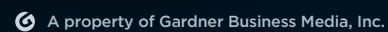




DELIVERING THE GLOBAL COMPOSITES MARKET



CompositesWorld.com

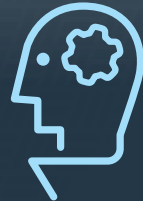


INDUSTRIAL BUYING CYCLE

Reaching industrial buyers and buying teams requires a strategy that is informed, engaging, contextually driven and continuous.



INTELLIGENCE
THAT INFORMS



CONTENT
THAT ENGAGES



ADVERTISING
THAT INFLUENCES



DEMAND
THAT DELIVERS



LEADS
THAT PRODUCE



GET TO KNOW YOUR MANUFACTURING DECISION MAKERS

MANUFACTURER PROFILE

- Technical education, tactile-minded.
- Trust-oriented and concerned about data and privacy.
- Gravitates toward known, trusted, non-biased sources.
- Views advertising as information but doesn't want to be sold to.
- Expects personal follow-up within 24 hours.
- Predominately male, over 45.
- Holds owner/manager/executive role.

BUYING BEHAVIORS

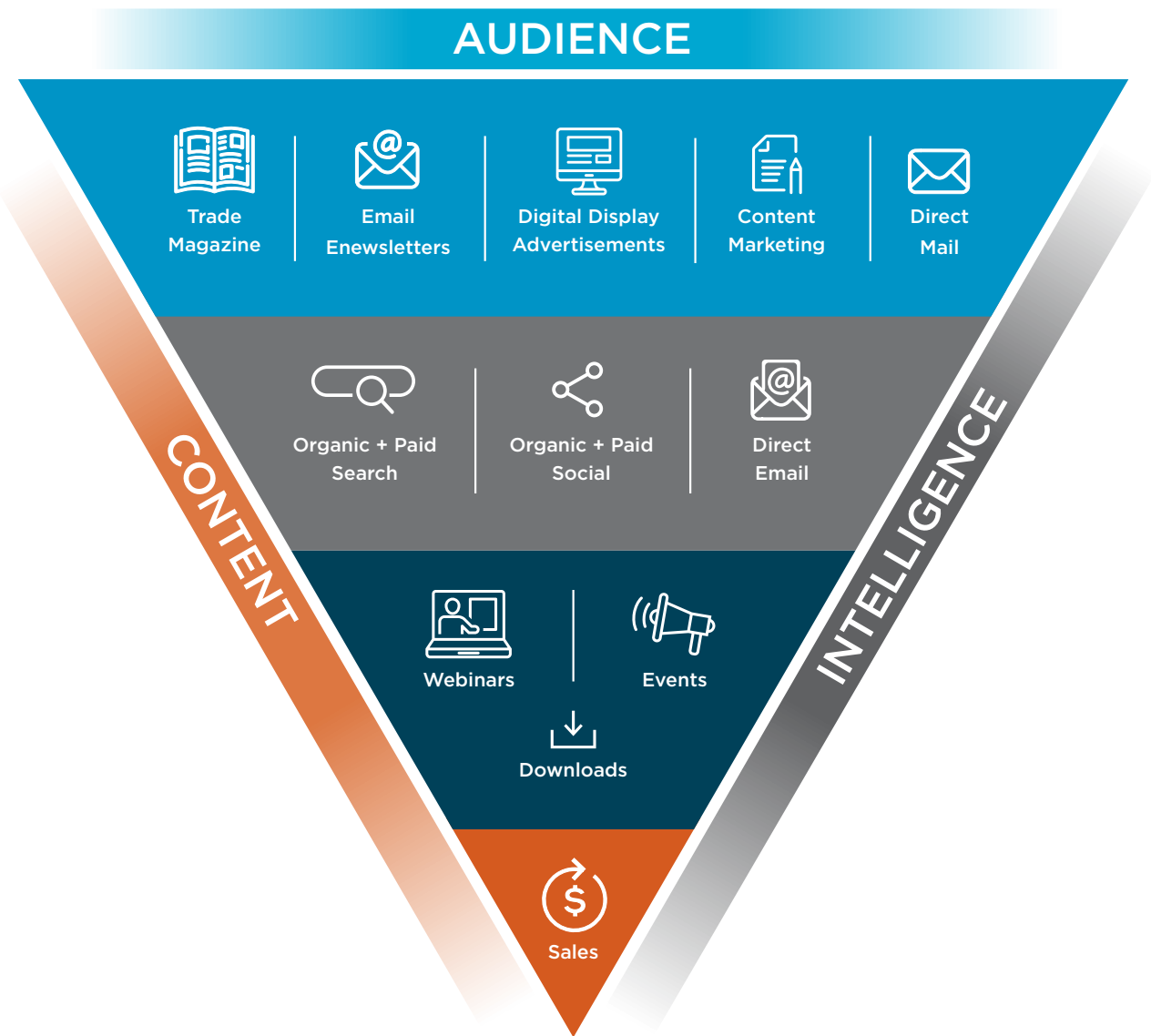
- Relies on at least three different sources for input.
- Evaluates at least one alternate vendor during each purchasing process.
- Part of a buying team that includes at least three other influencers.
- Prioritizes: **1.** price **2.** service **3.** technology in purchasing decisions.
- A specific project or technology need initiates the purchasing process.
- Purchasing journey takes at least three months.

MEDIA AND MARKETING USAGE

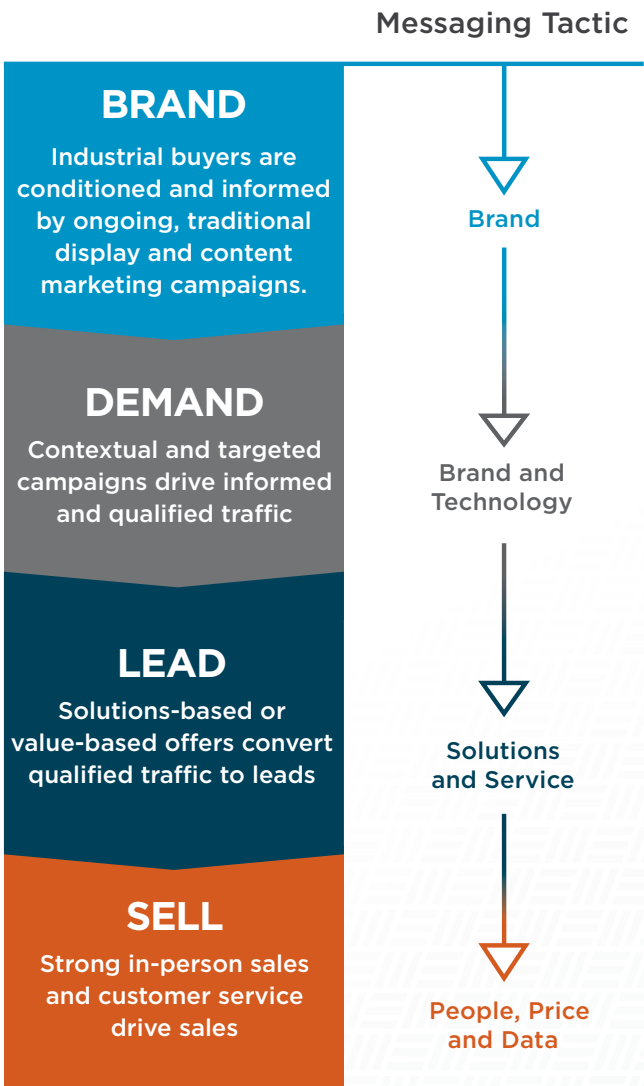
- Prefers non-advertised search returns from known vendors.
- Values how-to and machine demo videos.
- Uses social media for latest news and connections with colleagues and peers.
- Extremely likely to rely on industry sources, including magazines, websites and events, when looking for product and process information.

INSIDE THE
INDUSTRIAL
BUYING CYCLE

Industry research shows *awareness* and *perception* of your brand are the biggest influencers during the buying cycle.



Industrial buyers continuously search, research and evaluate products and processes. *CompositesWorld's* media solutions are engineered to keep your brand top-of-mind.



LEARN HOW INDUSTRIAL BUYERS BUY.
Ask your *CompositesWorld* sales professional for the complete Industrial Buyer Influence report.



TOTAL AUDIENCE



MAGAZINE
30,000+ SUBSCRIBERS



EMAIL
31,000+ OPT-IN SUBSCRIBERS



ONLINE
101,000+ AVERAGE MONTHLY SITE USERS



EVENTS
CW Conferences
Bonus Distribution
Show Coverage

All audience counts and metrics in this media guide reflect CW's publisher data as of July 1, 2022. The metrics represent counts projected from our first-party audience data housed in Omeda (omeda.com) and online activity reporting from Google Analytics. Learn more about Gardner's Audience Promise here: gardnerweb.com/audiencepromise

For more information, please contact: **RICK BRANDT**, Vice President | Advanced Materials Media Group | rbrandt@gardnerweb.com

SUBSCRIBING COMPANIES BY END MARKET



Aerospace/Aviation

Boeing
Airbus
Collins Aerospace
GE Aviation
Spirit AeroSystems



**Automotive/
Ground Transportation**

Ford Motor Co.
General Motors
Stellantis
Honda of America
Continental Structural Plastics



**Construction/
Infrastructure**

Molded Fiber Glass
Premier Composite Technologies
GEOTEK
Kreysler Assoc.
Strongwell



Defense/Military

Northrop Grumman
Lockheed Martin
Bell Helicopter Textron
Honeywell Aerospace
General Dynamics



Marine

Brunswick
Polaris
Hatteras Yachts
Hudson Boat Works
Detyens Shipyards



**Energy
(Oil/Gas/Wind)**

Vestas
Siemens Gamesa
GE Renewable
TPI Composites
Baker Hughes



Consumer Products

Procter & Gamble
Apple
Haier
Kohler
Medtronic



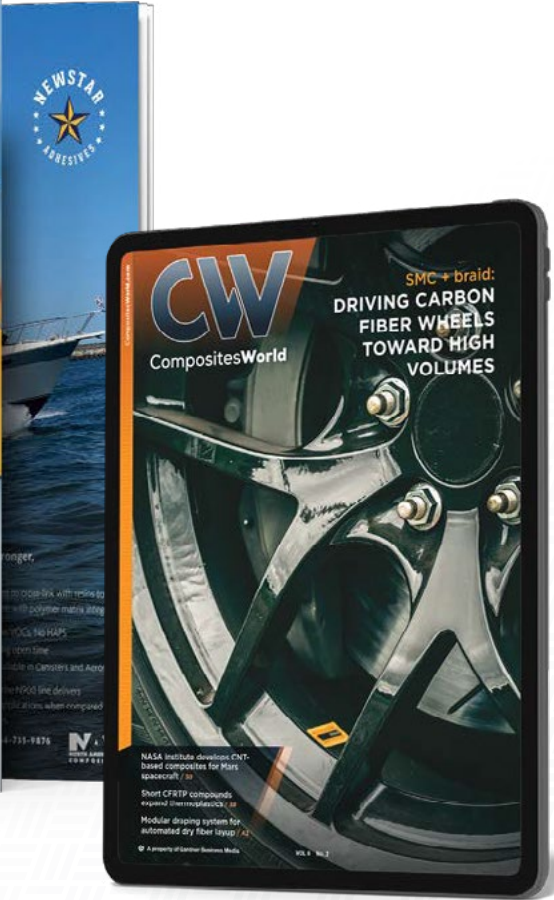
Sporting Goods

Nike
Wilson
Trek Bicycle
Callaway Golf
Bauer



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.



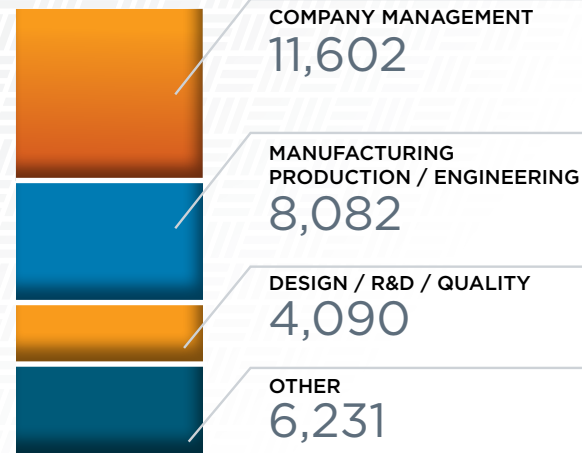


MAGAZINE AUDIENCE

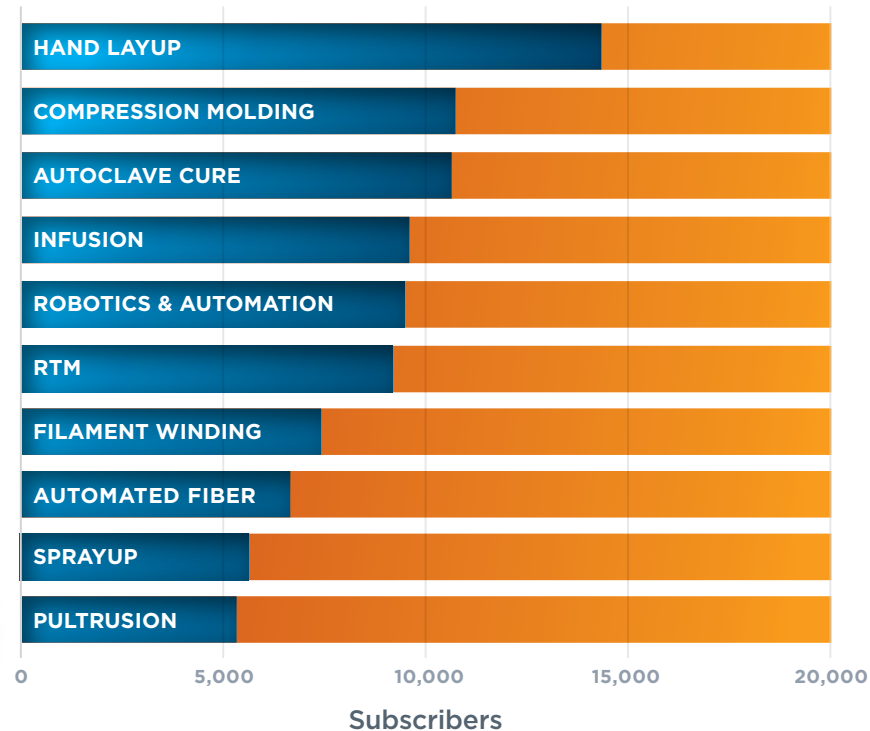
CompositesWorld reaches the composites industry's most active and key decision-makers.

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



NORTH AMERICAN DISTRIBUTION

22,907

+

INTERNATIONAL DISTRIBUTION

7,098

=

TOTAL DISTRIBUTION

30,005

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 27 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 managing 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



Cara Decknadel

Cara Decknadel is the digital editor on *CompositesWorld* and *MoldMaking Technology*. She earned her Bachelor's degree from Wright State University in mass communication with a minor in sociology.
cdecknadel@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.
ss Stephenson@gardnerweb.com



EDITORIAL CALENDAR

MONTH	JANUARY Ad Close: 12/1/2022 Materials Due: 12/8/2022	FEBRUARY Ad Close: 1/2/2023 Materials Due: 1/9/2023 <i>Ad Study Month</i>	MARCH Ad Close: 2/1/2023 Materials Due: 2/8/2023	APRIL Ad Close: 3/1/2023 Materials Due: 3/8/2023	MAY Ad Close: 4/3/2023 Materials Due: 4/10/2023	JUNE Ad Close: 5/1/2023 Materials Due: 5/8/2023
IN EVERY ISSUE	Aerospace Automotive Carbon Fiber Glass Fiber	Aerospace Automotive Carbon Fiber Glass Fiber	Aerospace Automotive Carbon Fiber Glass Fiber	Aerospace Automotive Carbon Fiber Glass Fiber	Aerospace Automotive Carbon Fiber Glass Fiber	Aerospace Automotive Carbon Fiber Glass Fiber
IN ADDITION	Mobility Thermoplastics Sustainability	Infusion Wind Energy RTM	Infrastructure Space Bonding High-temp Materials	Regional Aircraft Defense Bio-materials Hydrogen	Long-fiber Thermoplastics AAM Marine Sporting Goods	Workforce Development Thermoplastics Pultrusion
SPECIAL PROJECTS					WEBINAR CW Tech Days	
BONUS DISTRIBUTION*				SAMPE 2023 April 17-20 JEC 2023 April 25-27		Paris Air Show 2023 June 19-25

MONTH	JULY Ad Close: 6/1/2023 Materials Due: 6/8/2023	AUGUST Ad Close: 7/3/2023 Materials Due: 7/10/2023	SEPTEMBER Ad Close: 8/1/2023 Materials Due: 8/8/2023 <i>Ad Study Month</i>	OCTOBER Ad Close: 9/1/2023 Materials Due: 9/8/2023	NOVEMBER Ad Close: 10/2/2023 Materials Due: 10/9/2023	DECEMBER Ad Close: 11/1/2023 Materials Due: 11/8/2023
IN EVERY ISSUE	Aerospace Automotive Carbon Fiber Glass Fiber	Aerospace Automotive Carbon Fiber Glass Fiber	Aerospace Automotive Carbon Fiber Glass Fiber	Aerospace Automotive Carbon Fiber Glass Fiber	Aerospace Automotive Carbon Fiber Glass Fiber	Aerospace Automotive Carbon Fiber Glass Fiber
IN ADDITION	Marine Oil and Gas Consumer	Chassis Structure Bonding Construction	Infrastructure Infusion Mass Transit Battery Enclosures	Corrosion Wind Energy Vitrimers Recycling	Space Cutting/Kitting Mobility	Marine Compression Molding Automation
SPECIAL PROJECTS						WEBINAR CW Tech Days
BONUS DISTRIBUTION*			ACCE 2023 September 6-8 IBEX 2023 October 3-5 CAMX 2023 October 30 - November 2	CAMX 2023 October 30 - November 2	Carbon Fiber 2023 November	

*Bonus distribution and editorial coverage subject to change.

For more information, please contact: RICK BRANDT, Vice President | Advanced Materials Media Group | rbrandt@gardnerweb.com

2023 MAGAZINE ADVERTISING



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

AD TYPES INCLUDE:

4-Color	Covers	Showcase	
2 page spread	Front Inside	Ad size:	3.5"W x 2.125"H inches
Full page	Back Inside	Marketplace	
1/2 page island	Back Cover	Per column inch	
1/2 page	Visit gardnerweb.com/adcentral for more information on print, online and e-newsletter ad specifications.		
1/3 page			
1/4 page			

For 2023 pricing, see insert or contact **Rick Brandt** | VP | Advanced Materials Group | rbrandt@gardnerweb.com or speak to your sales representative.



SOURCEBOOK



SOURCEBOOK IN PRINT

Distribution to *CompositesWorld's*
print audience of more than
26,600+

The composites industry's
directory of record!

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



DIGITAL SOURCEBOOK

253,350+
ANNUAL SESSIONS

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 250 pixel web banner on the corresponding
product/service sub-category online page

AD SIZE
1.578" X 1.0"
1.578" X 2.0"
1.578" X 3.0"

All rates are gross rates.

For 2023 pricing, contact
Rick Brandt | VP
Advanced Materials Group
rbrandt@gardnerweb.com
or speak to your sales
representative.

ONLINE BANNERS

Banner Size: 300 x 250 pixels

SourceBook Landing Page Banner

- 12-month minimum

SourceBook Major Category Banner

- Located on main product/service category page
- Prioritized showroom listing in 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.*

**RESERVE YOUR AD
SPACE TODAY!**

CLOSING DATE: OCTOBER 13, 2023

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

This is the highest visibility position we offer. Creates an immediate impression for your brand on first sight.



Gate Fold Cover

Make a splash with a sponsored fold-out page that readers can't miss.



Tip-In Postcard/ Heavy Stock Insert

Upgrade your ad to get more impact. Heavier stock draws immediate attention to your message.



Polybag Supplement

Tell your own story. Craft the perfect message to deliver to the CW audience without being constrained to the page.

DIGITAL AUDIENCE

253,200+
PAGEVIEWS
per month

Unique Yearly Users
1,217,600+

Total Annual Pageviews
3,038,400+


Average Monthly Users
101,460+

Average Time on Page
2:28


More impressions
lead to greater
brand awareness!

SOCIAL


37,300+
total followers

 **@CompositesWorld**
Followers: 4,400

 **@CompositesWrld**
Followers: 6,800

 **@CompositesWorld**
Followers: 2,500

 **CompositesWorld**
Followers: 21,600

 **CompositesWorld**
Videos: 65+
Subscribers: 2,000



Amplify Your Campaign

Increase your digital footprint by investing in our custom retargeting and direct digital marketing opportunities.
See page 17 for details.

What is a Technology Zone?

Technology Zones consist of aggregated content on key topics related to a specific material, process or end market.

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

ZONE COLLECTION 1

Carbon Fiber
High-Temperature Resins
Prepregs

ZONE COLLECTION 2

Aerospace
Space
Defense

ZONE COLLECTION 3

Compression molding
Injection/overmolding
Pultrusion
Bonding/welding
Core
Epoxy
Fabrics/Preforms
Thermoplastics

ZONE COLLECTION 4

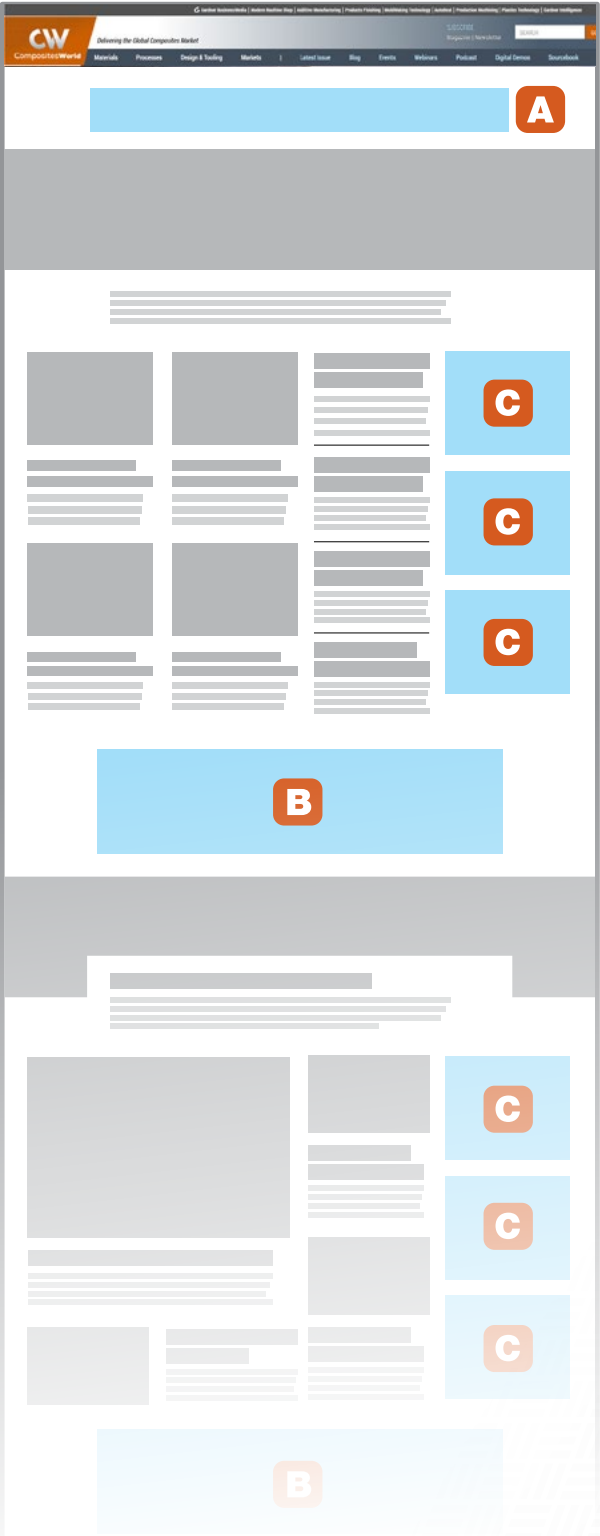
CAD/testing
Molds/tools
Filament winding
ATL/AFP
Cutting/kitting
Machining/drilling

ZONE COLLECTION 5

Glass fiber
Natural fiber
Polyester/vinyl ester
Recycling
Automotive
Mass Transit
Construction
Wind energy

ZONE COLLECTION 6

Infusion/RTM
Autoclave cure
Marine
Urban Air Mobility
Energy storage



Amplify Your Campaign

Increase your digital footprint by investing in our custom retargeting and direct digital marketing opportunities.
See page 17 for details.

CompositesWorld.com Advertising

Medium Rectangle Ad Package

- Includes: **Medium Rectangle (C)**
- 300 x 250 px @ 144 dpi (no borders)
 - File Format: JPG/PNG | max file size: 150K
 - Supply URL of choice

Premium Ad Package **A+B+C**

- Includes: **Super Leaderboard (A)**
- 970 x 90 px @ 144 dpi
 - File Format: JPG/PNG | max file size: 200K
 - Supply URL of choice

- Billboard (B)**
- 970 x 250 px @ 144 dpi
 - File Format: JPG/PNG | max file Size: 250K
 - Supply URL of choice

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

For 2023 pricing, contact **Rick Brandt**
VP | **Advanced Materials Group**
rbrandt@gardnerweb.com or speak
to your sales representative.

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



DIGITAL PRODUCTS



CW TODAY e-newsletter

31,000+
OPT-IN SUBSCRIBERS

Focus:	Composites industry and major end market news
e-news Delivery:	Every Monday, Wednesday and Friday
Ad Delivery:	Button Ad: monthly, every other issue on rotation Leaderboard & Technology Solutions Ads: per issue

AD TYPE
LEADERBOARD
BUTTON AD BUNDLE +
NEW! TECHNOLOGY SOLUTIONS AD



Email is Evolving

Contact your *CompositesWorld* sales rep. to learn how we are reframing the connections with our active opt-in email audience.

CW EXTRA e-newsletter

31,000+
OPT-IN SUBSCRIBERS

Focus:	Articles on ideas, trends, and technologies shaping the industry
Delivery:	Twice monthly — every second and fourth Thursday
Ad Delivery:	Button Ad: monthly, every issue Leaderboard: per issue

AD TYPE
LEADERBOARD
BUTTON AD BUNDLE +

+ Button Ad Bundle Includes:
Medium Rectangle & Billboard on CW corresponding News (*CW TODAY*) or Blog (*CW EXTRA*) page

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

AD SIZES

Leaderboard	
Size:	600W x 160H pixels; 144 dpi
File format:	PNG or JPG
Button	
Size:	120W x 100H pixels; 144 dpi
File format:	PNG or JPG

Technology Solutions	
Size:	300 x 250 pixels @ 144 dpi
File format:	PNG or JPG
Title:	50 characters* max
Call-to-Action:	30 characters* max
Body Copy:	200 characters* max

*Character counts include spaces.

For 2023 pricing, contact
Rick Brandt
VP | Advanced Materials Group
rbrandt@gardnerweb.com
or speak to your sales representative.

LEAD GENERATION

Present your company's knowledge and leadership on important industry topics and secure valuable leads!



CW Webinar

CW's live or on-demand Webinars provide your target audience with a dynamic and interactive webcast to discuss today's timely and compelling issues.

For 2023 pricing, contact **Rick Brandt | VP | Advanced Materials Group** rbrandt@gardnerweb.com or speak to your sales representative.

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

- **E-Mail Promotion:** Webinar featured in *CW TODAY* sent to opt-in subscribers
- **Social Promotion:** Social posts on LinkedIn, Twitter and Facebook
- **Print:** 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 (*does not apply to on-demand webinars*)

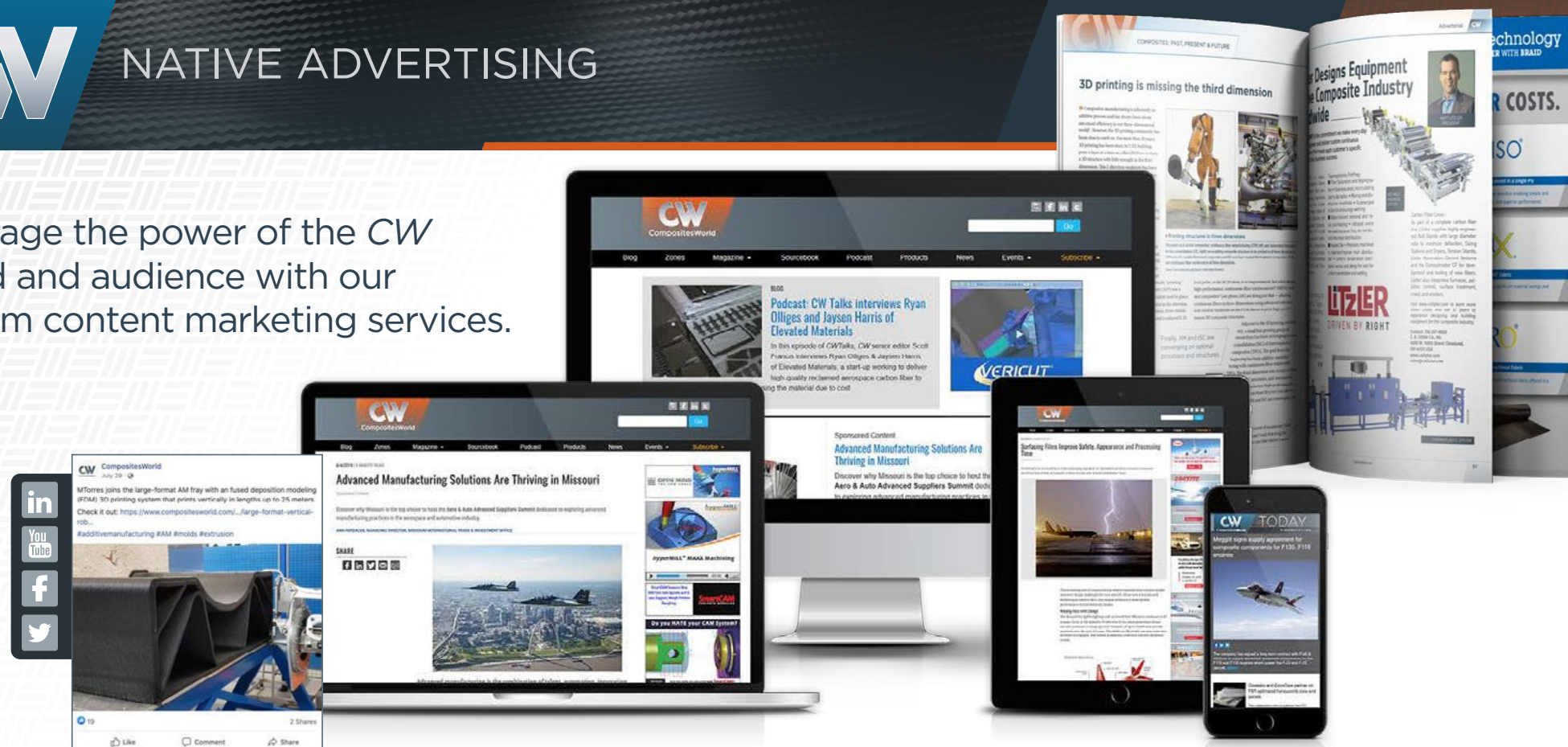
Need help with content?

We can help! Ask for more information.



NATIVE ADVERTISING

Leverage the power of the CW brand and audience with our custom content marketing services.



What is Content Marketing?

Content marketing is high-quality content crafted to engage your audience and position your brand as a thought leader.



Amplify Your Campaign

Increase your digital footprint by investing in our custom retargeting and direct digital marketing opportunities.

See page 17 for details.

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 brand as a thought leader in the composites industry, strengthening your relationships with buyers.

IMPROVE ENGAGEMENT

Content marketing involves buyers more deeply with your brands and products.



DIGITAL NATIVE AD PACKAGES

Native ads are the perfect way to express your expertise to large, focused audiences. Tell your story with digital or print “advertorials” written in the style and to the standards of *CompositesWorld*. Digital native ads utilize images, video or any form of downloadable media.

DIGITAL NATIVE ADS ARE PROMOTED WITH:

- Home page and contextual in-site placements
- Sponsored Content advertisements in CW e-newsletters
- Targeted social media advertising

Sold in three consecutive month increments.

DIGITAL MARKETING SERVICES



DIRECT TRAFFIC MARKETING

Targeted, multi-channel marketing campaigns that drive qualified audience to your defined destination. Benefiting from CW co-branding, Direct Traffic Campaigns are ideal for promoting a custom landing page, introducing a new product or building awareness within a specific segment or region.

YOUR DIRECT TRAFFIC CAMPAIGN INCLUDES:

- Demographically targeted custom email
- Sponsored content advertisements in e-newsletters
- Targeted social media advertising

Sold in 3 consecutive month increments.



KNOWLEDGE CENTERS

A CW Knowledge Center is a co-branded, category-specific microsite featuring noncommercial applications and technical-based content. It is supported by an integrated promotional program and includes multimedia content and lead generation opportunities.

CW KNOWLEDGE CENTERS PROVIDE:

- An integrated promotional program including a strong online, e-newsletter and print presence
- Perception of industry expertise
- Exclusivity by content focus
- Interaction with interested technology buyers

Sold in 12 consecutive month increments.



GATED CONTENT PROGRAMS

Content that converts! Feature your technical, solutions-based white paper, case study or e-book on a co-branded CompositesWorld.com landing page. Our combination of contextual environment and targeted marketing will help you build awareness, deliver thought leadership and generate leads.

YOUR GATED CONTENT PROGRAM INCLUDES:

- Co-Branded landing page on CompositesWorld.com
- Targeted digital marketing campaign
- Activity report including lead list



RETARGETING

Reinforce your brand and your message by engaging with our site visitors as they navigate away from *CompositesWorld's* 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** – Connect with our web traffic offsite



CW 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 CW ePRINTS:

- Showcase your message to a targeted audience
- Present yourself as a thought leader
- Build awareness through co-branding



VIDEO ADVERTISING

Manufacturing professionals are turning to “how-to” and demonstration videos as an additional source for product and process information. Build awareness and share your solutions with a targeted audience of active, influential manufacturing professionals with your video advertising.

YOUR CW VIDEO ADVERTISING INCLUDES:

- Retargeting CompositesWorld.com visitors
- Retargeting CW YouTube video viewers
- Activity report including impressions, views and clicks

Sold in 2 consecutive month increments.

For 2023 pricing, contact **Rick Brandt** | VP | Advanced Materials Group
rbrandt@gardnerweb.com or speak to your sales representative.

Events are a critical part of a multimedia marketing strategy from pre-show promotion to post-show lead follow-up. *CompositesWorld* provides the tools needed to make contacts throughout the show and the buying cycle.

Carbon Fiber 2023

NOVEMBER 2023 | SALT LAKE CITY, UT

Carbon Fiber 2023 is the preeminent conference on the manufacture and supply of carbon fiber and the application of carbon fiber-reinforced composite structures. Special emphasis is placed on coverage of the expanding role of this material in the composites industry. The presentations and tabletop exhibits at **Carbon Fiber 2023** give attendees unprecedented access to the people, materials, processes and technologies that are shaping where and how carbon fiber composites are being used today.

Reach the industry's decision-makers with a **Carbon Fiber 2023** sponsorship!

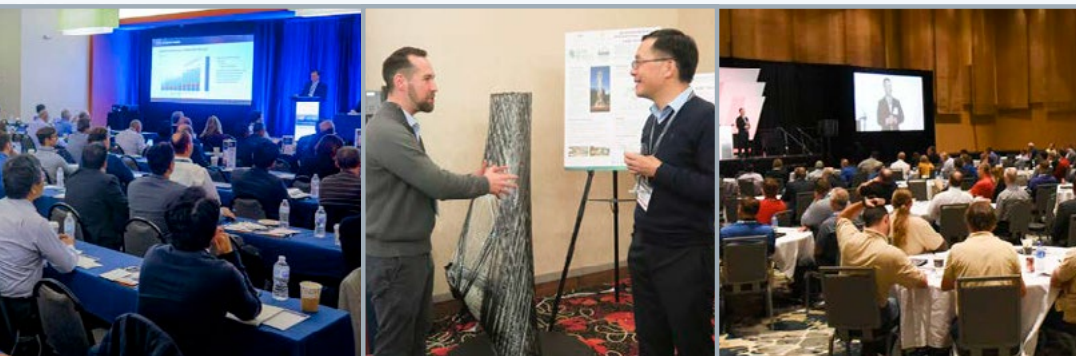
CAMX 2023

OCTOBER 30 - NOVEMBER 2, 2023
GEORGIA WORLD CONGRESS CENTER | ATLANTA, GA

As the Official **CAMX 2023** Marketing Products and Media Partner, *CompositesWorld* offers creative and targeted multimedia promotional strategies for **CAMX 2023**. 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, September and October *CW* show issues

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



> MAGAZINE DISPLAY AD RATES

4 COLOR RATES					
2 page spread	Full page	1/2 page island	1/2 page	1/3 page	1/4 page
\$10,630	\$6,995	\$5,525	\$4,655	\$3,790	\$2,860
COVER RATES			SPECIAL SIZES		
Front Inside	Back Inside	Back Cover	Showcase	Classified	
\$8,035	\$8,035	\$8,460	\$1,315	\$370	

> COMPOSITESWORLD.COM

PREMIUM AD PACKAGE

HOME	ZONE
\$2,600 per month	\$2,330 per zone collection per month

MEDIUM RECTANGLE AD PACKAGE

HOME	ZONE
\$1,465 per month	\$1,045 per zone collection per month

> COMPOSITESWORLD SOURCEBOOK

INDEX AD BUNDLES		ONLINE BANNERS \$845 per month/12 month minimum
1.578" X 1.00"	\$890	
1.578" X 2.00"	\$1,035	
1.578" X 3.00"	\$1,160	

> CONTENT MARKETING PACKAGES

NATIVE ADVERTISING	\$8,600 per month
CONTENT BOOST	\$5,500 per month

Optional Investments:	
- Article development fee	\$1,500 (net)
- E-print promotion	\$1.50 per name (net)

> ENEWSLETTERS

CW TODAY

LEADERBOARD AD	\$1,755 per issue
BUTTON AD	\$1,650 per month
TECHNOLOGY SOLUTIONS AD	\$1,620 per issue
Max. 2 per issue	

CW EXTRA

LEADERBOARD AD	\$1,755 per issue
BUTTON AD	\$1,330 per month

> DIGITAL MEDIA PRODUCTS & SERVICES

WEBINARS (Live or On Demand)	\$11,500
DIRECT TRAFFIC CAMPAIGNS	START AT \$8,600
CONTENT COLLECTIONS	\$11,500 per month
E-PRINTS 2,500 name minimum	\$1.50 per name (net)
RETARGETING CAMPAIGNS	\$4,190 per month
VIDEO ADVERTISING Sold in 2 consecutive month increments	Call for Pricing
GATED CONTENT PROGRAMS	\$11,500 per month
KNOWLEDGE CENTERS Sold in 12 consecutive month increments	Call for Pricing

MEDIA GUIDE RATES

GBM List Rates effective April 1, 2023



GARDNER PREMIER DISCOUNT OPPORTUNITY

Combine Your Message and Save

Gardner simplifies the way you buy from us. When you choose to promote your brand in our magazine, on our website or in a digital product, every dollar you invest in a Gardner media solution counts toward your total program discount.

Discuss your custom Gardner program with your sales representative for more details.

\$5,000-\$9,999	5% OFF entire program
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Excludes content writing fee, direct mail and e-prints.



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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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