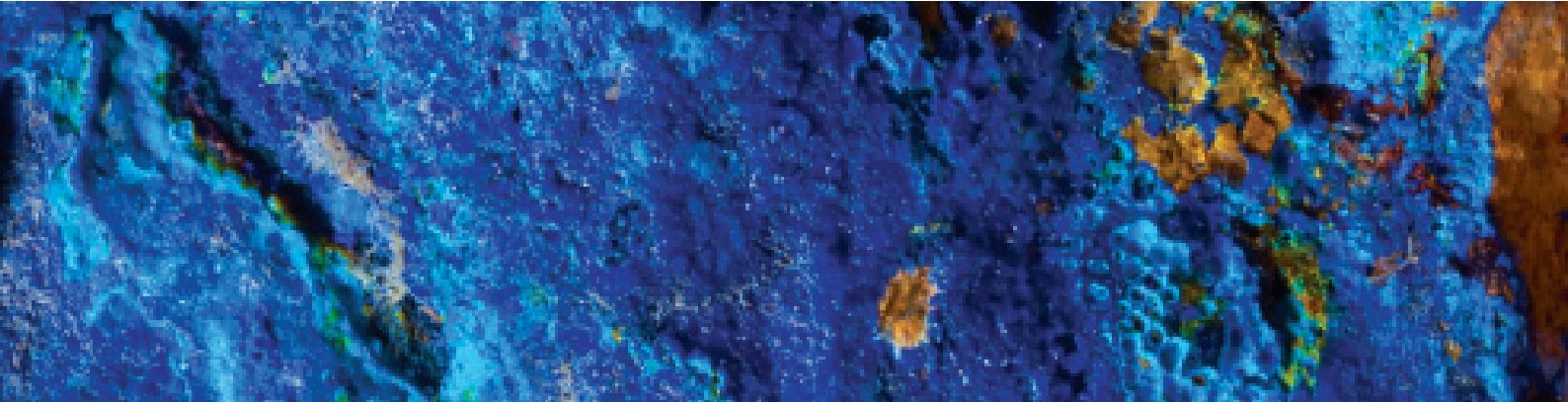


MATERIALS
world



Media Pack + Ratecard

2012



Materials World is the monthly members' magazine of the Institute of Materials, Minerals and Mining – the world's largest pan-materials professional organisation.

The Institute and its members.

The Institute's membership is comprised of specialist engineers, scientists and technologists. Their expertise spans the materials cycle, from mining and extraction through processing and application to recycling and recovery.

Institute members are engaged in their profession and focused on their personal professional development. *Materials World* is a tangible benefit of their membership. The magazine, widely accepted as the leading publication in its field, promotes the latest developments and new technologies within the materials cycle with editorial content delivered in a technical but accessible style. Ongoing focus is also given to opportunities for individual personal development.



Readership.

IOM³ members are professionals actively involved in

- Research and Development
- Extraction
- Processing
- Testing
- Analysis
- Manufacture

IOM³ members work in a variety of business sectors

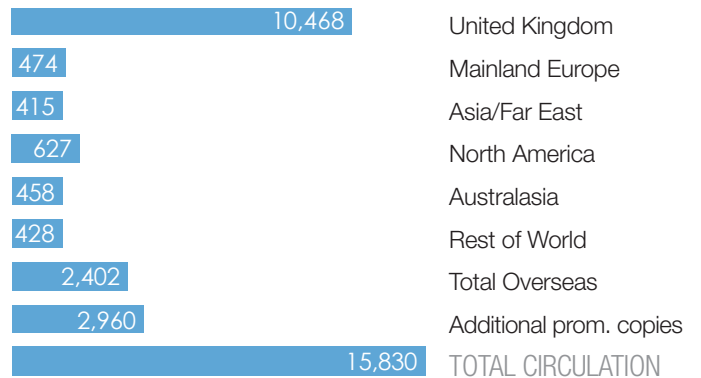
- Aerospace
- Automotive
- Ceramics
- Composites
- Construction
- Defence
- Education and Training
- Electronics
- Metals
- Minerals and Mining
- Oil and Gas Engineering
- Plastics and Rubber



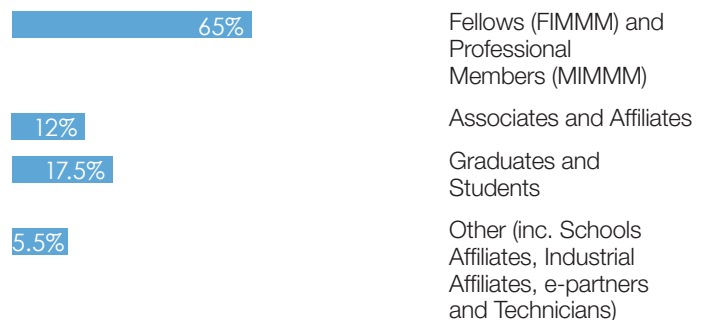
Circulation.

Materials World circulates to almost 13,000 members globally each month. With 65% of IOM³ members holding the Professional Member or Fellow grade, advertisers can be confident that they are targeting senior industry professionals with direct purchasing authority, or with an influence on purchasing decisions. In addition to this, the title is distributed at global industry events and conferences, thereby delivering additional profile and reach outside of the IOM³ membership.

Members + Subscribers



Grades of Institute Membership





Promotional opportunities.

Materials World can provide you with direct access to IOM³ members who could be potential customers or employees. The publication offers a variety of promotional opportunities to target decision makers and influencers within the materials sector.

Recruitment advertising

Advertising materials-related vacancies within *Materials World* gives you direct access to IOM³ members – committed and competent individuals with a professional standing within their profession.

Materials World has a two-part recruitment package that ensures your advertisement appears within the dedicated recruitment pages of the publication as well as online at www.iom3.org/jobs for six weeks. With more than 4,400 page views a month, the recruitment pages are one of the highest viewed areas of the Institute's website. Awareness is further reinforced by the additional promotion of vacancies on relevant IOM³ technical community microsites.

Promoting your products and services

In such a competitive market, **Display Advertising** within *Materials World* gives your company the opportunity to raise its profile and differentiate itself to potential customers within the materials sector. You may be launching a new product or looking to raise general awareness of your company's products and services. *Materials World* has a mix of industry news and technical, accessible features along with ongoing focus on professional development that provides an ideal environment for an advertising campaign.

Online Advertising on the *Materials World* website via skyscraper and button banners can further reinforce awareness to our membership.

Each month the **Product Focus feature** looks at a specific process and provides product-specific editorial coverage of new product launches and product developments within that sector. This section of *Materials World* offers you the opportunity to promote your products within a relevant editorial environment.

IOM³ members are committed to their continuing professional development, and to ensure members are fully informed, *Materials World* publishes six **Professional Development Focus features** each year. These features give an overview of current PD-related issues and provide an opportunity for universities and training providers to promote up-coming courses.

The *Materials World* **Classified Marketplace** offers you the opportunity to have a regular presence in the title at a minimal cost. Advertisements appear under a product category or service heading of your choice.

Creative solutions

Product launches and re-branding campaigns need to create impact. *Materials World* can work with you to deliver bespoke promotional activity that matches your marketing objectives.

Rate card.

Display Advertisements

SIZE	MONO	SPOT COLOUR	FULL COLOUR
Full page	£1470	£1800	£2200
Half page	£880	£1080	£1320
Quarter page	£530	£650	£790
Solus page	£1765	£2160	£2640

Inside front/outside back covers

15% special position loading

Series discounts

Three insertions 5% / Six insertions 10%

Eighth page panel – PD Course Listing

£150

Recruitment Advertisements

SIZE	MONO	SPOT COLOUR	FULL COLOUR
Full page	£4,750	£5,080	£5,400
1st recruitment page	£3,195	£3,520	£3,845
Half page	£2,350	£2,680	£3,000
Quarter page	£1,175	£1,505	£1,825

All recruitment bookings include a six-week listing on www.iom3.org/jobs

Marketplace Classified Advertising

	3	6	9	12
Box advertisement per sccm (min 6x1)	£22	£19	£17	£15

Online Advertising

MATERIALS WORLD (WWW.IOM3.ORG/MATERIALSWORLD)

Skyscraper	120 x 360 pixels	£500 per month
Button Banner	120 x 240 pixels	£300 per month
Button	120 x 120 pixels	£150 per month

All prices are exclusive of VAT at current rate

➤ For more information, please contact Julie Lishman

📞 +44 (0)1476 513890

📠 + (0)1476 513899

✉ julie.lishman@iom3.org

Technical specifications.

Recruitment

Column widths:

1 column	42mm
2 columns	87mm
3 columns	133mm
4 columns	180mm

Display

Full page type	255mm deep x 180mm wide
Full page trim	297mm deep x 210mm wide
Full page bleed	305mm deep x 215mm wide
Half page vertical	255mm deep x 87mm wide
Half page horizontal	125mm deep x 180mm wide
Quarter page vertical	125mm deep x 87mm wide
Quarter page horizontal	60mm deep x 180mm wide

Mechanical data

Advertisements will only be accepted as:

- Quark/InDesign files including all necessary fonts and images
- High res (300dpi) pdfs with trim marks where necessary, and all fonts and images embedded
- High res (300dpi) eps, tiff or jpeg

Copy contact

julie.lishman@iom3.org

Additional opportunities

Inserts, member mailing, belly bands, cover wraps. Price dependent upon weight/circulation etc.

Please contact Julie Lishman for more details.

Agency commission

10%

Publication date

First of month, 12 issues per year

Editorial programme 2012.

Booking deadlines 2012.

MONTH	FEATURE TOPICS	PRODUCT FOCUS	CONFERENCE + EXHIBITION PREVIEWS
January	Rare earth elements	Quality – analysis, inspection, metrology and testing PD focus and diary of courses	Corrosion 2012 11-15 March
February	Processing and modelling	Heat treatment – thermal processing, surface engineering and coating New products and innovations	Plast Expo 2012 27-30 March
March	Safety, security and defence Mining	Analysis + microscopy – metallography, image analysis and processing PD focus and diary of courses	PDM 29-30 May
April	Nuclear Special section: R&D	Testing + inspection – mechanical and NDT New products and innovations	
May	Polymers	Heat treatment – thermal processing, coating and surface engineering PD focus and diary of courses	Materials Congress June 2012
June	Metals and alloys Mining	Processing – thermal processing, heat treatment and surface engineering New products and innovations	
July	Olympics	Quality – analysis, inspection, metrology and testing PD focus and diary of courses	
August	Aerospace	Analysis and microscopy – metallography, image analysis and processing New products and innovations	EuroPM 17-19 September
September	Coatings Mining	Heat treatment – thermal processing, coating and surface engineering PD focus and diary of courses	
October	Engineering Special section: Energy	Testing + inspection – mechanical and NDT New products and innovations	Fray International Symposium
November	Materials in design	Processing – thermal processing, heat treatment and surface engineering PD focus and diary of courses	
December	Natural materials	Analysis and microscopy – metallography, image analysis and processing New products and innovations	

ISSUE	BOOKING DEADLINE
January 2012	9/12
February 2012	16/01
March 2012	17/02
April 2012	16/03
May 2012	16/04
June 2012	15/05
July 2012	19/06
August 2012	17/07
September 2012	17/08
October 2012	17/09
November 2012	19/10
December 2012	14/11

Editorial programme 2012.

MONTH	FEATURE TOPICS	PRODUCT FOCUS	CONFERENCE + EXHIBITION PREVIEWS
January	Rare earth elements	Quality - analysis, inspection, metrology and testing PD focus + diary of courses	Corrosion 2012 - NACE conference and exhibition 11-15 March
February	Processing and modelling	Heat treatment - thermal processing, surface engineering and coating New Products + Innovations	Plast Expo 2012 27-30 March
March	Safety, security and defence Mining	Analysis + microscopy - metallography, image analysis and processing PD focus + diary of courses	PDM 29-30 May
April	Nuclear SS: R&D	Testing + inspection - mechanical and NDT New Products + Innovations	
May	Polymers	Heat treatment - thermal processing, coating and surface engineering PD focus + diary of courses	
June	Metals and alloys Mining	Processing - thermal processing, heat treatment and surface engineering New Products + Innovations	Congress
July	Olympics (para, stadia, etc)	Quality - analysis, inspection, metrology and testing PD focus + diary of courses	
August	Aerospace	Analysis and microscopy - metallography, image analysis and processing New Products + Innovations	EuroPM BINDT long preview
September	Coatings Mining	Heat treatment - thermal processing, coating and surface engineering PD focus + diary of courses	
October	Engineering SS: Energy (renewables etc)	Testing + inspection - mechanical and NDT New Products + Innovations	Fray International symposium
November	Materials in design	Processing - thermal processing, heat treatment and surface engineering PD focus + diary of courses	
December	Natural materials	Analysis and microscopy - metallography, image analysis and processing New Products + Innovations	New products and innovations