



2024 Media Guide

DELIVERING THE GLOBAL
COMPOSITES MARKET



A property of Gardner Business Media, Inc.



IN PRINT

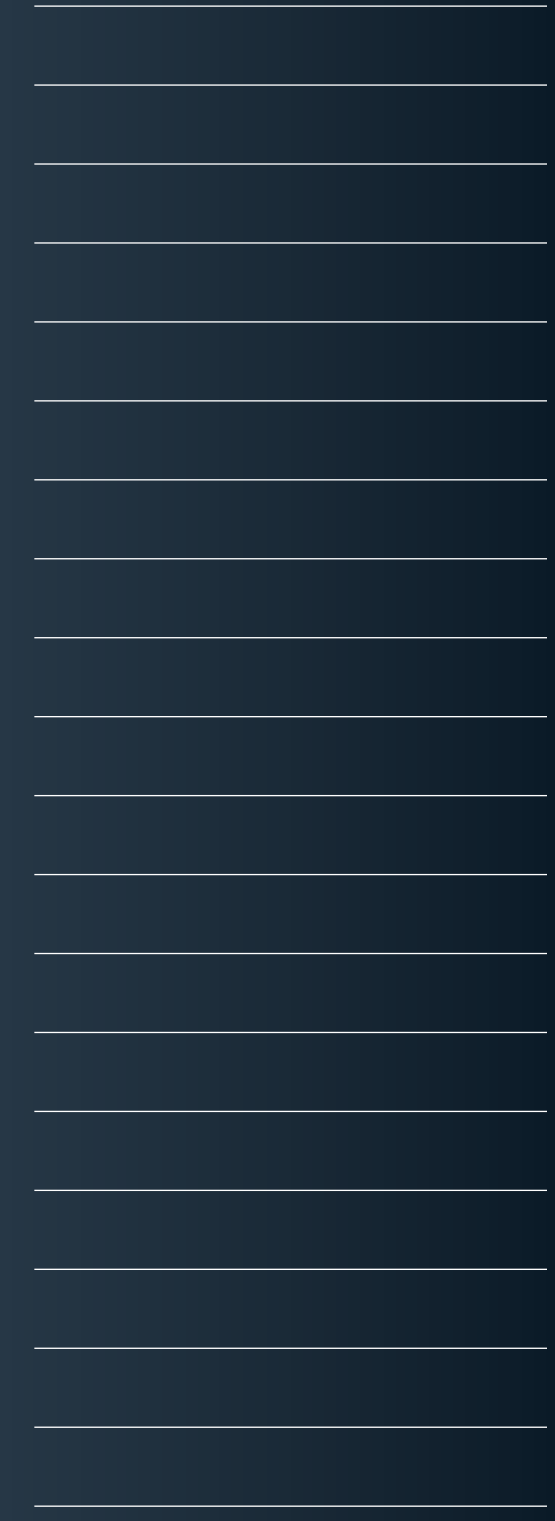


ONLINE



IN PERSON

CompositesWorld.com



Going far beyond the magazine pages and far beyond your expectations.



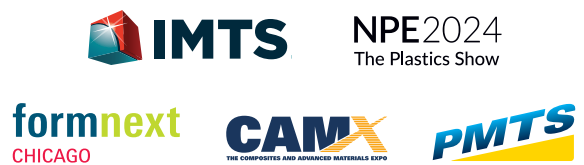
INDUSTRIAL MANUFACTURING EVENTS



INDUSTRY EXTENSIONS

EVENT PARTNERSHIPS

ASSOCIATION PARTNERS



We started out 95 years ago with one magazine and a boundless passion for sharing the expertise, innovations and stories that move manufacturing forward. Since then, we've grown and gained a distinct mastery in explaining industrial technologies and processes that are celebrated by, and in, our vertical products and services, spread widely across the markets that deeply impact our world every day.

Today, Gardner Business Media is an award-winning, full-service marketing network of progressive industrial media brands, events and experiences. Our team will help you build a uniquely powerful strategy from our comprehensive menu of marketing services and solutions, and work directly with you to reach your goals and stay within your budget.

While we'll never forget our single-magazine origins or cease to honor the legacy of our past, the dedicated, talented team at Gardner Business Media is committed to vitalizing the future—YOUR future—and ensuring we always make the best and freshest opportunities for you to succeed rise straight to the surface.



Modern Machine Shop published June 1928 by Gardner Business Media





CompositesWorld

A MARKET WITH A DIFFERENT MINDSET

Meet the M2M Buyers

Standard marketing tactics that work well in the B2C and B2B world aren't guaranteed to hit the mark with the M2M (manufacturer to manufacturer) audience. Research conducted specifically about M2M decision makers reveals consistent behaviors and preferences beyond basic demographics. To effectively reach this unique audience of hands-on industrial engineers, entrepreneurs and executives, you need to understand how these individuals make purchasing decisions and the right way to communicate with them.



LEARN MORE ABOUT YOUR BUYER

Download the latest results from our Industrial Buyer Survey.

gardnerweb.com/manufacturing-insights/ibi



Your Buyer



Conducts up to 45% of research offline



Conducts research using at least three types of media



Values advertising but dislikes feeling they are being "sold to"

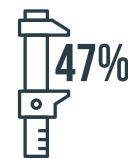
Your Buying Team



Consists of three or more team members



Includes alternate vendors in 94% of purchases



Is motivated by technology need in 47% of purchases

Media Preferences



Favors non-sponsored search returns from known online sources



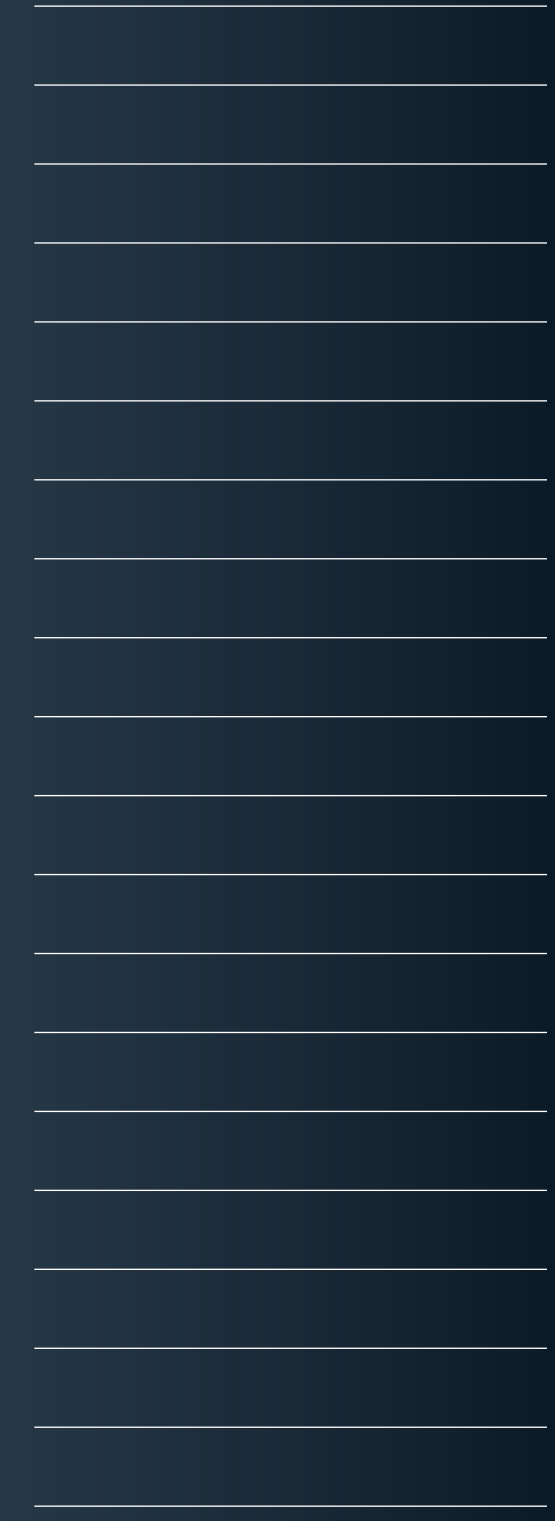
Likes how-to and demo videos but dislikes ads that cannot be skipped



Gravitates toward known, trusted and unbiased information sources

Let Us Help

Gardner Business Media understands your buyers, and we also have the data, expertise and approach to provide you with the right solutions to reach your goals.





Let's Get Started

Successfully reaching and convincing industrial buyers requires an ongoing marketing strategy that is informed, coordinated and sustainable. We are here to help and support you on your marketing journey. No matter what your marketing goals are, *CompositesWorld* and Gardner Business Media have the right solutions for you.



Brand Awareness

Build recognition for your company's distinct products, services and reputation

MAGAZINE & DIGITAL DISPLAY ADVERTISING

- Magazine and Website Advertising
- Offsite Retargeting
- e-Newsletter Display Advertising



Demand Generation

Identify qualified decision-makers who have real purchasing intent and lead them straight to your website

PERFORMANCE DIGITAL PROGRAMS & EVENTS

- e-Prints
- Direct Traffic Program
- Tradeshows and Conferences



Lead Generation

Produce quality prospective buyers to be added into your actionable sales pipeline

PERFORMANCE DIGITAL PROGRAMS & EVENTS

- Webinars
- Gated Content Marketing
- Tradeshows and Conferences



Thought Leadership

Become a trusted, respected authority in your industry to increase loyalty to your brand

CONTENT MARKETING PROGRAMS

- Native Advertising
- Sponsored Microsite
- Content Boost



Market Intelligence

Collect truthful, unbiased industry data that informs your marketing and messaging plans

GARDNER INTELLIGENCE

- Custom Research
- Industry Benchmarking
- Audience Insights



CUSTOM SERVICES

Relying on the right media partner to consult with and learn from is a hallmark of every successful marketing program. You're not in this alone. Leverage the *CompositesWorld* team of experts to help you accelerate your programs and realize faster, bigger and better results.

NEED AN EXTRA HAND? WE CAN HELP!

- Content Creation
- Video Production
- Event Promotion
- Graphic Design Services

Contact your Gardner sales representative to learn more.

An Intense Passion for the Industry

Our professional team of sales, marketing and digital products and services professionals are standing by to help you craft your custom program. On the following pages, learn how *CompositesWorld* is poised to help you best reach and connect with your prospects and convert them into customers.

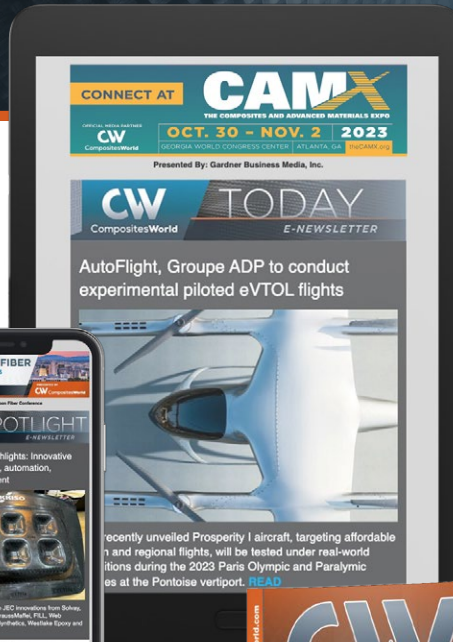




TOTAL AUDIENCE



ONLINE
78,200+
AVERAGE MONTHLY
USERS



EMAIL
29,500+ OPT-IN
SUBSCRIBERS



MAGAZINE
34,000+
TOTAL MARKET
DISTRIBUTION



15,600+
DIGITAL EDITION
EXCLUSIVE
SUBSCRIBERS

18,500+
MAGAZINE EXCLUSIVE
SUBSCRIBERS



EVENTS
CW Conferences
Bonus Distribution
Show Coverage



All audience counts and metrics in this media guide reflect CW's publisher data as of September 14, 2023. 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: Jeff Sloan, Vice President | CompositesWorld | jeff@compositesworld.com

MAGAZINE AUDIENCE

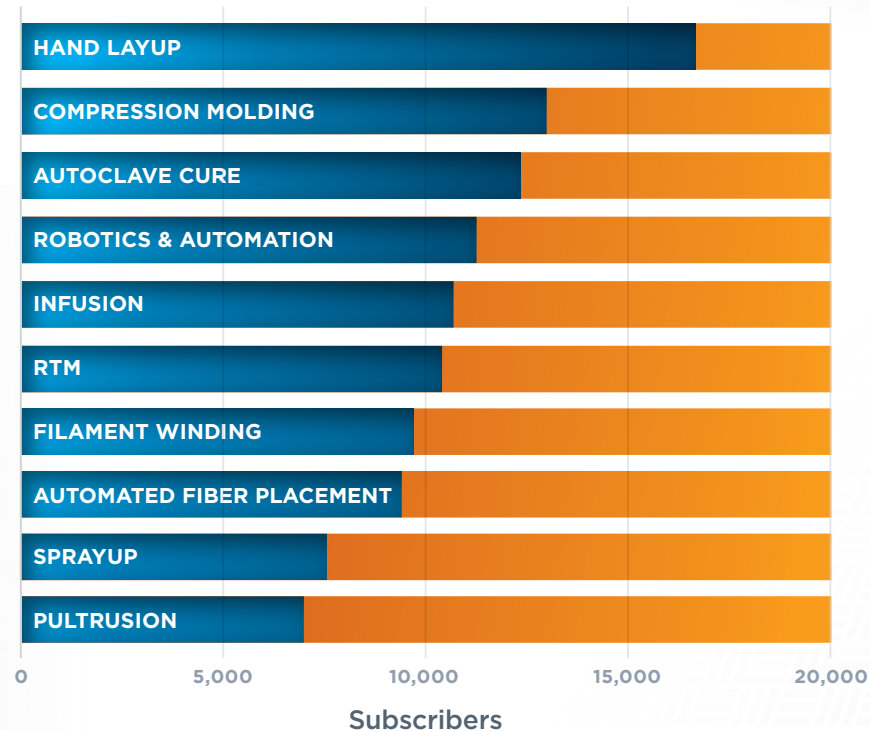
CompositesWorld reaches the composites industry's most active and key decision-makers.

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

Circulation by Job Title & Function



Circulation by Operations Performed



NORTH AMERICAN DISTRIBUTION

24,880

+

INTERNATIONAL DISTRIBUTION

9,254

=

TOTAL DISTRIBUTION

34,000+



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.

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



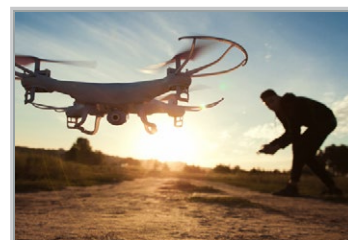
Marine

Brunswick
Polaris
Hatteras Yachts
Hudson Boat Works
Detyens Shipyards



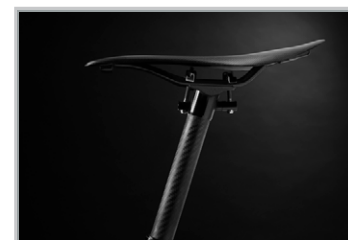
Energy (Oil/Gas/Wind)

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



MEET OUR READERS

Who REALLY sees your brand's message and where do they see it?

Going beyond the pages of our monthly magazine, this sampling highlights real-life audience members who engage with you products and services through the channels they prefer—**magazine, digital, inbox or in person.**



Susan R.
Engineer | Northrop Grumman Corp

- Magazine subscriber
- *CW Today* eNewsletter subscriber
- *CW Spotlight* eNewsletter subscriber
- Downloaded a Content Collection
- Four-time webinar attendee
- Visits CompositesWorld.com (3-5x per month)



Yong Y.
Market Developer | ExxonMobil

- Magazine subscriber
- *CW Today* eNewsletter subscriber
- *CW Spotlight* eNewsletter subscriber
- Carbon Fiber attendee
- Four-time webinar attendee
- Visits CompositesWorld.com (17x per month)



Peter M.
Chief Specialist | Vestas

- Magazine subscriber
- *CW Today* eNewsletter subscriber
- *CW Spotlight* eNewsletter subscriber
- Receives ePrints
- One-time webinar attendee
- Visits CompositesWorld.com (3-5x per month)



Long T.
Principal Scientist | Honeywell

- Magazine subscriber
- *CW Today* eNewsletter subscriber
- *CW Spotlight* eNewsletter subscriber
- Carbon Fiber attendee
- Downloaded content collection
- Six-time webinar attendee
- Visits CompositesWorld.com (2-3x per month)



Jeff C.
Lab Manager | John Deere

- Magazine subscriber
- *CW Today* eNewsletter subscriber
- *CW Spotlight* eNewsletter subscriber
- Receives ePrints
- Six-time webinar attendee
- Visits CompositesWorld.com (16x+ per month)



Mohammad K.
Research | General Motors

- Magazine subscriber
- *CW Today* eNewsletter subscriber
- *CW Spotlight* eNewsletter subscriber
- Five-time webinar attendee
- Visits CompositesWorld.com (4-6x per month)



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



Scott Francis

Scott Francis is the editor-in-chief of *CompositesWorld* and *Products Finishing* media brands, properties of Gardner Business Media. He has also edited for the *Writer's Digest*, *HOW*, *Popular Woodworking* media brands and has authored books on a range of topics.
sfrancis@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



Jeff Sloan

Jeff Sloan is VP of *CompositesWorld*, and has been engaged in plastics and composites industry journalism for 27 years.
jeff@compositesworld.com

Reach out to us and tell your story. We're here to help!

EDITORIAL CALENDAR

In Every Issue

- Aerospace
- Automotive
- Carbon Fibers
- Glass Fibers

MONTH	JANUARY Ad Close: 12/1/2023	FEBRUARY Ad Close: 1/2/2024	MARCH Ad Close: 2/1/2024	APRIL Ad Close: 3/1/2024 <i>Ad Study Month</i>	MAY Ad Close: 4/1/2024	JUNE Ad Close: 5/1/2024
SPOTLIGHT ON	Aerospace	Energy	Recreation	Sustainability	Aerospace/Defense	Industrial
ADDITIONAL TOPICS	ATL/AFP Thermoplastics Prepregs	Compression molding Pultrusion Hydrogen	Sporting goods Automation Compression molding	Recycling Marine RTM	Welding Adhesives Thermoplastics	RTM Epoxy Construction
SPECIAL PROJECTS				CW Tech Days Sustainability		
BONUS DISTRIBUTION*		JEC 2024 Paris, France			SAMPE 2024 Long Beach, CA	

MONTH	JULY Ad Close: 6/3/2024	AUGUST Ad Close: 7/1/2024	SEPTEMBER Ad Close: 8/1/2024	OCTOBER Ad Close: 9/2/2024	NOVEMBER Ad Close: 10/2/2024 <i>Ad Study Month</i>	DECEMBER Ad Close: 11/1/2024
SPOTLIGHT ON	AAM/ General Aviation	Automotive	Transportation	Aerospace/Space	Infrastructure	Year in Review
ADDITIONAL TOPICS	Bonding CMC Adhesives	Filament winding Natural fibers Infrastructure	Infusion Discontinuous fibers Marine	Compression molding High-temperature resins Automation	Pultrusion GF/CF Wind	Cutting/kitting Transportation Industrial
SPECIAL PROJECTS					CW Tech Days New Space	
EVENT/BONUS DISTRIBUTION*		CAMX 2024 San Diego, CA	ACCE 2024 Novi, MI CAMX 2024 San Diego, CA	Carbon Fiber 2024 Charleston, SC		CW SourceBook 2025 Published with December Issue

*Bonus distribution and editorial coverage subject to change.

<p>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</p>	<p>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</p>	<p>1/2 Page Island 4.375" W x 6.875" H 111 mm x 175 mm</p>	
<p>1/2 Page Vertical 3.25" W x 9.125" H 83 mm x 232 mm</p>	<p>1/2 Page Horizontal 6.875" W x 4.375" H 175 mm x 111 mm</p>	<p>1/3 Page Vertical 2.25" W x 9.125" H 57 mm x 232 mm</p>	<p>1/3 Page Square 4.375" W x 4.375" H 111 mm x 111 mm</p>
<p>1/4 Page Vertical 3.25" W x 4.375" H 83 mm x 111 mm</p>	<p>CW Showcase 3.5" W x 2.125" H 89 mm x 54 mm</p>	<p>CW Marketplace 2.125" W x 1" H (minimum height) 54 mm x 25 mm</p>	

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		
1/3 page		
1/4 page		

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

PREMIUM DISPLAY ADVERTISING

Stand out in front of your prospects and buyers (and competition) with a highly visual specialty presentation.

Opportunities include:



Front Cover Tip

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.



Custom Insert

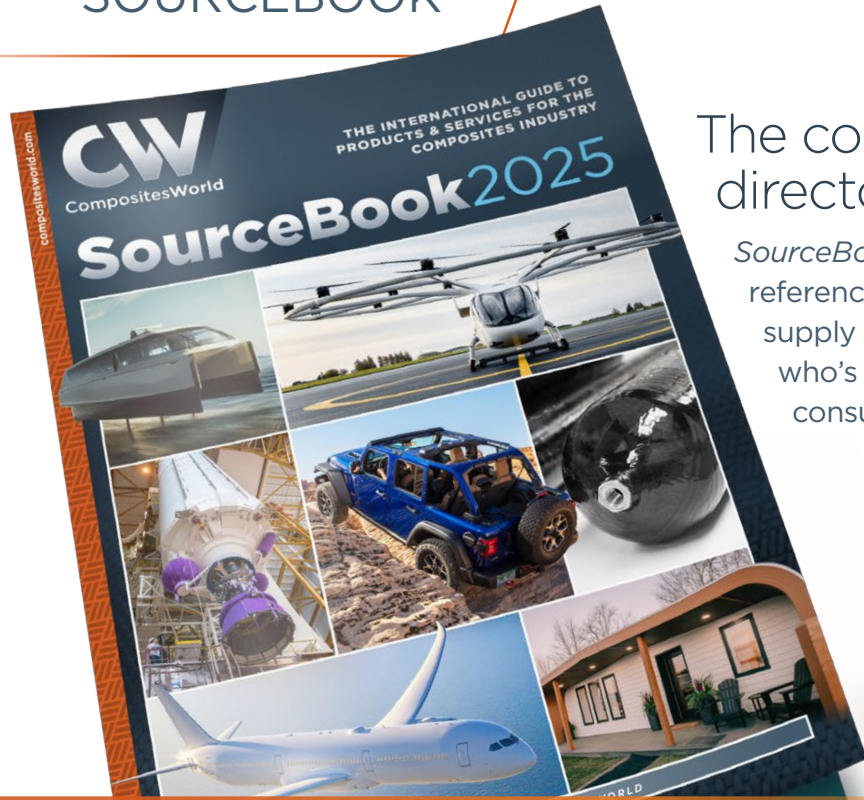
Upgrade your ad to get more impact. Heavier stock draws immediate attention to your message.



Polybag Ride-Along

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

SOURCEBOOK



The composites industry's directory of record!

SourceBook is an all-year, on-the-shelf, definitive reference for the entire composites industry supply chain. This is the composites industry's who's who and what's what for fibers, resins, consumables, equipment, software and services.



SOURCEBOOK IN PRINT

Mailed to **CW's** North American magazine audience of more than **18,500+**

DIGITAL SOURCEBOOK

253,350+ ANNUAL SESSIONS

NEW THIS YEAR!

Invest \$5,000 in *SourceBook* print Index Ad and/or online Banner Ad and receive:

- A 50% discount on a *SourceBook* print ad of any size
- A *SourceBook* Banner ad on every product/service category page listed in your company's Showroom on CompositesWorld.com for the entire year!

Small Investment - Big Benefits!

An investment of \$5,000 in **any** CW advertising product anywhere — magazine or online — qualifies you for an expanded *SourceBook* Showroom.

Benefits:

- Unlimited *SourceBook* product category selections in Showroom
- Logo placement in Showroom
- Video placement in Showroom
- Priority listing in online *SourceBook* search results on CompositesWorld.com
- Unlimited links to editorial that references your company

PRINT + ONLINE

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

SourceBook Index Ad Bundles include:

- An index ad in the print version of *SourceBook*
- A 300 x 250 pixel web banner on the associated category page online

ONLINE ONLY

Banner Size: 300 x 250 pixels

SourceBook Landing Page Banner

All online advertisements are sold on a first-come, first-served basis with limited availability.

RESERVE YOUR AD SPACE TODAY!

CLOSING DATE: **OCTOBER 11, 2024**



DIGITAL DISPLAY ADVERTISING

DIGITAL AUDIENCE

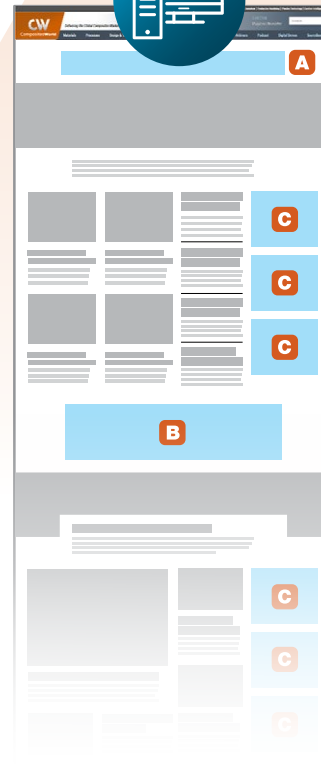
207,900+ PAGEVIEWS
per month

Unique Annual Users
939,440+

Total Annual Pageviews
2,495,220+

Average Monthly Users
78,200+

Average Monthly Sessions
112,000+



HOMEPAGE + TOPIC WEBSITE DISPLAY ADVERTISING

Medium Rectangle Ad Package

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

Premium Ad Package A+B+C

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

Billboard (B)

- 970 x 250 px @ 144 dpi
- JPG/PNG | max file size: 250K
- URL of choice

Medium Rectangle (C)

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

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

What is a Technology Topic?

Visitors to CompositesWorld.com will find news, articles, case studies, technology briefs, product announcements, supplier listings and more in each Topic, helping them narrow their search as they research purchasing decisions. Target digital ads to one of six collections, depending on the topic(s) that fit best with your messaging.

COLLECTION 1

Autoclave	Carbon Fibers
Fabrics/Preforms	High-Temp Resins
Ketones	Non-destructive Inspection
Prepregs	

COLLECTION 4

ATL/AFP	Automation
Cutting/Kitting	Design/Simulation
Filament Winding	Machining/Drilling
Materials Testing	Molds/Tools

COLLECTION 2

Adhesives	Aerospace
Defense	Epoxies
Space	Ceramic Matrix Composites

COLLECTION 5

Automotive	Construction
Electronics	Glass Fibers
Infrastructure	Repair
Sensors	Wind/Energy

COLLECTION 3

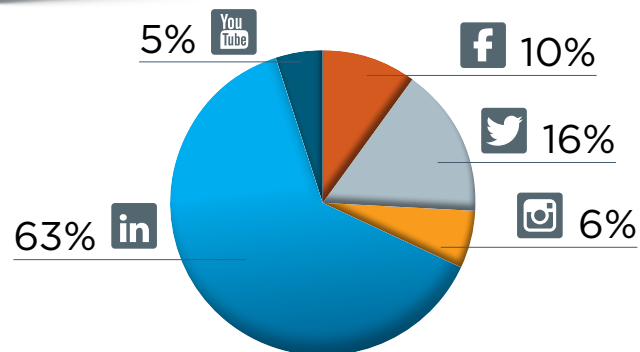
Advanced Air Mobility	Bonding/Welding
Compression Molding	Core
Injection/Overmolding	Out of Autoclave
Pultrusion	Thermoplastics

COLLECTION 6

Additive Manufacturing	Infusion
Marine	Mass Transit
Natural Fibers	Pressure Vessels
Recycling	RTM

SOCIAL

43,500+
total followers



DIGITAL ADVERTISING

CW TODAY e-newsletter

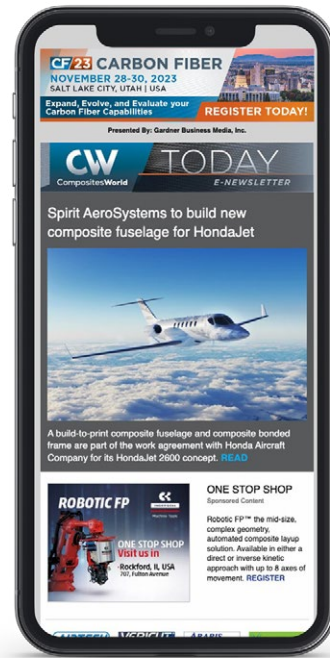
27,500+
OPT-IN SUBSCRIBERS

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
TECHNOLOGY SOLUTIONS AD



CW SPOTLIGHT e-newsletter

29,500+
OPT-IN SUBSCRIBERS

Focus: Articles on ideas, trends, and technologies shaping the industry

Delivery: Twice monthly — every second and fourth Thursday

Ad Delivery: **Medium Rectangle:** monthly
Leaderboard & Technology Solutions Ads: per issue

AD TYPE
LEADERBOARD
MEDIUM RECTANGLE AD BUNDLE
TECHNOLOGY SOLUTIONS AD



E-NEWSLETTER DISPLAY ADVERTISING

CompositesWorld offers two compelling e-newsletter products. **CW Today**, published Monday, Wednesday and Friday, provides the latest composites industry news. **CW Spotlight**, published twice monthly, provides the insights on composites design, manufacturing and new technologies.

Leaderboard

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

Medium Rectangle

Size: 300W x 250H pixels; 144 dpi
File format: PNG or JPG

Button Ad

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

All ads include URL of choice.

Technology Solutions

Size: 300 x 250 pixels; 144 dpi
File format: PNG or JPG

Title: 50 characters' max

Body Copy: 200 characters' max

Call-to-Action: 30 characters' max

CW Today Button Ad Bundle Includes:

Medium Rectangle Ad on CompositesWorld.com News landing page.

CW Spotlight Medium Rectangle Ad Bundle includes:

Medium Rectangle Ad on CompositesWorld.com Articles landing page.



OFFSITE DISPLAY RETARGETING

Amplify your brand and marketing message by reaching CompositesWorld.com visitors after they navigate away from the site and continue their browsing experience.

YOU RECEIVE:

- Extended reach to the *CompositesWorld* audience through web display advertising
- A monthly activity report including number of impressions and clicks

NEW FOR 2024!



OFFSITE VIDEO RETARGETING

As one of the fastest growing mediums in marketing, how-to and demo videos are increasing in popularity for buyers to find products and process information.

YOU RECEIVE:

- A pre-roll advertising campaign on YouTube targeting *CompositesWorld* channel subscribers and website visitors
- A monthly activity report including number of impressions, views and clicks



Today's technologies and innovations keep pace with how buyers evaluate and make purchasing decisions.

When you're ready for a sophisticated, integrated approach to bringing your products and services to market, **CompositesWorld** has a comprehensive suite of full-service digital media products.

Going beyond the value of traditional display advertising, our Performance Digital programs offer a wide and deep array of options to help you hit all your sales goals.



CW DIRECT TRAFFIC MARKETING

See a significant increase in your web traffic through this multi-channel demand generation program designed to drive a targeted audience to your website's product page, online marketplace, event landing page or resource center (to name just a few).

YOU RECEIVE:

- A custom e-print delivered to your demographically selected audience
- Sponsored content advertisements in **CW Today** and **CW Spotlight** e-newsletters
- Targeted paid promotion in **CW** social media channels



CW e-PRINT

When you want to send a direct email message to a targeted selection of **CompositesWorld's** qualified readers, e-prints are the answer.

YOU RECEIVE:

- Customizable content tailored to resonate with your target audience
- The option to select your unique target audience of **CompositesWorld** subscribers based on industry, geography, facility size, job title and/or operations performed
- A performance report including data about total delivered, open rate and click-through rate



CW GATED CONTENT PROGRAMS

Fill your sales pipeline with qualified leads who show an active interest in your products, solutions and content with this lead-generation program. Feature your technical, solutions-based white paper, case study or eBook on CompositesWorld.com.

YOU RECEIVE:

- A co-branded landing page on CompositesWorld.com
- A digital marketing program targeting your selected audience
- Registrant information including name, company, email address, phone number and country



CW WEBINAR

Benefit from top billing, position your company as a pioneer in composites industry hot topics and secure valuable leads with this exclusive opportunity — only one sponsor per webinar!

YOU RECEIVE:

- Lead Generation - Customized lead report including all registered attendees
- Email - Customized email invitations to **CW** subscribers
- E-Newsletter - Webinar promotion within **CW** e-newsletters
- Online - Premier positioning on CompositesWorld.com
- Magazine - Promotion within **CompositesWorld** magazine
- Moderated - Webinar moderated by a **CW** editor

CONTENT MARKETING

Rely on high-quality editorial content crafted to engage your audience, position your brand as an authority and help you rise to the top in brand awareness.



CW NATIVE ADVERTISING

Native Advertising delivers your brand's story through a feature-style article, published to the same editorial standards *CompositesWorld* technical readers have come to expect. Submit your own article or work with Gardner's editorial team to craft a solutions-focused story to educate and engage the industrial manufacturing audience.

YOU RECEIVE:

- Exclusive positioning in the sidebar ad well alongside your article
- Multi-channel promotion including featured content placement on *CompositesWorld.com*, e-newsletter advertising and paid promotion in search engines and social media channels
- A monthly performance report including page views and engagements



CW SPONSORED MICROSITE

Establish your company as a thought leader in the composites manufacturing space with an exclusive category-specific microsite hosted within the trusted *CompositesWorld* environment. Through original content, existing editorial, downloadable documents, images and video, visitors will advance through a learning path on a specific technology.

YOU RECEIVE:

- A multi-channel digital promotion program to drive readers to your co-branded microsite
- Demand- and lead-generation opportunities embedded throughout your microsite
- A quarterly performance report including impressions, engagement and an audience profile

NEW FOR 2024!



CW CONTENT BOOST

Bring new life to existing *CompositesWorld's* editorial and increase awareness for your products and services. You choose the article and we'll deploy a digital marketing campaign to drive readers to the page.

YOU RECEIVE:

- Your call to action embedded within the article
- Digital marketing promotion including featured content placement and targeted paid promotion in social media channels
- A monthly performance report including page views and engagements

For 2024 pricing, contact **Jeff Sloan | VP | *CompositesWorld*** at jeff@compositesworld.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.

CARBON FIBER 2024 OCTOBER 2024 | CHARLESTON, SC

The presentations and tabletop exhibits at Carbon Fiber give attendees unprecedented access to the people, materials, processes and technologies that are shaping where and how carbon fiber composites are being used today.

When you sponsor the event, your brand, products and services will be seen by leaders and innovators across the entire carbon fiber supply chain.

Reach the industry's decision-makers with a **Carbon Fiber 2024** sponsorship or exhibit!

CAMX 2024 MEDIA PRODUCTS SEPTEMBER 9-12, 2024 SAN DIEGO CONVENTION CENTER | SAN DIEGO, CA

As the Official CAMX 2024 Marketing Products and Media Partner, *CompositesWorld* offers creative and targeted multimedia promotional strategies for CAMX 2024. 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



CW TALKS PODCAST EXCLUSIVE SPONSORSHIP

Limited Opportunity! Be CW Talks' exclusive sponsor.

Our podcast highlights the people and technologies shaping the world of composites. Interviews feature guests with expertise and insight about where composites have been and where they are headed.

YOU RECEIVE:

- Your company's logo on the podcast page
- An episode interviewing your company representative
- Inclusion in the full series promotion cycle



TECH DAYS SPONSORSHIPS

CompositesWorld will host two online Tech Days events in 2024. Topics are Sustainability in April and New Space in November. Sponsorship gives your brand high visibility before, during and after Tech Days and provides you with valuable leads.

YOU RECEIVE:

- Full attendee list with contact information
- Your logo in CW Tech Days email, web, social and e-newsletter promotion
- Your logo on splash screens between presentations
- A 300x250 banner ad on the CW Tech Days microsite

2024 MEDIA PROGRAM RATES AND PRICING

ALL RATES ARE GARDNER LIST PRICE. RATES EFFECTIVE JULY 1, 2023.

> MAGAZINE ADVERTISING

DISPLAY ADVERTISING: 4-Color Rates		
2 Page Spread		\$10,630
Full Page		\$7,000
1/2 Island		\$5,530
1/2 Page		\$4,660
1/3 Page		\$3,790
1/4 Page		\$2,860
SPECIAL SIZES		
Showcase		\$1,320
Marketplace		\$370
PREMIUM COVER POSITIONS		
Front Inside Cover	Back Inside Cover	Back Outside Cover
\$8,040	\$8,040	\$8,460
PREMIUM DISPLAY ADVERTISING		
Custom Insert	CONTACT US FOR PRICING	
Polybag Ride-Along		
Gate Fold Cover		
Cover Tip		
DIGITAL EDITION SPONSORSHIP		
\$3,780 per month		

> CONTENT MARKETING PROGRAMS

Native Advertising*	\$8,600 per month <i>(sold in 3 consecutive month increments)</i>
Sponsored Microsite	\$5,240 per month <i>(sold in 12 consecutive month increments)</i>
Content Boost	\$5,500 per month
*ADDITIONAL OPTIONS WITH NATIVE ADVERTISING	
Article Development	\$1,500 (NET)
E-prints	\$1.50 per name (NET) <i>(2,500 name minimum)</i>

> DIGITAL DISPLAY ADVERTISING

WEBSITE DISPLAY ADVERTISING: per month		
AD PLACEMENT	HOME	TOPIC
Premium Ad Package	\$2,600	\$2,330
Medium Rectangle Ad Package	\$1,470	\$1,050
OFFSITE DISPLAY RETARGETING	OFFSITE VIDEO RETARGETING	
\$4,190 per month	\$4,190 per month	
E-NEWSLETTER DISPLAY ADVERTISING: per month		
	CW Today	CW Spotlight
Leaderboard Ad	\$1,760	\$1,760
Button Ad	\$1,650	NA
Technology Solutions Ad <i>Max. 2 per newsletter</i>	\$1,620	\$1,620
Medium Rectangle Ad	NA	\$1,500

> PERFORMANCE DIGITAL PROGRAMS

Webinar	\$11,500 per webinar <i>(live or on-demand)</i>
E-prints	\$1.50 per name (NET) <i>(2,500 name minimum)</i>
Direct Traffic	\$8,600 per month <i>(sold in 3 consecutive month increments)</i>
Gated Content Marketing	\$11,500 per month

> COMPOSITESWORLD SOURCEBOOK

INDEX AD BUNDLES	
1.578" x 1.00"	\$890
1.578" x 2.00"	\$1,040
1.578" x 3.00"	\$1,160
ONLINE BANNERS: per month/12 month minimum	
	\$850

> SPECIAL PROGRAM SPONSORSHIPS

CW Tech Days	\$6,250
Podcast: CW Talks	\$900/Month; \$2,150 for 3 Consecutive Months
Custom Programs	CONTACT US FOR PRICING



GARDNER PREMIER DISCOUNT OPPORTUNITY

Combine Your Message and Save

Every dollar you invest in a Gardner Business Media Magazine, Digital Product, Content Marketing Program, Performance Digital Program, Special Program Sponsorship, Event or Custom Service counts toward your total program investment and helps you achieve increasing discounts in the tiers below.

\$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

E-prints, Modern Machine Shop Mexico and Plastics Technology Mexico products, event sponsorships and booth space, content writing fees and direct mail projects are not included in the Gardner Premier Discount Program at this time.

Discuss custom options and details with your Gardner Business Media sales representative.



Jeff Sloan

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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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