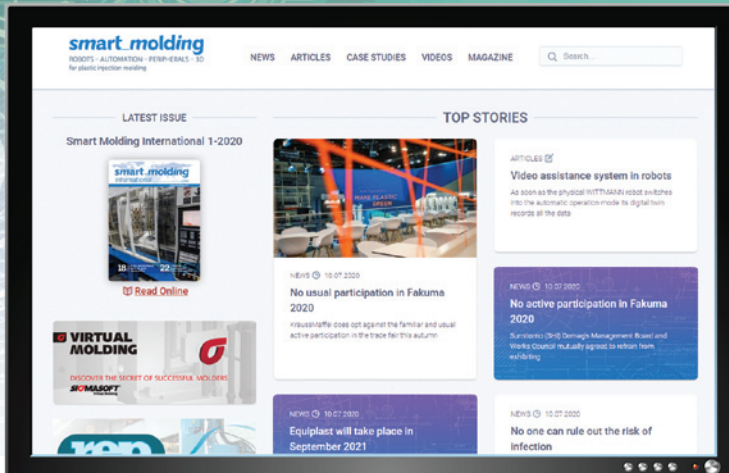


MEDIA KIT

smart_molding website
.....
smart molding
international magazine

2022

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

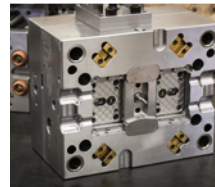
VM Verlag GmbH is a publishing house from Cologne, founded in 1997. It specializes in providing information on plastics processing technologies to its readership all over the world. VM Verlag's products are available in four languages. **smart_molding** is its technology-focused media outlet in English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

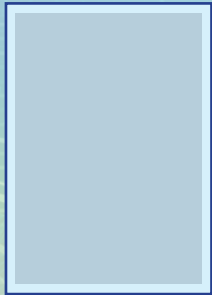
Nowadays smart_molding website has over 22,000 monthly visits and 7,600 authorized digital subscribers receiving smart_molding newsletter.

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

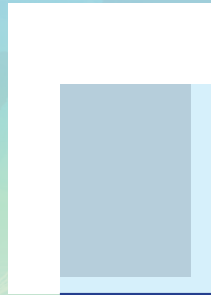
Magazine size 210 x 280 mm



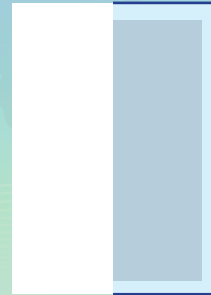
1/1 page:
185 x 250 mm
210 x 280 mm



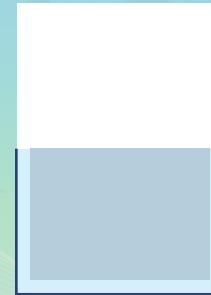
2/3 page:
185 x 160 mm
210 x 176 mm



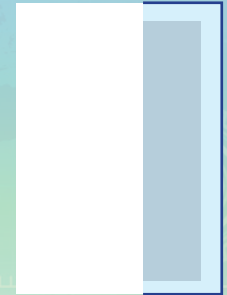
Junior page:
122 x 180 mm
143 x 196 mm



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



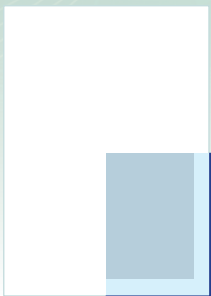
1/2 page horizontal:
185 x 122 mm
210 x 138 mm



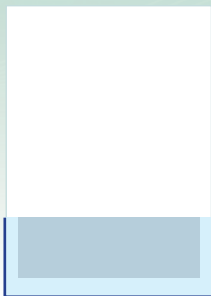
1/3 page vertical:
59 x 250 mm
80 x 280 mm



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



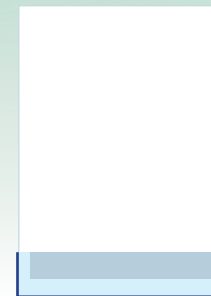
1/4 page vertical:
90 x 122 mm
105 x 138 mm



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 2022

Close dates		Trade Show	Topics
1/2022			
Ed. close date	18.02. 2022	Chinaplas	<ul style="list-style-type: none"> • Peripherals are so much of auxiliaries • Safeguarding your health with plastic
Ad. close date	02.03. 2022		
Public date	23.03. 2022		
2/2022			
Ed. close date	30.07. 2022	K preview	<ul style="list-style-type: none"> • Polymer Industry for car builders • Simulation – efficiency stimulation
Ad. close date	13.08. 2022		
Public date	01.09. 2022		
3/2022			
Ed. close date	01.09.2022	K special issue	<ul style="list-style-type: none"> • At the front edge of IMM technology • There is never too much automation
Ad. close date	15.09.2022		
Public date	05.10.2022		
4/2022			
Ed. close date	17.11.2022	K review	<ul style="list-style-type: none"> • New concepts in industrial molding • You are never too bold when making a mould
Ad. close date	28.11.2022		
Public date	15.12.2022		

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

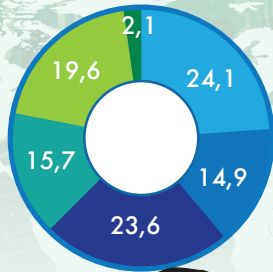
Language: English

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, %



- North America
- Central and South America
- Western Europe
- Eastern Europe
- Asia
- Other



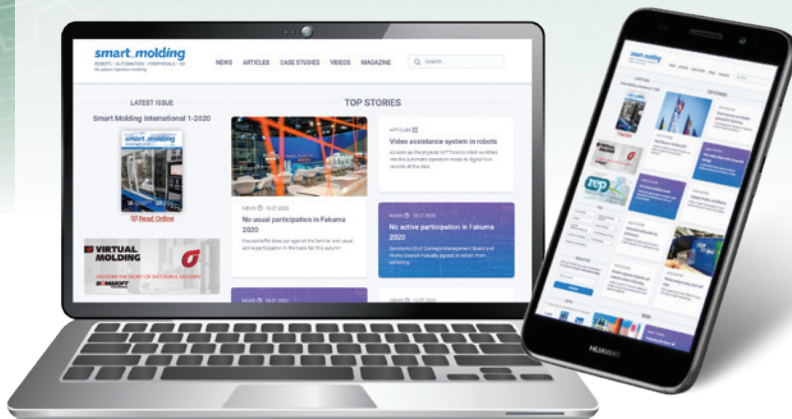
smart_molding

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. At the top is a navigation bar with 'A1' and a search bar. Below is a 'LATEST ISSUE' section with a featured article 'Victrex launches new filament optimized for 3D printing' labeled 'A2'. To the left of this article is a vertical sidebar with a 'C1' banner. Below the main article are two more vertical sections labeled 'A3' and 'A4'. At the bottom of the main content area are three 'B1' banners and one 'B2' banner. Below these are 'RELATED STORIES' with three items, each with a 'B3' banner. At the very bottom is a wide 'A5' banner.

The screenshot shows the smart_molding website with a 'VIRTUAL MOLDING' banner at the top, labeled 'D'. Below it is a section titled 'The most relevant stories about smart injection molding'. Underneath is a 'TOP STORIES' section. The first article is 'erburgXworld: Packages' with a 'E' label pointing to it. The second article is 'No matter where you are' with a 'E' label pointing to it. The third article is 'Global open innovation initiative'. The fourth article is 'Enhanced versatility of injection stretch blow molding machines'. The fifth article is 'First all-plastic brake pedal for battery-electric sports car'. At the bottom of the page is a footer with '© 2017 smart_molding' and navigation links.

Contact Publishing House



Editor-in-Chief
Konstantin Faticzev
Phone: +49 15205626122
editor@smart-molding.com



Advertisement and Sales
Martina Lerner
Phone: +49 6226 97 15 15
lerner-media@t-online.de



Administration, Subscription,
Distribution
Dipl.-Ing. Alla Kravets
Phone: +49 2233 9498793
Fax: +49 2233 9498792
a.kravets@vm-verlag.com



Advertisement and Sales
Bella Eidlin
Phone: +49 15229907895
b.eidlin@vm-verlag.com



Advertisement and Sales
Olga Kirchner
Phone: +49 15205626122
o.kirchner@vm-verlag.com



VERLAG GmbH · www.smart-molding.com
Headquarter: P.O. Box 50 18 12, 50978 Cologne, Germany
Address: VM Verlag GmbH, Antoniterstr. 17 50667 Cologne
Bank account: Volksbank Köln Bonn eG, Cologne, Germany
IBAN: DE48 3806 0186 7008 0500 10, BIC: GENODE33BRS, Ust-Id: DE811939023.