3DNATIVES
PROMOTIONAL PACKAGES 2023
3. 3Dnatives - Who are we?
7. Media strategy
9. Services breakdown
12. Proposal
15. Team
EXECUTIVE SUMMARY

3Dnatives is the largest online media platform on 3D printing and its applications. With its in-depth analysis of the market, 3Dnatives gets over 1 million unique visitors per month and is currently available in English, French, Spanish, Italian and German.

3Dnatives is part of the SPE (Society of Plastics Engineers) group as of February 2023. The two entities have come together to further advance the industry. As a result, the 3Dnatives platform can offer your company exposure to the right professionals from the 3D printing world and beyond!
3Dnatives experienced an additional 12% audience growth in 2022 and projects growing even further in 2023. Our following comes from all around the world and consists of professionals from a wide range of manufacturing industries.

Unique monthly visitors:
- 2018: 400,000
- 2019: 650,000
- 2020: 920,000
- 2021: 1,120,000
- 2022: 1,250,000
KEY FIGURES

+ Newsletter database of ~55k people receiving the latest from 3Dnatives on a weekly basis.

+ Qualified B2B database of ~60k professionals, available for email blasts.
OUR CLIENTS
We actively work with over 150 companies in the field of AM
2023 STRATEGY
THE AM COMMUNITY EXPOSED TO YOUR AM SOLUTIONS
MEDIA STRATEGY

MEDIA PUSH

• Blasts of your brand related topics on a regular basis

BRAND CONTENT

• High volume - high quality content creation and publication

LEAD GENERATION

• Use of digital services to obtain qualified leads
**1. SPONSORED ARTICLE**

Creation of original content of minimum 400 words. The articles are SEO optimized and will present new and valuable information to the reader. They will contain a direct link to your landing page. Each article is then shared on 3Dnatives’ social media as well as featured on the weekly newsletter. *ROI: 56k daily readers*

**EXAMPLE**

2. RANKING INCLUSION

Inclusion of products in Rankings utilizing certain keywords. 3Dnatives’ SEO rankings tend to be super successful with Google’s algorithm due to the constant SEO research our team does. COMPANY NAME being featured in such ranking brings great visibility. *ROI: Up to 450k PVs/12 months.*

**EXAMPLE**

3. PRODUCT TEST

The 3Dnatives lab tests your product. Our team will review your product in our facilities and produce an in-depth analysis on the user experience. Many people in the industry tend to read our reviews first before buying. *ROI: Up to 100k PVs/article*

**EXAMPLE**

4. WEBINAR

3Dnatives Webinar featuring your business. Includes multiple promotional activities in order to get the right audience. Registrants to be targeted according to your needs. All registrants’ data gathered to be shared with you. *ROI: 100-300 registrants, ~60% attendance*

**EXAMPLE**
5. VIDEO
Shot, edited, and published by 3Dnatives. We take care of the whole video production as well as use several of our channels (Facebook, Linkedln, Youtube) to share the content through. Video will also be available for you to use whenever you want moving forward. \textit{ROI: Up to 50k views/video, up to 3k interactions}

6. E-BLAST
Blasting an HTML format email to over 60,000 professionals in the industry. The email can be translated to 5 languages and sent to manufacturing industry players in their native language. 3Dnatives' database is regularly 'cleaned' and is only targeting professionals. We also offer A/B testing. \textit{ROI: ~20\% open rate, 20-30\% CTR}

7. BANNER ADS
Feature of a banner dedicated to promoting your activity/product/service etc. Banner ad to be featured on 3Dnatives' homepage. 3Dnatives will provide insights on what format, style, look & feel tends to get higher CTRs. If needed, 3Dnatives can take care of even creating the banner. \textit{ROI: 250k-500k impressions/month}

8. COMPARATOR
A product (or a series of) featured in 3Dnatives comparator dedicated to 3D related products. This platform is visited by buyers wishing to see products’ details and compare them with others. You get a dedicated product page that includes a link to your site. \textit{ROI: Up to 50k PVs/product page}
ADDITIV is the leading AM virtual event brand. Initiating the genre of virtual 3D printing events back in April 2020, the ADDITIV brand has mastered the improvements of such formats in order to generate dynamic ways of networking and doing business online.

ROI: >500 leads/event, tremendous visibility across several channels
### Collaboration Options

All actions in the Bronze offer are only in English. Silver and Gold are in 5 markets (EN/FR/ES/DE/IT).

<table>
<thead>
<tr>
<th>Services</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Sponsored Article</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Cost: 1,500€ / 3,500€</td>
<td></td>
<td></td>
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<tr>
<td>2. Ranking Inclusion</td>
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<tr>
<td>Cost: 2,000€</td>
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<td>3. Product test</td>
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<tr>
<td>Cost: 6,000€</td>
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<tr>
<td>4. Webinar*</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Cost: 5,000€/market</td>
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<tr>
<td>5. Video</td>
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<tr>
<td>Cost: 6,000€</td>
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<tr>
<td>6. eBlast</td>
<td>2</td>
<td>2</td>
<td>4</td>
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<tr>
<td>Cost: 3,000€ / 6,000€</td>
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*Market to be picked*
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<thead>
<tr>
<th></th>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
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<tbody>
<tr>
<td>7. Banner Ad (Website)</td>
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<td>2</td>
<td>4</td>
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<tr>
<td>Cost: 2,000€ / 5,000€ per month</td>
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<tr>
<td>7.1 Banner Ad (Newsletter)</td>
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<tr>
<td>Cost: 1,500 €</td>
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<tr>
<td>8. Comparator</td>
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</tr>
<tr>
<td>Cost : 1,500 €/machine/12 months</td>
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<tr>
<td>9. ADDITIV</td>
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</tr>
<tr>
<td>Cost : 5,000€/event</td>
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<tr>
<td>TOTAL PRICE</td>
<td>18 000€</td>
<td>34 000€</td>
<td>68 000€</td>
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<tr>
<td>Discount offered by 3Dnatives</td>
<td>-</td>
<td>10%</td>
<td>20%</td>
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<tr>
<td>FINAL PRICE</td>
<td>18 000 €</td>
<td>30 600 €</td>
<td>54 400 €</td>
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</table>
Thank you for choosing 3Dnatives, we are looking forward to working with you.
ALEX MARTEL
CEO - Founder

MÉLANIE WALLET
Head of Content

LUCÍA CONTRERAS
Creative Director

FILIPPOS VOUPIOTIS
Chief Business Officer

PATRICK FARREY
CEO

MICHAEL GRESKIIEWICZ
Director, Sales & Advertising

DESI RAY YOUNG
Manager, Sales & Advertising

KRISTINA QUEEN
Manager, Sales Support