



CompositesWorld

*CONNECTING THE GLOBAL COMPOSITES MARKET
IN PRINT, ONLINE AND IN PERSON*



CompositesWorld

2018

RATES & DATA QUICK REFERENCE

DELIVERING THE GLOBAL
COMPOSITES MARKET



ONLINE

213,000+ PAGE VIEWS*
+ Average unique page views per month



PRINT

33,200+*
SUBSCRIBERS



EMAIL

32,700+*
RECIPIENTS



2018 EVENTS

**CW Conferences,
Bonus Distribution
Show Coverage**

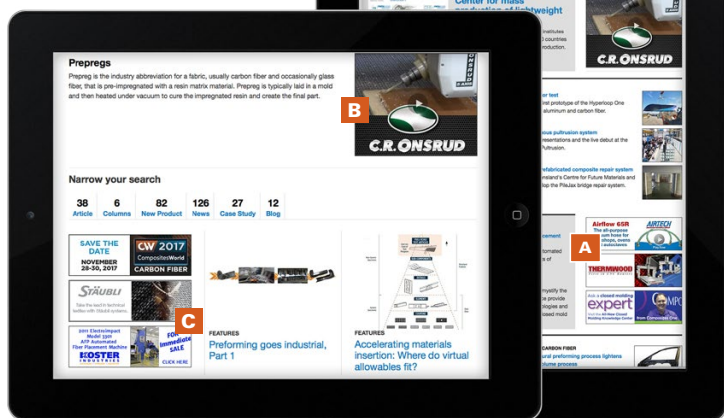


* June 2017 BPA Statement

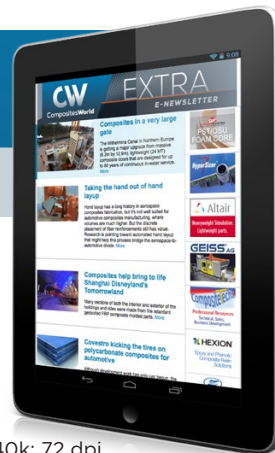
CompositesWorld.com



Integrated Marketing Opportunities



CW e-Newsletters



Banner Ad

Size: 120W x 90H pixels; 40k; 72 dpi

File format: Static GIF or JPG

CompositesWorld Weekly

32,700+ RECIPIENTS

Focus: Composites industry and major end market news

Inventory: 15 Positions

Delivery: Weekly — every Tuesday

INVESTMENT:

1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
\$2,200 gross/month	\$1,650 gross/month	\$1,350 gross/month	\$1,200 gross/month

CompositesWorld EXTRA

32,700+ RECIPIENTS

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

Inventory: 12 Positions

Delivery: Twice monthly — every second and fourth Thursday

INVESTMENT:

1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
\$1,320 gross/month	\$975 gross/month	\$870 gross/month	\$765 gross/month

CompositesWorld.com Advertising

AD TYPE	LOCATION*	INVESTMENT
A Hybrid Ad	CompositesWorld.com Home Page SourceBook Landing Page	\$725 gross/month
B Video Ad	Zone Pages CompositesWorld.com Home Page rotation	\$1,700 gross/month
C Hybrid Ad	Zone Home Pages	\$650 gross/month

*Ad position rotates on page refresh.

CompositesWorld.com Specs

Video Ad

Video Static Pre-Launch Ad Specs:

300W x 250H pixels; 40k

File format: PNG, JPG or GIF

Video Specs:

640W x 360H pixels; 29.97 frames/sec.; 30 sec. - 4 minutes

File format: .mp4

Hybrid Ad (Live text or Branded)*

Location: Zone Home Pages

Size: 300W x 100H pixels; 20k; 72 dpi

File format: Static GIF or JPG

For details, please visit www.gardnerweb.com/adcentral

FOR ADVERTISING INFORMATION, PLEASE CONTACT:

Publisher

Ryan Delahanty | ryan@compositesworld.com

Advertising Manager

Becky Helton | bhelton@gardnerweb.com



GARDNER
Business Media, Inc.

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+1 513-527-8800
800-950-8020

CompositesWorld.com

2018 PRINT RATES

Content Marketing NEW FOR 2018!

NATIVE ADVERTISING

Digital marketing opportunity to feature your content in the natural (or native) form and experience of our online content. Native advertising is supported digitally across our platforms and channels. Content should be inline with our editorial standards and will be vetted by our custom content editorial team.

KNOWLEDGE CENTERS

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.

CUSTOM CONTENT

Custom content includes a strategic collaboration between our custom content team and your brand management to identify and develop a unique content marketing opportunity that marries your marketing objectives with our audience's educational interests. Custom content will be branded to, supported by and promoted on our digital platforms and channels.

4-Color	1x	4x	7x	9x	13x	19x	25x
Full page	\$10,145	\$9,075	\$7,695	\$6,705	\$6,175	\$6,065	\$5,950
2/3 page	\$8,740	\$7,765	\$6,620	\$5,685	\$5,305	\$5,220	\$5,110
Island	\$7,755	\$6,960	\$5,875	\$5,175	\$4,715	\$4,640	\$4,595
1/2 page	\$6,995	\$6,285	\$5,290	\$4,700	\$4,245	\$4,190	\$4,115
1/3 page	\$5,645	\$5,065	\$4,335	\$3,825	\$3,420	\$3,365	\$3,310
1/4 page	\$5,035	\$4,455	\$3,740	\$3,415	\$2,990	\$2,945	\$2,915

2-Color	1x	4x	7x	9x	13x	19x	25x
Full page	\$8,965	\$8,025	\$6,815	\$5,825	\$5,485	\$5,375	\$5,260
2/3 page	\$7,560	\$6,715	\$5,740	\$4,805	\$4,615	\$4,530	\$4,420
1/2 page Island	\$6,575	\$5,910	\$4,995	\$4,295	\$4,025	\$3,950	\$3,905
1/2 page	\$5,815	\$5,235	\$4,410	\$3,820	\$3,555	\$3,500	\$3,425
1/3 page	\$4,465	\$4,015	\$3,455	\$2,945	\$2,730	\$2,675	\$2,620
1/4 page	\$3,855	\$3,405	\$2,860	\$2,535	\$2,300	\$2,255	\$2,225

B&W	1x	4x	7x	9x	13x	19x	25x
Full page	\$7,865	\$7,035	\$5,995	\$5,005	\$4,825	\$4,715	\$4,600
2/3 page	\$6,460	\$5,725	\$4,920	\$3,985	\$3,955	\$3,870	\$3,760
Island	\$5,475	\$4,920	\$4,175	\$3,475	\$3,365	\$3,290	\$3,245
1/2 page	\$4,715	\$4,245	\$3,590	\$3,000	\$2,895	\$2,840	\$2,765
1/3 page	\$3,365	\$3,025	\$2,635	\$2,125	\$2,070	\$2,015	\$1,960
1/4 page	\$2,755	\$2,415	\$2,040	\$1,715	\$1,640	\$1,595	\$1,565

For information on print specifications and how to submit your advertisements, please visit: gardnerweb.com/adcentral

Showcase	1x	4x	7x	13x
Ad size:	3.5W x 2.125H inches			
Advertiser	\$1,000	\$900	\$825	\$650
Non-advertiser	\$1,450	\$1,350	\$1,200	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	\$340	\$320	\$300	\$280

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 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 *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.

SourceBook

INDEX AD BUNDLES

SourceBook	1 inch	2 inches	3 inches
Advertiser	\$700	\$925	\$1,125
Non-advertiser	\$1,150	\$1,500	\$1,875

3 OR MORE INDEX ADS

Advertiser	\$600	\$720	\$810
Non-advertiser	\$1,020	\$1,100	\$1,275

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

ONLINE BANNERS

\$7,200



IN PRINT

2018 EDITORIAL CALENDAR



ISSUE	FEATURED TOPICS		BONUS DISTRIBUTION
JANUARY Ad Close: 12/4/2017	Aerospace Automotive	Architecture Energy	
FEBRUARY Ad Close: 1/2/2018	Aerospace Inspection Wind energy	Automotive Thermoplastics	JEC World 2018 March 6 - 8 / Paris, France
MARCH Ad Close: 2/1/2018	Aerospace Infrastructure SPECIAL REPORT: CW Operations and Investment Survey	Automotive Tooling	
APRIL Ad Close: 3/1/2018	Aerospace Autoracing SPECIAL EVENT: CW Webinar: 1-Minute Cycle Time	Automotive Education/Training	NPE2018 May 7 - 11 / Orlando, FL
MAY Ad Close: 3/30/2018	Aerospace Carbon fiber Wind energy	Automotive Pultrusion	SAMPE Long Beach 2018 May 21 - 24 / Long Beach, CA
JUNE Ad Close: 5/1/2018	Aerospace Automotive	Autoclave cure Marine	Amerimold 2018 June 13 - 14 / Novi, MI
JULY Ad Close: 6/1/2018	Aerospace Automotive	Aerospace/defense Infrastructure	
AUGUST Ad Close: 7/2/2018	Aerospace Education/Training Thermosets	Automotive Filament winding	
SEPTEMBER Ad Close: 8/1/2018	Aerospace Machining Sports Equipment	Automotive Marine	SPE ACCE 2018 / September 5 - 7 / Novi, MI IMTS 2018 / September 10 - 15 / Chicago, IL CAMX 2018 / October 15 - 18 / Dallas, TX Additive Manufacturing Conference 2018 September 11 - 12 / Chicago, IL
OCTOBER Ad Close: 8/31/2018	Aerospace Core	Automotive Design technology	CAMX 2018 / October 15 - 18 / Dallas, TX IBEX 2018 / October 2 - 4 / Tampa, FL Composites Europe 2018 November 6 - 8 / Stuttgart, Germany
NOVEMBER Ad Close: 10/1/2018	Aerospace Automotive/Recycling SPECIAL EVENT: CW Fly-In	Automotive Ground transportation	Carbon Fiber 2018 / San Diego, CA
DECEMBER Ad Close: 11/1/2018	Aerospace Process control SPECIAL EVENT: Carbon Fiber 2018	Automotive Wind energy	
Ad Close: 10/10/2018	SourceBook 2019		

Editorial calendar is subject to change.

CompositesWorld's deep reach into and understanding of the composites industry's most active and sophisticated end markets connects you to the right people.

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

Circulation by Job Title & Function*

MANUFACTURING PRODUCTION / ENGINEERING	13,256
COMPANY MANAGEMENT / PURCHASING	12,554
DESIGN / R&D / QUALITY	4,340
OTHER	3,062

Circulation by Operations Performed**

	Subscribers	Facilities
AUTOCLAVE/VACUUM BAG	9,993	5,357
CAD/CAM	13,743	8,406
COMPOSITES MACHINING	6,894	3,426
COMPRESSION/TRANSFER	2,261	775
FILAMENT WINDING	6,642	3,122
HAND LAYUP	11,584	6,568
INFUSION	8,354	4,227
INSPECTION	11,665	6,936
LASER MACHINING	5,130	2,445
PULTRUSION	5,135	2,338
RTM	8,643	4,247
SPRAY-UP	5,479	2,738

Our audience = Your buyers



NORTH AMERICAN DISTRIBUTION:

27,907

+

INTERNATIONAL DISTRIBUTION:

4,941

=

TOTAL DISTRIBUTION:

32,848



Check the Audit!
CompositesWorld invests in Quality Circulation

CompositesWorld adheres to BPA standards and our audience is BPA-audited, accessing the audience with the most influence in the composites industry.

CompositesWorld reaches the most influential audience in the composites industry from aerospace to automotive to sporting goods, wind energy and more!**

*June 2017 BPA **Publisher's Count, June 2017



Automotive/Ground Transportation

SUBSCRIBERS: **21,059**
FACILITIES: **14,162**



Aerospace/Aviation

SUBSCRIBERS: **18,983**
FACILITIES: **12,268**



Defense/Military

SUBSCRIBERS: **15,695**
FACILITIES: **9,566**



Electronics/Computers

SUBSCRIBERS: **13,871**
FACILITIES: **8,717**



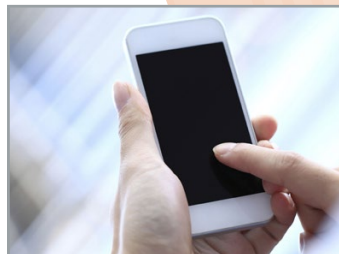
Power (Oil/Gas/Wind)

SUBSCRIBERS: **13,544**
FACILITIES: **8,295**



Medical

SUBSCRIBERS: **13,501**
FACILITIES: **8,566**



Consumer Products

SUBSCRIBERS: **12,749**
FACILITIES: **8,399**



Marine

SUBSCRIBERS: **7,157**
FACILITIES: **4,023**



Sporting Goods

SUBSCRIBERS: **5,233**
FACILITIES: **2,866**



Building/Construction/Infrastructure

SUBSCRIBERS: **4,612**
FACILITIES: **2,302**



CompositesWorld.com ZONE PAGE LISTED BELOW

MATERIALS 1

Aramids
Carbon Fiber
High-Temperature Resins
Prepregs

MATERIALS 3

Core
Epoxy
Fabrics/Preforms
Nanomaterials
Thermoplastics

PROCESS 1

Compression Molding
Injection Molding
Pultrusion
Sprayup

PROCESS 3

Infusion
RTM
Curing Technology

MARKETS 1

Aerospace
Defense

MARKETS 3

Construction/Infrastructure
Wind/Energy

DESIGN & TOOLING

CAD/CAM/FEA/Simulation

MATERIALS 2

Glass Fiber
Natural Fibers
Polyesters
Vinyl Esters

PROCESS 2

Filament Winding
ATL/AFP
Kitting/Cutting
Machining/Drilling

MARKETS 2

Automotive
Mass Transit

MARKETS 4

Marine
Sports & Recreation

Testing

Tooling

WHAT IS A ZONE?

Zones are knowledge centers on key topics where content and information related to specific material, processes or end market is aggregated and organized.

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.

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!

ZONE PAGE ADVERTISING RATES & SPECS



VIDEO AD

RATE: \$1,700 gross/month

INVENTORY: 1 per Zone

LOCATION: Zone pages and Home Page rotation



HYBRID AD *(Live text or Branded)*

RATE: \$650 gross/month

INVENTORY: 10 Positions per Zone

LOCATION: Zone Home pages



FOR MORE INFORMATION

Get the most from CompositesWorld Advertising, please contact:

Ryan Delahanty,
Publisher
ryand@gardnerweb.com /
513-766-5860

Barb Businger,
District Manager
barb@compositesworld.com /
330-239-0318

Ryan Mahoney,
District Manager
rmahoney@gardnerweb.com /
513-766-5863

Rick Brandt,
Regional Vice President
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513-766-5864

Michael Schwartz,
District Manager
mschwartz@gardnerweb.com /
513-766-5857

Eddie Kania,
European Sales Manager
ekania@gardnerweb.com /
+44 1663 750242



CompositesWorld Webinars offer you a dynamic and interactive webcast forum for discussing today's timely and compelling issues with YOUR target audience.

Secure leads and gain credibility in the composites and advanced materials industry!

PRICE:
\$6,000 GROSS

Attendance is limited to 1,000. Topic and schedule subject to publisher approval.

What you'll get with your investment in a webinar with CompositesWorld:

- **EMAIL:** Customized email invitations to CW subscribers
- **E-NEWSLETTER:** Event promotion within CompositesWorld *Weekly*
- **PRINT:** Print promotion in *CompositesWorld* magazine
- **ONLINE:** Archived webinar sessions on CompositesWorld.com for six months
- **LEAD GENERATION:** Customized lead report and access to all webinar registrants
- **TECH SUPPORT:** Webinar hosting and support
- **MODERATOR:** Live webinar moderated by a CW editor

To learn more about this exciting opportunity from CompositesWorld, contact:

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ryand@gardnerweb.com /
513-766-5860

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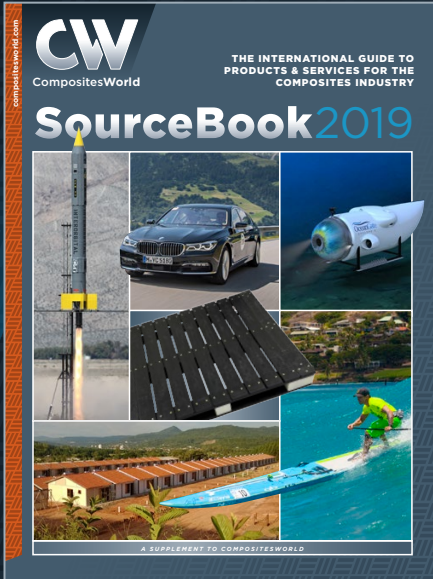
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CompositesWorld

SourceBook 2019



The composites industry's directory of record.

CompositesWorld's *SourceBook 2019* is an invaluable resource for composites industry professionals researching products and services for their businesses throughout the year.

Reserve your ad space TODAY!

In Print

Distribution to CompositesWorld's audience of more than 32,500.

Online

More than 360,000 unique visitors accessed the *SourceBook* online last year.

INDEX AD BUNDLES

DISPLAY ADVERTISING

ONLINE BANNERS



Your advertisements in the *SourceBook 2019* count toward your earned frequency rate for future advertising in CompositesWorld.

Closing Date: October 10, 2018

CompositesWorld.com

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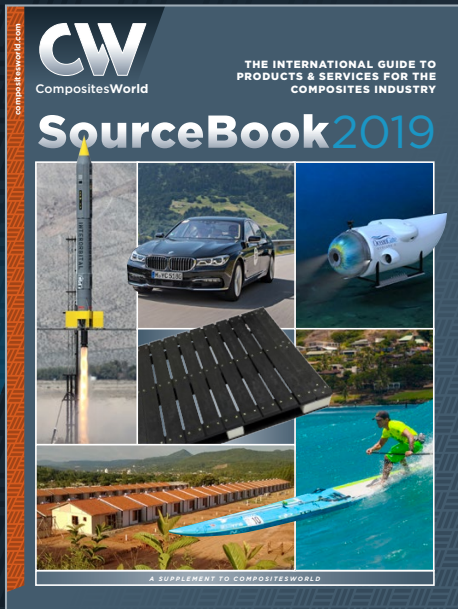
SourceBook 2019

AD RATES & SPECIFICATIONS

SOURCEBOOK DISPLAY ADVERTISING

Distinguish your company from others in your product and service categories with your advertisements in *SourceBook 2019*.

SourceBook 2019 display advertisement rates are based on frequency rates for advertisements with CompositesWorld (CompositesWorld, CompositesWorld.com, CompositesWorld Weekly and CompositesWorld EXTRA).



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

Ad Size	Advertiser Rate	Non-Advertiser Rate
1.578" X 1.0"	\$700	\$1,150
1.578" X 2.0"	\$925	\$1,500
1.578" X 3.0"	\$1,125	\$1,875

3 or more Index Ads

Ad Size	Advertiser Rate	Non-Advertiser Rate
1.578" X 1.0"	\$600	\$1,020
1.578" X 2.0"	\$720	\$1,100
1.578" X 3.0"	\$810	\$1,275

ONLINE BANNERS

Banner Size: 300 x 100 pixels

Rate: \$600/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

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.

CompositesWorld.com

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CW Talks

THE COMPOSITES 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

Sponsored questions throughout the podcast

Present your branding message with *CW Talks: The Composites Podcast*, the innovative new way to reach the CW audience!



To learn more contact:

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Rate for your exclusive sponsorship:

\$2,500 GROSS PER MONTH

CompositesWorld.com/podcast



CompositesWorld

PRINT AD SPECIFICATIONS



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

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

CW Marketplace

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

CW Showcase

3.5" W x 2.125" H
89 mm x 54 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

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

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

To reserve your ad space today, please contact your CompositesWorld sales manager.

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File Requirements:

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

How to Submit Files:

1. Upload files at:
files.gardnerweb.com

Send to:

Becky Helton
CW CompositesWorld

2. E-mail file to:

bhelton@gardnerweb.com

For information, contact:

Becky Helton (513) 527-8800

bhelton@gardnerweb.com

or visit:

Gardnerweb.com/AdCentral



CompositesWorld