



Urethanes TECHNOLOGY™ INTERNATIONAL



Media Information 2019

A member of



Published by
Crain Communications Ltd



Connecting you to your customers – through print, online advertising, exhibits and sponsorships

Contact Ed Rich [t: +1 330 869 0375](tel:+13308690375) [e: erich@crain.com](mailto:erich@crain.com)

www.utech-polyurethane.com



OVERVIEW

Urethanes Technology International magazine has been published six times a year since 1984, 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 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 cover, conference, 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 to 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 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
7,392/issue (ABC Audited)*

ONLINE STATISTICS
3,368 unique visitors/month

E-NEWSLETTER RECIPIENTS
3,107 unique email addresses

*ABC Jan 01 2017 - December 31 2017

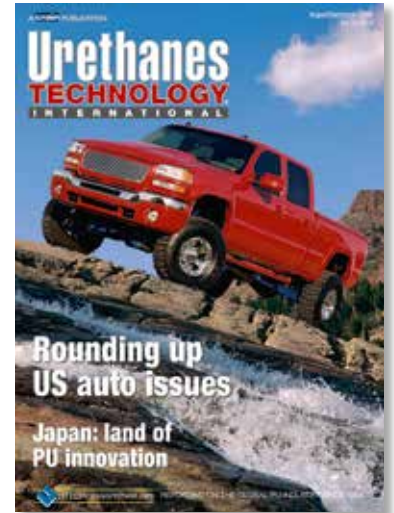
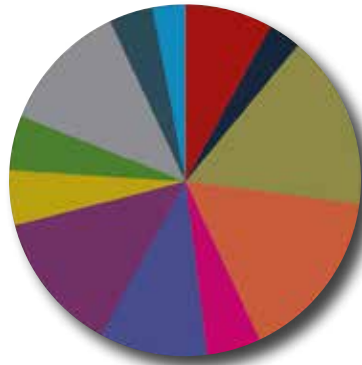




MAGAZINE STATISTICS

Urethanes Technology International is audited by the Audit Bureau of Circulation and has an average circulation of 7,392 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		14%
■ Quality Manager		13%
■ Other		13%





SPECIAL FEATURES AND BONUS DISTRIBUTION 2019

FEBRUARY/MARCH

SUSTAINABILITY

Looking at the latest trends in renewable raw materials from renewable biological resources and other technologies such as Carbon Dioxide capture. Downstream markets driving the use of these products.

Bonus Mexico special feature: We plan to interview some of the key companies in this growing polyurethane market.

LAS AMERICAS PREVIEW

Closing date: January 31

APRIL/MAY

MACHINERY

Annual survey of the polyurethane machinery companies. How they see the business and how they believe that it will develop in the next 12 months.

Extra Distribution: UTECH Las Americas - Mexico City, Mexico; UT Conference in Gothenburg, Sweden

Closing date: March 18

JUNE/JULY

AUTOMOTIVE

The science and technology behind improvements in automotive interior air quality, light weighting, composites for automotive. With a review of papers presented at the joint Automotive News/UTECH/Urethanes Technology conference in Gothenburg, Sweden

AUTOMOTIVE CONGRESS

Closing date: May 17

AUGUST/SEPTEMBER

FLEXIBLE FOAM/ FURNITURE/BEDDING

Looking at information from the premier event dedicated to this industry world wide: EuroPUR 2019.

EUROPUR MEETING

Extra Distribution: UTECH Asia - Guangzhou, China; CPI - Orlando, Florida, USA

Closing date: July 22

OCTOBER/NOVEMBER

COLD CHAIN/INSULATION/CONSTRUCTION

Focus on the growing cold chain market for rigid polyurethane products. This is being driven by increasing wealth in developing countries and the adoption of more western lifestyles.

PU CHINA/INITIAL CPI

Insert: North American Rigid Foam I
European Flexible Foam

Closing date: September 27

DECEMBER/JANUARY

PU DISPERSIONS/CASE

PU dispersions/CASE We look at developments in the growing water-based polyurethane dispersions (PUD) market and at technology and business challenges in the CASE market.

Insert: North American Flexible Foam I
European Rigid Foam

Closing date: November 25

BONUS ISSUE

10 FOR THE 20s

Urethanes Technology International plans to produce an entire special issue late in 2019 which will examine 10 at least technologies that the industry tells us will have the greatest influence on the polyurethane business by the end of the 2020s.

Issue Date: TBD

Closing date: TBD

EDITORIAL CONTACTS

Editor: Simon Robinson +44 20 3287 5979 srobinson@crain.com



Connecting you to your customers – through print, online advertising, exhibits and sponsorships

Contact Ed Rich t: +1 330 869 0375 e: erich@crain.com

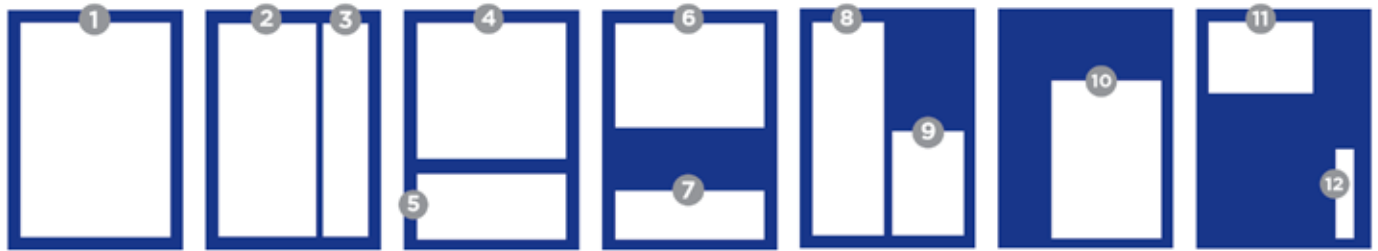
www.utech-polyurethane.com



PRINT ADVERTISING

COST PER INSERTION

Size	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES	5 ISSUES	6 ISSUES
Full Page	\$6,435	\$6,230	\$6,025	\$5,815	\$5,620	\$5,410
Two Thirds Page	\$4,285	\$4,140	\$4,020	\$3,860	\$3,735	\$3,600
Half Page	\$3,265	\$3,160	\$3,055	\$2,950	\$2,845	\$2,740
One Third Page	\$2,480	\$2,395	\$2,315	\$2,230	\$2,145	\$2,060
Quarter Page	\$1,885	\$1,835	\$1,755	\$1,695	\$1,630	\$1,530
One Eighth Page	\$995	\$970	\$930	\$900	\$865	\$815



1 FULL PAGE

TYPE: 256mm H x 179mm W
TRIM: 286mm H x 209mm W
BLEED: 292mm H x 215mm W

4 2/3 PAGE HORIZONTAL

TYPE: 164mm H x 179mm W
BLEED: 181mm H x 215mm W

7 1/4 PAGE HORIZONTAL

TYPE: 60mm H x 179mm W

10 1/2 PAGE FRACTIONAL

TYPE: 190mm H x 133mm W
BLEED: 197mm H x 140mm W

2 2/3 PAGE VERTICAL

TYPE: 256mm H x 118mm W
BLEED: 292mm H x 135mm W

5 1/3 PAGE HORIZONTAL

TYPE: 80mm H x 179mm W
BLEED: 100mm H x 215mm W

8 1/2 PAGE VERTICAL

TYPE: 256mm H x 87mm W
BLEED: 292mm H x 107mm W

11 1/4 PAGE FRACTIONAL

TYPE: 87mm H x 126mm W

3 1/3 PAGE VERTICAL

TYPE: 256mm H x 56mm W
BLEED: 292mm H x 74mm W

6 1/2 PAGE HORIZONTAL

TYPE: 126mm H x 179mm W
BLEED: 144mm H x 215mm W

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.

For more details contact **Ed Rich** -
t: +1 330 869 0375 e: erich@crain.com

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 3000dpi (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.



ONLINE ADVERTISING

WEBSITE

www.utech-polyurethane.com is the digital destination for professionals to get updates about the global polyurethane 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

Each week UTI distributes numerous e-newsletters to over 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.

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 ADS

LEADERBOARD (728 pixels wide x 90 pixels high)

- 12 months: \$7,293
- 6 months: \$4,366
- 3 months: \$2,244
- 1 month: \$844

RECTANGLE (300 pixels wide x 250 pixels high)

- 12 months: \$5,835
- 6 months: \$3,500
- 3 months: \$1,836
- 1 month: \$652

NEWSLETTER SPONSORSHIP

LEADERBOARD (728 pixels wide x 90 pixels high)

- 12 months: \$13,974
- 6 months: \$8,380
- 3 months: \$5,610
- 1 month: \$2,025





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 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 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



Organisers of:



INTERNATIONAL UTECH EVENTS

100% Polyurethanes In All Corners of the World



Mexico City, Mexico | APRIL 10 - 12, 2019

UTECH Las Americas, was launched in 2017 and will return in 2019 to the Centro CitiBanamex in Mexico City. The 2017 event had 92 exhibiting companies, over 2,000 in attendance and a 3-day conference with 160 delegates.

www.UTECHLasAmericas.com



UTECH Asia | Guangzhou, China | September 7 - 9, 2019

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

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.

www.PUChina.eu



Chicago, IL | May 19 - 21, 2020

UTECH North America 2020 event will move to the Chicago area. This will be a 3-day event and attract over 100 top-level exhibitors from a broad cross-section of the industry.

www.UTECH-North-America.com



Maastricht, Netherlands | April 13 - 15, 2021

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

www.UTECEurope.eu



Connecting you to your customers – through print, online advertising, exhibits and sponsorships

Contact Ed Rich t: +1 330 869 0375 e: erich@crain.com

www.utech-polyurethane.com



CONTACTS

HEADQUARTERS

Crain Communications Inc.
Crain Global Polymer Group
1155 Gratiot Avenue
Detroit, Michigan USA 48207
Tel: +1 (313) 446-6000
Fax: +1 (313) 446-6384
urethanes@crain.com

**Vice President & Group Publisher
Brennan Lafferty**
Urethanes Technology
Crain Global Polymer Group
Tel: +1 (313) 446-6768
blafferty@crain.com

**Editor
Simon Robinson**
Tel: +44 20 3287 5979
srobinson@crain.com

**Advertising Director
Ed Rich**
604 Audubon Spur
Akron, OH USA 44320
O: +1 (313) 869-0375
C: +1 (313) 208-3601
erich@crain.com

**Trade Show Director
Debbie Hershfield**
Tel: +1 (330) 608-0231
dhershfield@crain.com

**Conference Director
Donna Bushell**
Tel: +44 7813 947161
dbushell@crain.com

**Production
Pat Alfes**
Tel: +1 (313) 446-0387
palfes@crain.com

Sam Abdallah
Tel: +1 (330) 446-0400
sabdallah@crain.com

**Marketing Manager
Elizabeth Raeiz**
Tel: +1 (313) 446-1652
eraeiz@crain.com

**Senior Audience Dev. Specialist
Elise Coyle**
Tel: +1 (313) 446-1602
ecoyle@crain.com

**Trade Show Sales Coordinator
Lindsay Crawford**
Tel: +1 (313) 446-5869
lcrawfrd@crain.com

**Trade Show and Conf. Coordinator
Katherine Hampson**
khampson@crain.com

CORRESPONDENTS

**USA
Don Loepp**
Tel: +1 (313) 446-6767
dloepp@crain.com

**China
Jane Ho**
Tel: +86 189 3057 2271
janeadiao@gmail.com

**North America
Sarah Houlton**
sarah@owlmedia.co.uk

**Korea
Choong-Ha Lee**
Tel: +82 (0) 31 211 2073
puworl@naver.com

SALES

**Advertising Director
Ed Rich**
North America / UK / Ireland
+Open areas around the world
604 Audubon Spur
Akron, OH USA 44320
O: +1 (313) 869-0375
C: +1 (313) 208-3601
erich@crain.com

**Kenter & Co.
Arthur Schavemaker**
Northern Europe
Sporstraat 21, 7471 BV Goor,
The Netherlands
Tel: +31 (0)547 275005
info@kenter.nl

**Mediapoint & Communications SRL
Fabio Potesta**
Southern Europe
Corte Lambruschini
Corso Buenos Aires, 8/7,
16129 Genova, Italy
Tel: +39-010/570-4948
info@mediapointsrli.it

Min Pyo
Korea
12 Yeouido-Dong
Youngdeungpo-Ku Seoul
150-010 Korea
Tel: +82 (0) 31-211-2073
minpyo@hotmail.com



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.



7,392

12 month period ending Dec 2017

**Urethanes
TECHNOLOGY
INTERNATIONAL**

A member of

CRAIN GLOBAL
POLYMER
GROUP

Published by
Crain Communications Ltd