

THE SOURCE OF INFORMATION ON THE GLOBAL POLYURETHANES INDUSTRY

Urethanes TECHNOLOGY™ INTERNATIONAL



2020

MEDIA INFORMATION

CONNECTING YOU TO YOUR CUSTOMERS
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OVERVIEW



Urethanes Technology International magazine has been published six times a year since 1984, and is widely recognized as the most authoritative source of news and technical information for the global polyurethanes industry.

We have unrivalled global coverage via the worldwide network of our parent group, Crain Communications Inc., allowing us to cover events across Europe, North America, South America, the Far East and the Middle East. Our own events, UTECH Europe, PU China/ UTECH Asia, Middle East Foam & Polyurethane Expo, UTECH Las Americas and UTECH North America benefit the scope of the news service we provide and offer an unrivalled forum for the urethanes sector to meet and exchange views and information.

We cover conferences, exhibitions and meetings around the world gathering inside knowledge on the business, keeping you up to date with all of the important commercial and technical developments within one of the world's most dynamic and globally integrated industrial businesses.

SPECIAL REPORTS, FEATURE ISSUES AND BONUS DISTRIBUTION

Our team works to interview key experts in each sector to gain additional insight on the use of polyurethane composites for automotive light weighting, the effects of China's economy on the PU industry, or what new additives are being developed to help foamers get the best out of their businesses. We have Bonus Distribution of our issues at ALL of our international shows and some industry events throughout the world. This is an incredible way to make sure those in attendance carry your message home!

Every year we publish reports on the global polyurethane machinery sector and on the automotive business, to keep readers up to date with these important parts of the industry.

Specific topics are selected to cover in more detail as they arise, to keep readers abreast of regulatory developments and other influences that may affect their operation.

ONLINE

Our website (www.utech-polyurethane.com) provides the latest news in the market, and brings exciting developments to subscribers daily. We send our newsletter to more than 5000 top level professionals weekly.

CONTACT YOUR TARGET AUDIENCE!

If you want to keep up with what is happening in the polyurethanes world, Urethanes Technology International is the publication and website you read.

ABC AUDITED CIRCULATION

7,828/issue (ABC Audited)*

ONLINE STATISTICS

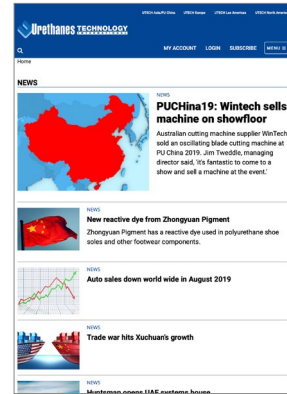
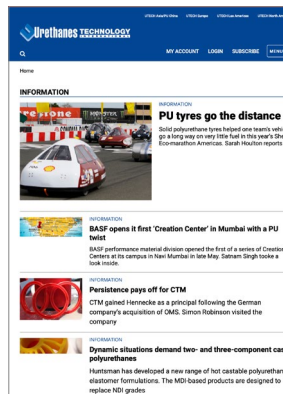
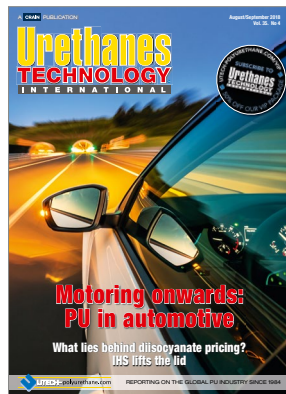
7,959 unique visitors/month

E-NEWSLETTER RECIPIENTS

3,107 unique email addresses



*ABC Jan 01 2018 - December 31 2018

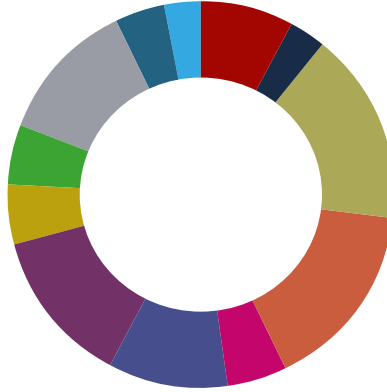




Urethanes Technology International is audited by the Audit Bureau of Circulation and has an average circulation of 7,828 per issue.* Every issue of the publication is read by senior managers across a number of industry sectors including automotive, electrical, furniture, building and construction. They are important decision makers who have significant buying power for polyurethane related products within their organisations.

Industry Served

■ Adhesives & Seal	8%
■ Aerospace	3%
■ Automotive	16%
■ Building & Construction	16%
■ Electrical	5%
■ Footwear & Clothing	10%
■ Furniture	13%
■ Marine	5%
■ Mechanical / Engineering Parts	5%
■ Other	12%
■ Paints & Coatings	4%
■ General Engineering	3%



Job Title/Function

■ Director / Ceo / President / Vice President	16%
■ Technical Director / Manager	14%
■ Marketing / Sales Manager	15%
■ Production Manager	14%
■ Research Manager	15%
■ Quality Manager	14%
■ Other	13%



*ABC Jan 01 2018 - December 31 2018



FEBRUARY/MARCH

The environmental issue:

- Developments in greener polyurethane
- Recycling polyurethane

Closing date: January 31, 2020

APRIL/MAY

Machinery:

- Annual round up of the polyurethane industry's machinery sector.

Closing date: April 10, 2020

JUNE/JULY

Flexible foam:

- Developments in technology, science, markets and issues affecting this key end-use sector

Extra Distribution:

- PU China – Shanghai, China

Closing date: June 6, 2020

AUGUST/SEPTEMBER

Automotive:

- One of the largest polyurethane application sectors. How are emission regulations changing the industry, light weighting and next generation vehicles will also impact this area

Extra Distribution:

- CPI – San Antonio, Texas USA

Closing date: July 31, 2020

OCTOBER/NOVEMBER

Rigid Foam/Cold chain

- New Market developments, machinery and formulating for this growing end-use market

Insert:

- North American Rigid Foam / European Flexible Foam

Closing date: October 2, 2020

DECEMBER/JANUARY

CASE:

- Regulations, Recycling, new materials, machinery developments

Insert:

- North American Flexible Foam / European Rigid Foam

Closing date: December 4, 2020

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Editor — [Simon Robinson](#)

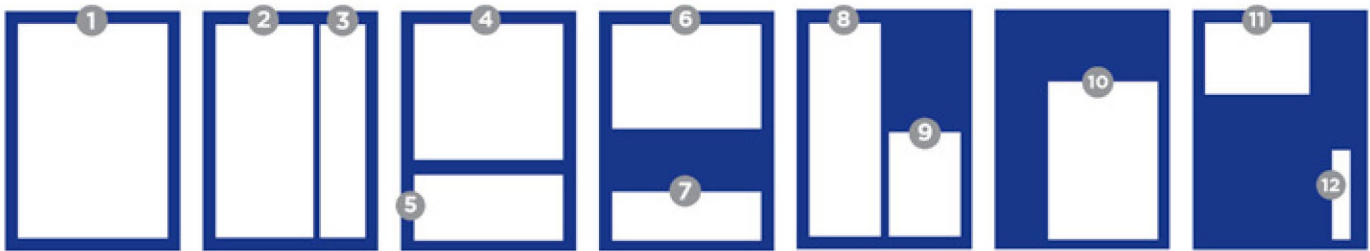
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Cost per insertion

Size	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues
Full Page	\$6,565	\$6,355	\$6,145	\$5,930	\$5,735	\$5,520
Two Thirds Page	\$4,370	\$4,225	\$4,100	\$3,935	\$3,810	\$3,672
Half Page	\$3,330	\$3,225	\$3,115	\$3,010	\$2,900	\$2,795
One Third Page	\$2,530	\$2,440	\$2,360	\$2,275	\$2,190	\$2,100
Quarter Page	\$1,925	\$1,870	\$1,790	\$1,730	\$1,665	\$1,560
One Eighth Page	\$1,015	\$990	\$950	\$918	\$882	\$830



1 FULL PAGE

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9 1/4 PAGE VERTICAL

TYPE: 126mm H x 87mm W

12 1/8 PAGE VERTICAL

TYPE: 126 mm H x 56 mm W
TRIM: 4.96" H x 2.20" W

SPECIAL POSITIONS

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

Inside front cover	15% surcharge
Outside back cover	20% surcharge
Guaranteed position	10% surcharge

We will only guarantee a position within the publication if the surcharge is paid, advertisers may request positions but these will not be guaranteed.

We also offer exciting opportunities for gate-folds, loose inserts and bound-in inserts.

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MATERIAL REQUIRED

- Copy: we can accept copy supplied digitally either via email or download link.
- Please send copy to palfes@crain.com
- Digital files must be supplied at 300dpi (min). All files CMYK separated.
- Digital information: material is acceptable in Adobe Acrobat PDF Version 1.4, Adobe Photoshop CS6, Adobe Illustrator CS6, Adobe InDesign CS6 File Formats: PDF files, Mac/PC- tiffs, eps and jpg digital files.

Please note: if material is not supplied as press-ready PDF files as specified, Crain Communications cannot accept responsibility for the quality of output. Please note, printing is carried out using an ordinary 4-color process and output quality is subject to the normal fluctuations.



WEBSITE

www.utech-polyurethane.com is the digital destination for professionals to get updates about the global polyurethanes market. Updated throughout the day, the site includes the very latest news, analysis and comment from our team of expert journalists, details of the latest technologies and materials and much more.

WHY DIGITAL ADVERTISING?

Since its launch, traffic to the site has increased monthly. Polyurethane professionals are increasingly turning to the internet as a real-time source of detailed information and analysis.

ONLINE SPONSORSHIP OFFERS NUMEROUS BENEFITS

- **Credibility:** www.utech-polyurethane.com and its magazine is the most respected publication in the global polyurethane world.
- **A highly targeted audience:** Due to the sector specific nature of the site and the tightly controlled circulation of our e-bulletins.
- **Measurable benefits:** Impressions and click-throughs

E-NEWSLETTERS

Polyurethane professionals are increasingly turning to our regular e-newsletters to keep up-to-date between the regular editions of UTI magazine. The frequent UTI e-bulletins provide a great opportunity to get your message straight to people's inboxes, from a trusted news provider.

Recipients have requested we send them regular information and are, therefore, much more likely to open and read the emails we send. These subscribers can see full news stories on the website, before it is published in the magazine. Providing the most up-to-date and qualified information available. Read internationally by senior executives involved in the industry in various countries around the world. It carries the very latest stories that impact on the polyurethane industry and is a must-read for international executives.

ONLINE ADVERTISING

LEADERBOARD

(728 pixels wide x 90 pixels high)

- 12 months: \$7,590
- 6 months: \$4,550
- 3 months: \$2,335
- 1 month: \$880

RECTANGLE

(300 pixels wide x 250 pixels high)

- 12 months: \$6,070
- 6 months: \$3,640
- 3 months: \$1,910
- 1 month: \$700

NEWSLETTER SPONSORSHIP

LEADERBOARD

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- 12 months: \$8,500
- 6 months: \$5,100
- 3 months: \$3,414
- 1 month: \$1,250

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Sponsor created content using slides and audio in an hour-long session with Q & A. Great for technical presentations! Urethanes Technology Intl. promotes, produces, broadcasts, and archives your custom webinar for 12 months. Sponsor receives full contact details for all registrants.

SPONSORSHIP INCLUDES:

- Minimum 1 (2 if possible) half page ads in Urethanes Technology
- Minimum 3 email promotions to Urethanes Technology Databases
- 2 Months – run of site – ad on www.UTECH-Polyurethane.com
- Featured in the Also of Interest Section on our E Newsletters for at least 1 month
- Customized survey to attendees
- Held on the website for 1 year behind registration wall

RATE: \$8,775 gross

RIGID & FLEXIBLE FOAM MAPS



We will publish newly updated Rigid and Flexible Foam Maps again for Europe and North America with expanded information.

PU foam production has been widely increasing and the trend is set to continue which places the PU market in a refreshingly positive position. The data is being collated once again by UTI's highly respected Editor, Simon Robinson. Once complete over 7,828 copies of each map will be printed, including your logo, on this highly valuable data source and sent out to our subscribers in the following editions of UTI magazine:

OCTOBER/NOVEMBER:

North American Rigid Foam | European Flexible Foam

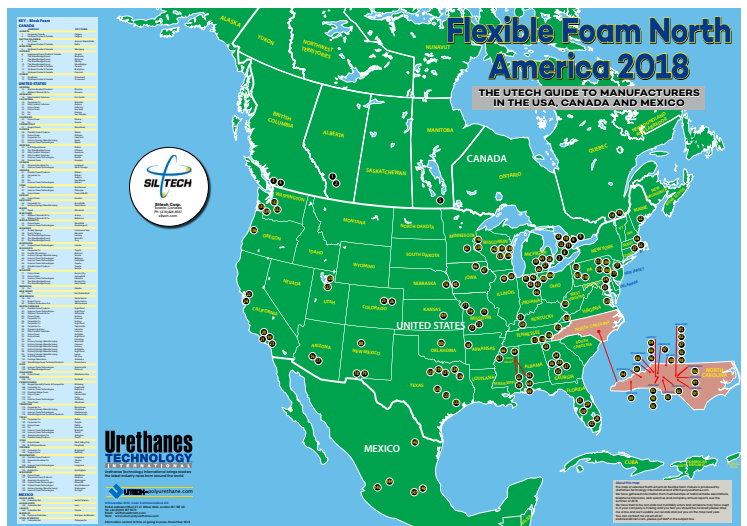
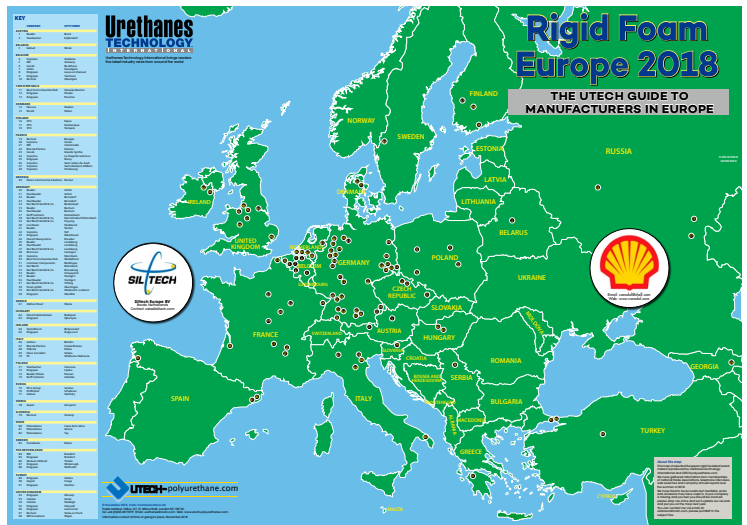
DECEMBER/JANUARY:

North American Flexible Foam | European Rigid Foam

SPONSORSHIP OPPORTUNITIES

Associate your name and brand with a unique project relevant to your market sector by promoting your company and its expertise on the maps which are relevant for your products and expertise. If you are a supplier of process equipment and chemical materials to the rigid foam industry sponsoring the foam maps provides an exceptional opportunity to gain profile over an extended period that the maps are on display. They will not be updated for another year, so promote your company now for a full 12 months of publicity. Sponsoring these maps allows you to place a corporate logo, web address and contact details on the map region of your choice. Contact us to reserve your space on these unique promotional products.

Sponsorship Rate: \$5,500.00 per map





PU China, Shanghai, China — July 29 - 31, 2020

PU China, Guangzhou, China — TBD 2021

Alternating between Shanghai and Guangzhou, this annual event in China has most recently attracted more than 200 exhibitors and over 11,000 attendees over 3 days.

puchina.eu



UTECH Europe, Maastricht, Netherlands — April 13 - 15, 2021

UTECH Europe is our flagship exhibition and conference staged every 3 years in Maastricht, Netherlands. In 2018, the event featured 206 international exhibitors and saw a 13% increase in attendance, with 10,113 visitors over the 3 days from 94 countries. Over 100 technical papers were presented by industry professionals.

utecheurope.eu



UTECH Las Americas - Mexico City, Mexico — June 29 – July 1, 2021

UTECH Las Americas will return in 2021 to the Centro Citibanamex in Mexico City. The 2019 event featured 83 exhibiting companies, over 2,600 in attendance and a 3-day conference with 110 delegates.

utechlasamericas.com



Middle East Foam and Polyurethane Expo, Dubai, UAE —
March 1-3, 2021

A new event for manufacturers and buyers of technical foam and polyurethane in the Middle East and Africa.

mefpu.com



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7,828

12 month period ending Dec 2018

Urethanes
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