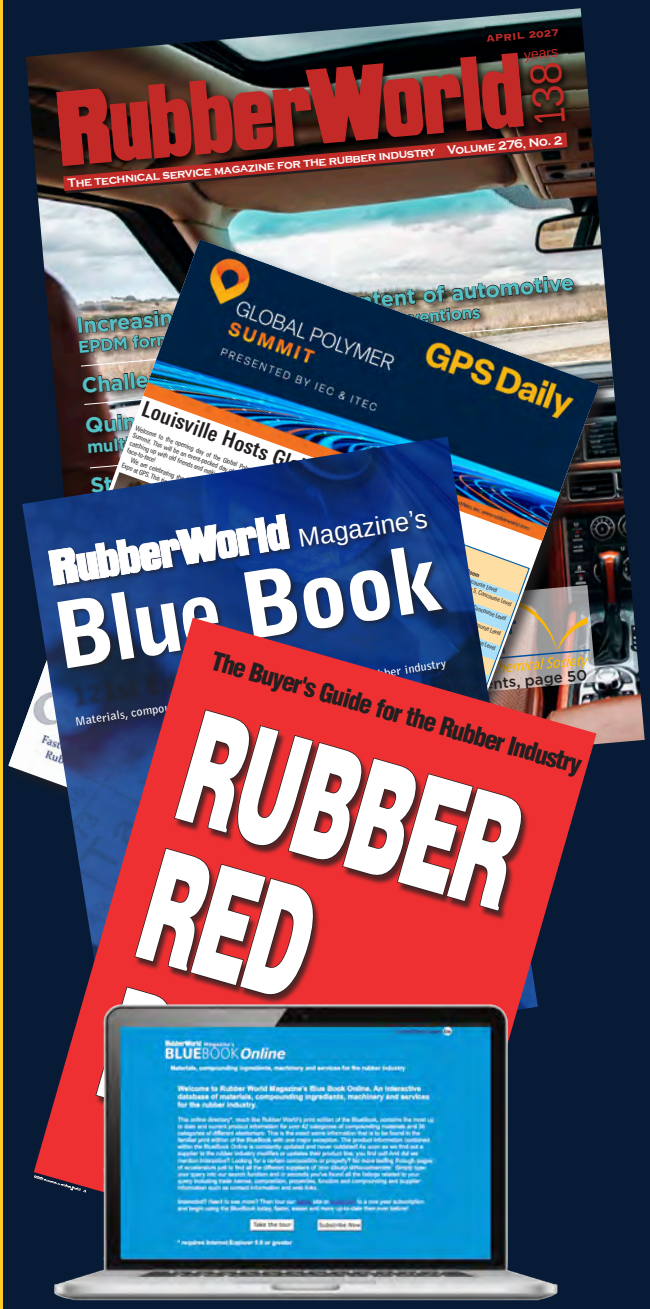
RubberWorld

2027

ADVERTISING
MEDIA KIT

Print. Digital. Direct.
Connect with decision-makers across the worldwide rubber industry.

NEW: EMAIL BLASTS



YOUR INDUSTRY MEDIA PARTNER

Trusted technical content.
More ways to connect.

Rubber World Magazine / Digital editions / Reference books / Website advertising / Daily News / Email Blasts / Events and lead generation

WWW.RUBBERWORLD.COM

ABOUT RUBBER WORLD

A legacy of technical credibility

Reach rubber industry professionals through established editorial content and a connected range of print and digital products.

SINCE 1889

Rubber World has chronicled the events, products and technological developments shaping the rubber industry for more than a century. Its editorial philosophy is grounded in one principle: **products are sold on the technical level.**

FLAGSHIP PUBLICATION

Rubber World Magazine

A monthly technical service magazine for rubber chemists, formulators, research and development personnel, and plant engineers. Articles address materials, processing, equipment, production and performance.

INDUSTRY PARTNER

Wire & Cable Technology

Part of the publication family since 2006, Wire & Cable Technology International focuses specifically on wire and cable manufacturing and its technical and production audiences.

12
Rubber World issues per year

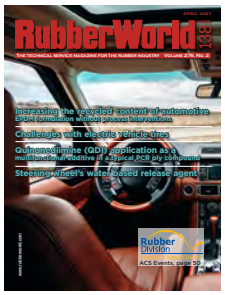
Global
International industry coverage

Media opportunities can be coordinated across complementary publication and digital channels. Ask sales about creating an integrated advertising program.

MEDIA PORTFOLIO

More than a magazine

A coordinated print-and-digital offering for awareness, discovery, industry news, and technical engagement.



RUBBER WORLD

Monthly print magazine

Editorial-led print advertising in the flagship magazine.

DIGITAL EDITION

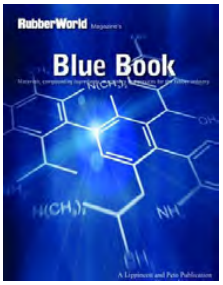
Every issue, online

Full editorial content, digital archives, bookmarks and advertiser links.

RUBBER WORLD ONLINE

Industry news + information

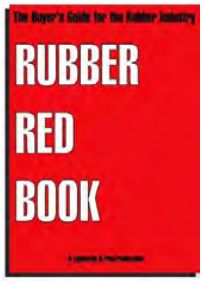
News, calendar, industry links, supplier information and digital banners.



BLUE BOOK

Materials reference

Compounding, chemicals, elastomers and application information.



RUBBER RED BOOK

Industry buyers guide

Cross-referenced listings for suppliers of rubber industry products.

GPS DAILY

Event publication

Advertising in official daily publications at the Global Polymer Summit.

Digital opportunities also include Daily News banners, Email Blasts, webinars and white paper promotion.

EDITORIAL CALENDAR

2027 issue-by-issue planning

Plan placements around issue themes, special directories, bonus distribution and publication closing dates.

ISSUE / CLOSE	EDITORIAL EMPHASIS	SPECIAL FEATURE	EVENT / NOTE
JAN Dec 15, 2026	Testing & Instruments	Silicone & Medical Update	Supplier directory
FEB Jan 14, 2027	Carbon Black, Silica & Reinforcing Materials	Oil, Gas & Energy	
MAR Feb 15, 2027	Custom Mixing & Compounding	Silicone & Medical Update	Supplier directory
APR Mar 15, 2027	Automotive Elastomer Parts	Oil, Gas & Energy	Spring Technical Mtg. / bonus distribution
MAY Apr 14, 2027	Extrusion	Silicone & Medical Update	
JUN May 15, 2027	Silicone, Liquid Silicone & Medical	Oil, Gas & Energy	
JUL Jun 15, 2027	Machinery & Equipment	Silicone & Medical Update	Supplier dir. / free corporate profile
AUG Jul 14, 2027	Chemicals & Materials	Oil, Gas & Energy	Free corporate profile
SEP Aug 15, 2027	Thermoplastic Elastomers & Urethanes	Silicone & Medical Update	IEC bonus distribution
OCT Sep 15, 2027	Tire Technology & Retreading	Oil, Gas & Energy	IEC post issue / bonus distribution
NOV Oct 13, 2027	Natural Rubber & Latex	Silicone & Medical Update	
DEC Nov 15, 2027	Molding	Oil, Gas & Energy	Supplier directory

Ask sales to confirm current inventory and applicable deadlines before booking.

PRINT ADVERTISING

2027 Rubber World rates

Full-run space rates, including the International Edition. Rates are listed in U.S. dollars.

AD SIZE	1X	3X	6X	12X
One page	$7,350	$6,990	$6,745	$6,140
Two-thirds page	$6,100	$5,890	$5,710	$5,190
One-half page island	$5,235	$5,000	$4,775	$4,230
One-half page	$4,700	$4,365	$4,195	$3,620
One-third page	$3,580	$3,445	$3,365	$2,925
One-quarter page	$2,850	$2,455	$2,290	$1,985
One-sixth page	$2,190	$2,065	$1,930	$1,695
One-eighth page	$1,465	$1,390	$1,350	$1,180

COLOR CHARGES

Standard / matched color	$1,300
4 color, per page	$2,600
4 color, per spread	$4,600
Metallic inks	On request

PREMIUM PLACEMENTS

Second cover	Earned rate +20%
Third cover	Earned rate +15%
Fourth cover	Earned rate +25%
Preferred position	+10%

EFFECTIVE JANUARY 1, 2027

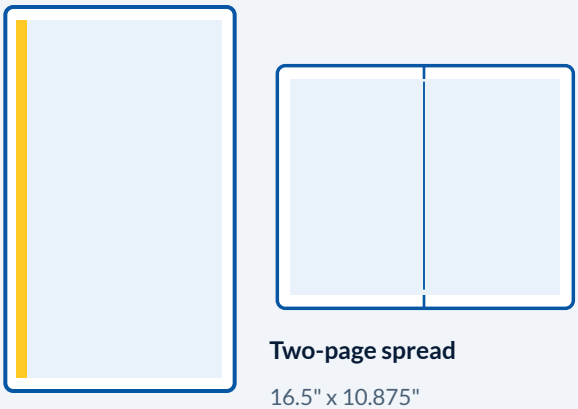
Inserts: consult publisher.

PRINT PRODUCTION

Ad sizes at a glance

Common placement dimensions, with bleed and trim guidance noted below.

FULL PAGE + SPREAD



Full page

8.25" x 10.875"

Two-page spread

16.5" x 10.875"

With bleed: **8.5" x 11.125"** per page and **16.75" x 11.125"** per spread, subject to confirmation with production.

OTHER AD DIMENSIONS

2/3 page	4.5625" x 10"
1/2 page, island	4.5625" x 7.5"
1/2 page, horizontal	7" x 4.875"
1/2 page, vertical	3.375" x 10"
1/3 page, island	2.125" x 10"
1/3 page	4.5625" x 4.875"
1/4 page	3.375" x 4.875"

SMALLER UNITS + BANNERS

1/6 page

2.125" x 4.875"

1/8 page

3.375" x 2.375"

Banner

3.375" x 4.875"

SUBMIT PRESS-READY ARTWORK

Preferred: high-resolution (300 dpi) PDF. Include fonts when providing native files and a proof for reference. Bleed, trim, page-size and insert details should be confirmed with production.

PRODUCTION & POLICIES

Planning, artwork and terms

Important information for booking, preparing and submitting print advertising.

Publication schedule

Published monthly, with issues dated for the fifth of the publication month. Use the editorial calendar for issue-specific closing dates and confirm production deadlines with sales.

Reproduction material

Preferred file: 300 dpi high-resolution PDF with fonts included for native submissions. Send a proof; otherwise reproduction quality is at the advertiser's risk.

Changes and cancellation

No cancellations after the closing date. Most recently used copy may be repeated if replacement material is not received by deadline. Late changes are not guaranteed; request proofs and allow ten days in advance.

Agency commission

15% of gross billing for recognized agencies on qualifying space, color, bleed and position charges. No agency commission on classified, art, mechanical, reprints or other listed service charges.

Short-rate and rebates

Billing may be adjusted during a 12-month period if the quantity purchased is less than or greater than the volume on which contracted rates were based.

Bleed and position

A 5% surcharge may apply to certain bleed advertising; four-color bleed carries no charge. Confirm fractional-page conditions. Preferred positions: 10% extra, with 90-day cancellation notice.

Publisher approval and liability

The publisher may reject advertising that does not meet publication standards. Advertisers and agencies are responsible for ad content and claims arising from it.

Inserts

Publisher approval recommended for folds, paper stock, backing and special insert conditions. Printing quotes available on request; confirm trim and shipping directions in advance.

Send ad material to Michele Caprez | michele@rubberworld.com | (330) 864-2122

EDITORIAL OPPORTUNITIES

Corporate profile issues

In July and August, qualifying full-page advertisers receive an additional company profile page.

ONE AD. TWO-PAGE IMPACT.

Advertisers who run a full-page ad in **July** (machinery and equipment) or **August** (chemicals and materials) earn a **free one-page corporate profile in the same issue**, positioned opposite their advertising.

FULL-PAGE AD + FREE PROFILE

JULY

Machinery & Equipment

AUGUST

Chemicals & Materials

WHAT TO INCLUDE

- Company background and product line
- Research & development / new products
- Technical services and innovations
- Applications, case histories and sales
- Personnel, expansions and future plans
- Company logo and photographs

Production guidance: 600-700 words are recommended. Include photographs and your company logo. Rubber World sets the type and handles production. Profile material is requested by the first of the month preceding publication.

EVENT ADVERTISING

Global Polymer Summit Daily

Advertise in three official daily publications distributed during the 2027 Global Polymer Summit.

GLOBAL POLYMER SUMMIT
PRESENTED BY IEC & ITEC
GPS Daily

Louisville Hosts Global Polymer Summit

Welcome to the opening day of the Global Polymer Summit. This will be an event-packed day of learning, catching up with old friends and making new contacts face-to-face!

We are celebrating the Rubber Division, ACS 50th Expo at GPS. This ties in nicely to my 2025 Chair theme: Honoring our Rubber Past, While Preparing for our Polymer Technology Future. Stop by the Rubber Division, ACS booth tomorrow for a special gift (while they last) commemorating this milestone.

We are very pleased with the tremendous increase in the number of sponsored students at this year's event. We have over 30 sponsored students; up from only seven sponsored students in 2022! This increase is thanks to great industry support and a very active outreach team.

Ron Campbell
Rubber Division, ACS
2025 Chair

Don't miss today's highlights:

- Opening Ceremony & Keynote Address - Join us at 9 a.m. as we kick off GPS with a short welcome, followed by the Keynote Address: Risk and Decision Making in the Rubber Industry by Michael Recchio, president and CEO of Zeon Chemicals, L.P.
- Our Expo will open today at 10:15 a.m., and we are pleased with the outcome of this premier

(continued on page 4)

Today's Highlights

Event	Time	Facility	Room
Registration	7:30 a.m. - 5:00 p.m.	Convention Center	Concourse Level
COURSE: Compounding Fluoroelastomers	8:30 a.m. - 12:30 p.m.	Convention Center	Room 5, Concourse Level
COURSE: Essentials of Silicone Rubber	8:30 a.m. - 12:30 p.m.	Convention Center	Room 4, Concourse Level
COURSE: Introduction to Elastomer Durability	8:30 a.m. - 12:30 p.m.	Convention Center	Room 3, Concourse Level
COURSE: Introduction to the Rubber Process Analyzer (RPA)	9:00 a.m. - 9:45 a.m.	Convention Center	Room 6, Concourse Level
Opening Ceremony and Keynote Address	9:00 a.m. - 10:00 a.m.	Convention Center	Ballroom C, Ballroom Level
COURSE: Introduction to the Premier RPA and Case Study	10:00 a.m. - 12:00 p.m.	Convention Center	Room 6, Concourse Level
Expo	10:15 a.m - 5:00 p.m.	Convention Center	Expo Floor, Exhibit Level
COURSE: Four Keys to Delivering a Winning Capital Investment Proposal	12:30 p.m. - 1:30 p.m.	Convention Center	Room 6, Concourse Level
COURSE: An Introduction to Continuous Vulcanization	1:00 p.m. - 5:00 p.m.	Convention Center	Room 3, Concourse Level
COURSE: Antidegradant Chemistry, Testing and Aging	1:00 p.m. - 5:00 p.m.	Convention Center	Room 5, Concourse Level
COURSE: Setting Up a Rubber Molding Process	1:00 p.m. - 5:00 p.m.	Convention Center	Room 4, Concourse Level
Technical Meeting	1:00 p.m. - 5:00 p.m.	Convention Center	Rooms 25A/B/C, 26A/B/C
COURSE: Getting the Most Out of Your LIMS: Enterprise Software Training	2:00 p.m. - 3:30 p.m.	Convention Center	Room 6, Concourse Level
Welcome Reception	5:00 p.m. - 7:00 p.m.	Convention Center	Global Center, Atrium Ballroom

SEPTEMBER 27 - SEPTEMBER 30, 2027

CLEVELAND, OHIO

The GPS Daily promotes exhibitors, products, manufacturing capabilities, acquisitions, people, business news and technical developments at the Global Polymer Summit.

3 EDITIONS / ONE PRICE

The 2027 event kit highlights an audience of 3,000+ attendees, plus opportunities for on-site news, interviews and event highlights.

FOUR-COLOR RATES INCLUDE ALL THREE EDITIONS

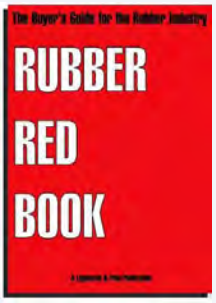
Tabloid back cover	$9,750	Tabloid page (10 7/8" x 14")	$6,950
7" x 10"	$5,500	10" x 2" cover banner	$5,850
5" x 7" island	$3,750	Square ad (size unspecified in source)	$2,350

SOURCE DEADLINES: Orders / Editorial Aug 4, 2027 | Art Aug18, 2027

REFERENCE BOOK ADVERTISING

Blue Book + Rubber Red Book

Reach industry buyers and technical specifiers through two established annual reference publications.



The Blue Book
Materials, compounding ingredients, rubber chemicals and elastomer applications.

Rubber Red Book
A cross-referenced buyers guide to suppliers and rubber industry products.

COMBINED 10% DISCOUNT with an ad in both editions

BOOK SPACE RATES (1X)

One page	$5,990	Two-thirds	$4,910
One-half	$3,720	One-third	$2,770
One-quarter	$2,250	One-sixth	$1,760

RUBBER RED BOOK LISTINGS

Supplier logo	$275
2" target ad, black & white	$475
2" target ad, with red	$495
Showcase ad, per inch	$275

ADDITIONAL COLOR CHARGES

Standard AAAA	$995
Matched color	$1,300
4-color process	$2,600
4-color spread	$4,500

BOOK COVERS: 2nd $6,900 | 3rd $6,130 | 4th $8,170 | Preferred +10% | Bleed +10%

Contact sales to confirm current book rates, available positions, creative specifications and deadlines.

DIGITAL DISPLAY

Website + Daily News banners

Build awareness and drive traffic through Rubber World Online and the Daily News email product.

RUBBER WORLD ONLINE

Banner advertising

Static and animated banners promote brand visibility across www.rubberworld.com, alongside news, industry resources, calendar listings and the digital edition.

Page sponsor	360 x 90 px
Right-column unit	300 x 250 px
Section row	728 x 90 px

RUBBER WORLD DAILY NEWS

In readers' inboxes

The daily email news publication delivers industry developments, market information, people news and related articles to subscribers.

News sponsor	500 x 75 px
Right-column ad	190 px wide

Banner formats: JPG, GIF and PNG. Third-party website ads are accepted, and ad tracking is available. Contact sales for current rates.

NEW DIGITAL OPPORTUNITY

Email Blasts

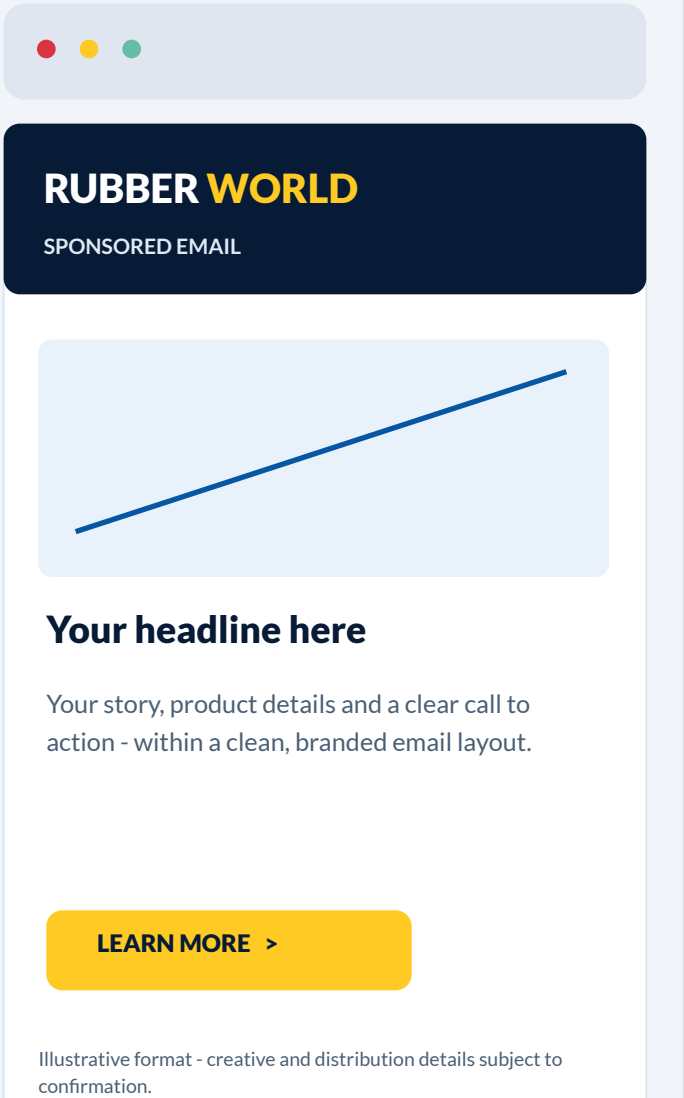
A dedicated placement for campaigns that deserve more than a banner ad.

YOUR MESSAGE.
THE SPOTLIGHT.

Showcase one advertiser message in a dedicated email campaign. Position a product, announcement, resource or event with a clear next step for interested readers.

CAMPAIGN POSSIBILITIES

- Product and technology launches
- Webinar or event invitations
- White paper / resource promotion
- New capabilities and company news



Illustrative format - creative and distribution details subject to confirmation.

Rates, audience, schedule and creative specifications: contact the Rubber World sales team to discuss current availability, campaign details and deliverables.

LEAD GENERATION

Engage beyond the ad

Content-led options complement awareness campaigns and give advertisers more ways to share expertise.

WEBINARS

Interactive engagement

Share technical expertise with interactive video participants. Reporting includes registrant and attendee information, polling, engagement and Q&A to support follow-up.

WHITE PAPERS

Educate and generate leads

Build awareness around a methodology, technical issue or problem-solving approach through an in-depth resource that informs potential customers.

INDUSTRY LINKS

Drive traffic to your website

- A half-page, four-color profile in one issue
- A company listing in the magazine for 12 months
- A website listing in Rubber World Industry Links for a year
- Website featured on the Rubber World homepage for one week

$1,200 PER YEAR

Contact sales for webinar and white paper packages, Industry Links availability, and current digital opportunities.

INTERNATIONAL CONTACTS

Worldwide advertising contacts

Regional contacts for international advertising inquiries. Please confirm the latest contact details with the U.S. office.

EUROPE / BELGIUM

Andre Jamar

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HONG KONG

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TAIWAN

Sydney Lai

+886 4 2329 7318

sydneylai@ringier.com.hk

General sales inquiries: **sales@rubberworld.com** | U.S. office: **(330) 864-2122**

START YOUR CAMPAIGN

Let's build your media plan

Talk with Rubber World about placements, creative specifications, timelines and integrated options.

READY TO CONNECT?

Contact our sales team to discuss the best combination of print advertising, daily news, website banners, reference books and the new Email Blasts offering.

U.S. ADVERTISING SALES

Mike Dies

Director of Global Sales

mike@rubberworld.com

(330) 864-2122

U.S. ADVERTISING SALES

Pete McNeil

Sales Consultant

pete@rubberworld.com

(330) 864-2122

RUBBER WORLD OFFICE + CREATIVE MATERIALS

1741 Akron-Peninsula Road | Akron, Ohio 44313

Phone: (330) 864-2122 | Fax: (330) 864-5298

Ad materials: michele@rubberworld.com

Website: www.rubberworld.com

PRINT / DIGITAL / EMAIL BLASTS / CONTENT / EVENTS