

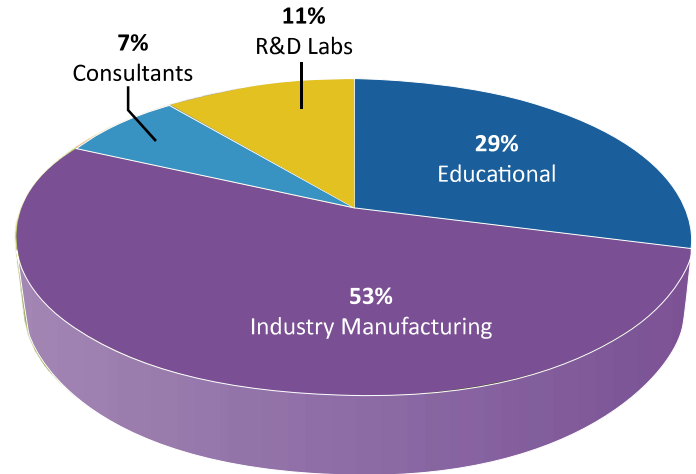
# 2024

# MEDIA KIT & MARKETING PLANNER

## 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.
- *ceramicSOURCE*, exclusively online by ACerS.
- *Ceramic & Glass Manufacturing* (print quarterly)

### Interactive Marketing

- *ceramicSOURCE*, *Bulletin* webpage, and *Ceramic Tech Today*
- e-Newsletters: *Ceramic Tech Today* (3x weekly), *Ceramic & Glass Manufacturing Weekly* (1x weekly), *Bulletin TOC* (9x a year), and *ACerS Spotlight* (monthly)
- e-Newsletters: *Ceramic & Glass Manufacturing* (Mondays only)

### 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

## IN ADDITION

### Ceramic & Glass Manufacturing – Print and Electronic Editions

- Focuses on issues affecting manufacturers and ceramic/glass businesses
- Provides the urgent information needs of ceramic and glass manufacturers
- Business news, people news, trade show coverage

### 2022 Averages



4,517 followers



2,661 followers



14,687

### E-Newsletter – (CTT and C&GM Weekly)

11,200 Unique recipients (avg.) 33.4% open rate 16 sends per month

**Website** – 46,308 average monthly visitors & Average monthly page views: 81,862

**Webinars** – 217 average registration and 130 average attendance