

## media information 2019

The international magazine for the powder metallurgy industry

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

**Metal Powder Report** is recognized by parts manufacturers and end-users worldwide for authoritative and high quality reporting and analysis of the international powder metallurgy industry. **Metal Powder Report** covers the powder metallurgy industry worldwide, with each issue featuring news and reports on technical trends in the manufacture, research and use of metal powders.

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

**Metal Powder Report** 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

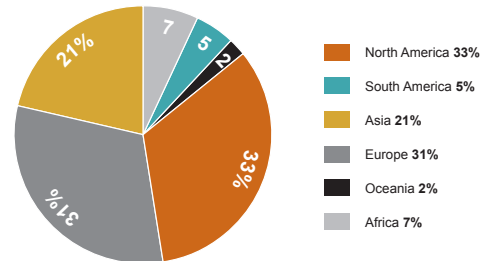
*Metal Powder Report* magazine, available in print and online, is published 6 times a year.

Over 700 subscribers in years 1-3 receive the printed magazine, and over 12,000 readers have signed up to receive our weekly e-newsletter<sup>a</sup>.

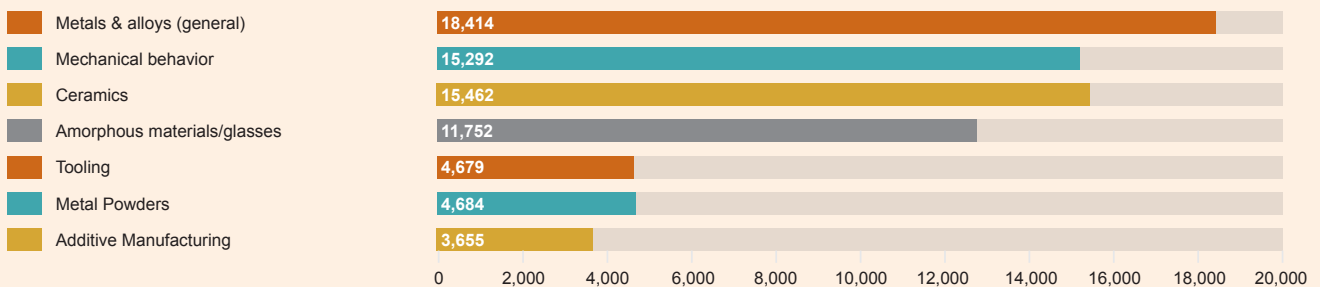
Online, *Metal Powder Report* can now be found within materialstoday.com, which receives 150,000 page views each month<sup>b</sup>.

Our database of readers, subscribers and website users contains over 150,000 members who have opted in to receive communications from *Metal Powder Report* and our partners<sup>c</sup>.

## Members by continent



## Members' interests



## contact details

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

### Conference contra arrangements

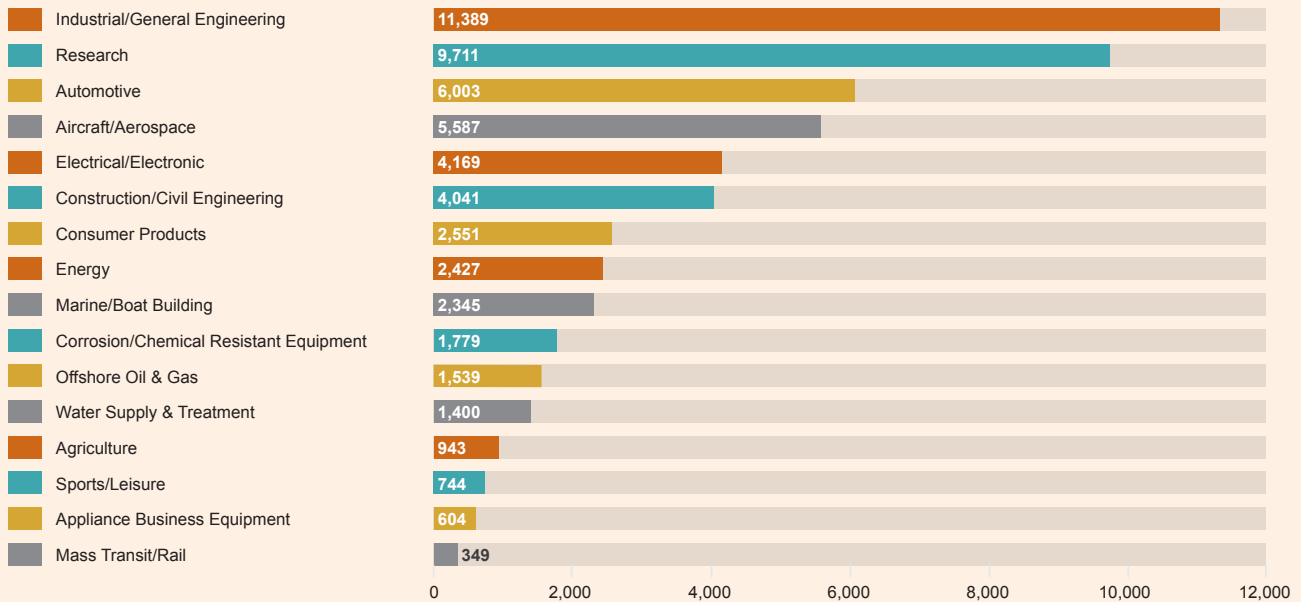
Adeline Fernandez  
Email: [a.fernandez@elsevier.com](mailto:a.fernandez@elsevier.com)  
Tel: +31 020 485 2740

### Sales Manager

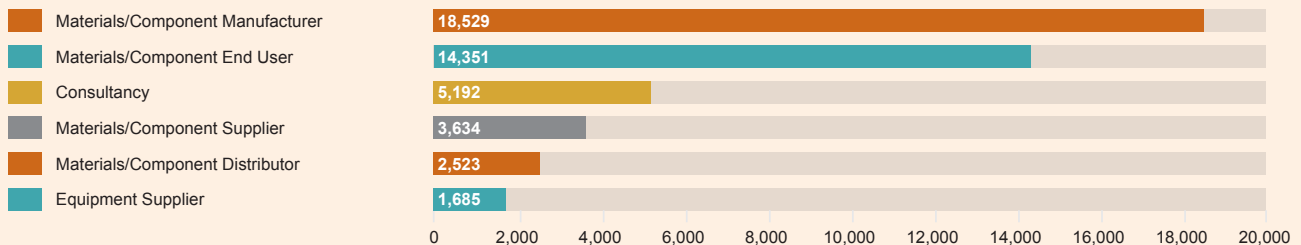
Visit [www.materialstoday.com/advertise](http://www.materialstoday.com/advertise) to find your local Sales Manager.

We welcome your press releases and announcements. Please send to: [MP@elsevier.com](mailto:MP@elsevier.com)

## Sectors our members serve



## Types of organization our members work for



## contacts

### Sales Manager

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## Advertising rates

### Print advertising

Print advert in Metal Powder Report	Advert in one issue (total price)	Advert in three issues (total price)	Advert in six issues (total price)
Full page	3,871 USD	11,025 USD	18,570 USD
Double page spread	6,042 USD	17,223 USD	28,998 USD
1/2 page	2,920 USD	8,325 USD	14,022 USD
1/4 page	2,202 USD	6,279 USD	10,572 USD
Inside front cover	4,548 USD	12,693 USD	21,354 USD
Outside back cover	4,263 USD	12,963 USD	22,074 USD
Inside back cover	7,578 USD	12,174 USD	20,460 USD

### 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	969 USD	1,758 USD	3,078 USD	4,404 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)	969 USD	2,583 USD	4,518 USD	6,456 USD
MPU (two positions)	1,230 USD	3,072 USD	4,914 USD	7,368 USD
Rectangle (two positions)	538 USD	1,293 USD	1,938 USD	2,905 USD

Our website 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

Additive Manufacturing now features in every issue.

### JANUARY/FEBRUARY:

*Projected deadline 1st December 2018*

Aerospace  
PM in electronics  
Powder Injection Molding

### MARCH/APRIL:

*Projected deadline 1st February 2019*

Additive Manufacturing  
Pressing  
Particle characterization/sizing

### MAY/JUNE:

*Projected deadline 1st April 2019*

Ceramics  
Hardmetals  
Ferrous powders

### JULY/AUGUST:

*Projected deadline 1st June 2019*

New markets  
Hardmetals  
Powder production  
Sintering

### SEPTEMBER/OCTOBER:

*Projected deadline 1st August 2019*

PowderMet2019  
Farnborough Airshow Report  
Metal finishing

### NOVEMBER/DECEMBER:

*Projected deadline 1st October 2019*

Non ferrous powders  
Metal Injection Molding  
Automotive

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/mpr/calendar](http://www.materialstoday.com/mpr/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>Additive manufacturing, Hardmetals and ceramics, Metal finishing, Metal industry, Metal processing, Molding and pressing, Powder applications. Excludes the 'Metal Finishing' category..

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