

CiM Composites in Manufacturing

Dedicated to composite materials and applications

MEDIA PACK 2018



Building brand exposure for the composites industry



www.composites-manufacturing.com

NEWS AND VIEWS THAT TRULY MATTER TO COMPOSITE PEOPLE

Composites in Manufacturing (CIM) provides the sector with authoritative technical features, informed product reports and all the latest news content. Now in its eighth year of publishing, our aim editorially is to deliver informed opinion and exclusive content.

Published five times a year, *CIM* focuses on the technology and prime decision makers across all aspects of the composites industry, from design and development through to production, procurement and senior management.

If you are involved in the supply of raw materials, resins, adhesives, the purchase capital equipment and tooling, the design, specification, production and test functions or a subcontractor focused on the sector, then *CIM's* editorial will fulfil your needs.

Whether online or in-print, we are dedicated to making *Composites in Manufacturing* an essential tool for our readers, enabling them to make the right decisions so that they can grow their businesses.



Mike Richardson, Editor

GLOBAL CIRCULATION

REACHING KEY DECISION MAKERS

TOTAL UK PRINT CIRCULATION – 10,015 DELIVERED TO 4,266 SITES

TOTAL GLOBAL DIGITAL EDITION CIRCULATION – 9,691 DELIVERED TO 5,460 SITES

CIM has been audited by ABC (Audit Bureau of Circulations) and its findings show that 90% of qualified readers have registered to receive a copy in the last two years. This means you can have total confidence that we reach the right audience!



Publisher's statement: average net circulation: 10,015 July 2016 until June 2017

AUDIENCE BREAKDOWN

Industry coverage*

| Industry coverage | % |
|-----------------------|------|
| Aerospace | 39.2 |
| Automotive | 24.6 |
| Motorsport | 14.8 |
| Precision engineering | 16.4 |
| Electronic/Electrical | 13.9 |
| Marine | 13.1 |
| Oil & Gas | 11.8 |
| Medical | 10.1 |
| Power Generation | 9.3 |
| Rail industry | 9.5 |
| Machine tools | 8.8 |
| Other transportation | 7.1 |
| Building construction | 6.2 |
| Materials | 8.0 |
| Education/Government | 4.0 |
| Automation | 5.1 |
| Leisure sport | 4.8 |
| Consumer | 4.4 |
| Pipes and tanks | 3.2 |
| Software | 2.5 |

*Please note that most companies cover more than one industry sector

Job function*

| Job function | % |
|----------------------|------|
| General management | 43.2 |
| Production manager | 20.1 |
| Production engineer | 21.2 |
| Design and R&D | 15.3 |
| Marketing/Sales | 7.1 |
| Procurement | 6.8 |
| Quality | 7.2 |
| Education/Government | 3.4 |
| Consultant | 2.6 |
| Materials specialist | 3.5 |
| Test | 1.8 |
| Other | 4.2 |

*Please note that some readers perform more than one function

Number of employees

| Employees | % |
|-----------|------|
| 1-19 | 27.6 |
| 20-99 | 34.8 |
| 100-499 | 21.6 |
| 500+ | 16.0 |

**UNIQUE READER
C O U N T
19,706**

2018 EDITORIAL FEATURE PROGRAMME

☑ Additional issue distribution

| | February/March | April/May | June/July | September/October | November/December |
|----------------------------|---------------------------------|--------------------------|---------------------------------|----------------------------------|--|
| Sector report | Special Automotive Supplement | Marine | Special Aerospace Supplement | Rail | Power Generation |
| Materials | Raw and semi-finished materials | Test & measurement | Raw and semi-finished materials | Test & measurement | Raw and semi-finished materials |
| Equipment | ATL/AFP | Filament winding | Autoclaves | Injection moulding/Press tools | Flatbed cutting |
| Manufacturing | Cutting tools | Mould & Die | Automation | Cutting tools | Mould & Die |
| Special report | Design & development | Training & skills | Composites repair | Design & development | Recycling |
| Subcontracting | Subcontracting solutions | Subcontracting solutions | Subcontracting solutions | Subcontracting solutions | Subcontracting solutions |
| Event previews | JEC World* | | Farnborough Airshow* | Composites UK Members' Directory | Composites Engineering Show* Composites Europe* |
| Ed/Ad copy deadline | 2nd February | 6th April | 18th May | 31st August | 28th September |

EACH ISSUE COVERS MANY TOPICS DRAWN FROM ACROSS THE COMPOSITES INDUSTRY

Materials: How new and novel materials are pushing the boundaries

Design & Development: From concept to production

Test & Measurement: The techniques and equipment that validate the design

Production: Tooling and machinery-related products and processes

Supply Chain: Covering the business issues within the sector

Subcontracting: Focusing on the UK's tier suppliers

Sector Report: Examining the opportunities for UK companies in the relevant sectors

Special Report: Covering specific projects and industry issues

Events: Previewing the industry's key events and conferences

EVENT PLANNER 2018



Composite-Expo, Moscow, February 27-March 3 www.composite-expo.com

JEC World, Paris, March 6-8 www.jecomposites.com

Compotec, Cararra, Italy, April 5-7 www.compotec.it

Aircraft Interiors Expo, Hamburg, April 10-12 www.aircraftinteriorsexpo.com

Subcon, Birmingham, June 5-7 www.subconshow.co.uk

JEC Composites in Transportation, Chicago, June 27-28 www.jecomposites.com

Seawork, Southampton, July 3-5 www.seawork.com

Farnborough International Airshow, July 16-22 www.farnboroughairshow.com

Experience Composites, Augsburg, September 18-20 www.experience-composites.com

CAMX 2018, Dallas, Texas, October 16-18 www.thecamx.org

Composites Europe, Stuttgart, November 6-8 www.composites-europe.com

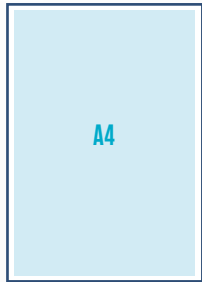
Composites Engineering show, Birmingham, October 31-November 1 www.advancedengineeringuk.com

JEC Asia, Seoul, November 13-15 www.jecomposites.com

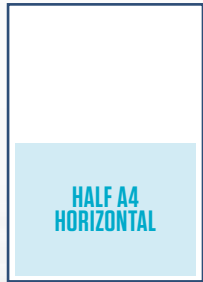
Metstrade Marine show, Amsterdam, November 13-15 www.metstrade.com

PRINT ADVERTISING | BUILDING MARKET PROFILE FOR YOUR BUSINESS

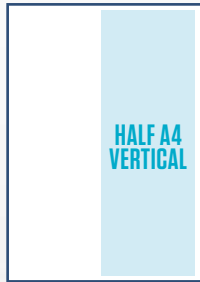
In this ever-growing market place, ensure that you are promoting your products and services with CiM's multi-channel solutions:



Type 267mm x 180mm
Trim 297mm x 210mm
Bleed 303mm x 216mm
£2,420 per ad



Type 130mm x 180mm
£1,475 per ad



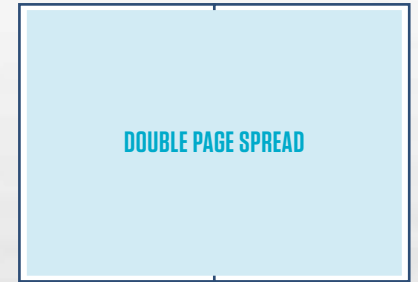
Type 267mm x 85mm
£1,475 per ad



Type 130mm x 85mm
£890 per ad



Type 60mm x 180mm
£1,250 per ad



Type 267mm x 360mm
Trim 297mm x 420mm
Bleed 303mm x 426mm
£4,000 per ad

OUR BRAND REACH

MAGAZINE



PER EDITION
19,706

WEBSITE



13,216
UNIQUE
USERS A YEAR

E-NEWSLETTER



16,381

ADVERTISER E-CAST



6,000+
INDIVIDUAL
EMAILS
PER DELIVERY



THE UK COMPOSITE MATERIALS MARKET WAS ESTIMATED AT ~£0.7 BILLION OR ~0.3 MILLION METRIC TONNES IN 2016

SOURCE: LUCINTEL MARKET DATA 2017 WWW.LUCINTEL.COM



Application files:

QuarkXPress and Adobe InDesign, Photoshop and Illustrator with all support files and fonts included.

Pictures:

Tiff, jpeg and .eps formats. Resolution should be 300dpi at the size to be published. Colour pictures should be saved as CMYK and mono pictures as grayscale.

PDF files:

Distil using Acrobat 4 or higher with compression set at the highest quality, all fonts embedded. Please provide a colour proof as we cannot be held responsible for colour variations.

Additional print marketing options available

Bound-in and loose inserts – weight variable – prices on application.

Audit Bureau of Circulations (ABC) explained: the industry body for media measurement. ABC's industry Stamp of Trust underpins the way advertising is traded across the media landscape. ABC offers independent audit and compliance services, delivering certification which verifies that data and processes meet industry reporting standards. www.abc.org.uk



SPECIAL SUPPLEMENTS

COMPOSITES UK MEMBERS' DIRECTORY SEPTEMBER/OCTOBER EDITION

Composites UK appointed *Composites in Manufacturing* as its 'Lead Press Partner' in helping to evangelise the success stories taking place within our vibrant industry.



"We've worked alongside *Composites in Manufacturing* for a number of years now and **there is a great synergy between us**, the work that it does and our member companies. The publication is a go-to source of information for the industry and **we are proud to call them our Lead Press Partner**, meaning our members are heavily featured in editorial and have discounted advertising rates accessible to them."

Claire Whysall, Composites UK Communications Manager



In partnership with Composites UK, *Composites in Manufacturing* publishes the Association's Members' Directory, which is bound-in to our September/October edition. The Directory offers member companies the opportunity to take up an advertorial slot to promote their key capabilities (prices available on request).

As well as going out to our 10,000 readers in the September/October edition, 500 stand-alone copies are also being printed for Composites UK to distribute at shows for the following 12 months.



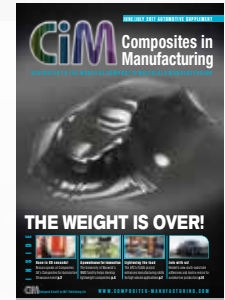
AUTOMOTIVE SUPPLEMENT FEBRUARY/MARCH EDITION

2016 saw the publication of our inaugural Automotive supplement in the February/March edition. This supplement will again feature in 2018, and will look at potential opportunities for the composites industry within the mass production market of saloon cars.

ADVERTORIALS

Designed to look like an article, this is an ideal way to create a more powerful impact. Your words, your images, to give you maximum impact. It's the perfect route to communicate a recent expansion, investment in capital equipment or even your presence at a key trade event. This helps you to deliver a more educational and thought-leadership led approach to promoting your business.

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DIGITAL ADVERTISING

WEBSITE REACH 13,200+ USERS

www.composites-manufacturing.com

The *Composites in Manufacturing* website now delivers over 13,924 unique visits every year, featuring news updates from the industry, features from our editorial team and an up-to-date digital turning page edition of *Composites in Manufacturing* every month.



- Leaderboard/banner** (1 month) £167
- Home Page Takeover** (1 week) £1,500
- Home Page Button** (1 month) £116
- In Content Button** (1 month) £250

BESPOKE E-CAST REACH 6,900+ USERS

Electronic marketing by e-Cast is fully measurable and delivers direct sales leads.

An e-Cast is your opportunity to get your message across to key industry decision makers and direct to their email inbox. All we require is your HTML file and we'll do the rest. We track the results and provide you with a full statistical analysis report.



Price: £1,200 per e-Cast to our full database of 6,901* named email addresses.

**Due to the dynamic nature of the research campaign, these figures may vary*

Digital specs available on request

EDITOR'S E-NEWSLETTER & DIGITAL EDITION REACH 16,381

Sponsorship of editor's monthly email e-Newsletter and digital magazine edition 'Issue Out Now' email.

Delivered by the editor five times a year, the *Composites in Manufacturing* newsletter features unique news coverage together with articles and expanded stories. The digital magazine provides our readership with a convenient access to the magazine at anytime and anywhere in the world.

Our e-Newsletter also carries our new video product directly to our readers' email inbox. E-Newsletter recipients have opted in. We offer two sponsorship positions on the editor's e-Newsletter.

REACH:
16,381 per newsletter, five times a year.

RATES:
£800 per e-Newsletter.



VIDEO IMPROVE READER UNDERSTANDING WITH AUDIO-VISUAL EXPERIENCE

Created

Composites in Manufacturing can work with you to create a 1-3-minute video

- Promoted via the editor's eNewsletter within the first six months of hosting the video channel
- **Reach:** 9,500 plus individuals
- **Rate:** £1,500 per video and 12 months hosting on video channel

HOSTED

- Advertisers can upload their complete video to the *Composites in Manufacturing* video channel
- Promoted via the editor's e-Newsletter within the first six months of hosting on the video channel
- **Reach:** 9,500 plus individuals
- **Rate:** £955 for twelve months hosting on video channel



CONTACTS

EDITORIAL

Editor: **Mike Richardson**

DDI: +44 (0) 1634 825709

editorial@composites-manufacturing.com

Deputy Editor: **Ed Hill**

DDI: +44 (0) 1634 825705

ehill@mitpublishing.co.uk

ADVERTISING & PROMOTION

Business Development Manager: **David McCauley**

DDI: +44 (0) 7557 308369

dmc@composites-manufacturing.com

Sales Director: **Andy Morley**

DDI: +44 (0) 1634 825701

amorley@aero-mag.com

Sales Executive: **Jenny Armfield**

DDI: +44 (0) 1474 854462

jarmfield@composites-manufacturing.com



@CompositesM



Composites in Manufacturing

PRODUCTION

Production editor: **Sarah Blake**

sblake@mitpublishing.co.uk

CIRCULATION & SUBSCRIPTIONS

The Jamieson Consultancy

Tel: +44 (0) 1424 757615

cim@tjcuk.co.uk

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MIT Publishing Limited

Featherstone House

375 High Street, Rochester

Kent, UK ME1 1DA

Tel: +44 (0) 1634 830566

Fax: +44 (0) 1634 408488

Website: www.composites-manufacturing.com



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