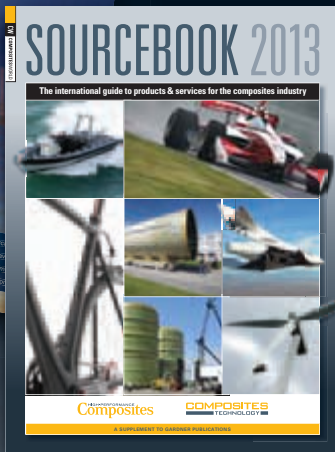




Create an integrated media plan with CompositesWorld. You'll reach your target customers when and where they are most likely to pay attention to your brand, whether in **print**, **online**, or via **e-newsletter**!



NEW
Web site
coming in
2012!



MAGAZINES

24,000+*
average monthly distribution

Print ads in *HPC* & *CT* build brand recognition and establish your message.

SOURCEBOOK

30,000+
annual subscribers

SOURCEBOOK ads position you as a leading supplier to the composites industry.

WEBSITE

73,000+
average monthly visits

Ads on CompositesWorld.com appear at a time when visitors are researching purchases and are ready to buy.

E-NEWSLETTER

25,000+
opt-in subscribers

Ads in *CompositesWorld Weekly* provide your audience with a direct message and direct action.

TOTAL monthly reach: 227,000+

*Source: Publisher's Data, June 2011. Includes digital magazine distribution.



HIGH-PERFORMANCE Composites

High-Performance Composites magazine surrounds your message with the finest editorial content in the industry. And we deliver your message to the highest-quality audience in the advanced composites business – more than 20,000* qualified composites industry professionals in the fields of continuous carbon fiber and other high-performance composites as well as the associated end-markets of aerospace, ballistics/military, automotive, and other applications.

*Source: BPA Worldwide Audit Statement, June 2011

HPC 2012 editorial calendar

| Issue | Featured Topics | Show Coverage | Bonus Distribution |
|--|--|--------------------------------|--|
| JAN Ad Close Date: 11/29/2011 | Industrial: Extreme Composites Aerospace: Stamping Chopped Prepreg Aerospace: Zephyr UAV Materials: Carbon Nanotubes for Macrostructures Testing Tech | | Composites 2012 |
| MAR Ad Close Date: 01/31/2012 | Carbon Fiber: Market Outlook Process: Thermoplastics Stamp Forming Aerospace: A380 Aspirator Part Aerospace: Net Shape Parts Testing Tech | JEC 2012 Preview | JEC 2012 NPE 2012 |
| MAY Ad Close Date: 03/30/2012 | Business Jets/Small Planes: Market Outlook Aerospace: 3-D Preform Stitching Marine: Airfoil Sail Materials: Aligned Discontinuous Carbon Fiber Testing Tech | SAMPE 2012 Preview JEC 2012 | SAMPE 2012 |
| JUL Ad Close Date: 05/31/2012 | Manufacturing: Air Purification/Dust Mitigation Marine: CF Sailing Yacht Aerospace: Business Jet Structural Components Energy: Update: Pressure Vessels Testing Tech | SAMPE 2012 JEC 2012 | Farnborough Air Show 2012 EAA Airventure 2012 |
| SEP Ad Close Date: 07/31/2012 | Manufacturing: Drill Tools for Composites Sporting Goods: Market Outlook Aerospace: Hybrid Electric Airplane Marine: High-Performance, High-Speed Sailing Automotive: CF Auto Parts as Batteries Testing Tech | Farnborough Air Show 2012 | SPE ACCE 2012 IMTS 2012 |
| NOV Ad Close Date: 09/28/2012 | Instruments: Carbon Fiber in Music Manufacturing: Composites Testing Aerospace: 3-D Landing Gear Energy: Linerless Cryotanks Aerospace: Cutting Tool Testing Tech | | JEC Americas 2012 Carbon Fiber 2012 |



HPC Delivering the Global Composites Market

| North American Distribution | International Distribution | TOTAL Distribution |
|-----------------------------|----------------------------|------------------------|
| 17,941 | + 6,479 | = 24,420 |

Source: Publisher's Count, July 2011 (Qualified & Non-qualified Distribution)

Circulation by Industries Served

Subscribers

| | |
|--------------------------------------|---------------|
| Aviation/Aerospace | 11,498 |
| Ground Transportation | 10,887 |
| Defense/Military | 7,756 |
| Energy | 6,925 |
| Electric/Electronics | 6,916 |
| Marine | 6,754 |
| Medical | 6,738 |
| Building/Construction/Infrastructure | 4,735 |
| Recreation/Sporting Goods | 4,211 |

Source: Publisher's Count, July 2011

Purchasing Authority

| | |
|-----------------------------------|------------|
| Adhesives/Resins | 94% |
| Testing/Quality Control Equipment | 86% |
| Core Materials | 72% |
| Carbon | 71% |
| Glass | 69% |
| Design/Engineering/Testing | 69% |
| Prepreg | 64% |
| Fabricating Equipment | 59% |
| Fabrics/Tapes | 52% |

Source: Publisher's Count, July 2011

Find Us On:



Photo Sources: (Left to Right)
The Boeing Co.; The BMW Group; and
Airborne International

Check the Audit!
CompositesWorld Invests in
Quality Circulation



It is essential that your promotional campaign reaches the right people. *High-Performance Composites* invests in quality BPA-audited circulation to make sure that your message is targeted to decision-making composites professionals.



COMPOSITES
TECHNOLOGY

Composites Technology magazine delivers the best of both components needed to market to the composites industry – content and audience. *CT*'s high-quality editorial is delivered to approximately 20,000* qualified professionals in the fields of fiberglass and similar fiber-reinforced polymer (FRP) composites and the associated end-markets of ground transportation, marine, energy, industrial applications and more.

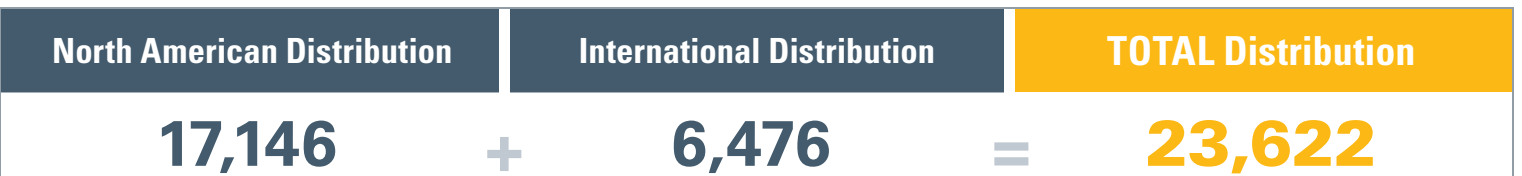
*Source: BPA Worldwide Audit Statement, June 2011

CT 2012 editorial calendar

| Issue | Featured Topics | Show Coverage | Bonus Distribution |
|--|---|---|---|
| FEB Ad Close Date: 12/28/2011 | Environmental: Styrene: Fact and Fiction Architecture: Lean SMC Molding Marine: Virginia-Class Submarine Parts Energy: Wind Blade Manufacturing Optimization | Composites 2012 Preview JEC 2012 Preview | Composites 2012 |
| APR Ad Close Date: 02/29/2012 | Energy: Thermoplastic Wind Blades Automotive: Automotive CFRP Repair Automotive: Spare Wheel Tub Infrastructure: Theme Parks/Specialty Design Transportation: Hybrid Molding Processes | North American Auto Show (Detroit) Composites 2012 | SAMPE 2012 NPE 2012 |
| JUN Ad Close Date: 04/30/2012 | Transportation: Heavy Truck Architecture: Architectural Pultrusion Transportation: Refrigerated Trucks Automotive: Carbon Fiber/Metal Hybridization Energy: Future of CF in Wind Blades | JEC 2012 | WINDPOWER 2012 |
| AUG Ad Close Date: 06/29/2012 | Automotive: Part-Per-Minute Challenge Process: Closed Molding Evolution/Double-Bag Infusion Construction: Polystrand Construction Automotive: Bio-Based Radiator Tank | SPE ACCE 2012 Preview | IMTS 2012 |
| OCT Ad Close Date: 08/31/2012 | Materials: High-Temperature Thermoplastics Corrosion: Market Outlook Automotive: CF Fenders RTM Energy: Urban Green Energy Blades Automotive: Horizontal Body Panels | | SAMPE Tech 2012 IBEX 2012 JEC Americas 2012 |
| DEC Ad Close Date: 10/31/2012 | Infrastructure: CIPP Update Construction: Double-Wall Tanks Automotive: Front End Modules Energy: Composites in Renewables | IBEX 2012 SPE ACCE 2012 Composites 2013 Preview | Carbon Fiber 2012 |



CT Delivering the Global Composites Market



Source: Publisher's Count, July 2011 (Qualified & Non-qualified Distribution)

Circulation by Industries Served

Subscribers

| | |
|--------------------------------------|--------|
| Ground Transportation | 10,693 |
| Marine | 7,014 |
| Medical | 6,959 |
| Electrical/Electronics | 6,832 |
| Energy | 6,771 |
| Building/Construction/Infrastructure | 6,174 |
| Recreation/Sporting Goods | 4,687 |
| Corrosion-resistant Products | 4,147 |
| Aviation | 10,002 |

Source: Publisher's Count, July 2011

Purchasing Authority of Subscribers

| | |
|----------------------------|-----|
| Adhesives/Resins | 72% |
| Core Materials | 60% |
| Design/Engineering/Testing | 58% |
| Reinforced Thermoplastics | 57% |
| Fabricating Equipment | 52% |
| Prepreg | 50% |
| Glass | 43% |
| Preforms | 37% |
| Fabrics/Tapes | 30% |

Source: Publisher's Count, July 2011

Find Us On:



Photo Sources: (Left to Right)
Ford Motor Co.; Zodiac Boats; and Ibazar

Check the Audit!
CompositesWorld Invests in
Quality Circulation



It is essential that your promotional campaign reaches the right people. *Composites Technology* invests in quality BPA-audited circulation to make sure that your message is targeted to decision-making composites professionals.



SOURCEBOOK Online Banners

SOURCEBOOK Landing Page Banner

- 12-month minimum

SOURCEBOOK Major Category Banner

- Located on main product/service category page
- Slotted position in all appropriate sub-categories
- 12-month minimum

SOURCEBOOK Sub-category Banner (Part of Index Ad Bundles)

- Corresponding index ad in print required
- Located on specific product/service sub-category pages
- 12-month minimum

Banner Size: 300 x 100 pixels

Specs: Static GIF or JPG, 72 dpi, 40K

Rate: \$500/month

The *SOURCEBOOK* buyer's guide database generates more than 4,250 unique page views per month. These are motivated decision-makers ready to make a purchase!

SOURCEBOOK

Advertising your products and services in *SOURCEBOOK* connects you to more than 30,000 qualified readers of *HPC* & *CT* as they are actively researching their purchases.

Distinguish yourself from other companies in your product and service categories by advertising in *SOURCEBOOK*!

SOURCEBOOK Display Advertising

SOURCEBOOK display advertisement rates are based on frequency rates for advertisements with *CompositesWorld* (*High-Performance Composites*, *Composites Technology*, *CompositesWorld.com* and *CompositesWorld Weekly*).

Your advertisements in the *SOURCEBOOK* count toward your earned frequency rate for future advertising in *Composites Technology* and *High-Performance Composites* magazines.

SOURCEBOOK Index Ad Bundles

SOURCEBOOK Index Ad Bundles include:

- An index ad in the print version of *SOURCEBOOK*
- A web banner on the corresponding product/service sub-category online page

| Ad Size | Advertiser Rate | Non-Advertiser Rate |
|----------|-----------------|---------------------|
| 1 inch | \$600 | \$1,000 |
| 2 inches | \$800 | \$1,300 |
| 3 inches | \$975 | \$1,625 |

3 or more Index Ads

| Ad Size | Advertiser Rate | Non-Advertiser Rate |
|----------|-----------------|---------------------|
| 1 inch | \$515 | \$ 875 |
| 2 inches | \$625 | \$1,025 |
| 3 inches | \$700 | \$1,100 |

All rates are gross rates and commissionable.

print rates and specs

HIGH-PERFORMANCE
Composites

COMPOSITES
TECHNOLOGY

SOURCEBOOK 2013

2 PG Spread
Bleed: 16.25"W x 11"H
414 mm x 281 mm
Trim: 15.75"W x 10.5"H
400 mm x 267 mm
Live Area: 15.25"W x 10"H
387 mm x 254 mm

Full PG
Bleed:
8.375"W x 11"H
214 mm x 281 mm
Trim:
7.875"W x 10.5"H
200 mm x 267 mm
Live Area:
7.375"W x 10"H
187 mm x 254 mm

2/3 PG Vertical
4.375"W x 9.125"H
111 mm x 232 mm

1/2 PG Island
4.375"W x 6.875"H
111 mm x 175 mm

1/2 PG Horizontal
6.875"W x 4.375"H
175 mm x 111 mm

1/2 PG Vertical
3.25"W x 9.125"H
83 mm x 232 mm

1/3 PG Vertical
2.25"W x 9.125"H
57 mm x 232 mm

1/3 PG Square
4.375"W x 4.375"H
111 mm x 111 mm

1/4 PG Vertical
3.25"W x 4.375"H
83 mm x 111 mm

Inserts:

Please contact your District Manager for complete costs, specs, availability and shipping instructions. Inserts are due at printing plant 10 days after issue closing date.

Cover Position Requests:

Add 10% to space and color charges. Please contact your District Manager for rates and availability.

Combination Rates:

Advertisers may combine their total number of insertions in CT or HPC with any other Gardner Publications Inc. periodicals or Web sites during the same 12-month period to earn the best frequency discount.

Agency commission:

15% commission is allowed on display ads if material is furnished to our specifications and payment is received within 30 days of invoice.

Print-ready File Requirements:

Please submit print advertisements as an Adobe PDF/X-1a file.

How to Submit Files:

1. Upload files at (20 MB max)
gardnerweb.com/upload
2. E-mail file to:
bhelton@gardnerweb.com
3. Ship CD/proofs to:
Advertising Department
CompositesWorld
6915 Valley Ave.
Cincinnati, OH 45244

For information, contact:
Becky Helton (513) 527-8800
bhelton@gardnerweb.com

| B&W | 1x | 4x | 7x | 9x | 13x | 19x | 25x | 37x |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|
| One page | \$6,595 | \$5,885 | \$5,020 | \$4,200 | \$4,050 | \$3,950 | \$3,850 | \$3,780 |
| 2/3 page | \$5,410 | \$4,810 | \$4,115 | \$3,415 | \$3,320 | \$3,235 | \$3,155 | \$3,105 |
| 1/2 island | \$4,595 | \$4,120 | \$3,500 | \$2,910 | \$2,825 | \$2,755 | \$2,680 | \$2,640 |
| 1/2 page | \$3,955 | \$3,550 | \$3,010 | \$2,510 | \$2,430 | \$2,375 | \$2,315 | \$2,275 |
| 1/3 page | \$2,830 | \$2,530 | \$2,200 | \$1,800 | \$1,730 | \$1,690 | \$1,650 | \$1,625 |
| 1/4 page | \$2,300 | \$2,025 | \$1,710 | \$1,425 | \$1,375 | \$1,340 | \$1,310 | \$1,290 |

| Color | 1x | 4x | 7x | 9x | 13x | 19x | 25x | 37x |
|------------------|---------|---------|---------|---------|---------|---------|---------|---------|
| 2-color process | \$990 | \$900 | \$745 | \$745 | \$590 | \$590 | \$590 | \$590 |
| 2-color, matched | \$1,210 | \$1,095 | \$910 | \$910 | \$725 | \$725 | \$725 | \$725 |
| 4-color process | \$2,050 | \$1,840 | \$1,540 | \$1,540 | \$1,230 | \$1,230 | \$1,230 | \$1,230 |

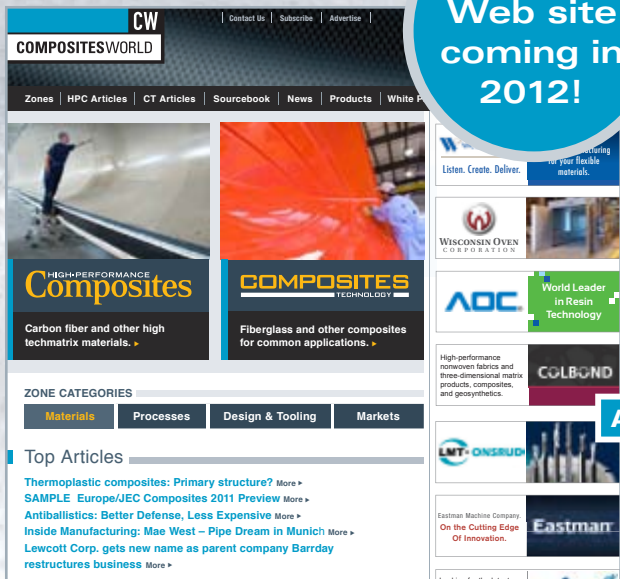
| Showcase | 1x | 4x | 7x | 13x |
|-------------------|------------------------|---------|-------|-------|
| Showcase Ad Size: | 3.5 W x 2.125 H inches | | | |
| Advertiser | \$825 | \$700 | \$590 | \$475 |
| Non-advertiser | \$1,185 | \$1,065 | \$960 | N/A |

Showcase frequency rates: Advertisers may earn 7x and 10x Showcase rates with display or classified frequency contracts of four or more insertions.

Minimum classified ad size is 1 column inch (2-1/4" W x 1" H). Classified display advertising is accepted and commissionable at regular display rates.

| Classified | 1x | 4x | 7x | 13x |
|-------------------|-------|-------|-------|-------|
| Per column inch | \$270 | \$250 | \$230 | \$210 |

NEW
Web site
coming in
2012!



CompositesWorld.com

73,000+ monthly visits

CompositesWorld.com has been redesigned to highlight your digital promotions and make it easier for the motivated decision-makers visiting the site to see your message and take action!

HOME Page Advertising

A Hybrid Ad (Live text or Branded)*

- Inventory: 10 positions available
- Location:
 - CompositesWorld.com Home Page
 - High-Performance Composites Landing Page
 - Composites Technology Landing Page
 - SOURCEBOOK

Size: 300W x 100H pixels
Specs: static GIF or JPG, 72 dpi, 40k

Rate: \$600 gross/month

ZONE Page Advertising

B Video or Flash Ad*

- Inventory: 1 per Zone
- Location: Zone Pages, Home Page rotation
- Video Ad Size: 480W x 360H or 640W x 360H pixels
- Flash Ad Size: 300W x 250H pixels
- Specs: SWF/FLA file, 40k

Rate: \$1,500 gross/month

C Hybrid Ad (Live text or Branded)*

- Inventory: 10 positions per Zone
- Location: Zone Home Pages
- Size: 300W x 100H pixels
- Specs: static GIF or JPG, 72 dpi, 40k

Rate: \$500 gross/month

*See Digital Ad Guidelines in front pocket for details.

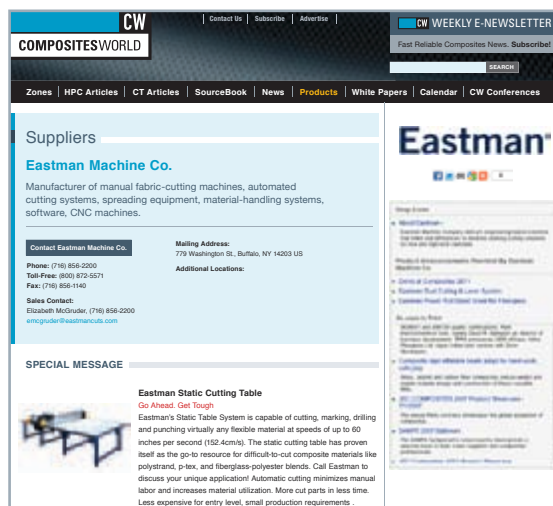
CW Expanded Showrooms

Your CW Expanded Showroom is your own site-within-a-site, allowing you even more ways to promote your products and services to our targeted online audience!

Your Expanded Showroom provides you with:

- High Google search results
- Direct links to your company's Web site
- In-depth product and service information
- Immediate access to editorial coverage of your company in HPC & CT

Rate: FREE to advertisers



Publisher

Ryan Delahanty
300 Cardinal Drive, Suite 200
St. Charles, IL 60175
P | 630 584 8480 F | 630 232 5076
ryan@compositesworld.com

Sales Offices

Eastern U.S. Sales Office

Barbara Businger, District Manager
barb@compositesworld.com
P | 330 239 0318 F | 330 239 0326

Midwest U.S. & International Sales Office

Ryan Delahanty, Publisher
ryan@compositesworld.com
P | 630 584 8480 F | 630 232 5076

Mountain, Southwest and Western U.S. Sales Office

Rick Brandt, District Manager
rbrandt@gardnerweb.com
P | 310 792 0255 F | 513 527 8801

European Sales Office

Eddie Kania
ekania@btopenworld.com
P | 44 1663 750242 F | 44 7974 168188

Editorial

P | 719 242 3330 F | 513 527 8801
compositesworld.com

EDITOR-IN-CHIEF Jeff Sloan
jeff@compositesworld.com

MANAGING EDITOR Mike Musselman
mike@compositesworld.com

TECHNICAL EDITOR Sara Black
sara@compositesworld.com

Corporate

PRESIDENT Richard Kline, CBC
CHIEF OPERATING OFFICER Melissa Kline Skavlem
GROUP PUBLISHER Richard Kline, Jr.
TREASURER Ernest Brubaker
ADVERTISING PRODUCTION MANAGER Becky Helton
MARKETING MANAGER Kimberly Hoodin
CIRCULATION DIRECTOR P. Ross Jacobs, CCCP
CREATIVE DIRECTOR Jeff Norgord

Conferences

P | 207 221 6602 F | 513 527 8801
compositesworld.com/conferences

CONFERENCE DIRECTOR Scott Stephenson
scott@compositesworld.com

CONFERENCE MANAGER Ralph Jessie
jessie@compositesworld.com

Cover photo sources:

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