

# POWDER INJECTION MOULDING INTERNATIONAL



## in this issue

Metal injection moulding in Italy  
Back to basics: handling of compacts  
Furnace metal...

# POWDER INJECTION MOULDING INTERNATIONAL



## in this issue

Component PIM  
Company visit: Parmaco  
Sign...

# MEDIA DATA 2011

Opportunities for MIM / CIM industry suppliers & parts producers

# Your route to the MIM & CIM industries

*Powder Injection Moulding International* is the only business-to-business publication dedicated to reporting on technological and commercial advances in the international metal (MIM), ceramic (CIM) and carbide injection moulding industries.



## The most effective way to reach the global PIM community

*PIM International* has firmly established itself as the key source of industry news and information covering all aspects of powder injection moulding. Our growing readership includes component producers, end-users, industry suppliers and researchers. As such, we provide an essential platform for any company involved in this sector to demonstrate its expertise to this rapidly growing market.

## Why advertise in *PIM International*?

Print advertising is an essential part of an integrated marketing strategy and the cornerstone of successful business-to-business marketing.

Research has demonstrated that decision makers see niche industry publications such as *PIM International* as effective tools which are often the trigger for further online research into a company and its products. Print advertising therefore remains highly effective in building brand familiarity, reputation and customer awareness.

## In-depth coverage of technical & commercial developments

We provide in-depth industry coverage of technical and commercial developments in the metal, ceramic and carbide injection moulding industries. Editorial content is supplemented by invited industry expert comment and analysis. Regular features in *PIM International* include:

- Industry and company news
- Regional and international markets
- Processing / materials developments
- Company profiles
- Conference reports
- Technical papers
- PIM patents, literature reviews

## End-user sectors and application areas covered

- Automotive
- IT, electronics & telecommunications
- Watches & jewellery
- Medical & surgical
- Biomedical
- Micro engineering
- Consumer goods
- Cutting tools & wear parts
- Aerospace
- Defence
- Industrial machinery
- Magnetic products
- Orthodontics & dental
- Ordnance

## What our readers say.....

"*PIM International* is the only publication which focuses entirely on the PIM industry. I find it outstanding because it pinpoints the developments of this fascinating emerging industry better than any other PM magazine."

*Georg Breitenmoser, Managing Director, Parmaco Metal Injection Molding AG*

"*PIM International* is without a doubt the single best trade journal covering the PIM industry available. It is the one journal I read cover to cover.

It is well written, well thought out, and full of data, charts and graphs. If you read only one magazine about PIM this has to be the one"

*Brian McBride, General Manager, Parmatech Corporation*

"It is a great pleasure to receive each issue of *PIM International*. The articles on industry news, market reviews, and technical papers are "must reads" to keep up to date in the field."

*Professor Efraín Carreño-Morelli, PhD, University of Applied Sciences Western Switzerland*

"We at Dynamic Group have been genuinely impressed with *PIM International* since its first issue. It is a periodical with a highly professional look that provides a perfect format for information exchange in a very exciting industry.

The magazine affords an opportunity to those unfamiliar with PIM to acquire both an understanding of the industry and its viability."

*Peter McGillivray, President and Principal and Jay Williams, Vice President Sales & Marketing, Dynamic Engineering*

## Distribution

*Powder Injection Moulding International* is circulated to targeted lists of global PIM industry professionals and end-users. Our paid subscribers receive every issue of the publication. This list is supplemented by rolling circulation to selections from our extensive database of industry professionals, researchers and end-users of PIM products. Total distribution of each issue is in the region of 3000 copies.

**PIM International**  
Breakdown of paid subscribers by world region, 2010



## Distribution at industry events worldwide

We promote *PIM International* at an increasing number of major industry conferences and exhibitions worldwide. In 2011 this will include the PowderMet 2011 conference in San Francisco, the EuroPM conference in Barcelona, and the MIM2011 Conference in Florida. Our publication is also distributed at numerous workshops and seminars throughout the year.

## Publication schedule 2011

### Vol. 5 No. 1, March 2011

Additional distribution at MIM 2011 Florida & PowderMet 2011, San Francisco



### Vol. 5 No. 3, September 2011

Additional distribution at the EuroPM 2011 Conference and Exhibition, Barcelona



### Vol. 5 No. 2, June 2011

Includes our 2011 North American PIM focus

### Vol. 5 No. 4, December 2011

Our end-of-year issue receives bonus distribution to additional contacts at major MIM & CIM producers, as well as our extensive end-user database

We adapt planned editorial schedules according to industry developments. For the latest editorial schedule contact Nick Williams, Managing Editor.

## Advertising rates

Advertisement Size	Rate for 1 insertion	Rate for 2 insertions	Rate for 3 insertions	Rate for 4 insertions
Covers	-	-	-	\$4200.00
Full page A4	\$3885.00	\$3495.00	\$3300.00	\$3100.00
Half page	\$2675.00	\$2400.00	\$2275.00	\$2150.00
Quarter page	\$1600.00	\$1450.00	\$1375.00	\$1275.00

Note that the multiple insertion discounts apply for advertisements booked at the same time. See next page for details of our web packages available to those booking two or more advertisements.

## Submitting news, features and technical papers

Please keep us informed of company news, products and research. Submitting such information is a cost free way to make the industry aware of you and your technology. Contact Nick Williams (nick@inovar-communications.com) for more information.

## Never done print advertising?

You don't need a marketing department or agency to advertise in *PIM International*. We can help you keep costs down by writing and designing your advertisement at no extra cost.

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www.yuelongpowder.com

### High value online opportunities

*Powder Injection Moulding International's* website [www.pim-international.com](http://www.pim-international.com) has quickly become established as the key online information source on PIM technology.

Our status as an official 'Google' news provider ensures that every news story published on our website is immediately catalogued by Google News and appears in Google News search results and Google Email Alerts around the world, as well as being syndicated to a large number of third party websites.

In addition to online news, our website allows visitors to search and download all previously published articles and technical papers from *PIM International*. We also offer introductory articles that helps to educate potential users as to the benefits and capabilities of our technology.



### Free online advertising banners

We offer a complimentary online promotion package to all advertisers who book two or more full page advertisements in *Powder Injection Moulding International*. This package features a rotating advertisement banner that will be displayed on a rotating basis on almost all of our 300+ web pages.

Our online package is for a period of 6 months for advertisers who book two insertions, or 12 months for advertisers who book four insertions. To discuss these and other online options please contact Jon Craxford, tel: +44 (0) 207 1939 749; e-mail: [jon@inovar-communications.com](mailto:jon@inovar-communications.com).

### Your contacts at PIM International

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### Sizes & technical data

*Powder Injection Moulding International* is an European A4 sized publication. Full page adverts should be submitted at the bleed size, but will be trimmed to the printed size shown. All sizes in mm.  
Publication format  
A4 Portrait 210mm x 297mm, typically 72 pages plus 4 page cover.

Printed size	Bleed Size
<i>Full Page &amp; Covers</i> 210 x 297	216 x 313
<i>1/2 Page Horizontal</i> 185 x 125	n/a
<i>1/2 Page Vertical</i> 90 x 260	n/a
<i>1/4 Page</i> 90 (wide) x 125 (tall)	n/a

### Artwork supply

Please supply your advert as a PDF or Photoshop file. Full technical data will be provided following your advertisement reservation.