

# PRW



## Media Information 2012

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

Connecting you to your customers

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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 46 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 10,266\* which combined with an average monthly traffic on prw.com of 21,404\*\* 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 21,404 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 2010  
\*\* Publisher's Statement



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### 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.

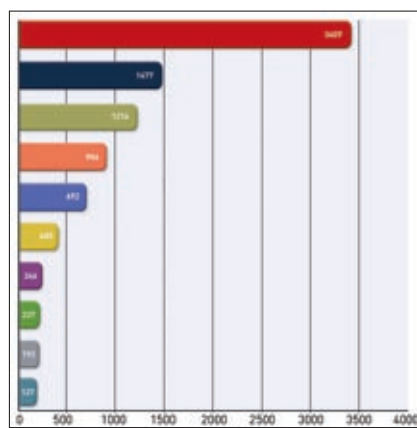
**PRW** has the highest average circulation of any UK plastics title of 10,266\* copies per issue.

### 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



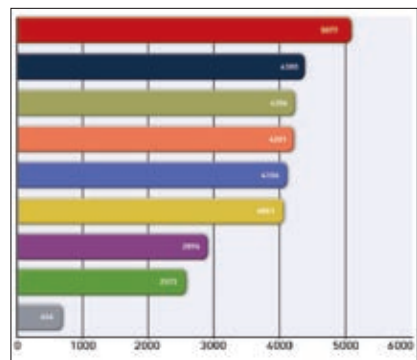
ABC 1 Jan 2010 - 31 Dec 2010\*

### 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 2012

Issue date	Editorial deadline	Topic
January 6	23 December	Energy efficiency
January 20	January 6	Materials/producers/distributors
February 3	January 20	Colourants, additives & masterbatch
February 17	February 3	Injection moulding
March 2	February 17	Rotational moulding Engineering polymers
March 16	March 2	Mouldmaking & rapid prototyping
March 30	March 16	In-mould decoration & printing Thermoplastic elastomers <b>UK Ancillaries Marketplace Supplement</b>
April 13	March 30	Robotics, automation & control
April 27	April 13	Medical plastics Medtec UK show preview
May 11	April 27	PDM show preview: Machinery, ancillaries, moulds <b>Design Chain Supplement</b>
May 25	May 11	PDM show preview: Materials, distributors, design
June 8	May 25	Injection moulding
June 22	June 8	Packaging & thermoforming
July 6	June 22	Materials/producers/distributors
July 20	July 6	Colourants, additives & masterbatch <b>Plastics Ireland 2012 Supplement</b>
August 3	July 20	Blow moulding Composites
August 17	August 3	Foam polymers & fabricators Hot runners
August 31	August 17	Recycling & sustainable manufacturing RWM show preview
September 14	August 31	Materials/producers/distributors
September 28	September 14	Colourants, additives & masterbatch
October 12	September 28	Materials handling & drying Extrusion <b>Design Chain Supplement</b>
October 26	October 12	Injection moulding
November 9	October 26	Compounding
November 23	November 9	Robotics, automation & control
December 7	November 23	Packaging & thermoforming <b>Medical Plastics Supplement</b>

### 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	€11,675	€10,508	€9,924	€9,340	€8,173	€7,589	€7,005
Full Page	€6,000	€5,400	€5,100	€4,800	€4,200	€3,900	€3,600
Junior Page	€5,000	€4,500	€4,250	€4,000	€3,500	€3,250	€3,000
Half Page	€4,500	€4,050	€3,825	€3,600	€3,150	€2,925	€2,700
Quarter Page	€2,500	€2,250	€2,125	€2,000	€1,750	€1,625	€1,500
Eighth Page	€1,300	€1,170	€1,105	€1,040	€910	€845	€780

#### Special Positions

Front Cover Solus	€2,000	€1,800	€1,700	€1,600	€1,400	€1,300	€1,200
Outside Back Cover	€720	€648	€612	€576	€504	€468	€432

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	€31	€27.90	€24.80	€21.70	€20.15	€18.60	€17.05	€24.80

PRW.com Classified Listing Plus €65

#### 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	€45	€40.50	€36	€31.50	€29.25	€27	€24.75	€36

PRW.com Tenders Listing Plus €65

#### 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	€9,530	€8,577	€7,624	€6,671	€6,194.50	€5,718	€5,241.50	€7,264
Half Page	€5,330	€4,797	€4,264	€3,731	€3,464.50	€3,198	€2,931.50	€4,264
Quarter Page	€2,930	€2,637	€2,344	€2,051	€1,904.50	€1,758	€1,611.50	€2,344
Eighth Page	€1,930	€1,737	€1,544	€1,872.10	€1,254.50	€1,158	€1,061.50	€1,544
70x72mm	€1,170	€1,053	€936	€819	€760.50	€702	€643.50	€936
Job alert email	inc in set sizes							
Online jobs listing	inc in set sizes							
Job of the Week	Plus €330.00							





### 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 .....	20,201
Visitor sessions per month .....	31,333
Pages viewed per month .....	77,896
Time spent per session (minutes) .....	4:11

#### News broadcast subscribers

Daily news broadcast .....	12,765
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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	€2,400	€6,600	€11,400	€15,600
Skyscraper	€1,200	€3,300	€6,000	€9,600
Banner	€600	€1,500	€2,400	€3,600
Button	€400	€960	€1,700	€2,400
<b>Exclusive sponsorships</b>	1 month	3 months	6 months	12 months
News Section	-	€4,800	€7,200	€12,000
Page(s)	-	-	€7,200	€10,800
Search	-	-	-	€12,000
<b>Daily news broadcast</b> (top or middle spot)	1 month	3 months	6 months	12 months
1 ad per week	€1,200	€3,000	€4,800	€8,400
Both ads on broadcast	€1,800	€4,500	€7,200	€12,500
<b>High-impact ad packages</b>	1 month	3 months	6 months	12 months
Skyscraper + news broadcast	€2,400	€4,200		
Both ads on broadcast	€1,500	€3,000		

### 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>€1,690</b>
<b>3 months:</b>	<b>€4,500</b>
<b>6 months:</b>	<b>€8,250</b>
<b>12 months:</b>	<b>€15,000</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

#### PRW KNOWLEDGE BANK

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>€563</b>	<b>1 Knowledge Bank</b>
<b>€1,013</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		

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		

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

<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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# PRW

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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 CS3, Adobe Illustrator CS3, Adobe InDesign CS3

**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 which also publishes European Plastics News, europeanplasticsnews.com, Plastics News, Plasticsnews.com, PRW, PRW.com and organises the Plastics Design and Moulding Exhibition, The Plastics Industry Awards and around 15 different international conferences.

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