



MatWeb

MATERIAL PROPERTY DATA

2018

2018 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 125,000+ 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

Pages Served

July 2017-June 2018

> 20 Million

MatWeb.com

User Sessions

July 2017-June 2018

> 5.8 Million

MatWeb.com

Verified Registered Users

> 480,000 including

>18,000 added Jan-Dec 2017

*> 125,000 Materials
searchable by powerful
criteria including over 1000
different properties*

> 1000 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.



MatWeb.com

MatWeb.com Facts:

[MatWeb.com](#)

Data Sheets Served

July 2017-June 2018

> 9.1 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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