



Let's see
what's new
for 2012



BP&R media kit 2012

Welcome to our community



The latest terms and conditions can be viewed in full at www.britishplastics.co.uk

9,679 Subscriber Accounts

The core circulation of British Plastics and Rubber is the technical and senior company management of companies converting plastics and rubbers in the United Kingdom and Republic of Ireland. But while they are the key decision makers, the decision process is augmented by other technical personnel and external consultants who also receive the magazine to enable informed purchasing decisions to be made from all levels.

All Accounts By Company Activity

Building products	519
Chemical materials manufacture	671
Clothing & footwear	36
Consultancy	503
Education/Research	213
Engineering - Audio/Video/Computing	51
Engineering - Household appliances	119
Engineering - Transportation	310
Engineering - Other electrical/Electronic	434
Engineering - Other mechanical	529
Medical products	375
Packaging products	1079
Sports equipment/Toys & games	69
Toolmaking	187
Trade plastics/Rubber processing	1329
Other	3255

All Accounts By Job Function

Company Management	2448
Technical	1204
Works/Production/Maintenance	717
Design/Development/Research	1096
Quality	122
Training	57
Purchasing	304
Sales & Marketing	1013
Consultant	291
Other	2427

The BP&R Global Community - 13,669 known professionals & counting!

The global BP&R database is dynamic and we are tireless in our research for new subscribers. For a truly blanket coverage of new and existing technology users try our full email database that includes all account holders, magazine subscribers, and carefully selected known professionals in the BP&R market place. Communicate via bespoke HTML email-blasts or advertising in our weekly Select Newsletter.

All Accounts By Region

Eastern Europe	77
Far East	122
Indian Subcontinent	195
Middle East	71
Rest of World	190
United Kingdom	8804
Western Europe	217

Media Options

In Print - 7,865 - BPA audit pending



British Plastics & Rubber (BP&R) magazine is the only monthly publication has been serving the UK polymer processing industry for decades.

BP&R offers you the highest concentration of

buyers working in processing sites who have demonstrated their activity in this sector within the last 12 months. Only the elite of our community receive BP&R free of charge and we communicate with them once per year (BPA audit pending) to verify their activity and interest in your products and services.

United Kingdom	7,589
Rest of Europe	245
ROW	31

In Digital - 5,034

More and more subscribers are opting for our state-of-the-art digital turnpage account.

Delivery is immediate and no trees are felled.

Furthermore, any plastic and rubber processing professional can open an account with the BP&R Community - from anywhere in the world, free of charge - and be reading the latest issue within minutes!

UK	3,486
Rest of Europe	1,244
ROW	304

Note: Some subscribers opt for both Print & Digital delivery

Multimedia - NEW for 2012



Digital and beyond, the all new BP&R Multimedia Extra.

Not another "turnpage" publication but a truly internet friendly way of reading the BP&R breaking news, browsing the feature articles in a "screen friendly fashion" and giving you, the advertiser, stunning multimedia presentational opportunities to the global BP&R Community.

Global Reach, please contact us for subscriber level

Why choose BP&R?

- 9,679 subscribers
- 7,865 print readership
- 5,034 digital readership
- 6,000 monthly unique web visitors
- 11 issues per year
- Daily news updates

- Monthly Rubber Round Up
- Weekly e-news
- BP&R digital Xtra - a completely new reading experience
- New digital placement opportunities - corporate videos and brochures
- BPA audit pending
- New editorial team for 2012
- Olympics and World Cup Special issues



**BRITISH
PLASTICS
& RUBBER**

www.britishplastics.co.uk

A little bit about BP&R...

British Plastics and Rubber is the UK's most trusted monthly magazine about the plastic and rubber industries, particularly from a technology perspective.

It is published 11 times a year and is read by plastic processors in the UK and abroad. It is distributed in a multimedia format to a total of 9,679 subscribers in print and by email via the brand new digital version, a completely new type of onscreen reading experience with large font, video, sound, corporate brochures and plenty of images.

Readers comprise a cross section of UK and international contract and OEM processors including moulders, extruders, recyclers, compounders and many more.

British Plastics and Rubber also has a loyal following to its website, thanks to a daily news feed and a weekly e-newsletter sent straight to our readers' inboxes all over the world.

British Plastics and Rubber has been in circulation in the UK and Ireland since 1976.

editorial calendar

Issue	January	February	March	April	May	June/July	August	September	October	Directory	Digital Issue
Close dates for Advertising	13/01/2012	10/02/2012	09/03/2012	13/04/2012	18/05/2012	29/06/2012	03/08/2012	31/08/2012	28/09/2012	16/11/2012	14/12/2012
Materials	Composites	Vinyls	Nano-composites	Biopolymers	Antimicrobials	Flame retardants	Conductive polymers	Lubricious	Foams		
Machinery	Design	Testing and Inspection	Temperature Control	Automation and Robotics	Plasma	Anti static	Testing and Inspection	Plasma	Injection Moulding		
	Automation and Robotics	Packaging	Blow Moulding	Pipe and Profile	Film & Sheet	Blow Moulding	Materials Handling	Colour Management	Temperature Control		
	Film & Sheet	Colorant masterbatch wall chart	Materials Handling	Colour Management	Reclamation and Recycling	Design	Pipe and Profile	Micro Moulding	Biopolymers		
	Rubber	Automotives	Reclamation and Recycling	Compounding	Packaging	Rubber	Purging	In Mould Labelling	Compounding		
	Thermoforming	Search Engine Optimisation	Finance	Wood plastics	Biodegradable Additives	Olympics Special	Fillers	Mould Simulation	Mould Making		
Regulars	Packaging Sustainability Injection Moulding Recycling and Reclamation Engineering Materials Update Materials Marketplace Events										

PRINT

Display

Front Cover Package £2,500
 Double Page Spread £3,500
 Inside and Back Cover £2,000
 Full Page (A4) £1,800
 Half Page £1,080
 Third Page Strip £900
 Quarter Page £630
 Quarter Page Strip £480
 Eighth Page £360
 Classified Buyers Guide Box 12months £500
 Classified Buyers Guide text Listing £160

DIGITAL

12 Month Campaigns

Homepage Banner Advert £4,320
 Run of Site Banner Advert £1,190
 Homepage Logo Hotlink £1,190
 Run of Site Logo Hotlink £350
 Enhanced Directory Upgrade £299

SELECT NEWSLETTER

BPR News Entry £230
 Banner Advert £250
 Custom Built Email (HTML) £1,500

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