

# Media information 2020

# 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, conferences and expos 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 35 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:

Claire Bishop:  
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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: 30,616

App downloads: 15,013



Twitter followers: 20,101

*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 15,013 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 20,100 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 chemical engineering graduate with more than 18 years' experience in writing and managing plastics industry publications.

Based in the UK, Mark has been writing for *Compounding World* since 2015.

### 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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### 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.

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### AMI - Bringing the plastics industry together

*Compounding World* magazine is published by AMI, the international plastics data expert and organiser of the **Compounding World Expo Europe** and **Compounding World Expo USA**. These two focused exhibitions run alongside the Plastics Extrusion World Expo, Plastics Recycling World Expo and Polymer Testing World Expo and take place in Essen in Germany on 7-8 October 2020 and Cleveland, OH, USA on 4-5 November 2020. The debut events each attracted more than 4,000 visitors.

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



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 2020

Pelletising systems  
Film additives  
Polymer testing

### February 2020

Electrically conductive compounds  
Energy management  
Additives for polyamides  
Surface modification

### March 2020

Twin-screw extruders  
Odour and emissions  
Long-fibre thermoplastics  
Process simulation

### April 2020

Impact modification  
Small batch compounding  
Compounds for electric vehicles  
Processing aids/lubricants

### May 2020

Wire and cable  
Natural fibres  
3D print compounds

### June 2020

PVC additives  
Functional fillers  
Clarifiers and nucleators  
Wood-plastic composites

### July 2020

Antimicrobials and biocides  
Screenchangers/melt filters  
Colour measurement  
Feeding liquids  
**Chinaplas preview**

### August 2020

PVC plasticisers  
Process control/Industry 4.0  
Screws and barrels  
Thermally conductive compounds

### September 2020

Pigments  
Bioplastic compounding  
Antioxidants and UV stabilisers  
Purging and cleaning

### Compounding World Expo EU preview

### October 2020

Titanium dioxide  
Alternative compounders  
Recycling additives

### Compounding World Expo US preview

### Fakuma preview

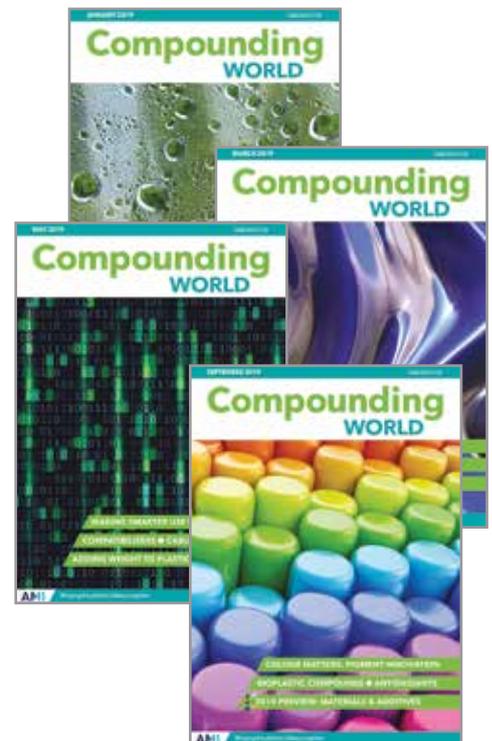
### November 2020

Carbon black  
Inline measurement  
Feeding solids  
Mixers

### Compounding World Expo EU review

### December 2020

Flame retardants  
Laboratory compounders  
Anti-counterfeiting  
**Compounding World Expo  
US review**



### 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 2020. Make sure you don't miss your chance to advertise. Check our Features List for more information.

**Chinaplas 2020**

**COMPOUNDING  
WORLD EXPO**



# 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	€ 3,740	€ 3,000	€ 2,700	€ 1,870
Page	€ 2,520	€ 2,010	€ 1,825	€ 1,260
Half page	€ 1,765	€ 1,425	€ 1,285	€ 900
Third Page	€ 1,490	€ 1,170	€ 1,060	€ 765
Quarter page	€ 1,125	€ 900	€ 810	€ 585

\$ - 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:

€325 or \$360 per brochure

### Profile features (advertorial):

Full pages: €3,245 (\$3,600)

Double-page spread €4,832 (\$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.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)



### 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

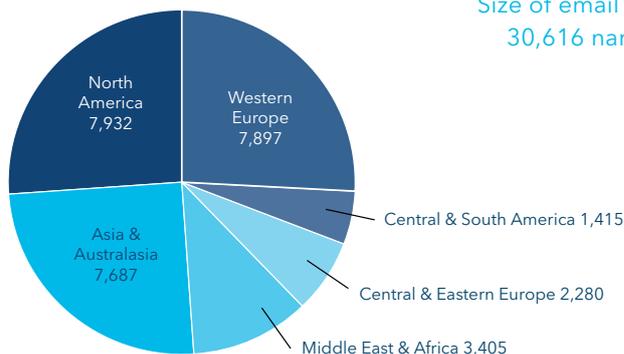
210mm x 99mm

210mm x 74mm

100mm x 146mm

## Global email circulation

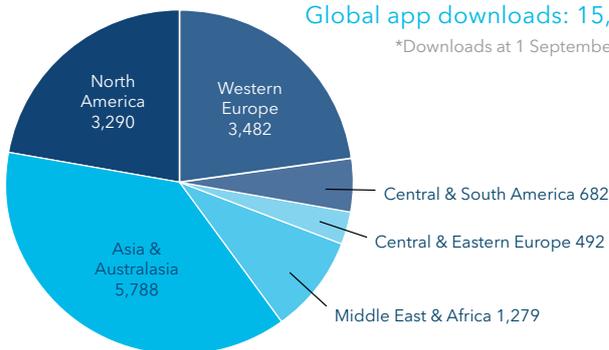
Size of email list:  
30,616 names



## Global app downloads

Global app downloads: 15,103\*

\*Downloads at 1 September 2019



# AMI

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