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2013 MEDIA GUIDE

Delivering the Global Composites Market





Create an integrated media plan with CompositesWorld, and reach your target customers where they are most likely to look for information: **in print, online, in e-newsletters and in person!**



CW
COMPOSITESWORLD compositesworld.com

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OUR SUBSCRIBERS — YOUR BUYERS

90% of composites manufacturing professionals use trade magazines, search engines, and industry websites to acquire information on products, processes and best practices.*

IN PRINT

MAGAZINES

26,000+^{}**
average monthly distribution

Establish your message and build brand recognition with print ads in *HPC* and *CT*.

SOURCEBOOK

32,000+^{}**
annual recipients

Your *SOURCEBOOK* ads position you as a leading supplier to the composites industry.

DIGITAL

ONLINE

81,500+^{}**
average monthly visits

Your ads on CompositesWorld.com allow you to reach customers and prospects when they are researching purchases and are ready to buy.

E-MAIL

24,000+^{}**
opt-in subscribers

Provide your audience with direct access to your message and your products and services with your ads in *CompositesWorld Weekly*.

* Media Usage in Manufacturing Facilities, Gardner Research, 2012
** Source: Publisher's Data, June 2012 (includes digital magazine distribution)



HIGH-PERFORMANCE Composites

High-Performance Composites delivers your message to the highest-quality audience in the advanced composites business – more than 21,000* qualified composites industry professionals in continuous carbon fiber and other high-performance composites as well as the associated end-markets of aerospace, ballistics/military, automotive, and other applications. Your ad in *HPC* places your message alongside the expert editorial coverage that these industry leaders look for in *HPC* time and time again.



HPC 2013 editorial calendar

| Issue | Featured Topics | Show Coverage | Bonus Distribution |
|---|--|--|--|
| JAN Ad Close Date: 11/28/2012 | Aerospace: R&D application Sports & Recreation: Bicycles Fiber Forms: Bi-angle reinforcements | Processing: Mold temperature control Testing Tech | Composites 2013 |
| MAR Ad Close Date: 01/31/2013 | Aerospace: New light aircraft Outlook: Carbon Fiber Aerospace: Helicopters | Aerospace: Fuel tanks Tooling: Emerging technology Testing Tech | JEC Europe 2013 Preview JEC Europe 2013 |
| MAY Ad Close Date: 03/29/2013 | Aerospace: Lightning strike Prepreg: In-house system Aerospace: Thermoformed stringers | Aerospace: Private spacecraft Machining: Simulation/analysis Testing Tech | SAMPE 2013 Preview JEC Europe 2013 highlights SAMPE 2013 |
| JUL Ad Close Date: 05/31/2013 | Tooling: BMI vs. benzoxazine Aerospace Outlook: UAV/UAS Filament Winding: Automated systems | Aerospace: Wings structures Testing Tech | SAMPE 2013 |
| SEP Ad Close Date: 07/31/2013 20th Anniversary Edition of <i>HPC</i> | Processing: Quality control Aerospace: Plant tour Aerospace: Helicopter shroud | Auto Racing: Design strategies Aerospace: Stitched preforms Testing Tech | JEC Europe 2013 Report SPE ACCE 2013 SAMPE Tech 2013 |
| NOV Ad Close Date: 09/30/2013 | Inspection: Automated and laser NDI Materials: Ceramic-matrix composites VARTM: Heated VARTM | Aerospace: Aircraft interiors Testing Tech | |

HPC Delivering the Global Composites Market



Source: Publisher's Count, July 2012 (Qualified and Non-Qualified Distribution)

Circulation by Industries Served**

| Industry | Subscribers |
|---|-------------|
| Aerospace / Aviation | 11,450 |
| Ground Transportation | 11,261 |
| Energy | 9,591 |
| Defense / Military | 8,627 |
| Medical / Orthopedic Products | 7,328 |
| Marine | 6,859 |
| Electric / Electronics | 6,854 |
| Building / Construction/Infrastructure | 4,587 |
| Corrosion-Resistance Products | 4,256 |
| Industrial Machinery Products / Components | 4,215 |
| Recreation / Sporting Goods | 4,158 |
| Appliances / Office Equipment / Consumer Products | 3,898 |

Purchasing Authority of Subscribers**

| Category | Percentage |
|--|------------|
| Adhesives/Resins | 96% |
| Core Materials | 80% |
| Design / Engineering / Testing | 79% |
| Fabrication Machinery and Equipment | 70% |
| Prepregs | 67% |
| Testing and/or Quality Control Equipment | 67% |
| Carbon Fiber | 54% |
| Glass Fiber | 53% |
| Fabrics / Tapes - Unimpregnated | 49% |

*Source: BPA Worldwide Audit Statement, June 2012 **Source: Publisher's Count, July 2012

Find Us On:



Photo Sources: (Left to Right) Honda Aircraft; BMW; Delta 7



High-Performance Composites invests in quality BPA-audited circulation to assure that your print ads reach the decision-making composites professionals you seek.



COMPOSITES TECHNOLOGY

Composites Technology magazine surrounds your message with the two most powerful factors in brand development – compelling, trusted content and an influential audience. *CT* is delivered to more than 21,000* qualified professionals in the fields of fiberglass and similar fiber-reinforced polymer (FRP) composites and the associated end-markets of ground transportation, marine, energy, industrial applications and more.



CT 2013 editorial calendar

| Issue | Featured Topics | Show Coverage | Bonus Distribution |
|---|--|---|--|
| FEB Ad Close Date: 12/28/2012 | Industrial: Desalination Architecture: Innovation Marine: Stringer grids | Automotive: XPrize Industrial: Conductor cables | JEC Europe 2013 Preview JEC Europe 2013 |
| APR Ad Close Date: 03/01/2013 | Energy: Offshore wind Infusion: Advancements Roundup: Mix, meter, dispense | Pultrusion: Polyurethanes Automotive: Battery packs Automotive: Intake manifolds | SAMPE 2013 |
| JUN Ad Close Date: 04/30/2013 | Roundup: Bio-composites/bio-resins Transportation: Heavy trucks Automotive: Seatbacks | Infrastructure: Rebar Materials: Hybrids | JEC Europe 2013 Report |
| AUG Ad Close Date: 07/01/2013 | Cast Polymers: Solid surface and cast polymers Roundup: Additives | Communications: Smart phone enclosures Energy: Wind blades | SPE ACCE 2013 Preview SPE ACCE 2013 |
| OCT Ad Close Date: 08/30/2013 | Energy: Wind blade coatings Preforms: Emerging technologies | Automotive: High-performance structures Marine: Sailboat | IBEX 2013 IBEX 2013 |
| DEC Ad Close Date: 10/31/2013 | Infusion: Reusable vacuum bags Outlook: Marine market Core: Balsa innovations | Automotive: Natural fiber floor Materials: Materials Genome Initiative | SPE ACCE 2013 Report |

CT Delivering the Global Composites Market



Source: Publisher's Count, July 2012 (Qualified and Non-Qualified Distribution)

Circulation by Industries Served**

| Industry | Subscribers |
|---|-------------|
| Ground Transportation | 11,409 |
| Energy | 9,898 |
| Defense / Military | 8,739 |
| Medical / Orthopedic Products | 7,825 |
| Marine | 7,215 |
| Electric / Electronics | 7,095 |
| Building and Construction | 6,421 |
| Recreation / Sporting Goods | 4,798 |
| Corrosion-Resistant Products | 4,412 |
| Appliances / Office Equipment / Consumer Products | 4,325 |
| Industrial Machinery Products / Components | 4,214 |
| Aviation / Aerospace | 10,671 |

Purchasing Authority of Subscribers**

| | |
|-------------------------------------|-----|
| Adhesives/Resins | 98% |
| Core Materials | 82% |
| Design / Engineering / Testing | 81% |
| Fabrication Machinery and Equipment | 72% |
| Prepregs | 69% |
| Fabrics / Tapes - Unimpregnated | 50% |
| Reinforced Thermoplastics | 47% |
| Glass Fiber | 40% |
| Preforms | 30% |

*Source: BPA Worldwide Audit Statement, June 2012 **Source: Publisher's Count, July 2012

Find Us On:



Photo Sources: (Left to Right) PlanetSolar; TPI Composites; FSE



Composites Technology invests in quality BPA-audited circulation to assure that your print ads reach the decision-making composites professionals you seek.



SOURCEBOOK

SOURCEBOOK is considered the directory of record for the international composites industry!

SOURCEBOOK connects you to more than 32,000 qualified readers of HPC & CT as they actively research their purchases.

SOURCEBOOK Display Advertising

Advertising in the *SOURCEBOOK* is the key to distinguishing yourself from other companies in your product and service categories.

SOURCEBOOK display advertisement rates are based on frequency rates for advertisements with *CompositesWorld* (High-Performance Composites, Composites Technology, *CompositesWorld.com* and *CompositesWorld Weekly*).

More than 63,000 visitors search the online *SOURCEBOOK* buyer's guide database annually. And they visit more than 114,000 times. These motivated visitors are ready to make a purchase!

SOURCEBOOK Online Banners

Banner Size: 300 x 100 pixels

Rate: \$520/month

SOURCEBOOK Landing Page Banner

- 12-month minimum

SOURCEBOOK Major Category Banner

- Located on main product/service category page
- Slotted position in all appropriate sub-categories
- 12-month minimum

SOURCEBOOK Sub-category Banner (Part of Index Ad Bundles)

- Corresponding index ad in print required
- Located on specific product/service sub-category pages
- 12-month minimum

SOURCEBOOK Index Ad Bundles

SOURCEBOOK Index Ad Bundles include:

- An index ad in the print version of *SOURCEBOOK*
- A 300 x 100 pixel web banner on the corresponding product/service sub-category online page

| Ad Size | Advertiser Rate | Non-Advertiser Rate |
|----------|-----------------|---------------------|
| 1 inch | \$620 | \$1,030 |
| 2 inches | \$825 | \$1,340 |
| 3 inches | \$1,005 | \$1,675 |

3 or more Index Ads

| Ad Size | Advertiser Rate | Non-Advertiser Rate |
|----------|-----------------|---------------------|
| 1 inch | \$535 | \$ 905 |
| 2 inches | \$645 | \$1,060 |
| 3 inches | \$725 | \$1,135 |

All rates are gross rates and commissionable.

HIGH-PERFORMANCE
Composites

COMPOSITES
TECHNOLOGY

SOURCEBOOK 2014

2 PG Spread
Bleed: 16.25"W x 11"H
414 mm x 281 mm
Trim: 15.75"W x 10.5"H
400 mm x 267 mm
Live Area: 15.25"W x 10"H
387 mm x 254 mm

Full PG
Bleed: 8.375"W x 11"H
214 mm x 281 mm
Trim: 7.875"W x 10.5"H
200 mm x 267 mm
Live Area: 7.375"W x 10"H
187 mm x 254 mm

2/3 PG Vertical
4.375"W x 9.125"H
111 mm x 232 mm

Island
4.375"W x 6.875"H
111 mm x 175 mm

1/2 PG Horizontal
6.875"W x 4.375"H
175 mm x 111 mm

1/2 PG Vertical
3.25"W x 9.125"H
83 mm x 232 mm

1/3 PG Vertical
2.25"W x 9.125"H
57 mm x 232 mm

1/3 PG Square
4.375"W x 4.375"H
111 mm x 111 mm

1/4 PG Vertical
3.25"W x 4.375"H
83 mm x 111 mm

Inserts:

Please contact your District Manager for complete costs, specs, availability and shipping instructions. Inserts are due at printing plant 10 days after issue closing date.

Cover Position Requests:

Add 10% to space and color charges. Please contact your District Manager for rates and availability.

Combination Rates:

Advertisers may combine their total number of insertions in *CT* or *HPC* with any other Gardner Business Media, Inc. periodicals or websites during the same 12-month period to earn the best frequency discount.

Agency commission:

15% commission is allowed on display ads if material is furnished to our specifications and payment is received within 30 days of invoice.

Print-ready File Requirements:

Please submit print advertisements as an Adobe PDF/X-1a file.

How to Submit Files:

1. Upload files to:
files.gardnerweb.com
Send to: Becky Helton
CW CompositesWorld
2. E-mail file to:
bhelton@gardnerweb.com
3. Ship CD/proofs to:
Advertising Department
CompositesWorld
6915 Valley Ave.
Cincinnati, OH 45244

For information, contact:
Becky Helton (513) 527-8800
bhelton@gardnerweb.com

| Color | 1x | 4x | 7x | 9x | 13x | 19x | 25x |
|------------------|---------|---------|---------|---------|---------|---------|---------|
| 2-color process | \$1,020 | \$930 | \$770 | \$770 | \$610 | \$610 | \$610 |
| 2-color, matched | \$1,250 | \$1,130 | \$940 | \$940 | \$750 | \$750 | \$750 |
| 4-color process | \$2,115 | \$1,900 | \$1,590 | \$1,590 | \$1,270 | \$1,270 | \$1,270 |

| B&W | 1x | 4x | 7x | 9x | 13x | 19x | 25x | 37x |
|----------|---------|---------|---------|---------|---------|---------|---------|---------|
| One page | \$6,795 | \$6,065 | \$5,175 | \$4,330 | \$4,175 | \$4,070 | \$3,970 | \$3,895 |
| 2/3 page | \$5,575 | \$4,955 | \$4,240 | \$3,520 | \$3,420 | \$3,335 | \$3,250 | \$3,200 |
| Island | \$4,735 | \$4,245 | \$3,605 | \$3,000 | \$2,910 | \$2,840 | \$2,765 | \$2,720 |
| 1/2 page | \$4,075 | \$3,660 | \$3,105 | \$2,590 | \$2,505 | \$2,450 | \$2,385 | \$2,345 |
| 1/3 page | \$2,915 | \$2,610 | \$2,270 | \$1,855 | \$1,785 | \$1,745 | \$1,700 | \$1,675 |
| 1/4 page | \$2,370 | \$2,090 | \$1,765 | \$1,470 | \$1,420 | \$1,385 | \$1,350 | \$1,330 |

| Showcase | 1x | 4x | 7x | 13x |
|-------------------|------------------------|---------|-------|-------|
| Showcase Ad Size: | 3.5 W x 2.125 H inches | | | |
| Advertiser | \$850 | \$725 | \$715 | \$490 |
| Non-advertiser | \$1,225 | \$1,100 | \$980 | N/A |

Showcase frequency rates: Advertisers may earn 7x and 13x Showcase rates with display or classified frequency contracts of four or more insertions.

| Classified | 1x | 4x | 7x | 13x |
|-----------------|-------|-------|-------|-------|
| Per column inch | \$280 | \$260 | \$240 | \$220 |

Minimum classified ad size is 1 column inch (2-1/4" W x 1" H). Classified display advertising is accepted and commissionable at regular display rates.

digital specs and rates



CompositesWorld.com

81,500+ average monthly visits

CompositesWorld.com is where composites industry professionals go for comprehensive and authoritative content, industry updates and product research. Your digital promotions placed in relevant Zones on CompositesWorld.com reach motivated prospects when they are deep into the buying cycle looking for solutions to specific problems and opportunities. Your message reaches this targeted audience when they are ready to make purchasing decisions!

HOME Page Advertising

A Hybrid Ad (Live text or Branded)*

- Inventory: 10 positions available
 Location: • CompositesWorld.com Home Page
 • High-Performance Composites Landing Page
 • Composites Technology Landing Page
 • SOURCEBOOK

Size: 300W x 100H pixels
 Specs: Static GIF or JPG, 72 dpi, 20k
 Rate: **\$650 gross/month**

ZONE Page Advertising

B Video or Flash Ad*

- Inventory: 1 per Zone
 Location: Zone Pages, Home Page rotation
 Video Specs: 640W x 360H pixels, 40K, SWF/FLA file
 29.97 frames/sec., 30 sec. - 4 minutes
 Flash Specs: 300W x 250H pixels, 40K, animated SWF/FLA file
 15 sec. max., 25 frames/sec, 2 loops max.
 Auto-play audio is not permitted. Audio is initiated by user with an on/off button for sound
 Please submit both .FLA and .SWF files
 Rate: **\$1,600 gross/month**

C Hybrid Ad (Live text or Branded)*

- Inventory: 10 positions per Zone
 Location: Zone Home Pages
 Size: 300W x 100H pixels
 Specs: Static GIF or JPG, 72 dpi, 20k
 Rate: **\$525 gross/month**

*See Digital Ad Guidelines in front pocket for details.

CW Knowledge Centers

Share your knowledge with a highly focused and qualified audience of composites industry professionals. A sponsored Knowledge Center offers your company a multi-media platform to demonstrate your capabilities as an expert within a specific product or process technology area.

Your CW Knowledge Center includes:

- Exclusivity by content focus, showcasing your industry expertise
- Interaction with interested technology buyers
- An integrated promotional program including a strong presence online, in e-newsletters and in print

Rate: Please contact your District Manager

CW Webinars

CW Webinars offer you the opportunity to showcase your company's expertise on important industry topics. You'll secure targeted leads as you provide valuable information to an audience that is searching for solutions to problems that your company can resolve.

Your sponsorship of a CW webinar provides:

- Print promotion in *HPC* and *CT*
- E-mail promotion in *CompositesWorld Weekly*
- Lead generation
- Hosting and technical support
- Archiving of your Webinar on CompositesWorld.com

Rate: \$5,000

CW Weekly e-Newsletter

24,000+ opt-in subscribers

CompositesWorld *Weekly* delivers the latest in news and developments in the industry and related end-markets directly to the inboxes of more than 24,000 opt-in subscribers.

Your ads in *CompositesWorld Weekly* offer you a consistent and direct way to reach your target audience and drive traffic to your website.

D Banner Ad

- Inventory: 12 positions available
 Size: 120W x 90H pixels
 Specs: Static GIF or JPG; 72 dp; 40k

CW Expanded Showrooms

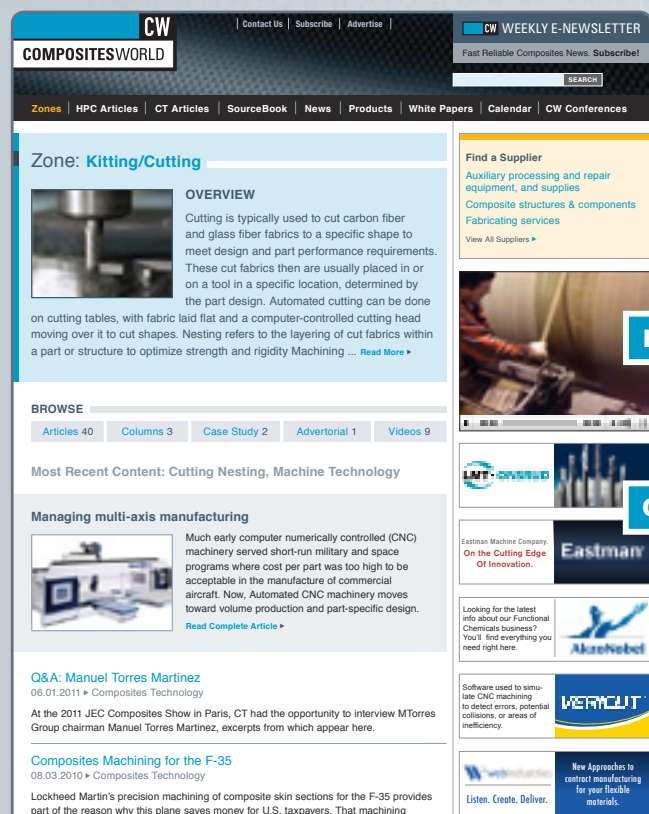
Your CW Expanded Showroom is your own site-within-a-site, allowing you even more ways to promote your products and services to our targeted online audience!



Your Expanded Showroom provides you with:

- High Google search results
- Direct links to your company's website
- In-depth product and service information
- Immediate access to editorial coverage of your company in *HPC* & *CT*

Rate: FREE to advertisers



Rates:

| | |
|---|--|
| \$1,855 gross/monthly for 1 month | \$1,230 gross/monthly for 6 months |
| \$1,530 gross/monthly for 3 months | \$1,080 gross/monthly for 12 months |