



NORTH America

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Welcome to our community



The latest terms and conditions can be viewed in full at www.micromanu.com

The CMM Community

Established in 2007, CMM is the only recognised international resource for news and information focused on the vibrant and innovative sector of micro manufacturing and MEMS. As we enter 2012, we have further refined our penetration of this niche, and cater for 27,486 personal accounts all of whom use our resources to access micro manufacturing related information critical to their business endeavours. We have taken it upon ourselves to always provide you with the most effective and innovative ways of reaching your potential customers.

Regional Split

For 2012, we have made two key developments. First, we have split the circulation of the magazine, and we will now be publishing CMM Europe and CMM North America, as two entirely separate magazines, which allows our advertising clients to choose to market to both marketplaces, or, if required, one or the other.

Location of Active Customers

In addition, we have pushed on with our continual investment in the location of your active customers. This has led us to home in on the most vibrant element of the CMM global community, professionals actively involved in manufacturing, and with the budget to make purchasing decisions. Not only have we located these professionals in Europe and the United States, but we have also spent the last 6 months preparing them for audit. You will see that we have now applied for BPA audit, but this is no normal audit of professionals interested in micro manufacturing and MEMS. Instead, these professionals (who will now be the sole recipients of the magazines) are ALL actively involved in micro manufacturing today, and all have budget for product or service purchase.

CMM Europe magazine is therefore now provided for the 5,450 European active micro manufacturers, and CMM North America magazine to the 8,242 North American active micro manufacturers. The rest of the CMM Community (interested parties not yet involved in micro manufacturing projects, but registering interest in knowing more) will continue to receive not only the digital versions of the magazines, but in addition the ground breaking CMM Multimedia Xtra product, an independently nominated and award winning template in the publishing arena.

So, by using the CMM products to communicate with this important sector, you are assured of traditional and innovative ways to maximise the ROI on your marketing spend.

Media Options

In Print – 13,692 – (BPA Audit Applied For)



Now in its 6th year of publication, CMM is the only international medium through which to access the active micro manufacturing community. CMM Europe and CMM North America magazines offer you the highest concentration of qualified buyers who have demonstrated their current use of products and services to assist in their micro manufacturing products within the last 6 months. Only the cream of our community receive the CMM magazines free of charge, and they are consistently communicated with to verify their commercial activity in the sector.

CMM North America

North America	8,242
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CMM Europe

Germany	1,384
United Kingdom / Ireland	1,279
France	551
Switzerland	525
Italy	490
Spain / Portugal	433
Benelux	348
Scandinavia	199
Rest of Europe	241
TOTAL:	5,450

In Digital

Total In Digital: 13,794

North America – 7,897
Europe - 5,897

More and more subscribers are opting for our state-of-the-art digital turn-page account which replicates the print publications. Delivery is immediate, and for some the environmentally friendly nature of delivery

as opposed to print and mail is attractive. 3,561 active micro manufacturing professionals from Europe and the United States have opted for digital distribution in preference to print, and a further 10,233 account holders receive the digital publication.

Furthermore, any micro manufacturing professional can open an account with the CMM community, from anywhere in the world, free of charge, and can be reading the latest issue in minutes!

Multimedia - NEW for 2012



Digital and beyond, the all new and award winning CMM Multimedia Xtra. This is not another turn-page publication, but a truly innovative, interactive, and future-proof way of embracing the entire CMM community. CMM Multimedia Xtra contains all the information in the magazines, but with video, voice-overs, and all available interactive web tools. Readers and advertisers alike can make use of this ground-breaking media experience, the bond that ties the entire CMM community together, with all print and digital account holders opting in to receive CMM Multimedia Xtra.

Company Activity and Job Function

CMM account holders come from all sectors of industry, primarily Medical Devices (27%), Consumer Products (14%), Electronics (11%), Automotive (11%), IT / Telecommunications (10%), and Aerospace (8%), Energy (5%), Military & Defence (5%), Jewellery (4%), Watch-Making (3%), the remaining 2% from the optical, marine, and education and research sectors.

The magazine is read by professionals in these industry sectors, all of whom have purchasing authority, and are therefore corporate management, new business development managers, business development managers, tool and mould makers, manufacturing managers, and where appropriate machine operators, QA/QC managers, and design engineers.

Let's see what's new for 2012

CMM media kit 2012

Why choose CMM?

- Print readership in North America (current users of micro technologies): 8,242
- Total digital readership: 13,794
- 18,500 email recipients
- 4,500 unique web visitors a month
- 8 issues per year including the Annual Supplier Showcase
- Daily industry news updates

- Weekly e-news
- CMM Multimedia Xtra — a completely new reading experience
- Transition to audited circulation underway and nearly complete
- Recently re-launched new look, new feel magazine
- Corporate videos and brochures
- Feature articles and case studies presenting the latest processes and technologies



editorial calendar

Issue Number and Date	5.1 February Issue MM Live USA Special Issue	5.2 April Issue	5.3 June Issue	5.4 August Issue	5.5 September Issue	5.6 November Issue	5.7 December Issue
Micro Moulding	Moulding Spotlight	Industry news, feature articles, supplier guides	Moulding Showcase	Medical Micro Moulding Special Feature	Moulding Contract Services Spotlight	Moulding Case Study	Industry news, feature articles, supplier guides
Micro Machining including Lasers	Industry news, feature articles, supplier guides	Laser Machining Spotlight	Medical Micro Machining Special Feature	Machining Case Study	Industry news, feature articles, supplier guides	Laser Machining Spotlight	Industry news, feature articles, supplier guides
Micro Tooling	Tooling Case Study	Industry news, feature articles, supplier guides	Cutting Tools Spotlight	Industry news, feature articles, supplier guides	Tooling Showcase	Industry news, feature articles, supplier guides	Tools for Medical Manufacturing
Micro Metrology	Industry news, feature articles, supplier guides	Optical Metrology Spotlight	Micro Metrology for Medical Applications	Metrology Showcase	Tactile Metrology Spotlight	Metrology Case Study	Industry news, feature articles, supplier guides
New and Emerging Technologies	MIM CIM	Waterjets	Cleanrooms	Micro Fluidics	Electrical Discharge Machining	Electro-Chemical Machining	Micro Fluidics

SPECIAL

Annual Supplier Showcase

Show Previews and Bonus Distribution for 2012: MD&M West 2012, ICOMM 2012, SME Micro Nano 2012, IEEE ICMTS, MD&M East 2012, Sensors Expo & Conference, Microtech 2012, IMTS 2012, MD&M Chicago 2012, MM Live UK, MEMS Executive Congress, Sensors Tech Forum and more.

A little bit about CMM...

CMM North America Magazine, incorporating **MEMS Technology Review**, is the leading publication for micro manufacturing professionals. If you want to reach this key group of decision makers across the US and Canada then CMM is your perfect partner.

Our print advertising is perfect for your branding efforts; front cover packages will capitalise on your new product launch; inserts spread your message directly; gatefolds bring even greater impact.

If you require assistance in the design or writing of your adverts, CMM has the ability to do this with an expert in-house design team.

Complementing its market-leading print publication, CMM can provide a complete range of digital offerings through a content-rich website, regular CMM and MEMS Select E-Newsletters and social media outlets.

CMM Online is the perfect partner to the CMM magazine, which remains the authoritative source of information on the international micro, precision, and nano technology sector.

Click here for the MEMS Technology Review 2012 Media Kit

PRINT

Display

- Front Cover Package \$5,310
- Double Page Spread \$6,840
- Inside and Back Covers \$4,860
- Full Page \$3,240
- Half Page Island \$2,110
- Half Page Regular \$1,780
- Third Page \$1,460
- Quarter Page \$1,300
- Classified Ad — 6 months: \$680
- 12 months: \$1,080

Discounts are available for advertisements running over four or eight issues.

Special rates are available for advertising campaigns in both Commercial Micro Manufacturing titles, CMM Europe and CMM North America.

Inserts

Full or split run options available. Digital Edition Inserts available. Prices on application.

DIGITAL

12 Month Campaigns

- Home Page Logo \$2,140
- Homepage Banner \$7,780
- CMM/MEMS Select Top Banner \$8,010
- CMM/MEMS Select Middle Banner \$6,030
- Run of Site Logo \$1,580
- Run of Site Banner \$2,140
- Online Directory Upgrade \$675

Shorter campaigns can be tailor made.

Prices per Insertion

- Homepage Feature Box \$540
- News item on Select Newsletter \$415
- Special Feature on Select Newsletter \$580
- Bespoke Email Blast \$3,150

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