



CompositesWorld

2021 Media Guide

DELIVERING THE GLOBAL
COMPOSITES MARKET



IN PRINT



ONLINE



IN PERSON

CompositesWorld.com

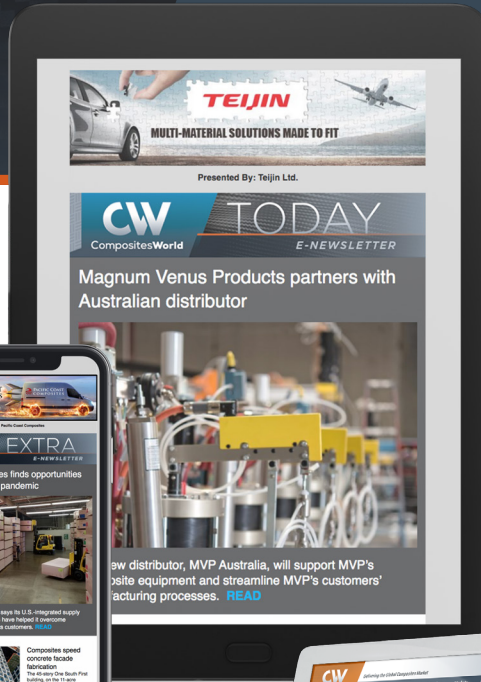




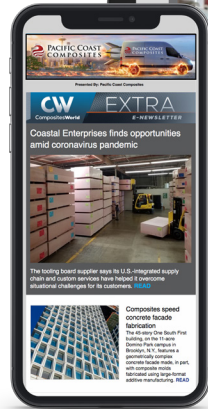
TOTAL AUDIENCE



PRINT
34,100+* SUBSCRIBERS



EMAIL
30,000+**
OPT-IN
SUBSCRIBERS



ONLINE
102,900+**
AVERAGE MONTHLY
SITE USERS



EVENTS
CW Conferences
Bonus Distribution
Show Coverage



* Counts may differ slightly on 2020 June BPA Statements due to COVID-19 constraints. ** June 2020 Publisher Counts



Automotive/ Ground Transportation

SUBSCRIBERS: 18,731
FACILITIES: 11,256



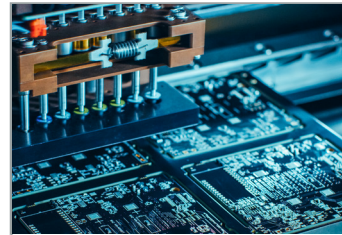
Aerospace/Aviation

SUBSCRIBERS: 16,828
FACILITIES: 9,942



Defense/Military

SUBSCRIBERS: 14,761
FACILITIES: 8,270



Electronics/Computers

SUBSCRIBERS: 13,348
FACILITIES: 7,475



Power (Oil/Gas/Wind)

SUBSCRIBERS: 12,417
FACILITIES: 6,877



Consumer Products

SUBSCRIBERS: 12,864
FACILITIES: 7,332



Medical

SUBSCRIBERS: 12,571
FACILITIES: 7,030



Marine

SUBSCRIBERS: 6,298
FACILITIES: 3,298



Building/Construction/ Infrastructure

SUBSCRIBERS: 7,487
FACILITIES: 4,044



Sporting Goods

SUBSCRIBERS: 4,643
FACILITIES: 2,333

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.



Counts may differ slightly on 2020 June BPA Statements due to COVID-19 constraints.

FOR ADVERTISING INFORMATION:

Group Publisher
Ryan Delahanty | ryan@compositesworld.com

Advertising Manager
Becky Taggart | btaggart@gardnerweb.com



GARDNER
Business Media, Inc.

6915 Valley Avenue | Cincinnati, OH 45244
+1 513-527-8800 | 800-950-8020

CompositesWorld.com

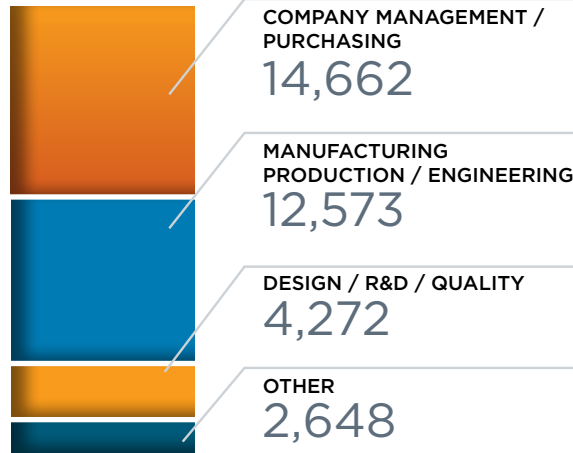


PRINT AUDIENCE

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



Circulation by Operations Performed

Operations Performed	Subscribers	Facilities
CAD/CAM	14,393	7,996
INSPECTION	12,480	6,752
HAND LAYUP	9,960	5,349
AUTOCLAVE/VACUUM BAG	8,186	4,092
INFUSION	6,960	3,258
RTM	6,873	3,079
COMPOSITES MACHINING	6,382	2,823
LASER MACHINING	5,942	2,759
FILAMENT WINDING	5,564	2,423
SPRAY-UP	5,304	2,489
COMPRESSION/TRANSFER/PRESSURE FORMING	5,333	1,930

NORTH AMERICAN DISTRIBUTION

28,486

+

INTERNATIONAL DISTRIBUTION

5,669

=

TOTAL DISTRIBUTION

34,155



Check the Audit! CompositesWorld invests in quality circulation



Counts may differ slightly on 2020 June BPA Statements due to COVID-19 constraints.

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



Hannah Mason

Hannah Mason is an associate editor for *CompositesWorld*. She earned her Master's degree in Professional Writing from the University of Cincinnati.
hmason@compositesworld.com



Grace Nehls

Grace Nehls is assistant editor, Production for *CompositesWorld* and *MoldMaking Technology*. She earned her Bachelor's degree in creative writing from Miami University in Oxford, OH.
gnehls@compositesworld.com



Katelyn Arnold

Katelyn Arnold is assistant editor on *CompositesWorld*, *Additive Manufacturing* and *MoldMaking Technology*. She holds a B.A. in English language and creative writing from John Brown University.
karnold@gardnerweb.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

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Advertising Manager
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CompositesWorld.com

ISSUE	JANUARY Ad Close: 12/2/2020	FEBRUARY Ad Close: 1/4/2021	MARCH Ad Close: 2/3/2021	APRIL Ad Close: 3/2/2021	MAY Ad Close: 4/1/2021	JUNE Ad Close: 5/3/2021
MARKET/ TOPIC	Consumer Automotive Aerospace	Automotive Industrial Aerospace	Automotive Industrial Aerospace	Automotive Industrial Marine	Medical Automotive Construction	Materials Wind Construction
MATERIAL	Carbon Fiber Thermoplastics Epoxy Vinyl Ester	Carbon Fiber Glass Fiber Epoxy Vinyl Ester	Glass Fiber Carbon Fiber Epoxy	Glass Fiber Carbon Fiber Epoxy Aramid Basalt/Bioresin	Carbon Fiber Epoxy Thermoplastics Glass Fiber Metal	Carbon Fiber Epoxy Glass Fiber Thermoplastic epoxy Core
PROCESS	Compression Injection/compression	Infusion Compression Overmolding	Compression Filament Winding Infusion Layup AFP	Filament Winding Infusion Layup	Infusion Injection Molding	Infusion
SPECIAL PROJECTS			TECH TABLE: Curing Ovens			
BONUS DISTRIBUTION*				ACMA NA Pultrusion Conference		
ISSUE	JULY Ad Close: 6/1/2021	AUGUST Ad Close: 7/1/2021	SEPTEMBER Ad Close: 8/3/2021	OCTOBER Ad Close: 9/1/2021	NOVEMBER Ad Close: 10/1/2021	DECEMBER Ad Close: 11/2/2021
MARKET/ TOPIC	Biocomposites Agriculture Aerospace	Aerospace Materials Automotive	Aerospace Automotive Energy	Aerospace Consumer Energy	Oil & Gas Aerospace Automotive	Aerospace Tooling Recycling
MATERIAL	Natural Fibers Carbon Fiber Glass Fiber	Carbon Fiber Glass Fiber Epoxy Thermoplastics Multifunctionals	Carbon Fiber Thermoplastics Epoxy	Carbon Fiber Epoxy Thermoplastics	Ceramic Matrix Composites Glass Fiber Thermoplastics	Carbon Fiber Concrete Epoxy Graphene
PROCESS	Injection Compression	AFP Overmolding	AFP Filament Winding Overmolding	DLFT Filament Winding Layup Infusion	Compression Infusion Overmolding	Layup RTM AFP
SPECIAL PROJECTS	WEBINAR Fiber-Reinforced Additive Manufacturing	SUPPLEMENT Composites in Additive Manufacturing			TECH TABLE Vacuum Bagging Supplies	
BONUS DISTRIBUTION*			ACCE IBEX CAMX 2021	CAMX 2021	Carbon Fiber 2021	

*Bonus distribution subject to change.

2021 PRINT RATES



<p>2-Page Spread</p> <p>Bleed: 16.25" W x 11" H 414 mm x 281 mm</p> <p>Trim: 15.75" W x 10.5" H 400 mm x 267 mm</p> <p>Live Area: 15.25" W x 10" H 387 mm x 254 mm</p>	<p>Full Page Bleed:</p> <p>8.375" W x 11" H 214 mm x 281 mm</p> <p>Trim:</p> <p>7.875" W x 10.5" H 200 mm x 267 mm</p> <p>Live Area:</p> <p>7.375" W x 10" H 187 mm x 254 mm</p>	<p>1/2 Page Island</p> <p>4.375" W x 6.875" H 111 mm x 175 mm</p>
<p>1/2 Page Vertical</p> <p>3.25" W x 9.125" H 83 mm x 232 mm</p>	<p>1/2 Page Horizontal</p> <p>6.875" W x 4.375" H 175 mm x 111 mm</p>	<p>1/3 Page Vertical</p> <p>2.25" W x 9.125" H 57 mm x 232 mm</p>
<p>1/3 Page Square</p> <p>4.375" W x 4.375" H 111 mm x 111 mm</p>	<p>1/4 Page Vertical</p> <p>3.25" W x 4.375" H 83 mm x 111 mm</p>	<p>CW Showcase</p> <p>3.5" W x 2.125" H 89 mm x 54 mm</p>
<p>CW Classified</p> <p>2.125" W x 1" H (minimum height) 54 mm x 25 mm</p>		

4-Color	
Full page	\$7,085
1/2 page island	\$5,600
1/2 page	\$4,700
1/3 page	\$3,835
1/4 page	\$2,900

Classified	
Per column inch	\$375

Showcase	
Ad size:	3.5" W x 2.125" H inches
Advertiser	\$1,300

All rates are gross.

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.

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.

Agency commission:

NEW FOR 2021!

GARDNER PREMIER DISCOUNT OPPORTUNITY

Combine your message and save!

Program discounts are based on your entire investment with *CompositesWorld* and any of our other Gardner Business Media brands.

\$5,000-\$9,999	5% OFF entire program
\$10,000-\$24,999	10% OFF entire program
\$25,000-\$39,999	15% OFF entire program
\$40,000-\$64,999	20% OFF entire program
\$65,000-\$99,999	25% OFF entire program
\$100,000-\$149,999	30% OFF entire program

FOR ADVERTISING INFORMATION:

Group Publisher
Ryan Delahanty | ryan@compositesworld.com

Advertising Manager
Becky Taggart | btaggert@gardnerweb.com



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CompositesWorld.com



The composites industry's directory of record!

Composites industry professionals researching products and services refer to *CompositesWorld's SourceBook 2022* countless times throughout the year.



SOURCEBOOK IN PRINT

Distribution to *CompositesWorld's* print audience of more than **34,100+**.

RESERVE YOUR AD SPACE TODAY!

CLOSING DATE: **OCTOBER 13, 2021**

DIGITAL SOURCEBOOK

354,000+
UNIQUE VISITORS



INDEX AD BUNDLES

ONLINE BANNERS

SourceBook Index Ad Bundles include:

- An index ad in the print version of *SourceBook* (1.578" wide x selected height)
- A 300 x 250 pixel web banner on the corresponding product/service sub-category online page

AD SIZE	RATE
1.578" X 1.0"	\$900
1.578" X 2.0"	\$1,050
1.578" X 3.0"	\$1,175

Banner Size: 300 x 250 pixels **Rate: \$850/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.

NEW FOR 2021!



Gardner Premier Discount Opportunity
Gardner is now offering a discount structure based on total investment across all of our media brands. See page 19 for details.

FOR ADVERTISING INFORMATION:

Group Publisher
Ryan Delahanty | ryan@compositesworld.com

Advertising Manager
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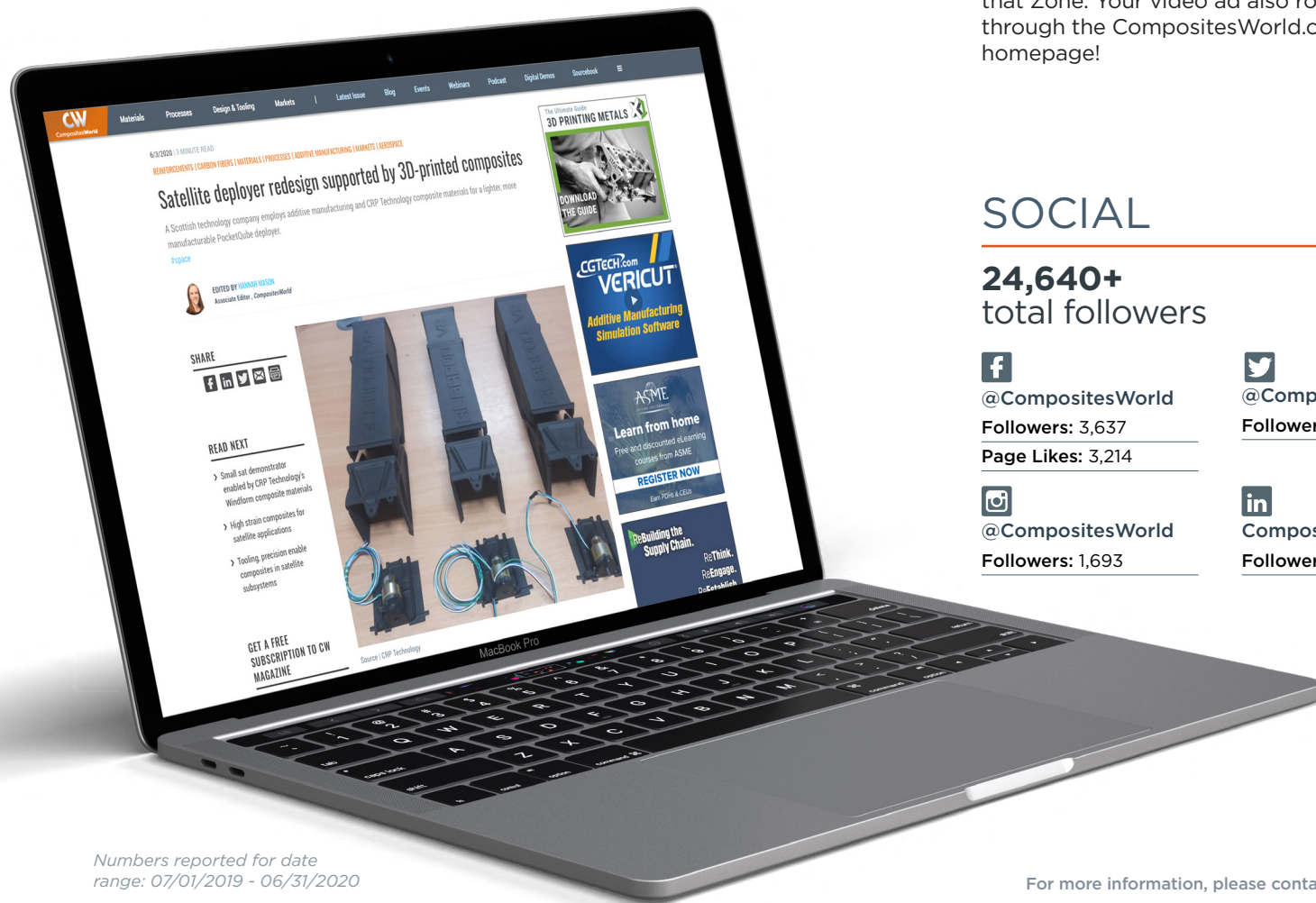
DIGITAL AUDIENCE

277,990+
PAGEVIEWS
per month

Monthly Unique Pageviews
243,720+

Monthly Unique Users
93,060+

Average Time on Page
2:26



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 homepage!



SOCIAL

24,640+
total followers

f
@CompositesWorld
Followers: 3,637
Page Likes: 3,214

t
@CompositesWrld
Followers: 6,304

ig
@CompositesWorld
Followers: 1,693

in
CompositesWorld
Followers: 11,527

yt
CompositesWorld
Videos: 65+
Subscribers: 1,480

NEW FOR 2021!

G Gardner Premier Discount Opportunity
Gardner is now offering a discount structure based on total investment across all of our media brands. See page 19 for details.

Numbers reported for date range: 07/01/2019 - 06/31/2020

CompositesWorld.com Advertising

ZONE PAGES

MATERIALS 1

Carbon Fiber
High-Temperature Resins
Prepregs

MATERIALS 2

Glass Fiber
Natural Fibers
Polyesters/Vinyl Esters
Recycling Materials

MATERIALS 3

Core Materials
Epoxy
Fabrics/Preforms
Nanomaterials
Thermoplastics

PROCESS 1

Compression Molding
Injection/Overmolding
Pultrusion
Bonding/Welding

PROCESS 2

Filament Winding
ATL/AFP
Kitting/Cutting
Machining/Drilling

PROCESS 3

Additive Manufacturing
Infusion
RTM
Curing Technology

MARKETS 1

Aerospace
Defense

MARKETS 2

Automotive
Mass Transit

MARKETS 3

Construction
Wind/Energy

MARKETS 4

Marine
Consumer
Urban Air Mobility
Energy Storage

DESIGN & TOOLING

CAD/CAM/FEA/
Simulation
Testing
Molds/Tools

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.



CompositesWorld.com Advertising

Banner Ad

HOME	ZONE
\$1,410	\$1,005

Includes: **Medium Rectangle (C)**

- 300 x 250 px @ 144 dpi (no borders)
- File Format: JPG / max file size: 150K
- Supply URL of choice

Banner Plus Ad Package A+B+C

HOME	ZONE
\$2,500	\$2,250

Includes: **Super Leaderboard (A)**

- 970 x 90 px @ 144 dpi
- File Format: JPG / max file size: 200K
- Supply URL of choice

Billboard (B)

- 970 x 250 px @ 144 dpi
- File Format: JPG / max file Size: 250K
- Supply URL of choice

Medium Rectangle (C)

- 300 x 250 px @ 144 dpi (no borders)
- File Format: JPG / max file size: 150K
- Supply URL of choice

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



FOR ADVERTISING INFORMATION:

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Ryan Delahanty | ryan@compositesworld.com

Advertising Manager
Becky Taggart | btaggart@gardnerweb.com



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CompositesWorld.com



DIGITAL PRODUCTS



CW TODAY e-newsletter

30,000+
OPT-IN SUBSCRIBERS

Open Rate: 25.18%

Click Rate: 6.16%

Click-To-Open Rate: 24.45%

Focus: Composites industry and major end market news

Delivery: Every Monday, Wednesday and Friday

AD TYPE	INVESTMENT
LEADERBOARD	\$2,900 gross
BANNER	\$1,500 gross

CW EXTRA e-newsletter

30,000+
OPT-IN SUBSCRIBERS

Open Rate: 24.72%

Click Rate: 6.27%

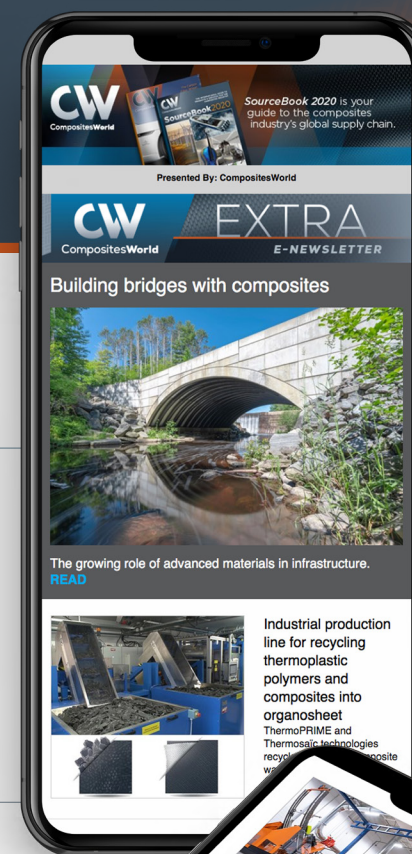
Click-To-Open Rate: 25.35%

Focus: CW Blog posts on ideas, trends, and technologies shaping the industry

Delivery: Twice monthly — every second and fourth Thursday

AD TYPE	INVESTMENT
LEADERBOARD	\$2,300 gross
BANNER	\$1,200 gross

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



NEW FOR 2021!

G Gardner Premier Discount Opportunity
Gardner is now offering a discount structure based on total investment across all of our media brands. See page 19 for details.

All rates are gross rates.

AD SIZES

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

Investment Includes:

300 x 250 medium rectangle on CompositesWorld.com/news and CompositesWorld.com/blog

CW WEBINARS

CW webinars provide your target audience with a dynamic and interactive webcast for discussing today's timely and compelling issues.



INVESTMENT:
\$8,925
(gross per webinar)

CW Live Webinar

With your investment you'll receive:

- **E-Mail Promotion:** Invitations sent to opt-in CW e-mail subscribers and CW Today newsletter recipients
- **Social Promotion:** Social posts on LinkedIn, Facebook and Twitter.
- **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
- Attendance is limited to 1,000. Topic and schedule subject to publisher approval.

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

CW On-Demand Webinar

With your investment you'll receive:

- **E-Mail Promotion:** Invitations sent to opt-in CW e-mail subscribers and CW Today newsletter recipients
- **Online:** Webinar recording hosted on CompositesWorld.com for at least six months
- **Lead Generation:** Customized lead reports including all registrants, live attendees and Q&A report
- **Social Promotion:** Social posts on LinkedIn, Facebook and Twitter.

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

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CompositesWorld.com



UNIQUE OPPORTUNITIES

The benefits of investing in your brand with **CW** aren't limited to the pages of the magazine. Each year we design dozens of client-specific opportunities. Special positions in the magazine, content-specific supplements, a custom sponsorship for the Carbon Fiber Conference, or anything you can dream up are all within reach.

Contact your sales rep to get started.



Belly Band Wrapper



Heavy Stock Insert



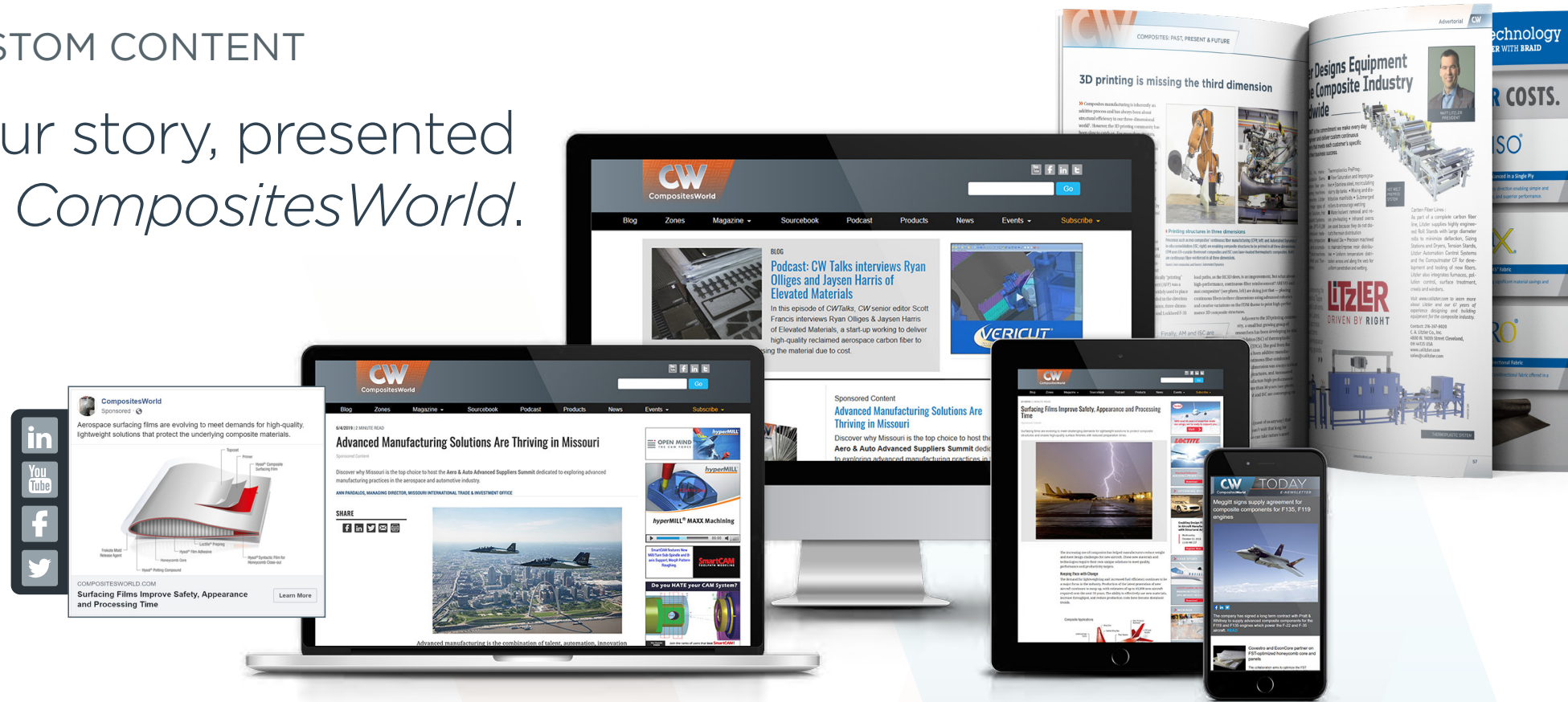
Tip-in Postcard



Polybag Supplement

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 INVESTMENT:

\$7,500
gross per month

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 e-mail promotions (\$1 per name)

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CompositesWorld.com

Build brand and drive demand with increased web display views



CONTENT COLLECTIONS

What Are Content Collections?

Lead-generation programs centered around a gated piece of content. We curate, host and promote the content. You receive the leads and develop your brand.

Content Collection Package Includes:

Custom landing page with lead qualifying question

Branding / advertising in downloadable

Automated follow-up messaging with customizable content sections

Digital demand generation package heavily dependent on targeted dialogues and editorial

Benefits of Content Collections

- **Lead Generation**
You'll receive lead lists of all visitors that register to download the collection.
- **Brand development**
Your brand and brand message appear in the collection, content collection promotion and collection download follow-up.
- **Co-Branding**
Display your brand alongside our trusted media brand and content.
- **Thought Leadership**
Align your brand with topics - trends, technologies, processes, materials, industries, etc.

INVESTMENT:

\$7,500 per month gross
(Sold in 2 consecutive month increments)



KNOWLEDGE CENTERS

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 promotion program and include multi-media content and lead-generation opportunities. Talk to your sales rep for more information.

INVESTMENT:

\$4,000
gross per month
(Sold in 12 consecutive month increments)

Drive new and qualified buyers to your brand.



RETARGETING

What is retargeting?

An opportunity to reinforce your brand and your message by engaging with our site visitors as they navigate away from our site and continue their browsing experience.

Benefits Of Retargeting

- **Brand Development**
Continue your brand development to our qualified audience.
- **Demand Generation**
Use creative and call-to-action messaging that encourages viewers to visit your site.
- **Audience Extension**
Only way to connect with our web traffic offsite.

INVESTMENT:

\$4,000 gross per month



DIRECT TRAFFIC MARKETING

What is Direct Traffic Marketing?

These demand-generation campaigns use a variety of digital platforms to directly drive traffic to a client's website. These types of campaigns can be an effective means of lead generation by driving visitors to gated content.

Benefits of Direct Traffic Marketing

- **Demand generation**
Targeted traffic campaigns deliver highly-qualified web visitors to your strategically determined destination.
- **Domain expertise**
Your digital program is directed and executed by a team with deep manufacturing industry insights and digital marketing domain expertise.
- **Brand development**
Delivering your brand across multiple channels to Gardner Business Media's qualified audience develops brand awareness and affinity at a very high level.

INVESTMENT:

\$8,000 net per month
(Sold in 3 consecutive month increments)



CW ePRINT

What is an ePrint?

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

Benefits of ePrints

- **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.
- **Analytics Reporting**
Advertisers will receive sent, deliver, open, total click, unique clicker and CTOR data. Recipient contact data will not be included.
- **Support**
HTML e-mail coded by CW staff; advertisers only required to submit copy and imagery.

INVESTMENT:

\$1 per name/net
(2,500-name minimum)

FOR ADVERTISING INFORMATION:

Group Publisher
Ryan Delahanty | ryan@compositesworld.com

Advertising Manager
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CompositesWorld.com



CW DIGITAL DEMOS

Present your product and generate qualified leads with CW's on-demand digital demos.

What is a Digital Demo?

A 10-20 minute pre-recorded product or software presentation hosted on CompositesWorld.com and supported by digital marketing.

CW Digital Demos allow you to share, alongside our trusted media brand, technology you would have presented at industry events and trade shows.

Digital Demo Bundle includes:

- Your demo featured on CompositesWorld.com/DigitalDemos
- Dedicated article page for your presentation
- Branded registration form for lead generation
- Lead report of registrants who view your presentation (*active for 60 days*)
- Promotion to 2,500 opt-in email subscribers
- Promotion in the *CW Today* and/or *Extra* newsletters
- Record your demo with CompositesWorld's team (optional)

CW Digital Demo Package

INVESTMENT: \$5,900 gross

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 2021

Carbon Fiber 2021 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 2021** give attendees unprecedented access to new technology and process updates to help run operations more efficiently.

Reach the industry's decision-makers with a **Carbon Fiber 2021** sponsorship!

CAMX 2021

OCTOBER 18-21, 2021
KAY BAILEY HUTCHISON CONVENTION CENTER | DALLAS, TX

As the Official **CAMX 2021** Marketing Products Vendor, *CompositesWorld* offers creative and targeted multimedia promotional strategies for **CAMX 2021**. Connect with the more than 8,000 composites industry professionals registered for **CAMX** before, during and after the show.

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



NEW FOR 2021

Maximize Your Impact with Gardner's Premier Discount Opportunity

We value you and want to reward your investment in the valuable media we produce.

Gardner has simplified the way you buy media from us. Now, whether in print, online, in an e-newsletter or webinar, every dollar you devote to Gardner's brands will count toward a significant program discount.

How to Determine Your Discount

- 1 CREATE YOUR 2021 PLAN**
Target and plan your desired integrated media reach for 2021, or budget with your sales representative to create a custom plan that spans across the Gardner brands and products.
- 2 APPLY THE PREMIER DISCOUNT OPPORTUNITY**
Calculate the gross dollars of the media you are interested in, then apply the discount indicated below across your total spend.
- 3 ENJOY VALUE ADD**
As a bonus for your investment, every advertiser who spends \$10,000 in Gardner products receives an expanded Supplier Showroom.

GARDNER PREMIER DISCOUNT OPPORTUNITY

Combine your message and save!

Program discounts are based on your entire investment with *CompositesWorld* and any of our other Gardner Business Media brands.

\$5,000-\$9,999	5% OFF entire program
\$10,000-\$24,999	10% OFF entire program
\$25,000-\$39,999	15% OFF entire program
\$40,000-\$64,999	20% OFF entire program
\$65,000-\$99,999	25% OFF entire program
\$100,000-\$149,999	30% OFF entire program

CW
CompositesWorld

PM/PRODUCTION
Machining

Modern
Machine
Shop

MoldMaking
TECHNOLOGY.

AM ADDITIVE
MANUFACTURING

PT Plastics
Technology
USA and Mexico Media

PF PRODUCTS
FINISHING
USA and Mexico Media



CompositesWorld



IN PRINT



ONLINE



IN PERSON

Connect with our team to discover how *CompositesWorld* can help you put your brand's message in the right hands or to request further information about what CW has to offer.

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