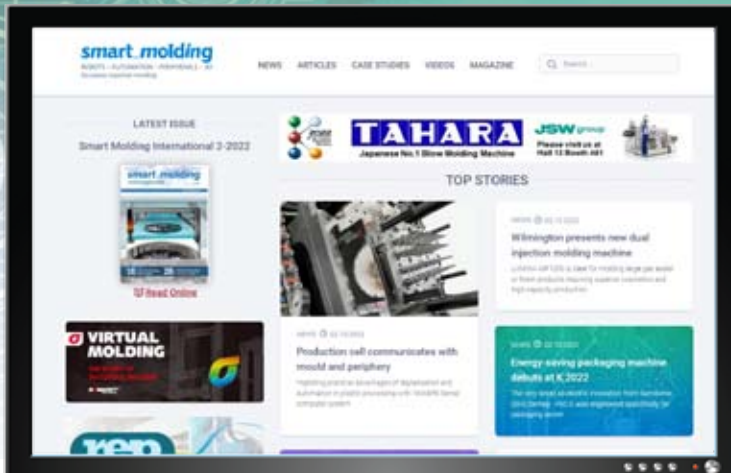


MEDIA KIT

smart_molding website
.....
smart molding
international magazine

2023

everything about smart
molding technologies



print | online | digital

VM Verlag GmbH Cologne/Germany
www.smart-molding.com

HOT RUNNER Laboratory equipment ROBOTICS Hot Runner GAS-ASSIST MOLDING
QUALITY CONTROL Micro Molding ADDITIVE MANUFACTURING Automation
Hot Runner All-Electric IMM INDUSTRY 4.0 BLOW MOLDING DATA PROCESSING
Gas-Assist Molding Micro Molding INDUSTRY 4.0 IN-MOLD LABELING
Hot Runner SIMULATION Manufacturing Execution System
Laboratory equipment INJECTION MOLDING Peripherals
Process Control QUALITY CONTROL Quick Mold Change
Simulation ROBOTICS Hot Runner SOFTWARE
Vision System MES Industry 4.0

ABOUT US

VM Verlag GmbH is a publishing house from Cologne, founded in 1997. It specializes in providing information on plastics processing technologies to its readership all over the world. VM Verlag's products are available in four languages.

smart_molding is its technology-focused media outlet in English launched in 2015 as an international project.

The portal www.smart-molding.com embraces everything related to the molding industry, including injection molding and blow molding technologies, automation, robots and smart auxiliary equipment, measuring and process control devices, advanced materials, additive manufacturing, molding simulation and software, and many other topics.

All those interested in molding and related technologies can find the information to the topic in the news, articles, cases and videos on www.smart-molding.com.

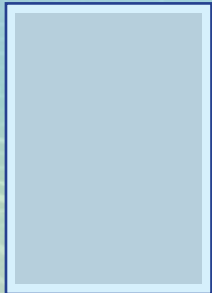
Nowadays smart_molding website has over 22,000 monthly visits and 7,600 authorized digital subscribers receiving smart_molding newsletter.

In 2020 VM Verlag GmbH launched a new product - smart molding international magazine. The digital trade magazine is available free on www.smart-molding.com. The magazine alerts are sent to all smart_molding newsletter subscribers. Meanwhile some issues have also a print version to be distributed to the visitors of the most important plastics industry trade shows all over the world.



Formats and Technical Specification

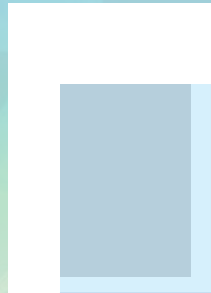
Magazine size 210 x 280 mm



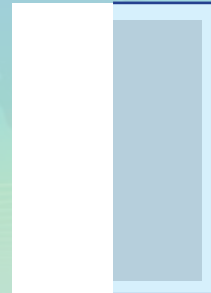
1/1 page:
185 x 250 mm
210 x 280 mm



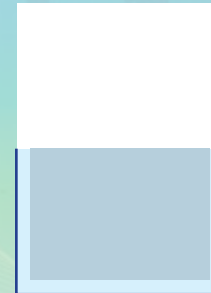
2/3 page:
185 x 160 mm
210 x 176 mm



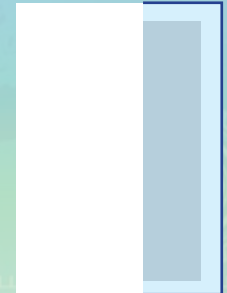
Junior page:
122 x 180 mm
143 x 196 mm



1/2 page vertical:
90 x 250 mm
105 x 280 mm



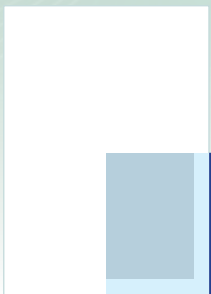
1/2 page horizontal:
185 x 122 mm
210 x 138 mm



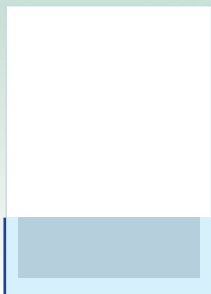
1/3 page vertical:
59 x 250 mm
80 x 280 mm



1/3 page horizontal:
185 x 80 mm
210 x 96 mm



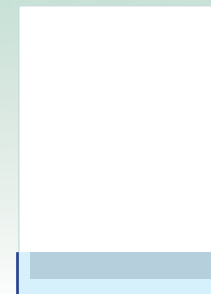
1/4 page vertical:
90 x 122 mm
105 x 138 mm



1/4 page horizontal:
185 x 58 mm
210 x 75 mm



1/8 page vertical:
90 x 58 mm
105 x 74 mm



1/8 page horizontal:
185 x 26 mm
210 x 42 mm

■ type area size
■ trim size
— 3mm trim allowance (bleed)

magazine about plastics molding technologies

Planning Calendar 2023

Close dates		Trade Show	Topics
1/2023			
Ed. close date	17.03.2023	• Chinaplas	<ul style="list-style-type: none"> • Medical applications – actual as always • Observing innovative machinery solutions
Ad. close date	24.03.2023		
Public date	11.04.2023		
2/2023			
Ed. close date	01.08.2023	<ul style="list-style-type: none"> • Plast Milan • Fakuma • Formnext 	<ul style="list-style-type: none"> • Polymer advancements for automobile industry • You need a mold to mold
Ad. close date	08.08.2023		
Public date	28.08.2023		

Rates for special positions
Second and back cover 20%

Ad Basic 4c Rates

Size	€
Front page:	3.200
1/1 page:	2.200
Junior page:	1.700
2/3 page:	1.600
1/2 page:	1.250
1/3 page:	875
1/4 page:	700
1/8 page:	385

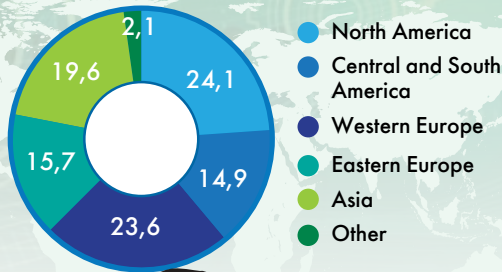
Language: English

Sent to qualified digital readership
(5.400) incl. the USA (1.300)

Facebook followers: 2.200

An additional printed version is distributed
at major trade fairs (only if fairs take place).

Geographic distribution
of *smart_molding's* readers, %



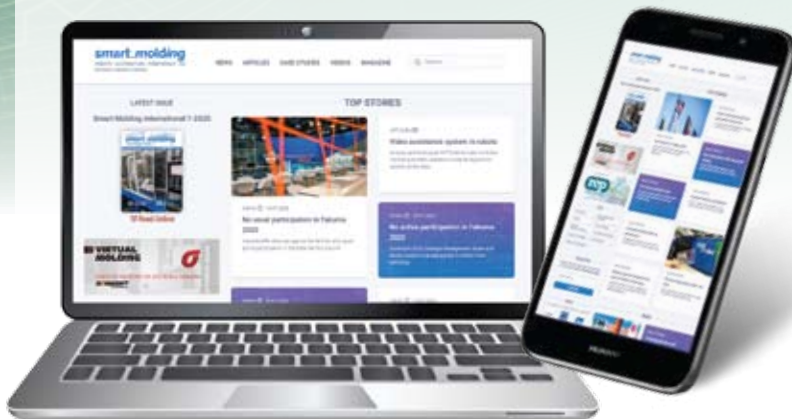
smart_molding

ROBOTS – AUTOMATION – PERIPHERALS – 3D
for plastic injection molding

The only website collecting information about smart technologies
of plastics injection molding.

What do we have here?

- ▶ **News** — the latest information about relevant products and events
- ▶ **Articles** — detailed reviews of various smart production methods
- ▶ **Case Studies** — experience of processors who implemented automation systems
- ▶ **Video** — video clips demonstrating smart equipment in live action
- ▶ **Weekly** e-mail newsletters



A. Through-type banners

These banners are shown at every page
of the website.

Maximum rotation is 5 customers per spot.

		3 months	6 months	12 months
A1	1170x100	€ 900	€ 1500	€ 2400
A2	768x90	€ 750	€ 1250	€ 2000
A3	368x150	€ 600	€ 1000	€ 1600
A4	368x240	€ 675	€ 1125	€ 1800
A5	1170x100	€ 375	€ 625	€ 1000

B. News banners

These banners are displayed at the homepage
and at the pages of "News" section only.

Maximum rotation is 5 customers per spot.

		3 months	6 months	12 months
B1	234x60	€ 300	€ 500	€ 800
B2	768x90	€ 450	€ 750	€ 1200
B3	368x90	€ 350	€ 575	€ 900

C. Through-type banners

There could be several banners C1, one below the other displayed at every page of the website. Maximum rotation is 5 customers per spot.

		3 months	6 months	12 months
C1	368x150	€ 650	€ 1100	€ 1800

D. Sponsorship package

- A banner 368 x 150 px in weekly e-mail newsletter.
- Placement of all sponsor's press releases on the website.
- Contacts (phone, e-mail) of sponsor's specialists in text materials.
- Active hyperlinks to internal pages of the sponsor's site by keywords.

	3 months	6 months	12 months
Sponsorship package	€ 1000	€ 1600	€ 2500

E. Advertorial

1 newsletter	4 newsletters
€ 200	€ 600

The screenshot shows the smart.molding website layout with several banner positions marked with colored boxes and labels:

- A1:** Top navigation bar.
- A2:** Main article header area.
- A3:** Left sidebar area.
- A4:** Middle sidebar area.
- A5:** Footer area.
- B1, B2, B3:** A grid of smaller article or product highlights at the bottom of the main content area.
- C1:** A large yellow banner on the left side of the main content area.

The screenshot shows the smart.molding website layout with two specific banner positions marked with red boxes and labels:

- D:** A red box highlights a 'VIRTUAL MOLDING' article with a red arrow pointing to it.
- E:** A red box highlights a 'VIRTUAL MOLDING' article with a red arrow pointing to it.

The page also features a 'TOP STORIES' section with several article thumbnails and titles, such as 'Virtual Molding Packages', 'Extension of WDMs in Hungary', and 'Replacing metal for medical implants'.

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