EUROPEAN PLASTIC PRODUCT MANUFACTURER IS BACK – BIGGER, STRONGER, AND READY TO CONTINUE SERVING THE DYNAMIC PLASTICS INDUSTRIES OF EUROPE AND BEYOND.
Europe’s plastics players have shown their worth by stepping up to the challenges of 2020, and the publication is ready to stand beside them as we progress and prosper together. With more subscribers, growing online interaction, and a fast-developing social media network, we continue to share the latest news, views and developments with and from our partners.

In 2020, we anticipated the return of premium events, exhibitions and conferences such as Fakuma, JEC World, Equiplast and the Vinyl Sustainability Forum to name just a few. Sadly, these did not take place and we too were unable to attend. This year, we hope our patience will be rewarded and we hope to book those tickets, pack our bags, and get back on those aeroplanes. If not, the digital innovations of 2020 have certainly developed ways to bring the trade fairs and conferences direct to our homes.

Still ready to engage in the big debates, we aim to keep our readers informed whilst optimising their experience with quality editorial content, justifying the 100 per cent requested and BPA-Worldwide Audit-verified print readership and unique online audiences. For our advertisers we offer multiple options designed to deliver maximum reach and return on investment.

With the new year comes a new hope, and a renewed way of looking at and accessing the prolific contributions of Europe's plastic industry. The world has taken note of plastics again – this time as more than beverage bottles in the environment – and our latest features, ideas, and opportunities will help deliver that message to the world.

The EPPM Team

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OUR INDUSTRY ASSOCIATES
# Editorial Calendar

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<thead>
<tr>
<th>JAN/FEB</th>
<th>APR/MAY</th>
<th>JUL/AUG</th>
<th>SEPT/OCT</th>
<th>NOV/DEC</th>
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<tr>
<td><strong>EDITORIAL DEADLINE</strong></td>
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<td><strong>ADVERTISING COMPLETION</strong></td>
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<td><strong>FEATURES</strong></td>
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<tr>
<td>Packaging</td>
<td>TPEs</td>
<td>Medical</td>
<td>Injection moulding</td>
<td>Automotives</td>
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<tr>
<td>Recycling</td>
<td>Extrusion</td>
<td>Recycling</td>
<td>Temperature Control</td>
<td>Masterbatch &amp; additives</td>
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<tr>
<td>Composites</td>
<td>Thermoforming</td>
<td>Automation &amp; Robotics</td>
<td>Film &amp; Sheet</td>
<td>Materials Handling</td>
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<tr>
<td>Injection moulding</td>
<td>Mould Making</td>
<td>Testing &amp; inspection</td>
<td>Packaging</td>
<td>Blow Moulding</td>
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## 2021 EVENT PARTNERS AND COVERAGE

![Event Partners Logos]

*IN EVERY ISSUE: INDUSTRY NEWS, EXPERT COMMENTARY AND EUREKA SERIES*

<table>
<thead>
<tr>
<th>5 Editions</th>
<th>5,958 Print readers</th>
<th>10+ Events</th>
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WWW.EPPM.COM 02 | 03
Print advertising

PRINT
EPPM has been keeping the plastics processing industry informed for 23 years. Here are some of the ways your brand can reach our expert readership in our recently refreshed printed magazine.

FRONT COVER
EPPM’s front cover packages offer your brand an amazing opportunity to give your business the best possible visibility. This package includes the front cover and the potential for additional reach at industry events, as well as an exclusive double page spread editorial feature within the magazine. We’ll give you as much or as little support as you need.
£6,595

LOOSE INSERTS
EPPM can arrange for your own promotional material to be carried in the printed magazine. Loose inserts offer the freedom to promote your own message to the entire magazine circulation. Insert costs vary depending on weight.
Contact us for a quote

CREATIVE SOLUTIONS
EPPM can also offer other creative advertising solutions such as carrier sheets, cover wraps, bellybands, bookmarks, six-page gatefolds, polybag branding and supplements.
Contact us for a quote

CONTENT MARKETING
Content marketing packages are now available, giving you the opportunity to extend your brand reach even further through a number of tailored options.
Contact us for a quote

TECHNICAL AND MECHANICAL GUIDELINES

<table>
<thead>
<tr>
<th>Size</th>
<th>Trim page</th>
<th>Full page</th>
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<tbody>
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(For bleed please supply with 3mm trim)

Print reach
5,958+

5,958+ copies printed per edition. Additional copies will be distributed at trade shows in 2021.

Contact us for a quote
Digital advertising

DIGITAL

EPPM.com is the European plastics industry's first port of call for breaking news, product launches and other announcements and analysis. Our daily updates are accessed by a growing number of unique users who go direct to us or find us through Google news or social media. Every click to one of our news stories or to our homepage is an opportunity for readers to see your brand. There are four advertising positions on every page of the website and all of our web banner and advertising positions are available.

E-NEWS

EPPM’s e-newsletter is published every Friday morning, 52 weeks a year, bringing 15,930 readers the biggest announcements, exclusive interviews and articles that are unique to EPPM. In addition to the newsletter, our database is constantly being revised and is available to advertising partners who want to take advantage of it.

EMAIL BROADCASTS

Also known as e-blasts, email broadcasts are a great way to target our readers. Created and distributed by us, e-blasts are an effective option for exhibition marketing, product launches and promoting whitepapers.

For all media enquiries contact:

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EMAIL BROADCASTS

COST PER MONTH

Lead MPU
£900
Banner
£600

 DIGITAL REACH

24,500+
Monthly unique page views

15,930+
E-news recipients

7,095
Twitter followers

2,900+
LinkedIn Group Members

Magazine now in digital format
After a full rebrand, design overhaul and new-look print format, it’s fair to say that EPPM has never looked better. It’s also fair to say that our advertising partners are noticing, with more companies than ever before choosing to use the publication to spread their branding messages, both in print and online.

But don’t just take our word for it. On this page are some of the things that our valued advertising partners said about their relationships with EPPM. These relationships we hope will only get stronger, as EPPM proves to be a sound investment thanks to its growing readership numbers, partnerships with industry associations and record distribution at an ever-increasing number of European and international trade fairs.

**FAKUMA**
Indeed, when it comes to events, this year our focus turns to Fakuma, set to be back after postponement in 2020 and returning with gusto.

Our special Fakuma print editions will be on-site featuring exhibitor previews. The September/October edition will also feature a hall plan centrefold.

EPPM has put together competitive Fakuma 2021 marketing packages for our advertising partners including advertising and editorial online and in print. Our on-site editions are historically over-subscribed, so it is never too early to plan your Fakuma strategy.

**TESTIMONIALS**

**MARCO ROSATI, SALES MANAGER - EUROPE, VASANTHA**
EPPM is very attentive to customer requests. They have tailored the editorial programme to our needs. They are very flexible and reactive.

**SILVIA LODETTI, COMMUNICATION AND MARKETING, ML ENGRAVING**
Working with EPPM team is always a pleasure; extremely professional and committed, they always find the better solution for our communication requirements. The magazine and portal are recognized and reliable instruments in order to be updated in the plastics and rubber world. To be part of EPPM attests our reliability towards our customers.

**DAN DITZLER, PRESIDENT, NEWTON ASSOCIATES (AGENCY FOR JOMAR)**
EPPM is an excellent way to reach qualified decision-makers in the diverse and extensive European plastics marketplace. And they offer a broad spectrum of digital and print options to advertisers with some excellent packages for getting the most out of campaigns.

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EPPM Fakuma 2021 packages

£5,995 OPTION ONE
• 3 x Full Page Advertisements in EPPM Fakuma print editions (Jul/Aug | Sept/Oct | Nov/Dec)
• 1 x HTML e-blast to all 17,000+ EPPM email database
• Press inclusion of your Fakuma news and exhibition activities
• News content feature on Fakuma newsfeed on eppm.com
• News content on Fakuma e-newsletter to 15,930+ EPPM email database
• EPPM will push your news via our 7,000+ strong Twitter followers

£4,495 OPTION TWO
• 3 x ½ Page Advertisements in EPPM Fakuma print editions (Jul/Aug | Sept/Oct | Nov/Dec)
• 3 months Leaderboard/banner on www.eppm.com
• 1 x HTML E-blast to all 17,000 EPPM email database
• Press inclusion of your Fakuma news and exhibition activities
• News content feature on Fakuma newsfeed on eppm.com
• News content on Fakuma e-newsletter to 15,930+ EPPM email database
• EPPM will push your news via our 7,000+ strong Twitter followers

£2,995 OPTION 3
• 3 x ¼ Page Advertisements in EPPM Fakuma print editions (Jul/Aug | Sept/Oct | Nov/Dec)
• 3 months HOTLINK Logo www.eppm.com
• 1 x HTML e-blast to 17,000+ EPPM email database.
• Press inclusion of your Fakuma news and exhibition activities
• News content feature on Fakuma newsfeed on eppm.com
• News content on Fakuma e-newsletter to 15,930+ EPPM email database
• EPPM will push your news via our 7,000+ strong Twitter followers
Media order terms and conditions

1. All advertising orders placed in European Plastic Product Manufacturer hereafter “The Magazine” or on www.eppm.com hereafter “The Website” by the advertiser and received by Rapid Plastics Media Ltd or its agents, hereafter “The Publisher”, shall be governed by the terms and conditions below.

2. Advertisers and advertising agencies will agree to indemnify and hold harmless. The Publisher from any claim arising out of the publication of any material or advertisement submitted to The Publisher by the advertiser and published in The Magazine or in any associated products whether delivered on paper or in electronic form.

3. The Publisher has the right to reject any advertising material submitted for publication in The Magazine in print and/or online. The Publisher has the right to insert the word Advertisement alongside any copy/advertisement scheduled to appear in the publication in print and/or online.

4. Advertisement cancellation
   a. Special Premium advertisement (defined as Front Cover Package, Outside Back Cover, Inside Front Cover, Inside Back Cover) booked to appear in The Magazine in print and/or online may only be cancelled by the submission in writing of a cancellation note no later than 120 days before the print issue reservation closing date.
   b. All other advertisements booked to appear in The Magazine in print and/or online may only be cancelled by the submission in writing of a cancellation note no later than 30 days before the print issue reservation closing date.
   c. Digital orders may not be cancelled after execution has commenced. It is the advertiser’s responsibility to gain acknowledgement of receipt of confirmation of cancellation in writing.

5. The Publisher will not be held responsible for any costs or damages beyond the agreed costs of the advertisement where such cost has been prepaid by the advertiser or where production quality of such advertisement is below standard.

6. The Publisher will issue invoices in Pounds Sterling (£) in every instance. If an advertiser wishes to pay in another currency they must advise The Publisher at the time of booking. In this instance, The Publisher reserves the right to protect themselves against currency fluctuations between the time of order and payment. In respect of this provision the exchange rates applicable, will be advised at the time of booking and the amount due in foreign currency clarified for the avoidance of doubt.

7. All fees due for advertisements published are payable within 30 days of the invoice date or date of upload to website whichever is the earliest. Where advertising is booked for or on behalf of an advertiser by an agent or advertising agency then the client as principal is and remains liable for the liability incurred and particularly for any monies still owing in the event of default by the said agent or agency.

8. Where an advertiser has been granted a discount (for example for a series booking) and the advertiser fails to settle within 40 days of publication either in print or online the advertiser will automatically lose the discount for that advertisement and shall be liable to pay the full rate card price of the advertisement.

9. The positioning of an advertisement is at the discretion of The Publisher except when an advertiser has paid the preferred position charge and the availability of this position has been confirmed in writing by The Publisher. Preferred and guaranteed positions are sold at an extra premium.

10. Any order containing digital advertising or communication elements must be executed within 12 months of the contract date. Any elements not executed after twelve months will be declared void and will not be executed by The Publisher. For the avoidance of doubt any elements that are voided will not be refunded. There will be no extensions to contracted advertising time period due to delayed arrival of creative.

11. This contract shall be governed by the laws of England and Wales whose courts shall be the proper forum for any action commenced either by The Publisher or by the advertiser.

12. The Publisher will not return any materials submitted for publication in The Magazine in print and/or online, or any associated properties, unless prior agreement is issued in writing by The Publisher. The Publisher has the right to destroy any materials submitted for publication in The Magazine in print and/or online, or any associated properties, after 12 months from their receipt.

13. The advertiser shall lose the right to any compensation for any deficiency of whatever nature in The Publisher’s service in respect of any edition unless the advertiser notifies The Publisher in writing within 30 days of publication of that edition, or date of upload onto website, setting out the deficiency. This clause applies retrospectively to all past editions and the advertiser explicitly accepts its retrospective effect.

14. The advertiser may incur additional charges where artwork supplied requires changes, amendments or alterations for publication in The Magazine in print and/ or online.

15. Advertising agency commission is 10%, for accounts settled within 30 days of invoice date. There will be no variation in this clause.

16. The Terms & Conditions above shall form the entire contract between the parties, and other terms shall only be imported if submitted in writing and agreed by the parties, such agreement to be evidenced, on behalf of The Publisher, by the signature of a competent director.

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