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

OUR AUDIENCE

Plastics Engineering informs plastic industry professionals of 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%), our website (43%), and our e-newsletter (39%).

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:

- 30,400+ are decision makers in the plastics industry

KNOWLEDGE:

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

@PlasticsEngineering @Plastics_Mag

IN PRINT
30,400
RECIPIENTS
Source: BPA

ONLINE
35,000
UNIQUE VISITORS
ANNUALLY
WE ARE THE PLASTICS INDUSTRY

ACTIVE MEMBERSHIP

Coverage Worldwide
With more than 22,500 global members from 84 countries, the SPE - Inspiring Plastics Professionals selects more vendors, products, and services than any other group in the plastics industry.

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

SPE Membership by Job Function

The Plastics Processing Landscape

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Machinery</td>
<td>85.6%</td>
</tr>
<tr>
<td>Injection Molding</td>
<td>52.5%</td>
</tr>
<tr>
<td>Compounding</td>
<td>35.2%</td>
</tr>
<tr>
<td>Extrusion</td>
<td>51.4%</td>
</tr>
<tr>
<td>Blown/castfilm</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</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>
<tr>
<td>In-house Tooling</td>
<td>38.0%</td>
</tr>
<tr>
<td>Mold making</td>
<td>21.1%</td>
</tr>
<tr>
<td>Tool repair &amp; maintenance</td>
<td>35.6%</td>
</tr>
<tr>
<td>Secondary Processing</td>
<td>37.7%</td>
</tr>
<tr>
<td>Decorating/finishing/printing</td>
<td>27.1%</td>
</tr>
<tr>
<td>Bonding/welding</td>
<td>27.5%</td>
</tr>
<tr>
<td>Blow Molding</td>
<td>25.7%</td>
</tr>
<tr>
<td>Extrusion blowmolding</td>
<td>16.2%</td>
</tr>
<tr>
<td>Injection blowmolding</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 injectionmolding</td>
<td>4.6%</td>
</tr>
<tr>
<td>Compression transfer</td>
<td>4.2%</td>
</tr>
<tr>
<td>Calendaring</td>
<td>3.2%</td>
</tr>
<tr>
<td>Other</td>
<td>19.4%</td>
</tr>
</tbody>
</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.
The following topics are covered in every issue:

**MACHINERY**
- Plastics machinery, including injection/blow molding machines, extruders, and 3D printers
- Maintenance tips and advice
- Industry leaders on 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
- Innovators of plastics using additive manufacturing to revolutionize the industry

**DESIGN SOFTWARE**
- The best investments in CAD and CAM software
- Insiders’ views on how software is changing the plastics industry
- Plastic innovations developed using design software

**RESINS AND COMPOSITES**
- Explorations in thermoplastic polymer resins
- Spotlights on sustainability and recyclability

**ADDITIVES AND COLORANTS**
- Additives that enhance and improve plastics’ properties and strength
- Brilliant, bright features on the colorants that bring plastics to life
BUILD YOUR BRAND WITH FOCUSED SOLUTIONS

PRINT ADVERTISING

*Plastics Engineering* magazine has a guaranteed reach of 30,400 global industry leaders in more than 84 countries. We offer a number of print advertising opportunities that allow you to target your audience throughout the year.

Publish a two- or four-page special insert within the print magazine. Contact us for information.

**PLATINUM PROGRAM DISCOUNTS**
Special discounts for advertising campaigns are available to SPE member companies.

**2021 Display Ad Rates**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page color</td>
<td>$8,400</td>
</tr>
<tr>
<td>Half page color</td>
<td>$6,326</td>
</tr>
<tr>
<td>Double page spread</td>
<td>$15,650</td>
</tr>
</tbody>
</table>

**Frequency Rate Info**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2x</td>
<td>0%</td>
</tr>
<tr>
<td>3-6x</td>
<td>3%</td>
</tr>
<tr>
<td>7-9x</td>
<td>6%</td>
</tr>
<tr>
<td>10-24x</td>
<td>9%</td>
</tr>
</tbody>
</table>

**2021 Cover Ad Position Rates**

| Cover 2:  | 35%  |
| Cover 3:  | 25%  |
| Cover 4:  | 50%  |

All rates are NET per issue for all sizes

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Final trim size: 8.125” x 10.75”
Live area: 7.625” x 10.25”

**AD FILE REQUIREMENTS**

Print: Please submit print ad materials as Adobe PDF file at 300dpi
Bleed: No additional charge.
Short rate: All advertisers (display print and digital) will be short rated 50% for unfulfilled insertions contracted.
ONLINE OPPORTUNITIES

www.PlasticsEngineering.org

The premier online resource for plastics industry professionals.

- 3,400 unique visitors each month
- 7,800 monthly page views
- 1.7 pages viewed per visit

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

Issue Alerts
Issue Alerts update subscribers about the current issue of *Plastics Engineering*.

Circulation 8,600.

We offer a range of options to customize your sponsorship:

- Single sponsor exclusivity
- Audience targeted by a single journal or a range of journals in a subject category
- Advance notice of content (themes) featured in forthcoming e-newsletter issues
- Highly selective campaigns with pricing based on the volume of opted-in registrants

Issue Alert Ad Specifications:

- Include your URL with ad creative file
- Acceptable file formats (non animated): GIF, JPG and PNG
- Maximum banner size: 200KB

Custom Content Alerts

Our custom content alerts are delivered digitally to opt-in subscribers with a preview of upcoming articles in a mobile friendly email. Multiple positions are available in each issue.

- Delivered digitally to 8,600 opt-in subscribers
- Average open rates over 10%

Feature Box above the fold: $2,800 (NET)
Size: 300x250
Accepted file formats: GIF, JPG and PNG
Non animated files Max file size: 200KB

Feature Box below the fold: $2,000 (NET)
Size: 300x250
Accepted file formats: GIF, JPG and PNG
Non animated files Max file size: 200KB

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: 200KB
Rich media instructions: https://goo.gl/mQJHjV
CONTENT MARKETING

Content Media for Supporting Thought Leadership

Position your brand as an industry leader and share market knowledge in these long-form content marketing tools.

Incorporate these opportunities into your advertising and marketing program in order to drive traffic.

Your message—on screens everywhere

We have an extensive collection of research on physical sciences on the Wiley Online Library, which generates an average of 85 million page views from over 19.5 million unique users each month. It provides seamless delivery of 7.2 million articles from 1,600 journals, 21,000 books, and hundreds of reference works, laboratory protocols, and databases. We can develop a customized communications plan to support your promotional and publication strategy.

We can work in partnership with you to reach the right people who every day are: exploring our website; downloading our content; reading our print books, journals and supplements; and attending our webinars.

Webinars

Deliver your innovative position, improve your brand, and build credibility by sponsoring a webinar. Connect with your relevant audiences in an online learning environment they depend on.

We offer a wealth of opportunities to showcase your brand, build thought leadership, deliver training, and identify qualified customers. Our webinars include live question-and-answer sessions before and after the main presentation. You gain invaluable data to aid your post-event marketing strategy.

We provide the following with each webinar:

• Renowned subject matter experts
• Comprehensive list of available topics
• A detailed presentation agenda
• Registration and attendance tracking
• Recording and hosting of the entire presentation
• Multimedia promotional campaigns
• Development and production of campaign materials
• Schedule of email reminders
Essential Knowledge Briefings (EKB)

Essential Knowledge Briefings (EKB) are short guides to the latest applications of plastics technology. Reviewed and updated annually by world leading experts, EKBs provide the plastic engineering community with the latest and most current information on research applications.

Because these succinct guides provide in-depth information on niche topics, they often resonate with specialized audiences. And, they are mobile enabled for convenient access.

Engage and Inform

Promote your product and brand — sponsor an EKB for your product and engage the research community with invaluable product and branding opportunities.

Print On-Demand

We offer EKBs in print using quality paper stock and binding, with your brand identity prominently displayed. Contact us for more information.
MAKE AN IMPACT

INTEGRATED DISPLAY AND DIGITAL PROGRAMS

*Plastics Engineering* now offers combination savings when you place a print ad in the magazine at the same time you place a banner ad on [www.plasticsengineering.org](http://www.plasticsengineering.org) or our E-Newsletter.

### 2020 Combined Rates for Print and Banner Ad Placements

<table>
<thead>
<tr>
<th>Banner Placement</th>
<th>1x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page and Banner</td>
<td>$8,400</td>
<td>$6,500</td>
</tr>
<tr>
<td>Two-third page and Banner</td>
<td>$7,000</td>
<td>$4,075</td>
</tr>
<tr>
<td>Half page Island and Banner</td>
<td>$4,975</td>
<td>$3,600</td>
</tr>
<tr>
<td>Half page and Banner</td>
<td>$3,585</td>
<td>$2,450</td>
</tr>
<tr>
<td>One-third page and Banner</td>
<td>$3,245</td>
<td>$2,200</td>
</tr>
<tr>
<td>Quarter page and Banner</td>
<td>$3,245</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

Prices above are for leaderboard or MPU (square) banners

**Above the fold**

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page and Leaderboard/MPU</td>
<td>$6,500</td>
</tr>
<tr>
<td>Two-third page and Leaderboard/MPU</td>
<td>$4,075</td>
</tr>
<tr>
<td>Half page and Leaderboard/MPU</td>
<td>$3,600</td>
</tr>
<tr>
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</tr>
<tr>
<td>Quarter page and Leaderboard/MPU</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

**Below the fold**

<table>
<thead>
<tr>
<th>Advertisement Type</th>
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</thead>
<tbody>
<tr>
<td>Full page and MPU</td>
<td>$3,000</td>
</tr>
<tr>
<td>Half page and MPU</td>
<td>$2,000</td>
</tr>
<tr>
<td>Quarter page and MPU</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Per placement rate for print ad in *Plastics Engineering*, and banner ad on [www.plasticsengineering.org](http://www.plasticsengineering.org) website

Per placement rate for print ad in *Plastics Engineering*, and banner ad on the E-Newsletter.
INTEGRATED ADVERTISING PROGRAMS

WILEY POLYMER SCIENCE
& TECHNOLOGY JOURNALS

The SPE 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 ePDF views: 22,000

**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 ePDF views: 30,000

**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

2021 CPM Rates:
- Skyscraper..............................$75
- Leaderboard........................$100

*CPM* = cost per thousand
Plastics Engineering

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CONTACT US

PRINT AND E-MEDIA MARKETING

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We develop unique, custom projects, linked to our massive collection of scholarly publications on Wiley Online Library, a global resource that includes over 4 million articles from 1,500 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximize the impact of your brand.