

2008 Media Information

Editorial Plan

Articles Adding Value to Injection Molding Colour Measurement of Plastics Blown Film Technology Close Up Material Handling – Trends & Issues Particle Foam Processing Technology Pressure Pipe Manufacturing	Spring Issue	Exhibitions Plast Algeria	Articles Cast Film & Sheet – Trends Flame Retardant Plastics – Review Cycle Sequence in Injection Molding Pipe Extrusion - technology review Plasma Coating Bottles Molding Developments	Autumn Issue	Exhibitions Euromold
Articles Smart Bottle Blowing Welding, Cutting & Writing on Plastics Correct Material Selection is Critical Extrusion & Extruders - Review Choosing Hot-Runner System for your Application Expert Advice on Granulators	Summer Issue	Exhibitions Plastex Egypt	Articles Cost Reduction in Film Processing Converting, Laminating & Coating Trends Simulation Roles in Plastics Design High Precision Thermoforming Composites – Trends & Issue Plastics Recycling Trends	Winter Issue	Exhibitions Arabplast Dubai

Publishing Schedule

Edition	Spring	Summer	Autumn	Winter
Copy Date:	3 rd March	2 nd June	15 th Sep	26 th Nov
Published Date:	13 th March	21 st June	4 th Oct	13 th Dec

Please Note: Technical articles are required three months prior to the copy date in order to translate them into Arabic.

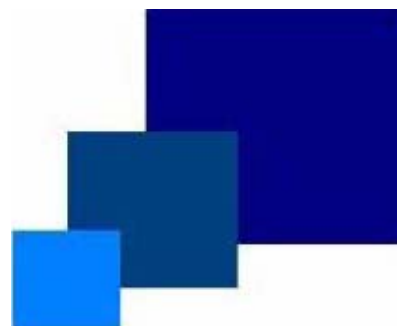
Circulation

Printed copies: 6500 distributed with approx 20 000 readers (3-4 readers per copy)
 + Over 2000 e-copies delivered and free distribution at major exhibitions
 Distribution and readership breakdown within 20 countries of the region as follows:

North/Central Africa Algeria – Egypt – Libya – Nigeria – Morocco – Sudan – Somalia – Tunisia = 2750
The Arabian Gulf Bahrain – Kuwait – Oman – Qatar – Iraq - Saudi Arabia – U.A.E. – Yemen = 2750
The Levant Lebanon – Jordan – Syria – Palestine = 1000

Readership

Plastics manufacturers and importers:	68%
Rubber and chemical manufacturers & importers:	27%
Local distributors of machinery and suppliers including dealers / agents:	4%
Governmental departments and educational institutes:	1%



Cost per Insertion in £

Size	1	2	3	4	5	6	7	8
Full page Colour	£2625	£2492	£2369	£2250	£2138	£2030	£1928	£1830
Full Page Mono	£2240	£2135	£2019	£1921	£1820	£1732	£1645	£1564
Half Page Colour	£1984	£1886	£1785	£1704	£1620	£1536	£1459	£1389
Half Page Mono	£1354	£1284	£1225	£1165	£1109	£1050	£1004	£945
Third Page Colour	£1697	£1610	£1529	£1452	£1382	£1312	£1249	£1186
Third Page Mono	£1102	£1046	£997	£945	£899.5	£857	£805	£759
Quarter Page Colour	£1550	£1473	£1396	£1326	£1263	£1200	£1141	£1085
Quarter Page Mono	£857	£815	£773	£735	£696	£661	£630	£598
Sixth Page Mono	£717	£682	£647	£612	£584	£556	£528	£500

Special Positions

These rates are in addition to the basic page rate shown above:-

Inside Front Cover	£150
Inside Back Cover	£150
Outside Back Cover	£225
Guaranteed Position	£100

Although the advertisers may request special positions within the publication, we will only guarantee the position if the fee of £100 is paid.

Spot Colour Charge

Spot colour charge £150.00

Special Inserts

Up to 135 gsm £2250 per A5 sheet, £3000 per A4 sheet. Larger size inserts will be quoted upon request.

Agency Commission

10% is paid to registered advertising agencies providing that payment terms are strictly adhered to.

Cancellation dates

Any cancellation of booked space must be made within 3 months prior to publication date for Mono and 5 months for Colour.

Mechanical Data

DPS	395 x 272mm
DPS Bleed	424 x 299mm
Full Page	272 x 210mm
Bleed Page	303 x 216mm
Two Thirds Page	272 x 123mm
Half Page Horiz.	135 x 186mm
Half Page Vertical	272 x 91mm
Third Page Horiz.	90 x 186mm
Third Page Vertical	272 x 59mm
Quarter Page Vertical	135 x 91mm
Quarter Page Horiz	68x186mm
Sixth Page Horiz	90 x 91mm
Sixth Page Vertical	135 x 59mm

Translation Charges

For new copy, a one-off translation charge of £150 will be added to the first insertion (up to 100 words). Any extra production work in case of supplying different files, will be charged at cost.

Discounts

Extra 5% discount is given for full payment with order.

Discounts are not applicable in the case of cancellation or late payment.

The publisher reserves the right to demand the difference between the single insertion rate and series / discounted rate in this case.

Electronic Media Only

Media accepted by email only, in PC compatible format, as high resolution PDF or JPG files only. Otherwise through provided FTP download.

General terms of payment:

For non-account holders, first order must be paid in advance in order to open your account. For account holders, payment made on receipt of invoice.

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