

UV+EB TECHNOLOGY



MEDIA GUIDE 2017

Official Publication of



NOTE FROM THE PUBLISHER

As we enter our third year of publishing *UV+EB Technology*, we're excited about the positive feedback we receive from subscribers, advertisers and the members of RadTech International North America. Every issue contains more technical data, applications and academic studies than ever before and advertising revenue continues to grow as word spreads – this is the magazine to read for those involved in ultraviolet and electron beam curing technologies.

The quarterly publication includes application highlights, industry news, new production announcements, regulatory updates and more. *UV+EB Technology* stays true to its roots with a solid dedication to the technical aspects of ultraviolet and electron beam curing processes, as directed by the Editorial Board of RadTech. The magazine also reaches those who are newer to the industry applications, providing a broad base of information and education.

UV+EB Technology reaches an estimated total audience of more than 20,250 readers every quarter through a print magazine, digital edition, monthly ENews and updated website. Advertising opportunities – targeted to those using the curing processes – are available for each of them.

Ultraviolet and electron beam technologies are utilized across a wide range of industries, and the magazine's mission is to cover the trends and applications to advance the knowledge of the UV/EB community. There simply is not a more targeted audience for those wanting to reach the decision makers involved with these curing methods. Support RadTech International North America and *UV+EB Technology* in educating the industry by advertising today.



Thank you,

Jeff Peterson, Publisher

Jeff Peterson is the president of Peterson Publications, Inc., which specializes in association-based industrial magazines, including *Converting Quarterly*, *Plastics Decorating* and *Plastics Business*. He has been the president of the company for 20 years.

MARKETING OPPORTUNITIES

Maximum Impact for Your Targeted Advertising Dollar

MAGAZINE

UV+EB Technology reaches end-users, formulators, raw material suppliers and service providers through its print and digital editions.

- Reach more than 13,000 industry professionals each quarter with print and digital distribution.
- Free links to the advertiser's website through the digital edition.
- Bonus distribution at tradeshow, conferences and RadTech events throughout the year.

Each magazine includes the most up-to-date technical information on UV/EB processes, as well as product announcements, industry news and technology highlights.



WEBSITE

The *UV+EB Technology* website – www.uevtechnology.com – offers additional advertising opportunities to connect with customers and prospects through strategically placed web banners. The website contains expanded news stories, technical content and live links to industry resources, all connected to the existing RadTech website – www.radtech.org.



ENEWS

The *UV+EB Technology* ENews is distributed to over 6,500 UV/EB industry professionals throughout the North American marketplace each month, providing:

- Up-to-date industry news
- Fresh technical content
- Product launches and technology trends
- Conference and event updates for RadTech

This cost-effective advertising vehicle offers another way to reach the UV/EB audience and drive traffic through direct links to the advertiser's website and/or specific landing pages.



EDITORIAL CALENDAR 2017

VOLUME 3, ISSUE 1	Deadlines
<ul style="list-style-type: none"> • Industries: Transportation (Automotive, Aerospace) • Focuses: LED Technologies, Health & Safety • Event Coverage: uv.eb WEST 2017 • Bonus Magazine Distribution: uv.eb WEST 2017 	<p>Ad Closing Jan. 16</p> <p>Materials Due Jan. 23</p> <p>Publication Date Feb. 15</p>
VOLUME 3, ISSUE 2	Deadlines
<ul style="list-style-type: none"> • Industries: Plastics and Composites, Wood Finishing • Focuses: Measurement and Testing; Flexible Electronics; Curing Formulations • Event Coverage: Eastern Coatings Show • Bonus Magazine Distribution: Eastern Coatings Show, SPE Decorating & Assembly TopCon 	<p>Ad Closing April 17</p> <p>Materials Due April 24</p> <p>Publication Date May 15</p>
VOLUME 3, ISSUE 3	Deadlines
<ul style="list-style-type: none"> • UV+EB Technology Buyers Guide Edition • Industries: Packaging and Printing • Focuses: Sustainability, UV Inks, Electron Beam Growth • Event Coverage: PRINT 17 • Bonus Magazine Distribution: PRINT 17, PACK EXPO Las Vegas, SGIA Expo 	<p>Ad Closing July 17</p> <p>Materials Due July 24</p> <p>Publication Date Aug. 15</p>
VOLUME 3, ISSUE 4	Deadlines
<ul style="list-style-type: none"> • Industries: Medical/Biomedical, 3D Printing • Focuses: Equipment Technology Advances, Emerging Markets • Event Coverage: uv.eb WEST 2018 • Bonus Magazine Distribution: uv.eb WEST 2018 	<p>Ad Closing Oct. 9</p> <p>Materials Due Oct. 16</p> <p>Publication Date Nov. 15</p>

IN EVERY ISSUE

- ▶ Regulatory News
- ▶ Technology Showcase
- ▶ Association News
- ▶ Application Highlights
- ▶ Expert UV and EB Columns

READERSHIP AND CIRCULATION

UV+EB Technology reaches more than 13,000 readers who are involved with the manufacturing and application of ultraviolet and electron beam curing technologies through print and digital distribution. The print magazine is published quarterly and is supplemented by a quarterly digital magazine, a monthly ENewsletter and a dedicated website. Each print edition of *UV+EB Technology* also will be distributed at industry-related tradeshows throughout 2017, including the uv.eb WEST, PRINT 17, SGIA EXPO, PACK EXPO Las Vegas and other RadTech conferences and events.

AUDIENCE BREAKDOWN

Print Magazine	10,000
Tradeshow Distribution (each qtr.) ...	1,500
Digital Magazine*	1,600
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Total Estimated Quarterly Magazine Distribution	13,100

UV+EB TECHNOLOGY ENEWS

Average Monthly Circulation.....6,500

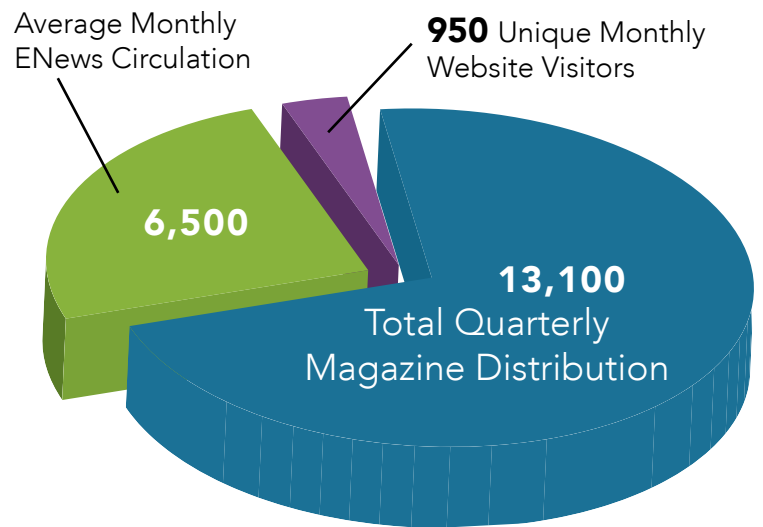
WEBSITE

Monthly Unique Visitors.....950

*Total number of quarterly issue visits

TOTAL AUDIENCE: 20,250

(estimated for 2016 and includes duplicate circulation/visitors)



INDUSTRY SEGMENTS REACHED

- | | |
|--------------------------------------|-----------------------|
| 3D Printing (Additive Manufacturing) | Medical Devices |
| Aerospace/Defense | Metal Finishing |
| Automotive | Plastics & Composites |
| Collision Repair/Refinishing | Printing & Packaging |
| Electronics | Wood Finishing |



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