

# PRW



## Media Information 2011

[www.prw.com](http://www.prw.com)

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t: +44 (0) 208 253 9628 e: [mabarber@crain.com](mailto:mabarber@crain.com)





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### YOUR UNBEATABLE ROUTE TO THE UK PLASTICS MARKET

*PRW* has been an integral part of the UK Plastics market for over 45 years and with its mix of timely news, business analysis and technology coverage it remains **THE** essential read for managers and decision makers across the UK.

*PRW* has an independently audited fortnightly circulation of **10,492\*** which combined with an average monthly traffic on **prw.com** of **18,678\*\*** offers an unparalleled route to market in products of the highest editorial quality.

#### Why does editorial excellence matter?

With a choice of magazines available on the market, it is important that you choose the one that delivers newsworthy and insightful information and analysis written by experts. With a historical record of delivering excellence – *PRW* continues to be the magazine of choice.

Working in an increasingly pressurised environment the market also needs a quick and reliable source of information on a daily basis and **prw.com** provides exactly that. Written by the same experts behind *PRW* our on line product has grown in strength and profile over the years and now enjoys average traffic of **18,678** unique users per month.

As a general rule, not everyone who reads *PRW* visits the website, and likewise our website visitors do not necessarily read *PRW*.

Although there is an overlap, using both the magazine and website as a combined marketing tool will ensure that you target all the market in a comprehensive and innovative fashion.

\*ABC 2009

\*\* Publisher's Statement





### QUALITY MATTERS

**PRW** is the foremost title serving the UK polymer industry. **PRW** is committed to maintaining and improving its circulation to constantly reflect the industry. **PRW** is audited by the Audit Bureau of Circulations, it is proof that our readers are who we say they are.

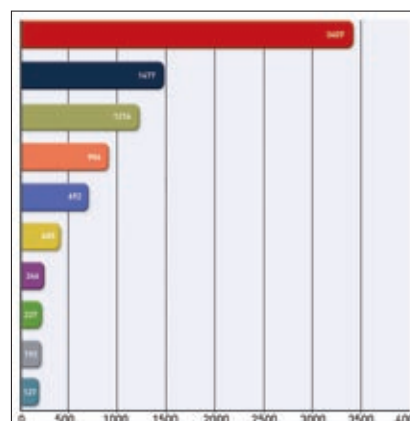
**PRW** has the highest average circulation of any UK plastics title of 10,492\* copies per issue.

#### Products Bought or Specified\*\* (Number of copies)

Machinery	Materials
Injection Moulding 4,988	Commodity Thermoplastics 4,505
Blow Moulding 1,096	Engineering Thermoplastics 4,683
Extrusion 2,453	Thermosets 1,260
Compounding Machinery 1,267	Additives/Colouring Systems 2,963
Ancillaries 3,118	Adhesives 2,275
Vacuum/Thermoforming 1,284	Rubber/Elastomers 2,480
Compression Moulding 1,102	Composites 1,294
Other Machinery 388	Polyurethane 1,813
	Other Materials 351

#### Job Title / Function\*\* (Number of copies)

Board Level Management/ Director/Proprietor 3,407
Production Manufacturing Management 1,477
Technical Management 1,216
Product Design Development 906
Engineering Design Management 692
Research & Development 405
Purchasing Management 246
Technical/Design consultancy 227
Maintenance/Quality Control 192
Other Management 127



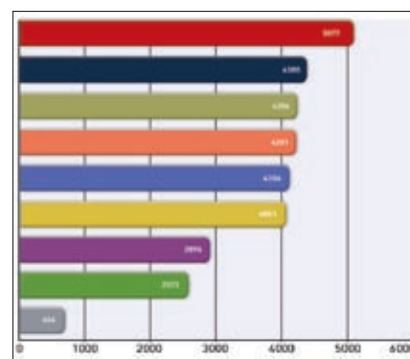
ABC 1 Jan 2009 - 31 Dec 2009\*

#### Geographical Analysis\* (Percentage of copies)

South West	8%
South East	23%
London	3%
Wales	5%
Midlands	17%
East Anglia	4%
East Midlands	12%
North West	13%
Yorkshire	8%
Northern	4%
Scotland	3%
Northern Ireland	1%

#### Industry Served\*\* (Number of copies)

Automotive & Transportation	5,077
Building & Construction	4,380
Packaging	4,206
Domestic Applications/ Sports Toys/Leisure Goods	4,201
Medical & Pharmaceutical	4,106
Electrical/Electronics/ Telecommunications	4,061
Mechanical Engineering	2,896
Aerospace/Defence	2,573
Other Industries Served	664





### SPECIAL FEATURES 2011

Issue date	Editorial deadline	Topic
January 7	December 23	Energy efficiency
January 21	January 7	Materials/producers/distributors
February 4	January 21	Colourants, additives & masterbatch
February 18	February 4	Injection moulding
March 4	February 18	Medical plastics (Medtec preview)
March 18	March 4	Robotics, automation & control
April 1	March 18	Rotational moulding Engineering polymers <b>Plastics Ireland Supplement</b>
April 15	April 1	Mouldmaking & rapid prototyping
April 29	April 15	PDM Preview
May 13	April 29	PDM Show issue
May 27	May 13	In-mould decoration & printing Thermoplastic elastomers
June 10	May 27	Injection moulding
June 24	June 10	Packaging & thermoforming
July 8	June 24	Materials/producers/distributors
July 22	July 8	Colourants, additives & masterbatch <b>UK Ancillaries Marketplace Supplement</b>
August 5	July 22	Blow moulding Composites
August 19	August 5	Recycling & sustainable manufacturing (RWM preview)
September 2	August 19	Interplas Preview
September 16	September 2	Interplas Show issue
September 30	September 16	Foam polymers & fabricators Hot runners
October 14	September 30	Materials/producers/distributors
October 28	October 14	Colourants, additives & masterbatch
November 11	October 28	Materials handling & drying Extrusion
November 25	November 11	Injection moulding
December 9	November 25	Compounding

### EDITORIAL CONTACTS

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### PUBLICATION RATES

#### Display Advertisements

Advertisement Size	Single insertion	3 insertions	6 insertions	11 insertions	26 insertions	39 insertions	52 insertions
% Discount	0	10	15	20	30	35	40
DPS	\$16,300	\$14,670	\$13,855	\$13,040	\$11,410	\$10,595	\$9,780
Full Page	\$8,300	\$7,470	\$7,055	\$6,640	\$5,810	\$5,395	\$4,980
Junior Page	\$6,700	\$6,030	\$5,695	\$5,360	\$4,690	\$4,355	\$4,020
Half Page	\$6,300	\$5,670	\$5,355	\$5,040	\$4,410	\$4,095	\$3,780
Quarter Page	\$3,500	\$3,150	\$2,975	\$2,800	\$2,450	\$2,275	\$2,100
Eighth Page	\$1,800	\$1,620	\$1,530	\$1,440	\$1,260	\$1,170	\$1,080

#### Special Positions

Front Cover Solus	\$2,900	\$2,610	\$2,465	\$2,320	\$2,030	\$1,885	\$1,740
Outside Back Cover	\$1,000	\$900	\$850	\$800	\$700	\$650	\$600

All prices are 4-colour advertisements

10% surcharge for guaranteed positions

50% discount provided on display advertising in PRW for all Plastic Design & Moulding Exhibitors

#### Classified Advertisements

Per Single Column Cm	Single insertion	3 insertions	6 insertions	11 insertions	26 insertions	39 insertions	52 insertions	EPN & PRW
% discount	0	10	20	30	35	40	45	20
Rate	\$43	\$38.70	\$34.40	\$30.10	\$27.95	\$25.80	\$23.65	\$34.40

PRW.com Classified Listing Plus \$75

#### Tenders Advertisements

Per Single Column Cm	Single insertion	3 insertions	6 insertions	11 insertions	26 insertions	39 insertions	52 insertions	EPN & PRW
% discount	0	10	20	30	35	40	45	20
Rate	\$63	\$56.70	\$50.40	\$44.10	\$40.95	\$37.80	\$34.65	\$50.40

PRW.com Tenders Listing Plus \$75

#### Recruitment Advertisements

Advertisement Size	Single insertion	3 insertions	6 insertions	11 insertions	26 insertions	39 insertions	52 insertions	EPN & PRW
% discount	0	10	20	30	35	40	45	20
Full Page	\$13,100	\$11,790	\$10,480	\$9,170	\$8,515	\$7,860	\$7,205	\$10,480
Half Page	\$7,250	\$6,525	\$5,800	\$5,075	\$4,712.50	\$4,350	\$3,987.50	\$5,800
Quarter Page	\$4,100	\$3,690	\$3,280	\$2,870	\$2,665	\$2,460	\$2,255	\$3,280
Eighth Page	\$2,700	\$2,430	\$2,160	\$1,890	\$1,755	\$1,620	\$1,485	\$2,160
70x72mm	\$1,900	\$1,710	\$1,520	\$1,330	\$1,235	\$1,140	\$1,045	\$1,520

Job alert email inc in set sizes

Online jobs listing inc in set sizes

Job of the Week Plus \$500.00

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### ONLINE – IMPORTANT MARKETS, SUPERIOR COVERAGE

### PRW.com

PRW.com is the Web site of PRW, long recognised as the most comprehensive news source for the UK market. Visitors from around the world look to PRW.com to keep up with what's happening in the UK. In terms of timeliness, independence and coverage, there is no equivalent to PRW's news section in this market.

PRW.com is updated every business day, with all the top industry news delivered to the desktop on the internet and via email newsletter.

PRW.com broadcasts a daily news e-mail that is free to subscribers. Subscription is available from the Web site's home page.

Advertising opportunities are available on the Web site and daily news broadcast.

Exclusive section sponsorships and exclusive

page advertising positions are available.

An exclusive section sponsorship gives the advertiser all ad impressions on the first page of a particular news section – the leader board at the top of the page, the skyscraper on the side and banner at the bottom of the page. Additionally those ads follow for one click when an article is clicked from that page. This means an advertiser can keep its ads in front of the audience interested in its products. Some run-of-site ad impressions are also included in the sponsorship.

The Search sponsorship provides a logo (84 pixels wide by 33 pixels high) on the Search box of every page on the site, plus the leader board, skyscraper and banner ad on Search results pages. This sponsorship gives more online ad impressions than any other on the site.

#### Visitor profile

UK .....	37%
North America .....	27%
Western Europe .....	22%
Asia .....	4%
India .....	2%

#### Average monthly ad impressions

Leader board .....	24,746
Skyscraper .....	16,865
Banner .....	23,513
Button .....	16,959

#### Site traffic

Unique visitors per month .....	18,678
Visitor sessions per month .....	30,849
Pages viewed per month .....	82,448
Time spent per session (minutes) .....	4:09

#### News broadcast subscribers

Daily news broadcast .....	12,959
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### ONLINE ADVERTISEMENT RATES

<b>Run of site display</b> (minimum 10,000 impressions per month)	1 month	3 months	6 months	12 months
Leader Board	\$3,000	\$8,250	\$9,500	\$19,500
Skyscraper	\$1,500	\$4,125	\$5,000	\$12,000
Banner	\$750	\$1,875	\$2,000	\$4,500
Button	\$490	\$1,200	\$1,400	\$3,000
<b>Exclusive sponsorships</b>	1 month	3 months	6 months	12 months
News Section	-	\$6,000	\$9,000	\$15,000
Page(s)	-	-	\$9,000	\$13,500
Search	-	-	-	\$15,000
<b>Daily news broadcast</b> (top or middle spot)	1 month	3 months	6 months	12 months
1 ad per week	\$1,500	\$3,750	\$6,000	\$10,500
Both ads on broadcast	\$2,250	\$5,625	\$9,000	\$15,750
<b>High-impact ad packages</b>	1 month	3 months	6 months	12 months
Skyscraper + news broadcast	\$3,000	\$5,250		
Both ads on broadcast	\$2,000	\$3,750		

### VIDEO VAULTS

PRW.com will accept up to six video advertisers at one time. Every time the home page loads, the advertiser's video will be in one of the six thumbnail-size images.

Every time the home page loads, one of the six advertisers' videos will load in the large player. It will not play until the viewer clicks the play arrow.

When a small image is clicked, it will cause that video to play in the large player window.

Captions beneath all images can include

the advertising company name. A link to the advertising company's Web site will be included beneath the large player window.

**Pricing:**

<b>1 month:</b>	<b>\$2,250</b>
<b>3 months:</b>	<b>\$6,000</b>
<b>6 months:</b>	<b>\$11,000</b>
<b>12 months:</b>	<b>\$20,000</b>

An advertiser may submit multiple videos, but they will be weighted to appear the same number of times as other advertisers.

### KNOWLEDGE BANK

Knowledge Bank is a web-based information resource for the plastics industry. It contains a series of sponsored fact sheets categorised by topic which can be downloaded free of charge by users. Each fact sheet is a double sided A4 PDF written by the sponsor on a topic of their choice, giving the sponsor 'ownership' of a subject. The sheets will include the



sponsor's logo, contact details and relevant photography, giving the sponsor a subtle, yet powerful sales message of expertise to the market. All Knowledge Bank sponsorships are subject to editorial approval.

**Price per annum**

<b>\$785</b>	<b>1 Knowledge Bank</b>
<b>\$1,413</b>	<b>2 x Knowledge Bank</b>





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### PN GLOBAL GROUP RATES Effective October 1, 2010 All rates US dollars

#### Discounts

Buy ads on two, three or four PNGG sites and take 15% off all Web ads.

Buy a second ad of equal or less cost on the same site and take 25% off the second ad.

Print frequency is the total insertions in all PNGG publications.

Pre-pay discount of 5% or 10% available

PN.com	1 mth	3 mth	6 mth	12 mth	13x-25x discount	26x-52x discount
<b>Run-of-site display ads</b>						
Leader board	2,941	6,824	12,236	21,530	18,731	15,932
Skyscraper	2,118	5,118	8,824	13,177	11,464	9,751
Banner	1,177	3,294	5,059	8,824	7,677	6,530
Button	541	1,206	2,118	3,530	3,071	2,612
Page skins	3,530	8,189	14,682	25,836	22,477	19,118
<b>Sponsorships and exclusive positions</b>						
Resin pricing section	1,500	3,824	7,341	13,177		
Processor ranking section				15,824		
News & content section	2,353	5,235	9,412	16,824		
Other exclusive page	2,177	4,059	6,824	11,765		
Search/Blog/Poll sponsor	2,941	8,236	16,000	28,236		
Home page Video Vault	2,647	7,059	12,942	23,530		
<b>E-mail advertising</b>						
PN Daily Newsmail	4,353	12,000	22,354	33,648		
PN Materials Alert	3,977	11,000	20,589	37,060		
Early Classifieds (1 category)	882	2,941	4,471	7,059		
Sustainability Report (banner)	882	2,236	4,118	7,059		
Sustainability Report (button)	589	1,530	2,824	4,706		
<b>Webcasts and Webinars</b>						
Webcast (Exclusive)				9,406		
Webcast (Shared)				5,877		
Custom Webinar				8,230		

PN China	1 mth	3 mth	6 mth	12 mth
<b>Run-of-site display ads</b>				
Leaderboard	1,177	2,941	4,706	7,059
Banner	588	1,530	2,941	4,471
Button	235	588	1,059	1,883
<b>eWeekly only</b>				
Banner (2 available)	1,471	3,530	5,882	9,412
Button	324	882	1,558	2,942
<b>Sponsorships and exclusive positions</b>				
News & content section	1,471	4,200	8,000	14,118
Search sponsor	1,471	4,200	8,000	14,118
Blog sponsor	1,471	4,200	8,000	14,118
Web site only packages	100,000 imp		300,000 imp	
Leader board, banner, button		5,882		10,589
<b>Web site &amp; eWeekly</b>				
Platinum sponsorship		N/A		35,295
Gold sponsorship		N/A		24,707
Silver sponsorship		5,882		18,824

EPN	1 mth	3 mth	6 mth	12 mth
<b>Run-of-site display ads</b>				
Leader board	1,853	5,094	8,797	12,039
Skyscraper	926	2,624	4,630	7,409
Banner	433	1,158	1,852	2,778
Button	309	772	1,312	1,852
<b>Sponsorships and exclusive positions</b>				
Home page Video Vault	2,071	5,647	9,412	14,118
News section		3,704	5,556	9,261
Pages			5,556	8,335
Search				9,621
<b>Weekly e-Bulletin broadcast</b>				
1 Banner	1,852	4,630	8,489	13,891
2 Banners same advertiser	3,087	7,717	13,891	24,696
1 Banner 1 week only	540			
2 Banners 1 week only	926			
Button	154	386	695	1,312

PRW	1 mth	3 mth	6 mth	12 mth
<b>Run-of-site display ads</b>				
Leader board	3,000	8,250	14,250	19,500
Skyscraper	1,500	4,125	7,500	12,000
Banner	750	1,875	3,000	4,500
Button	490	1,200	2,100	3,000

<b>Sponsorships and exclusive sections</b>				
Home page Video Vault	2,647	7,059	12,942	23,530
News section		6,000	9,000	15,000
Page(s)			9,000	13,500
Search				15,000

<b>Daily news broadcast (top or middle spot)</b>				
1 ad per week	1,500	3,750	6,000	10,500
Both ads on one broadcast	2,250	5,625	9,000	15,750

<b>High-impact ad packages</b>				
Skyscraper+news broadcast	3,000	5,250		
Button + news broadcast	2,000	3,750		

<b>PN Global Group Products</b>				
All 4 sites	1 mth	3 mth	6 mth	12 mth
Leader board	5,294	13,294	22,942	34,707
Banner	1,765	4,706	7,647	12,353
Button	1,177	2,235	3,882	6,000

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## TECHNICAL SPECIFICATIONS

### Advertisement sizes for PRW printed publication

DPS:	342 x 475mm
Full Page Trim:	342 x 248mm
Full Page Bleed:	348 x 254mm
Full Page Type Area:	322 x 228mm
Half Page Vertical:	322 x 111mm
Half Page Horizontal:	156 x 228mm
Quarter Page:	156 x 111mm
Eighth Page Vertical:	105 x 72mm
Eighth Page Horizontal:	78 x 111mm
Junior Page:	210 x 150mm
Junior Half Page Vertical:	210 x 72mm
Junior Half Page Horizontal:	105 x 150mm
2 columns:	72mm
3 columns:	111mm
4 columns:	150mm
6 columns:	228mm
12 columns:	475mm

### Print Specifications

#### Binding Method for PRW:

Saddlestitch

**Digital Information:** Material is acceptable in Adobe Acrobat PDF Version 1.3, Photoshop V7, Adobe Illustrator V10, Adobe InDesign

**File Formats:** PDF Files, Mac/PC- Tiffs, EPS and Jpeg

**Digital Files:** Digital Files must be supplied at 300dpi (min). All files CMYK separated.

**Copy:** We can accept copy supplied digitally either on CD, via Email or FTP site (details on request).

### Advertisement sizes for prw.com online advertisements

#### Leader board:

728 pixels wide 90 pixels high 40kb max file size\*

#### Banner:

468 pixels wide 60 pixels high 40kb max file size\*

#### Skyscraper:

160 pixels wide 600 pixels high 40kb max file size\*

#### Button:

125 pixels wide 125 pixels high 30kb max file size\*

### Online Specifications

Ad file may be animated.

GIF, JPG, and SWF\* extensions are acceptable.

For more info regarding technical ad specs,

please contact Eugene Bukhman at

(330) 865-6187 or ebukhman@crain.com

Send completed ad files to ebukhman@crain.com

\*For Flash files, 15KB maximum initial download; 40KB maximum total download.

Required file modification described at:

<http://www.craini2i.com/flash/single-click.html>

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### About Us

PRW is published by Crain Communications and is part of the Plastics News Global Group, which also includes European Plastics News, europeanplasticsnews.com, Plastics News, plasticsnews.com, PRW, PRW.com, the Plastics Design and Moulding Exhibition, The Plastics Industry Awards and around 15 different international conferences.

### PRW

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