

# Media information 2021

# Injection WORLD

AMI's global digital magazine  
and apps for injection moulders

*Injection World* is the monthly magazine providing business, industry and technology news for injection moulders and mould makers around the globe - our 36,555 email subscribers cover more than 140 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.

*Injection 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 the injection moulding sector.

Published by our expert editorial team at AMI - the leading provider of databases, market intelligence, conferences and expos for the global plastics processing industries - *Injection World* benefits from access to our detailed databases of senior decision makers at injection moulding 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 injection moulders and mould makers, then *Injection World* is the vehicle to promote your business globally.

## Injection World offers:

- ✓ Comprehensive global coverage
- ✓ 100% focused on injection moulding
- ✓ 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.injectionworld.com](http://www.injectionworld.com)  
to see the latest issue and take out  
a free subscription

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

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

or Levent Tounjer:  
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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

*Injection 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 *Injection 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 36,555 email subscribers cover more than 140 countries).

*Injection World* can also be read on iPad, iPhone and Android-based devices using our free app, which has been downloaded more than 25,152 times from 141 countries and is extending our reach into key fast growing markets such as China, 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 *Injection 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/February 2021

Medical materials  
Thermoplastic composites  
Granulators

### March 2021

Thin wall moulding  
Materials preparation  
Product design  
**Chinaplas preview**

### April 2021

Caps and closures  
Automation and robotics  
Recycled compounds  
**NPE preview**  
**Plast preview**

### May 2021

Automotive – under the hood  
Thermoplastic elastomers  
Joining and assembly  
**Compounding World Expo Europe preview**

### June 2021

3D printing  
Bioplastics  
Energy management

### July/August 2021

Packaging  
Colour and masterbatch  
Optical moulding  
**NPE review**

### September 2021

Medical moulding  
High temperature plastics  
Materials handling

### October 2021

Electrical and electronic  
Surfaces and decoration  
Smart functions  
**Fakuma preview**  
**Compounding World Expo North America preview**

### November/December 2021

Automotive – Interiors/Exteriors  
Engineering plastics  
Hot runners  
**Fakuma review**

#### Exhibition and show coverage

*Injection 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

*Injection 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>



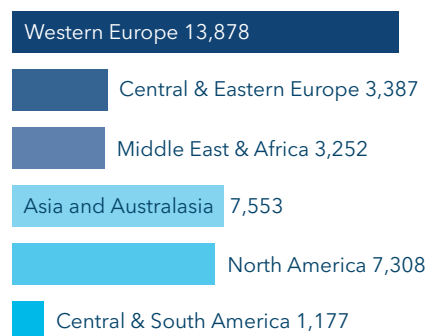
# Injection World – targeted and global

*Injection World* magazine offers an unrivalled global coverage through its email subscriber and app user base. Our 36,555 email subscribers cover 144 countries; the *Injection World* app has been downloaded 25,152 times in 141 countries.



## Global email distribution by region

Size of email list: 36,555 subscribers in 151 countries\*

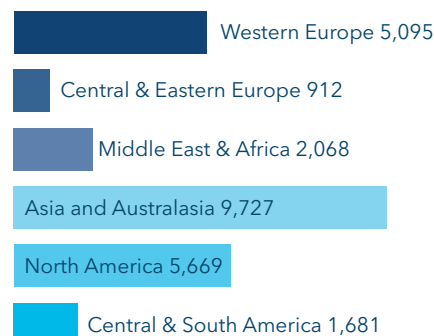


### Top 10 countries by number of subscribers:



## Global app downloads by region

Total app downloads: 25,152 in 141 countries\*



\*Email and app download data at August 2020

### Top 10 app user locations by downloads:



## Meet the **Injection WORLD** team



### David Eldridge / Editor

David has more than 25 years' experience in international B2B publishing, mostly writing for the plastics industry. An English graduate, he has also covered the metals, oil and gas industries.

Email: david.eldridge@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 *Injection World* since 2015.



### 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



### 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



### 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 *Injection 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



### Martyna Fong / Consulting Manager - Packaging and Recycling

Martyna has extensive experience in research and consultancy in FMCG and downstream plastics markets. Since joining AMI in 2011, she has led its development in rigid packaging markets.

# Advertising rates and data

Injection 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.injectionworld.com](http://www.injectionworld.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>.

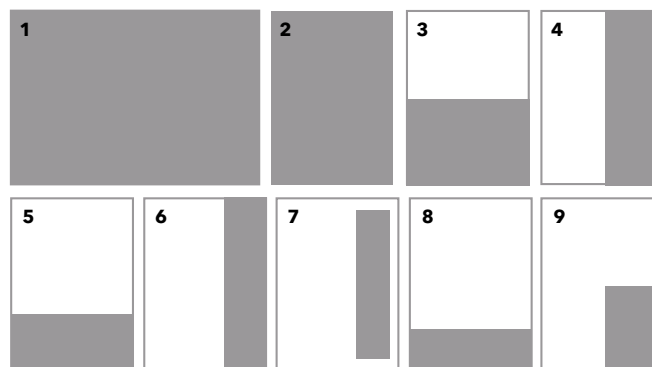
If you wish to supply any other format, please contact us to discuss compatibility. Our full advertisement terms and conditions can be provided on request.

\$ - 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*, *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)



# AMI

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