



MatWeb

MATERIAL PROPERTY DATA

2012

2011 MEDIA KIT

Omnisearchable Materials Data since 1996

MatWeb.com



MatWeb.com

Praise for MatWeb.com:

“Just wanted to express my gratitude for this one-source collection of data.” –Beth Ogren, Project Engineer, Xerox Corporation

“You can't make it easier to find information! Thank you, a thousand times, thank you!”
– Brian Oyarzo, Ceiba Technologies

“Best reference over and beyond all others that I have used.” – Matt St. Louis, VP R&D, Saint Louis Designs, Inc.

“I tell people about MatWeb as often as I can!” – Rebecca Hansen, Mechanical Engineer, Procter & Gamble

“Just wanted to tell you how useful your site is! thanks:-)” – J.B. Babcock, President, Integer Systems, Inc.

“Absolutely a treasure chest for materials researchers!” – Dr. Howard Thomas, Professor, Auburn University

“The MatWeb site is great!”
– William Scott Morton Jr., Engineer, America West Airlines, Phoenix, AZ

“MatWeb is a great place to find material properties. They have information on just about any material you can imagine.” – MITOPENCOURSEWARE, Resources, Massachusetts Institute of Technology

“One of the first online databases... and, in many aspects, the most complete.”

- SelectingMaterials.com

What We Do

Since 1996, MatWeb users have come to MatWeb to get the materials property data they need easily and quickly through a no-hassle, no-hype interface with minimal distractions. Partnering with MatWeb means joining and extending this unique collaboration to your company and brand for immediate and long-term success.

How We Reach Materials Research, Design, Engineering, and Manufacturing Professionals

MatWeb turbo charges users' data mining, design, and materials selection process. Free registration, optional for basic searching, reaches out to all members of our target technical audience with tools for building complex searches in an iterative process, *including over 1000 property criteria* for our 88,000+ data sheets. For MatWeb partners, this means consistent exposure to key research and manufacturing decision makers early and often in the industrial buy cycle, in an environment that, quite frankly, discourages casual traffic.

Why You Should Advertise

MatWeb helps engineering materials and services marketers generate highly qualified sales leads and build awareness and preference with research, design, engineering, and manufacturing decision-makers who have exceptional influence and buying power.



MatWeb.com

MatWeb.com Facts:

MatWeb.com

Data Sheets Served

Jan-Dec 2011

> 8 Million

MatWeb.com

User Sessions

Jan-Dec 2011

> 5.6 Million

MatWeb.com

Live Registered Users

> 350,000 including

>33,000 added Jan-Dec 2011

> 88,000 Materials

searchable by powerful criteria including over 1000 different properties

> 750 Manufacturers

Data exports for CAD/FAE to COMSOL, SolidWorks, ALGOR, ETBX, NEiWorks, ANSYS, SpaceClaim

“Meet your customers where they find you.”

The World Wide Web promises a world of customers. But low quality traffic comes as part of the bargain, even with ads on sites and with keywords targeted to the B2B materials community.

What if all that traffic were prequalified for your industry and your products and services?

What if that prequalified traffic meant sales TODAY, and the foundation for customer relationships far into the FUTURE?

MatWeb’s large following of registered and non-registered users comprises among the most concentrated population of manufacturing technology decision makers anywhere.

Partnering with MatWeb means meeting customers at the point of specification where they find you: on MatWeb, the World Wide Web of materials by engineers for engineers.

Representative data for a MatWeb advertising partner shows that of 3263 MatWeb users linking through MatWeb to the advertiser’s website, 254 users, an impressive 7.8%, completed the advertiser’s web response form requesting information on the advertiser’s products and services.

Total referrers from MatWeb to CONF. ADVERTISING PARTNER **3263**
Total inquires from MatWeb visitors **254**

Referring Sources	Percent
Google.com	60.5%
None (Bookmark/Favorite/Direct URL)	20.5%
Yahoo.com	3.8%
IDES.com (PlasticsWeb, Prospector data sheets)	1.3%
MSN Search / Live.com	1.3%
MatWeb.com (online data sheets) *	1.3%

Inquiry Conversion Rates	Rate
MatWeb.com (online data sheets) *	7.8%
IDES.com (PlasticsWeb / Prospector data sheets)	5.9%
MSN Search / Live.com	5.1%
None (Bookmark/Favorite/Direct URL)	3.0%
Yahoo.com	2.9%
Google.com	1.6%



MatWeb.com

MatWeb.com Facts:

[MatWeb.com](#)

Page Views

Jan-Dec 2011

> 28 Million

[MatWeb.com](#)

Top-tier ranked

*for all major search engines
across thousands of
materials and materials
services providers*

Broad reach including

metals, plastics,

ceramics,

lubricants, and

advanced materials

so prospects find what

they need in one place

*regardless of materials
classification*

*Don't lose another MatWeb
lead. Join your most
promising prospects on
MatWeb.*

Your best prospects visit MatWeb to find materials and material property data early and often in the critical materials specification process.

Will **your company** be here to meet them?

Don't lose another MatWeb lead. Reach your most promising prospects already on MatWeb with flexible, cost-effective options.

From the largest corporation to niche suppliers, we will customize a plan to meet your marketing objectives.

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