



# REINFORCED plastics NETWORK

*A unique global resource for the polymer  
composites industry*

- Connect with over 250,000 materials scientists, engineers, designers and manufacturers worldwide\*
- Broad range of marketing and advertising opportunities
- Targeted online programmes

**REINFORCED**  
*plastics*



增强塑料  
中国版

REINFORCED  
plastics  
CHINA  
中国版





## What is the Reinforced Plastics network?

As the world's leading publisher of scientific, technical and healthcare information, Elsevier serves more than 30 million professionals in the academic, healthcare, government and corporate sectors. Our products include journals, magazines and newsletters, books and major reference works, conferences, and electronic products.



Leveraging Elsevier's products in the materials science and engineering sectors, the *Reinforced Plastics* network offers you an opportunity to connect with more than 250,000\* professionals worldwide involved in the research and development, design, manufacture and application of materials and products for the aerospace, automotive, wind energy, marine, construction, and other key industrial markets.

You can choose from a range of Elsevier magazines, journals and websites to reach your target audience.

## Magazines

### ***Reinforced Plastics***

Read by designers, manufacturers and users of polymer composite products in all industrial market sectors, each issue of *Reinforced Plastics* is sent to 20,000 composites industry professionals from around the world.

### ***Reinforced Plastics China***

A quarterly Chinese-language magazine reaching over 16,000 decision makers in the Chinese composites industry.

### ***Materials Today***

An international review magazine for researchers with an interest in materials science and technology with a circulation of over 25,000.

### ***Renewable Energy Focus***

With a circulation of over 35,000, *Renewable Energy Focus* covers science and technology innovation in the renewable energy industry, including wind energy – a key market for composite materials.

*(All circulation figures based on publisher's own data. Please contact the Reinforced Plastics sales team for further information.)*

*\*Publisher's own data, based on combined reach of Elsevier magazines, journals and websites with relevance to polymer composites technology.*





## Over 20 Elsevier peer-reviewed journals, including:

*Composites Part A: Applied Science and Manufacturing; Composites Part B: Engineering; Composites Science and Technology; Composites Structures; Engineering Structures; Materials & Design; Journal of Manufacturing Processes; Progress in Materials Science; Journal of Materials Science and Technology; Mechanics of Materials, Materials Characterization; Materials Science and Engineering: A; Progress in Polymer Science; Polymer Testing; Marine Structures; Construction and Building Materials; Aerospace Science and Technology; Progress in Aerospace Sciences; Tunnelling and Underground Space Technology; Cement and Concrete Composites; and Biomaterials.*

## Websites & e-newsletters

### **ReinforcedPlastics.com**

*Reinforced Plastics* magazine's website receives more than 17,200 unique visitors per month.

### ***Reinforced Plastics Weekly***

An opt-in newsletter e-mailed to around 18,000 readers each week.

### ***Reinforced Plastics China E-newsletter***

A monthly opt-in Chinese language newsletter sent to 12,500 readers.

### **IndustrySourcing.com**

A Chinese/English website providing industry professionals with the latest technology and market trends in various sectors. The website receives over 290,000 unique visitors per month.

### **MaterialsToday.com**

The website receives approximately 12,000 unique visitors per month.

### ***Materials Today* newsletter**

A monthly newsletter e-mailed to over 28,000 readers.

### **RenewableEnergyFocus.com**

The website receives over 65,000 unique visitors per month.

### ***Renewable Energy Focus Weekly***

A newsletter e-mailed to 25,000 opt-in readers each week.

### **ScienceDirect.com**

ScienceDirect.com is the leading full-text scientific database, used by around 16 million researchers and professionals from corporate, government, academic and healthcare institutions each month. The site receives approximately 70 million page views per month.

*(All figures based on publisher's own data. Please contact the Reinforced Plastics sales team for further information.)*





## Marketing and advertising solutions to boost brand awareness and generate leads

Elsevier offers you a wide range of marketing options to help you reach targeted audiences that matter most to your business.

Our print and online advertising programmes can be tailored to your marketing objectives, from increasing brand awareness and promotion of new products/technologies/services, to generating leads and driving traffic to your website.

These publishing solutions include:

- print advertising
- online advertising (websites and e-newsletters), including rich media adverts
- microsites
- podcasts
- recruitment
- SciClick (contextual link advertising)
- downloads (white papers, technical articles, videos)
- webinars (video/audio)
- virtual conferences

## ScienceDirect – a unique resource

ScienceDirect.com is Elsevier's content delivery platform for over 2,500 journals and 11,000 books. It covers more than 25% of all full-text scientific and technical literature, published in 24 different categories.

This unique resource allows you to target very highly qualified prospects with a measurable and precise lead generation/branding tool through banner advertisements.

Through ScienceDirect.com you can target a specific journal or themed cluster of titles, so you can reach both vertically and horizontally into a specific topic, communicating to far more users of our content than you could with a print journal.

### Advert formats

- leaderboard: 728 x 90 pixels (40k max. file size)
- skyscraper: 120 x 600 pixels (40k max. file size)
- large rectangle: 336 x 280 pixels (40k max. file size)
- page peel: 75 x 75 pixels and 500 x 500 pixels
- rich media (highly interactive adverts): 728 x 90 pixels and 336 x 280 pixels





## Geo targeting

ScienceDirect.com enables you to target on a journal level and by country and region, making it possible to reach the niche audience of your interest.

## Contextual link advertising

Maximise marketing efforts to the vast ScienceDirect.com audience with Elsevier's SciClick tool, which utilises a unique search algorithm to match advertisers' content in context with the content on ScienceDirect.com. This performance-based pricing model (cost per click) offers you the opportunity to deliver your message next to relevant articles by using semantic linking.

## Pricing

Website pricing is based on three models:

- CPM (cost per mille – or per thousand impressions), used for standard and rich media banners
- Cost per click (available for SciClick contextual link advertising), allows full control over budgeting
- Subscription model is available for our ContentConnect microsite

## General delivery guidelines

A banner advert can be placed on ScienceDirect.com within 5 working days after receipt of the artwork, according to specifications provided by Elsevier. Your sales contact will be able to provide these details.





**A selection of Elsevier products containing coverage of polymer composites technology:**

| <b>Title</b>  | <b>Coverage</b>  |
|---|--|
| <b>Reinforced Plastics</b>  | Design, manufacture & application of polymer composite products in all industrial market sectors, incl. aerospace, automotive, marine, wind energy, construction etc.  |
| <b>Renewable Energy Focus</b>   | Science & technology innovation in the renewable energy industry – wind, solar, geothermal, biofuel, etc.  |
| <b>Materials Today</b>  | Materials science and technology – metals & alloys, composites, ceramics, & polymers.  |
| <b>Composites Part A: Applied Science and Manufacturing</b>   | The science and technology of composite materials – incl. polymeric, metallic and ceramic matrices. Properties, design and manufacture, and performance in service.  |
| <b>Composites Part B: Engineering</b>   | All areas of composites and nano-engineered materials, & issues relating to their application in areas including aerospace, automotive, infrastructure, ship building, offshore piping, & recreational products. |
| <b>Composites Science and Technology</b>  | The fundamental & applied science of engineering composites, including structural composites, biocomposites, smart composites, & nanocomposites.   |
| <b>Composite Structures</b>   | Structures or structural components manufactured using composite materials. Design, R&D, & fabrication techniques relevant to the application of composites in load-bearing components.                          |
| <b>Marine Structures</b>  | Research, design, fabrication & in-service experience of marine structures incl. ships, offshore platforms, pipelines, subsea systems, & coastal structures like piers.  |
| <b>Construction and Building Materials</b>  | Construction & building materials & their application in new works & repair of bridges, civil engineering structures, tunnels, water containment structures, sewers, housing, coastal defences etc.              |
| <b>Engineering Structures</b>   | Structural engineering related to areas including: infrastructure engineering; earthquake, wind, fire and blast engineering; structural reliability; life assessment; structural health monitoring.              |
| <b>Materials &amp; Design</b>   | All types of engineering material, including composites, polymers, metals and ceramics, & all scales of application from micro-machinery to large structural components.   |
| <b>Progress in Materials Science</b>  | Reviews of recent advances in the science of materials and their exploitation in engineering. Materials of interest are metallic, ceramic, polymeric, biological and composite in all forms.                     |
| <b>Aerospace Science and Technology</b>   | Design & manufacture of aircraft, helicopters, missiles, launchers & satellites, including advances in materials & structures.   |
| <b>Progress in Aerospace Sciences</b>   | An international review journal including coverage of aero-and space structures, & materials.  |
| This specific portfolio of titles on <b>ScienceDirect.com</b> generates more than <b>800,000 page impressions</b> and over <b>400,000 page views</b> per month. (Publisher's own data.) |  |





## Further information and pricing

Please contact a member of your *Reinforced Plastics* sales team:

### North America

Corey Whitman

E-mail: corey.whitman@husonmedia.com

Tel: +1 212 268 3344

### Germany, Austria and Switzerland

Christian Hölscher

E-mail: christian.hoelscher@husonmedia.com

Tel: +49 (0)89 9500 2778

### Benelux

Rodric Leerling

E-mail: rodric.leerling@husonmedia.com

Tel: +31 (0)229 841 882

### Europe (excluding Germany, Austria, Switzerland, and Benelux), plus rest of world

Stuart Payne

E-mail: stuart.payne@husonmedia.com

Tel: +44 (0)1932 564999



## Elsevier, part of the Reed Elsevier group

Elsevier is a world leading publisher of scientific, technical and medical literature, with approximately 7000 employees in over 70 offices worldwide. The company publishes more than 2500 journals and 11,000 online books. Elsevier's online network of sites reaches over 16 million professionals and scientists at corporate, academic, governmental and medical organisations each month.

