SPONSORED ARTICLES 2021
Advertise on All3DP

All3DP has grown to be the world’s leading online 3D printing publication. We target consumers, prosumers, small and medium-sized enterprises (SMB’s) and 3D printing enthusiasts.

From industry announcements and cutting-edge research to consumer advice via product reviews, guides, and how-tos, All3DP provides a full slice of 3D printing in all its forms.

Website Metrics
(Data Source: Google Analytics / March 8, 2021)

- 6.1 million page views per month
- 29k subscribers to daily push notifications
- 137k fans on Facebook
- 2.5 million users per month
- 140k subscribers to our newsletter
- 8,015 Alexa.com Global Website Ranking

Website metrics are updated weekly on advertise.all3dp.com

For more information or to discuss your marketing objectives, email advertise@all3dp.com
SPONSORED ARTICLES 2021

Sponsored Articles FAQ

WHAT IS IT?

A sponsored article as referred to in this PDF relates to all content published on All3DP with the appearance of natural editorial material, but paid for by and promoting the message of a third party.

HOW IS IT LABELED?

We label all sponsored content on the All3DP website with the tag “Sponsored Content”, both as a kicker and as the author of the article. We take transparency with our readers seriously and do not promote ‘stealth’ sponsored posts.

HOW IS IT PRODUCED?

Sponsored content can appear on All3DP through one of two ways: Either All3DP’s experienced editorial team will create your content from scratch according to sufficient briefing and material guidance, or we will accept professionally written content for direct publication, pending minor alterations for house style and clarity.

WHAT CAN IT COVER?

Almost anything: if you have an event, product release, company announcement or case study you’d like to promote, we can find a way to spread that message to our readership through meaningful content placements. All sponsored articles must pertain to 3D printing and related industries and fields. We do not produce or accept pre-written product reviews for sponsored articles.

For more information or to discuss your marketing objectives, email advertise@all3dp.com
Benefits

- Lift Brand Awareness
  2.5 Million users source information from All3DP every month.

- Direct Reach
  Sponsored articles benefit from a direct push notification to 29K+ subscribers.

- Own Your Content
  Sponsored articles produced with All3DP are yours, with no restrictions on how you repurpose it for internal promotions.

- Homepage Presence
  Your content will feature on the homepage for at least 24 hours.

- Newsletter
  Further reach comes with a feature spot in our newsletter, sent to 140K+ subscribers.

- Social Media
  Messaging to over 137K+ followers on Facebook and other social media amplifies your message.

- Unlimited
  Sponsored articles remain on All3DP indefinitely, fully accessible via onsite search and to search engine indexing.

- Exclusivity
  Google and banner advertising from other parties are disabled on your article, keeping the focus on your content alone.

- Results
  Substantial ROI proves All3DP as the right platform to spread your message and reach new customers.

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Extra Exposure

We also offer Premium Sponsored Article placements, which promote your content with greater visibility and social media activity.

Homepage Feature

Pole position on the All3DP homepage, a homepage feature pins your content front and center for all homepage visitors for 72 hours. An example of how this feature looks is visible in the screenshot below.

Social Media Boosting

Using the publisher tools available to All3DP on Facebook, we can expand the reach of your sponsored articles with targeted campaigns attracting individuals interested in similar fields, but not followers of All3DP.

For more information or to discuss your marketing objectives, email advertise@all3dp.com
Requirements

All content produced by or provided to All3DP is subject to rounds of approval before publication. To speed things up and keep this process smooth, please adhere to the following:

Sponsored Article Created By All3DP

For the All3DP editorial team to create your article, we require the following:

• DETAILED BRIEF: What the sponsored article should be about, targeted at whom and including which information.

• SUPPORTING DOCUMENTATION: Press releases, product catalogs, event itineraries, white papers and case studies - anything directly relating to your article that provides supporting information for our writers to research and better inform the readers.

• QUOTES/CONTACT INFORMATION: Quotes are welcome, as are the contact details of relevant members of your organization for All3DP team to reach out for comment.

• IMAGERY/VIDEO LINKS: High-resolution JPG images, preferably all landscape orientation and no smaller than 1000px wide.

A minimum of one high-resolution image is necessary for the lead image in your article (see example above). We may crop images to better format the article. Please provide captions where needed. We do not host videos on All3DP website - please provide all video content as YouTube links.

When our editorial team finishes the article, they will send it over for your approval before publishing it. Please allow up to ten business days for production of a sponsored article.

For more information or to discuss your marketing objectives, email advertise@all3dp.com
Requirements

All content produced by or provided to All3DP is subject to rounds of approval before publication. To speed things up and keep this process smooth, please adhere to the following:

Sponsored Article Created By You

For All3DP to publish your written content, we required the following:

- **RELATABLE:** All sponsored articles must pertain to 3D printing and related fields. We are a 3D printing magazine after all.
- **QUALITY:** Provided copy must be professionally written, preferably by a native English speaker. Failure to do so may result in a delay approving your article for publication.
- **IMAGERY/VIDEO LINKS:** High-resolution JPG images, preferably all landscape orientation and no smaller than 1000px wide. A minimum of one high-resolution image is necessary for the lead image in your article (see example, right). We may crop images to better format the article. Please provide captions where needed.

We do not host videos on All3DP website - please provide all video content as YouTube links.

Our team needs to review the article written by you following their editorial guidelines. Please deliver your copy a minimum of one week in advance before your preferred publication date. It will take 2-3 business days for our editorial team to review your content and make any required changes to bring it in line with our house style. Any edited text will be sent back to you for approval before publication.

For more information or to discuss your marketing objectives, email advertise@all3dp.com
Our Clients

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### Pricing

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<thead>
<tr>
<th>Feature</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Sponsored article written by All3DP</td>
<td>$2,250</td>
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<td>Sponsored article written by you</td>
<td>$1,850</td>
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<td>with Homepage feature</td>
<td>+ $1,000</td>
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<tr>
<td>with Facebook boost</td>
<td>POR</td>
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<td>Black Friday and Cyber Monday weeks offers</td>
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We aim to help you achieve your marketing and advertising goals, no matter the budget and scale.

For a custom plan tailored to your needs, contact our advertising department.

**Advertising department**

advertise@all3dp.com

All3DP GmbH, Ridlerstr 31A, 80339 Munich, Germany