

Media information 2021

Pipe and Profile EXTRUSION

AMI's global digital magazine and apps for pipe and profile producers

Pipe and Profile Extrusion is the monthly magazine providing business, industry and technology news for producers and specifiers of plastics pipe and profile around the globe - our 23,382 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.

Pipe and Profile 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 pipe and profile 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 - *Pipe and Profile Extrusion* benefits from access to our detailed databases of senior decision makers at plastics pipe and profile production 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 pipe and profile producers, then *Pipe and Profile Extrusion* is the vehicle to promote your business globally.

Pipe and Profile Extrusion offers:

- ✓ Comprehensive global coverage
- ✓ 100% focused on pipe and profile
- ✓ 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.pipeandprofile.com
to see the latest issue and take out
a free subscription

For more information about advertising
in *Pipe and Profile Extrusion*, contact:

Claire Bishop:
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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

Pipe and Profile 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 *Pipe and Profile 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 23,382 email subscribers cover more than 150 countries).

Pipe and Profile Extrusion can also be read on iPad, iPhone and Android-based devices using our free app, which has been downloaded more than 11,900 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 *Pipe and Profile 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

Engineering plastics & composites
Titanium dioxide
Screenchangers & melt filtration
Control & instrumentation

March 2021

Screws & barrels
Polyolefin developments
Computer modelling software
Laboratory extruders

April 2021

PE100+ developments
Materials recovery & granulators
Pipe joining
Mixers
Chinaplas preview
Plast preview

May 2021

Pipe dies
Standards & testing
Medical tubing
Plastics Extrusion World Expo Europe preview
NPE preview

June 2021

Pipe corrugators
Profile die developments
Oil & gas applications
Pressure pipe

July/August 2021

PVC stabilisers
PVC recycling
Extruder technology
Plastics Extrusion World Expo Europe review
NPE review

September 2021

Window profile developments
Downstream equipment
Large diameter pipe
PEX

October 2021

PVC-O pipe
Pipe inspection
Materials handling
Plastics Extrusion World N America preview

November/December 2021

Wood-plastic composites
Pipes in infrastructure
Extruder wear protection
Plastics Extrusion World Expo N America review

Exhibition and show coverage

Pipe and Profile 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

Pipe and Profile 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>



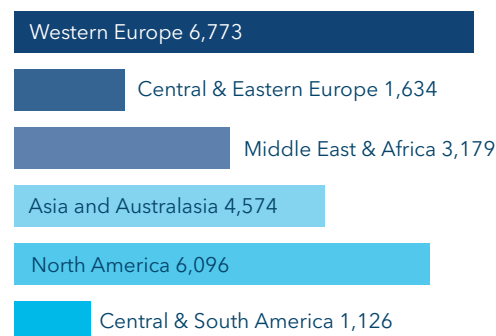
Pipe and Profile Extrusion - targeted and global



Pipe and Profile Extrusion magazine offers an unrivalled global coverage through its email subscriber and app user base. Our 23,382 email subscribers cover 151 countries; the *Pipe and Profile Extrusion* app has been downloaded in 127 countries.

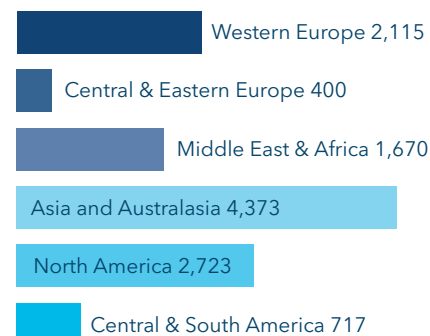
Global email distribution by region

Size of email list: 23,382 subscribers in 151 countries*



Global app downloads by region

Total app downloads: 11,998 in 135 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 Pipe and Profile **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



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.

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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



Cristina de Santos / Consultant

Cristina de Santos holds an MBA and MSc in power and electric engineering. Part of the AMI consultancy team, she is responsible for analysing the global plastic pipe and cable markets. Cristina also covers the South American and African plastics industries.



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



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

Advertising rates and data

Pipe and Profile 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.pipeandprofile.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>.

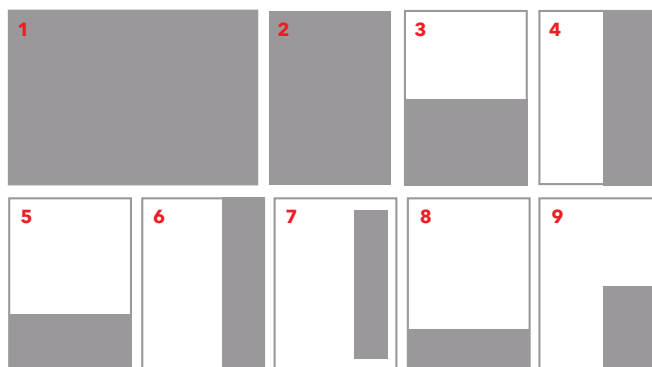
If you wish to supply any other format, please contact us to discuss compatibility. Our full advertisement terms and conditions can be provided on request.

\$ - 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*, *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

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

AMI

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