

PLÁSTICO INDUSTRIAL is a monthly magazine specialized on the processing of polymeric materials, dealing with aspects related to the development and applications of such materials.

EDITORIAL COVERAGE

Formulation, processing, characterization, application, design and production of polymeric materials. Raw materials, machines and equipment for polymer processing. Production automation and quality control.

EDITORIAL STRUCTURE

Technical papers from domestic and foreign authors. Information and news about polymer-related firms, new releases, products, materials, additives, equipment's and so on. Events like courses, congresses, seminars and conferences. Previews of national (Brasilplast, Latinoplast) and international fairs (K, NPE, Europlast, IPFP). Guides with detailed information about processing com-

panies (mould injection, blow injection and extrusion processes), service suppliers (revamping and modernization of machines, polymer recyclers), machine manufacturers and peripheral equipment (mould injection equipment, extruders, mills, printers).

DISTRIBUTION

Magazine distribution is free of charge for the following companies located in Brazil and Mercosul countries: Plastic processors for captive use or for third parties; Customers of plastic parts or products (automotive, electrical, electronics and packaging industries, for example); Manufacturers of machines, processing and peripheral equipment and products for plastic processing; Manufacturers, importers and raw material distributors.

PROFILE - base: December 2011

READERSHIP (Base: 12.809 readers)

Analyst	7
Assistant	1
Chief	577
Consultant	1
Coordinator	25
Director	6.640
Foreman	3
Engineer	172
Manager	3.584
Other	93
President	1.495
Professor	5
Representative	4
Supervisor	121
Technician	82
Total	12.810

INDUSTRIAL BRANCHES (Base: 2.099 companies)

Manufacturing industry	3.068
Automotive and auto parts	909
Machinery, equipments, raw material and peripherals	1.994
Electroelectronics, home utensils, toys	1.310
Food and beverage, pharma, cleaning and cosmetics	604
Furniture, building and sanitation	864
Petrochemical, pumps, valves, agricultural equipment	123
Shoe industry	93
Tool shop outsourcing	752
Recycling	622
Users of plastic workpieces	1.446
Schools	314
Total	12.099

GEOGRAPHICAL BREAKDOWN - BRAZIL

North	145
Northeast	486
Middle West	184
Southeast	7,793
South	2,909

EDITORIAL CALENDAR 2012

JANUARY

Special: **Mold and tool suppliers' guide**

- ARTICLES:
- ▶ Heat resistant polylactic acid with good clarity
 - ▶ Determination of flow properties of thermoplastics at high shear rates by instrumented injection mold
 - ▶ Producing microlayer blow molded structures using layer multiplication and unique die head technology
 - ▶ A conical design for twin screw compounding extruders maximizes pressure
 - ▶ Counterfeit-proofing based on the principle of randomness
 - ▶ Handrail with modular design
- PREVIEW:
- ▶ NPE 2012 – The International Plastics Showcase (Orlando, FL, USA, April 1 to 5)
- GUIDE:
- ▶ **Rotational molding companies' directory**
 - ▶ EPS and EPP molding machines

FEBRUARY

Special: **Pigments, colorants and masterbatches suppliers buyers' guide**

- ARTICLES:
- ▶ Effect of molecular weight on scratch property of injection molded polycarbonate (PC)
 - ▶ Benchmarking the technological competence of small and medium-sized injection molding companies
 - ▶ Thermoformable bright film for tpo applications
 - ▶ Variothermal temperature-control with laser radiation
 - ▶ WPC has different filling behaviour
 - ▶ Properties made to measure – functional fillers
- GUIDES:
- ▶ **Plastic grinders/granulators suppliers**
 - ▶ **Blown film extruders**

EXTRA

- CIRCULATION AT:
- ▶ Brasilpack 2012 – International Packaging Trade Fair (São Paulo, SP, March 12 to 16)
 - ▶ 6 FMU – Mold, Tooling and Machining Show (Joinville, SC, March 20 to 23)

MARCH

Special issue: **Preview report – PlastShow 2012 – Trade Fair and Seminar (São Paulo, April 10 to 13)**

- ARTICLES:
- ▶ Fatigue properties of an olefin thermoplastic elastomer in comparison with other thermoplastic elastomers
 - ▶ A new focus on temperature evaluation for gas saving in a rotational moulding oven
 - ▶ Mechanical properties and degradation of commercial biodegradable plastic bags
 - ▶ The challenges of choosing the right polymeric material for today's medical devices
 - ▶ Plastics versus metal (metal replacement)
 - ▶ Melt resin flow in a circular extrusion die
 - ▶ Combination of blowing agents for a stable PET foaming
- GUIDES:
- ▶ **Hot runner systems suppliers**
 - ▶ **Plastic parts metalizing companies**
 - ▶ **PLM systems**

APRIL

Special issue: **Circulation at PlastShow 2012 – Trade Fair and Seminar**

- ARTICLES:
- ▶ Color measurement of irregular shaped objects
 - ▶ Development of an apparatus for measuring normal adhesion force during TPU injection molding process
 - ▶ Transparent flame retardant PEN/PET alloy for digital TV frame
 - ▶ Modeling of non-isothermal film blowing process for non-newtonian fluids by using variational principles
 - ▶ Fractographic characterization of pipe and tubing failures
 - ▶ Riveting with light – laser joining technology
 - ▶ Perfectly clear sunscreen included – UV protection for plastic parts
 - ▶ Biopolymers as a source of energy – energetic recycling
- GUIDE:
- ▶ **Extrusion companies' directory**

EXTRA

- CIRCULATION AT:
- ▶ 29ª Feira da Mecânica (28 Mechanics Trade Fair, São Paulo, SP, May 22 to 26)

MAY

- ARTICLES:
- ▶ An experimental study on the ejection forces for polymer resins
 - ▶ Fabrication of micro-dies for extrusion of polymer melts
 - ▶ Comparison of hot plate, vibration, infrared and combined infrared with vibration welding of ASA
 - ▶ Film inspection – a standard search for speck
 - ▶ Super hydrophobic surfaces – molding and functionalizing in one step

EDITORIAL CALENDAR 2012

- GUIDES:
- ▶ Tailor-made polyamides for physical foaming
 - ▶ **Special mold steels suppliers**
 - ▶ **Thermoforming companies' directory**
 - ▶ **Resin handling and loading systems**
- EXTRA
CIRCULATION AT: ▶ XIV Argenplas 2012 (Buenos Aires, Argentina, June 18 to 22)

JUNE

- Special:** **The PET processing buyers' guide**
- ARTICLES:
- ▶ Ultrasonic cutting of biodegradable polylactid acid (PLA) films
 - ▶ Systemized approach to cap tooling
 - ▶ Multi component injection molding for replicating metallic microstructures
 - ▶ Failure analysis in polymer processing
 - ▶ Quality assurance in multilayer film processing
 - ▶ A strong connection of unequal parts - selected plastic-metal joints
- GUIDES:
- ▶ **Quick mold change systems**
 - ▶ **T-shirt bag making machines suppliers**

JULY

- Special:** **Corona surface treatment buyers' guide**
- ARTICLES:
- ▶ An innovative rotary tool technology for rapid heat cycle molding
 - ▶ Development of a changeable manufacturing system for the production of thermoplastic functional assemblies
 - ▶ Improving interfacial adhesion in wood plastic composites
 - ▶ Additives - marking and welding in one operation
 - ▶ Increasing energy yield in thermoforming machines
 - ▶ Polymer surfaces: transparent and conductive
- GUIDES:
- ▶ **Injection molding companies' directory**
 - ▶ **Heating elements suppliers**
- EXTRA
CIRCULATION AT: ▶ Febramec – Trade Fair (August to , Caxias do Sul, RS)
- ▶ Expomac Rio – Brazilian Metal Mechanic Trade Fair (Rio de Janeiro, August 22 to 25)
 - ▶ Feipack Rio – Brazilian Packaging Trade Fair (Rio de Janeiro, August 22 to 25)

AUGUST

- ARTICLES:
- ▶ An efficient search method to optimize gate location in plastic injection molding
 - ▶ Rheological effects on foam processing in rotational molding
 - ▶ The effect of testing parameters on the functional impact resistance of UPVC commercial products
 - ▶ Sensitive dosing for small amounts (highly concentrated masterbatches and additives)
 - ▶ Pencils from the extruder, a case of product design
 - ▶ Stress cracking in conical connectors in medicine infusion systems
- GUIDES:
- ▶ **Thermoset molding companies' directory**
 - ▶ **Welding/sealing machines suppliers**
 - ▶ **Extruders buyers' guide**
- PREVIEW REPORT
AND EXTRA
CIRCULATION AT: ▶ Interplast/Euromold 2012 (Joinville, SC, August 20 to 24)
- ▶ Pack Brasil 2012 – Packaging Industry Trade Fair (Joinville, SC, September 20 to 24)

SEPTEMBER

- ARTICLES:
- ▶ Thermoformability of radiation cross linked polyamide 12
 - ▶ Hot plate welding of wood plastic composites based on polyvinylchloride and polypropylene
 - ▶ Identifying contaminants in plastic pellets and handling systems: angel hair, snake skins, polymer fines, waxes and lubricants
 - ▶ Gentle fiber compounding in co-rotating twin screw extruders
 - ▶ Heavy duty plastic-metal lightweight structures
 - ▶ Controlling pipe wall thickness around the circumference
- GUIDES:
- ▶ **Injection molding machines**
 - ▶ **Cooling towers**
 - ▶ **Mold cleaning and protecting products**

EDITORIAL CALENDAR 2012

EXTRA

- CIRCULATION AT: ▶ Mercopar – The Outsourcing Show (Caxias do Sul, October 18 to 21)
▶ Expomac – 19 South-Brazilian Metal Mechanic Trade Fair (Curitiba, PR, September 26 to 29)

OCTOBER

Special: 7 Brazilian Plastics Processing Industry Inventory by Plástico Industrial

- ARTICLES: ▶ Application of the method of ellipses for determining fiber orientation in long fiber composites
▶ Prediction of degradation of polymer tubes used in solar domestic hot water components
▶ Rheological characterization of poly(ethylene terephthalate) resins used in the bottling industry
▶ Producing more economically in extrusion or injection molding
▶ Biopolymers as a sustainable alternative?
▶ The first of its kind – plant concept for PVC cable compound
- PREVIEW: ▶ Feiplar Composites – Reinforced Plastics International Trade Fair/Feipur – Polyurethane International Trade Fair (São Paulo, SP, November to)
- GUIDES: ▶ **Plastic recycling companies**
▶ **Semi-finished plastics buyers' guide**

EXTRA

- CIRCULATION AT: ▶ MecMinas – Minas Gerais Mechanics Show (Belo Horizonte, MG, November 6 to 9)
▶ Feiplar (November 6 to 8)
▶ Feipur (November 6 to 8)

NOVEMBER

- ARTICLES: ▶ Development of an antibacterial film for application in the food industry
▶ Extrusion instrumentation and characterization
▶ Influence of processing conditions on the thermoformability of PP-sheet material
▶ Temperature control: expedient combination instead of wasteful installation
▶ Process simulation of thin metal sheets forming combined to metal surface decoration
▶ Process control made from injection molding tools
- GUIDES: ▶ **Blow molding companies' directory**
▶ **Polyurethane raw material suppliers**
▶ **Additives and fillers suppliers**

DECEMBER

- ARTICLES: ▶ Evaluation of property-performance relationships of polyurethane foams used in automotive seating applications
▶ PVC- CaCO₃ nanocomposites produced by an in-situ coupling with titanate coupling agent using twin-screw extruder
▶ The importance of discrete data analysis in establishing and maintaining bottle and preforms quality
▶ Metering and dosing mineral fillers
▶ Energy efficiency in molding processes
▶ Polymer relaxation zones in extrusion tools
- GUIDES: ▶ Thermoplastic resin buyers' guide
▶ Thermoforming equipment
▶ Resin dryers buyers' guide

ADVERTISE

ADVERTISEMENT RATES (US\$) - 2012

SIZE	4 COLOURS
1/1	4,324.00
2/3	3,458.00
1/2	2,822.00
1/3	2,072.00
1/4	1,507.00
1/6	1,076.00

Closing date (insertion order):

5th day of preceding month

Closing date (material):

15th day of preceding month

Material:


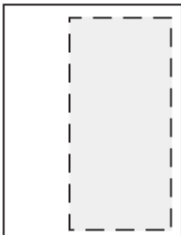
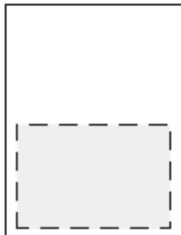
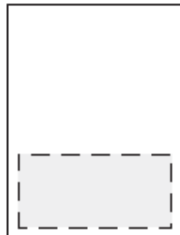
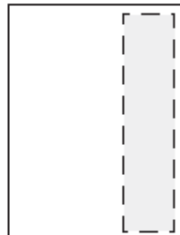
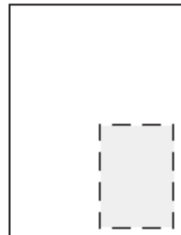

Digital file – resolution: 300 dpi or higher (at full size)

colour: CMYK – format: TIFF/JPEG/EPSPrinting: offset

OBSERVATION

- 1) Frequency discount: 3... 5 = 5%; 6... 8 = 10%; 9 ... 12 = 15%; 13... = 18%
- 2) Preferred positions: special positions 15% extra
- 3) Agency commissions: 15% on gross billing will be allowed to recognized advertising agencies, on space and position
- 4) Payment: 15 days after date invoice.
- 5) Translations: the publisher will undertake translations and typesetting of all ads copy, free of charge. Bear in mind that Portuguese copy runs 15% to 18% longer than the English copy.
- 6) Cancellations & late material: cancellations and changes in orders will not be accepted after closing dates.
- 7) Inserts: please call for rates.
- 8) Direct mail services: lists are not available for rent.

SIZE (cm)

1/1	2/3 vert.	1/2 hor.	1/3 hor.	1/3 vert.	1/4 vert.	1/6 vert.
						
21,0 x 28,0	12,0 x 25,0	18,0 x 12,0	18,0 x 8,5	6,0 x 25,0	8,5 x 12,0	6,0 x 12,0

REQUIREMENTS FOR ELECTRONIC FILES

Our magazines are produced with computer-to-plate technology for all printed material, and advertisers must supply digital files, according to the following specifications.

Platform: PC

Media: by e-mail (to adfiles@arandanet.com.br, size limit 10 Mb), CD or Zip disk, with matchprint proof (SWOP preferred, www.swop.org)

1. PDF, should be distilled using Press Quality job options. Ensure all links are valid and images are 300 dpi CMYK tiffs or eps. Set the PDF compatibility to Acrobat 4 (PDF 1.3). Object level compression should be off, binding left, resolution of 2400 dpi. Down sample CMYK images over 330 dpi to 300 dpi. Use ZIP or CCITT compression, never JPEG. Embed all fonts. Change color settings to color management OFF and preserve transfer functions.
2. TIFF, 300 dpi minimum, CMYK for color ads, grayscale for B/W ads. Turn color management off and uncheck ICC profiles. Do not use jpeg compression.
3. EPS, convert all fonts to outlines. Use only CMYK images. Do not trap colors.
4. NATIVE, PageMaker, InDesign and Quark files are accepted, but may require additional time for processing. Include all fonts, images and a file list/report.

File name: write proper file extensions in the file name (.PDF, .TIF, .EPS, .QXD, .PMD, etc.). Do not use forward slashes, backslashes or quote marks in file name.

Mechanica: trim size is 210 x 280 mm. Extend all bleeds 5 mm past trim. Keep all essential material 10 mm from trim. Total density maximum <280%. Trapped files are not accepted. All color images must be 300 dpi CMYK tiff or eps with color management/embedded ICC Profiles OFF. Color cannot be guaranteed if any images must be converted to CMYK from other modes such as RGB or LAB. Unless otherwise requested, disks will be discarded.

Color proofs: at 100% with crop marks must accompany all electronic files.

Contract-quality color proofs matching SWOP standards (Matchprint, Kodak Approval, Cromalin) are preferred and required for color guidance on press. Laser or inkjet printouts may be accepted for content only. If color is not critical, and no color proof will be submitted for press guidance, the information must be in writing.

Register marks: film for color ads should have four centered register marks identical in each color located approximately 10 mm outside the "live" area of the ad. Where ads are less than full page (non-bleed) it may be necessary for the printer to remove the register marks before plating. Any removal of register marks required for page form assembly is the responsibility of the printer. Register marks should include solid lines at least 5 mm long on both axes. The lines should be precisely the same width (thickness) in each color.8) Direct mail services: lists are not available for rent.

