

## media information 2019

The voice of the composites industry since 1957

- The world's largest composites publisher; publishing 50% of the world's most ground breaking composites content
- Print, newsletters, lead generation, banners, webinars, whitepapers, microsites, email blasts, content marketing
- Tailored solutions drawing from the *Materials Today* community of over 164,000 members<sup>a</sup>

For more than 50 years *Reinforced Plastics* magazine has been providing designers, manufacturers and end-users of composite products impartial and informed information on the global composites industry. Each issue of the magazine brings you the latest business, technology and applications news, plus feature articles covering topical and technical issues in more detail.

Whether your goal is to:

- Create maximum market impact
- Increase brand exposure
- Generate leads
- Influence stakeholders
- Educate or collect information/user feedback
- Disseminate findings
- Recruit R&D staff

*Reinforced Plastics* will help to realize these goals by reaching out to key audiences across all Elsevier products in a targeted and cost effective way. **Contact our advertising team** to discuss your needs, no matter how big or small.

Solutions include:

- Print
- Newsletters
- Banners
- Webinars
- Whitepapers
- Microsites
- Email blasts
- Content Marketing
- Recruitment

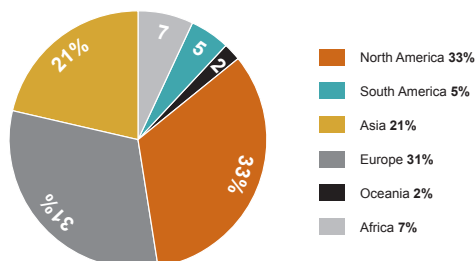
*Reinforced Plastics* magazine, available in print and online, is published 6 times a year.

Over 29,000 readers in years 1-3 have opted in to receive the magazine, and over 29,000 readers have signed up to receive our weekly e-newsletter<sup>a</sup>.

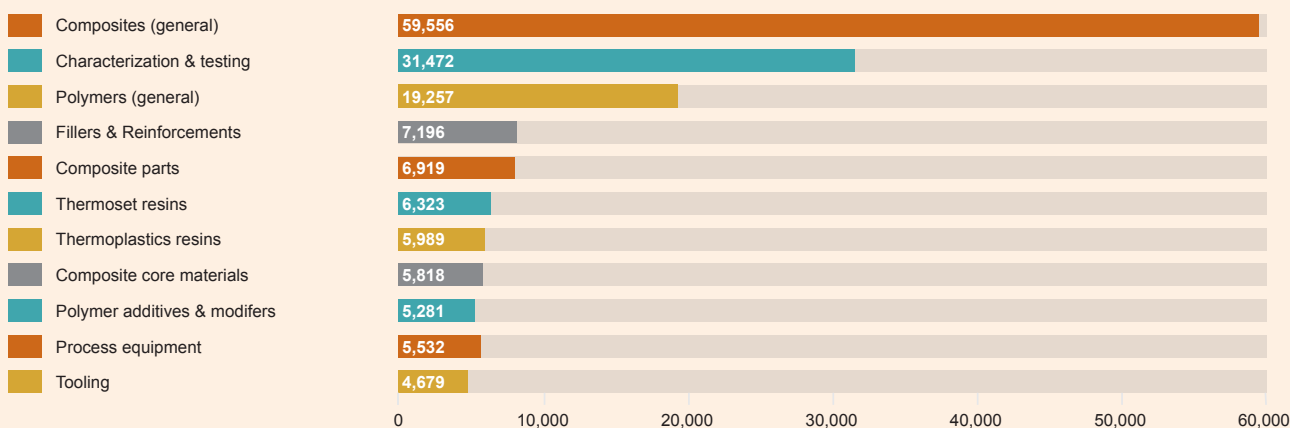
Online, *Reinforced Plastics* can now be found within materialstoday.com, which receives 150,000 page views each month<sup>b</sup>.

Our database of readers, subscribers and website users contains over 160,000 members who have opted in to receive communications from *Reinforced Plastics* and our partners<sup>c</sup>.

## Members by continent



## Members' interests



## contact details

To find your local *Reinforced Plastics* advertising contact, visit [www.materialstoday.com/advertise/](http://www.materialstoday.com/advertise/), or email [Commercialsales@elsevier.com](mailto:Commercialsales@elsevier.com).

### Conference contra arrangements

Adeline Fernandez

Email: [a.fernandez@elsevier.com](mailto:a.fernandez@elsevier.com)

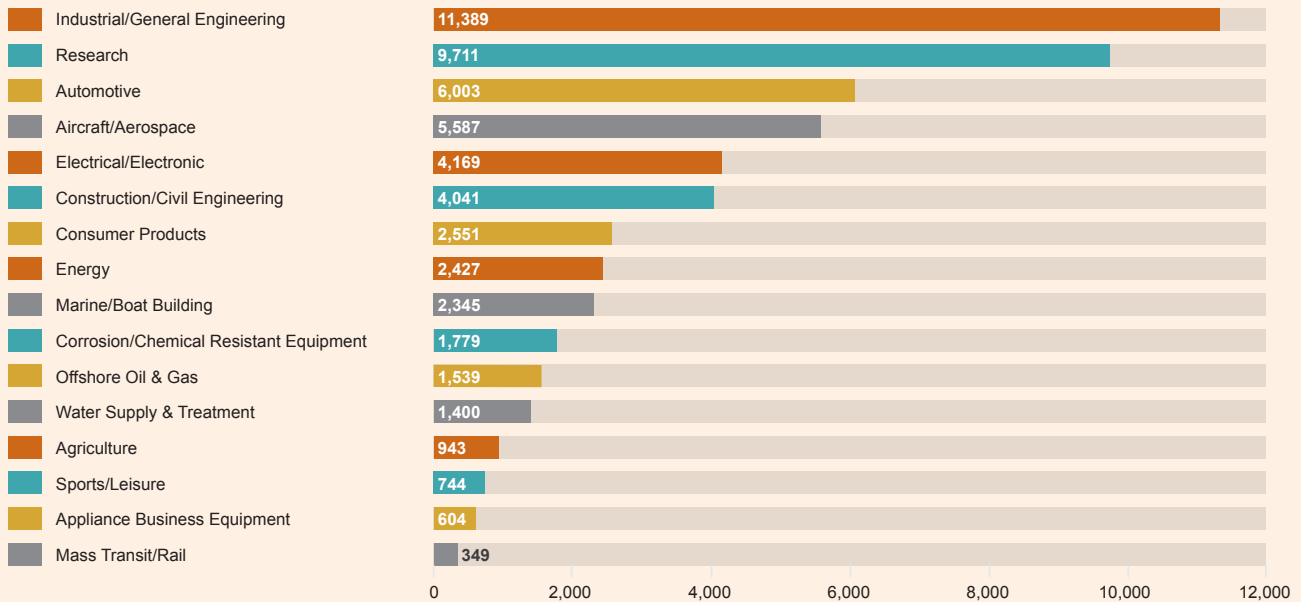
Tel: +31 020 485 2740

### Sales Manager

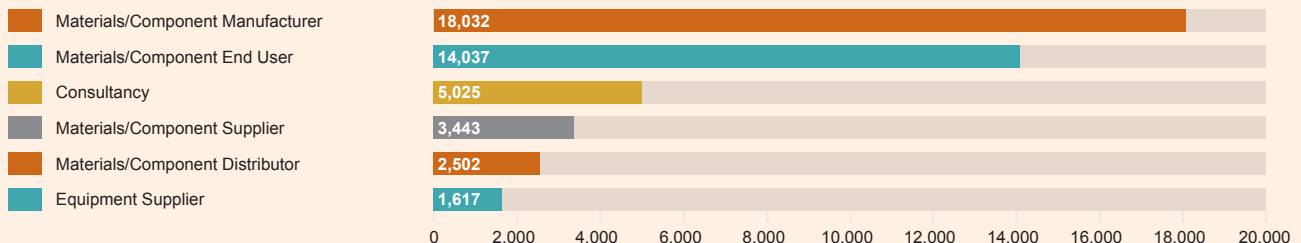
Visit [www.materialstoday.com/advertise](http://www.materialstoday.com/advertise) to find your local Sales Manager.

We welcome your press releases and announcements. Please send to: [RP@elsevier.co.uk](mailto:RP@elsevier.co.uk)

## Sectors our members serve



## Types of organization our members work for



# contacts

## Sales Manager

Visit [www.materialstoday.com/advertise](http://www.materialstoday.com/advertise) to find your local Sales Manager.

## Advertising rates

### Print advertising

Print advert in Reinforced Plastics	Advert in one issue (total price)	Advert in three issues (total price)	Advert in six issues (total price)
Full page	6,881 USD	19,605 USD	33,012 USD
Double page spread	10,743 USD	30,618 USD	51,558 USD
1/2 page	5,192 USD	14,799 USD	24,930 USD
1/4 page	3,917 USD	11,166 USD	19,410 USD
Inside front cover	7,913 USD	22,563 USD	37,962 USD
Outside back cover	8,085 USD	23,046 USD	39,246 USD
Inside back cover	7,578 USD	21,642 USD	36,378 USD

### Reinforced Plastics China

For information on the Chinese Edition of Reinforced Plastics, please contact us.

### Lead generation

Reach out to members of our community, including our journal authors and readers, through custom **Webinar, Microsite, Podcast, and White Paper** packages. Prices are available on request.

### E-review

An email sent on a sponsors behalf to a custom subset of our database of members and readers	<1000 recipients	2000 to 20000 recipients	20000+ recipients
Per 1000 names: one email	520 USD	300 USD	150 USD

### E-newsletter

	1 month/ 4 newsletters	3 months/ 12 newsletters	6 months/ 24 newsletters	12 months/ 48 newsletters
Banner 600x74px	973 USD	2,769 USD	5,427 USD	8,955 USD

### E-ToC

	One e-ToC	Two e-ToCs	Six e-ToCs	Ten e-ToCs
Banner 600x74px	700 USD	1,230 USD	3,485 USD	6,000 USD

### Web banners

Banner advertising against the Reinforced Plastics sections on MaterialsToday.com <sup>d</sup>	One month	Three months (total price)	Six months (total price)	Twelve months (total price)
Leaderboard (one position)	2,763 USD	4,395 USD	8,038 USD	13,186 USD
MPU (two positions)	3,796 USD	6,279 USD	11,051 USD	15,698 USD
Rectangle (two positions)	691 USD	1,096 USD	2,009 USD	3,299 USD

**MaterialsToday.com** is designed to be accessible on desktop, mobile and tablet:

Leaderboard: Desktop - 970x90px OR 728x90px; Tablet - 728x90px; Mobile - 320x50px

MPU: Desktop - 300x250px; Tablet - 300x250px; Mobile - 300x250px

Rectangle: Desktop - 180x150px; Tablet - 180x150px; Mobile - 320x50px

### Looking for something else?

Contact our sales teams to discuss your unique needs.

## Editorial calendar

### JANUARY/FEBRUARY:

*Projected deadline 1st December 2018*

JEC Conference Showcase

New markets

Beyond carbon fiber

### MARCH/APRIL:

*Projected deadline 1st February 2019*

Environmental issues

New testing technologies

Nano composites

### MAY/JUNE:

*Projected deadline 1st April 2019*

Automotive

Renewable energy

Hybrid materials

Damage

### JULY/AUGUST:

*Projected deadline 1st June 2019*

Aerospace

What's new in adhesives?

Advances in processing

### SEPTEMBER/OCTOBER:

*Projected deadline 1st August 2019*

COMPOSITES EUROPE Conference

Showcase

Marine applications

Adhesives for composites

### NOVEMBER/DECEMBER:

*Projected deadline 1st October 2019*

Construction

New tooling technologies

Recycling

Please contact us to confirm which events the magazine will be distributed at.

The Editorial calendar is subject to change. Please visit [www.materialstoday.com/rp/calendar](http://www.materialstoday.com/rp/calendar) for the latest topics and schedule.

\*publisher's own data.

<sup>b</sup>Average of 149,187 page views per month for 2016. Topic/brand breakdown available on request.

<sup>c</sup>Not all members have opted in to receive all types of communication.

<sup>d</sup>Carbon fiber, Composite applications, Composite industry, Composite parts, Composite processing.

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