TOTAL AUDIENCE

ONLINE
283,200+
PAGEVIEWS
per month

PRINT
33,200+* SUBSCRIBERS

EMAIL
30,000+* OPT-IN SUBSCRIBERS

CW Conferences
Bonus Distribution
Show Coverage

* June 2018 – May 2019 BPA Statement

For more information, please contact: RYAN DELAHANTY, PUBLISHER | ryan@compositesworld.com
Your customers, our audience.

Advertising in CW surrounds your brand with trusted content and delivers your message to the key decision-makers in these valuable end markets.

<table>
<thead>
<tr>
<th>Market</th>
<th>Subscribers</th>
<th>Facilities</th>
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<td>5,144</td>
</tr>
<tr>
<td>Sporting Goods</td>
<td>6,158</td>
<td>3,390</td>
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</table>
CompositesWorld reaches the composites industry’s most active and key decision-makers.

From the front office to the shop floor, CompositesWorld knows and accesses the composites industry’s most influential audience in the key markets around the globe.

Circulation by Job Title & Function*

| MANUFACTURING PRODUCTION/ENGINEERING | 13,766 |
| COMPANY MANAGEMENT / PURCHASING     | 12,993 |
| DESIGN / R&D / QUALITY              | 4,145  |
| OTHER                                | 2,359  |

Circulation by Operations Performed**

| SOFTWARE/DESIGN (CAD/CAM) | 15,100 | 7,480 |
| INSPECTION                | 13,739 | 6,473 |
| HAND LAYUP                | 13,167 | 7,436 |
| AUTOCLAVE/VACUUM BAG      | 11,275 | 6,004 |
| RTM                       | 9,494  | 4,608 |
| INFUSION                  | 9,490  | 4,881 |
| COMPOSITES MACHINING      | 9,065  | 2,989 |
| FILAMENT WINDING          | 7,576  | 3,552 |
| LASER MACHINING           | 7,019  | 2,483 |
| SPRAY-UP                  | 6,760  | 3,260 |
| COMPRESSION/TRANSFER/PRESSURE FORMING | 6,290 | 1,963 |
| PULTRUSION                | 5,842  | 2,678 |

NORTH AMERICAN DISTRIBUTION

27,847*

INTERNATIONAL DISTRIBUTION

5,415*

TOTAL DISTRIBUTION

33,262*

*June 2019 BPA  **Publisher’s Count, June 2019

Check the Audit!
CompositesWorld invests in quality circulation

For more information, please contact: RYAN DELAHANTY, PUBLISHER | ryan@compositesworld.com
CW EDITORIAL TEAM COVERAGE

The media brand exploring the world of fiber-reinforced composites technology

CompositesWorld is the source for reliable news and information on what’s happening in fiber-reinforced composites manufacturing.

Through our monthly magazine, e-newsletters, digital content, market research and events, we connect manufacturing leaders to reliable, accessible information about processes and trends across the global composites manufacturing industry.

Our coverage digs into what’s new and trending in composites design, tooling, materials and fabrication, and we share the stories of how these materials and processes come together in real-world applications for end markets like aerospace, automotive, marine and wind energy.

The CW team includes editors, contributing writers and industry columnists with expertise across disciplines and end markets.

MEET THE TEAM

Jeff Sloan

Jeff Sloan is editor-in-chief of CompositesWorld, and has been engaged in plastics and composites industry journalism for 25 years.

jeff@compositesworld.com

Ginger Gardiner

CW senior editor Ginger Gardiner has an engineering and materials background with more than 20 years of experience in the composites industry.

ginger@compositesworld.com

Scott Francis

Scott Francis, senior editor for CompositesWorld, has worked in publishing and media since 2001. He’s edited for Writer’s Digest, HOW, Popular Woodworking and has authored books on a range of topics.

sfrancis@compositesworld.com

Hannah Mason

Hannah Mason is an assistant editor for CompositesWorld. She earned her Master’s degree in Professional Writing from the University of Cincinnati.

hmason@compositesworld.com

Scott Stephenson

Scott Stephenson specializes in providing information and analyses for advanced materials and technologies. As director of strategic initiatives and events for CompositesWorld, he provides insight and organizes international technical conferences.

sstephenson@gardnerweb.com

Ryan Delahanty

The publisher of CW, Ryan Delahanty has been helping connect buyers with solution providers in the composites and plastics industries for 18 years.

ryan@compositesworld.com
## Editorial Calendar

<table>
<thead>
<tr>
<th></th>
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<td>MARKET/TOPIC</td>
<td>Marine Architecture Automotive Industrial Aerospace</td>
<td>Aerospace Automotive Space Automotive</td>
<td>Automotive Recreation Infrastructure Aerospace</td>
<td>Aerospace Automotive Corrosion Auto Racing</td>
<td>Aerospace Energy Automotive Industrial</td>
<td>Industrial Aerospace Automotive Marine</td>
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<td>PROCESS</td>
<td>Infusion Compression Filament Winding Injection</td>
<td>RTM Layup Compression</td>
<td>Compression RTM Infusion Layup AFP</td>
<td>RTM Injection Layup Infusion Compression</td>
<td>RTM Compression Hand layup Pultrusion Layup</td>
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<td>SPECIAL PROJECTS</td>
<td>TECH TABLE: Adhesives</td>
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<td>AFP Compression Layup Pultrusion</td>
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WEBINAR: Next-Gen Materials and Processes
### 2020 PRINT RATES

#### 4-Color

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#### Showcase

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

#### Classified

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<tr>
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<td>$300</td>
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Minimum classified ad size is 1 column inch (2.125 inches W x 1 inch H). Classified display advertising is accepted and commissionable at regular display rates.

Inserts: Please contact your Regional Manager for costs, specs, availability, deadlines and shipping instructions.

Cover Position Requests:
Add 10% to space and color charges. Please contact your Regional Manager for availability.

Combination Rates:
Advertisers may combine their total number of insertions in CompositesWorld 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.

Visit gardnerweb.com/adcentral for more information on print, online and e-newsletter ad specifications.

See CompositesWorld.com product examples at CompositesWorld.com/examples.
**Digital Audience**

**283,200+ Pageviews** per month

Numbers reported for date range: 06/01/2018 - 05/31/2019

Average Monthly Pageviews - CompositesWorld.com

<table>
<thead>
<tr>
<th>Zone</th>
<th>Pageviews</th>
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<tbody>
<tr>
<td>Markets 1</td>
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<tr>
<td>Blog</td>
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<td>Materials 1</td>
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<td>Design and Tooling</td>
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<td>Universal</td>
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<td>Events</td>
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</table>

**More Impressions lead to Greater Brand Awareness!**

Your ad in your chosen Zone will appear on every article page within that Zone.

Video ads are limited to one per Zone, offering you exclusive real estate within that Zone. Your video ad also rotates through the CompositesWorld.com home page!

For more information, please contact: RYAN DELAHANTY, PUBLISHER | ryan@compositesworld.com
WHAT IS A TECHNOLOGY ZONE?

Technology Zones are knowledge centers on key topics where content related to a specific material, process, or end market is aggregated.

Visitors to CompositesWorld.com will find articles, case studies, technology briefs, product announcements, supplier listings, forums, and more in each Zone, helping them narrow their search as they research purchasing decisions.

Your ad placed within relevant Zones provides you with targeted marketing opportunities to promote your brand to these motivated website visitors as they prepare to purchase supplies and services.

ZONE PAGES

MATERIALS 1
- Aramids
- Carbon Fiber
- High-Temperature Resins
- Prepregs

MATERIALS 2
- Glass Fiber
- Natural Fibers
- Polyesters
- Vinyl Esters

MATERIALS 3
- Core
- Epoxy
- Fabrics/Preforms
- Nanomaterials
- Thermoplastics

PROCESS 1
- Compression Molding
- Injection Molding
- Pultrusion
- Sprayup

PROCESS 2
- Filament Winding
- ATL/AFP
- Kitting/Cutting
- Machining/Drilling

PROCESS 3
- Infusion
- RTM
- Curing Technology

MARKETS 1
- Aerospace
- Defense

MARKETS 2
- Automotive
- Mass Transit

MARKETS 3
- Construction/Infrastructure
- Wind/Energy

MARKETS 4
- Marine
- Sports & Recreation

DESIGN & TOOLING
- CAD/CAM/FEA/
- Simulation
- Testing
- Tooling

CompositesWorld.com Advertising

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<th>LOCATION*</th>
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<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
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<tr>
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<td>C Banner</td>
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*Ad position rotates on page refresh.

All rates are gross rates.

CompositesWorld.com Specs

**Video Ad**

**Video Static Pre-Launch Ad Specs:**
- 300W x 250H pixels; 144 dpi
- File format: PNG, JPG or GIF

**Video Specs:**
- 640W x 360H pixels; 29.97 frames/sec.; 30 sec. - 4 minutes
- File format: .mp4

Visit gardnerweb.com/adcentral for more information on print, online and e-newsletter ad specifications.

See CompositesWorld.com product examples at CompositesWorld.com/examples.
## CW TODAY e-Newsletter

### 30,000+ OPT-IN SUBSCRIBERS

**Focus:** Composites industry and major end market news  
**Delivery:** Every Monday, Wednesday and Friday

### INVESTMENT

<table>
<thead>
<tr>
<th>LEADERBOARD</th>
<th>1 MONTH</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
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</table>

### CW EXTRA e-Newsletter

### 30,000+ OPT-IN SUBSCRIBERS

**Focus:** CW Blog posts on ideas, trends, and technologies shaping the industry  
**Delivery:** Twice monthly — every second and fourth Thursday

### INVESTMENT

<table>
<thead>
<tr>
<th>LEADERBOARD</th>
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<th>6 MONTHS</th>
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<table>
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<th>BANNER AD</th>
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<th>3 MONTHS</th>
<th>6 MONTHS</th>
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</tbody>
</table>

Visit gardnerweb.com/adcentral for more information on print, online and e-newsletter ad specifications.

See CompositesWorld.com product examples at CompositesWorld.com/examples.

---

Investment Includes:  
- 300 x 100 banner ad on CompositesWorld.com/news and CompositesWorld.com/blog

### Leaderboard

**Size:** 600W x 160H pixels; 144 dpi  
**File format:** PNG or JPG

### Banner Ad

**Size:** 120W x 100H pixels; 144 dpi  
**File format:** PNG or JPG

For more information, please contact: RYAN DELAHANTY, PUBLISHER | ryan@compositesworld.com
CW Webinars provide your target audience with a dynamic and interactive webcast for discussing today’s timely and compelling issues.

Showcase your company’s knowledge and leadership and secure valuable leads!

With your investment in a CW Webinar you’ll receive:

- **E-Mail Promotion**: Invitations sent to opt-in CW email subscribers
- **E-Newsletter**: Event promotion in CW Today e-newsletter
- **Print Ad**: Event promotion in CompositesWorld magazine
- **Online**: Webinar recording hosted on CompositesWorld.com for six months
- **Lead Generation**: Customized lead reports including all registrants, live attendees and Q&A report.
- **Tech Support**: Webinar hosting and support
- **Expert Moderator**: Live webinar moderated by a CW editor

**Need help with content?**
We can help! Ask for more information.

**INVESTMENT:**

$7,000 (gross)
Attendance is limited to 1000. Topic and schedule subject to publisher approval.

---

The Gardner Custom Content team can help tell your company’s story through a CompositesWorld Knowledge Center.

A co-branded, category-specific microsite featuring non-commercial applications and technical-based content. Knowledge Centers are supported by an integrated promotional program and include multimedia content and lead generation opportunities. Talk to your sales rep for more information.

**INVESTMENT:**

$3,000
gross per month
(12-month minimum)
CW PODCAST

Align your brand with the best and the brightest in the industry in this exciting new media format with your sponsorship of CW Talks!

CW Talks: The Composites Podcast is a biweekly podcast that highlights the people, processes and technologies shaping the world of composites. Interviews feature guests with expertise and insight about where composites have been, where they are and where they are headed.

How the CW Talks sponsorship works:
• Your sponsor message delivered at the beginning and end of each podcast
• Midway through the podcast, a 60-second question & answer period between the sponsor and the CW podcast host

INVESTMENT:
$2,500
gross per month

CW ePRINT

CompositesWorld ePrints provide targeted email outreach to opt-in subscribers. Instead of being presented as an unsolicited advertisement, ePrint advertisers appear as technology providers and thought leaders.

Includes:
• Customizable Content: Up to five content sections: the feature, the custom sections and the learn more/company section.
• Demographic Targeting: Audience selection limited to CW opt-in subscribers, but customizable.
• Analytic Reporting: Advertisers will receive sent, deliver, open, total click, unique clicker and CTOR data. Recipient contact data will not be included.
• Support: HTML email coded by CW staff; advertisers only required to submit copy and imagery.

INVESTMENT:
$1 per name
(2,500-name minimum)
CUSTOM CONTENT

Your story, presented by CompositesWorld.

What is Content Marketing?
Content marketing is high-quality editorial designed to engage the audience and position your company as a thought leader. Build your brand and generate leads.

Why Content Marketing?

INCREASED BRAND AWARENESS
As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

BUILD BRAND PREFERENCE
Content marketing establishes your company as a knowledge leader in your industry, strengthening your relationships with buyers.

IMPROVE ENGAGEMENT
Get buyers more deeply involved with your brands and products.

Native Advertising Campaigns Include:

STEP 1: CONTENT CREATION
• Our team will collaborate with you to create a highly targeted piece of digital content to display natively on our site.
• A member of our team will edit your content to bring it in line with our standards. Or, for an additional fee, we will create the content on your behalf.
• Your content appears on the site for at least 12 months.
• Options include text, images, video, links to product information, and registration for downloadable assets such as whitepapers.

STEP 2: CONTENT PROMOTION
• CW Site Coverage
  - Homepage display of your sponsored content
  - “Related Story” promotion on relevant articles
• CW E-newsletter Push
  - CW EXTRA or CW TODAY
• CW Social Media Campaign
  - Paid promotion on Facebook, Twitter, LinkedIn

STEP 3: CAMPAIGN ANALYTICS
Our team will create a report detailing the performance of your program, so you see your investment at work.

NATIVE ADVERTISING INVESTMENT:
$6,000 gross per month (12-month minimum)

Sold in 3 consecutive month increments

AD INVENTORY:
• 4 native ad slots per month
• Maximum 2 per customer per year

OPTIONAL INVESTMENT:
• Article development fee of $1,000 net
• Direct email promotions ($1 per name)
The composites industry’s directory of record!

Composites industry professionals researching products and services refer to CompositesWorld’s SourceBook 2021 countless times throughout the year.

SOURCEBOOK IN PRINT
Distribution to CompositesWorld's print audience of more than 33,000.

RESERVE YOUR AD SPACE TODAY!
CLOSING DATE: OCTOBER 13, 2020

For more information, please contact: RYAN DELAHANTY, PUBLISHER | ryan@compositesworld.com
DIGITAL SOURCEBOOK

More than 354,000 unique visitors accessed the digital SourceBook last year.

INDEX AD BUNDLES

SourceBook Index Ad Bundles include:
• An index ad in the print version of SourceBook (1.578" wide x selected height)
• A 300 x 100 pixel web banner on the corresponding product/service sub-category online page

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Advertiser Rate</th>
<th>Non-Advertiser Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.578&quot; X 1.0&quot;</td>
<td>$750</td>
<td>$1,200</td>
</tr>
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<td>1.578&quot; X 2.0&quot;</td>
<td>$975</td>
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<tr>
<td>1.578&quot; X 3.0&quot;</td>
<td>$1,175</td>
<td>$1,950</td>
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</tbody>
</table>

3 or more Index Ads

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Advertiser Rate</th>
<th>Non-Advertiser Rate</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$1,070</td>
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<tr>
<td>1.578&quot; X 2.0&quot;</td>
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<tr>
<td>1.578&quot; X 3.0&quot;</td>
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</tbody>
</table>

ONLINE BANNERS

Banner Size: 300 x 100 pixels  Rate: $630/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

All online advertisements are sold on a first-come/first-served basis with limited availability. First right of refusal is guaranteed to the advertiser 30 days prior to final contract date.

Your advertisements in SourceBook 2021 count toward your earned frequency rate for future advertising in CompositesWorld.
Events are a critical part of a multimedia marketing strategy from pre-show promotion to post-show lead followup. CompositesWorld provides the tools needed to make contacts throughout the show and the buying cycle.

**Carbon Fiber 2020**
DECEMBER, 2020

Carbon Fiber 2020 is the preeminent conference on carbon fiber and the expanding role of this material in the composites industry. The presentations and tabletop exhibits at Carbon Fiber 2020 give attendees unprecedented access to new technology and process updates to help run operations more efficiently.

**CAMX 2020**
SEPTEMBER 21-24, 2020
ORANGE COUNTY CONVENTION CENTER | ORLANDO, FL

As the Official CAMX 2020 Marketing Products Vendor, CompositesWorld offers creative and targeted multimedia promotional strategies for CAMX 2020. Connect with the more than 8,000 composites industry professionals registered for CAMX before, during and after the show.

Reach the industry’s decision-makers with a Carbon Fiber 2020 sponsorship!

IN PRINT | CAMX Show Daily, CAMX Show Directory, August and September CW show issues

ONLINE | MyCAMX upgraded online showrooms, show floor banner advertisements, attendee invitation tool, CAMX Connection e-newsletter

For more information, please contact: RYAN DELAHANTY, PUBLISHER | ryan@compositesworld.com
Connect with our team to discover how CompositesWorld can help you put your brand's message in the right hands.

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