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
- Recruitment

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**media information 2021**

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, banners, webinars
- Tailored solutions drawing from the *Materials Today* community

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www.materialstoday.com/reinforced-plastics
Reinforced Plastics magazine, available in print and online, is published 6 times a year.

Over 23,000 readers in years 1-3 have opted in to receive the magazine, and over 23,000 readers have signed up to receive our weekly e-newsletter.

Online, Reinforced Plastics can now be found within materialstoday.com, which receives 150,000 page views each month.

Our database of readers, subscribers and website users contains over 131,000 members who have opted in to receive communications from Reinforced Plastics and our partners.

Members’ interests

- Composites: 58,471
- Characterization & testing: 24,579
- Polymers: 26,111
- Fillers & Reinforcements: 5,768
- Composite parts: 5,603
- Thermoset resins: 5,030
- Thermoplastics resins: 4,817
- Composite core materials: 4,719
- Polymer additives & modifiers: 4,473
- Process equipment: 4,280
- Tooling: 3,751

Members by continent

- North America: 30%
- South America: 5%
- Asia: 5%
- Europe: 25%
- Oceania: 2%
- Africa: 8%

To find your local Reinforced Plastics advertising contact, visit www.materialstoday.com/advertise/, or email Commercialsales@elsevier.com.

Conference contra arrangements

Adeline Fernandez
Email: a.fernandez@elsevier.com
Tel: +31 020 485 2740

We welcome your press releases and announcements. Please send to: RP@elsevier.co.uk
Sectors our members serve

- Industrial/General Engineering: 8,388
- Research: 8,306
- Automotive: 4,343
- Aircraft/Aerospace: 4,080
- Electrical/Electronic: 2,905
- Construction/Civil Engineering: 8,103
- Consumer Products: 1,681
- Energy: 1,940
- Marine/Boat Building: 3,103
- Corrosion/Chemical Resistant Equipment: 1,884
- Offshore Oil & Gas: 1,684
- Water Supply & Treatment: 1,684
- Agriculture: 1,573
- Sports/Leisure: 3,740
- Appliance Business Equipment: 3,740
- Mass Transit/Rail: 2,095

Types of organization our members work for

- Materials/Component Manufacturer: 11,881
- Materials/Component End User: 9,221
- Consultancy: 3,740
- Materials/Component Supplier: 2,498
- Materials/Component Distributor: 1,769
- Equipment Supplier: 1,288

Sales Manager

www.materialstoday.com/reinforced-plastics
Advertising rates

Print advertising

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

E-newsletter

<table>
<thead>
<tr>
<th>1 month/4 newsletters</th>
<th>3 months/12 newsletters</th>
<th>6 months/24 newsletters</th>
<th>12 months/48 newsletters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 600x74px</td>
<td>973 USD</td>
<td>2,769 USD</td>
<td>5,427 USD</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>8,955 USD</td>
</tr>
</tbody>
</table>

E-ToC

<table>
<thead>
<tr>
<th>One e-ToC</th>
<th>Two e-ToCs</th>
<th>Six e-ToCs</th>
<th>Ten e-ToCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 600x74px</td>
<td>700 USD</td>
<td>1,230 USD</td>
<td>3,485 USD</td>
</tr>
</tbody>
</table>

Web banners

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

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 2020
JEC Conference Showcase
New markets
Beyond carbon fiber

MARCH/APRIL:
Projected deadline 1st February 2021
Environmental issues
New testing technologies
Nano composites

MAY/JUNE:
Projected deadline 1st April 2021
Automotive
Renewable energy
Hybrid materials
Damage

JULY/AUGUST:
Projected deadline 1st June 2021
Aerospace
What’s new in adhesives?
Advances in processing

SEPTEMBER/OCTOBER:
Projected deadline 1st August 2021
COMPOSITES EUROPE Conference
Showcase
Marine applications
Adhesives for composites

NOVEMBER/DECEMBER:
Projected deadline 1st October 2021
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 for the latest topics and schedule.

Contact details

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