



compounding WORLD

The global digital magazine and apps for polymer compounders

Compounding World is a monthly magazine written specifically for polymer compounders and masterbatch producers around the globe. It is distributed electronically and can be read free-of-charge online. In addition, it can be accessed on tablet computers and smartphones using our free apps for the iPad, iPhone or Android devices.

The magazine is published by Applied Market Information (AMI), the leading provider of market intelligence and analysis for the global compounding and masterbatch industries.

The company has a detailed database of senior decision makers at compounding and masterbatch production sites across Europe, the Americas, Asia and the Middle East. This unique and constantly updated database provides

Compounding World with comprehensive global access to the key purchasers of polymer additives, compounding machinery and ancillary equipment.

The magazine delivers relevant and up-to-date information on the most important technical developments, market trends, business news and legislative announcements. And unlike other general plastics magazines, **Compounding World** is 100% focused on the specific information needs of

Compounding World offers:

- Comprehensive global coverage
- 100% focused on plastics compounding
- In-depth market knowledge
- Free access online and via apps
- Highly competitive advertisement rates
- Live weblinks from all advertisements
- App viewable without internet connection

For more information about advertising in Compounding World, contact:

Levent Tounjer: lt@amiplastics.com or

Claire Bishop: claire@amimagazines.com

compounders and masterbatch producers.

Adverts are very competitively priced and can include links straight to your own website. If you are selling machinery, ancillary equipment, materials, additives or services to compounders or masterbatch producers, then **Compounding World** is the vehicle to promote your business globally.

Digital magazines for the digital age: online; on tablets; on smart phones

AMI leads the way with electronic magazines for the plastics industry

Compounding World is a digital magazine for the digital age. It is available free-of-charge online using a standard internet browser, and can also be read on the iPad, iPhone and Android-based devices using our free apps or HTML5 browser.

The **online edition** is hosted on the Yudu platform for digital magazines. There is no need for readers to download special software or large files. The user-friendly interface allows them to browse and read the magazine just like a printed product, but with the benefits of online delivery and interactivity.

Online readers can download the magazine as a PDF for storage and printing. Plus they can easily forward links to the magazine, sharing *Compounding World's* valuable content with colleagues, suppliers and customers. App users can build up their own archive for reading anywhere – a live internet connection is not required to view the *Compounding World* apps.

The *Compounding World* apps for the **iPad**, **iPhone** and **Android** devices are proving very popular with readers around the world. The dedicated apps have been downloaded more

than 10,991 times since their launch in 2012, and more subscribers are signing up every single day. This is extending the reach of the magazine beyond its already substantial online readership, providing even more value for advertisers.

AMI is also using **Twitter** to notify a large international audience whenever we publish a new edition of *Compounding World* magazine. Our @PlasticsWorld Twitter feed has already attracted more than 14,917 followers and is one of the most popular sources of plastics industry information on the social media site.



About AMI

Applied Market Information is a specialist market



research and consulting company serving the global chemicals and plastics industries.

Established in 1986, AMI has offices in Bristol, England, and Reading, Pennsylvania, USA. The company carries out single-client consultancy and multi-client research projects. In addition, it produces market reports, directories and electronic databases, and it organises conferences in Europe, America, Asia and the Middle East. These cover topics such as masterbatches/concentrates, PVC formulation, polyolefin additives, cables, fire retardants and technical compounds.

AMI has particular expertise in thermoplastics compounding, masterbatch, polyethylene film, polypropylene, building products, injection moulding and engineering polymers.

The people behind **compounding WORLD**

Chris Smith 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 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.

Andrew Reynolds is one of the founders of AMI. He is a recognised authority on the compounding, masterbatch and films sectors, providing detailed analysis of global and trends and polymer business strategy.

Jennifer Markarian is a Penn State chemical engineering graduate and journalist who has been writing about plastics technology for more than 15 years. Based in the USA, she has been writing for *Compounding World* since its launch in 2010.

Peter Mapleston has been writing for international plastics magazines for more than 30 years. He graduated in polymer science and technology in the UK, living in Germany and Switzerland before settling in Italy. Peter has been writing for *Compounding World* since 2013.

Mark Holmes is a freelance editor and journalist with more than 18 years' experience in writing and managing plastics industry publications. Based in the UK, Mark is a graduate in chemical engineering and has been writing for *Compounding World* since 2015.

Levent Tounjer has more than 20 years' experience in international B2B advertising and sponsorship sales, largely focused on magazines and events for the polymer industry.

Claire Bishop is an experienced B2B media sales specialist. She has worked with AMI since the company launched its digital magazine division in 2008.

Compounding World: 2017 features list



Targeted and informative content

Each month, **Compounding World** covers key technical developments, market trends, strategic business issues, legislative announcements, company profiles and new product launches.

The magazine carries in-depth articles written by experienced technical journalists and market experts from *Applied Market Information*. Plus there are exclusive contributions from leading researchers and industry insiders.

Applied Market Information's wealth of industry information and analysis ensures that **Compounding World** provides exclusive insights into the key market issues and opportunities for compounders and masterbatch producers wherever they are based.

November 2016

Carbon black
Continuous and batch mixers
Modifying surface properties
K 2016 – show review part one

December 2016

Flame retardants
Laboratory compounders
Anti-counterfeiting additives
K 2016 – show review part two

January 2017

Polymer foam technologies
Pelletising systems
Additives for film applications
Controlling emissions & odours

February 2017

Thermally-conductive compounds
Materials handling
Additives for polyamides
Additives for laser marking and welding

March 2017

Twin-screw extruders
Natural fibres and fillers
Special effect pigments
Computer modelling software

April 2017

Electrically conductive compounds
Additives for recycled plastics
Extruder maintenance
Purging compounds

May 2017

Wire and cable applications
Clarifiers and nucleating agents
Industry 4.0 for compounders
Chinaplas 2017 preview

June 2017 – 100th edition special

PVC stabilisers, lubricants and impact modifiers
Compounding bioplastics
Long-fibre thermoplastics
Kneaders

July 2017

Antimicrobials and biocides
Screenchangers and melt filtration
Colour measurement
Impact modifiers

August 2017

PVC plasticisers
Functional fillers
Screw and barrel protection
High-performance PP compounds

September 2017

Colour pigments
Materials testing and analysis
Antioxidants and UV stabilisers
Reactive compounding

October 2017

Reinforcing fibres
Titanium dioxide
Active and intelligent packaging
Fakuma 2017 preview

November 2017

Carbon black
Continuous and batch mixers
Modifying surface properties
Fakuma 2017 review

December 2017

Flame retardants
Laboratory compounders
Anti-counterfeiting additives
Improving and testing weather resistance



Plus in every issue:

- **Compounder of the month - company profile**
- **Business and legislative news**
- **New machinery and ancillaries**
- **New additives and materials**
- **Forthcoming events**

Exhibition and show coverage

Compounding World will be covering all of these international plastics shows in 2017. Make sure you don't miss your chance to advertise. Check our Features List for more information.



Rates and data

Compounding World's competitive global advertising rates ensure your marketing budget goes much further.

€ - Euros	Single	3+	6+	12+
Double-page spread	€3,450	€2,750	€2,475	€1,725
Page	€2,325	€1,850	€1,675	€1,175
Half page	€1,625	€1,300	€1,175	€825
Third Page	€1,350	€1,075	€975	€700
Quarter page	€1,025	€825	€750	€525

\$ - Dollars	Single	3+	6+	12+
Double-page spread	\$3,850	\$3,075	\$2,750	\$1,925
Page	\$2,600	\$2,075	\$1,875	\$1,300
Half page	\$1,800	\$1,450	\$1,300	\$925
Third Page	\$1,500	\$1,200	\$1,075	\$800
Quarter page	\$1,150	\$925	\$825	\$575

Brochure Showcase entry: €300 or \$330 per brochure

Profile features (advertorial):

Full pages: €3,000 (\$3,300), Double-page spread €4,500 (\$4,950)

Simple pricing:

All rates include insertion in both online and app editions

It is possible to add rich media to your adverts, such as videos, flash animation, surveys and presentations. To find out what's possible and how much it costs, contact us to discuss your ideas. We also offer banner and skyscraper adverts on pipeandprofile.com. Contact us for our competitive rates and latest viewing figures.

Advertisement copy sizes

Double-page spread:

Full page

Half page (horizontal):

Half page (vertical):

Third page (horizontal):

Quarter page (horizontal):

Quarter page (vertical):

Width by height

420mm x 297mm

210mm x 297mm

210mm x 146mm

100mm x 297mm

210mm x 99mm

210mm x 74mm

100mm x 146mm

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 viewed at www.compoundingworld.com

The AMI magazine portfolio

Applied Market Information publishes three other digital magazines: **Injection World**, **Pipe and Profile Extrusion** and **Film and Sheet Extrusion**. If you place bookings in more than one of our magazines the series booking rates will accumulate across all of your adverts.

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WORLD

www.injectionworld.com

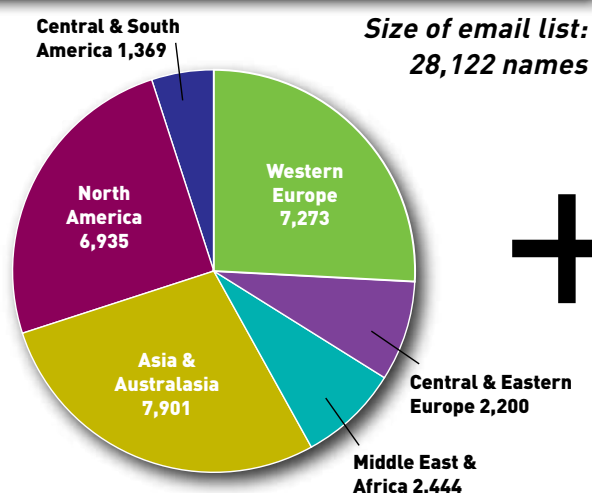
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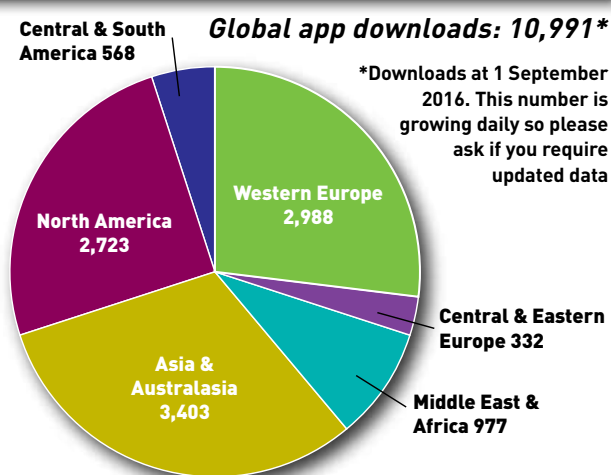
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ISSN 2053-7174

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