

# Media information 2021

# Compounding WORLD

## AMI's global digital magazine and apps for polymer compounders

*Compounding World* is the monthly magazine providing business, industry and technology news for polymer compounders and masterbatch producers around the globe - our 33,590 email subscribers cover more than 150 countries. It is accessed by thousands of readers every month free-of-charge online, on tablets and smartphones, and via our free app for the iPad, iPhone and Android devices.

*Compounding World* delivers relevant and up-to-date information on the most important technical developments, market trends, business news and legislative announcements direct to readers' email inboxes or smart devices. And, unlike general plastics magazines, it is 100% focused on the specific information needs of compounders and masterbatch producers.

Published by our expert editorial team at AMI - the leading provider of databases, market intelligence, conferences and expos for the global plastics processing industries - *Compounding World* benefits from access to our detailed databases of senior decision makers at compounding and masterbatch/concentrate production sites across Europe, the Americas, Asia and the Middle East. These global databases include key purchasers of polymers, additives, compounding machinery and ancillary equipment built up over more than 35 years.

Our advertisements are very competitively priced and include links directly to your website. If you are selling machinery, ancillary equipment, materials, additives or services to compounders or masterbatch producers, then *Compounding World* is the vehicle to promote your business globally.

For more information about advertising  
in *Compounding World*, contact:

Claire Bishop::  
claire.bishop@ami.international

or Levent Tounjer  
levent.tounjer@ami.international

Published by:

**AMI**

### Compounding World offers:

- ✓ Comprehensive global coverage
- ✓ 100% focused on plastics compounding
- ✓ In-depth market knowledge
- ✓ Free access online and via app
- ✓ Direct email delivery
- ✓ Highly competitive advertisement rates
- ✓ Live weblinks from all advertisements
- ✓ App viewable without internet connection

Visit [www.compoundingworld.com](http://www.compoundingworld.com)  
to see the latest issue and take out  
a free subscription



# Digital magazines for the digital age: online; on tablets; on smart phones

We lead the way with electronic magazines for the plastics industry

*Compounding World* combines the simplicity and familiarity of a printed publication with the additional features of online delivery and digital interactivity. Readers can forward links to articles – allowing valuable content to be shared with colleagues and customers – and download PDFs for storage and printing.

The magazine is available free-of-charge online using a standard web browser. Subscribers are notified of each new edition of *Compounding World* by email – an important benefit in our post-Covid world of mobile and remote working– with a single click taking them directly to the magazine (our 33,590 email subscribers cover more than 150 countries).

*Compounding World* can also be read on iPad, iPhone and Android-based devices using our free app, which has been downloaded more than 15,600 times from 127 countries and is extending our reach into key fast growing markets such as India and Thailand.

We also use our @PlasticsWorld **Twitter** feed to keep readers up to date with the latest plastics industry news and to let them know whenever we publish a new edition of *Compounding World* magazine. @PlasticsWorld has a global following of more than 21,400 people and is the most followed plastics industry news feed on Twitter.

## 2021 features list

### January 2021

Pelletising systems  
Film additives  
Materials testing

### February 2021

Electrically conductive compounds  
Energy management  
Additives for polyamides  
Friction and wear

### March 2021

Twin-screw extruders  
Odour and emissions  
Process simulation  
Special effect pigments

### April 2021

Impact modification  
Small batch compounding  
Compounds for electric vehicles  
Processing aids/lubricants  
**Chinaplas Preview**  
**Plast preview**

### May 2021

Wire and cable  
Natural fillers and fibres  
3D print compounds  
**CW Expo Europe preview**  
**NPE preview**

### June 2021

PVC additives  
Mineral fillers  
Clarifiers and nucleators  
Polymer reinforcements

### July 2021

Antimicrobials and biocides  
Screenchangers/melt filters  
Colour measurement  
Laser marking and welding  
**CW Expo Europe review**  
**NPE review**

### August 2021

PVC plasticisers  
Process control/Industry 4.0  
Screws and barrels  
Thermally conductive compounds

### September 2021

Colour pigments  
Bioplastic compounding  
Antioxidants and UV stabilisers  
Purging and cleaning

### October 2021

Nanocomposites  
Alternative compounders  
Recycling additives  
**CW Expo N America preview**  
**Fakuma preview**

### November 2021

Black and white pigments  
Inline measurement and inspection  
High performance plastics  
Mixers  
**Fakuma review**

### December 2021

Flame retardants  
Laboratory compounders  
Accelerated testing  
**CW Expo N America review**

### Exhibition and show coverage

*Compounding World* covers all of these international plastics shows. Make sure you don't miss your chance to advertise. Check the Features List for more information.



### AMI - Bringing the plastics industry together

*Compounding World* magazine is published by AMI, the international plastics data expert and organiser of the **Compounding World Expo Europe** and **Compounding World Expo USA**. These two focused exhibitions run alongside the Plastics Extrusion World Expo, Plastics Recycling World Expo and Polymer Testing World Expo and take place in Essen in Germany on 1-2 June 2021 and Cleveland, OH, USA on 3-4 November 2021. The debut events each attracted more than 4,000 visitors.

<https://www.ami.international/exhibitions>



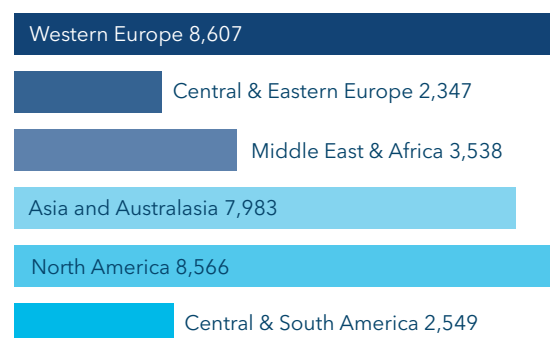
# Compounding World - targeted and global



*Compounding World* magazine offers an unrivalled global coverage through its email subscriber and app user base. Our 33,590 email subscribers cover 157 countries; the *Compounding World* app has been downloaded in 127 countries.

## Global email distribution by region

Size of email list: 33,590 subscribers in 156 countries\*

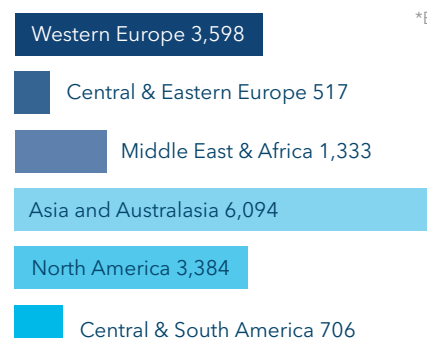


### Top 10 countries by number of subscribers:



## Global app downloads by region

Total app downloads: 15,632 in 127 countries\*



\*Email and app download data at August 2020

### Top 10 app user locations by downloads:



## Meet the **Compounding WORLD** team



### Chris Smith / Editor-in-Chief

Chris graduated in materials science and worked in the plastics industry prior to moving into B2B publishing. He has been writing about plastics for more than 25 years.

Email: [chris.smith@ami.international](mailto:chris.smith@ami.international)



### Mark Holmes / Contributing Editor (UK)

Mark is a chemical engineering graduate with more than 18 years' experience in writing and managing plastics industry publications. Based in the UK, Mark has been writing for *Compounding World* since 2015.



### Andy Beevers / Director, Events & Digital Magazines

Andy is a chemical engineering graduate with more than 25 years plastics publishing experience. He is responsible for AMI's digital publishing and events business.

Email: [andy.beevers@ami.international](mailto:andy.beevers@ami.international)



### Claire Bishop / Advertising Manager

Claire Bishop is an experienced consumer and B2B media sales specialist. She has worked with AMI since the company launched its digital magazine division in 2008.

Email: [claire.bishop@ami.international](mailto:claire.bishop@ami.international)



### Peter Mapleston / Technology Editor

Peter has been writing for international plastics magazines for more than 30 years. He graduated in polymer science and technology in the UK, before settling in Italy. Peter has been writing for *Compounding World* since 2013.



### Levent Tounjer / Sales & Commercial Manager

Levent has more than 20 years' experience in international B2B advertising and sponsorship sales, largely focused on magazines and events for the polymer industry.

Email: [levent.tounjer@ami.international](mailto:levent.tounjer@ami.international)



### Jennifer Markarian / Contributing Editor (USA)

Jennifer is a Penn State chemical engineering graduate and journalist who has been writing about plastics technology for more than 15 years. Based in the USA, she has been writing for *Compounding World* since its launch in 2008.

# Advertising rates and data

Compounding World's competitive global advertising rates ensure your marketing budget goes much further.

€ - Euros	Single	3+	6+	12+
Double-page spread	€ 3,740	€ 3,000	€ 2,700	€ 1,870
Page	€ 2,520	€ 2,010	€ 1,825	€ 1,260
Half page	€ 1,765	€ 1,425	€ 1,285	€ 900
Third Page	€ 1,490	€ 1,170	€ 1,060	€ 765
Quarter page	€ 1,125	€ 900	€ 810	€ 585

## Simple pricing:

All rates include insertion in both online and app editions.

## Guaranteed positions:

Special positions - for example, right hand or consecutive pages - can be guaranteed for a booking premium of 15% of the rate card charge.

## Rich media:

It is possible to add rich media to your adverts, such as videos and animations. Contact us to find out what's possible and how much it costs.

## Brochure Showcase entry:

€325 or \$375 per brochure.

## Profile features (advertorial):

Full pages: €3,245 (\$3,750)

Double-page spread €4,832 (\$5,550)

## Webinar production/hosting:

AMI's webinar service provides a simple and cost-effective means to deliver your message to an international audience. Contact Levent Tounjer for more details.

## Website promotion:

We offer banner and skyscraper advertising space on the [www.compoundingworld.com](http://www.compoundingworld.com) website. Contact us for rates and viewing data.

## File formats:

Final advertisement copy should be supplied as high resolution (minimum 200dpi) digital files in either PDF or JPG format. To ensure the optimum results across our different digital platforms we recommend you use our Adobe Joboptions settings when outputting your artwork. These can be downloaded at <http://bit.ly/AMIPDF>.

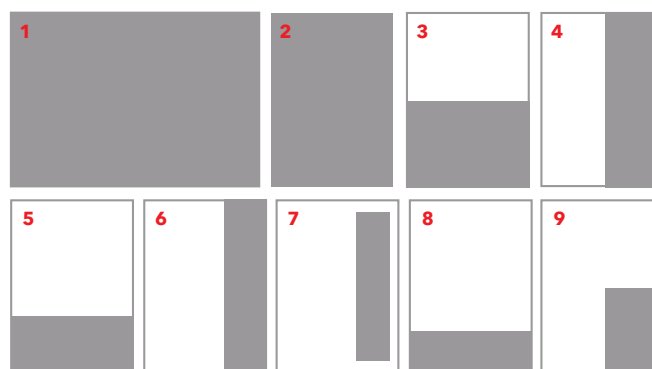
If you wish to supply any other format, please contact us to discuss compatibility. Our full advertisement terms and conditions can be provided on request.

\$ - Dollars	Single	3+	6+	12+
Double-page spread	\$4,275	\$3,425	\$3,090	\$2,140
Page	\$2,885	\$2,290	\$2,085	\$1,440
Half page	\$2,020	\$1,625	\$1,470	\$1,030
Third Page	\$1,700	\$1,340	\$1,210	\$875
Quarter page	\$1,290	\$1,030	\$930	\$670

## Advertisement copy sizes

- |                                    |               |
|------------------------------------|---------------|
| 1. Double-page spread:             | 420mm x 297mm |
| 2. Full page                       | 210mm x 297mm |
| 3. Half page (horizontal):         | 210mm x 146mm |
| 4. Half page (vertical):           | 100mm x 297mm |
| 5. Third page (horizontal):        | 210mm x 99mm  |
| 6. Third page (vertical) TO TRIM   | 72mm x 297mm  |
| 7. Third page (vertical) TYPE AREA | 57mm x 251mm  |
| 8. Quarter page (horizontal):      | 210mm x 74mm  |
| 9. Quarter page (vertical):        | 100mm x 146mm |

## Width by height



## The AMI magazine portfolio

AMI publishes four other digital magazines: *Injection World*, *Pipe and Profile Extrusion*, *Film and Sheet Extrusion* and *Plastics Recycling World*. If you place bookings in more than one of our magazines the series booking rates will accumulate across all of your adverts.

Find out about our other titles at [www.ami.international/mags](http://www.ami.international/mags)

**Compounding WORLD** **Film and Sheet EXTRUSION WORLD**  
**Pipe and Profile EXTRUSION** **Plastics Recycling WORLD**

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ISSN 2053-7174

Published by AMI