

# Media information 2022

# Pipe and Profile EXTRUSION

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

## 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

*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.

Visit [www.pipeandprofile.com](http://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:

Paul Beckley:  
[pb@amiplastics.com](mailto:pb@amiplastics.com)

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.

## 2022 features list

### January/February

Engineering plastics and composites  
Titanium dioxide  
Screenchangers and melt filters  
Control and instrumentation

### March/April

Screws & barrels  
Polyolefin developments  
Computer modelling software  
**Chinaplas 2022 Show Preview**

### May/June

Pipe corrugators  
Die developments  
Pressure pipe  
Materials recovery & granulators

### July/August

PVC stabilisers  
PVC recycling  
Extruder technology  
**K2022 Visitor Guide**

### September

Window profile developments  
Downstream equipment  
Large diameter pipe  
PEX pipe  
**K2022 Show Preview Part 1**

### October

PVC-O pipe  
Pipe inspection/Standards & testing  
Materials handling  
**K2022 Show Preview Part 2**  
**PEW Expo NA Preview**

### November/December

Wood-plastic composites  
Pipe joining  
Mixers  
**K2022 Show 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 and Cleveland, OH, USA. 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\*

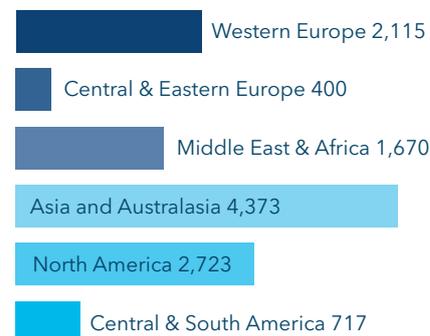


Top 10 countries by number of subscribers:



## Global app downloads by region

Total app downloads: 11,998 in 135 countries\*



\*Email and app download data at August 2020

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.



### 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.



### 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.



### 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.



### 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.



### 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.



### 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

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

\$ - 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.pipeandprofile.com](http://www.pipeandprofile.com) website. Contact Paul Beckley for rates and viewing data.

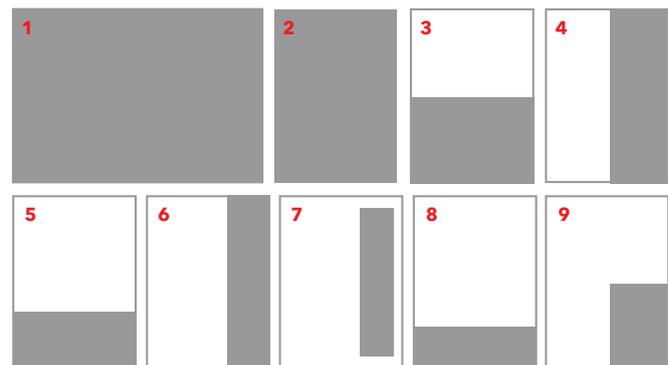
## File formats:

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*, *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](http://www.ami.international/mags)

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

# AMI

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23,382 email subscribers | 11,998 app downloads | 21,418 Twitter followers | 150+ countries