

# Urethanes TECHNOLOGY™ INTERNATIONAL

*The source of information on the  
global polyurethanes industry*

## Media Information 2017

A member of

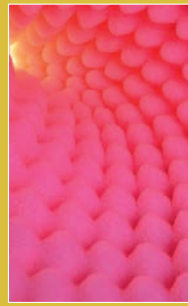
**CRAIN** GLOBAL  
POLYMER  
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t: (330) 869-0375 e: erich@crain.com

[www.utech-polyurethane.com](http://www.utech-polyurethane.com)



## OVERVIEW

**Urethanes Technology International (UTI)** magazine, published six times a year since 1984, is widely recognised 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 and the Far East. Our own events, UTECH Europe, PU China, UTECH Asia, UTECH North America and UTECH Las Américas 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 spend a lot of time at a range of events, conference, exhibitions and meetings, gathering inside knowledge on the business, keeping you up to date with all of the important commercial and technical developments within what is one of the world's most dynamic and globally integrated industrial businesses.

### Features, reports and editorial quality

We speak to and interview key experts in the sector to get insight on specific topics for features, whether that is 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 business.

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 operations.

### Online

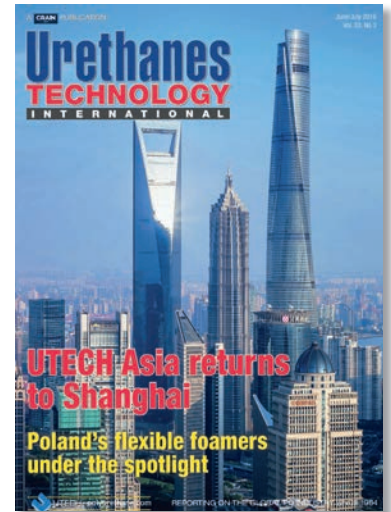
The UTI website ([www.utech-polyurethane.com](http://www.utech-polyurethane.com)) provides the latest news on the market, and brings exciting developments to subscribers daily, via our web news reporting. UTI sends its newsletter to 5000 top level participants three / four times per week.

### 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** - 6,397/ issue (ABC Audited)\*
- Online statistics** - 3,368 unique visitors / month
- E-newsletter recipients** - 3,107 unique email addresses

We can offer advertisers the ideal combination of digital and more traditional print promotion to reach the people that can impact your business.



\*ABC Jan 01 - Dec 31 2016 

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[www.utech-polyurethane.com](http://www.utech-polyurethane.com)

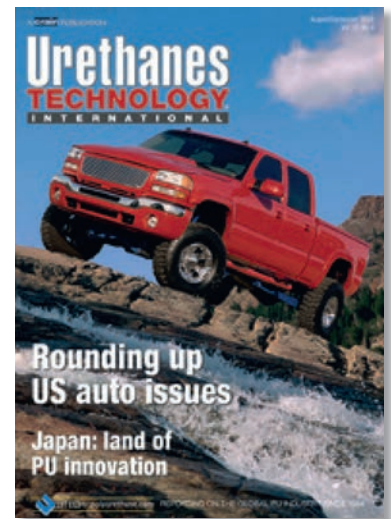
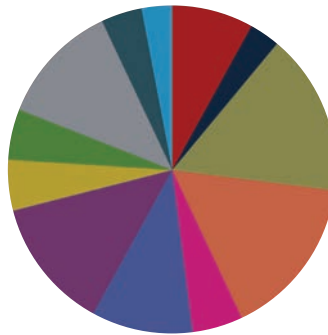


## MAGAZINE STATISTICS

*Urethanes Technology International* is audited by the Audit Bureau of Circulation and has an average circulation of 6,379 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.

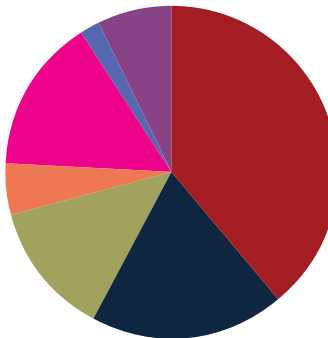
### Industry Served

■ 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	39%
■ Technical Director / Manager	19%
■ Marketing / Sales Manager	13%
■ Production Manager	5%
■ Research Manager	15%
■ Quality Manager	2%
■ Other	7%





## SPECIAL FEATURES 2017

### FEBRUARY/MARCH ISSUE

#### Green Issue

We look at some of the key developments and papers from the recent SusPolyurethane conference in Amsterdam.

#### Surfactants Special Feature

We look at the benefits that innovative surfactant solutions can offer in terms of lower cost, improved processing and lower emissions.

#### PDA Report

We report back from the Polyurea Development Association's meeting in late 2016

#### Utech Las Americas Preview

Listing stands and outlining the expected exhibits at the upcoming UTECH Las Americas trade show and conference in Mexico City, April 2017.

### APRIL/MAY ISSUE

#### Machinery Feature

Our annual survey of the state of play in the polyurethane machinery production sector in Europe, North America and South East Asia.

#### Preview of UTI Congress

We look ahead to the first UTECH Congress, which will feature sessions on Automotive, Regulation and Rapid Prototyping/Additive Manufacturing/Custom Manufacturing.

### JUNE/JULY ISSUE

#### Process Improvement Automation

An opportunity for innovative machinery companies to explain how their developments can make flexible or rigid polyurethane production more efficient.

#### Flexible Foam

We look at the shape and size of the flexible foam market with emphasis on Europe and the US.

#### Indian market overview and pre-view of conference

India has long been a land of great potential for the PU market. We examine the opportunities it offers local and global players ahead of the 2017 conference.

### AUGUST/SEPTEMBER ISSUE

#### Automotive

The automotive sector is one of the largest, and most demanding sectors for polyurethanes. We look at the latest developments.

#### PU China

Listing stands and outlining the expected exhibits at the upcoming PU China trade show in Guangzhou in late August 2017

### OCTOBER/NOVEMBER ISSUE

#### Refrigeration/ Cold Chain/ Rigid Foam

Our annual review of the rigid foam and cold chain sectors. These play an important role in keeping food fresh from the farm to the table.

### Synthetic Leather

Polyurethanes are increasingly being used in the world of synthetic leather, substituting for earlier, less environmentally benign materials. We assess the market and potential for materials innovation and market share growth.

#### Rigid Foam Map- North America Flexible Foam Map Europe

### DECEMBER/JANUARY ISSUE

#### Slitting and cutting

From block handling and storage to innovative cutting, shaping and slitting, we examine some of the innovations and development in this special classes of machinery

#### Utech Europe Conference – A view from the top

An early glimpse into the future as we set the tone for UTECH Europe 2018 in Maastricht, the Netherlands, April 2018.

#### PU Industry year in review and outlook for 2018

Looking back and looking ahead as the year turns the corner. We ask the polyurethane industry for their response to 2017 and what they think 2018 holds in store.

#### Rigid Foam Map- Europe Flexible Foam Map-North America

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## PRINT MEDIA RATES

Cost per insertion						
Size	1 insertion	2 insertion	3 insertion	4 insertion	5 insertions	6 insertions
Whole page	€5,030	€4,850	€4,710	€4,550	€4,400	€4,235
Two thirds page	€3,345	€3,240	€3,120	€3,025	€2,930	€2,815
Half Page	€2,550	€2,475	€2,390	€2,310	€2,225	€2,145
One third page	€1,945	€1,845	€1,810	€1,745	€1,680	€1,610
Quarter page	€1,475	€1,440	€1,380	€1,330	€1,275	€1,225
Size	1 insertion	2 insertion	3 insertion	4 insertion	5 insertions	6 insertions
Whole page	\$6,185	\$5,990	\$5,790	\$5,590	\$5,400	\$5,200
Two thirds page	\$4,115	\$3,980	\$3,860	\$3,710	\$3,590	\$3,460
Half Page	\$3,135	\$3,035	\$2,935	\$2,835	\$2,735	\$2,630
One third page	\$2,385	\$2,305	\$2,225	\$2,140	\$2,060	\$1,980
Quarter page	\$1,815	\$1,765	\$1,685	\$1,630	\$1,565	\$1,470
Size	1 insertion	2 insertion	3 insertion	4 insertion	5 insertions	6 insertions
Whole page	£3,965	£3,835	£3,710	£3,585	£3,460	£3,335
Two thirds page	£2,635	£2,550	£2,460	£2,380	£2,305	£2,215
Half Page	£2,000	£1,940	£1,880	£1,815	£1,755	£1,685
One third page	£1,535	£1,475	£1,425	£1,375	£1,325	£1,265
Quarter page	£1,165	£1,135	£1,080	£1,045	£1,000	£960

### 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 exiting opportunities for gate-folds, loose inserts and bound-in inserts.

For more details contact Ed Rich-  
(330) 869-0375 / erich@crain.com

### MECHANICAL DATA Imperial inches

		Depth x width
Published area		10 x 7.24 inch
Bleed Area		11.49 x 8.46 inch
Trim Size		11.18 x 8.19 inch
Two thirds	6.49 x 7.24 inch	10 x 7.72 inch
Half page	7.48 x 4.72 inch	10 x 3.54 inch
One third page	4.88 x 4.88 inch	10 x 2.32 inch
Quarter page	3.54 x 4.88 inch	4.88 x 3.54 inch

### OFFPRINTS

We offer a high-quality offprint service. If your company has been featured in the magazine, **have the article reprinted for use at shows and other promotional opportunities.** The reprinted material remains under Crain's copyright, but it is usually possible to fit your own advertising into the pages. We will gladly provide a quotation at no obligation.

### MATERIAL REQUIRED

Please send files in print-ready PDF format, with ALL graphics and fonts embedded (do not use subsets). Crop marks should be included as appropriate. PDFs should be version 1.4 with all transparent elements flattened.

Full specifications can be found at:

[www.ppa.co.uk/all-about-magazines/production/pass4press/](http://www.ppa.co.uk/all-about-magazines/production/pass4press/).  
Please note: if material is not supplied as press-ready PDF files as specified, Crain Communications cannot accept responsibility for the quality of output.

All material can be transmitted by email to: [mmicallef@crain.com](mailto:mmicallef@crain.com)

**Please note**, printing is carried out using an ordinary four color process and output quality is subject to the normal fluctuations. If you have paid for extra color(s), it is essential you provide a high quality hard-copy color proof, such as a Cromalin.

### MECHANICAL DATA Metric millimetres (mm)

		Depth x width
Published area		254 x 184 mm
Bleed page		292 x 215 mm
Trim size		284 x 208 mm
Two thirds page	165 x 184 mm	254 x 120 mm
Half page	190 x 120 mm	124 x 184 mm
One third page	124 x 124 mm	80 x 184 mm
Quarter page	90 x 124 mm	124 x 90 mm

### COPY AND CANCELLATION DATES

Notification at our Detroit office  
Black and white 4 weeks prior to publication date  
Four colour 6 weeks prior to publication date.



## ONLINE ADVERTISING

### 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.

### E-bulletins

The frequent UTI e-bulletins also 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 then see the full news story on the website, before it is published in the magazine. Providing the most up-to-date and qualified information available.

### Why Digital Advertising?

Since its launch, traffic to the site has increased on a monthly basis. 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

### Statistics:

#### Visitor profile

Europe .....	41 %
North America .....	30 %
Asia .....	14 %
India .....	5 %
China .....	3 %

#### Site traffic

Unique visitors per month .....	3,813
Pages viewed per month .....	8,511

#### Daily newsletter subscribers

Unique email addresses .....	5,000
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\*Web traffic figures from January 2015 – June 2015

### Costs are as follows:

#### Banner ads

Costs are as follows for the online banners.

#### Leaderboard

728 pixels wide x 90 pixels high			
	Sterling	Euro	USD
12 month contract	£3,465	€4,400	\$6,875
6 month contract	£2,080	€2,640	\$4,115
1 month contract	£410	€520	\$795

#### The cost per site for Skyscraper

160 pixels wide x 600 pixels high			
	Sterling	Euro	USD
12 month contract	£2,770	€3,520	\$5,500
6 month contract	£1,665	€2,110	\$3,300
1 month contract	£290	€365	\$615

#### The cost per site for Banner

468 pixels wide x 60 pixels high			
	Sterling	Euro	USD
12 month contract	£2,425	€3,080	\$4,810
6 month contract	£1,460	€1,850	\$2,890
1 month contract	£275	€350	\$485

#### The cost per site for Mid Page Unit (MPU)

300 pixels wide x 250 pixels high			
	Sterling	Euro	USD
12 month contract	£2,570	€3,260	\$5,140
6 month contract	£1,550	€1,970	\$3,100
1 month contract	£290	€370	\$580

#### Recruitment advertisements

Online recruitment advertisements are available to book for a period of one month. The online rate will be reduced by 50% if you decide to run the advertisement in the print version of the magazine in addition.

1 month contract	Sterling	Euro	USD
	£915	€1,160	\$1,795

#### E-mail newsletters

**www.utech-polyurethane.com** produces an electronic newsletter. This is sent to 5,000 email addresses and is widely read by senior executives involved in the industry. It carries the very latest stories that impact on the polyurethane industry, and so is a must-read newsletter for these executives.

Banner advertisements are 468 pixels wide x 60 pixels high and positioned between these stories which generate high levels of readership.

#### Advertising in the newsletters costs:

	Sterling	Euro	USD
12 month contract	£6,650	€8,445	\$13,180
6 month contract	£3,990	€5,065	\$7,900
1-month contract	£970	€1,225	\$1,910

#### MATERIAL REQUIRED

Banners can be .gif or .jpg. Max 100k in size. 468 x 60 pixels. Dpi not applicable for screen.

We cannot accept .swf Flash banners.



### E-NEWSLETTERS

Each week UTI distributes numerous e-newsletters to our unique 5,000 e-mail subscribers.

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. Sent to 5,000 email unique e-mail addresses and 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. Banner advertisements are 468 pixels wide x 60 pixels high and positioned between these stories which generate high levels of readership.



International e-newsletter advertising costs are:

	Sterling	Euro	USD
12 month contract	£6,650	€8,445	\$13,180
6 month contract	£3,990	€5,065	\$7,900
1 month contract	£970	€1,225	\$1,910

#### New: Chinese and North America E-Newsletters

Our latest development is to increase the level of information we provide to China and North America, two of the largest polyurethanes markets. From January this year these two new e-newsletters will be able to report on their specific regions increasing the level of news we can provide to the area and discuss important developments and their implications within the polyurethanes sector.



#### UTI China e-newsletter (monthly)

China is the largest consuming PU country in the world and to reflect this UTI China will be published in Mandarin including the latest news and developments of this PU market. Distributed to over 10,300 industry professionals, it reflects the significant growth exceeds that of its GDP and is led by growth in demand for more

construction, automotive, furniture and appliances is driven by the increasing middle class population. China is also the world's largest automotive market and is also the world's largest producer of synthetic leather and footwear materials. Technology and innovation are at the forefront of reaching the increased demand. UTI China will report monthly on this vibrant and ever innovative PU market.

#### UTI North America e-newsletter (monthly)

Distributed to more than 10,000 recipients. The growing application in the automotive market is a key driver for the North America polyurethane market. Production technologies continue to evolve and coupled with growing importance for bio-based PU is helping to drive the market. With an output of \$20 billion from more than 950 locations, the US polyurethanes market remains strong and is one of the key drivers for the in the US economy. This substantial market activity drives technological innovation, so UTI North America e-newsletter will report each month and look into those exciting developments and innovations.

Advertising with these newsletters will provide your company with an unprecedented platform from which to promote your company's expertise, experience and technology to these important markets.

#### Leaderboard

	Sterling	Euro	USD
728 pixels wide x 90 pixels high			
12 month contract	£2,940	€3,675	\$5,586
6 month contract	£1,680	€2,100	\$3,195
1 month contract	£350	€438	\$665

#### Skyscraper

	Sterling	Euro	USD
160 pixels wide x 600 pixels high			
12 month contract	£2,184	€2,730	\$4,149
6 month contract	£1,248	€1,560	\$2,371
1 month contract	£260	€325	\$494

#### Banner

	Sterling	Euro	USD
468 pixels wide x 60 pixels high			
12 month contract	£2,054	€2,567	\$3,902
6 month contract	£1,176	€1,470	\$2,234
1 month contract	£245	€306	\$465

#### Mid Page Unit (MPU)

	Sterling	Euro	USD
300 pixels wide x 250 pixels high			
12 month contract	£2,184	€2,730	\$4,149
6 month contract	£1,248	€1,560	\$2,371
1 month contract	£260	€325	\$494

#### MATERIAL REQUIRED

Banners can be .gif or .jpg. Max 100k in size. 468 x 60 pixels. Dpi not applicable for screen. We cannot accept .swf Flash banners.



## FOAM MAPS



## New and Updated for 2017

In 2015 *Urethanes Technology International (UTI)* successfully launched the first two speciality A1 colour maps dedicated to highlighting detailed locations of key rigid foam manufacturing plants and companies in Europe and North America.

The **UT Foam Maps** were updated for 2017 and will again be updated for 2018. We will produce, update and distribute our **Rigid Foam Maps for Europe and North America** and **introduce 2 new maps for Flexible Foam also for Europe and North America**.

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 6,600 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 America Rigid 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 of time 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 rates:

€5,000.00 / \$5,500.00 / £3,500.00 per map



sponsors logo/  
advertisement  
details here  
(64mm diameter circle)

Actual size





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If you want to contact the world of polyurethanes, *Urethanes Technology International* magazine can guarantee the greatest international spread of readers. **URETHANES TECHNOLOGY INTERNATIONAL** Circulation is audited by the ABC (Audit Bureau of Circulation) considered to be the industry standard for trade publishing auditing in Europe. .



**6,397**

12 month period ending Dec 2016

**Urethanes  
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