

## 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.

### Total Circulation\* 8,260

- 80% reside In North America
- 20% International

### Members and Paid Subscribers (69%)

\*Source: Publisher's own data, 9/2011

## 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 materials markets. Frequency: 9 times a year.
- *ceramicSOURCE*, Annual Buyers Guide and Company Directory published in the Bulletin's December issue.

### Interactive Marketing

- Web Advertising: [ceramics.org](http://ceramics.org), *ceramicSOURCE* and Ceramic Tech Today
- e-Newsletters: Ceramic Tech Today (twice weekly), *Bulletin* Online (monthly), and ACerS In Focus (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 advertising in *ACerS Bulletin* before, during and after the conference event