

A close-up photograph of industrial machinery, likely a CNC machine or a similar manufacturing tool. The machine is primarily light grey and white, with various components like a control panel, a screen, and mechanical arms visible. There are blue and yellow safety markers on the machine. The background is a solid blue color.

2018 Plastics Engineering

PRINT & DIGITAL MEDIA GUIDE

**EVERYTHING
PLASTICS:**
PEOPLE, MACHINERY
& IDEAS

AN OFFICIAL PUBLICATION OF THE



SOCIETY OF
PLASTICS
ENGINEERS

WILEY

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](https://twitter.com/SheriMKasprzak).

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

Your Editor-in-Chief,



Sheri Kasprzak

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[@Plastics_Mag](https://twitter.com/Plastics_Mag)

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.

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%).

In Print

30,000
SUBSCRIBERS

Plastics Engineering has a print circulation that is 100% qualified

In Person

10,000
MEMBERS

Plastics Engineering informs SPE members and ANTEC and NPE attendees

Online

30,000
EMAIL SUBSCRIBERS
16,000
MONTHLY PAGE VIEWS

Plastics Engineering has a vibrant digital presence

A sample of the companies with which SPE Members work:

				Asahi KASEI
			Brabender CWB	

WE ARE THE PLASTICS INDUSTRY

Our Members

Top reasons to advertise in the *Plastics Engineering* suite of media products:

READERSHIP:

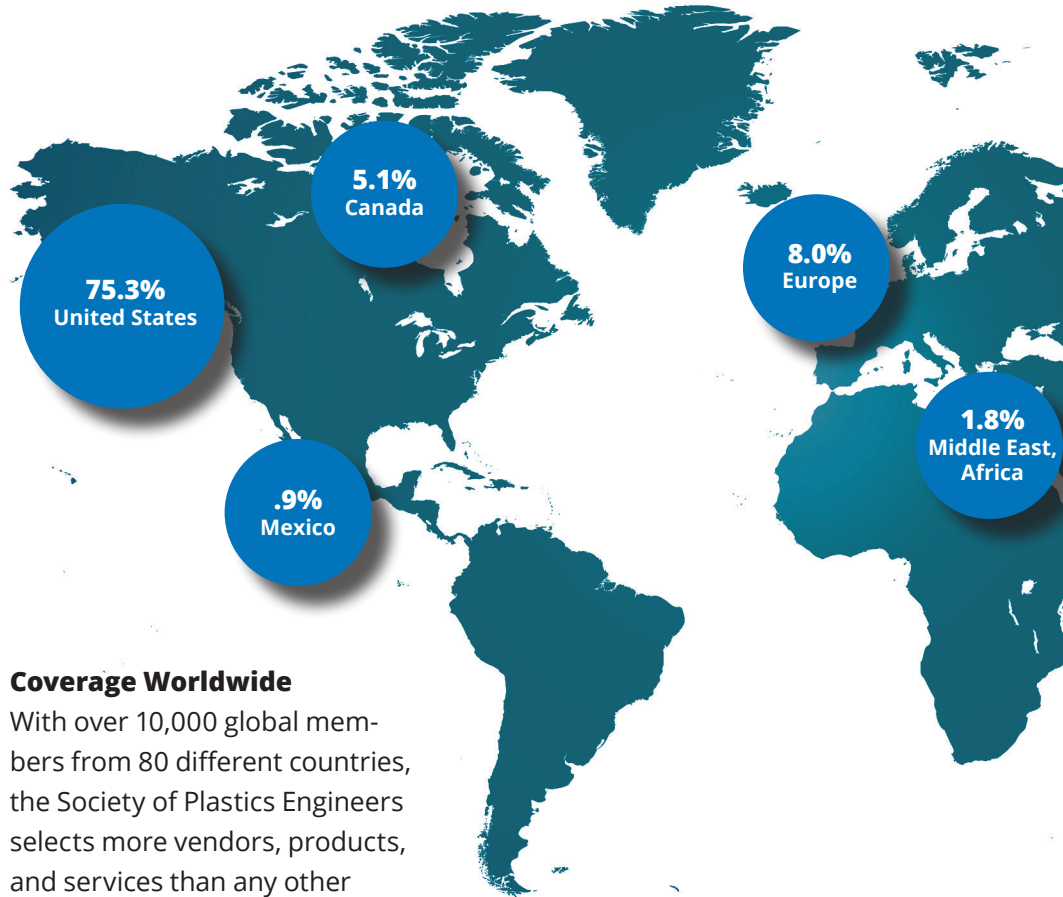
- 90%* are leaders in decisions related to new plastics technologies
- 84%* use *Plastics Engineering* content after reading it

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

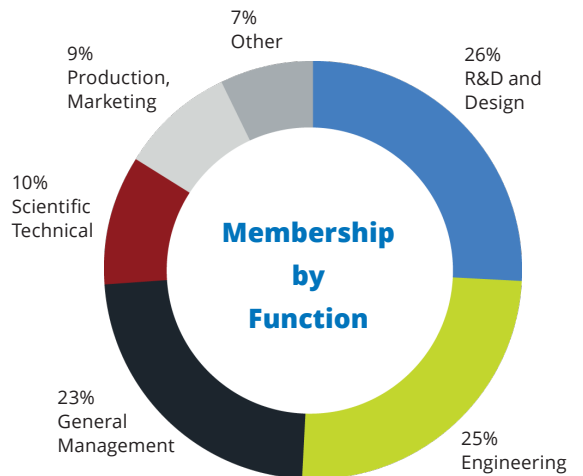


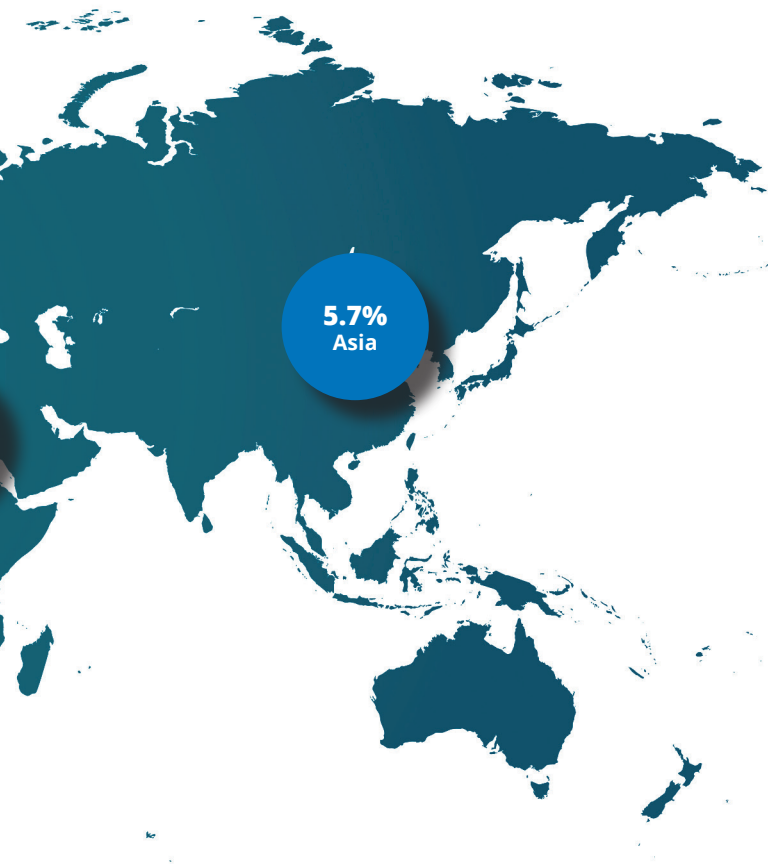
Coverage Worldwide

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.

Primary Machinery **85.6%**

Injection Molding	52.5%
Compounding	35.2%

Extrusion **51.4%**

Blown/cast film	16.9%
Sheet	17.6%
Pipe/conduit/profile/tubing	20.4%
Coating, web	4.2%
Coating, wire/cable	7.7%
Foam processing	11.6%
Reinforced composites	12.0%
Thermoforming	15.1%

Blow Molding **25.7%**

Extrusion blow molding	16.2%
Injection blow molding	10.9%
Stretch blow molding	7.0%
Rotational molding	6.0%
Reaction injection molding	4.6%
Compression transfer	4.2%
Calendaring	3.2%

Secondary Processing **37.7%**

Decorating/finishing/printing	27.1%
Bonding/welding	27.5%

In-house Tooling **38.0%**

Mold making	21.1%
Tool repair & maintenance	35.6%

Other **19.4%**

(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

JANUARY 23-24, 2018
Forum by JEC & SPE Composites for Performance in Sports
 Long Beach, CA, USA

FEBRUARY 20-21, 2018
Thermoset 2018 Conference
 Indianapolis, Indiana

FEBRUARY 25-28, 2018
International Polyolefins Conference
 Houston, Texas

MARCH 14-16, 2018
11th European Thermoforming Conference
 Rome, Italy

March 27-29, 2018
2018 TPO Shanghai
 Shanghai, China

MAY 1, 2018
AUTO EPCON 2018
 Troy, Michigan

MAY 7-10, 2018
ANTEC® Orlando
 Orlando, Florida

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

MARCH 18-20, 2019
ANTEC® Detroit
 Renaissance Center Detroit, MI

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

a Vital Role in
to Eye Back in the Formative Years
SPE Member for Nearly 7 Decades
arrey Brings Wealth of Diverse
Challenge
onting the Plastics Industry's
Engineering is Sponsored By:
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THE MOST IMPORTANT
SUITE OF MEDIA SERVING THE
PLASTICS INDUSTRY

Plastics Engineering Print & On-line Advertising RATES & SPECIFICATIONS



BUILD YOUR BRAND WITH FOCUSED SOLUTIONS

Print Advertising

Plastics Engineering magazine has a guaranteed reach of 30,000 global industry leaders in over 80 countries. We offer a number of print advertising opportunities that allow you to target your audience throughout the year.

Extend your message: Publish a two or four page special insert within the print magazine — contact us for information.

2018 Display Ad Rates

All rates are for 4-color ads

PLATINUM PROGRAM DISCOUNTS

Special discounts for advertising campaigns are available to SPE member companies.

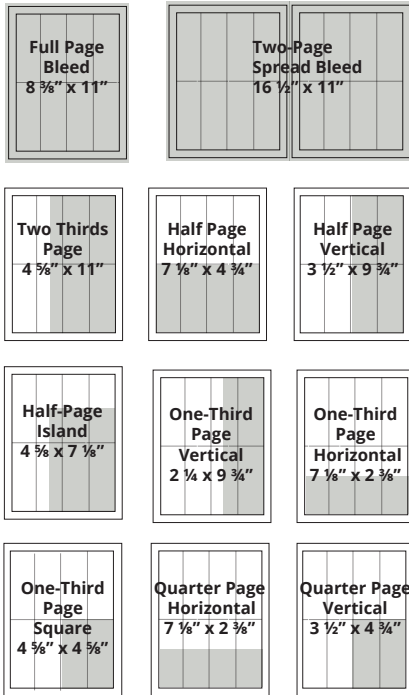
Contact [Rollie Espinosa](#) for prices; respinosa@wiley.com, or call [201-748-6819](tel:201-748-6819)

	1x	3x	6x	8x	10x
Spread	\$15,650	\$13,550	\$12,260	\$ 9,180	\$ 8,240
Full Page	\$ 8,400	\$ 7,110	\$ 6,950	\$ 5,200	\$ 4,985
Two-Third Page	\$ 7,165	\$ 6,110	\$ 4,975	\$ 4,415	\$ 4,325
Half Page Island	\$ 6,615	\$ 5,575	\$ 4,700	\$ 4,225	\$ 4,000
Half Page	\$ 6,325	\$ 5,675	\$ 4,550	\$ 4,145	\$ 3,800
One-Third Page	\$ 5,340	\$ 4,485	\$ 4,200	\$ 4,075	\$ 3,576
Quarter Page	\$ 4,960	\$ 4,140	\$ 3,625	\$ 3,245	\$ 3,040

2018 Cover Ad Position Rates

	1x	3x	6x	8x	10x
Cover 2	\$11,550	\$ 9,600	\$ 7,510	\$ 7,135	\$ 6,200
Cover 3	\$10,275	\$ 8,950	\$ 7,500	\$ 7,000	\$ 5,995
Cover 4	\$10,975	\$ 9,800	\$ 8,330	\$ 7,915	\$ 6,500

All rates are NET per issue for all sizes



Final trim size: 8 1/8" x 10 3/4"; Live area:
7 5/8" x 10 1/4"

AD FILE REQUIREMENTS

Print:

Please submit print ad materials as Adobe PDF file at 300 dpi.

Bleed:

No additional charge.

Short rate:

All advertisers (display print and digital) will be short rated 50% for unfulfilled insertions contracted.

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For pricing, specifications and availability contact Rollie Espinosa at respinosa@wiley.com or call 201-748-6819

Send all ad materials as a 300dpi press quality PDF file via email to: [Rollie Espinosa;](mailto:respinosa@wiley.com) respinosa@wiley.com, or call 201-748-6819

UNIQUE WAYS TO REACH YOUR AUDIENCE DIGITALLY

On-line Advertising

Use **Plastics Engineering** digital media products to reach plastics industry professionals who control the buying process. Our up-to-the-minute coverage is delivered to readers on several engaging platforms, all with opportunities to deliver your message.

All new: e-newsletters



- **35,000+ subscribers**
- **Average open rates over 10%**
- **Original content**



Leaderboard
 Size: 728x90 banner
\$2,400 (NET)
 Max file size: 200 KB

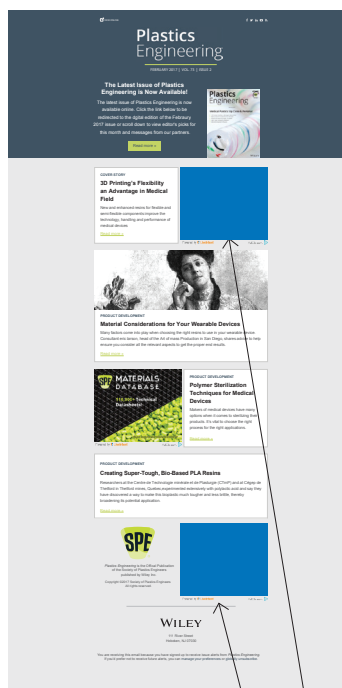
FeatureBox ads
 Size: 300x250
\$1,800 (NET)
 Max file size: 200 KB
 Top and bottom positions

Issue alerts



Delivered digitally to 35,000+ opt-in subscribers

Average open rates over 10%



FeatureBox ads
 Size: 300x250
\$2,000 (NET)
 Accepted file formats: GIF, JPG and PNG
 Non animated files
 Max file size: 200 KB
 Top and bottom positions available

www.PlasticsEngineering.org

The premier online resource for plastics industry professionals.

- **3,000 unique visitors each month**
- **16,000 monthly page views**
- **4.5 pages viewed per visit**

Your banner advertisement will appear throughout the entire site or specify placement in any of the following categories: News, Blog, Product Focus, and all the other pages on the website.



Leaderboard
 Size: 728 X 90
\$3,200 (NET)
 Sole sponsor / 30 days
\$2,500 (NET)
 Shared sponsor / 30 days

Skyscraper
 Size: 160 x 600
\$3,500 (NET)
 1 Sole sponsor /30 days
 Top and bottom positions available

Technical specifications

Please provide the following materials:
 Creative for advertisement and target URL
 Backup gif/jpeg file (if applicable)
 Maximum size for banner ad files: 200 KB

Our Digital Edition

- **80% of print subscribers visit the digital edition**
- **1,500+ page views per issue**
- **Printable, searchable, shareable, and storable**
- **Sponsorship opportunities**



Digital Issue Sponsorship:
\$2,500 (NET)

Sole Sponsorship for 30 days
 Full page PDF - must accompany a full page ad in printed edition

Supplements: Call for rates
 White papers / product brochures
 Rates are per page, minimum 2 pages

Advertorial: Call for rates
 White papers / product brochures
 Rates are per page, minimum 2 pages

INTEGRATED ADVERTISING PROGRAMS

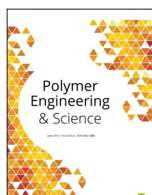
Wiley Polymer Science & Technology Journals

*SPE's partnership with Wiley allows you to expand your print impact by 'bundling' your ads in **Plastics Engineering** with opportunities in other Wiley publications. Contact your Wiley sales representative for additional information. Wiley journals in the **Polymer Science & Technology** category have the following viewership:*

Average Monthly impressions: 1,800,000

Average Monthly page views: 900,000

INDIVIDUAL JOURNALS



Polymer Engineering & Science

A highly regarded journal that serves as a forum for authors of treatises on the cutting-edge of polymer science and technology.

Average monthly full-text downloads: 170,264

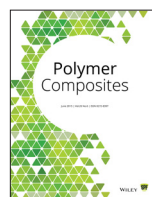
Average monthly HTML downloads: 47,711

Average monthly PDF downloads: 217,975

2018 CPM Rates:

Skyscraper	\$75
Leaderboard	\$100
Cost per click option	\$100
Full issue sponsorship	\$1,500

CPM= cost per thousand



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

2018 CPM Rates:

Skyscraper & FeatureBox	\$75
Leaderboard	\$100
Cost per click option	\$100
Full issue sponsorship	\$1,500

CPM= cost per thousand



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:

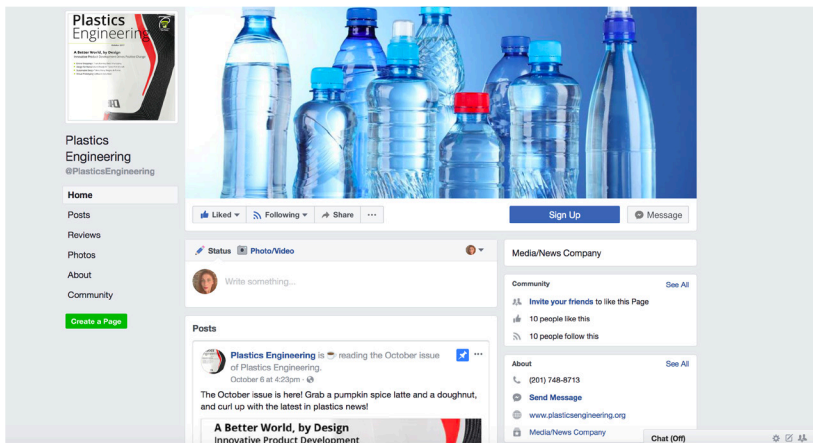
Skyscraper & FeatureBox	\$75
Leaderboard	\$100
Cost per click option	\$100
Full issue sponsorship	\$1,500

CPM= cost per thousand

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It's all about the conversation!

Here's where you'll find a little bit of everything about plastics. Our Facebook and Twitter pages are your connection to the people, machinery and business of plastics. If you've got something to say, or want to see what others are saying, join us!



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***Plastics Engineering**, the official publication of SPE, leads the conversations that drive the plastics industry.*

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