East. These global databases include key purchasers of polymers, additives, compounding machinery and ancillary equipment built up over more than 30 years.

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 compounders or masterbatch producers, then *Compounding World* is the vehicle to promote your business globally.

## Compounding World offers:

- ✓ Comprehensive global coverage
- ✓ 100% focused on plastics compounding
- ✓ 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.compoundingworld.com](http://www.compoundingworld.com)  
to see the latest issue and take out  
a free subscription

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

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

or Claire Bishop:  
[claire.bishop@ami.international](mailto:claire.bishop@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: 28,917

App downloads: 12,476



Twitter followers: 16,867

*Compounding 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. 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 *Compounding World's* valuable content with colleagues, suppliers and customers. And they can

download the magazine as a PDF for storage and printing.

The *Compounding 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 12,476 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 *Compounding 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 **Compounding 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)

### 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.

### 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.

### 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.

### Andrew Reynolds / Consultant



Andrew is one of the founders of AMI. He is a recognised authority on the compounding, masterbatch and films sectors, providing detailed analysis of global trends and polymer business strategy.

### 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)

### Jenny Zhou / Sales Manager (China)



Based in Shanghai, Jenny has held business development, marketing and project management roles in Chinese and international companies working in the e-commerce and manufacturing environments.

Email: [jenny.zhou@ami.international](mailto:jenny.zhou@ami.international)

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

# Targeted and informative content

Each month, *Compounding World* covers the 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 *Compounding World* provides our readers with exclusive insight into the key market issues and opportunities for compounders and masterbatch producers wherever they are based.

## Features list

### January 2018

Polymer foam/blowing agents  
Pelletising systems  
Film additives  
Odour and emission control

### February 2018

Electrically conductive compounds  
Bulk materials handling  
Additives for polyamides  
Laser marking and welding

### March 2018

Twin-screw extruders  
Natural fibres and fillers  
Special effect pigments  
Computer modelling software

### April 2018

Thermally-conductive compounds  
Materials testing  
Extruder maintenance  
Processing aids and lubricants  
*Chinaplas* preview

### May 2018

Wire and cable compounds  
Compatibilisers and coupling agents  
Industry 4.0/plant management  
*NPE 2018* preview  
*Plast 2018* preview

### June 2018

PVC additives  
Long-fibre thermoplastics  
TPE compounding  
*Compounding World Expo* preview  
*Plastics Recycling World Exhibition* Preview  
*NPE 2018* review

### July 2018

Antimicrobials and biocides  
Screenchangers and melt filtration  
Colour measurement  
Impact modifiers  
*Plast 2018* review

### August 2018

PVC plasticisers  
Functional fillers  
Screws and barrels  
Feeding and dosing  
*Compounding World Expo* review  
*Plastics Recycling World* review

### September 2018

Colour pigments  
Recycling additives  
Antioxidants and UV stabilisers  
Reactive compounding

### October 2018

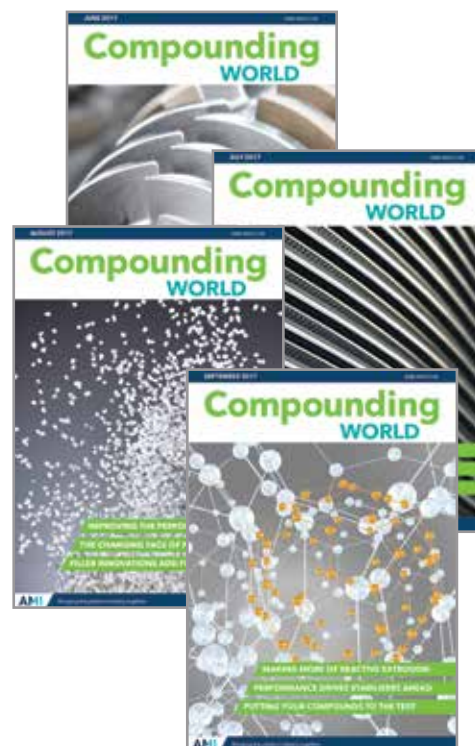
**10th Anniversary Edition**  
Reinforcing additives  
TiO<sub>2</sub>/white pigments  
Compounds for 3D printers  
Alternative compounding extruders  
*Fakuma 2018* preview

### November 2018

Carbon black  
Bioplastics  
Active packaging additives  
Continuous and batch mixers  
*Fakuma 2018* review

### December 2018

Flame retardants  
Laboratory compounding  
Nanocomposites  
Accelerated testing



### Plus in every issue:

- ✓ Compounder of the month - company profile
- ✓ 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 2018. Make sure you don't miss your chance to advertise. Check our Features List for more information.



# Rates and Data

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

### The AMI magazine portfolio

AMI publishes four other digital magazines: *Injection 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 WORLD** **Film and Sheet EXTRUSION** **Injection WORLD**  
**Pipe and Profile EXTRUSION** **Plastics Recycling 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

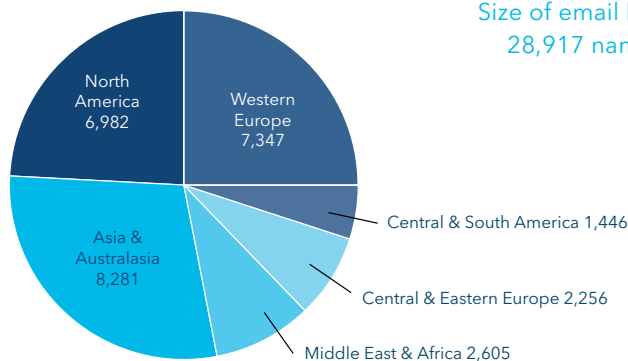
210mm x 99mm

210mm x 74mm

100mm x 146mm

## Global email circulation

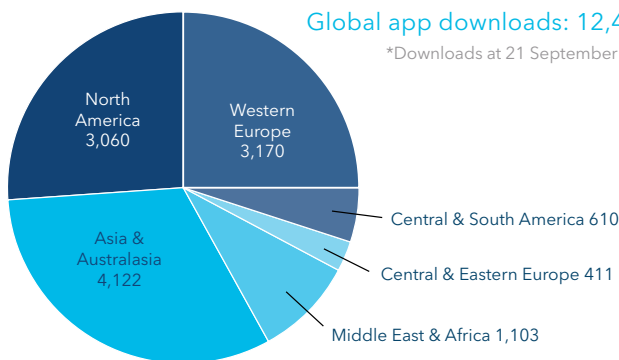
Size of email list:  
28,917 names



## Global app downloads

Global app downloads: 12,476\*

\*Downloads at 21 September 2017



# AMI

6 Pritchard Street,  
Bristol, BS2 8RH, United Kingdom  
T /+44 (0)117 924 9442  
F/+44 (0)117 311 1534  
[www.ami.international](http://www.ami.international)  
[www.twitter.com/plasticworld](https://twitter.com/plasticworld)  
Registered in England No: 2140318

## Editorial

**Editor-in-Chief:** Chris Smith  
[chris.smith@ami.international](mailto:chris.smith@ami.international)

**Technology editor:** Peter Mapleston  
[editorial@compoundingworld.com](mailto:editorial@compoundingworld.com)

**Contributing editor (USA):** Jennifer Markarian  
[editorial@compoundingworld.com](mailto:editorial@compoundingworld.com)

**Contributing editor (UK):** Mark Holmes  
[editorial@compoundingworld.com](mailto:editorial@compoundingworld.com)

## Advertising

**Sales & commercial manager:** Levent Tounjer  
[levent.tounjer@ami.international](mailto:levent.tounjer@ami.international) T/ +44 (0)117 924 9442

**Advertisement manager:** Claire Bishop  
[claire.bishop@ami.international](mailto:claire.bishop@ami.international) T/ +44 (0)1732 682948

**Sales manager (China):** Jenny Zhou  
[jenny.zhou@ami.international](mailto:jenny.zhou@ami.international) T/ +86 13651 985526

**Events and magazines director:** Andy Beevers  
[andy.beevers@ami.international](mailto:andy.beevers@ami.international)

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