

CW

CompositesWorld

2020 Media Guide

DELIVERING THE GLOBAL
COMPOSITES MARKET



CompositesWorld.com

CW

TOTAL AUDIENCE



ONLINE
283,200+
PAGEVIEWS
per month



PRINT
33,200+* SUBSCRIBERS



EVENTS
CW Conferences
Bonus Distribution
Show Coverage



EMAIL
30,000+*
OPT-IN
SUBSCRIBERS



* June 2018 - May 2019 BPA Statement

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.



**Automotive/
Ground Transportation**

**SUBSCRIBERS: 22,290
FACILITIES: 13,331**



Aerospace/Aviation

**SUBSCRIBERS: 20,784
FACILITIES: 12,015**



Defense/Military

**SUBSCRIBERS: 17,470
FACILITIES: 9,263**



Electronics/Computers

**SUBSCRIBERS: 15,500
FACILITIES: 8,276**



**Power
(Oil/Gas/Wind)**

**SUBSCRIBERS: 15,067
FACILITIES: 7,889**



Consumer Products

**SUBSCRIBERS: 14,705
FACILITIES: 8,516**



Medical

**SUBSCRIBERS: 14,597
FACILITIES: 7,722**



Marine

**SUBSCRIBERS: 8,518
FACILITIES: 4,784**



**Building/Construction/
Infrastructure**

**SUBSCRIBERS: 9,026
FACILITIES: 5,144**



Sporting Goods

**SUBSCRIBERS: 6,158
FACILITIES: 3,390**



FOR ADVERTISING INFORMATION:

Group Publisher
Ryan Delahanty | ryan@compositesworld.com

Advertising Manager
Becky Taggart | btaggart@gardnerweb.com



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CompositesWorld.com



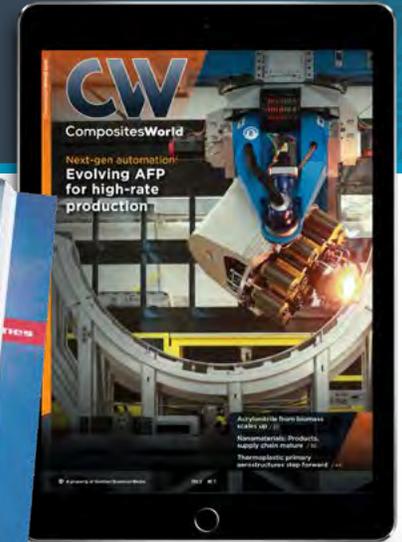
PRINT AUDIENCE

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*

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



Circulation by Operations Performed**

	Subscribers	Facilities
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*



Check the Audit! CompositesWorld invests in quality circulation

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

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

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CompositesWorld.com



EDITORIAL CALENDAR

ISSUE	JANUARY Ad Close: 12/2/2019	FEBRUARY Ad Close: 1/2/2020	MARCH Ad Close: 2/3/2020	APRIL Ad Close: 3/2/2020	MAY Ad Close: 4/1/2020	JUNE Ad Close: 5/1/2020
MARKET/ TOPIC	Marine Architecture Automotive Industrial Aerospace	Aerospace Automotive Space Automotive	Automotive Recreation Infrastructure Aerospace	Aerospace Automotive Corrosion Auto Racing	Aerospace Energy Automotive Industrial	Industrial Aerospace Automotive Marine
MATERIAL	Glass Fiber Carbon Fiber Epoxy Vinyl Ester Thermoplastics	Carbon Fiber Epoxy	Glass Fiber Carbon Fiber Thermoplastics Epoxy	Glass Fiber Carbon Fiber Epoxy Vinyl Ester Thermoplastics	Carbon Fiber Epoxy Thermoplastics Glass Fiber	Carbon Fiber Epoxy Thermoplastics Glass Fiber
PROCESS	Infusion Compression Filament Winding Injection	RTM Layup Compression	Compression RTM Infusion Layup AFP	RTM Injection Layup Infusion Compression	RTM Compression Hand layup Pultrusion Layup	Filament Winding ATL Infusion
BONUS DISTRIBUTION		JEC World 2020		SAMPE		Amerimold 2020
SPECIAL PROJECTS	TECH TABLE: Adhesives					

ISSUE	JULY Ad Close: 6/1/2020	AUGUST Ad Close: 7/1/2020	SEPTEMBER Ad Close: 8/3/2020	OCTOBER Ad Close: 9/1/2020	NOVEMBER Ad Close: 10/1/2020	DECEMBER Ad Close: 11/2/2020
MARKET/ TOPIC	Operations Aerospace	Aerospace Materials Automotive Industrial	Medical Aerospace Materials Energy Industrial	Architecture Materials Aerospace Automotive	Space Aerospace Energy Automotive	Tooling Bonding Marine Aerospace
MATERIAL	Biocomposites Natural Fibers Carbon Fiber Epoxy	Carbon Fiber / Glass Fiber Epoxy Thermoplastics Vinyl Ester Lightning Strike Protection	Carbon Fiber Thermoplastics Epoxy	Glass Fiber Epoxy Carbon Fiber	Carbon Fiber Epoxy Ceramic Matrix Composites Glass Fiber	Carbon Fiber Epoxy Thermoplastics Adhesives
PROCESS	Injection Compression Layup Infusion	AFP Compression Layup Pultrusion	Layup Additive AFP Compression Filament Winding	Compression Layup Infusion	Layup Infusion RTM/AFP Compression	Injection Compression Infusion RTM AFP
BONUS DISTRIBUTION	Farnborough Air Show	CAMX 2020	ACCE CAMX 2020 IBEX		Carbon Fiber 2020	
SPECIAL PROJECTS	TECH TABLE: Mold Release WEBINAR: Next-Gen Materials and Processes				SUPPLEMENT: Next-Gen Materials and Processes	TECH TABLE: Compression Molding Machines

2020 PRINT RATES

4-Color	1x	4x	7x	9x	13x	19x	25x	37x
Full page	\$10,660	\$9,540	\$8,085	\$7,055	\$6,490	\$6,360	\$6,255	\$6,150
1/2 page island	\$8,150	\$7,315	\$6,200	\$5,445	\$4,960	\$4,880	\$4,825	\$4,695
1/2 page	\$7,350	\$6,610	\$5,565	\$4,945	\$4,475	\$4,405	\$4,330	\$4,225
1/3 page	\$5,935	\$5,325	\$4,355	\$4,030	\$3,605	\$3,540	\$3,500	\$3,425
1/4 page	\$5,290	\$4,690	\$3,930	\$3,590	\$3,150	\$3,090	\$3,065	\$3,015

B&W	1x	4x	7x	9x	13x	19x	25x	37x
Full page	\$8,270	\$7,400	\$6,300	\$5,265	\$5,075	\$4,960	\$4,850	\$4,740
1/2 page island	\$5,755	\$5,180	\$4,405	\$3,655	\$3,540	\$3,465	\$3,420	\$3,335
1/2 page	\$4,955	\$4,465	\$3,775	\$3,260	\$3,045	\$3,000	\$2,905	\$2,850
1/3 page	\$3,645	\$3,200	\$2,785	\$2,245	\$2,220	\$2,125	\$2,060	\$2,005
1/4 page	\$2,890	\$2,540	\$2,150	\$1,810	\$1,730	\$1,680	\$1,650	\$1,600

Showcase	1x	4x	7x	13x
Ad size:	3.5"W x 2.125"H inches			
Advertiser	\$1,050	\$945	\$850	\$675
Non-advertiser	\$1,500	\$1,390	\$1,245	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	\$375	\$345	\$325	\$300

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.

All rates are gross rates.

2-Page 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 Page
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

1/2 Page Island
4.375" W x 6.875" H
111 mm x 175 mm

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

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

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

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

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

CW Showcase
3.5" W x 2.125" H
89 mm x 54 mm

CW Classified
2.125" W x 1" H
(minimum height)
54 mm x 25 mm

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.

FOR ADVERTISING INFORMATION:

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Advertising Manager
Becky Taggart | btaggart@gardnerweb.com



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CompositesWorld.com



CW ONLINE



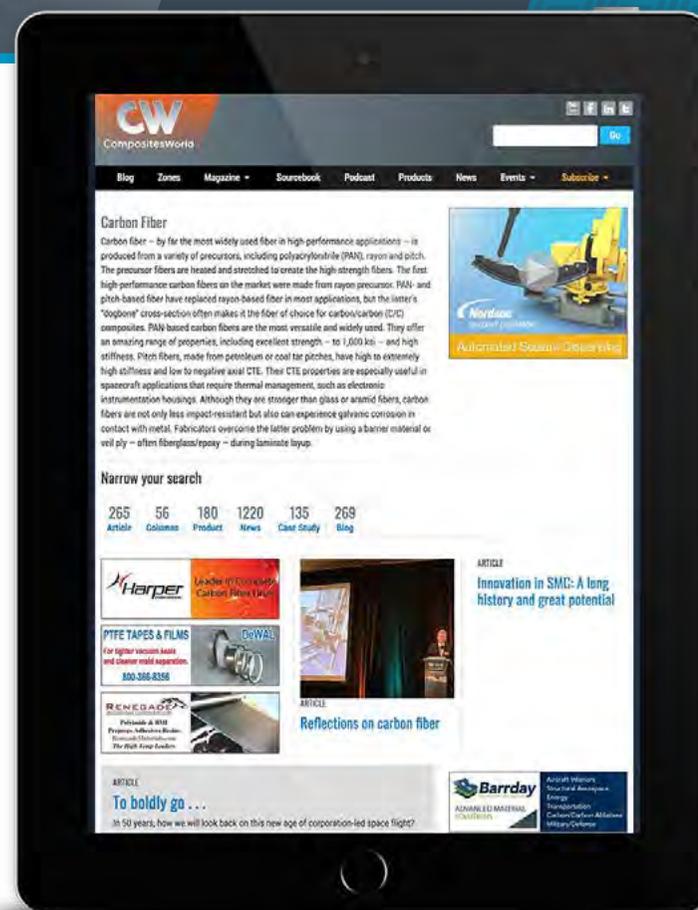
DIGITAL AUDIENCE

283,200+
PAGEVIEWS
per month

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

Average Monthly Pageviews - CompositesWorld.com

Markets 1	28,064	Process 3	9,028
Blog	27,686	Materials 2	9,001
Materials 1	23,145	Process 1	8,834
Home Page	15,484	News	6,752
Process 2	12,773	Universal	5,691
Markets 2	11,839	Markets 4	5,128
Design and Tooling	10,750	SourceBook - Materials	4,920
Materials 3	9,825	SourceBook	4,091
Markets 3	9,675	Events	4,040



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!

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

Carbon Fiber
High-Temperature Resins
Prepregs

MATERIALS 2

Glass Fiber
Natural Fibers
Polyesters/Vinyl Esters
Recycling

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

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

CompositesWorld.com Advertising

LOCATION*	AD TYPE	1 month	3 months	6 months	12 months
Home	A Banner	\$1,410	\$1,050	\$870	\$775
Zone	B Video	\$3,500	\$2,775	\$2,200	\$1,950
	C Banner	\$1,300	\$975	\$790	\$710

*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

Banner Ad*

Location: Zone Pages

Size: 300W x 100H pixels;

20k; 144 dpi

File format: Static GIF or JPG

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

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

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CompositesWorld.com



DIGITAL PRODUCTS



CW TODAY e-Newsletter

30,000+
OPT-IN SUBSCRIBERS

Focus: Composites industry and major end market news

Delivery: Every Monday, Wednesday and Friday

INVESTMENT

LEADERBOARD			
1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
\$5,000 gross/month	\$3,500 gross/month	\$2,800 gross/month	\$2,600 gross/month

BANNER AD			
1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
\$2,250 gross/month	\$1,685 gross/month	\$1,480 gross/month	\$1,325 gross/month

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

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

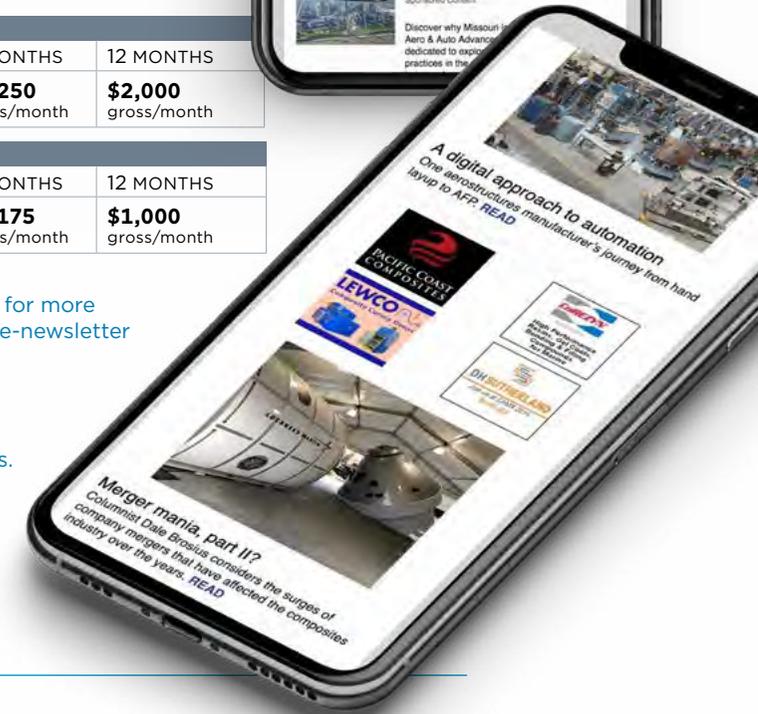
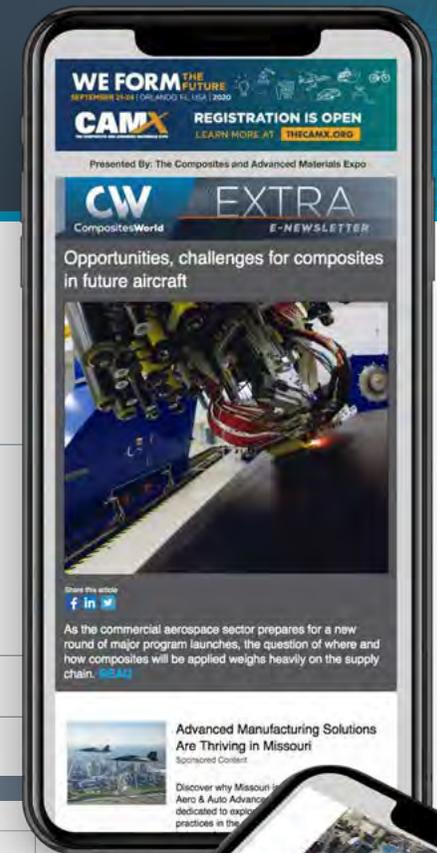
INVESTMENT

LEADERBOARD			
1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
\$3,400 gross/month	\$2,550 gross/month	\$2,250 gross/month	\$2,000 gross/month

BANNER AD			
1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
\$1,750 gross/month	\$1,325 gross/month	\$1,175 gross/month	\$1,000 gross/month

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

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CW WEBINARS



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 1,000.
Topic and schedule subject to publisher approval.*

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

INVESTMENT:
\$3,000
gross per month
(12-month minimum)

FOR ADVERTISING INFORMATION:

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CompositesWorld.com



DIGITAL PRODUCTS

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

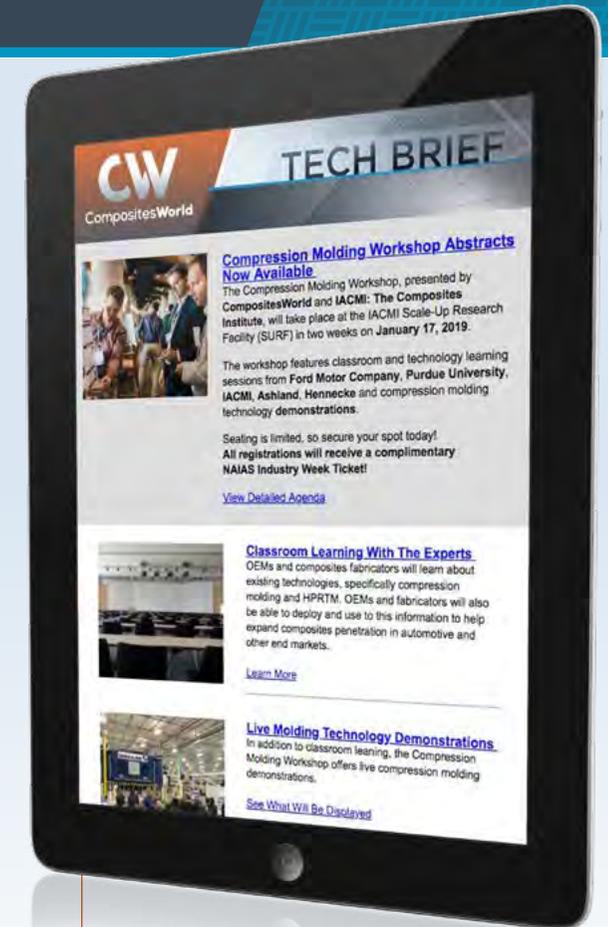


CW ePRINT

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)

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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 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

DIGITAL SOURCEBOOK

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



INDEX AD BUNDLES

ONLINE BANNERS



Your advertisements in *SourceBook 2021* count toward your earned frequency rate for future advertising in *CompositesWorld*.

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

Ad Size	Advertiser Rate	Non-Advertiser Rate
1.578" X 1.0"	\$750	\$1,200
1.578" X 2.0"	\$975	\$1,550
1.578" X 3.0"	\$1,175	\$1,950

3 or more Index Ads

Ad Size	Advertiser Rate	Non-Advertiser Rate
1.578" X 1.0"	\$650	\$1,070
1.578" X 2.0"	\$770	\$1,170
1.578" X 3.0"	\$860	\$1,330

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.

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GARDNER
Business Media, Inc.

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CompositesWorld.com



EVENTS



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



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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.

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