



## film and sheet EXTRUSION

# The global digital magazine and apps for film and sheet extruders

**Film and Sheet Extrusion** is a digital magazine written specifically for the producers of plastic film and sheet around the globe. It is distributed electronically and can be read free-of-charge online. In addition, it can be accessed on tablet computers and smartphones using our free apps for the iPad, iPhone or Android devices.

The magazine is published by Applied Market Information (AMI), the leading provider of market intelligence and analysis for the global film and sheet industries.

The company has a detailed database of senior decision makers at film and sheet production and conversion sites across Europe, the Americas, Asia and the Middle East. This unique and constantly updated database provides **Film and Sheet Extrusion** with comprehensive global access to the key purchasers of the extrusion lines, ancillary equipment, polymers and additives that are used in film and sheet production.

The magazine delivers relevant and up-to-date information on the most important technical developments, market trends, business news and legislative announcements. And unlike other general plastics magazines, **Film and Sheet Extrusion** is 100% focused on the specific information needs

### Film and Sheet Extrusion offers:

- Comprehensive global coverage
- 100% focused on film and sheet extrusion
- In-depth market knowledge
- Free access online and via apps
- Highly competitive advertisement rates
- Live weblinks from all advertisements
- App viewable without internet connection

For more information about advertising in Film and Sheet Extrusion contact:  
Levent Tounjer: [lt@amiplastics.com](mailto:lt@amiplastics.com)  
Claire Bishop: [claire@amimagazines.com](mailto:claire@amimagazines.com)

of the producers of polymer film and sheet.

Adverts are very competitively priced and can include links straight to your own website. If you are selling machinery, ancillary equipment, materials, additives or services to plastics film and sheet producers, then **Film and Sheet Extrusion** is the vehicle to promote your business globally.

Visit [www.filmandsheet.com](http://www.filmandsheet.com) to see the latest issue and take out a free subscription

# Digital magazines for the digital age: online; on tablets; on smart phones

## AMI leads the way with electronic magazines for the plastics industry

*Film and Sheet Extrusion* is a digital magazine for the digital age. It is available free-of-charge online using a standard internet browser, and on the iPad, iPhone and Android-based devices using our free apps or HTML5 browser.

The **online edition** is hosted on the Yudu platform for digital magazines. There is no need for readers to download special software or large files. The user-friendly interface allows them to browse and read the magazine just like a printed product, but with the benefits of online delivery and interactivity.

In addition, readers can download the magazine as a PDF for storage and printing. Plus they can easily forward links to the magazine, sharing *Film and Sheet Extrusion's* valuable content with colleagues, suppliers and customers.

The *Film and Sheet Extrusion* apps for the **iPad, iPhone and Android** devices are proving very popular with readers around the world. The dedicated apps have been

downloaded more than 9,955 times since their launch in 2012, and more subscribers are signing up every single day. This is extending the reach of the magazine beyond its already substantial online readership, providing even more value for advertisers.

AMI is also using Twitter to notify a large international audience whenever we publish a new edition of *Film and Sheet Extrusion* magazine. Our @PlasticsWorld Twitter feed has already attracted more than 14,917 followers and is one of the most popular sources of plastics industry information on the social media site.



## About AMI

Applied Market Information is a specialist market



research and consulting company serving the global chemicals and plastics industries. Established in 1986, AMI has offices in Bristol, England, and Reading, Pennsylvania, USA. The company carries out single-client consultancy and multi-client research projects. In addition, it produces market reports, directories, and electronic databases, and it organises conferences in Europe, America, Asia and the Middle East.

AMI has particular expertise in thermoplastics compounding and masterbatch, building products, polyethylene film, polypropylene, injection moulding and engineering polymers.

It organises a large range of plastics film and sheet conferences in Europe, the US, Asia and the Middle East. It also publishes international directories and studies of film and sheet extruders plus the BOPP newsletter, *Oriente*.

## The people behind **film and sheet EXTRUSION**

**Andy Beevers** is a chemical engineering graduate with more than 25 years of editorial and publishing experience in the international plastics sector. He has worked within UK and US-based publishing companies. Since joining AMI, Andy has headed up the company's growing portfolio of digital magazines.

**Chris Smith** is a highly experienced plastics industry journalist and editor. He has a degree in materials science and worked in the polymer industry for several years before moving into B2B magazine publishing. Chris has been writing about plastics for more than 20 years and has extensive experience in launching and chairing international plastics industry conferences.

**Lou Reade** is a chemistry graduate with more than 20 years of technical journalism experience, including more than a decade covering plastics and polymers. Lou has also worked as a journalist and editor on design engineering and laboratory magazines.

**Márta Babits** graduated in biology and communication and media studies. Her role within the AMI consultancy team includes analysis of the flexible and rigid plastics packaging markets with a particular focus on the FMCG sector.

**Karla Vittova** is a key member of the AMI consultancy team responsible for reports and custom analysis of the industrial and agricultural polymer film markets as well as international polymer distribution activities.

**Levent Tounjer** has more than 20 years' experience in international B2B advertising and sponsorship sales, largely focused on magazines and events for the polymer industry.

**Claire Bishop** is an experienced B2B media sales specialist. She has worked with AMI since the company launched its digital magazine division in 2008.

# Film and Sheet Extrusion: 2017 features list



## Targeted and informative content

**Film and Sheet Extrusion** covers key technical developments, market trends, strategic business issues, legislative announcements, company profiles and new product launches.

The magazine carries in-depth articles written by experienced technical journalists and market experts from Applied Market Information. Plus there are exclusive contributions from leading researchers and industry insiders.

Applied Market Information's wealth of industry information and analysis ensures that **Film and Sheet Extrusion** provides exclusive insights into the key market issues and opportunities for readers wherever they are based.

### November 2016

Developments in sheet materials  
Thin-wall packaging  
Construction applications  
Active and intelligent packaging  
K 2016 – show review part one

### December 2016

Screenchangers and melt filtration  
Foamed sheet technologies  
Static control and web cleaning  
Materials recycling / granulators  
K 2016 – show review part two

### January/February 2017

Developments in bioplastics  
Materials testing and quality control  
Polyolefins for film and sheet  
Medical materials and applications

### March 2017

Thermoforming applications  
Additives for film applications  
Control and instrumentation  
Interpack 2017 preview

### April 2017

Flat die developments  
Agricultural films  
Film winders  
Chinaplas 2017 preview

### May 2017

Waterproof membranes  
Materials handling  
Barrier film materials  
Focus on BOPP

### June 2017

Printing equipment  
Blown film die developments  
Thermoforming technology  
Plastic pouches

### July/August 2017

Developments in bioplastics  
Converting and bag making equipment  
Stretch and shrink film  
Masterbatch developments

### September 2017

Biaxially-oriented film technology  
Downstream equipment  
PVC plasticisers  
Lab extruders

### October 2017

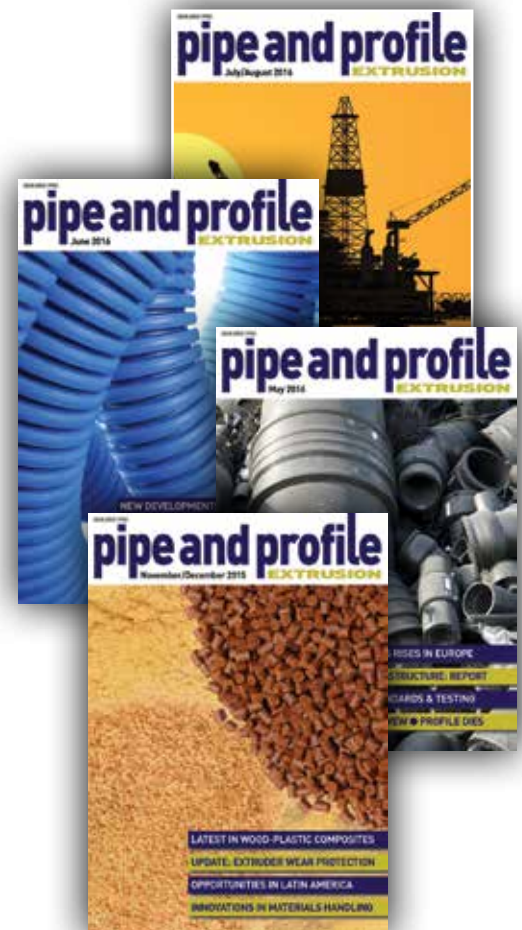
Additives for polyolefins  
Extruder developments  
Multi-layer packaging  
Mineral fillers for films

### November 2017

Developments in sheet materials  
Thin-wall packaging  
Construction applications  
Active and intelligent packaging

### December 2017

Screenchangers and melt filtration  
Foamed sheet technologies  
Static control and web cleaning  
Materials recycling / granulators



## Plus in every issue:

- Business and legislative news
- Extruder of the month - company profile
- New machinery and ancillaries
- New additives and materials
- Forthcoming events

## Exhibition and show coverage

Film and Sheet Extrusion will be covering these international plastics shows in 2017. Make sure you don't miss your chance to advertise. Check our Features List for more information.



Film and Sheet Extrusion's competitive advertising rates ensure your marketing budget goes much further.

€ - Euros	Single	3+	6+	12+
Double-page spread	€3,450	€2,750	€2,475	€1,725
Page	€2,325	€1,850	€1,675	€1,175
Half page	€1,625	€1,300	€1,175	€825
Third Page	€1,350	€1,075	€975	€700
Quarter page	€1,025	€825	€750	€525

\$ - Dollars	Single	3+	6+	12+
Double-page spread	\$3,850	\$3,075	\$2,750	\$1,925
Page	\$2,600	\$2,075	\$1,875	\$1,300
Half page	\$1,800	\$1,450	\$1,300	\$925
Third Page	\$1,500	\$1,200	\$1,075	\$800
Quarter page	\$1,150	\$925	\$825	\$575

**Brochure Showcase entry:** €300 or \$330 per brochure

**Profile features (advertorial):**

Full pages: €3,000 (\$3,300), Double-page spread €4,500 (\$4,950)

**Simple pricing:**

All rates include insertion in both online and app editions

**It is possible to add rich media to your adverts, such as videos, flash animation, surveys and presentations. To find out what's possible and how much it costs, contact us to discuss your ideas. We also offer banner and skyscraper adverts on pipeandprofile.com. Contact us for our competitive rates and latest viewing figures.**

## Advertisement copy sizes

Double-page spread:

Full page

Half page (horizontal):

Half page (vertical):

Third page (horizontal):

Quarter page (horizontal):

Quarter page (vertical):

### Width by height

420mm x 297mm

210mm x 297mm

210mm x 146mm

100mm x 297mm

210mm x 99mm

210mm x 74mm

100mm x 146mm

## File formats

Final advertisement copy should be supplied as high resolution (minimum 200dpi) digital files in either PDF or JPG format. To ensure the optimum results across our different digital platforms we recommend you use our Adobe Joboptions settings when outputting your artwork. These can be downloaded at <http://bit.ly/AMIPDF>.

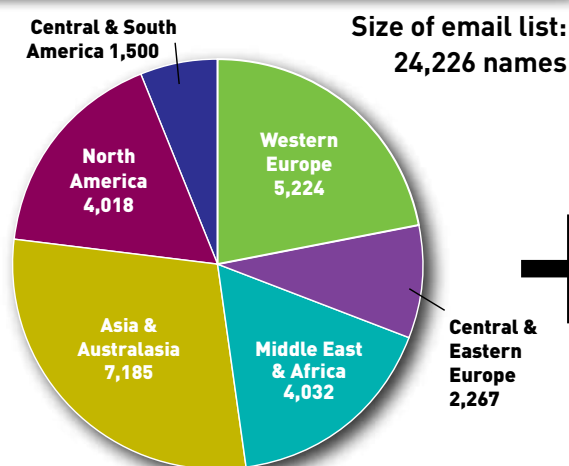
If you wish to supply any other format, please contact us to discuss compatibility. Our full advertisement terms and conditions can be viewed at [www.filmandsheet.com](http://www.filmandsheet.com)

## The AMI magazine portfolio

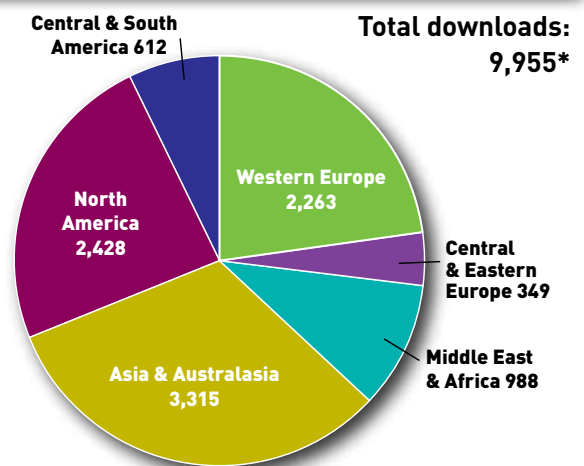
Applied Market Information publishes three other digital magazines: **Compounding World**, **Injection World**, and **Pipe and Profile Extrusion**. If you place bookings in more than one of our magazines the series booking rates will accumulate across all of your adverts.



## Global email circulation



## Global app downloads



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Downloads at 1 September 2016. This number is growing daily so please ask if you require updated data.