

Media information 2021

Film and Sheet EXTRUSION

AMI's global digital magazine and apps for film and sheet makers

Film and Sheet Extrusion is the monthly magazine providing business, industry and technology news for manufacturers, converters and specifiers of plastics film and sheet around the globe - our 29,330 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.

Film and Sheet Extrusion 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 plastics film and sheet 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 - *Film and Sheet Extrusion* benefits from access to our detailed databases of senior decision makers at plastics film and sheet production and conversion sites across Europe, the Americas, Asia and the Middle East. These global databases include key purchasers of polymers, additives, processing 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 the film and sheet production industry, then *Film and Sheet Extrusion* is the vehicle to promote your business globally.

Film and Sheet Extrusion offers:

- ✓ Comprehensive global coverage
- ✓ 100% focused on film and sheet
- ✓ 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.filmandsheet.com
to see the latest issue and take out
a free subscription

For more information about advertising
in *Film and Sheet Extrusion*, contact:

Claire Bishop:
claire.bishop@ami.international

or Levent Tounjer:
levent.tounjer@ami.international

Published by:

AMI



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

We lead the way with electronic magazines for the plastics industry

Film and Sheet Extrusion 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 *Film and Sheet Extrusion* 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 29,330 email subscribers cover more than 150 countries).

Film and Sheet Extrusion can also be read on iPad, iPhone and Android-based devices using our free app, which has been downloaded more than 12,800 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 *Film and Sheet Extrusion* 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/February 2021

Bioplastics
Materials testing/quality control
Agricultural film
Medical materials and applications

March 2021

Thermoforming
Additives for film
Control/instrumentation
Barrier film

April 2021

Polyolefins for film/sheet
Film winders
Photovoltaics
Chinaplas preview
Plast preview

May 2021

Waterproof membranes
Materials handling
Converting/bag making
Plastics Extrusion World Expo Europe preview
NPE preview

June 2021

Printing equipment
Blown film dies
Downstream equipment
Masterbatch

July/August 2021

Bioplastics
Plastic pouches
Stretch/shrink film
Plastics Extrusion World Expo Europe review
NPE review

September 2021

Multi-layer packaging
Thermoforming
PVC plasticisers
Laboratory extruders

October 2021

Materials recycling/granulators
Extruder developments
Biax film
Mineral fillers for film
Plastics Extrusion World Expo N America preview

November 2021

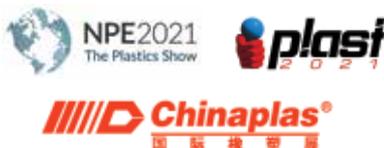
Sheet materials
Thin-wall packaging
Construction applications
Active/intelligent packaging

December 2021

Screenchangers/melt filtration
Foamed sheet
Static control/web cleaning
Polyolefin additives
Plastics Extrusion World Expo N America review

Exhibition and show coverage

Film and Sheet Extrusion 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

Film and Sheet Extrusion magazine is published by AMI, the international plastics data expert and organiser of the **Plastics Extrusion World Expo Europe** and **Plastics Extrusion World Expo USA**. These two focused exhibitions run alongside the Compounding 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>



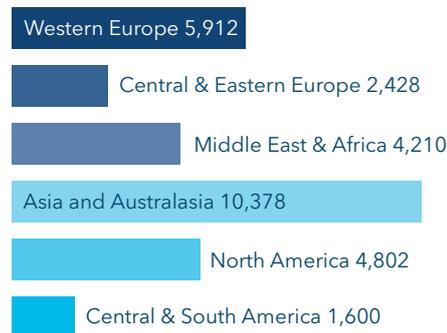


Film and Sheet Extrusion - targeted and global

Film and Sheet Extrusion magazine offers an unrivalled global coverage through its email subscriber and app user base. Our 29,330 email subscribers cover 152 countries; the *Film and Sheet Extrusion* app has been downloaded in 125 countries.

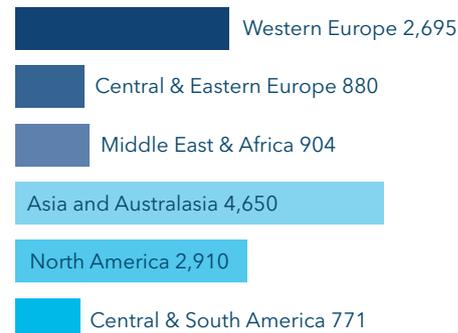
Global email distribution by region

Size of email list: 29,330 subscribers in 152 countries*



Global app downloads by region

Total app downloads: 12,810 in 125 countries*



*Email and app download data at August 2020

Top 10 countries by number of subscribers:



Top 10 app user locations by downloads:



Meet the **Film and Sheet EXTRUSION** team



Lou Reade / Editor

Lou Reade is a chemistry graduate with more than 20 years of technical journalism experience, including more than a decade covering the international plastics and polymers market. Lou has also worked as a journalist and editor on a number of design engineering and laboratory magazines.

Email: lou@pipeandprofile.com



Márta Babits / Consultant

Márta Babits graduated in biology and communication and media studies. Her role within the AMI consultancy team includes analysis of the flexible and rigid plastics packaging markets with a particular focus on the FMCG sector.



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



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 and has extensive experience in launching and chairing international industry conferences.

Email: chris.smith@ami.international



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



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 international plastics conference activities.

Email: andy.beevers@ami.international

Advertising rates and data

Film and Sheet Extrusion'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.filmandsheet.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>.

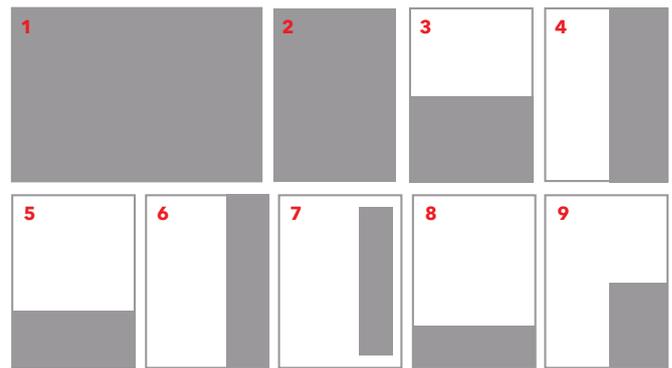
If you wish to supply any other format, please contact us to discuss compatibility. Our full advertisement terms and conditions can be provided on request.

\$ - 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: *Compounding World*, *Injection World*, *Pipe and Profile 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

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

AMI

Third Floor, One Brunswick Square,
 Bristol, BS2 8PE, United Kingdom
 T /+44 (0)117 924 9442
 F/+44 (0)117 311 1534
www.ami.international
www.twitter.com/plasticsworld
 Registered in England No: 2140318

Editorial

Editor-in-Chief: Chris Smith
chris.smith@ami.international

Editor: Lou Reade
lou@filmandsheet.com

Events and magazines director: Andy Beevers
andy.beevers@ami.international

Advertising

China: Maggie Liu
maggieliu@ringiertrade.com T/ +86-20 2885 5256

Hong Kong: Octavia
octavia@ringier.com.hk T/ +852 - 2369 8788 x21

Taiwan: Sydney Lai / Yumi Chen
sydneylai@ringier.com.hk T/ +886 - 4 2329 7318
yumichen@ringier.com.hk

ISSN 2053-7190

Published by AMI