Make Rubber World your #1 media buy.

We pledge to our valued advertisers that we will serve your customers and prospects with the finest in technical editorial content available to the rubber industry.

Rubber World Magazine, first published in October 1889, has chronicled the events and technological changes in the rubber industry since its inception.

The strength and longevity of this internationally circulated publication have been its unwavering editorial philosophy that “products are sold on the technical level.” Rubber World is proud that each year it publishes more technical editorial content than any other industry publication, and year in and year out is read by more technical buying influences than our closest competitor.

Focusing on technical issues related to the rubber, latex and tire industries

Rubber & Tire Digest

Rubber World Magazine - USA and TechnoBiz Group - Thailand have joined hands to publish a bi-monthly magazine focusing on technical issues related to the rubber, latex and tire industries around the world. This magazine aims to be an important resource for engineers and managers in these industries, with circulation throughout Asia, Africa and Europe.

Content:
- Technical articles on compounding, mixing, extrusion, molding, new materials and chemicals, testing and quality control, tire technology, latex technology, best practices
- Technology profiles
- Process improvement and troubleshooting tips
- Commercial advertisements
- Event listing
- Book reviews

The most recognized publication serving the Wire and Cable industry

Wire & Cable Technology International

In 2006, Wire & Cable Technology International became a part of our family of publications, giving another valuable tool to each potential advertiser.

Focused and directed: Wire & Cable Technology International is written and circulated exclusively for the wire and cable industry. While other industry magazines offer circulation and editorial for the manufacturer of fasteners and springs and wire formed products, Wire & Cable Technology International delivers only what the wire and cable market wants and needs. Wire & Cable Technology International delivers the industry’s largest wire and cable manufacturing magazine. Wire & Cable Technology International is the publication that more of your customers and prospects choose as their primary source of information!

Contact us:
330.864.2122 - www.rubberworld.com
Dennis Kennelly - Dennis@RubberWorld.com
Mike Dies - Mike@RubberWorld.com
Rubber World
Each month, Rubber World provides the most up to date technical service information available to today’s rubber chemists and formulators. It gives research and development personnel the most current technical know-how and provides plant engineering personnel with the latest equipment and production technology to produce the high-quality and high-performance products demanded by today’s industry.

Rubber World Digital Edition
The Digital Edition of Rubber World has all the same content as the print edition and allows for the digital storage and retrieval of each new issue, as well as archived issues, to your PC or laptop. The digital edition also allows for bookmarking of favorite articles, full issue searches, direct linking to advertisers, and most importantly, expanded content beyond the print issue.

The Blue Book - Print, Online and Flash Drive Editions
An absolute must for all technical personnel working on compounds and formulations, and the only source for detailed product information, including properties, function and compounding, as well as applications for rubber chemicals and elastomers, the Blue Book Online is continually updated throughout the year, offering innovative advertising opportunities and direct links to advertisers.

Rubber & Tire Digest
Rubber World Magazine - USA and TechnoBiz Group - Thailand have partnered to publish a bi-monthly magazine focusing on technical issues related to the rubber, latex and tire industries around the world. This magazine aims to be an important resource for engineers and managers in these industries.

Rubber World ONLINE - www.rubberworld.com
Visit the completely redesigned and updated rubberworld.com, featuring daily news, free videos, calendar, rubber industry news, advertising, supplier index, tech forum, industry Hotlinks and much more. Rubber World Online - leading the Rubber Industry in electronic publishing.

Pocket Spotlight Show Guide
Reach all expo attendees with this pocket guide for the International Elastomer Conference. The Pocket Spotlight provides a complete listing of exhibitors, booth personnel and what is being featured at the booth, with circulation and distribution on the show floor and in the publication bins guaranteeing the success of your exhibit.

Rubber Red Book
The industry’s oldest, most trusted and most complete Buyers Guide for the rubber industry, the Rubber Red Book is completely cross-referenced. The Rubber Red Book is the total reference for locating suppliers of the thousands of products sold in the rubber industry. Also available in Digital Edition.

Contact us:
330.864.2122 - www.rubberworld.com
Dennis Kennelly - Dennis@RubberWorld.com
Mike Dies - Mike@RubberWorld.com
<table>
<thead>
<tr>
<th>Issue</th>
<th>Emphasis Issue</th>
<th>Special Issues or Features</th>
<th>Meeting Issues</th>
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<tbody>
<tr>
<td>January</td>
<td>Testing &amp; Instruments (Supplier Directory)</td>
<td>Silicone &amp; Medical Update</td>
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<td></td>
<td>Closes 12-10-19</td>
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<td>February</td>
<td>Carbon Black, Silica &amp; Reinforcing Materials</td>
<td>Oil, Gas &amp; Energy</td>
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<td>Closes 1-15-20</td>
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<tr>
<td>March</td>
<td>Custom Mixing &amp; Compounding (Suppliers Directory)</td>
<td>Silicone &amp; Medical Update</td>
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<td></td>
<td>Closes 2-14-20</td>
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<tr>
<td>April</td>
<td>Automotive Elastomers &amp; Parts</td>
<td>Oil, Gas &amp; Energy</td>
<td>Rubber Division Spring Technical Meeting</td>
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<td></td>
<td>Closes 3-13-20</td>
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<td>(Bonus Distribution)</td>
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<tr>
<td>May</td>
<td>Extrusion</td>
<td>Silicone &amp; Medical Update</td>
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<td></td>
<td>Closes 4-15-20</td>
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<tr>
<td>June</td>
<td>Silicone, Liquid Silicone, Medical</td>
<td>Oil, Gas &amp; Energy</td>
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<td></td>
<td>Closes 5-15-20</td>
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<tr>
<td>July</td>
<td>Machinery &amp; Equipment (Suppliers Directory)</td>
<td>Silicone &amp; Medical Update</td>
<td>* FREE CORPORATE PROFILE</td>
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<td></td>
<td>Closes 6-15-20</td>
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<tr>
<td>August</td>
<td>Chemicals &amp; Materials</td>
<td>Oil, Gas &amp; Energy</td>
<td>* FREE CORPORATE PROFILE</td>
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<td>Tire Technology Retreading</td>
<td>Silicone &amp; Medical Update</td>
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<td>Closes 8-14-20</td>
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<tr>
<td>October</td>
<td>Thermoplastic Elastomers, Urethanes</td>
<td>Oil, Gas &amp; Energy</td>
<td>International Elastomer Conference</td>
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<td>Silicone &amp; Medical Update</td>
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<td>Closes 10-15-20</td>
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<td>December</td>
<td>Molding (Suppliers Directory)</td>
<td>Oil, Gas &amp; Energy</td>
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<td>Closes 11-13-20</td>
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Full Run (Includes International Edition)

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</tbody>
</table>

Inserts

Furnished by advertiser (or printing quotations on request). All inserts should be untrimmed. One page inserts should measure 7-3/4" x 4-7/8". Type page: 7 inches wide x 10 inches deep (178 x 254mm); three columns to a page; width of column 2-1/8" (56mm); depth of column 10" (254mm); trim size 8-1/4" x 10-7/8" (209 x 286mm); saddle stitch binding. All film, cuts or plates destroyed after one year unless otherwise instructed. No deduction or rebate for error in key number.

Bleed

5% extra on space and color rates. No charge for bleed in full color four color ads. Fractional page four color bleed ads at 5% extra on space and color rates. Any advertisement exceeding 7" in width or 10" in depth (178 x 254mm) is considered bleed or oversized. No extra charge for gutter bleed on two facing pages. Bleed pages should measure 3-3/8" x 11-1/2" (213 x 286mm) for single page; 16-3/4" wide by 11-1/2" deep (425 x 292mm) for bleed spreads. Type matter on facing pages should be kept 1/8" (3mm) away from gutter on each page. Type matter should be kept 1/8" (3mm) away from trim edges on all bleed units.

Binding: Saddle Stitch

Trim size: 8-1/4" x 10-7/8" (209 x 276mm) (Rubber World)

Color Rates

Color rates are based on a page or fraction thereof. They do not include B/W space and bleed costs.

All AAAA and Matched colors ........................................... $1,300

4 color, per page ................................................................. 2,600

Color, per spread ............................................................... 4,600

Contact us:
330.864.2122 - www.rubberworld.com
Dennis Kennelly - Dennis@RubberWorld.com
Mike Dies - Mike@RubberWorld.com
Corporate Profile Issues in July and August

**July**

For Machinery & Equipment Advertisers

**PRECISION PARTS FOR BEAUTY**

SIMP PRODUCES SUSTAINABLY WITH MAPLAN

MAPLAN MHF Series offers unparalleled efficiency

---

**CUSTOMER STORY**

**To date, we have managed to reduce waste by approx. 30%**

MAPLAN's efficient and advanced machines into closely on future joint projects: integrating

In addition, MAPLAN and SIMP will be working on further joint projects including:

- Special requirements of SIMP
- Implemented by MAPLAN for MHF 300 t

**Waste strategy of <0.001 (max. 1 bad part in 1000 pieces)**

To date, we have managed to reduce waste by approx. 30%.

To maintain machine cleanliness.

Special covers for the demoulding brush have been developed and installed in order to maintain machine cleanliness.

Waste strategy of <0.001 (max. 1 bad part in 1000 pieces). More than 160 parts are produced at the same time per production cycle, depending on the same production line. Waste strategy of <0.001 (max. 1 bad part in 1000 pieces).

**Here's How to Write Your Own Corporate Profile for Maximum Effectiveness.**

- Profile lengths of 600 to 700 words receive the best readership.
- Photographs are encouraged, but should be taken into consideration in the overall length of your profile.
- Company Background
- Technical Service
- Representatives or Agents
- Future Plans
- Forecasts
- The Industry
- Product Line
- Research & Development
- New Products
- Innovative Features
- Case Histories
- Announcements
- Sales
- Personnel
- Expansions

Please include your company logo. Rubber World will set the type and handle all the other production details.

Profiles should be received by the 1st of the month preceding publication.

---

**August**

For Chemical & Material Advertisers

---

Contact us:

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Dennis Kennelly - Dennis@RubberWorld.com
Mike Dies - Mike@RubberWorld.com
MediaKit

2020

Rubber & Tire Digest

A Bi-Monthly Magazine for Rubber & Tire Industries in Asia, Africa & Europe

Magazine Content: (10,800 Copies)

Advertisement Rates

<table>
<thead>
<tr>
<th></th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
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<td>$2,500.00</td>
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<td>$1,000.00</td>
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Editorial Calendar

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<tbody>
<tr>
<td>Topic</td>
<td>Molding, Extrusion &amp; Mixing</td>
<td>Chemicals &amp; Materials</td>
<td>Machinery &amp; Equipment</td>
<td>Tire Technology</td>
<td>Natural Rubber &amp; Latex</td>
<td>Rubber Recycling &amp; Rubber Testing</td>
</tr>
</tbody>
</table>

Contact us:
330.864.2122 - www.rubberworld.com
Dennis Kennelly - Dennis@RubberWorld.com
Mike Dies - Mike@ RubberWorld.com
Produced for the Rubber Division, ACS by Rubber World magazine

Promote your company and exhibit to the 4000+ attendees of the 2020 INTERNATIONAL ELASTOMER CONFERENCE. Featuring the Expo, 198th Technical Meeting & Educational Symposium, October 20-22, 2020, Knoxville Convention Center, Knoxville, TN

Three Show Daily issues distributed during the International Elastomer Conference for one low price.

International Elastomer Conference Show Daily is the one place for exhibitors to announce new products, manufacturing capabilities, investments, mergers and acquisitions, changes in personnel, strategic alliances, and e-business developments. The Show Daily will capture the highlights of the IEC to keep you informed each day of the show.

- Content devoted to reporting on the daily activities, events and show news as it happens.
- Late-breaking stories, on-site interviews and photo opportunities may be published on a space available basis, in addition to submitting your company news in advance.
- Reach out daily to rubber chemists, manufacturers, suppliers, end-users, and research and development specialists.

Advertising Rates Include 4 Color Ads In All Three Editions

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Tabloid (Back Cover)</td>
<td>$9,750</td>
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<tr>
<td>Tabloid page (10-7/8&quot; X 14-3/8&quot;)</td>
<td>$6,950</td>
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<tr>
<td>7&quot; x 10&quot;</td>
<td>$5,500</td>
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<tr>
<td>10&quot; x 2&quot; Cover banner</td>
<td>$5,850</td>
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<tr>
<td>5&quot; x 7&quot; (Island)</td>
<td>$3,750</td>
</tr>
<tr>
<td>5&quot; x 5&quot; (Square)</td>
<td>$2,350</td>
</tr>
</tbody>
</table>

Contact us:
330.864.2122 - www.rubberworld.com
Dennis Kennelly - Dennis@RubberWorld.com
Mike Dies - Mike@RubberWorld.com
INTERNATIONAL ELASTOMER CONFERENCE 2020... Spotlight Your Exhibit

Complete listings of the International Elastomer Conference 2020 exhibitors combined with the largest circulation and distribution will guarantee the success of your exhibit.

Reach all expo attendees
This pocket guide lists all International Elastomer Conference exhibitors, booth personnel and what is being featured at the booth. Don’t miss this unique opportunity to attract visitors to your booth.

On the Scene Expo Circulation. Copies of Rubber World’s POCKET SPOTLIGHT will be in the publication bins.

Advertising Closing: September 15, 2020

Space (4/color)
- Full page $1,950
- 1/2 page $1,100

Cover positions
- 2nd Cover Earned rate + 20%
- 3rd Cover Earned rate + 15%
- 4th Cover Earned rate + 25%
- Trim Size 4-1/8” x 7-5/8”
- Full page 3-3/4” x 7”
- 1/2 page 3-3/4” x 3-3/8”

Guarantee the Success of Your Exhibit with an Ad in Rubber World's POCKET SPOTLIGHT 2020

Drive Traffic To Your Website

1. 1/2 page 4 color profile of your website in the issue of your choice.
2. Your company listed in Rubber World magazine for 12 months
3. Your site listed on Rubber World's industry links (www.rubberworld.com) for one year
4. Your website listed on Rubber World home page for 1 week

$1,200.00 per year

Contact us:
330.864.2122 - www.rubberworld.com
Dennis Kennelly - Dennis@RubberWorld.com
Mike Dies - Mike@RubberWorld.com
The only two annual references giving blanket coverage of every buying influence in the rubber industry!

The Rubber Red Book - The industry's oldest, most trusted and most complete Buyers Guide for the rubber industry. Completely cross-referenced, the Rubber Red Book is the total reference for locating suppliers of the thousands of products sold in the rubber industry.

The Blue Book - is an absolute must for all technical people working on compounds and formulations. The only source for detailed product information including properties, function and compounding, as well as applications for rubber chemicals and elastomers.

EARN A COMBINED 10% DISCOUNT WITH AN AD IN BOTH EDITIONS!

Rubber Red Book Logo, Target & Showcase Ads

LOGO: Above alphabetized manufacturer or supplier listing, logo: $275

2” Target Ad: Ad below product/service listing, black & white: $475
Red added: $495

Showcase Ad: Ad below product/service listing: $275 per inch

2020 Red Book & Blue Book Rates

Space  1X
One Page $5,990
Two-Thirds 4,910
One-Half 3,720
One-Third 2,770
One-Quarter 2,250
One-Sixth 1,760

Color Rates
Standard AAAA Blue, Green, Orange, Red, Yellow $ 995
Matched Colors..........................................................1,300
4 Color, Process..........................................................2,600
4 Color, Process Spread..............................................4,500
Bleed: 10% extra on space and color

Covers
(Cover rates do not include color or bleed)
2nd Cover.................................................................$6,900
3rd Cover.................................................................6,130
4th Cover.................................................................8,170
Preferred positions 10% extra

CLOSING DATE: March 14, 2020
PUBLISHED IN: April 2020

Contact us:
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Dennis Kennelly - Dennis@RubberWorld.com
Mike Dies - Mike@RubberWorld.com

RubberWorld
RUBBER WORLD ONLINE is loaded with useful features:

Banner Advertising and Sponsorships Available

Create brand awareness, promote brand recall and generate traffic to your site or showroom with animated or static banners on www.rubberworld.com.

- Digital Edition of Rubber World Magazine each month, with bonus content included.
- Site of the Week now included in our Hotlinks program.
- Market News and Daily Industry News
- Industry calendar with comprehensive listings of worldwide meetings, expos and golf outings.

Web Banner Ad Specs
We accept .jpg, .gif and .png. Third party ad runs accepted. Ad tracking available.

Page Sponsor - 580 x 80 px
Calendar Events Sponsor - 280 px wide
Page column - 280 px wide
Right Column Inch Ads - 280 px wide

Rubber World Daily News

Industry News Delivered Daily To Your Inbox

Banner Advertising Available

Rubber World’s Daily News is delivered each morning to subscribed readers who want to know what’s happening daily in our industry. Promote your company, create brand awareness and generate traffic to your site daily with a banner ad on our daily news.

Visit www.rubberworld.com to sign up for your free daily news subscription and stay current with industry news, market reports, people on the move and relevant articles regarding the rubber industry.

Email Banner Ad Specs
We accept .jpg, .gif and .png files.
News Sponsor - 500 x 75 px
Right Column Inch Ads - 190 px wide

Contact us:
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Dennis Kennelly - Dennis@RubberWorld.com
Mike Dies - Mike@RubberWorld.com
Webinars and White Paper Marketing

Webinars Built To Meet Your Needs!

Share your message with interactive video participants.

Webinars help you reach more people to grow your business.

Get reports on registrants, attendees, polling, attendee engagement and Q&A for follow-up.

White Papers Create Successful Lead Generation

Market a white paper to educate your audience about a particular issue, or explain and promote a particular methodology.

They're advanced problem-solving guides, engaging your potential customers.

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