

pipe and profile EXTRUSION

The global digital magazine and apps for pipe and profile extruders

Pipe and Profile Extrusion is a digital magazine written specifically for the producers of plastic pipes, profiles and tubes 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 plastic pipe and profile industries.

The company has a detailed database of senior decision makers at pipe, profile and tube production sites across Europe, the Americas, Asia and the Middle East. This unique and constantly updated database provides **Pipe and Profile Extrusion** with comprehensive global access to the key purchasers of the extrusion lines, ancillary equipment, polymers and additives that are used in pipe, profile and tube production.

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, **Pipe and Profile Extrusion** is 100% focused on the specific information needs

Pipe and Profile Extrusion offers:

- Comprehensive global coverage
- 100% focused on pipe and profile extrusion
- 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 Pipe and Profile Extrusion contact:
Levent Tounjer: lt@amiplastics.com
Claire Bishop: claire@amimagazines.com

of the producers of polymer pipes, profiles and tubing.

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 plastic pipe and profile producers, then **Pipe and Profile Extrusion** 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

Pipe and Profile Extrusion is a digital magazine for the digital age. It is available free-of-charge online using a standard internet browser, and 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.

In addition, readers can download the magazine as a PDF for storage and printing. Plus they can easily forward links to the magazine, sharing *Pipe and Profile Extrusion's* valuable content with colleagues, suppliers and customers.

The *Pipe and Profile Extrusion* 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 8,514 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 *Pipe and Profile Extrusion* 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.

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

It organises a large range of plastics pipes and profiles conferences in Europe, the US and the Middle East. It also publishes international directories and studies of pipe and profile extruders.

The people behind **pipe and profile EXTRUSION**

Andy Beevers is a chemical engineering graduate with more than 25 years of editorial and publishing experience in the international plastics sector. He has worked within UK and US-based publishing companies. Since joining AMI, Andy has headed up the company's growing portfolio of digital magazines.

Chris Smith is a highly experienced plastics industry journalist and editor. He has a degree in materials science and worked in the polymer industry for several years before moving into B2B magazine publishing. Chris has been writing about plastics for more than 20 years and has extensive experience in launching and chairing international plastics industry conferences.

Lou Reade is a chemistry graduate with more than 20 years of technical journalism experience, including more than a decade covering plastics and polymers. Lou has also worked as a journalist and editor on design engineering and laboratory magazines.

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

Levent Tounjer has more than 20 years' experience in international business-to-business advertising and sponsorship sales, largely focused on magazines and events for the polymer industry. Levent joined AMI in the summer of 2015 to work alongside advertising manager Claire Bishop.

Claire Bishop is an experienced media sales specialist and has worked with major B2B publishing companies, including Emap, and the UK's market leading Daily Mail newspaper. Claire has worked with AMI since the company launched its digital magazine division in 2008.

Pipe and Profile Extrusion: 2017 features list

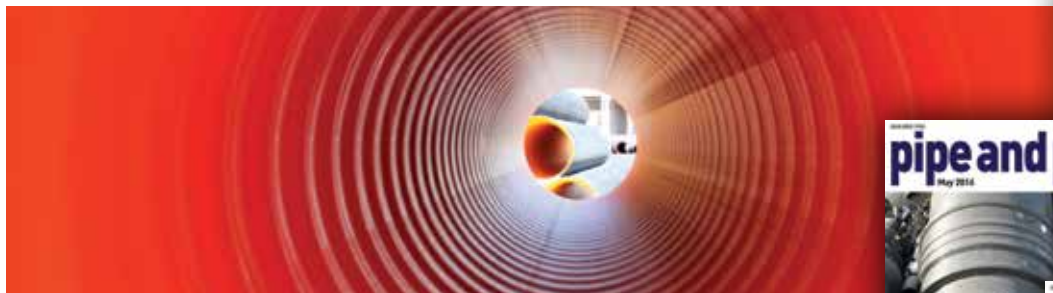


Targeted and informative content

Pipe and Profile Extrusion 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 **Pipe and Profile Extrusion** provides exclusive insights into the key market issues and opportunities for readers wherever they are based.



November/December 2016

Wood-plastic composites technology
Cross-linked polyethylene
Extruder wear protection
K 2016 – show review

January/February 2017

Engineering plastics and composites
Screenchangers and melt filtration
Titanium dioxide trends
Continuous and batch mixers for PVC

March 2017

Screws and barrels
Polyolefin developments
Computer modelling software
Laboratory extruders

April 2017

Control and instrumentation
PE100+ developments
Materials recovery and granulators
Standards and testing

May 2017

Pipe die developments
PVC recycling
Focus on pressure pipes
Chinaplas preview issue

June 2017

Pipe corrugators
Profile die developments
Pipe joining technology
Plastic pipes in infrastructure report

July/August 2017

PVC stabilisers, lubricants & impact modifiers
Oil and gas industry applications
Extruder technology
Large diameter pipes

September 2017

Medical tubing
Window profile developments
Downstream equipment
Trenchless pipe installation

October 2017

PVC-O pipe technologies
Pipe inspection technologies
Materials handling equipment
On-site/mobile pipe production

November/December 2017

Wood-plastic composites technology
Cross-linked polyethylene
Extruder wear protection
Multi-layer pipe extrusion

Plus in every issue:

- Business news
- New machinery and ancillaries
- New materials and additives
- Forthcoming events

Exhibition and show coverage

Pipe and Profile Extrusion will be covering these international plastics shows in 2017. Make sure you don't miss your chance to advertise. Check our Features List for more information.



Chinaplas[®] 2017

Rates and data

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Pipe and Profile Extrusion's highly competitive 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>.

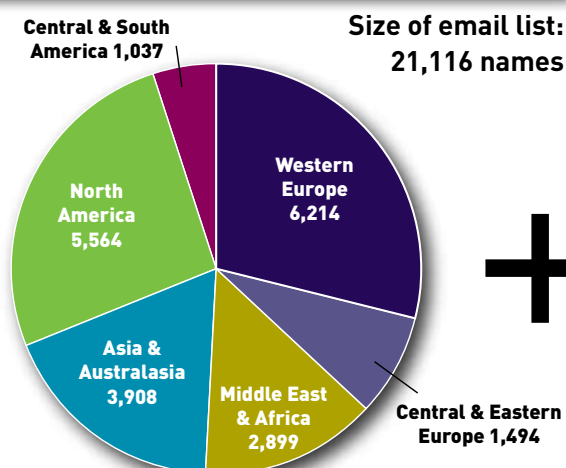
If you wish to supply any other format, please contact us to discuss compatibility. Our full advertisement terms and conditions can be viewed at www.pipeandprofile.com

The AMI magazine portfolio

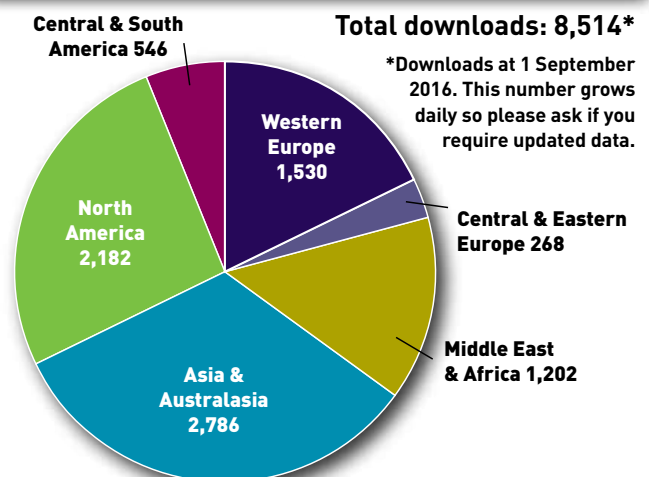
Applied Market Information publishes three other digital magazines: **Compounding World**, **Injection World**, and **Film and Sheet Extrusion**. If you place bookings in more than one of our magazines the series booking rates will accumulate across all of your adverts.



Global email circulation



Global app downloads



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Email circulation: 21,116 • App downloads: 8,514 • Twitter followers: 14,917