

MEDIA KIT

Your source for 3D printing

2023



AGENDA

01

3DNATIVES

- 3** - Introduction
- 4** - Platform
- 5** - Traffic
- 6** - Audience
- 7** - Social Media
- 8** - Our Clients

02

MEDIA

- 10** - Editorial Content
- 11** - Videos
- 12** - Webinars
- 13** - E-blasts
- 14** - Banners
- 15** - Comparator

03

EVENTS

- 17** - ADDITIV
- 18** - Our Events
- 19** - ADDITIV Roadmap
- 20** - Industry Events

04

B2B SERVICES

- 22** - Content Creation



INTRODUCTION



MEDIA



EVENTS



B2B SERVICES

3Dnatives is the largest international 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 works with key Additive Manufacturing market players and offers a variety of services such as a 3D printing price comparison engine, B2B services, brand content, event management and much more!

A ONE-STOP-SHOP FOR ANYTHING AROUND ADDITIVE MANUFACTURING



NEWS

Hot news from all over the world as well as technical editorial pieces and more



GUIDES

In-depth guides and AM knowledge along with all the latest trends



BUSINESS DIRECTORY

An international directory dedicated to AM companies



COMPARISON ENGINE

A comparator featuring 500+ AM related solutions for users to compare



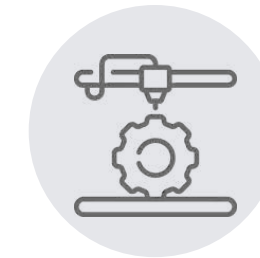
VIDEOS

A variety of informative and knowledge-packed videos



AGENDA

A live agenda with upcoming AM events and conferences



PRODUCT REVIEWS

Deep-dives into 3D printer and 3D scanner solutions



JOB BOARD

A constantly updated international board of AM related jobs

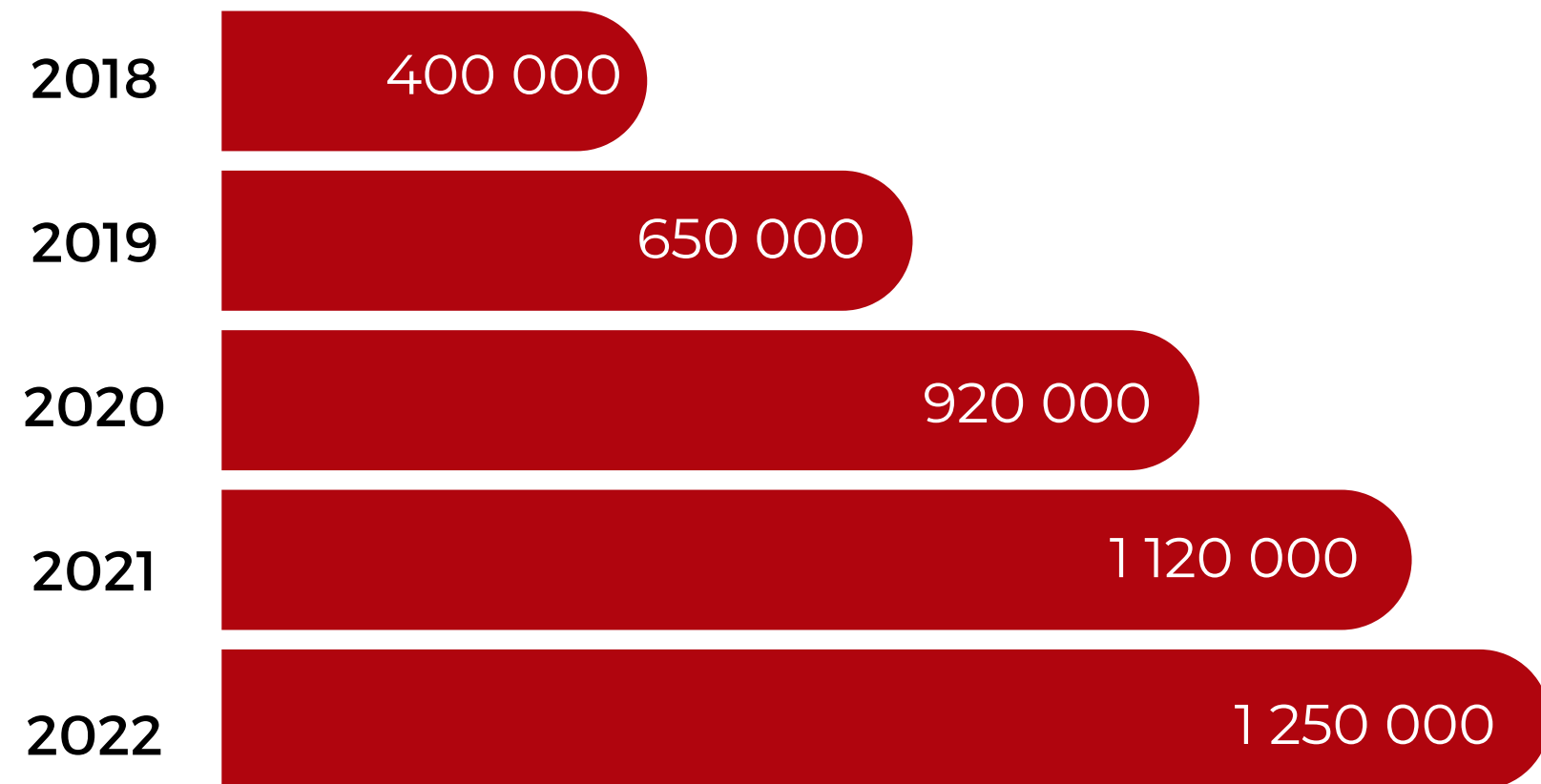
3DNATIVES PLATFORM

TRAFFIC

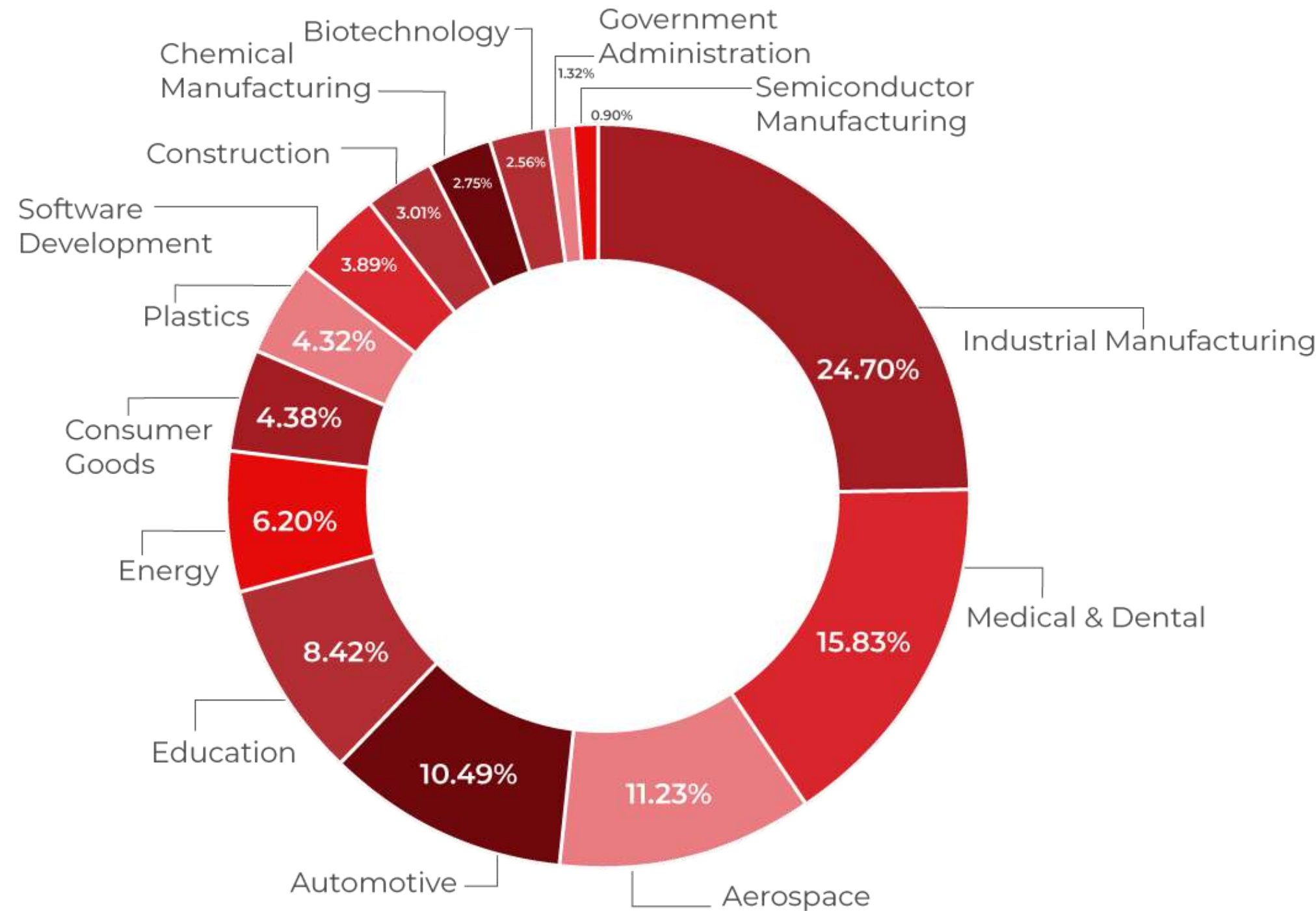


A GROWING PROFESSIONAL AUDIENCE

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.



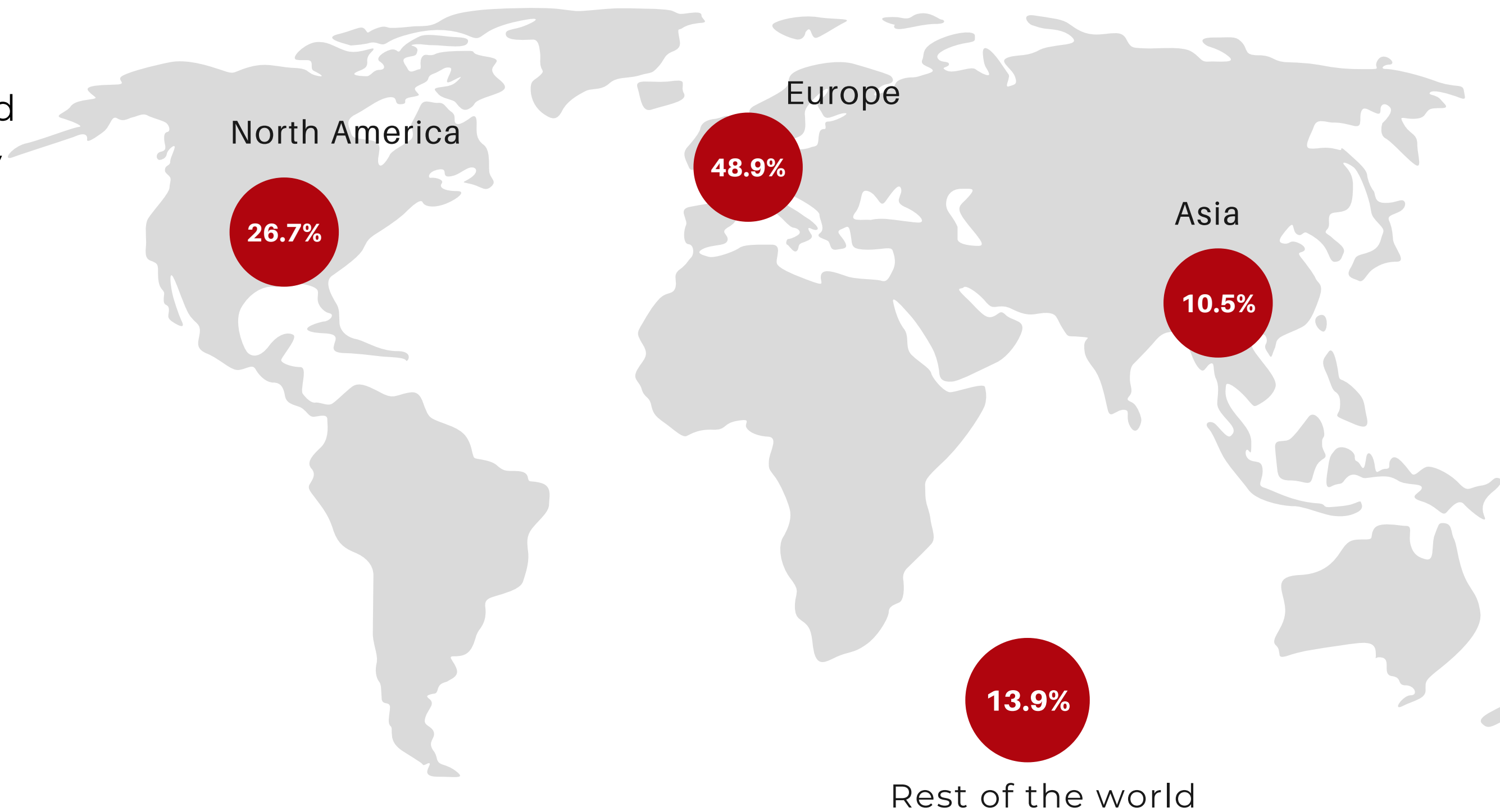
UNIQUE MONTHLY VISITORS



INDUSTRY BREAKDOWN

A TRULY INTERNATIONAL FOOTPRINT

3Dnatives' audience comes from all around the world, with its key followers being based in Europe and North America. Expectedly, our international audience visits primarily our English speaking services, followed by French, German, Spanish and Italian.



SOCIAL MEDIA



PRESENT EVERYWHERE, INTERACTING WITH EVERYONE



LINKEDIN
21K Followers

- Plus 4 local groups with over 15K followers



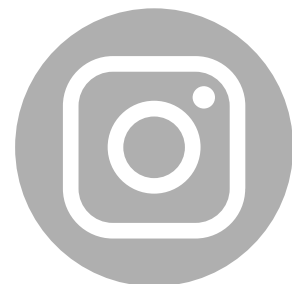
FACEBOOK
132K Likes

- Average post reach of 27k/month



YOUTUBE
4K Followers

- Over 20K views on videos



INSTAGRAM
21K Followers

- Over 1.5K content interactions per month



TWITTER
42K Followers

- Over 2.5K content interactions per month

PROUDLY SERVING KEY PLAYERS FROM THE WHOLE VALUE CHAIN



OUR CLIENTS

3Dnatives' 150+ clientele consists of large OEMs, academic institutions, numerous organizations and of course, key players at all levels of the additive manufacturing supply chain. From the most well known international machine manufacturers to local service bureaus & resellers, and many more!

MEDIA OPPORTUNITIES



ARTICLE

Interviews, user cases, product launches, hot news, in-depth guides, expert advice pieces and more.

 [EXONE ON THE LAUNCH OF ITS S-MAX FLEX SAND 3D PRINTER](#)

PRODUCT TEST

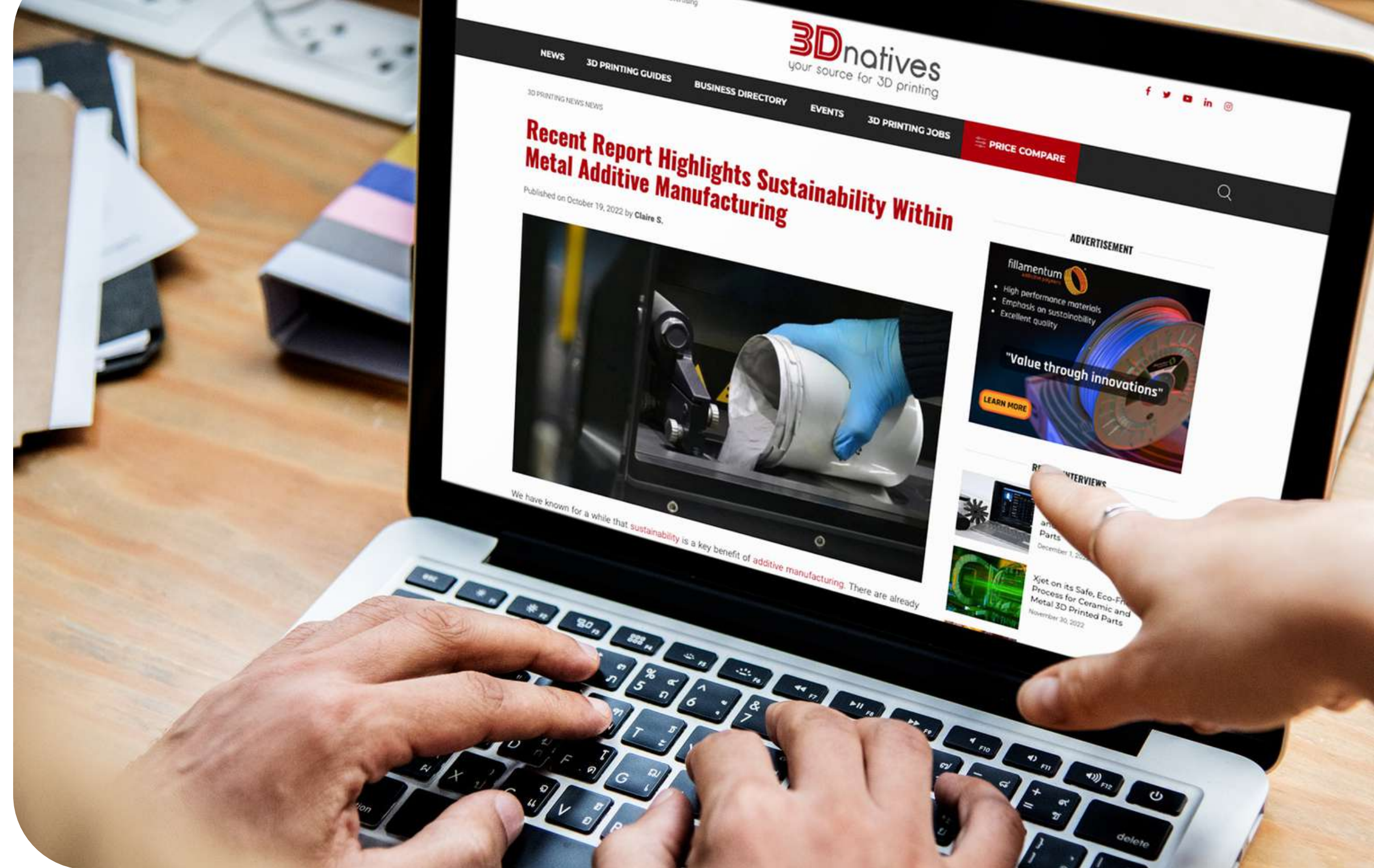
Complete review of a 3D printer, scanner or material.

 [3DNATIVES LAB: TESTING THE FORM 3L FROM FORMLABS](#)

RANKING

Inclusion of your company or product in a dedicated, SEO powerful listing.

 [WHAT ARE THE PELLET 3D PRINTERS ON THE MARKET?](#)



EDITORIAL CONTENT

 **56K**
DAILY READERS

 **3'02**
AVERAGE TIME/PAGE

A variety of written content formats produced, edited, SEO optimized, translated, and promoted by the 3Dnatives team.

VIDEO

Video content is growing! We specialize in creating and delivering such content to our international audience. Videos are shot, edited, and published by 3Dnatives. We take care of the whole video production as well as use several of our channels (Facebook, LinkedIn, Youtube) to share the content through.



>50

VIDEOS PRODUCED
LAST YEAR



20K

VIEWS (UP
TO)



STOCK FOOTAGE VIDEO

A short, social media friendly video using stock footage.



[ON-DEMAND MANUFACTURING SERVICE
ACCESSIBLE THROUGH SOLIDWORKS](#)

TRADESHOW VIDEO

Video interview at your exhibitor booth. People around the world want to know what is happening at the show, we are giving them this chance.



[BINDER JETTING: CHANGING PRODUCTION
DESIGN | MEETING DESKTOP METAL](#)

PREMIUM VIDEO

High quality video production of your company's top applications, a factory tour, and much more.



[VELO3D GIVES US A BACKSTAGE TOUR OF ITS
NEW FACILITIES IN GERMANY](#)

WEBINAR

✓ **100-300**

REGISTRANTS

Live webinars, organized, hosted and promoted by 3Dnatives.



[REVOLUTIONIZING JEWELRY MAKING WITH 3D PRINTING](#)

WEBINAR ON-DEMAND

✓ **80-160**

REGISTRANTS

A new, on-demand format of webinars, available for everyone on the 3Dnatives website, anytime.

WORKSHOPS

✓ **200-500**

REGISTRANTS

A series of 5x30 minute educational workshops on your company's product or service, a specific technology or other.



[FORMLABS WORKSHOPS 3D PRINTING](#)

WEBINARS



Over the years, 3Dnatives has launched different formats of webinar type solutions, in order to serve the professional audience members with technical and educational information. They are available in English, French, Spanish, Italian and German.

E-BLAST

Through sponsored email campaigns, you can directly connect with B2B industrial decision makers. Our highly engaged audience is used to receiving promotional content that they can benefit from. Plus, we can deliver your message to the right prospects as we can segment our databases by country, language, industry and more (A/B testing also available).



DATABASE OF PROFILES

>60K



AVERAGE OPEN RATE

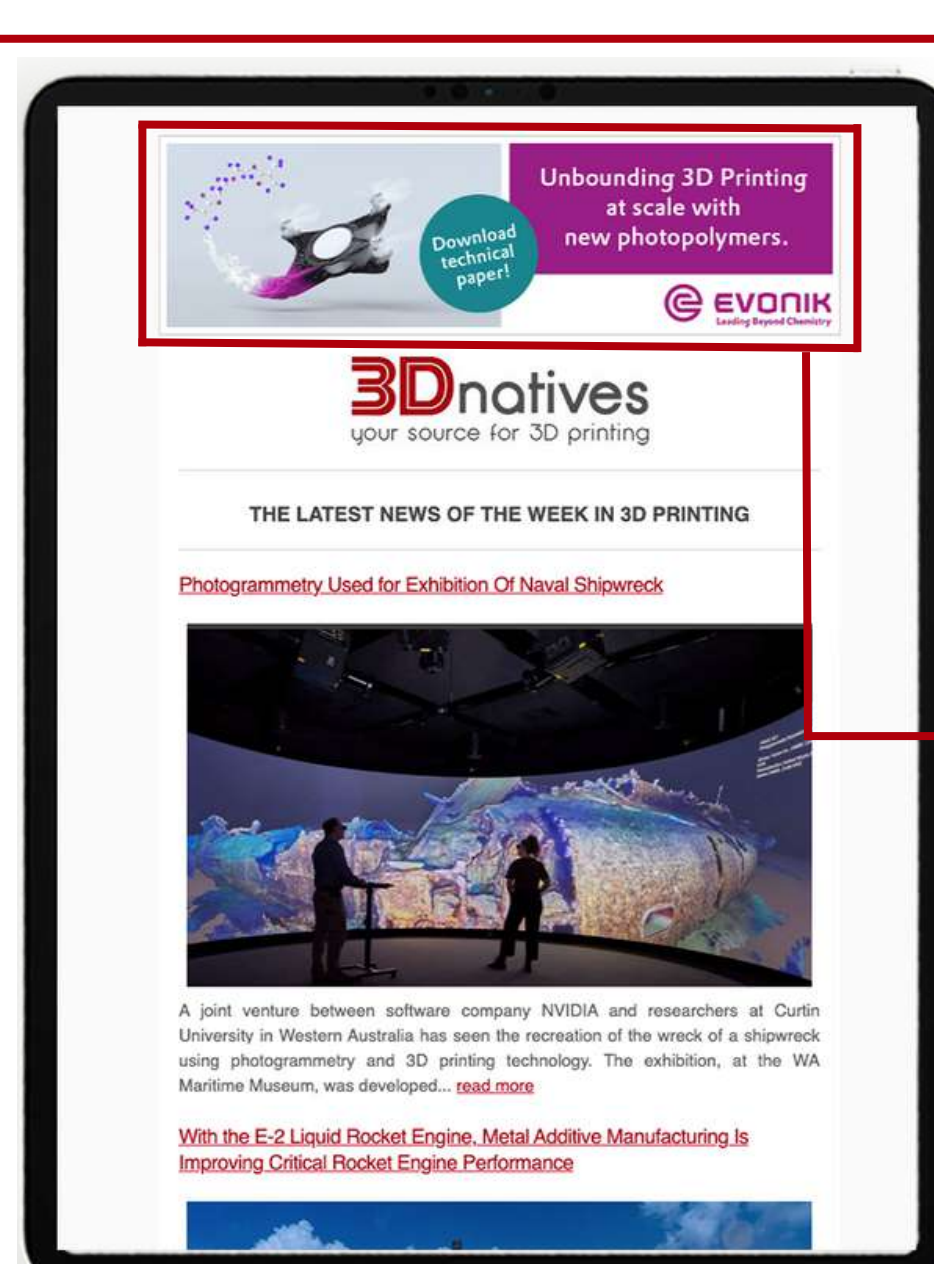
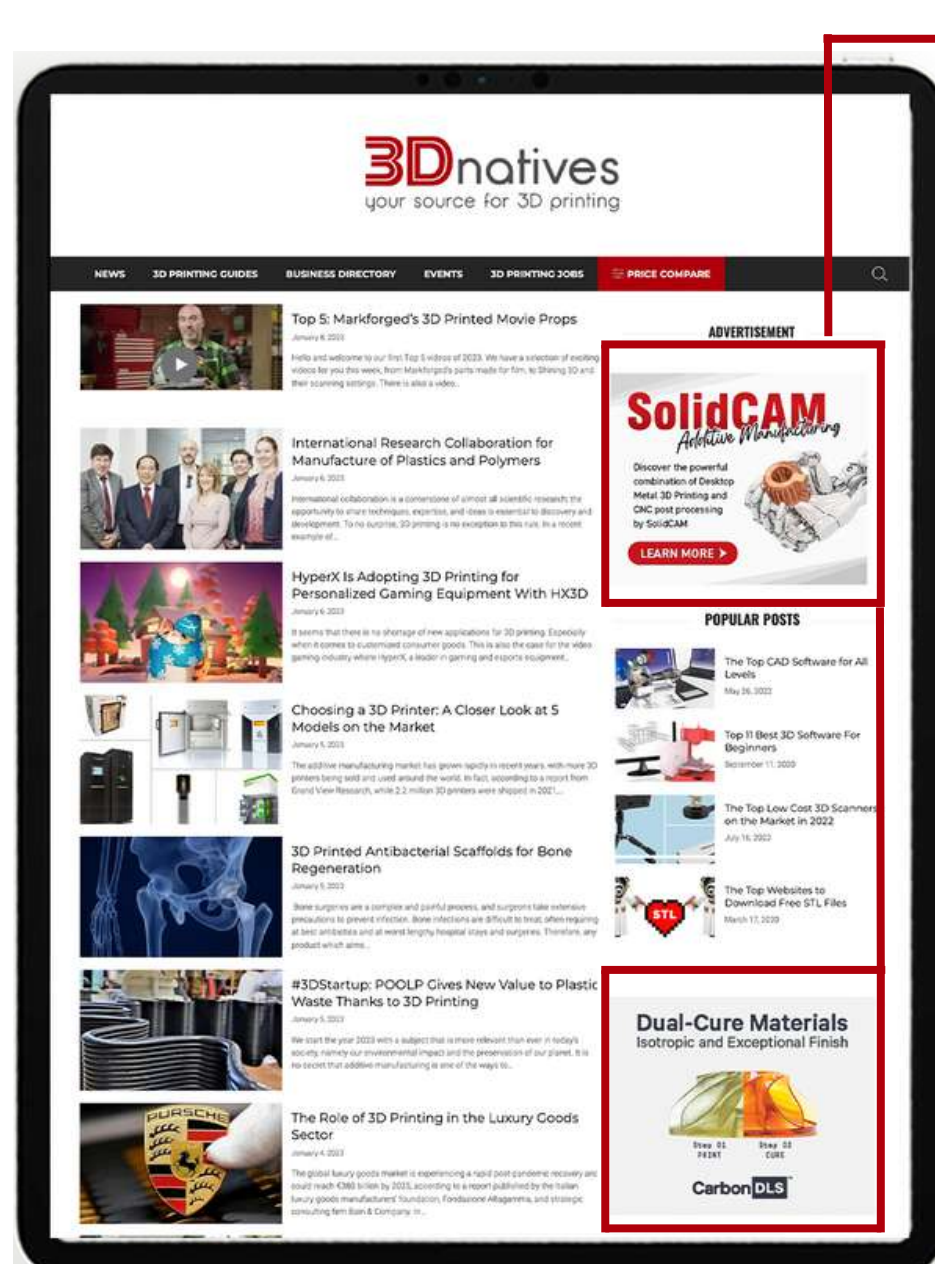
22%



BANNERS



Feature of a banner dedicated to promoting your activity/product/service etc. Banner ad to be featured on 3Dnatives' homepage, inside an article or on the weekly newsletter. 3Dnatives can provide insights on what format, style, look & feel tends to get higher CTRs.



WEBSITE

✓ **250-500k**
IMPRESSIONS/MONTH

Banner ads featured on 3Dnatives homepage

NEWSLETTER

✓ **10-20k**
IMPRESSIONS/WEEK

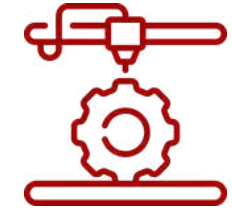
Banner ads featured on 3Dnatives' weekly newsletter

COMPARATOR



UNIQUE
MONTHLY USERS

>40K



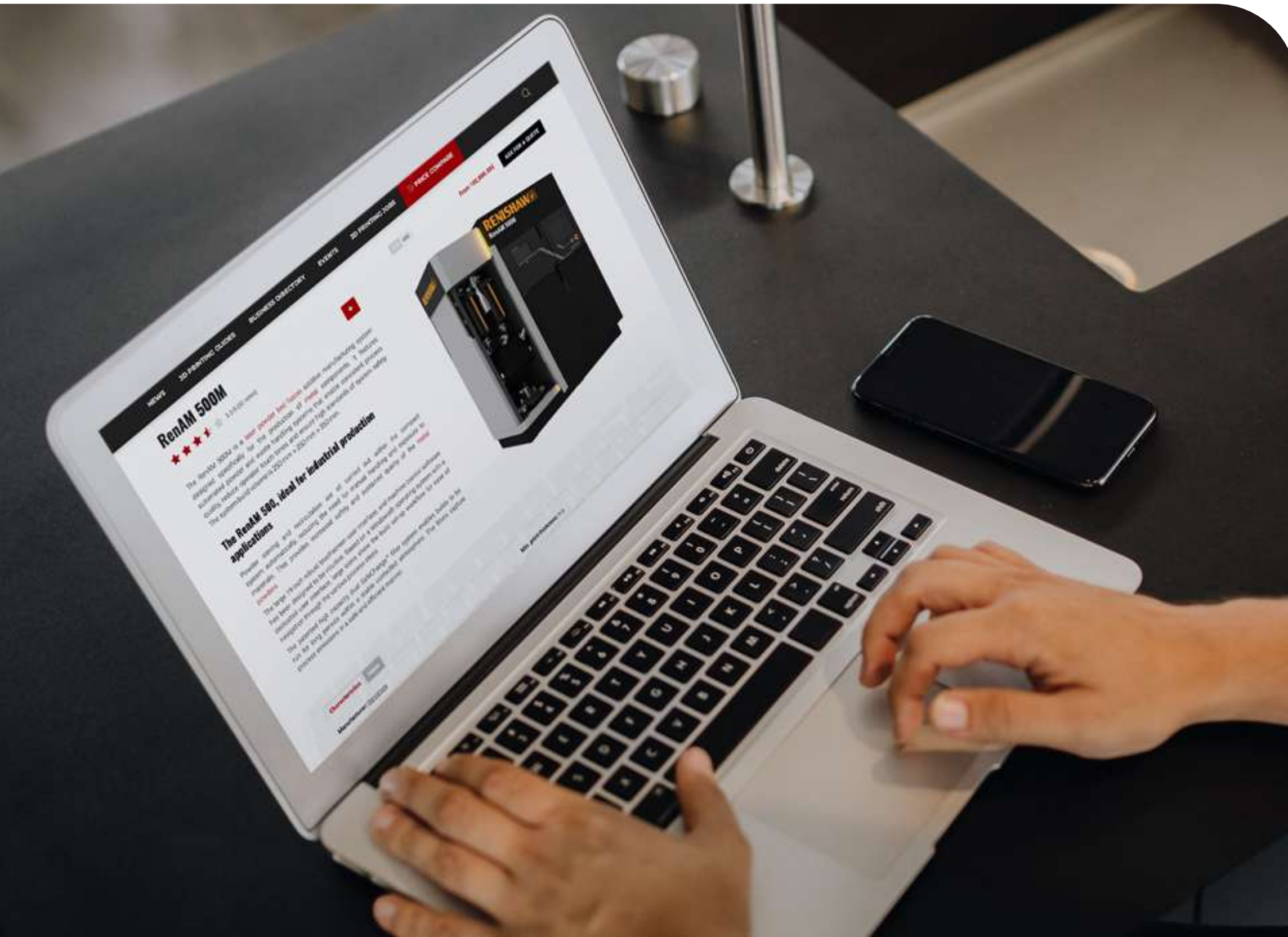
NUMBER OF
PRODUCTS

>500

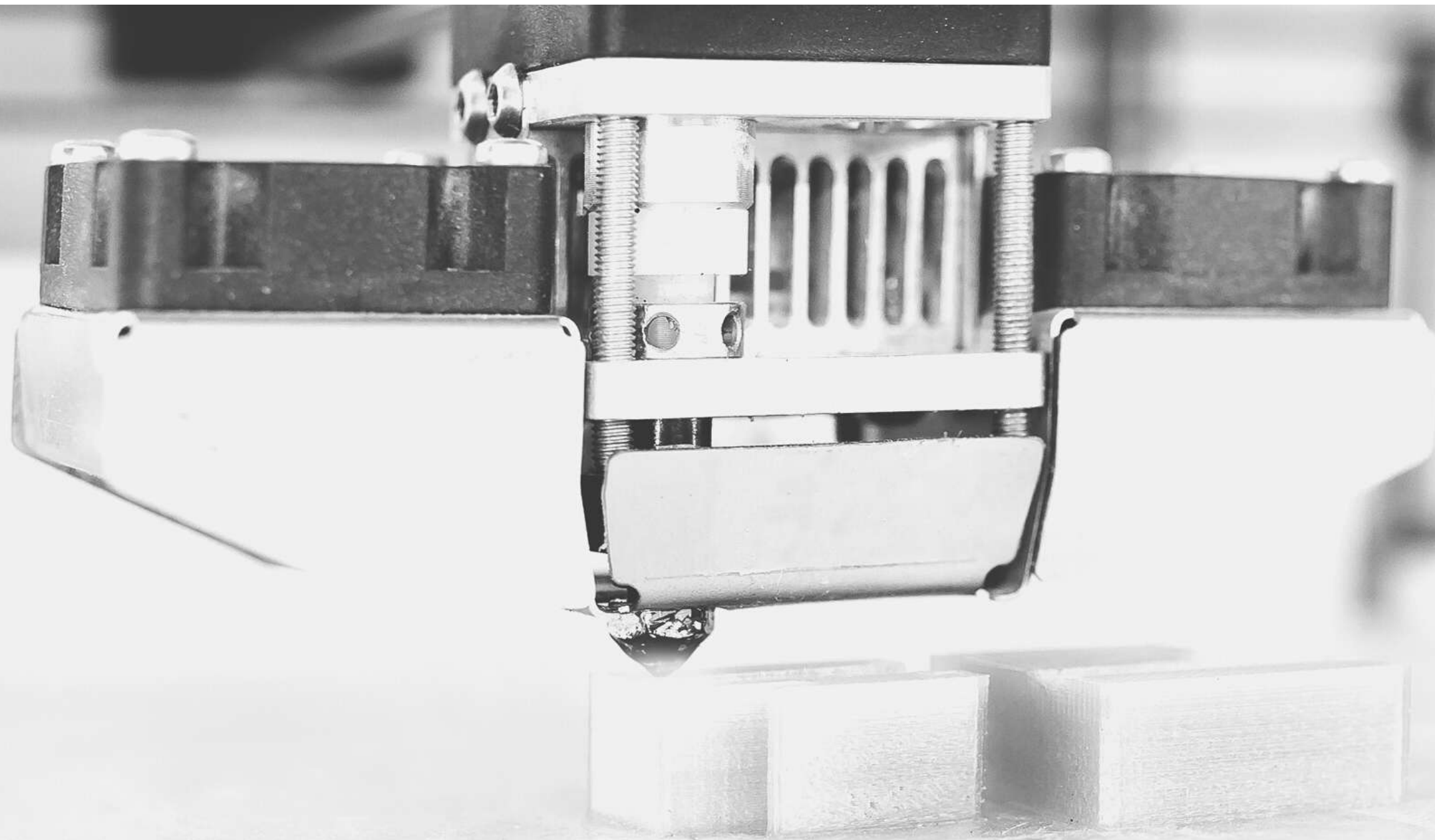
A printer (or a series of), scanner, or material featured in 3Dnatives' comparator dedicated to 3D Printing related products. This platform is visited by buyers wishing to see products' details and compare them with others. By featuring a product in the comparator, you get a dedicated product page that includes a link to your site.



[RENISHAW RENAM 500M](#)



EVENTS





WHAT IS ADDITIV?



The “ADDITIV” brand was launched as a result of the digital transformation we are experiencing. As the world is turning virtual, we always strive to find the best and most innovative ways to communicate with the additive manufacturing world. Our series of ADDITIV virtual events have been internationally praised as one of the best ways to interact with the right people, under the right circumstances.



300+

DIFFERENT
SPEAKERS

PANEL DISCUSSIONS

Expert panel discussions with leaders and innovators in the manufacturing space.



80+

PARTICIPATING
COUNTRIES

NETWORKING

A super hands-on way of meeting and interacting with old and new contacts in the manufacturing world.



15 000+

TOTAL NUMBER OF
REGISTRANTS

LEADS

One of the most efficient ways to acquire high-quality leads and enrich your sales pipeline.

OUR EVENTS



OUR PLATFORM

We use the most user friendly software tools available in order to ensure the high user satisfaction possible

ADDITIV PER VERTICAL

ADDITIV events now available on specific verticals like: Medical, Aerospace, Automotive and more!

SPEAKERS FROM LEADING COMPANIES



L'ORÉAL

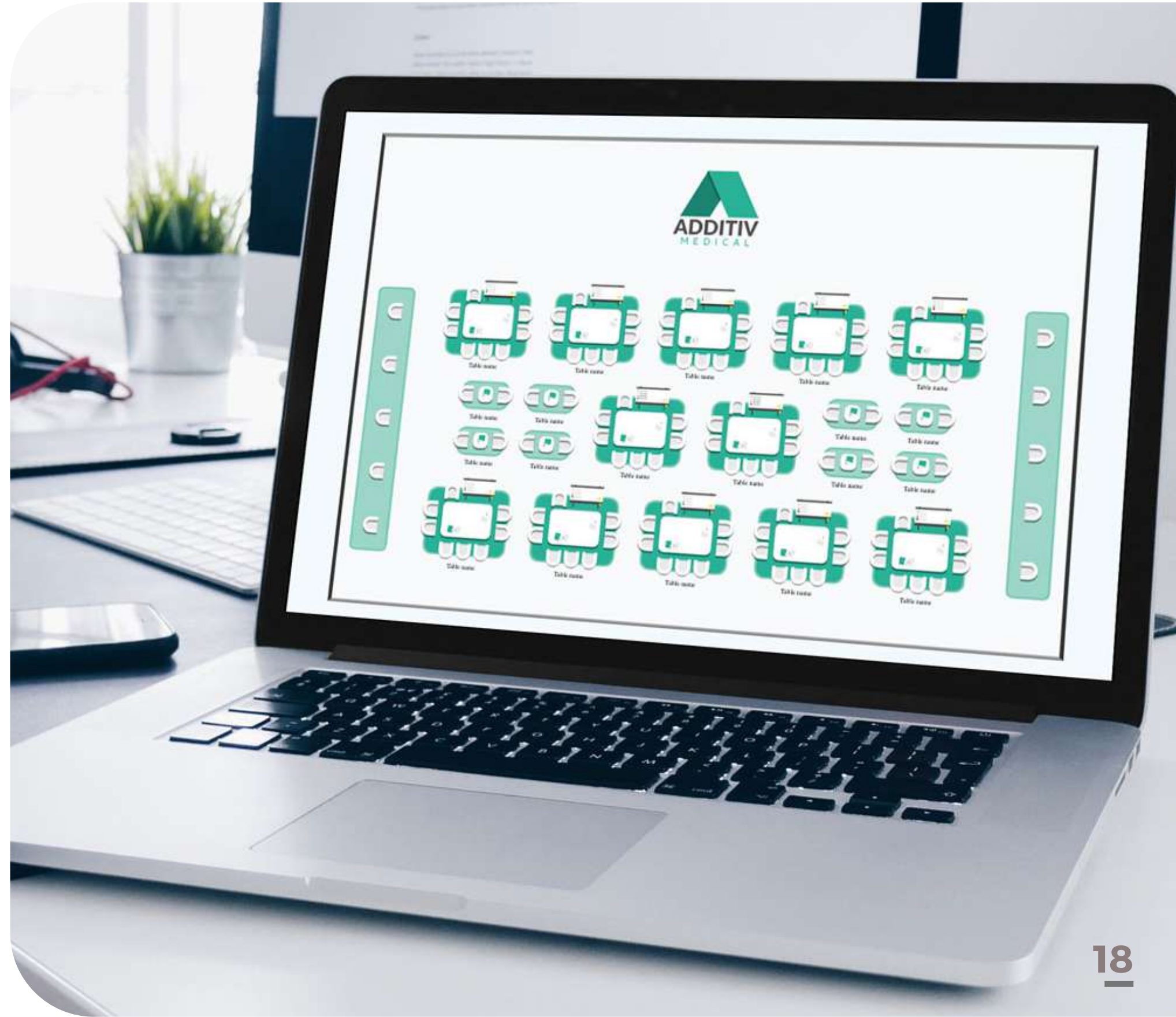
DECATHLON



AIRBUS

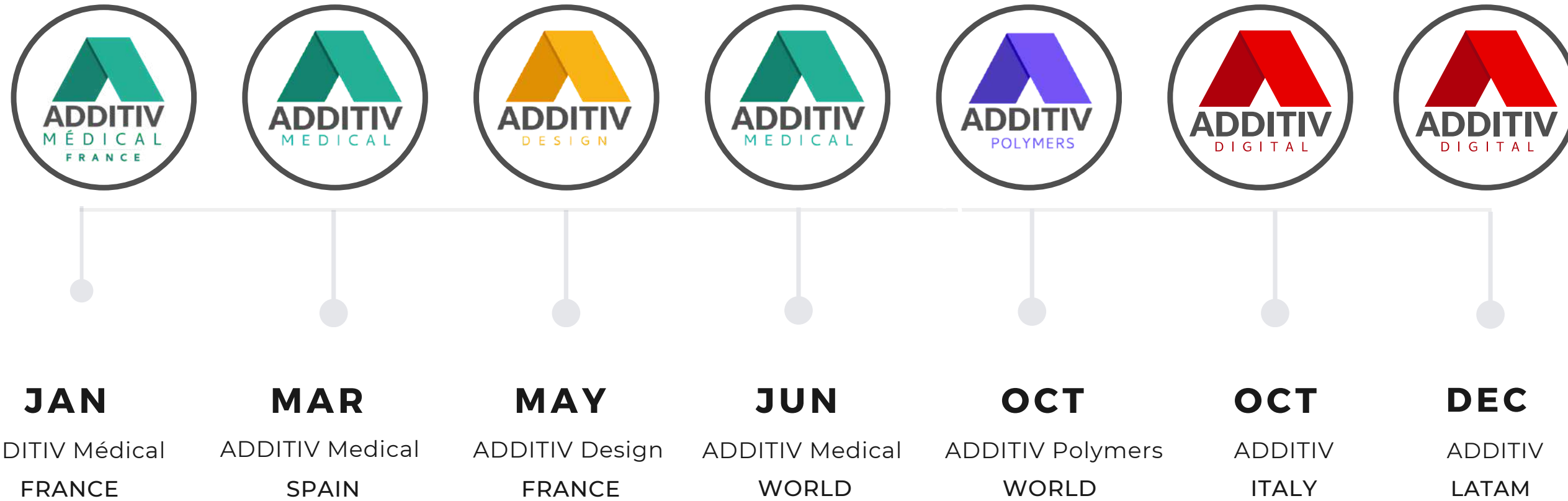


facebook



2023

EVENTS



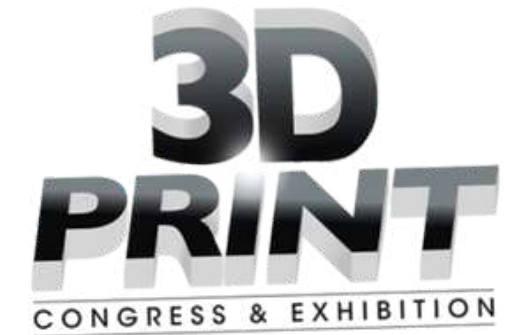
ADDITIV ROADMAP

2023 is packed with a variety of industry and/or location specific events. From expert panels, to educational workshops and interactive networking sessions, it is possible to find it all at an ADDITIV event.

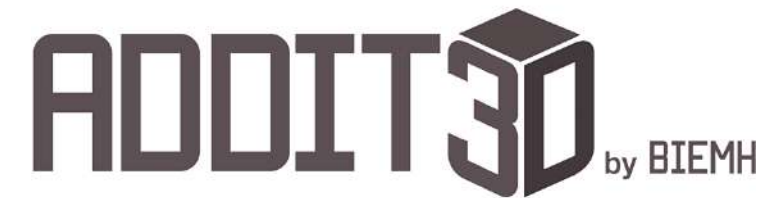
Ask us about sponsorship options!
Each event gets more than 500 registrants!



Are you exhibiting at any of these events? Ask us about the promotional packages we offer!



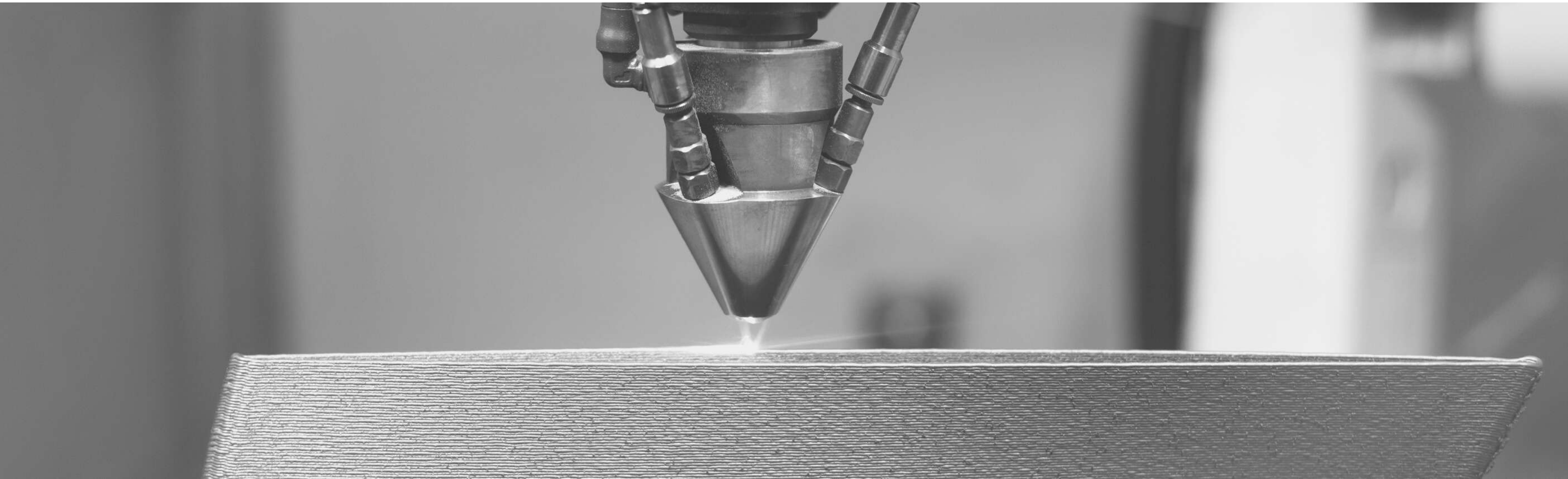
Additive Manufacturing Forum Berlin



INDUSTRY EVENTS

3Dnatives has a long history of collaborating with all key AM events of the industry. As our international audience wants to know the latest, we travel the world to report on what is happening in 3D technologies.

B2B SERVICES



CONTENT CREATION



GRAPHIC DESIGN

Our graphic design team is here to help with the creation of all kinds of promotional material you might need (i.e. banners, HTMLs and more).



WRITTEN CONTENT

Thanks to its expertise, our team can produce any kind of written content for your website, blog, social networks.



TRANSLATION SERVICES

Our team of native professionals can produce full translation to and from 5 languages (EN, FR, DE, ES, IT).



VIDEO

Full production (shooting & editing) of videos for you to use as you please (e.g. product launches).

OUR EXECUTIVE TEAM

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 VOULPIOTIS
Chief Business Officer



filippos@3dnatives.com

+33 7 66 25 17 73