2027 MEDIA KIT

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.

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.

AUDIENCE EXPOSURE

Print & Digital Magazine

12,000
Avg. Qtrly. Readership

4,830
Avg. Monthly Digital Page Views

UV+EB Technology ENews

4,662
Avg. Circulation Each Issue

Website

24,777
Avg. Monthly Visits

27,794
Avg. Monthly Page Views

TARGETED READERSHIP

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

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 enewsletter and via the *UV+EB Technology* website, which features the latest news and archived stories from years past.

PRINT + DIGITAL ADVERTISING

UV+EB Technology brings targeted, current content to a broad audience of end-users, formulators, raw material suppliers and service providers through its print and digital editions.

Each magazine includes the most up-to-date technical information on ultraviolet and electron beam curing processes, as well as product announcements, industry news and application highlights.

MARKETING OPPORTUNITIES

- **DIGITAL EDITIONS** – Recognizing the mobile nature of today's businesses, the magazine is available online through a digital edition. Ads in the digital edition feature a direct link to the advertisers' websites, with opportunity to upgrade to a video overlay or embed. Additional advertising opportunities available for each digital edition.
- **TRADESHOW DISTRIBUTION** – Advertisers maximize their presence at industry tradeshows and events with bonus distribution throughout the year. See the editorial calendar for distribution information.
- **BUYERS GUIDE LISTING** – Print advertisers receive a free listing in the Buyers Guide in Issue 3 of *UV+EB Technology*. The Buyers Guide is available in print and online throughout the year.
- **ADDITIONAL PRESS COVERAGE** – Gain maximum exposure through advertiser-specific press releases as submitted.

2027 NEW DIGITAL OFFERINGS

UV+EB Technology is evolving with the way the industry connects. Our digital offerings provide more ways to share your expertise, to offer your solutions and to give you more ways to reach industry professionals.

- WEBINARS – Share a conversation with a presentation that highlights your expertise and technologies as a focus.
- EMAIL BLASTS – Stand out with dedicated emails highlighting your products, services, news or events.
- VIDEO PODCASTS – 5 to 10 minute video interview where companies can provide details on its current offerings, new product launches, company expansions and more.

Contact us for details, pricing and availability.

RATES

PRIME POSITIONS (Full page only)	RadTech Member Rates 4x Advertisers Only (per issue)	Non-Member Rates 4x Advertisers Only (per issue)
Back Cover	$2,425	$2,675
Inside Front Cover	$2,300	$2,375
Inside Front (right read)	$2,300	$2,375
Inside Back Cover	$2,150	$2,250

	RadTech Member Rates		Non-Member Rates	
	1x to 3x (per issue)	4x (per issue)	1x to 3x (per issue)	4x (per issue)
Full Page	$2,150	$1,975	$2,350	$2,150
1/2 Page (horiz. or vert.)	$1,650	$1,525	$1,850	$1,800
1/4 Page (horiz. or vert.)	$1,250	$1,175	$1,350	$1,275

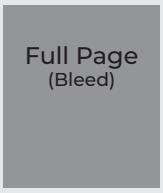
Inserts $2,500 per issue

Please contact the production office at 785.271.5801 for insert specifications, quantities and shipping information.

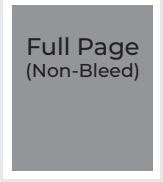
PRINT ADVERTISING SPECIFICATIONS

Web Offset, Perfect Bound

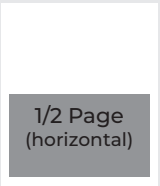
	Width	Height
Magazine Trim Size	8.375"	10.875"
Bleed Size	8.625"	11.125"
Live Area	7.875"	10.5"



Full Page (Bleed)
8.625" x 11.125"

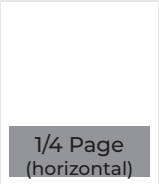


Full Page (Non-Bleed)
7.5" x 10"



1/2 Page (horizontal)
7.5" x 4.875"

1/2 Page (vertical)
3.75" x 10.25"



1/4 Page (horizontal)
7.5" x 2.5"

1/4 Page (vertical)
3.75" x 4.875"

ENEWS ADVERTISING

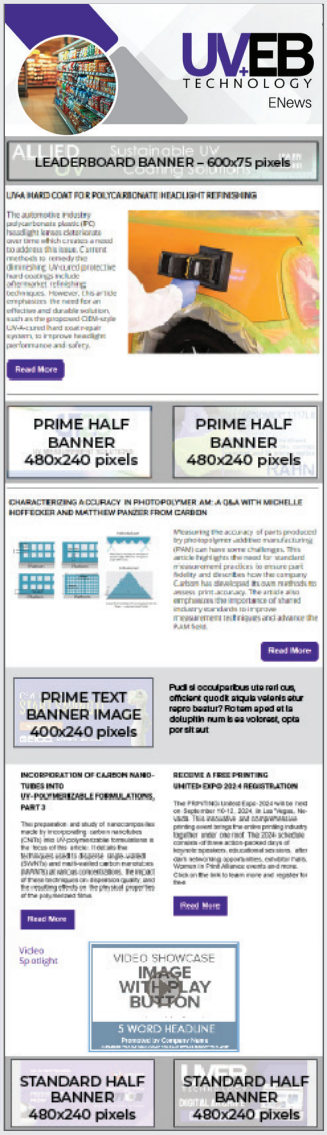
UV+EB TECHNOLOGY ENEWS MARKETING OPPORTUNITIES

The *UV+EB Technology* ENews is distributed to 4,662 ultraviolet and electron beam curing professionals throughout the US and internationally each month, providing

- Increased circulation
- Up-to-date industry news
- Product launches and technology trends
- RadTech news and events

This cost-effective advertising vehicle offers another way to reach a worldwide audience and drive traffic through direct links to the advertiser's website.

- **LEADERBOARD AD**
- **PRIME HALF BANNER AD**
- **PRIME TEXT BANNER** Image + 25-30 words of text.
- **VIDEO SPOTLIGHT** Located directly under the first set of industry stories, this advertising opportunity helps companies take advantage of the growing online video trend and can be directly linked to the video or video page on the company's website. Includes 5-word headline and company name.
- **STANDARD HALF BANNER AD**



Size	Rates (per issue)		
	3x	6x	12x
Leaderboard	$700	$625	$550
Prime Half Banner (2 spots available)	$675	$600	$525
Prime Text Banner	$650	$575	$500
Video Spotlight	$625	$550	$475
Standard Half Banner (2 spots available)	$575	$500	$425

Required Formats

- Send all banners as .jpg files only. No animated ads will be accepted.
- Files should be at least 300 dpi and RGB color.

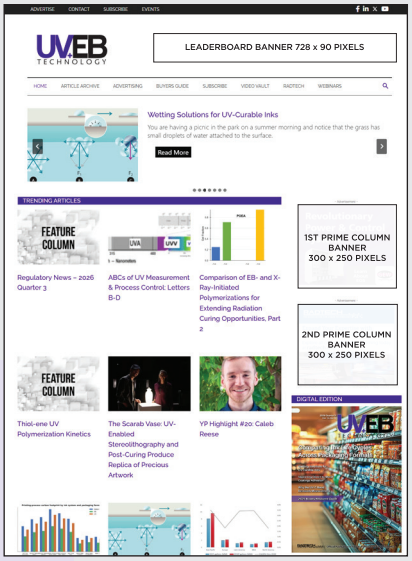
WEBSITE ADVERTISING

UV+EB Technology offers additional advertising opportunities to connect with customers and prospects through strategically placed banners on the *UV+EB Technology* website.

WEBSITE ADVERTISING BANNER OPPORTUNITIES

(Exclusive to one advertiser. Does not rotate with other ads)

- **TOP LEADERBOARD BANNER** (1 opportunity – run of site)
- **ARTICLES PAGE LEADERBOARD BANNER** (1 opportunity – Article and Digital Archive)
- **PRIME COLUMN BANNERS** (1 opportunity each – run of site)



Size	Rates (monthly)*			
	1x	3x	6x	12x
Top Leaderboard Banner	$900	$600	$500	$425
Articles Leaderboard Banner	$625	$425	$350	$300
1st & 2nd Prime Column Banner	$825	$550	$450	$350

*Ad placement is for a one-/three-/six-/twelve-month time period.

Required Formats

- Send static banners as .jpg files only. Animated .gif files are allowed – no longer than 8 seconds.
- Files should be at least 72 dpi and RGB color and no larger than 50KB in size.

EDITORIAL LINE-UP

QUARTER 1

- Industries: Electronics & Batteries, Automotive & Aerospace
- Focuses: Lightweighting, Tactile Coatings
- Technology: UV Curing Sources

Bonus Distribution:

- International Battery Seminar & Exhibit
- Battery Show South
- NPE 2027
- Adhesives & Bonding Expo
- 2027 RadTech UV+EB Technology Conference & Expo

Ad Closing **Jan. 18, 2027** Ad Materials Due **Jan. 25, 2027** Publication Date **Feb. 12, 2027** Online Launch **Feb. 26, 2027**

QUARTER 2

- Industries: Plastics & Composites, Wood & Building Products
- Focuses: UV/UV LED/EB Adhesives, Health & Safety
- Technology: Cure/Dose Measurement Equipment

Bonus Distribution:

- The Battery Show Europe
- FSEA Print Embellishment Conference

Ad Closing **Apr. 19, 2027** Ad Materials Due **Apr. 26, 2027** Publication Date **May 14, 2027** Online Launch **May 28, 2027**

QUARTER 3

- **Annual Buyers Guide Edition**
- Industries: Print and Packaging, Coil Coatings
- Focuses: Sustainability, Inks, Cast & Cure™
- Technology: UV/UV LED Inkjet & Screen Printing

Bonus Distribution:

- Photopolymerization Fundamentals
- PRINTING United
- PACK EXPO Las Vegas

Ad Closing **Aug. 9, 2027** Ad Materials Due **Aug. 16, 2027** Publication Date **Sept. 3, 2027** Online Launch **Sept. 17, 2027**

QUARTER 4

- Industries: Medical/Biomedical, Additive Manufacturing
- Focuses: Measurement & Testing
- Technology: 3D Printing Resins/Photopolymers

Bonus Distribution:

- Big Ideas 2028

Ad Closing **Oct. 25, 2027** Ad Materials Due **Nov. 1, 2027** Publication Date **Nov. 19, 2027** Online Launch **Dec. 3, 2027**

Please call Blake Peterson at 785.271.5801
or email blake@petersonmg.com to book your advertising.

PMG PETERSON media group

Published by Peterson Media Group
2150 SW Westport Dr., Ste. 101
Topeka, KS 66614
785.271.5801