

# **INK WORLD**

**The most widely read ink magazine in the world**

[www.inkworldmagazine.com](http://www.inkworldmagazine.com)



**2009 Media Planner**

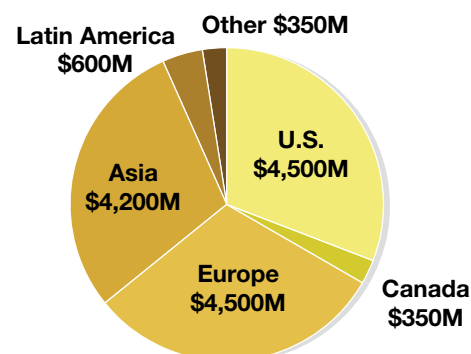
The global ink industry was worth more than \$14 billion in 2006, with the U.S., Europe and Asia-Pacific accounting for the largest portions. In the U.S. alone, there are approximately 250 companies that manufacture ink.

For the past 15 years, when ink industry professionals want the latest industry news and information, they turn to **Ink World**, the most widely read source for ink news and in-depth information on the development, manufacture and sale of litho, flexo, gravure, radiation-cured, inkjet, RFID and printed electronics, and specialty inks, coatings and allied products. **Ink World** covers the latest trends with in-depth articles and also keeps ink manufacturers informed about pigments, resins, varnishes, solvents, waxes, equipment and other essential products. In the pages of **Ink World**, top company officials discuss their thoughts about the industry along with reports on developments affecting printers and suppliers. Our featured columnists cover Europe and Latin America.

There's much more to **Ink World**: regular departments provide the latest information on small companies, industry news, new products, market information, personnel moves, meetings and other news. Ink Inc. profiles an up-and-coming ink company.

In addition, **Ink World's** web site, [www.inkworldmagazine.com](http://www.inkworldmagazine.com), offers all of this plus our breaking news updates while our e-mail newsletter provides up-to-the-minute news to keep our readers up-to-date with current events.

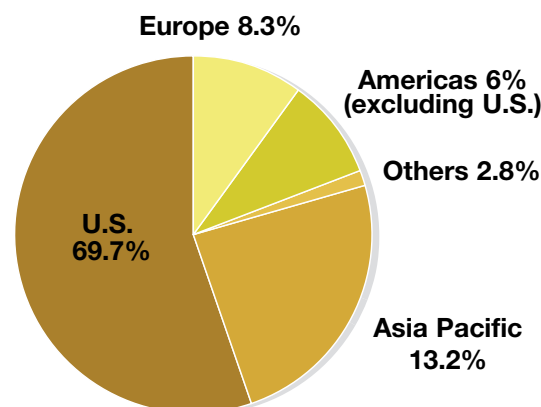
## Global Printing Ink Market Total Value: \$14.5B



## CIRCULATION

- **Ink World** is a controlled-circulation publication with **5,185<sup>1</sup>** copies distributed throughout the world. There are **1,571<sup>1</sup>** recipients located outside the U.S.
- **BPA Circulation Audit:** **Ink World's** circulation is audited independently by BPA Worldwide, which verifies to our advertisers how many subscribers they reach.
- **Ink World** is the only ink industry magazine with **audited circulation!**<sup>2</sup>
- **100%** of **Ink World's** recipients/recipient's companies request the magazine!<sup>1</sup>

## Ink World's Global Circulation<sup>2</sup>



## READER COMPANIES

Our readership includes personnel at every major ink company throughout the world<sup>2</sup>. Among them are:

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
| Dainippon Ink & Chemicals | SICPA                 | Zeller + Gmelin          |
| Sun Chemical              | Dupont Ink Jet        | American Inks & Coatings |
| Flint Group               | Wikoff Color          | CR/T                     |
| Toyo Ink                  | Superior Printing Ink | ALTANA AG                |
| Sakata Ink                | Central Ink           | Environmental Inks       |
| INX International         | Braden Sutphin        | Dainichiseika            |
| Siegwerk                  | Color Resolutions     | Handschy Industries      |
| Huber Group               | Van Son               | Gans Ink                 |
| Fujifilm Sericol          | Nazdar                | EFI, Inc.                |
| Tokyo Printing Ink        | Ink Systems           |                          |

<sup>1</sup>Dec. 2007 BPA Circulation Statement

<sup>2</sup>Publisher's own data

## WWW.INKWORLDMAGAZINE.COM and BREAKING NEWS E-MAILS

Make use of the #1 website for the ink industry to drive traffic to your site. The following sponsorships are available:



### • Content Sponsorship

Banner advertising in specific articles, or at the top of specific section and department headers. Content Sponsors for any given feature maintain that sponsorship for a full year when that feature is archived.

### • Breaking News Sponsorship

Breaking News is our push email sent to more than 6,000 **Ink World** subscribers. The html-formatted email contains bulleted headers for each featured news item, a hot-linked sponsor banner, and a link to the Breaking News web page, where each item is fully reported.

### • Archive/Keyword Sponsorship

**Ink World's** online editorial archive is searchable using keywords. Sponsor banners may appear based on a keyword search.

### • Online Buyer's Guide Sponsorship

**Ink World's** Online Buyer's Guide features two sponsorship opportunities: Company Sponsorships/Enhancements + Category/Keyword Sponsorships

## TECHNICAL PROFILES

**Technical Profiles** is a separate issue published once a year devoted to showcasing the technical abilities and products of ink industry suppliers. **Technical Profiles** is mailed to our entire worldwide subscriber base as well as distributed at the following industry shows throughout the year: NAPIM Annual Meeting; NPIRI Technical Conference; CPMA color pigments conference; Asia-Pacific Coatings Show; Eurocoat; American Coatings Show; and the FTA 2009 meeting.

## COATINGS & INK CHINA

In conjunction with Ringier Trade Publishing, Rodman Publishing provides comprehensive coverage to more than 11,000 industry professionals in the Chinese inks and coatings market. Published in Chinese, **Coatings and Ink China** includes more local news from the region and global market reports from the editorial staff of **Ink World**.

## CHINACOAT SHOW DAILY

CHINACOAT is the ink and coatings industry's largest event in Asia. In conjunction with CHINACOAT, the editorial team from **Ink World** and **Coatings World** publishes the official show daily, in both English and Chinese.

## LITERATURE SHOWCASE

**Ink World's** Literature Showcases appear in the May and November issues. They are a powerful source of supplementary or primary advertising, reaching more than 6,100 monthly readers, and are distributed at major industry meetings and trade shows.

## INK WORLD WEBINARS

**Ink World** offers advertisers the opportunity to reach thousands of subscribers through sponsorship of targeted webinars which provide relevant market information in a completely interactive format to potential customers around the globe.

For deadlines and rates, contact the Sales Department for a separate brochure.

| ISSUE  | SPACE/MATERIAL CLOSING DATES | EDITORIAL FEATURES  | BONUS DISTRIBUTION/ AD OPPORTUNITIES                                |
|--|------------------------------|---|---|
| January/February<br><input type="checkbox"/> Recommended Issue   | Jan 7/Jan 12                 | U.S. Ink Directory<br>Milling Equipment<br>Printed Electronics  | RadTech UV/EB West  |
| <b>NAPIM Convention • European Coatings Show</b>                 |                              |   |   |
| March<br><input type="checkbox"/> Recommended Issue              | Feb 9/Feb 13                 | Additives<br>Pigment Report<br>European Ink Outlook   | Ad-Q Readership Study<br>NAPIM Convention<br>European Coatings Show |
| <b>North American Top 20</b>                                     |                              |   |   |
| April<br><input type="checkbox"/> Recommended Issue              | Mar 9/Mar 13                 | <i>North American Top 20</i><br><i>Ink Manufacturers Report</i><br>Flexo Report<br>UV/EB Raw Materials<br>Offset Report | Flexo Forum   |
| May<br><input type="checkbox"/> Recommended Issue                | Apr 7/Apr 14                 | Asia-Pacific Ink Market<br>RFID Report<br>Gravure Report  | Literature Showcase<br>Asia-Pacific Coatings Show                   |
| June<br><input type="checkbox"/> Recommended Issue               | May 11/May 15                | Resins<br>Testing Equipment/QC<br>Latin American Market   | Latin American Coatings Show  |
| July/August<br><input type="checkbox"/> Recommended Issue        | Jun 19/Jun 25                | Machinery & Equipment Review<br>Inkjet Inks<br>International Ink Companies  |   |
| <b>Technical Profiles</b>  |                              |   |   |
| Technical Profiles<br><input type="checkbox"/> Recommended Issue | Jun 22/Jun 26                | Technical Profiles<br>Profiles of Leading Suppliers   | Distribution at 8 shows throughout the year                         |
| <b>The Buyers' Guide • NPIRI Technical Conference</b>            |                              |   |   |
| September<br><input type="checkbox"/> Recommended Issue          | Aug 13/Aug 20                | The Buyers' Guide<br>Raw Material Market<br>(Pigments, Resins, Waxes, Additives)  | Eurocoat<br>NPIRI Technical Conference                              |
| <b>CHINACOAT Show Issue</b>                                      |                              |   |   |
| October<br><input type="checkbox"/> Recommended Issue            | Sep 11/Sep 15                | Packaging Inks<br>Chinese Ink Market<br>Specialty Inks  | CHINACOAT   |
| November<br><input type="checkbox"/> Recommended Issue           | Oct 12/Oct 16                | Publication Inks<br>UV/EB Report<br>Vehicles and Varnishes  | Literature Showcase   |
| December<br><input type="checkbox"/> Recommended Issue           | Nov 10/Nov 16                | Waxes and Additives<br>Metallic Inks/Pigments<br>Year in Review   |   |

# 2009 ADVERTISING RATES & DIGITAL FILE SPECIFICATIONS

# INK WORLD

The most widely read ink magazine in the world

## Black & White Ad Rates

| Size        | 1x      | 3x      | 6x      | 10x     |
|-------------|---------|---------|---------|---------|
| Full Page   | \$2,600 | \$2,400 | \$2,100 | \$2,000 |
| Two Thirds  | \$2,300 | \$2,125 | \$1,875 | \$1,700 |
| Half Island | \$1,875 | \$1,700 | \$1,525 | \$1,400 |
| Half Page   | \$1,675 | \$1,550 | \$1,350 | \$1,250 |
| One Third   | \$1,500 | \$1,375 | \$1,200 | \$1,100 |
| One Quarter | \$1,150 | \$1,025 | \$875   | \$825   |
| One Sixth   | \$900   | \$800   | \$700   | \$650   |

## Color Rates

| Color      | Page    | Spread  |
|------------|---------|---------|
| standard❖* | \$650   | \$1,075 |
| matched*   | \$800   | \$1,300 |
| metallic*  | \$900   | \$1,450 |
| 4 color*   | \$1,300 | \$2,200 |

❖ standard yellow, green, blue or red  
\* Per page or fraction

## Classified Advertising Rates\*

|                     |                        |
|---------------------|------------------------|
| Per Column inch     | \$100                  |
| Per Column inch 6X  | \$95                   |
| Per Column inch 12X | \$90                   |
| Help Wanted         | .75¢/word \$30 minimum |
| Situation Wanted    | .50¢/word \$20 minimum |
| Blind Box           | \$5                    |

\* classified rates are non-commissionable

## Ad Sizes



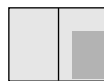
**Spread**  
16.5" x 11"  
Trim: 178mm x 253mm  
Bleed: 209mm x 279mm



**Full Page**  
7" x 10"  
Trim: 178mm x 253mm  
Bleed: 209mm x 279mm



**Two Thirds**  
4.5" x 9.5"  
Trim: 114mm x 241mm



**Half Island**  
4.5" x 7.5"  
Trim: 114mm x 190mm



**Half Page Horizontal**  
7" x 4.875"  
Trim: 178mm x 253mm



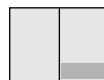
**Half Page Vertical**  
3.375" x 9.5"  
Trim: 85mm x 241mm



**One Third Horizontal**  
4.5" x 5"  
Trim: 114mm x 127mm



**One Third Vertical**  
2.125" x 9.5"  
Trim: 54mm x 241mm



**One Quarter Horizontal**  
7" x 2.375"  
Trim: 178mm x 60mm



**One Quarter Vertical**  
3.375" x 4.875"  
Trim: 85mm x 123mm



**One Sixth**  
2.125" x 4.875"  
Trim: 55mm x 123mm

**Covers and Special Positions:** No cancellations. Special position premium 10%.

**Bleed:** No charge.

**Insert Rates:** Inserts are billed at the black & white page rate. Single sheet inserts are billed as two pages if both sides are used or if reverse side must remain unprinted. Back-up/binding/handling charge is \$600.

Non-commissionable.

**Closing Dates:** See editorial calendar.

**Cancellation:** Cancellations must be made in writing by the 8th of the month prior to ad placement.

**Payment Terms and Methods:** Payment is accepted by wire transfer and by check or draft via U.S. bank payable in \$U.S. Payment option instructions will be included with all billing.

### Publisher's Policy

1. Invoices are rendered at date of publication and are due upon receipt. Agency commission will be disallowed on all overdue invoices.
2. Rodman Publishing holds both the advertiser and its dedicated advertising agency jointly and severally liable for all monies due and payable to Rodman Publishing.
3. In the event an account is placed for collection, customer agrees to pay Rodman Publishing for all reasonable collection and/or legal fees incurred.

## Digital File Specifications

- INK WORLD uses the industry standard PDF/X1-a workflow. All material submitted must meet the PDF/X1-a requirements. See the prepress section of our website for more information:  
[www.rodmanpublishing.com/prepress](http://www.rodmanpublishing.com/prepress)

- All artwork must be 300 dpi at 100% repro size except for vector art saved in EPS format
- All ads must be saved in CMYK format
- Acceptable file formats: .pdf, .tif, .eps, .jpg or .psd

- **Acceptable application files include:** QuarkXpress, Adobe InDesign, Photoshop & Illustrator. Mac-based files are required. Please include all Mac fonts as well as all embedded and linked images.

- **SWOP-compliant contract proofs are required for all color ads.**

- Files smaller than 6MBs in size can be sent via e-mail. Larger files should be submitted via FTP or on CD.

- **Changes or corrections** to the file will result in additional charges to the advertiser.

- **Trim size:** 8" x 10.75" (203 mm x 273 mm). Keep live matter at least .5" (12.7 mm) from trim edges.

Bleed page and **insert** page size: 8.25" x 11" (209 mm x 279 mm); max weight of insert stock: 100 lb. cover.

### Send all materials to:

Mamata Chattopadhyay,  
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70 Hilltop Road, 3rd floor  
Ramsey, NJ 07446 USA  
E-mail: [mamata@rodpub.com](mailto:mamata@rodpub.com)  
Pre-printed inserts, call for instructions:  
(201) 880-2221

### FTP INFORMATION:

Our FTP site can only be accessed with FTP software. (FETCH, TRANSMIT, CUTEftp, etc.)  
Web browser access is *not* permitted.

[ftp.rodmanpublishing.com](http://ftp.rodmanpublishing.com)  
**username: rodman**  
**password: guest**

Refer to our website  
for more information:  
[www.rodmanpublishing.com/prepress](http://www.rodmanpublishing.com/prepress)

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TECHNICAL PROFILES

LITERATURE SHOWCASE



COATINGS AND INK CHINA

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COATINGS WORLD