

# Media information 2022

# 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:

Paul Beckley:  
pb@amiplastics.com

Published by:



# 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.

## 2022 features list

### January/February

Medical materials  
Thermoplastic composites  
Granulators

### March

Thin-wall moulding  
Materials preparation  
Product design  
**IMD Expo Preview**

### April

Caps and closures  
Automation and robotics  
Recycled compounds  
**Chinaplas 2022 Show Preview**

### May

Automotive - under the hood  
Thermoplastic elastomers  
Joining and assembly  
**IMD Expo Review**

### June

3D printing  
Bioplastics  
Energy management

### July/August

Packaging  
Colour and masterbatch  
Optical moulding  
**K2022 Visitor Guide**

### September

Medical moulding  
High temperature plastics  
Digital production  
**K2022 Show Preview Part 1**

### October

Electrical and electronic  
Surfaces and decoration  
Materials handling  
**K2022 Show Preview Part 2**

### November/December

Automotive - exterior and interior  
Engineering plastics  
Hot runners  
**K2022 Show 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.



#### New Injection Molding & Design Expo

AMI and the Crain Global Polymer Group are launching a major American exhibition focused on the design and production of injection-moulded plastic parts and products. The first Injection Molding & Design Expo will take place on 16-17 March, 2022 at the TCF Center in Detroit, Michigan, USA. This focused expo and its three conference theaters will all be free to attend and are backed by Crain's *Plastics News* and AMI's *Injection World* magazines.

Find out more here:

<https://injectionmoldingexpo.com>



**INJECTION MOLDING  
& DESIGN EXPO**  
FROM CONCEPT TO DELIVERY

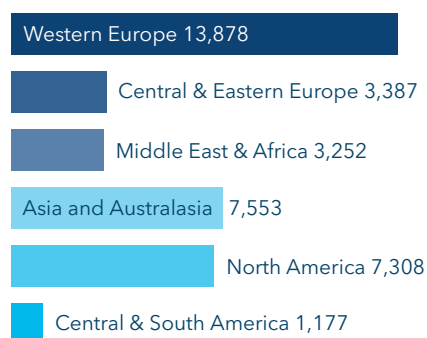
# Injection World – targeted and global

*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\*

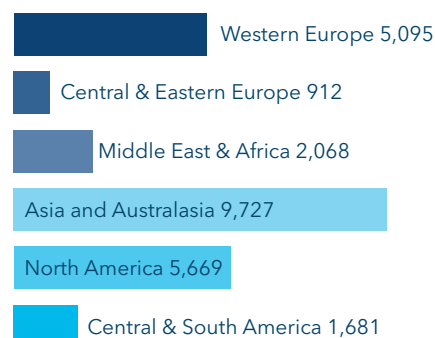


### Top 10 countries by number of subscribers:



## 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.



### 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.



### Paul Beckley / Head of sales and business development

Paul is an experienced media professional with more than 30 years of experience in the international B2B events industry, holding positions in Europe and Asia. Paul joined AMI in 2020.



### 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.



### Maggie Liu / Advertising Sales Agent - China and Hong Kong

Maggie is a B2B media sales professional with more than 20 years' experience in the Chinese and Asian marketplace.



### 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.



### Ms Sydney Lai / Advertising Sales Agent - Taiwan

Sydney has been involved in marketing promotion and media sales covering magazines, conferences and events for more than 15 years.

# 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

\$ - Dollars	Single	3+	6+	12+
Double-page spread	\$4,380	\$3,500	\$3,120	\$2,190
Page	\$2,960	\$2,350	\$2,140	\$1,480
Half page	\$2,070	\$1,660	\$1,510	\$1,060
Third Page	\$1,750	\$1,370	\$1,240	\$900
Quarter page	\$1,320	\$1,060	\$950	\$690

## 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 \$385 per brochure.

## Profile features (advertorial):

Full pages: €3,245 (\$3,850)

Double-page spread €4,832 (\$5,690)

## Webinar production/hosting:

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

## Website promotion:

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

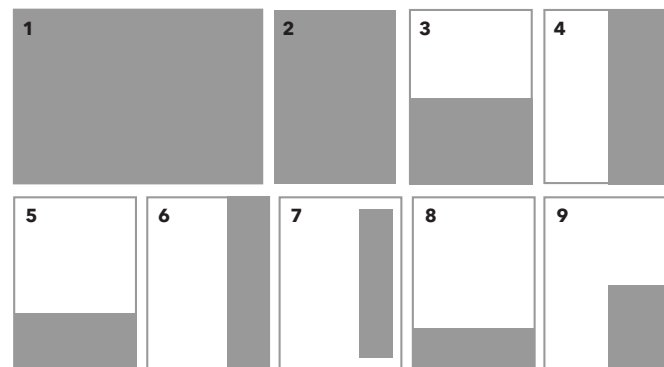
## File formats:

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.

## 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)

**Compounding** WORLD  
**Film and Sheet** EXTRUSION WORLD  
**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.com](http://www.ami.international.com)  
[www.twitter.com/plasticsworld](https://twitter.com/plasticsworld)  
 Registered in England No: 2140318

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## Editorial

**Editor-in-Chief:** Chris Smith  
[cs@amiplastics.com](mailto:cs@amiplastics.com)

**Editor:** David Eldridge  
[de@amiplastics.com](mailto:de@amiplastics.com)

**Technology Editor:** Peter Mapleston  
[editorial@injectionworld.com](mailto:editorial@injectionworld.com)

**Contributing Editor (UK):** Mark Holmes  
[editorial@injectionworld.com](mailto:editorial@injectionworld.com)

## Advertising

**Head of sales and business development:** Paul Beckley  
[pb@amiplastics.com](mailto:pb@amiplastics.com) T/ +44 (0)117 311 1529

**Advertising Sales (China/Hong Kong):** Maggie Liu  
[maggieliu@ringiertrade.com](mailto:maggieliu@ringiertrade.com) T/ +86 13602785446

**Advertising Sales (Taiwan):** Ms Sydney Lai  
[sydneylai@ringier.com.hk](mailto:sydneylai@ringier.com.hk) T/ +886-913625628

36,555 email subscribers | 25,152 app downloads | 21,418 Twitter followers | 140+ countries