





# Your Marketing is Our Business

Proven strategies for exceeding your brand and business marketing goals.



## From Need to Lead

We surround your sales and marketing objectives with content-supported, insight-informed and audience-driven solutions.

### Customer Exclusives

Added value made available only to our customers.



Transparent, real-time reporting and analytics



Online showrooms accessed by in-market buyers



Forecasts, indices and benchmarks for smarter marketing





# Marketing Success Starts With Audience



FIRST-PARTY DATA + MULTI-CHANNEL REACH + ALWAYS-ON ACCESS = REAL RESULTS

Our audience is qualified, active and constantly engaged with original content that is available 24/7 across all relevant channels creating media and marketing opportunities that are informed and results-driven.



PLUS!  
In-Person Events:

**CF/25**

**CARBON FIBER**

## Always On! *CompositesWorld's* Monthly Media and Marketing Channels Reach

**MAGAZINE**  
**38,000**  
Subscribers

**ONLINE**  
**90,000**  
Visitors

**EMAIL**  
**32,000**  
Opt-In Subscribers



**SEARCH**  
49,400 referrals



**VIDEO**  
2,900 subscribers



**SOCIAL MEDIA**  
38,600 followers  
in 31,000 f 4,600 @ 3,000





# AUDIENCE PROFILES

# Meet Our Audience

Going beyond the pages of our monthly magazine, the sampling below represents real-life audience members who engage with content across all our media channels.



**Jeff H.**  
Engineer  
Lockheed Martin

- Receives Digital Edition
- Receives e-Newsletter
- Attends Webinars
- Visits CompositesWorld.com



**Jarlath M**  
Staff Engineer Materials  
Tesla

- Receives Digital Edition
- Receives e-Newsletter
- Attends Webinars
- Visits CompositesWorld.com



**Sonja D.**  
MP Engineer  
Boeing

- Receives Digital Edition
- Receives e-Newsletter
- Visits CompositesWorld.com



**Richard P.**  
Engineering Manager  
Eaton

- Receives Print + Digital
- Receives e-Newsletter
- Attends Webinars
- Visits CompositesWorld.com



**Stefano S.**  
CAE Composite Group Leader  
Ferrari

- Receives Digital Edition
- Receives e-Newsletter
- Attends Webinars



**Wade C.**  
Airframe Manufacturing  
Manager  
Joby Aviation

- Receives Print + Digital
- Receives e-Newsletter
- Attends Webinars



**Taylor M.**  
Principal Manufacturing  
Engineer  
Northrop Grumman

- Receives Print + Digital
- Visits CompositesWorld.com



**Jorge R.**  
Blade Technician  
Vestas

- Receives Digital Edition
- Attends Webinars

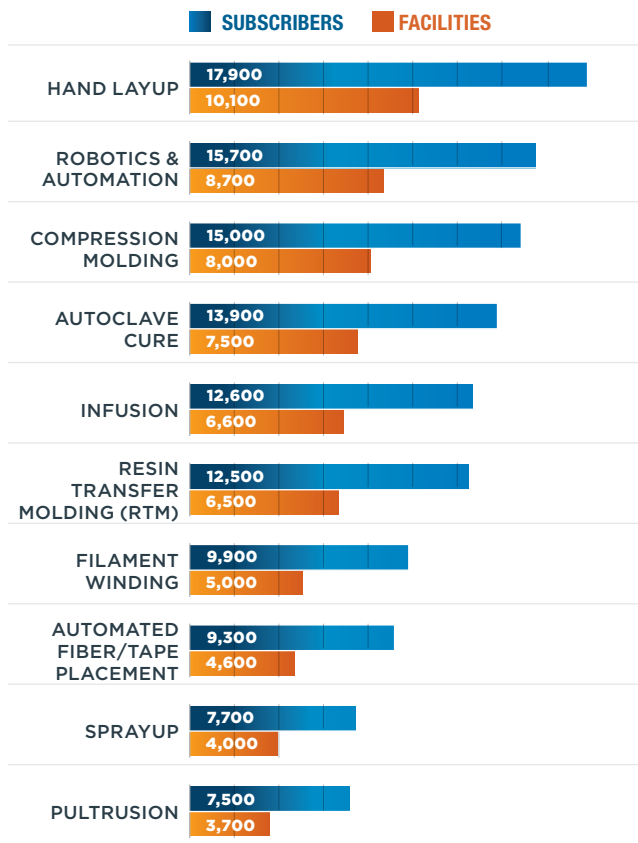


**Stephen N.**  
Senior Director  
TPI Composites

- Receives Print + Digital
- Receives e-Newsletter
- Attends In-Person Events

## Operations that perform

*CompositesWorld's* commitment to creating solutions-based, applications-focused content leads to an audience of not just owners and executives, but also the engineers and operators who use, recommend, specify and evaluate product purchases.



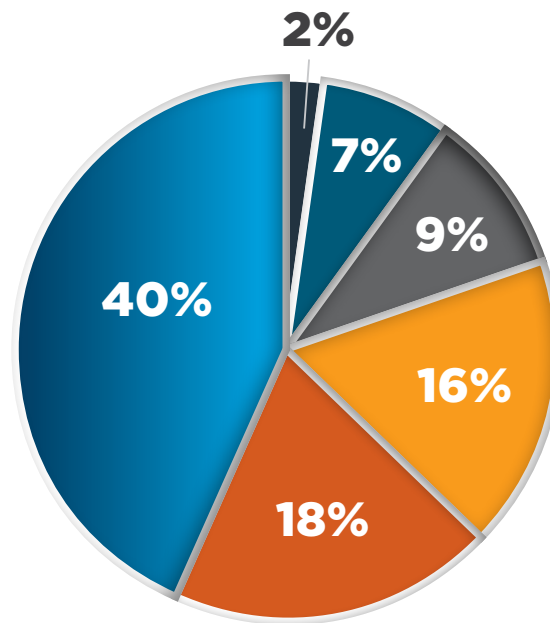
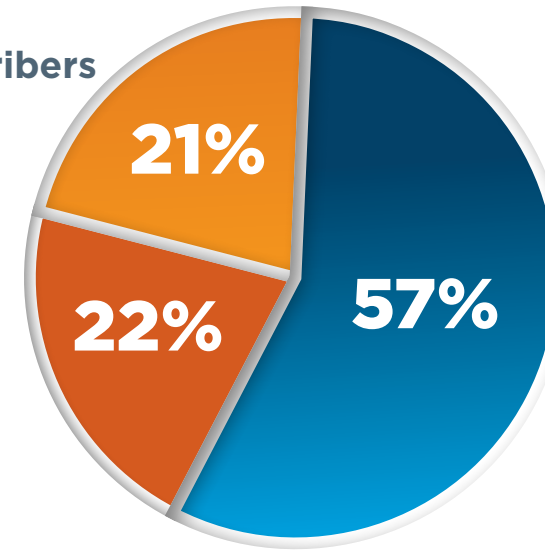
All audience and distribution data reflect *CompositesWorld's* publisher's data as of August 1, 2024. These are counts projected from our first-party audience data housed in Omeda (omeda.com) and online activity reporting from GBM GROW and Google Analytics. Learn more about Gardner's Audience Promise at [gardnerweb.com/audiencepromise](http://gardnerweb.com/audiencepromise)

## Reaching the hard to reach

From global OEMs to one-person production shops, *CompositesWorld* reaches the entire composites supply chain. We specialize in reaching two groups—the valuable but difficult-to-reach small- to mid-sized independent manufacturing enterprises and the decision makers with ultimate purchasing power.



## Subscribers



## Influencing the entire buying team

Multiple influencers in an organization impact the purchasing process. Reaching the right people at the right time across the right channels is challenging; we do the work for you!



# Put Your Money Where Your Markets Are

CompositesWorld has deep insights and wide reach into composites' largest and most valuable industries.



**Automotive & Transportation**

25,000 SUBSCRIBERS | 14,800 FACILITIES



**Aerospace & Aviation**

24,000 SUBSCRIBERS | 14,000 FACILITIES



**Military & Defense**

19,900 SUBSCRIBERS | 11,100 FACILITIES



**Industrial Machinery & Equipment**

19,300 SUBSCRIBERS | 11,000 FACILITIES



**Consumer Products**

17,500 SUBSCRIBERS | 10,100 FACILITIES



**Medical & Dental**

16,200 SUBSCRIBERS | 9,100 FACILITIES



**Computers, Electrical & Electronics**

16,200 SUBSCRIBERS | 9,000 FACILITIES



**Oil/Gas**

15,500 SUBSCRIBERS | 8,500 FACILITIES



**Building & Construction**

11,300 SUBSCRIBERS | 6,300 FACILITIES



**Marine**

10,000 SUBSCRIBERS | 5,300 FACILITIES



**Renewable Energy**

9,800 SUBSCRIBERS | 5,200 FACILITIES



**Sporting Goods**

6,700 SUBSCRIBERS | 3,500 FACILITIES

Here are just a few of the companies consuming our original process and technology content on a daily basis.

AIRBUS



Baker Hughes

BAUER



BRUNSWICK



Haier



Honeywell

KOHLER



Medtronic



Vestas

Wilson



GENERAL DYNAMICS



POLARIS

SIEMENS







# Content That Connects!

Our editorial team creates original content that connects to the needs and interests of the composites audience. They do that by visiting real-world shops, digging into data and analytics and attending in-person events across the world.



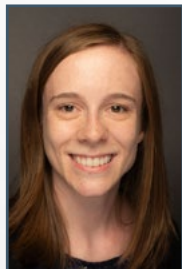
**Scott Francis**

EDITOR-IN-CHIEF  
sfrancis@compositesworld.com



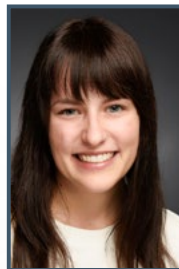
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**Jodee McElfresh**

ASSOCIATE CONTENT MARKETER  
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**Jeff Sloan**

BRAND VICE PRESIDENT  
jeff@compositesworld.com

CW is almost exclusively staff-written and focuses on the development of content featuring real-world applications, parts and structures. We do this to help our audience — composites designers and fabricators — understand, track and apply current and emerging materials and process technologies, as well as connect the industry with reliable information resources, suppliers of products and technologies, and potential customers and partners.

## 50/50 VISION

Whether researching a potential purchase or searching for product process technology information, industrial manufacturers report very clear balance in the amount of online and offline research. On average, half their research is done online and half the research is completed offline.  
*Source: Industrial Buying Influence Report 2024*

**Reach out to us and tell your story.  
We're here to help!**

# EDITORIAL CALENDAR

Published monthly, *CompositesWorld* uses print, digital, audio, video and in-person tools to deliver well-researched, high-utility information on the design, tooling, fabrication and finishing of composite parts and structures.



## 2025 EDITORIAL TOPICS

- Thermoplastics
- Aerostructures
- Recycling
- Inspection
- Advanced air mobility
- Bonding
- High-temperature resins
- Welding
- Hydrogen pressure vessels
- Automated fiber placement
- Pultrusion
- Compression molding
- Sustainability
- Infrastructure
- Automation

ISSUE	CLOSING DATE	EVENT/BONUS DISTRIBUTION
JANUARY	12/2/24	
FEBRUARY	1/3/25	JEC 2025   Paris, France
MARCH	2/3/25	
<b>APRIL*</b>	3/3/25	<b>APRIL 10, 2025</b> CW TECH DAYS: Bonding, Welding, Fastening
MAY	4/1/25	SAMPE 2025   Indianapolis, IN, U.S.
JUNE	5/1/25	
JULY	6/2/25	
AUGUST	7/1/25	CAMX 2025   Orlando, FL, U.S.
SEPTEMBER	8/1/25	SPE ACCE 2025   Novi, MI, U.S. CAMX 2025   Orlando, FL, U.S.
OCTOBER	9/1/25	<b>OCTOBER 16, 2025</b> CW TECH DAYS: Battery Enclosures
<b>NOVEMBER*</b>	10/1/25	<b>NOVEMBER 4-6, 2025</b> Carbon Fiber 2025   Wichita, KS, U.S.
DECEMBER	11/3/25	

## AD STUDY ISSUES: Get the reader's perspective.

- Discover how your ad performs by brand, design and message
- Benchmark your ad results against other advertisements
- Commit your ad early to be one of up to 25 advertisers selected

## IN EVERY ISSUE

- Aerospace
- Automotive
- Carbon Fiber
- Glass Fibers

## END MARKETS

- Aerospace
- Defense
- Automotive
- Space
- Wind Energy
- Pressure Vessels
- Marine
- Sporting Goods
- Industrial
- Building and Construction
- Oil and Gas
- Infrastructure





# Industrial Buyers Do Business With Brands They Know and Trust

Build your brand's reputation with highly visual display advertising delivered in known, trusted, contextual environments to active, influential buyers.



## MAGAZINE DISPLAY ADVERTISING

Large-format display ads delivered to qualified industry decision makers.

# 38,000 Subscribers

### Display Ads

- Spread
- Full Page
- 1/2 Page
- 1/3 Page
- 1/4 Page

### Cover Positions

- Front Inside Spread
- Back Inside Cover
- Back Outside Cover

### Special Positions

Special magazine positions include inserts, ride-along supplements and unique cover wraps. Contact your sales rep for details.

### Digital Edition Sponsorship

Exclusive sponsorship of the digital magazine includes custom branding on the magazine, email announcement and latest issue landing page.



# 68%

of industrial buyers are more likely to do business with a vendor/supplier that is actively advertising their products or services.

**ADVERTISING = SALES**



# BRAND AWARENESS SOLUTIONS



## E-NEWSLETTER DISPLAY ADVERTISING

Multi-format graphic and text advertisements presented to an active, opt-in list of email subscribers.

# 32,000 Active, Opt-in Subscribers

CompositesWorld offers two compelling e-newsletter products. *CW Today*, published Monday, Wednesday and Friday, provides the latest composites industry news. *CW Spotlight*, published twice monthly, features unique, staff-produced content on composites design, manufacturing and new technologies.

### CW TODAY e-newsletter

Focus:	Composites industry and major end market news
e-news Delivery:	Every Monday, Wednesday and Friday
Ad Delivery:	<b>Button Ad:</b> monthly, every other issue on rotation <b>Leaderboard &amp; Product Ads:</b> per issue

AD TYPE	
LEADERBOARD	<b>A</b>
BUTTON AD BUNDLE	<b>D</b>
FEATURED PRODUCT AD	<b>C</b>

### CW SPOTLIGHT e-newsletter

Focus:	Articles on ideas, trends, and technologies shaping the industry
Delivery:	Twice monthly — every second and fourth Thursday
Ad Delivery:	<b>Medium Rectangle:</b> monthly <b>Leaderboard &amp; Product Ads:</b> per issue

AD TYPE	
LEADERBOARD	<b>A</b>
MEDIUM RECTANGLE AD BUNDLE	<b>B</b>
FEATURED PRODUCT AD	<b>C</b>

### AD CENTRAL

Details and additional specifications are available at [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



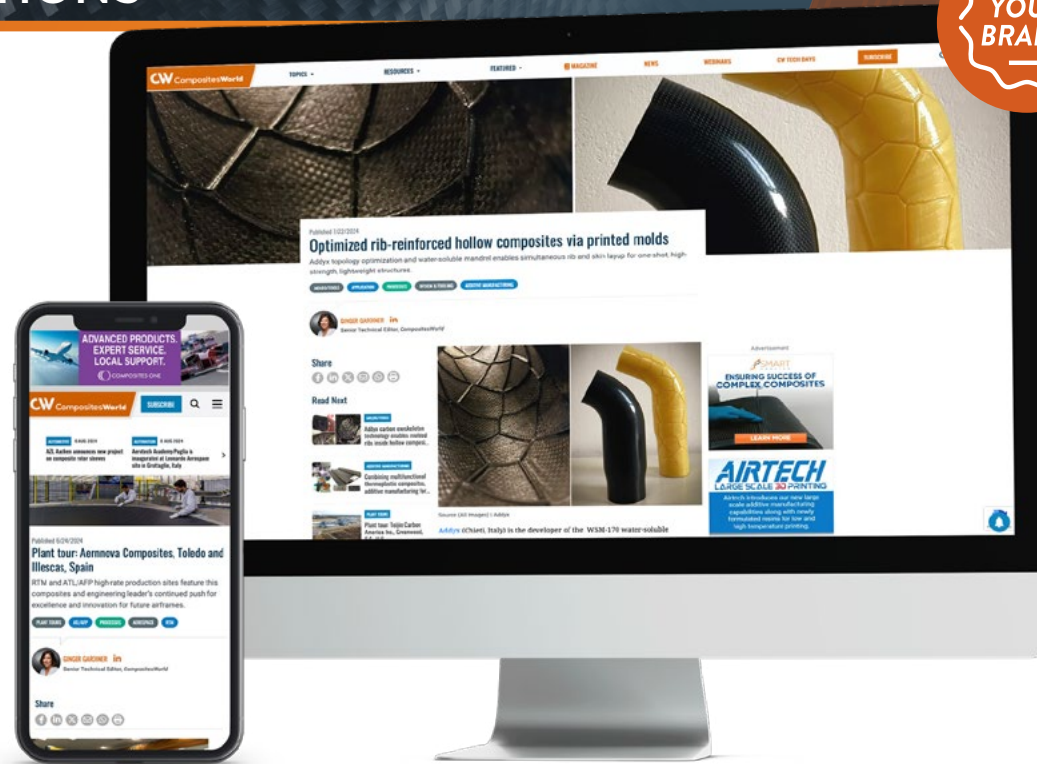




## COMPOSITESWORLD.COM DISPLAY ADVERTISING

Advertisements are displayed on our websites to engage content consumers visiting the site to look for composites products and processes.

# 90,000 Monthly Users



### Homepage or Topic Website Display Advertising

#### Medium Rectangle Ad

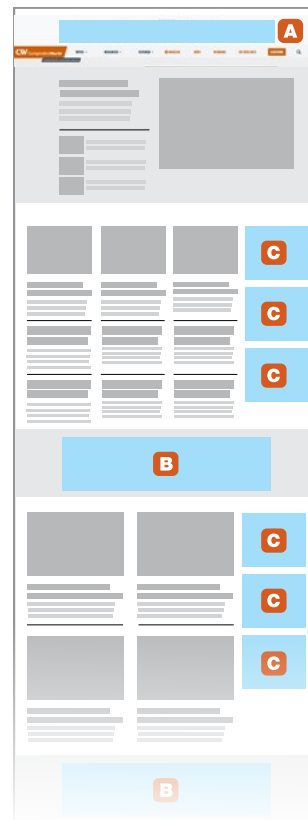
*Includes:* **Medium Rectangle (C)**  
• 300 x 250 px @ 144 dpi JPG/PNG

#### Premium Ad Package **A+B+C**

*Includes:* **Super Leaderboard (A)**  
• 970 x 90 px @ 144 dpi JPG/PNG

**Billboard (B)**  
• 970 x 250 px @ 144 dpi JPG/PNG

**Medium Rectangle (C)**  
• 300 x 250 px @ 144 dpi JPG/PNG



### What is a Technology Topic?

Visitors to CompositesWorld.com will find news, articles, case studies, technology briefs, product announcements, supplier listings and more in each Topic, helping them narrow their search as they research purchasing decisions. Target digital ads to one of six bundles, depending on the topic(s) that fit best with your messaging.

#### TOPIC BUNDLE 1

Autoclave	Carbon Fibers
Cutting/Kitting	Fabrics/Preforms
High-Temp Resins	Non-destructive Inspection
Prepregs	

#### TOPIC BUNDLE 2

Aerospace	Ceramic Matrix Composites
Defense	Space

#### TOPIC BUNDLE 3

Adhesives	Advanced Air Mobility
Compression Molding	Core
Injection/Overmolding	Machining/Drilling
Materials Testing	Out-of-Autoclave
Pultrusion	

#### TOPIC BUNDLE 4

ATL/AFP	Automation
Bonding/Welding	Design/Simulation
Epoxies	Filament Winding
Molds/Tools	Thermoplastics

#### TOPIC BUNDLE 5

Automotive	Construction
Electronics	Glass Fibers
Infrastructure	Repair
Sensors	Wind/Energy
Sporting Goods	

#### TOPIC BUNDLE 6

Additive Manufacturing	Consumer
Infusion	Marine
Natural Fibers	Pressure Vessels
Recycling	RTM

### AD CENTRAL

Details and additional specifications are available at [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)





## BRAND AWARENESS SOLUTIONS

Extend the impact and visibility of your marketing message by continuing to market to engaged site visitors, video viewers and channel subscribers as they continue their browsing experience.



### DIGITAL DISPLAY ADVERTISING

#### Offsite Display Retargeting

Amplify your brand and marketing message by reaching CompositesWorld.com visitors.

**You receive:**

- Extended reach to the *CompositesWorld* audience through web display advertising
- A regular activity report including number of impressions and clicks

#### Offsite Video Retargeting

Expand your marketing message by retargeting to *CompositesWorld* video viewers and YouTube subscribers.

**You receive:**

- Pre-roll advertising campaign on YouTube and Google's Video Network targeting *CompositesWorld* channel subscribers and website visitors
- A regular activity report including number of impressions and clicks

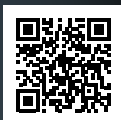


### TOP-OF-FUNNEL IMPERATIVE

# 47%

of buyers are most likely to initiate a purchase due to a specific project or customer need. Sound, solutions-based, top-of-funnel messaging is an industrial marketing imperative to assure that prospective buyers already know your company name and competitive advantage.

**AD CENTRAL**  
Details and additional specifications are available at [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)







# Industrial Buyers Are Solutions Networkers!

Work with us to share engaging, informative thought leadership content with your ideal customers.



## CONTENT BOOST

Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

**YOU RECEIVE:**

- Featured content placement on related articles across GBM brand sites
- Dynamic digital marketing program including organic and paid social media
- Custom call to action embedded within the article

## SPONSORED CONTENT MARKETING

Deliver your story and solution through a feature-style content marketing article, published in *CompositesWorld's* technical voice and delivered across *CompositesWorld's* channels.

**YOU RECEIVE:**

- Feature-style content marketing editorial placement
- Integrated digital marketing program including email, search, social and web
- Performance report including pageviews and engagements

## CUSTOM MICROSITES

Category-specific, multi-format, content-rich microsites promoted via a dynamic, digital demand generation program.

**YOU RECEIVE:**

- Multi-channel digital promotion program to drive readers to your co-branded microsite
- Demand- and lead-generation opportunities embedded throughout your microsite
- Quarterly performance report including impressions, engagement and an audience profile

**76%**

## THE CASE FOR CONTENT MARKETING

of manufacturing professionals are moderately to a lot more likely to do business with a company actively creating and sharing content. Create (or commission) compelling content and share that content across the channels buyers are most likely to look.



# Video Content Marketing

Good video should be quality content amplified by multi-channel marketing. That's our approach. We have a team of expert editors, experienced videographers and best-in-class marketers that tell and share your story in a way that solves and sells!



## SPOTLIGHT VIDEO

Bring your product or press release to life. We do the work to turn your PR into a brief but dynamic narrated video hosted on our site and YouTube channel.

### YOU RECEIVE:

- 30- to 60-second video press release in horizontal and vertical formats
- Video published alongside your press release as sponsored content on a GBM brand website
- Featured content placement
- Integrated digital marketing program including email, social media and web

## SOLUTIONS SHOWCASE VIDEO

We'll visit your facility, showroom or tradeshow booth for an up-close product demonstration that emphasizes your unique value to the end user.

### YOU RECEIVE:

- 3-5 minute video hosted as sponsored content on a GBM brand YouTube channel and website
- 30-second social media teaser and B-roll footage
- Integrated digital marketing program including email, social media and website

## SUCCESS STORIES VIDEO

Feature your technology in action at an end user's facility. These videos tell a first-person story of a user's need and how your technology provided a solution.

### YOU RECEIVE:

- 3-5 minute video filmed at your facility
- 30-second social media teaser and B-roll footage

### CHOOSE YOUR DISTRIBUTION:

Sponsored content story written and published by a GBM editor featuring your video OR host the video on your own landing page and leverage GBM's audience to drive viewers.





# Demand That Delivers

Drive active, influential prospects across all relevant channels to your website with high-quantity, high-quality demand-generation solutions.

## Tech That Targets

Our investment in marketing technology empowers you to target your ideal customer profile. Following is a list of just some of our targeting demographics.

- Company Name
- Company Location
- Content Affinity
- Content Downloads
- Industry
- IP Organization / Location
- Job Function
- Materials
- NAICS
- Operation Performed
- Plant Size
- Subscription Type(s)
- Supplier Engagement
- Pages Viewed
- Events Registered (in-person/online)







## DEMAND GENERATION SOLUTIONS



# Turnkey Digital Marketing Solutions

Our team of digital marketing and content creation experts make dynamic digital campaigns easy for you to execute by handling the creative, deployment and analytics.

## MULTI-CHANNEL MARKETING

# 75%

Three quarters of industrial buyers use four or more resources to get purchase and process information.

- Search
- Industry Websites
- Industry Events
- Industry Magazines



## E-PRINTS

When you want to send a direct email message to a targeted selection of *CompositesWorld's* qualified readers, e-prints are the answer.

### YOU RECEIVE:

- Customizable content tailored to resonate with your target audience
- The option to select your unique target audience of *CompositesWorld* subscribers based on industry, geography, facility size, job title and/or operations performed
- Performance report including data about total delivered, open rate and click-through rate



## DIRECT TRAFFIC

Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.

### YOU RECEIVE:

- Custom e-print delivered to your demographically selected audience
- Sponsored content advertisements in *CompositesWorld* e-newsletters
- Targeted paid promotion in social media channels



## CUSTOM DEMAND GEN

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to drive qualified traffic to your website, landing page or registration form.



# A Leader in Lead Gen

Three Benefits of Achieving Your Lead Gen Goals with *CompositesWorld*

- 1. LARGER THAN A LIST**  
 Your lead-generation program includes a marketing campaign that puts your brand and message in front a qualified audience of active industry professionals.
- 2. DEMOGRAPHICS THAT DELIVER**  
 Utilizing our first-party audience database and reaching across our network, our lead-generation campaigns target your ideal customers and prospects.
- 3. CONTEXT THAT CONVERTS**  
 Much more than a landing page, we build contextual, consent-based conversion environments that encourage registration and download.



## WEBINARS

(live | on demand | virtual events)

Showcase your experts and expertise in a live or on demand broadcast that is moderated by industry experts, supported by an integrated marketing campaign and archived for post-presentation access.

**YOU RECEIVE:**

- Promotion in magazine, website, direct email
- Online hosting and archiving
- Lead and activity report
- Technical support
- Expert moderator



## GATED CONTENT MARKETING

Turn your e-books, white papers, content collections and more into thought leadership and lead-generation machines. Hosted on our custom-built landing pages and promoted to our audience for registration-based download, Gated Content Marketing delivers information and marketing-qualified leads.

**YOU RECEIVE:**

- Co-branded landing page on CompositesWorld.com
- Digital marketing program targeting your selected audience
- Registrant information including name, company, email address, phone number and country





## LEAD GENERATION SOLUTIONS

# Content + Context Create Environments That Convert



### LEAD NURTURE

Let us further qualify and warm up your marketing-qualified leads through an automated lead-nurturing program that also scores your leads to make your sales team's efforts more targeted and more efficient.



### CUSTOM LEAD GENERATION

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to generate qualified leads.

# 90%

## THE CASE FOR CONTENT MARKETING

of purchase processes involve the evaluation of at least one alternative or replacement vendor or supplier. There is always opportunity to steal market share and to protect existing customers. Make sure your brand and your marketing messaging is present to avoid losing share and customer.



# Revealing Manufacturing

90+ years of industrial market research experience applied to help you make the best sales and marketing strategy decisions.



## CUSTOM RESEARCH

Market trends, brand perception, competitive intelligence



## INDUSTRY ANALYTICS

Industry performance indices, production data, market indicators



## MFG. REPORTS

Benchmarking, capital equipment spending trends, forecasts



## RETURN ON INTELLIGENCE (ROI)

### When and how to use market research?

1

Identify growth areas and market trends via economic forecasts.

2

Evaluate your brand and marketing efforts through benchmarking studies.

3

Optimize your marketing strategy by better understanding buyer behavior.

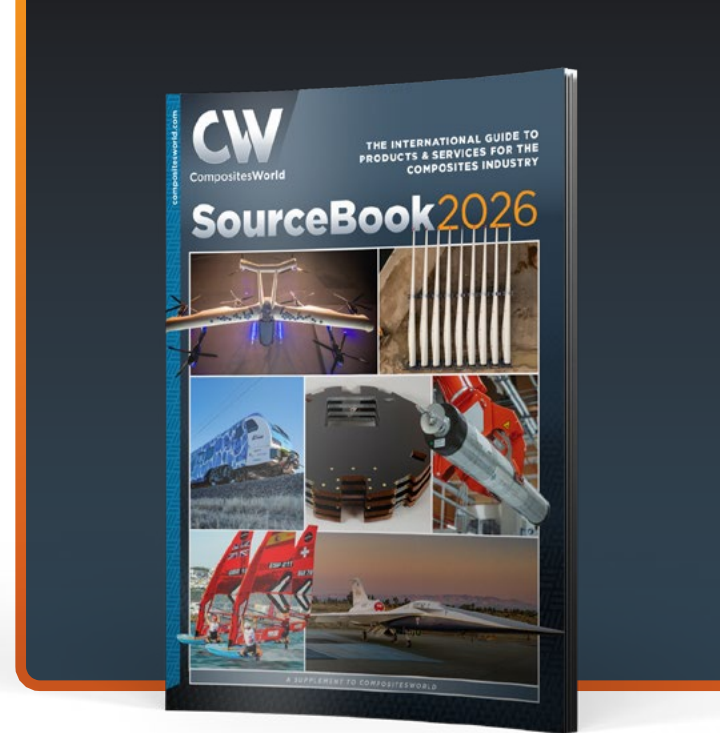
4

Establish thought leadership through research-based content marketing.



[gardnerintelligence.com](http://gardnerintelligence.com)





## TECH DAYS SPONSORSHIPS

CompositesWorld will host two online Tech Days events in 2025. Topics are **Bonding, Welding, Fastening** on **April 10, 2025**, and **Battery Enclosures** on **October 16, 2025**. Sponsorship gives your brand high visibility before, during and after Tech Days and provides you with valuable leads.

### YOU RECEIVE:

- Full attendee list with contact information
- Your logo in email, web, social and newsletter promotion
- Your logo on splash screens between presentations
- A 300 x 250 banner ad on the CW Tech Days microsite
- Expert moderator

### PRESENTED BY



## CARBON FIBER 2025 NOVEMBER 4-6, 2025 | WICHITA, KS

The presentations and tabletop exhibits at **Carbon Fiber** give attendees unprecedented access to the people, materials, processes and technologies that are shaping where and how carbon fiber composites are being used today.

When you sponsor the event, your brand, products and services will be seen by leaders and innovators across the entire carbon fiber supply chain. Reach the industry's decision makers with a Carbon Fiber 2025 sponsorship or exhibit!

## CAMX 2025 MEDIA PRODUCTS SEPTEMBER 8-11, 2025 | ORLANDO, FL

As the Official **CAMX 2025** Marketing Products and Media Partner, *CompositesWorld* offers creative and targeted multimedia promotional strategies for CAMX 2025. Connect with the more than 8,000 composites industry professionals registered for CAMX before, during and after the show.

### IN PRINT

CAMX Show Daily, CAMX Show Directory, August and September CW Show Issues

### ONLINE

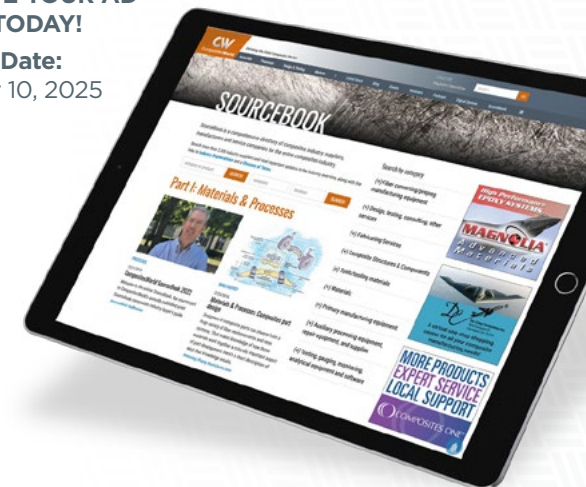
MyCAMX Online Showrooms, Show Floor Banner Ads, Attendee Invite Tool, CAMX Forecast E-Newsletter

## SOURCEBOOK 2026: The composites industry's directory of record!

SourceBook is an all-year, on-the-shelf, definitive reference for the entire composites industry supply chain. This is the composites industry's who's who and what's what for fibers, resins, consumables, equipment, software and services.

### RESERVE YOUR AD SPACE TODAY!

**Closing Date:**  
October 10, 2025





# Content Studio, Creative and Turnkey Marketing Services

**Gardner Business Media's custom marketing solutions group combines nearly 100 years of covering the manufacturing market.**

**We have best-in-class marketing technologies, a care and understanding of what the market responds to and a belief that our audience is your business, and your marketing is our business.**



## MARKETING STRATEGY + SERVICES

From need to lead, we offer full-service, full-stack marketing services.



## CONTENT DEVELOPMENT

We have the industry's most experienced and most versed content team to help you craft articles, interviews, white papers, e-books, positioning pieces and more.



## VIDEO PRODUCTION

For full-service scripting, shooting and editing needs, our video team understands video and understands the video content needs of today's manufacturing professional.



## DESIGN & CREATIVE

We provide design and production services for company brochures, digital and print advertisements, email campaigns plus web and social media graphics.



## EVENTS & EXPERIENCES

Have an event to produce, promote or position? We have expertise for all three.



**If you have a marketing need, we can help.**

**Talk with your CW sales rep.**

# Our Clients Are Giants

Below are the industry-leading suppliers building their brand and business with *CompositesWorld*.







# 2025 MEDIA PROGRAM RATES

ALL RATES ARE GARDNER LIST PRICE. Rates effective January 1, 2025.



## BRAND AWARENESS

### MAGAZINE DISPLAY ADVERTISING

AD SIZES	COVER POSITIONS
1/4 Page <b>\$2,945</b>	Front Inside <b>\$8,280</b>
1/3 Page <b>\$3,900</b>	Back Inside <b>\$8,280</b>
1/2 Page <b>\$4,800</b>	Back Outside <b>\$8,715</b>
1/2 Island <b>\$5,695</b>	
Full Page <b>\$7,210</b>	MARKETPLACE
Spread <b>\$10,950</b>	Sm. <b>\$380</b> Lg. <b>\$1,360</b>

Digital Edition Sponsorship **\$3,780/mo.**

### SPECIAL MAGAZINE POSITIONS

Inserts, ride-along supplements, cover tips and unique cover wraps.

**Please call for specific pricing.**

### E-NEWSLETTER DISPLAY ADVERTISING

#### CW TODAY (Delivers three times weekly)

Leaderboard (1 per edition)	<b>\$1,760/issue</b>
Product Ad (2 per edition)	<b>\$1,620/issue</b>
Button Ad (8 per edition)	<b>\$1,650/mo.</b>

#### CW SPOTLIGHT (Delivers twice monthly)

Leaderboard (1 per edition)	<b>\$1,760/issue</b>
Product Ad (2 per edition)	<b>\$1,620/issue</b>
Medium Rectangle	<b>\$1,500/mo.</b>

### DIGITAL DISPLAY ADVERTISING

#### COMPOSITESWORLD.COM

##### Premium Display Ad Package

Home **\$2,600/mo.** Topic **\$2,330/mo.**

##### Medium Rectangle Ad Package

Home **\$1,470/mo.** Topic **\$1,050/mo.**

Offsite Display Retargeting **\$4,190/mo.**

Offsite Video Retargeting **\$4,190/mo.**



## THOUGHT LEADERSHIP

### SPONSORED CONTENT MARKETING

**\$8,600/mo.** (sold in 3 consecutive month increments)  
Deliver your story through a feature style content marketing article, published in *CompositesWorld's* voice and delivered across our channels.

### CONTENT BOOST

**\$5,000/mo.**  
Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

### SPONSORED MICROSITES

**\$5,235/mo.**  
(Sold in 12 consecutive month increments)  
Category-specific, multi-format, content-rich microsites promoted via a dynamic, digital demand generation program.

### SPOTLIGHT VIDEO

**\$7,500/mo.**  
Bring your product or press release to life. We do the work to turn your PR into a brief but dynamic narrated video hosted on our site and YouTube.

### SOLUTIONS SHOWCASE VIDEO

**\$10,000/mo.**  
We'll visit your facility, showroom or tradeshow booth for a product demonstration that emphasizes your unique value to the end user.

### SUCCESS STORIES VIDEO

**\$10,000/mo.**  
Feature your technology in action at an end user's facility. These videos tell a first-person story of a user's need and how your technology provided a solution.



## LEAD GENERATION

### WEBINARS

**\$10,500 (live or on demand) NET**  
Showcase your experts and expertise in our live or on demand broadcast that is moderated by industry experts, supported by an integrated marketing campaign and archived for post-presentation access.

### GATED CONTENT MARKETING

**\$10,500/mo. NET**  
Turn your e-books, White Papers, Content Collections and more into thought leadership and lead generation machines. Hosted on our custom-built landing pages and promoted to our audience for registration-based download, Gated Content Marketing delivers information and marketing-qualified leads.

### LEAD NURTURE

**\$7,500/mo. NET**  
Let us further qualify and warm up your marketing qualified leads through an automated lead-nurturing program that also scores your leads to make your sales team's efforts more targeted and more efficient.

### CUSTOM LEAD GEN

**\$15,000/mo. NET**  
Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to generate qualified leads.



## DEMAND GENERATION

### E-PRINTS

**\$1.50/name NET** (Minimum 2,500 names)

### DIRECT TRAFFIC

**\$7,500/mo. NET**  
Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.

### CUSTOM DEMAND GEN

**\$15,000/mo. NET**  
Define and target a custom audience segment across our entire industrial network using digital marketing tactics to drive qualified traffic to your website, landing page or registration form.



## GARDNER PREMIER DISCOUNT PROGRAM

To ensure your marketing achieves both your brand and budget objectives, we offer the Gardner Premier Discount Program. Contact your *CompositesWorld* sales professional to build a marketing strategy that delivers the best return on your marketing goals and your marketing spend.

### FOR MORE INFORMATION

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### Jeff Sloan

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