AMERICAN CERAMIC SOCIETY

bulletin

emerging ceramics & glass technology

The American Ceramic Society
www.ceramics.org

> "Everyone reads the *ACerS Bulletin*, including executives, senior people in government roles, and other business people who don't read technical journals or attend glass conferences."
>
> —Research director, Corning Inc.

CORE PROFILE & MARKET

The *Bulletin's* Influential Readers . . .

. . . are highly educated professionals who hold influential positions at their organizations.

. . . are managers or professional staff members (engineers, scientists, etc.)

. . . work at organizations directly involved with

- **Advanced ceramics and glass**
- **Traditional ceramics**
- **Energy, transportation, government, and others**

PRODUCT OFFERINGS

Be part of the ceramic and glass revolution by using these proven channels to reach our members and paid subscribers. Make ACerS an essential part of your marketing program — your products and services could play a significant role in the next scientific breakthrough!

ACerS Bulletin – Print and Electronic Editions

- *ACerS Bulletin*, the Society's membership publication, is dedicated to covering news and state-of-the-art applications and emerging technologies impacting the global ceramic and glass materials markets. Frequency: nine times per year.
- *ceramic***SOURCE**, Annual Buyer's Guide and Company Directory published in the *Bulletin's* December issue.

Interactive Marketing

- Web Advertising: ceramics.org (meetings section), *ceramic***SOURCE** (*Bulletin* page only), and Ceramic Tech Today
- e-Newsletters: Ceramic Tech Today (3x weekly), *Bulletin* TOC (monthly), and ACerS Spotlight (monthly)

Exhibitions & Sponsorships

Create a fully integrated marketing program encompassing premier ceramic and glass conferences/exhibitions.

- Exhibit at one or more ACerS conferences
- Sponsorship of an ACerS conference relating to your technology
- Market-wide promotion in *ACerS Bulletin* before, during, and after the conference event

Total Circulation* 8,200
– 80% reside In North America
– 20% International
Members and Paid Subscribers (73%)
*Source: Publisher's own data, 10/2015