

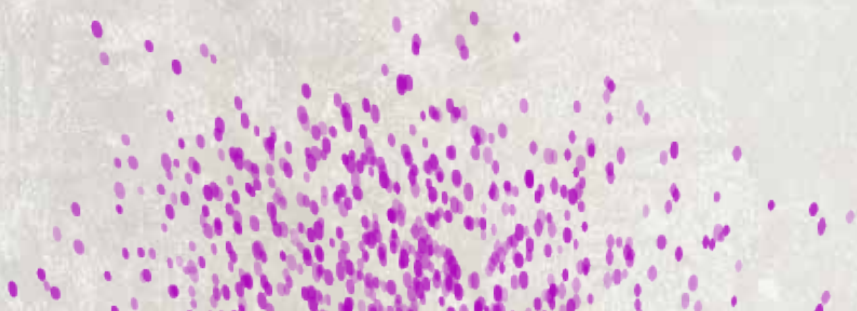
WORLD AEROSOLS

THE VOICE OF THE AEROSOL INDUSTRY

Media Pack

2020

2020 MEDIA PACK





World Aerosols is the leading global publication and website (www.worldaerosols.com) for the aerosol industry. The print magazine is published six times a year and covers all aspects of aerosol production and usage globally.

Every issue includes:

- Interview with a leading industry figure
- Up-to-date news
- In-depth analysis
- Information on the latest regulations and policies
- Current statistics
- New product development
- Technical articles and case studies

World Aerosols is read by CEOs, heads of packaging, production/design managers, R & D personnel, heads of product development, as well as brand managers and those working in safety and sustainability departments.

The magazine is distributed at all the major industry events globally, giving our customers an unrivalled audience to target their marketing towards.

If you're looking at reaching professionals and decision-makers in the aerosol industry then contact us now to see how we can help you grow your business.

Kind regards

Peter Patterson
Publisher

P.S. Don't forget to send your news and press releases to us at dawn@woodcotemedia.com.

World Aerosols is brought to you by Woodcote Media Ltd, a specialist business to business publishing company whose other titles include Fluid Handling, Biofuels International, Bioenergy Insight and Tank Cleaning magazine.

EDITORIAL CALENDAR

In addition to our regular features, each issue will take a more in-depth look at various aspects of aerosol usage, manufacturing and production.

January/February

Valves

Actuators

Caps & closures

Contract filling

Product focus: deodorants/antiperspirants

Bonus Distribution: Aerosol & Dispensing Forum, Paris

Cosmoprof, Bologna

March/April

Propellants

Leak detection

Safety & certification

Can manufacturing machinery

Product focus: air fresheners

Bonus Distribution: HCPA, Washington DC

Interpack, Duesseldorf

Metpack, Essen

National Aerosol Association Summit, Nashville

May/June

Pouches

Bag-on-valve

Pistons

Filling machinery

Product focus: hairsprays

July/August

Waste management/recycling

Valves

Actuators

Contract filling

Product focus: insecticides

Bonus Distribution: Aerosol & Dispensing Forum, New York

September/October

Pumps

Printing/labelling and coatings

Caps

Contract manufacturing

Product focus: automotive/industrial

Bonus Distribution: FEA, European Aerosol Federation, Lisbon

November/December

Aerosol manufacturing machinery

Moulding

Additives

Bag-on-valve

Product focus: shaving mousse & gels

The above features are guidelines only and we welcome any editorial submissions relating to the aerosols industry as a whole.



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“I was sceptical thinking it’s just another magazine, could we really reach new clients we haven’t already? We have been pleasantly surprised at all the new enquiries from around the world who tell us they found our ad in World Aerosols. The magazine has a fresh feel, interesting topics and gives me a solid look into other markets and what’s trending. The staff are very responsive in helping us manage our monthly ads.”

Jim McBride
Founder, CEO, Sales Director, MBC Aerosol



“World Aerosols is a great magazine to contribute to because we know it is read by key industry players. On top of that its editorial team is a knowledgeable partner to work with and always strikes an excellent balance between in-depth articles and short news updates, which are highly relevant for the sector.”

Tiziana Dorigo
Membership & Communications Manager, BAMA



“World Aerosols is a great magazine to contribute to because we know it is read by key industry players. Its strong industry focus with the latest developments in the industry ensures that the clients we seek will see our advert. World Aerosols’ strategic article topics, strong events presence, and coverage of the latest, state-of-the-art technological advances make it the go-to source for everyone in the aerosols industry.”

Merav Sheffer,
Marketing Manager, Velox Digital



“World Aerosols is not just a magazine, it is a window on the aerosol world. We appreciate the way it puts all the most important subjects of the market on the table. Cosmar is proud to participate in its development and hopes it will increasingly become a reference for companies.”

Fabio Barozzi
(COO) Chief Operating Officer, Cosmar

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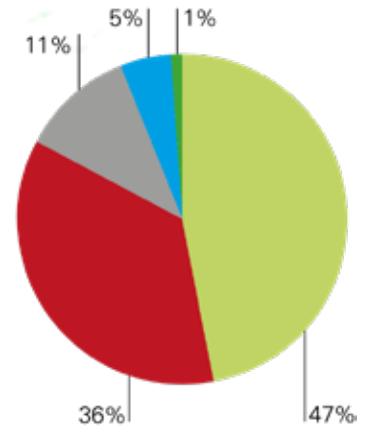
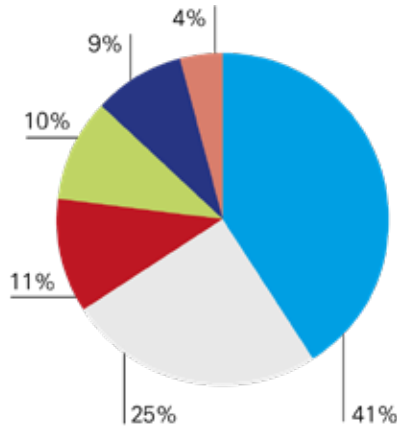
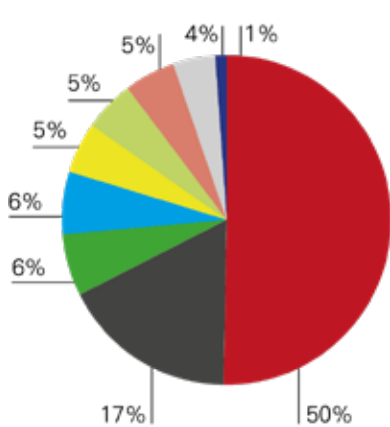


CIRCULATION AND READERSHIP

All of our data has been freshly researched and is less than 12 months old, giving you peace of mind that your message is reaching the right people. We only send the magazine to named individuals and not just by job function so your marketing message is being read by real decision-makers.

Circulation:
 10,000 copies per issue
 5,000 print
 4,300 digital
 700 events

Advertise in World Aerosols to reach manufacturers in the following sectors:



Sector

- Personal care
- Household
- Automotive/industrial
- Pharmaceutical/veterinary
- Paints & varnishes
- Contract fillers
- Equipment & service suppliers
- Food/miscellaneous
- Other

Job function

- Product development/R&D
- Corporate management (brand directors, CEOs, MDs)
- Purchasing manager
- Production/packaging manager
- Commercial/business Development manager
- Other

A worldwide audience

- Europe
- North America
- Asia
- South America
- Other



LinkedIn

Join our group and be part of our community. Share and solve your problems with your peers across the industry



Twitter

@worldaerosols
Great for sharing those news snippets



Facebook

Will you feature in our photo gallery?



Newsletter

It's free to sign up



Digital issue

Phone and tablet friendly edition for maximum exposure



Free subscription

Limited time offer only

For more information on all of the above go to www.worldaerosols.com

ADVERTISING RATES

Here are your cost-effective advertising options

	€	\$
Double page	€5,550	\$6,300
420mm (w) x 297mm (h) +3mm bleed		
Full page	€3,360	\$3,810
210mm (w) x 297mm (h) +3mm bleed		
Half page	€1,890	\$2,145
Horizontal - 185mm (w) x 135mm (h)		
Vertical - 90mm (w) x 275mm (h)		
Vertical with bleed - 100mm (w) x 297mm (h) +3mm bleed and all important info 10mm away from edge		
Third page	€1,735	\$1,970
Horizontal - 185mm (w) x 90mm (h)		
Vertical - 60mm (w) x 275mm (h)		
Vertical with bleed - 70mm (w) x 297mm (h) +3mm bleed and all important info 10mm away from edge		
Quarter page	€1,490	\$1,680
Horizontal - 185mm (w) x 60mm (h)		
Vertical - 90mm (w) x 135mm (h)		

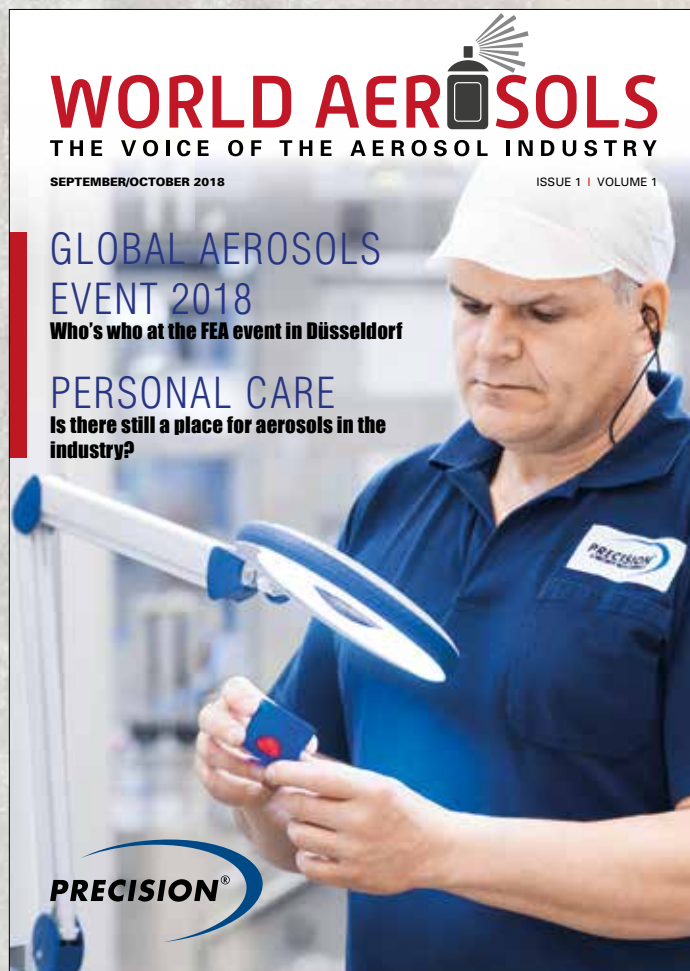
Above are full colour rates

Outside front cover, inside front cover, inside back cover and outside back cover, are available on request and are subject to availability.

Loose or bound inserts, belly band and other advertising possibilities.

Prices on request.

HOLD THE FRONT PAGE



Get that immediate impact by having your product and brand on the front page with our special cover/article cover. The first thing people see when they pick up the magazine.

This includes:

Front cover photo and logo – visible on all social media shares on various global platforms

Description and smaller cover shot again on contents page

2 page cover feature/technical article/case study on your company's products/services

ADVERTISING OPTIONS

We make online advertising easy for you

We don't just regurgitate the same old news on www.worldaerosols.com. Many of our articles are unique and fully researched leading to more visitors returning to our site and subscribing to our weekly newsletter.

So whether you're interested in website promotion, reaching our 4,000+ newsletter subscribers or want to send a dedicated email blast, we have the right solution for you.

Our subscribers are your subscribers

Why share your message with other advertisers when you can have them all to yourself? Our dedicated email blast service allows you to mail your HTML to our 10,000+ subscribers. We can even put it together for you if you like. With high penetration and open rates this is becoming ever more popular. However, to avoid saturation of our subscribers' inboxes we limit to sending just one a month, so make sure you book yours in as soon as possible.

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TOP BANNER 728 x 90 pixels
Prime position, always above the fold on every landing page

Home News Features Magazine Events Videos Resources Free Newsletter About Advertise Login / Membership

USE YOUR MOUSE HERE TO SPRAY FOR A PRIZE!!!

LATEST NEWS SEARCH NEWS

CONNECT WITH US
f t in

LATEST VIDEO

SIDE BANNER 300 x 100 pixels
Maximum visibility while the user scrolls down

RIGHT-HAND SIDE BANNER 300 x 300 pixels
Cost-effective, and ideal for logos

SEP 18, 2019
European Aerosol Federation (FEA) 2018 results revealed

OTHER NEWS Sep 17, 2019
METPACK reports promising registration numbers for 2020
Organisers of METPACK 2020, the world's leading trade fair for metal packaging, have reported 'promising registration numbers' and new exhibitors for next year's event. The programme includes a job fair, special historical exhibitions and the METPACK conference. The event is scheduled to take place at the Essen exhibition centre in Germany from 5-9 May 2020... [\[Read More\]](#)

NEWS SECTION BANNER 290 x 290 pixels
Another prime position spot, above all the top news

OTHER NEWS Sep 17, 2019
Pioneer in manufacturing pepper spray devices dies aged 85
Albert P. Caruso, a pioneer in the manufacturing of pepper spray devices, has died aged 85. Born in Kenmore, New York State, Caruso worked for seven years as a life and health insurance agent for Manhattan Casualty Co. in Syracuse, before

FILLING SYSTEMS
...for the competitive edge!
TERCO

World Aerosols @WorldAerosols
Paul Blotti of Wilco: "The biggest problem we have is humans watching the water bath...sometimes no one is looking at it." #ADFPDNY

	1 month	3 months	6 months	1 year
Top Banner 630 x 100 pixels	€850/\$960	€2,165/\$2,450	€3,570/\$4,035	€6,120/\$6,915
News section banner 290 x 290 pixels	€550/\$620	€1,400/\$1,580	€2,310/\$2,600	€3,960/\$4,465
Right side banner 300 x 300 pixels	€850/\$960	€2,165/\$2,450	€3,570/\$4,035	€6,120/\$6,915
Right side banner 300 x 100 pixels	€400/\$450	€1,020/\$1,150	€1,700/\$1,890	€2,900/\$3,250



For daily updates and all the very latest aerosols news log on to our website www.worldaerosols.com Tuesday 17 September 2019

Tetrosyl buys UK chemicals giant James Briggs
James Briggs, one of the largest consumer chemicals businesses in Europe, has been bought by Rochdale, UK-based Tetrosyl. The company, which is based in Oldham, Greater Manchester, was founded in 1830. It has the capacity to distribute up to 150 million aerosols and 30 million litres of product annually, Insider Media reports. James Briggs was previously owned by... [>>> click here for more](#)

Aerofill to unveil augmented reality tour of new aerosol line at ADF New York
North America's leading independent aerosol and liquid contract fillers, Aerofill, will unveil an augmented reality (AR) tour of its new high-speed aerosol line at ADF & PCD New York. The event, held at the Altman Building in Manhattan, will provide a platform for Aerofill to lead visitors through its new fully automated high-speed personal care product aerosol... [>>> click here for more](#)

20th EQUIPNET Pamasol, MBC Aerosol & Terco Aerosol Filling Equipment Available
+1 (781) 821 3482 | sales@equipnet.com | EquipNet.com

Major packaging firm Colep welcomes new board member
Colep, a leading global player in the consumer goods packaging and contract manufacturing sector, has welcomed a new board member. Charlie Sharman is joining the firm's Board of Directors as a non-executive director. He has over 30 years of experience in delivering successful large-scale lean transformations across a range of industries. Sharman's career began... [>>> click here for more](#)

Click here to view the latest issue now

Visit our new user-friendly website

indagroup.com

Advertise on our e-newsletter

TOP BANNER 768 X 90 pixels:
€915/\$1,090 month

BANNER 300 X 250 pixels:
€750/\$890 month

BANNER 468 x 80 pixels:
€515/\$610 month

▶ DEDICATED EMAILS

We can send out a limited number of dedicated emails on your products and services to our extensive contact list. These are proven to be highly effective and unique to your company. All electronic advertising is tracked, so we can provide regular feedback on number of opens and click throughs although some companies prefer to use their own third party tracking cookies.



Details and prices available on request.



WEBINAR

Webinars

Products can be technical and complicated with solutions difficult to put into words. Webinars allow you to interact directly with your audience – look at it like an online exhibition where you're the only exhibitor. By booking your webinar through World Aerosols we'll promote your webinar through all our channels – print, digital and social media. Contact us for more details.

A photograph of a silver aerosol can with a copper-colored nozzle, spraying a fine mist of white particles against a black and white checkerboard background. The spray is directed towards the left, creating a wide, glowing plume of particles.

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