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. Editorial cooperation agreements with the magazine Kunststoffe - Carl Hanser Verlag, München - Alemanha. 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 (Plastshow, Feiplastic, Plástico Brasil. Interplast, Plastech) and international fairs (K, NPE, Europlast, IPFP). Guides with detailed information about processing companies (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.

FREQUENCY: MONTHLY
CIRCULATION: 12,000 COPIES
Access online magazine: www.arandanet.com.br/pi
### Readership

<table>
<thead>
<tr>
<th>Position</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>President, CEO, directors</td>
<td>7,143</td>
</tr>
<tr>
<td>Managers, supervisors</td>
<td>3,909</td>
</tr>
<tr>
<td>Engineers, technicians, machine operators</td>
<td>320</td>
</tr>
<tr>
<td>Purchasers, designers</td>
<td>122</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>11,494</strong></td>
</tr>
</tbody>
</table>

### Industrial Branches

**Plastic converters:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>packaging</td>
<td>904</td>
</tr>
<tr>
<td>food and beverage, pharma, cosmetics, cleaning products</td>
<td>1,685</td>
</tr>
<tr>
<td>automotive and autoparts</td>
<td>1,664</td>
</tr>
<tr>
<td>furniture, building, water treatment</td>
<td>1,013</td>
</tr>
<tr>
<td>eletroeletronicos, kitchen utensils, toys</td>
<td>528</td>
</tr>
<tr>
<td>shoes</td>
<td>202</td>
</tr>
<tr>
<td>petrochemical, pumps, valves, agricultural equipment</td>
<td>138</td>
</tr>
<tr>
<td>other segments</td>
<td>131</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6,265</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Machinery and equipment</td>
<td>2,155</td>
</tr>
<tr>
<td>Users of plastic parts</td>
<td>1,125</td>
</tr>
<tr>
<td>Tool and mold makers</td>
<td>761</td>
</tr>
<tr>
<td>Recycling</td>
<td>543</td>
</tr>
<tr>
<td>Schools</td>
<td>327</td>
</tr>
<tr>
<td>Outros</td>
<td>318</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>11,494</strong></td>
</tr>
</tbody>
</table>

### Geographical Breakdown – Brazil

<table>
<thead>
<tr>
<th>Region</th>
<th>North</th>
<th>Northeast</th>
<th>Middle West</th>
<th>Southeast</th>
<th>South</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acre</td>
<td>2</td>
<td>Alagoas</td>
<td>Distrito Federal</td>
<td>Espírito Santo</td>
<td>Paraná</td>
</tr>
<tr>
<td>Amazonas</td>
<td>89</td>
<td>Bahia</td>
<td>Goiás</td>
<td>Minas Gerais</td>
<td>Santa Catarina</td>
</tr>
<tr>
<td>Pará</td>
<td>19</td>
<td>Ceará</td>
<td>Mato Grosso do Sul</td>
<td>Rio de Janeiro</td>
<td>Rio Grande do Sul</td>
</tr>
<tr>
<td>Rondônia</td>
<td>12</td>
<td>Maranhão</td>
<td>Mato Grosso</td>
<td>São Paulo</td>
<td>6,565</td>
</tr>
<tr>
<td>Roraima</td>
<td>1</td>
<td>Paraíba</td>
<td>Pernambuco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tocantins</td>
<td>3</td>
<td>Piauí</td>
<td>Rio Grande do Norte</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rio Grande do Norte</td>
<td>25</td>
<td></td>
<td>Sergipe 16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>126</td>
<td>529</td>
<td>179</td>
<td>7,482</td>
<td>2,921</td>
</tr>
</tbody>
</table>

Profile (base: RA IV/C 1º sem 2015)
## Editorial Calendar

### 2016

#### JANUARY

**SPECIAL: mold and tool suppliers’ guide**

**ARTICLES:**
- Fiber composites technology advances
- New expanded plastic films for high demanding markets
- Process control: useful process data from the injection molding machine

**GUIDES:**
- photovoltaic cells suppliers; rotational molding companies’ directory;

#### FEBRUARY

**ARTICLES:**
- Shrinkage control in thermoforming process
- Waterjet cutting of plastic materials
- Precision forecast of metal inserts deformation in injection molding

**GUIDES:**
- form, fill and seal/blow fill and seal (FFS/BFS) machines; temperature controllers; corrugated pipes extruders

#### MARCH

**PREVIEW:**
- Feimec – Machinery and Equipment International Exhibition (São Paulo/SP, May, 3rd to 7th)

**ARTICLES:**
- Color changing in molds containing hot runner systems
- Door panels with natural fiber content

**GUIDES:**
- pick and place (delta) robots; rheometers and viscosimeters

**EXTRA CIRCULATION:**
- Feimec

#### APRIL

**PREVIEW:**
- 31ª Feira da Mecânica - 31ª Mechanics Trade Fair (São Paulo/SP, May, 17th to 21st)

**ARTICLES:**
- Eco-friendly flame retardants
- PU dosing heads for high and low outputs
- Polymer surfaces’ analytical methods

**GUIDES:**
- extrusion companies’ directory; pultrusion machines suppliers

**EXTRA CIRCULATION:**
- 31ª Feira da Mecânica
## Editorial Calendar

### 2016

#### MAY

**ARTICLES:**
- Dry ice as a foaming agent in extrusion process
- Lightweight materials based on hybrid compounds (WPC/PET fibers)
- Online color measuring in extruded products

**GUIDES:**
- dosing systems; generator sets; thermoforming companies`directory

#### JUNE

**SPECIAL:** Innovation in PET market

**ARTICLES:**
- Increasing efficiency in stretch blow molding
- Precise additive dosing in polyolefins
- Polyetherimide (PEI) as an additive manufacturing material

**GUIDES:**
- extruders; plasma surface treatment; colorants, pigments and masterbatches

#### JULY

**SPECIAL:** injection molding converters’ directory

**ARTICLES:**
- Antimicrobial surfaces from PP compounds containing TiO2
- Composite films integrate lighting and sensing functions
- How to obtain lightweight structures by thermoforming, injection and injection-reaction molding

**GUIDES:**
- laser welding machines

**EXTRA CIRCULATION:**
- Interplast/Euromold/Pack Brasil (August 16th to 19th, Joinville, SC)

#### AUGUST

**ARTICLES:**
- PA12 pipes for hydrocarbon transportation
- Innovative touchscreen technology using metal mesh plastic films
- Sensors inside the mold: quality control of injection molded parts

**GUIDES:**
- compounds suppliers; hot runner systems; in mold labelling systems (IML); plastic grinders

#### SEPTEMBER

**ARTICLES:**
- Flexible films applied to bending mechanisms in plastic parts
- Direct laser structuring of molded interconnected devices (MID)

**GUIDES:**
- electric injection molding machines; T-shirt bag machines; additives and fillers
### Editorial Calendar

#### 2016

<table>
<thead>
<tr>
<th>OCTOBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPECIAL: 8th Brazilian Plastics Processing Industry Inventory by Plástico Industrial</strong></td>
</tr>
<tr>
<td><strong>ARTICLES:</strong></td>
</tr>
<tr>
<td>Metal and pearl effect pigments improve packaging design</td>
</tr>
<tr>
<td>Plasma treatment improves adhesion of injection molded parts</td>
</tr>
<tr>
<td><strong>GUIDES:</strong></td>
</tr>
<tr>
<td>► ultrasound welding machines; 3D scanning systems; plastics recycling companies</td>
</tr>
<tr>
<td><strong>EXTRA CIRCULATION:</strong></td>
</tr>
<tr>
<td>► Feiplar Composites / Feipur-Polyurethane (São Paulo, november 2016)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NOVEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPECIAL: blow molding converters’ directory</strong></td>
</tr>
<tr>
<td><strong>ARTICLES:</strong></td>
</tr>
<tr>
<td>Plastics laser welding associated with more flexible production processes</td>
</tr>
<tr>
<td>Radial flow: new possibilities of multimaterial extrusion</td>
</tr>
<tr>
<td><strong>GUIDES:</strong></td>
</tr>
<tr>
<td>► air bubble film extrusion lines; thermoforming machines</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPECIAL: thermoplastic resin buyers’ guide</strong></td>
</tr>
<tr>
<td><strong>ARTICLES:</strong></td>
</tr>
<tr>
<td>Pharmaceutical packaging production</td>
</tr>
<tr>
<td>PP/natural fiber sheets thermoforming</td>
</tr>
<tr>
<td>Thermal homogenization of extrusion blown films in spiral mandrels</td>
</tr>
<tr>
<td><strong>GUIDES:</strong></td>
</tr>
<tr>
<td>► heating elements; resin dryers buyers’ guide</td>
</tr>
</tbody>
</table>
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.

### ADVERTISEMENT RATES (US$) – 2016

<table>
<thead>
<tr>
<th>SIZE</th>
<th>4 COLOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>4,454.00</td>
</tr>
<tr>
<td>2/3 (vert.)</td>
<td>3,562.00</td>
</tr>
<tr>
<td>1/2</td>
<td>2,907.00</td>
</tr>
<tr>
<td>1/3</td>
<td>2,134.00</td>
</tr>
<tr>
<td>1/4</td>
<td>1,552.00</td>
</tr>
<tr>
<td>1/6</td>
<td>1,108.00</td>
</tr>
</tbody>
</table>

**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)**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>Without bleeding</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>18.0 x 25.0</td>
<td>21.0 x 28.0</td>
</tr>
<tr>
<td>2/3 (vert.)</td>
<td>12.0 x 25.0</td>
<td>13.0 x 28.0</td>
</tr>
<tr>
<td>1/2 (hor.)</td>
<td>18.0 x 12.0</td>
<td>21.0 x 13.0</td>
</tr>
<tr>
<td>1/3 (hor.)</td>
<td>18.0 x 8.5</td>
<td>21.0 x 9.5</td>
</tr>
<tr>
<td>1/3 (vert.)</td>
<td>6.0 x 25.0</td>
<td>6.7 x 28.0</td>
</tr>
<tr>
<td>1/4</td>
<td>8.5 x 12.0</td>
<td>—</td>
</tr>
<tr>
<td>1/6</td>
<td>6.0 x 12.0</td>
<td>—</td>
</tr>
</tbody>
</table>

Extend all bleeds 5 mm past trim. Keep all essential material 10 mm from trim.

**TO AUTHORIZE YOUR AD OR FOR MORE INFORMATION, CALL**

Phone: +55 (11) 3824-5300 – jrg@arandanet.com.br
**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 10Mb), 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.

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.
SIZES AND PRICES FOR RELEASE ONLINE 2016
(measured in pixels)

ADE – Highlight Advertisement of the Issue
(Advertisement by the cover of the magazine of the month)
Period: Maximum of 3 ads at an interval of 12 month
Ad measures: 380x169 pixels, maximum of 25 kb jpg/png
Value: US$ 3,107.00 per issue
Payment: 15 days after publication

APG – Main Advertisement of the Buyer´s Guide
(Advertisement on the main page of the site)
Period: 12 months
Ad measures: 925x131 pixels, maximum of 75 kb jpg/png
Value: US$ 1,243.00 per month (insertion of the banner also in the inner part of the guide)
Payment: 15 days after publication

AIG – Internal Advertisement in the Guide
(Ad in the guide that directs to the company web site)
Period: 12 months
Ad measures: 925x131 pixels, maximum of 75 kb jpg/png
Value: US$ 621.00 per month
Payment: 15 after publication

ASE – Advertisement in the Summary of the Issue
(Advertisement on e-mail disclosure issue)
Base: 28,000 e-mails
Period: Maximum of 4 shots at an interval of 12 months
Ad measures: 200x1200 pixels, maximum of 110 kb jpg/png
Value: US$ 3,107.00 per shot
Payment: 15 days after publication

TO AUTHORIZE YOUR AD OR FOR MORE INFORMATION, CALL
Phone: +55 (11) 3824-5300 – jrg@arandanet.com.br
EDITORIAL

SENIOR EDITOR
Mrs. Hellen Corina de Oliveira e Souza
hellen.souza@arandaeditora.com.br

TECHNICAL-EDITORS
Mr. Antonio Augusto Gorni
maua@gorni.eng.br

ASSISTENT-EDITOR
Mrs. Gabriela Barros
gabriela@arandaeditora.com.br

REPORTER
Mr. Leandro Nunes
leandro@arandaeditora.com.br

ADVERTISING

PUBLISHER
Mr. José Roberto Gonçalves
jrg@arandanet.com.br

ADMINISTRATION

FINANCIAL
Mr. Paulo Candido
pcandido@arandaeditora.com.br

AD FILES
Mrs. Rebeca Silva Sales
rss@arandaeditora.com.br

INTERNATIONAL SALES OFFICES

CHINA
Hangzhou Oversea Advertising Ltd
Mr. Weng Jie
55-3-703 Guan Lane – Hangzhou
Zhejiang, 310003
Phone: +86 571 8706-3843
Fax: +86 571 8515-0444
wj@hz.cn – ziac@mail.hz.zj.cn

GERMANY
IMP InterMedia Partners GmbH
Attn Sven Anacker
Beyeroehde 14 – 42389 Wuppertal
Phone: +49 202 27169 13
Fax: +49 202 27169 20
sanacker@intermediapartners.de

ITALY
QUAINI Pubblicità
Ms. Graziella Quaini
Via Meloria 7 – 20148 Milan
Phone: +39 2 39216180
Fax: +39 2 39217082
grquaini@tin.it

JAPAN
Echo Japan Corporation
Mr. Ted Asoshina
Grande Maison Room 303, 2-2,
Kudan-kitaimami-cho, Chiyoda-ku,
Tokyo 102-0073
Phone: +81-(0)3-3263-5065
Fax: +81-(0)3-3234-2064
aso@echo-japan.co.jp

KOREA
JES Media International
Mr. Young-Seoh Chinn
2nd fl., Ana Building 257-1, Myungli-
Dong, Kanodong-Gu Seoul 134-070
Phone: +82 2 481-3411
Fax: +82 2 481-3414
jesmedia@unitel.co.kr

SWITZERLAND
Rico Dormann Media Consultant
Marketing
Mr. Rico Dormann
Moostrasse 7 – CH-8803 Rüschlikon
Phone: +41 44 720 85 50
Fax: +41 44 721 14 74
dormann@rdormann.ch

TAIWAN
Worldwide Services Co. Ltd.
Ms. P. Erin King
11F-2, No 540 Wen Hsin Road,
Section 1, Taichung, 408
Phone: +886 4 2325 1784
Fax: +886 4 2325 2967
global@acw.com.tw

UNITED KINGDOM
(Belgium, Denmark, Finland, Norway,
Netherlands, Norway, Sweden)
Mr. Edward J. Kania
Robert G Horsfield International
Publishers
Daisy Bank, Chinley, Hig Peaks
Derbyshire SK23 6DA
Phone: +44 1663 750 242
Mobile: +44 7974168188
ekania@btinternet.com

USA
Ms. Fabiana Rezak
2911 Joyce Lane – Merrick, NY 11566-5209
Phone: +1 516 858 4327
Fax: +1 516 868 0607
Mobile: + 1 516 476 5568
arandausa@gmail.com