

Media information 2018

Film and Sheet EXTRUSION

The global digital magazine and apps for film and sheet makers

Film and Sheet Extrusion is the monthly magazine written exclusively for producers of plastics films and sheet around the globe. It is accessed by thousands of readers every month free-of-charge online, on tablets, smartphones, and via our free apps for the iPad, iPhone and Android devices.

Film and Sheet Extrusion delivers relevant and up-to-date information on the most important technical developments, market trends, business news, product innovations and legislative announcements. And, unlike other general plastics magazines, it is 100% focused on the specific information needs of designers and producers of plastics film and sheet products.

Published by our expert editorial team at AMI - the leading provider of databases, market intelligence and conferences for the global plastics processing industries - *Film and Sheet Extrusion* benefits from access to our detailed databases of senior decision makers at film and sheet manufacturing and conversion sites across Europe, the Americas, Asia and the Middle East. These global databases include key purchasers of extrusion lines, downstream and ancillary equipment, polymers and additives, and related services for the film and sheet industry.

Looking to access this market? Our advertisements are very competitively priced and include links directly to your website. If you are selling machinery, ancillary equipment, materials, additives or services to the plastics film and sheet industry, then *Film and Sheet Extrusion* is the vehicle to promote your business globally.

Film and Sheet Extrusion offers:

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

Visit www.filmandsheet.com
to see the latest issue and take out
a free subscription

For more information about advertising
in Film and Sheet Extrusion, contact:

Levent Tounjer:
levent.tounjer@ami.international
or Claire Bishop:
claire.bishop@ami.international

Published by:

AMI



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

We lead the way with electronic magazines for the plastics industry

Email circulation: 24,782

App downloads: 10,994



Twitter followers: 16,867

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 can also be read 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, which means there is no need for readers to download special software or large files. Subscribers are notified of each new edition by email and a simple click of a weblink takes them to the latest magazine. Our user-friendly interface allows them to browse and read the magazine just like a printed product, but with the additional benefits of online delivery and digital interactivity. Readers can easily forward links to articles, allowing them to share *Film and Sheet Extrusion's* valuable content with colleagues, suppliers and customers. And they can

download the magazine as a PDF for storage and printing.

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 10,994 times since their launch in 2012, and more subscribers are signing up every day. Our apps are extending the reach of the magazine beyond its already substantial online readership, providing even more value for advertisers.

We use our @PlasticsWorld **Twitter** feed to keep our readers up to date with the latest plastics industry news and to let them know whenever we publish a new edition of *Film and Sheet Extrusion* magazine. To date, @PlasticsWorld has attracted a global following of more than 16,867 people and is one of the most popular sources of plastics industry information on the social media site.

The people behind **Film and Sheet EXTRUSION**

Lou Reade / Editor



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.
Email: lou@filmandsheet.com

Chris Smith / Editor-in-Chief



Chris graduated in materials science and worked in the plastics industry prior to moving into B2B publishing. He has been writing about plastics for more than 25 years and has extensive experience in launching and chairing international industry conferences.
Email: chris.smith@ami.international

Confidence in AMI Expertise

AMI was founded in 1986 by a group of consultants with expertise in market research, data reports and business intelligence for the global plastics industry. More than 30 years on, our work is still underpinned by our talented staff and our unique databases. With offices in the UK and USA and colleagues based in China, our expert staff can support your business on a global scale, helping you identify exciting market opportunities, new customers and innovative technologies.

Márta Babits / Consultant



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 Tattersall / Consultant



Karla Tattersall 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.

Andy Beevers / Director, Events & Digital Magazines



Andy is a chemical engineering graduate with more than 25 years plastics publishing experience. He is responsible for AMI's digital publishing and international plastics conference activities.
Email: andy.beevers@ami.international

Levent Tounjer / Sales & Commercial Manager



Levent has more than 20 years' experience in international B2B advertising and sponsorship sales, largely focused on magazines and events for the polymer industry.
Email: levent.tounjer@ami.international

Claire Bishop / Advertising Manager



Claire Bishop is an experienced consumer and B2B media sales specialist. She has worked with us since the company launched its digital magazine division in 2008.
Email: claire.bishop@ami.international

Learn more at: www.filmandsheet.com

Targeted and informative content

Each month, *Film and Sheet Extrusion* covers key technical developments, market trends, strategic business issues, legislative updates, company activities and new product launches. Our magazine carries in-depth articles written by experienced technical journalists and market experts, as well as exclusive contributions from leading researchers and industry insiders. Our wealth of industry information and analysis ensures that *Film and Sheet Extrusion* provides our readers with exclusive insight into the key market issues and opportunities for moulded part designers and producers wherever they are based.

Features list

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

January/February 2018

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

March 2018

Thermoforming applications
Additives for film applications
Control and instrumentation

April 2018

Flat die developments
Agricultural films
Film winders
Show preview: *Chinaplas 2018*

May 2018

Waterproof membranes
Materials handling
Barrier film materials
Photovoltaic applications
Show preview: *NPE 2018/Plast 2018*

June 2018

Printing equipment
Blown film die developments
Thermoforming technology
Plastic pouches
Show preview: *CWE/PRWE 2018*
Show review: *NPE 2018*

July/August 2018

Developments in bioplastics
Converting and bag making equipment
Stretch and shrink film
Masterbatch developments
Show review: *Plast 2018*
Show review: *CWE/PRWE 2018*

September 2018

Biaxially-oriented film technology
Downstream equipment
PVC plasticisers
Lab extruders

October 2018

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

November 2018

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

December 2018

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



Plus in every issue:

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

Exhibition and show coverage

Film and Sheet Extrusion will be covering all of these international plastics shows in 2018. Make sure you don't miss your chance to advertise. Check our Features List for more information.



Rates and Data

Film and Sheet Extrusion's competitive global 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	\$4,100	\$3,275	\$2,950	\$2,050
Page	\$2,750	\$2,200	\$2,000	\$1,400
Half page	\$1,950	\$1,550	\$1,400	\$980
Third Page	\$1,600	\$1,280	\$1,160	\$850
Quarter page	\$1,220	\$1,000	\$890	\$625

Guaranteed positions:

Special positions - for example, right hand or consecutive pages - can be guaranteed for a booking premium of 15% of the rate card charge

Simple pricing:

All rates include insertion in both online and app editions

Brochure Showcase entry:

€300 or \$350 per brochure

Profile features (advertorial):

Full pages: €3,000 (\$3,320)

Double-page spread €4,500 (\$5,275)

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

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 www.filmandsheet.com. Contact us for our competitive rates and latest viewing figures.

The AMI magazine portfolio

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

Find out about our other titles at www.ami.international/mags

Compounding WORLD
Film and Sheet EXTRUSION
Injection WORLD
Pipe and Profile EXTRUSION
Plastics Recycling WORLD

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

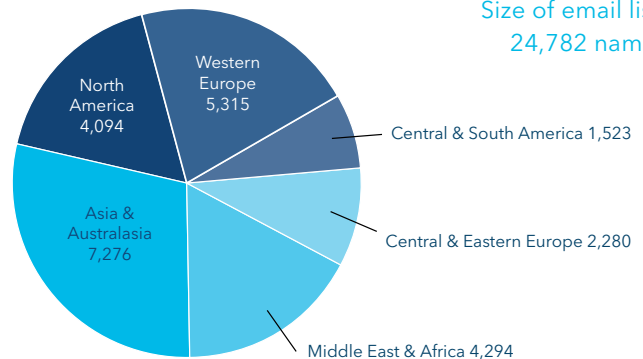
210mm x 99mm

210mm x 74mm

100mm x 146mm

Global email circulation

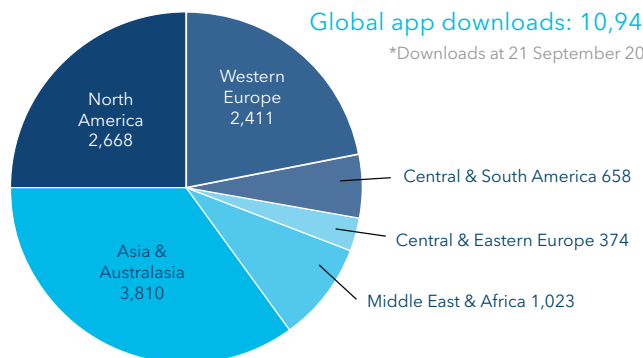
Size of email list:
24,782 names



Global app downloads

Global app downloads: 10,944*

*Downloads at 21 September 2017



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