Welcome to the new Plastics Engineering!

I'm glad you're here, because it's an exciting time for the publication and all our channels.

The coming year promises a revamped, user-friendly website complete with fresh, original content updated daily; an exciting social media strategy that will allow us to engage with our readers; a newsletter that will offer exclusive news features and information about our upcoming print issues; and permanent sections that will spotlight innovations in plastics machinery, additive manufacturing, design software, resins and composites, and additives and colorants in every single issue.

These expanded offerings open up a world of opportunities for sponsorships, Webinars, video series, podcasts, and other innovative channels will help your organization reach a wide and diverse audience.

I'm looking forward to taking this journey with you. If you have comments, questions, or suggestions, I'm only a call, e-mail, or tweet away. Call me at (201) 748-8713, e-mail me at skasprzak@wiley.com, or tweet me at @SheriMKasprzak.

The sky is the limit for the future of the plastics industry — and Plastics Engineering.

Your Editor-in-Chief,

Sheri Kasprzak
THE PLASTICS INDUSTRY’S LEADING SUITE OF MEDIA FOR NEWS AND TECHNICAL INFORMATION

Our Audience

*Plastics Engineering* informs professionals with news and in-depth reporting on state-of-the-art and emerging technologies that impact the R&D and processing of plastic products. The objective: To help professionals make the best use of technologies to achieve their organizations’ objectives.

<table>
<thead>
<tr>
<th>In Print</th>
<th>30,000 SUBSCRIBERS</th>
<th><em>Plastics Engineering</em> has a print circulation that is 100% qualified</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Person</td>
<td>10,000 MEMBERS</td>
<td><em>Plastics Engineering</em> informs SPE members and ANTEC and NPE attendees</td>
</tr>
<tr>
<td>Online</td>
<td>30,000 EMAIL SUBSCRIBERS, 16,000 MONTHLY PAGE VIEWS</td>
<td><em>Plastics Engineering</em> has a vibrant digital presence</td>
</tr>
</tbody>
</table>

The typical SPE member is engaged with 2.6 different media offered by *Plastics Engineering*. These are led by the print magazine (80%), the digital edition (49%), our website (43%), and our e-newsletter (39%).

A sample of the companies with which SPE Members work:

- Celanese
- Dow
- 3M
- Milliken
- AsahiKASEI
- Covestro
- Baker Hughes
- Autodesk
- Brabender CWB
- IMS
- ARBURG
- BASF
- JSW
- Henkel

www.plasticsengineering.org
Top reasons to advertise in the Plastics Engineering suite of media products:

READERSHIP:
- 90%* are leaders in decisions related to new plastics technologies
- 84%* use Plastics Engineering content after reading it

INFLUENCE:
- 31,500+ are decision makers in the plastics industry
- 10,600 are members of SPE

KNOWLEDGE:
- 78%* use Plastics Engineering media to learn about emerging technologies

Coverage Worldwide
With over 10,000 global members from 80 different countries, the Society of Plastics Engineers selects more vendors, products, and services than any other group in the plastics industry.

SPE Membership by Function
As a member benefit, Plastics Engineering has the distinct advantage of providing content about new and emerging technologies to the pioneers of the plastics industry. We develop enduring relationships with the big names in plastic and find out about new advances first.
The Plastics Processing Landscape*

Members of the Plastics Engineering audience represent plastic processors of substantial size. The companies represent both captive and contract processors, utilizing a wide range of plastics processing techniques, and produce an average of 4 different types of products and equipment that involve plastics.

<table>
<thead>
<tr>
<th>Primary Machinery</th>
<th>85.6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Injection Molding</td>
<td>52.5%</td>
</tr>
<tr>
<td>Compounding</td>
<td>35.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Extrusion</th>
<th>51.4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blown/cast film</td>
<td>16.9%</td>
</tr>
<tr>
<td>Sheet</td>
<td>17.6%</td>
</tr>
<tr>
<td>Pipe/conduit/profile/tubing</td>
<td>20.4%</td>
</tr>
<tr>
<td>Coating, web</td>
<td>4.2%</td>
</tr>
<tr>
<td>Coating, wire/cable</td>
<td>7.7%</td>
</tr>
<tr>
<td>Foam processing</td>
<td>11.6%</td>
</tr>
<tr>
<td>Reinforced composites</td>
<td>12.0%</td>
</tr>
<tr>
<td>Thermoforming</td>
<td>15.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Blow Molding</th>
<th>25.7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extrusion blow molding</td>
<td>16.2%</td>
</tr>
<tr>
<td>Injection blow molding</td>
<td>10.9%</td>
</tr>
<tr>
<td>Stretch blow molding</td>
<td>7.0%</td>
</tr>
<tr>
<td>Rotational molding</td>
<td>6.0%</td>
</tr>
<tr>
<td>Reaction injection molding</td>
<td>4.6%</td>
</tr>
<tr>
<td>Compression transfer</td>
<td>4.2%</td>
</tr>
<tr>
<td>Calendering</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary Processing</th>
<th>37.7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decorating/finishing/printing</td>
<td>27.1%</td>
</tr>
<tr>
<td>Bonding/welding</td>
<td>27.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>In-house Tooling</th>
<th>38.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mold making</td>
<td>21.1%</td>
</tr>
<tr>
<td>Tool repair &amp; maintenance</td>
<td>35.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other</th>
<th>19.4%</th>
</tr>
</thead>
</table>

(Some recipients indicated more than one function, the number of respondents may exceed 100%. The data is presented for statistical and marketing purposes only.)

Source: Publisher’s own data.
PLASTICS ENGINEERING

2018 Editorial Calendar

Regular Sections in each issue

Machinery
» Innovations in plastics machinery, including injection and blow molding machines, extruders, and 3D printers
» Upkeep and maintenance tips and advice
» Spotlights from industry leaders on the machinery that will move the plastics industry into the coming decade

Additive Manufacturing
» The latest in 3D printing for the medical, construction, industrial, and automotive sectors
» Updates on the latest composites for additive manufacturing, including photopolymers, simulated polypropylene, bio-compatible materials, and carbon fiber
» Profiles on how the innovators of plastics will use additive manufacturing to revolutionize the industry

Design Software
» Insights on the best investments in CAD and CAM software
» Insiders’ views on how software is changing the plastics industry
» Profiles on plastic innovations developed using design software, including molds and prototypes

Resins and Composites
» Explorations in thermoplastic polymer resins, including PET, polypropylene, polycarbonate, PBT, vinyl, polyethylene, PVC, PEI, and nylon, as well as thermosetting resins like polyester, vinyl ester, epoxy, phenolic, and urethane
» Spotlights on sustainability and recyclability
» Additives and Colorants
» Reports on additives that enhance and improve plastics’ properties and strength
» Brilliant, bright features on the colorants that bring plastics to life

People Moves
» Updates on the movements of the plastics industry’s leaders

January

COVER STORY:
Hot Machinery Trends for 2018
We kick off the year with a look at the machinery that will define the future of plastics – and those being phased out

ALSO IN THIS ISSUE:
3D printing and its place in the plastics manufacturing sector. 2018 Software update: What software should your company invest in?

EVENT COVERAGE:
• Preview coverage on NPE2018
• JEC Group/SPE’s conference on Plastics in Sports, Jan 23-24, Long Beach, CA*
*Bonus Distribution

ADVERTISING DEADLINE:
Dec 13, 2017

February

COVER STORY:
Medical Plastics
We explore how additive manufacturing is impacting the rapid prototyping of medical devices

EVENT COVERAGE:
• Plastec West Conference, Feb 6-8, Anaheim, CA*
• Thermoset 2018 Conference, Feb 20-21, Indianapolis*
• International Polyolefins Conference, Feb 25-28, Houston*
*Bonus Distribution

MARKETS COVERED:
Medical devices, resins and thermoplasts, healthcare packaging, additive manufacturing, extruding, tooling, rapid prototyping

ADVERTISING DEADLINE:
Jan 16, 2018
March

COVER STORY:  
Plastics in Tech  
We take a look at the plastics in our technology with a focus on Plastic Optical Fibers used in smart home technology and microstructured polymer fibers (mPOF)  

ALSO IN THIS ISSUE:  
Building materials update: MIT created a building with a 3D printer last year. What can AM mean for the future of construction materials?  

EVENT COVERAGE:  
• Upcoming at NPE2018  
• 11th European Thermoforming Conference, Mar 14–16, Rome, Italy*  
• 2018 TPO Shanghai, Mar 27-29, Shanghai, China*  

*Bonus distribution  

ADVERTISING DEADLINE:  
Feb 12, 2018  

April

COVER STORY:  
Cook-at-Home Packaging  
Packaged cook-at-home meals are all the rage with millennials. We explore the processes needed to keep food fresh as demand for home-delivered ingredients skyrockets  

EVENT COVERAGE:  
• Countdown to NPE2018  

MARKETS COVERED:  
Packaging, film packaging, rigid containers, polyolefins, injection and blow molding, recycling and sustainability  

ADVERTISING DEADLINE:  
Mar 13, 2018  

May

COVER STORY:  
NPE 2018 and ANTEC Show Issue, and Spotlight on Injection Molding  
We explore the latest trends in injection molding  

EVENT COVERAGE:  
• NPE 2018*  
• AUTO EPCON 2018, May 1, Troy, MI*  
• NPE - ANTEC, May 7-10, Orlando*  
• ANTEC Preview  

*Bonus distribution  

ADVERTISING DEADLINE:  
April 10, 2018  

June

COVER STORY:  
Green Issue  
Advances in film plastics with an eye to sustainability. We talk to manufacturers about the strides being made to improve the recyclability of film plastics  

EVENT COVERAGE:  
• MD&M East 2018 with a focus on bio-compatible/medical-grade plastics  
• Rotational Molding Conference 2018, Jun 3-6, Cleveland  
• Plastec /New York, Jun 12–14, NY  
• Re|focus Sustainability & Recycling Summit, Jun 27-29, Orlando  

*Bonus distribution  

ADVERTISING DEADLINE:  
May 10, 2018  

July/August

COVER STORY:  
Auxiliary Equipment  
We make auxiliary the star as we explore blending and feeding, material handling, quality control, resin drying and cleaning, and more  

MARKETS COVERED:  
Auxiliary equipment, molding automation, blending and feeding, material handling equipment, quality control, resin drying and cleaning  

ADVERTISING DEADLINE:  
July 17, 2018  

September

COVER STORY:  
Autonomous Driving Issue  
Autonomous vehicles mean people will spend more time enjoying the interiors of their cars, so we take a look at the plastics innovations that will enhance the travel experience and improve safety  

EVENT COVERAGE:  
• Thermoplastics Elastomers Conference, Sep 18-20, Akron, Ohio*  
• Color and Appearance Conference: (CADRETEC®), Sep 23-25, North Charleston, SC*  
• SPE Automotive Composites Conference & Exhibition (ACCE), Sep 5-7, Novi, MI*  
• Thermoforming Conference, Sep 24-27, Fort Worth*  

*Bonus distribution  

ADVERTISING DEADLINE:  
August 4, 2018  

Continued...
PLAN AHEAD

Upcoming Events

October

COVER STORY: The Design Issue
We explore the complex relationship between design software and rapid prototyping; we show how CAD/CAM software is helping the plastics industry bring new innovations to life faster

EVENT COVERAGE:
• Automotive TPO Conference, Oct 7 – 10, Troy MI*
  *Bonus distribution

MARKETS COVERED:
Software (CAD/CAM), design and development, rapid prototyping, colorants and finishes, resins and compounds

ADVERTISING DEADLINE:
Sep 13, 2018

November/December

COVER STORY: Holiday Wish List Issue
We ask the industry's top names about their machinery, hardware, software, and additives wish lists for 2019

ALSO IN THIS ISSUE:
Factory shutdown/startup tips as the holiday season approaches.

EVENT COVERAGE:
Factory shutdown/startup tips for the holiday season

MARKETS COVERED:
Primary machinery, software, auxiliary machinery, additives, purging compounds, design tools, automation, maintenance, corporate investment

ADVERTISING DEADLINE:
November 13, 2018

2017

OCTOBER 1-4, 2017
Automotive TPO Conference
Troy Marriott (Detroit Suburbs), Michigan

OCTOBER 2-4, 2017
Blow Molding Conference
Oak Brook, Illinois

OCTOBER 9-12, 2017
SPE Foams® Conference
University of Bayreuth, Germany

OCTOBER 10-12, 2017
Vinyltec® 2017 Conference
San Antonio, Texas

OCTOBER 15-18, 2017
Flexible Packaging Conference
Tampa, FL

NOVEMBER 6-8, 2017
Design in Plastics
Detroit, Michigan

NOVEMBER 8, 2017
47th Annual SPE Automotive Division Innovation Awards Gala
Livonia (Detroit) Michigan

2018

JUNE 3-6, 2018
Rotational Molding Conference 2018
Cleveland, Ohio

SEPTEMBER 18-20, 2018
Thermoplastics Elastomers Conference
Akron, Ohio

SEPTEMBER 23-25, 2018
Color and Appearance Conference: (CAD RETEC®)
North Charleston, South Carolina

SEPTEMBER 24-27, 2018
Thermoforming Conference®
Fort Worth, Texas

OCTOBER 7-10, 2018
Automotive TPO Conference
Troy Marriott (Detroit Suburbs), Michigan

2019

FEBRUARY 24-27, 2019
International Polyolefins Conference
Houston, Texas

FEBRUARY 24-27, 2019
International Polyolefins Conference
Houston, Texas

SEPTEMBER 9-12, 2019
Thermoforming Conference®
Milwaukee, Wisconsin

SEPTEMBER 9-12, 2019
Thermoforming Conference®
Milwaukee, Wisconsin

SEPTEMBER 9-12, 2019
Thermoforming Conference®
Milwaukee, Wisconsin

SEPTEMBER 23-25, 2019
Annual Blow Molding Conference 2019
Atlanta, Georgia

SEPTEMBER 23-25, 2019,
Color and Appearance Conference: (CAD RETEC®)
Cleveland, Ohio

OCTOBER 6-9, 2019
Automotive TPO Conference
Troy Marriott (Detroit Suburbs), Michigan

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### 2018 Display Ad Rates
All rates are for 4-color ads

<table>
<thead>
<tr>
<th>Spread</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>8x</th>
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<td></td>
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<td>$13,550</td>
<td>$12,260</td>
<td>$9,180</td>
<td>$8,240</td>
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<td>Full Page</td>
<td>$8,400</td>
<td>$7,110</td>
<td>$6,950</td>
<td>$5,200</td>
<td>$4,985</td>
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<td>Two-Third Page</td>
<td>$7,165</td>
<td>$6,110</td>
<td>$4,975</td>
<td>$4,415</td>
<td>$4,325</td>
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<td>Half Page Island</td>
<td>$6,615</td>
<td>$5,575</td>
<td>$4,700</td>
<td>$4,225</td>
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<tr>
<td>Half Page</td>
<td>$6,325</td>
<td>$5,675</td>
<td>$4,550</td>
<td>$4,145</td>
<td>$3,800</td>
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<td>Quarter Page</td>
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<td>$3,625</td>
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</table>

<table>
<thead>
<tr>
<th>2018 Cover Ad Position Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Cover 2</td>
</tr>
<tr>
<td>Cover 3</td>
</tr>
<tr>
<td>Cover 4</td>
</tr>
</tbody>
</table>

All rates are NET per issue for all sizes
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call 201-748-6819

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FeatureBox ads

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Max file size: 200 KB
Top and bottom positions

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$2,000 (NET)
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White papers / product brochures
Rates are per page, minimum 2 pages
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- Average monthly full-text downloads: 170,264
- Average monthly HTML downloads: 47,711
- Average monthly PDF downloads: 217,975

**Polymer Composites**
This scientific journal serves the fields of reinforced plastics and polymer composites, including research, production, processing, and application.
- Average monthly full-text downloads: 161,526
- Average monthly HTML downloads: 61,630
- Average monthly PDF downloads: 99,986

**Journal of Vinyl & Additive Technology**
A peer-reviewed technical publication dedicated to new and important work in the fields of polymer modifiers and additives, vinyl polymers and selected review papers.
- Average monthly full-text downloads: 18,548
- Average monthly HTML downloads: 5,104
- Average monthly PDF downloads: 13,444

**2018 CPM Rates:**
- Skyscraper: $75
- Leaderboard: $100
- Cost per click option: $100
- Full issue sponsorship: $1,500

**CPM= cost per thousand**
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Plastics Engineering, the official publication of SPE, leads the conversations that drive the plastics industry.
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CONTACT US

EDITORIAL

Sheri Kaspzak
Editor-in-chief
P: 201-748-8713
E: skasprzak@wiley.com

PRINT AND E-MEDIA MARKETING

Dan Nicholas
Manager, Sciences, Corporate Sales
P: 716-587-2181
E: dnicholas@wiley.com

Roland Espinosa
Senior Print and E-Media Manager
P: 201-748-6819
F: 201-748-6667
E: respinosa@wiley.com

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SPE Sponsorship and Exhibit Sales
Stephanie Clark, CEM
Senior Director
P: 703-472-5810
sclark@4spe.org

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