

UV+EB TECHNOLOGY

2021 MEDIA KIT



WHAT IS UV+EB TECHNOLOGY?

UV+EB Technology reaches a targeted audience of end users, formulators, raw material suppliers and service providers interested in UV, UV LED and electron beam curing processes through print, digital and mobile distribution. Packed with technical content and process applications, the magazine provides actionable articles that aim to educate and improve the entire industry.

OUR MISSION

From the most up-to-date technical information on UV, UV LED and electron beam processes to product announcements, industry news and equipment highlights, UV+EB Technology provides valuable education that aims to expand the reach of these curing technologies.

WHY US?



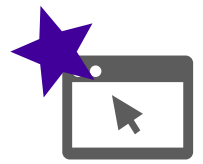
11,500
readers
each quarter



12,600
digital edition
page views
each month



5,000
e-news readers
each issue



5,425
website page
views
each month

exposure has increased
45% in the last 12 months

UV+EB Technology brings **targeted, current technical content** to an audience that is involved with the manufacturing and application of **ultraviolet and electron beam curing technologies** through **print and digital distribution**.

AUDIENCE EXPOSURE

Print & Digital Magazine

11,500

Avg. Qtrly. Readership

12,600

Avg. Monthly Digital Page Views

UV+EB Technology ENews

5,000

Avg. Circulation Each Month

Website

2,975

Avg. Monthly Unique Visitors

3,800

Avg. Monthly Visits

5,425

Avg. Monthly Page Views



MAGAZINE DISTRIBUTION

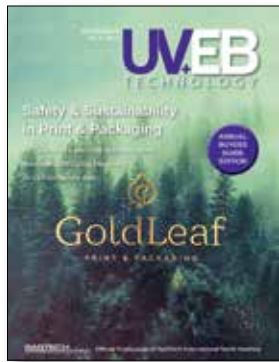
The print edition of *UV+EB Technology* magazine is distributed across the United States four times each year, with additional distribution at tradeshows and other industry events. Readers around the globe also can access digital copies of the publication for free at www.uvebtechnology.com. Additional audience reach is achieved through a monthly newsletter and via the *UV+EB Technology* website, which features the latest news and archived stories from years past.

TARGETED READERSHIP

3D Printing
(Additive Manufacturing)
Aerospace/Defense
Automotive
Collision Repair/Refinishing
Electronics

Medical Devices
Metal Finishing
Plastics & Composites
Printing & Packaging
Wood Finishing

With print, digital and mobile delivery methods, *UV+EB Technology* reaches readers wherever they are.



website contains the latest news with links to stories and access to the digital edition




digital edition features live links to websites and video for more in-depth information



accessible anywhere on mobile devices


TARGETED DISTRIBUTION THAT REACHES THE DECISION MAKERS IN USING ULTRAVIOLET AND ELECTRON BEAM CURING TECHNOLOGIES

AUDIENCE REACH OPPORTUNITIES

 Print ads with digital exposure, too

 Website advertising with exposure to every visitor

 ENews advertising for monthly exposure

 Video enhancement opportunities in the digital edition



Digital editions enhance the print magazine with interactive **video** and **clickable links**. The digital edition is hosted on the *UV+EB Technology* website and promoted through email and social media - giving advertisers **extended exposure**.

ADDITIONAL EXPOSURE AT TRADESHOWS AND INDUSTRY EVENTS

BIG IDEAS CONFERENCE



WCX

PACK EXPO



PRINTING UNITED

LABELXPO AMERICAS



ANTEC 2021



ISSUE 1

- **Industries:** Plastics & Composites, Wood Finishing
- **Focuses:** Adhesion, UV-Curable Chemistry
- **Event Coverage:** BIG Ideas Conference

Bonus Distribution: BIG Ideas Conference, TAGA 2021, ANTEC 2021, LabelExpo Americas, Brand Print Americas, WCX 2021, NPE 2021

Ad Closing **Jan. 8, 2021**
Materials Due **Jan. 18, 2021**
Publication Date **Feb. 5, 2021**
Online Launch **Feb. 26, 2021**



ISSUE 2

- **Industries:** Electronics, Transportation
- **Focuses:** LED Technologies, Lightweighting

Bonus Distribution: AWFS Fair, NPE 2021

Ad Closing **Apr. 9, 2021**
Materials Due **Apr. 19, 2021**
Publication Date **May 7, 2021**
Online Launch **May 28, 2021**



ISSUE 3

- **Annual Buyers Guide Edition**
- **Industries:** Print and Packaging
- **Focuses:** Sustainability, Inks & Coatings
- **Event Coverage:** PRINTING United

Bonus Distribution: PRINTING United, PACK EXPO Las Vegas

Ad Closing **July 9, 2021**
Materials Due **July 19, 2021**
Publication Date **Aug. 6, 2021**
Online Launch **Aug. 27, 2021**



ISSUE 4

- **Industries:** Medical/Biomedical, 3D Printing
- **Focuses:** Healthy & Safety, Measurement & Testing

Bonus Distribution: RadTech 2022, Foil to Finish 2022

Ad Closing **Oct. 8, 2021**
Materials Due **Oct. 18, 2021**
Publication Date **Nov. 5, 2021**
Online Launch **Nov. 29, 2021**

Monthly Exposure Opportunities in *UV+EB Technology* ENews

The *UV+EB Technology* ENews is distributed to over 5,000 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.

Daily Exposure Opportunities on the *UV+EB Technology* Website

The *UV+EB Technology* website offers additional advertising opportunities to connect with customers and prospects through strategically placed web banners. The website contains expanded news stories, fresh content and live links to industry resources.

- Banner ads available
- Averaging 5,425 page views per month from 2,975 unique monthly visitors

Expanded Exposure Opportunities in the *UV+EB Technology* Digital Edition

- Free links to the advertiser's website through the digital edition, with 12,600 page views per month.
- Video links available as an ad enhancement
- Promoted via email and social media for additional exposure

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