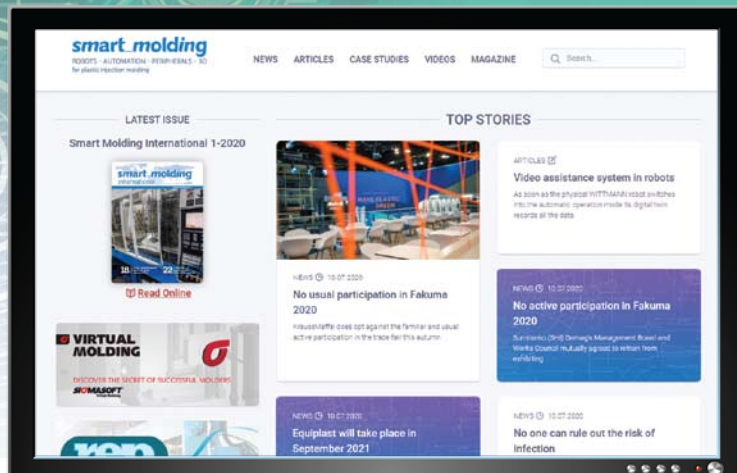


MEDIA KIT

smart_molding website
.....
smart molding
international magazine

2021

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

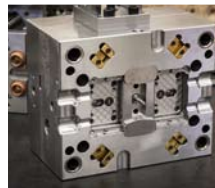
VM Verlag GmbH is a publishing house from Cologne, founded in 1997. It specializes in providing information on plastics processing technologies to its readership all over the world. VM Verlag's products are available in four languages. **smart_molding** is its technology-focused media outlet in English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

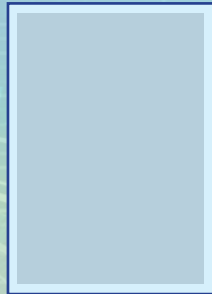
Nowadays smart_molding website has over 22,000 monthly visits and 7,600 authorized digital subscribers receiving smart_molding newsletter.

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

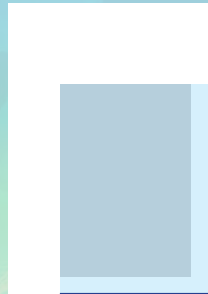
Magazine size 210 x 280 mm



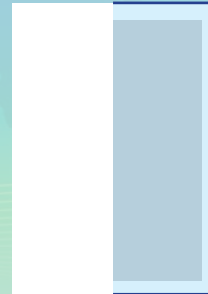
1/1 page:
185 x 250 mm
210 x 280 mm



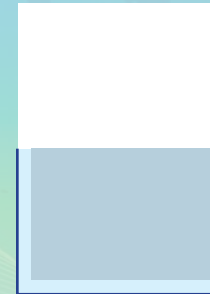
2/3 page:
185 x 160 mm
210 x 176 mm



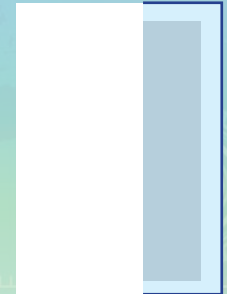
Junior page:
122 x 180 mm
143 x 196 mm



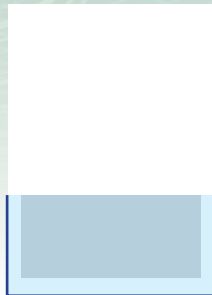
1/2 page vertical:
90 x 250 mm
105 x 280 mm



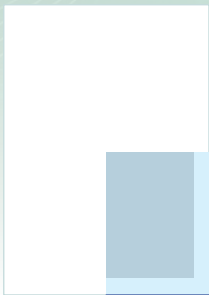
1/2 page horizontal:
185 x 122 mm
210 x 138 mm



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



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



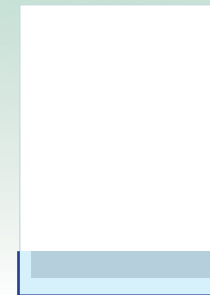
1/4 page vertical:
90 x 122 mm
105 x 138 mm



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 2021

Close dates		Topics
1/2021		
Ed. close date	30.11.2020	• Polymer industry on the anti-COVID frontline
Ad. close date	07.12.2020	
Public date	04.01.2021	
2/2021		
Ed. close date	28.01.2021	• IML and IMD make the packaging brighter • Automotive industry: survival through innovation
Ad. close date	12.02.2021	
Public date	01.03.2021	
3/2021		
Ed. close date	18.08.2021	• Additive manufacturing in the ascendant • Hot runner topic of the day
Ad. close date	08.09.2021	
Public date	17.09.2021	
4/2021		
Ed. close date	08.10.2021	• Injection Molds: at the very heart of the process • Injection molding specialties for the packaging sector
Ad. close date	20.10.2021	
Public date	09.11.2021	

Rates for special positions

Second and back cover 20%

Frequency discounts

2 issues **5%**,
3 issues **10%**,
4 issues **15%**

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

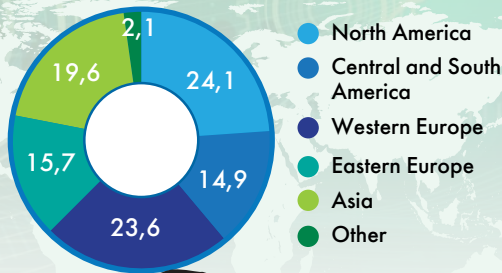
Language: English

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, %



website about plastics molding technologies

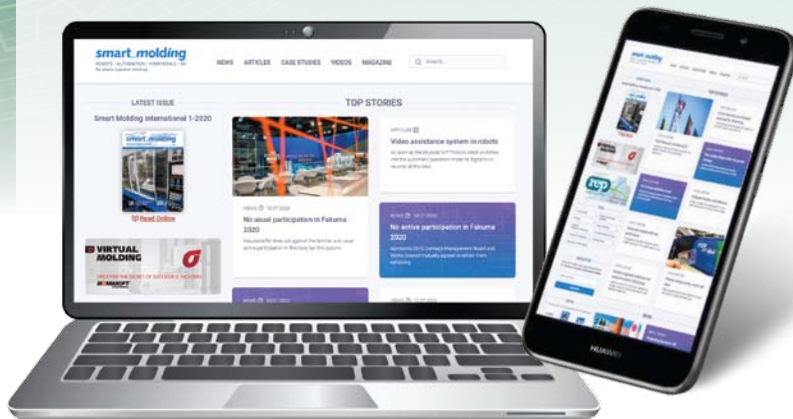
smart_molding

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 interface. At the top, there's a navigation bar with 'A1' and 'smart_molding' logo. Below it, a 'LATEST ISSUE' section features a banner for 'Victrex launches new filament optimized for 3D printing' with a 'C1' label. To the right, there's a section labeled 'A2' with a 'B1' label. Further down, there's a 'RELATED STORIES' section with a 'B2' label. At the bottom, there's a section labeled 'A5' with 'B3' labels. The website layout is clean and professional, with a focus on industrial news and product announcements.

The screenshot shows the smart_molding newsletter interface. At the top, there's a header with 'smart_molding' logo, 'ROBOTS · AUTOMATION · FURNACE · 3D', and the date 'April 10, 2020'. Below it, there's a section labeled 'D' with a 'VIRTUAL MOLDING' article. To the right, there's a section labeled 'E' with a 'No matter where you are' article. Further down, there's a section labeled 'B' with a 'Global open innovation initiative' article. At the bottom, there's a section labeled 'A' with a 'First all-plastic brake pedal for battery-electric sports car' article. The newsletter layout is clean and professional, with a focus on industrial news and product announcements.

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