

Media information 2018

Pipe and Profile EXTRUSION

The global digital magazine and apps for pipe and profile producers

Pipe and Profile Extrusion is the monthly magazine written exclusively for producers of plastics pipes, tubes and profiles around the globe. It is accessed by thousands of readers every month free-of-charge online, on tablets, smartphones, and via our free apps 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, product innovations and legislative announcements. And, unlike other general plastics magazines, it is 100% focused on the specific information needs of developers, manufacturers and users of plastics pipes and profiles.

Published by our expert editorial team at AMI - the leading provider of databases, market intelligence and conferences 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 manufacturing sites across Europe, the Americas, Asia and the Middle East. These global databases include key purchasers of extrusion lines, downstream and ancillary equipment, polymers and additives, and all the related services for the pipe and profile industry.

Looking to access this market? 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 the plastics pipe and profile industry, then *Pipe and Profile Extrusion* is the vehicle to promote your business globally.

Pipe and Profile Extrusion offers:

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

Visit 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:

Levent Tounjer:
levent.tounjer@ami.international
or Claire Bishop:
claire.bishop@ami.international

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

Email circulation: 21,763

App downloads: 10,029



Twitter followers: 16,867

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 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, which means there is no need for readers to download special software or large files. Subscribers are notified of each new edition by email and a simple click of a weblink takes them to the latest magazine. Our user-friendly interface allows them to browse and read the magazine just like a printed product, but with the additional benefits of online delivery and digital interactivity. Readers can easily forward links to articles, allowing them to share *Pipe and Profile Extrusion's* valuable content with colleagues, suppliers and customers. And they can

download the magazine as a PDF for storage and printing.

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 10,029 times since their launch in 2012, and more subscribers are signing up every day. Our apps are extending the reach of the magazine beyond its already substantial online readership, providing even more value for advertisers.

We use our @PlasticsWorld **Twitter** feed to keep our 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. To date, @PlasticsWorld has attracted a global following of more than 16,867 people and is one of the most popular sources of plastics industry information on the social media site.

The people behind Pipe and Profile EXTRUSION

Lou Reade / Editor



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
Email: lou@pipeandprofile.com

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.
Email: andy.beevers@ami.international

Levent Tounjer / Sales & Commercial Manager



Levent has more than 20 years' experience in international B2B advertising and sponsorship sales, largely focused on magazines and events for the polymer industry.
Email: levent.tounjer@ami.international

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.
Email: chris.smith@ami.international

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 following and analysing the global plastic pipe and cable markets. Cristina also analyses the South American and African plastics industries.

Claire Bishop / Advertising Manager



Claire Bishop is an experienced consumer and B2B media sales specialist. She has worked with us since the company launched its digital magazine division in 2008.
Email: claire.bishop@ami.international

Confidence in AMI expertise

AMI was founded in 1986 by a group of consultants with expertise in market research, data reports and business intelligence for the global plastics industry. More than 30 years on, our work is still underpinned by our talented staff and our unique databases. With offices in the UK and USA and colleagues based in China, our expert staff can support your business on a global scale, helping you identify exciting market opportunities, new customers and innovative technologies.

Jenny Zhou / Sales Manager (China)



Based in Shanghai, Jenny has held business development, marketing and project management roles in Chinese and international companies working in the e-commerce and manufacturing environments.
Email: jenny.zhou@ami.international

Learn more at: www.pipeandprofile.com



Targeted and informative content

Each month, *Pipe and Profile Extrusion* covers key technical developments, market trends, strategic business issues, legislative updates, company activities and new product launches. Our magazine carries in-depth articles written by experienced technical journalists and market experts, as well as exclusive contributions from leading researchers and industry insiders. Our wealth of industry information and analysis ensures that *Pipe and Profile Extrusion* provides our readers with exclusive insight into the key market issues and opportunities for manufacturers and users of plastics pipe and profile products wherever they are based.

Features list

November/December 2017

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

January/February 2018

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

March 2018

Screws and barrels
Polyolefin developments
Computer modelling software
Laboratory extruders

April 2018

Control and instrumentation
PE100+ developments
Materials recovery and granulators
Standards and testing
Show preview: *Chinaplas 2018*

May 2018

Pipe die developments
PVC recycling
Focus on pressure pipes
Show previews: *NPE 2018/Plast 2018*

June 2018

Pipe corrugators
Profile die developments
Pipe joining technology
Plastic Pipes in Infrastructure
Show previews: *CWE/PRWE 2018*
Show review: *NPE 2018*

July/August 2018

PVC stabilisers, lubricants & impact modifiers
Oil and gas industry applications
Extruder technology
Large diameter pipes
Show review: *Plast 2018*

September 2018

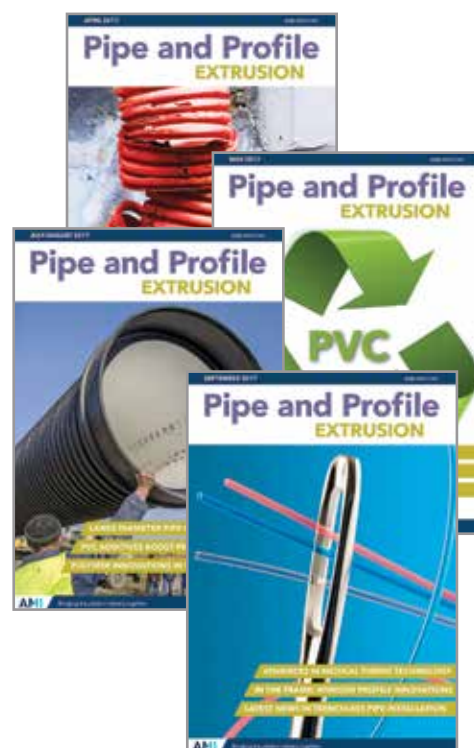
Medical tubing
Window profile developments
Downstream equipment
Trenchless pipe installation

October 2018

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

November/December 2018

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



Plus in every issue:

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

Exhibition and show coverage

Pipe and Profile Extrusion will be covering all of these international plastics shows in 2018. Make sure you don't miss your chance to advertise. Check our Features List for more information.



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	€3,450	€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	\$4,100	\$3,275	\$2,950	\$2,050
Page	\$2,750	\$2,200	\$2,000	\$1,400
Half page	\$1,950	\$1,550	\$1,400	\$980
Third Page	\$1,600	\$1,280	\$1,160	\$850
Quarter page	\$1,220	\$1,000	\$890	\$625

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

Simple pricing:

All rates include insertion in both online and app editions

Brochure Showcase entry:

€300 or \$350 per brochure

Profile features (advertorial):

Full pages: €3,000 (\$3,320)

Double-page spread €4,500 (\$5,275)

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

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 www.pipeandprofile.com. Contact us for our competitive rates and latest viewing figures.

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

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

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

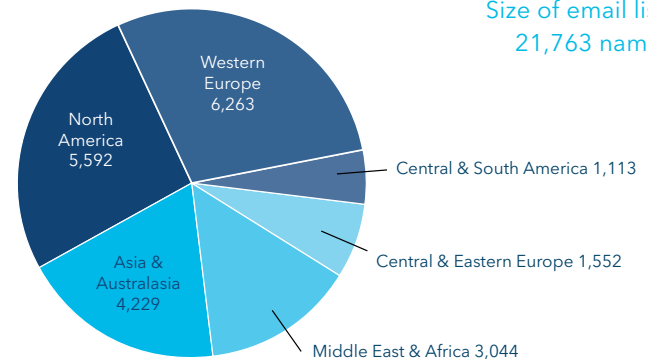
210mm x 99mm

210mm x 74mm

100mm x 146mm

Global email circulation

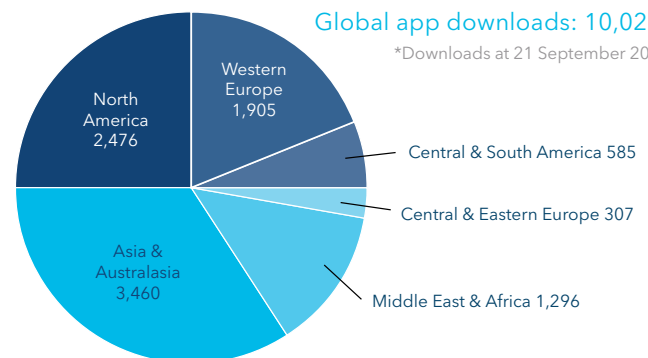
Size of email list:
21,763 names



Global app downloads

Global app downloads: 10,029*

*Downloads at 21 September 2017



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