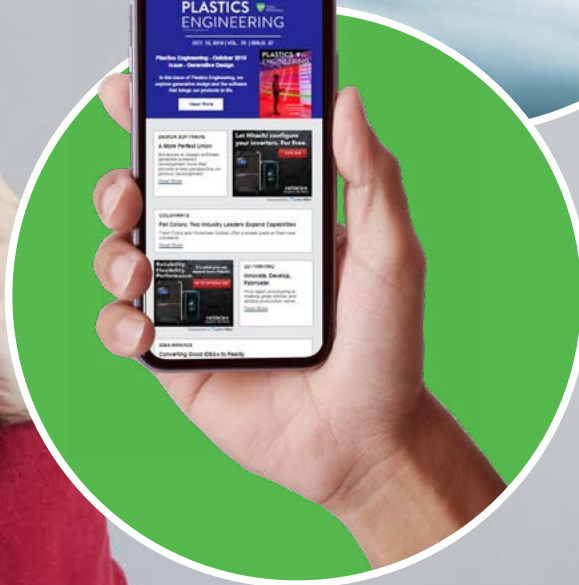
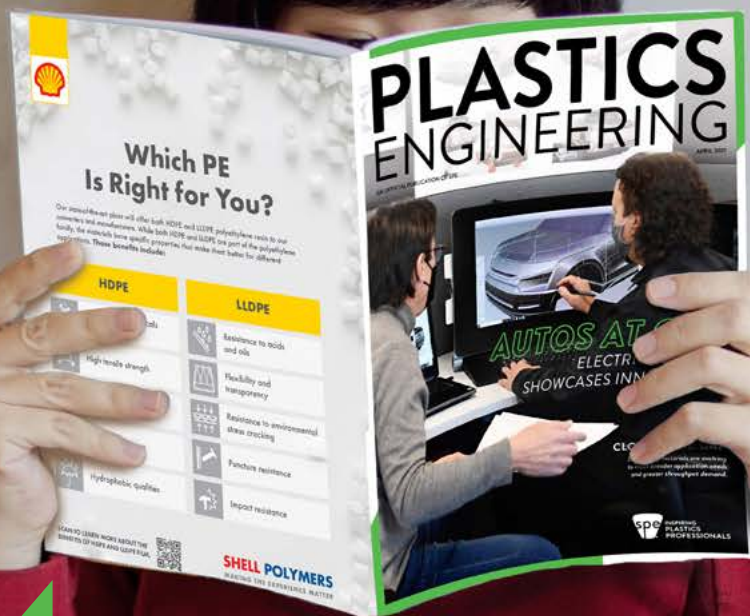


2021

PLASTICS ENGINEERING

PRINT & DIGITAL MEDIA GUIDE



AN OFFICIAL PUBLICATION OF



OUR AUDIENCE

Plastics Engineering keeps plastics professionals and other specialists in the value chain up to date on the latest materials, equipment and process technologies that impact all aspects of product development and applications in the industry. *Plastics Engineering* also covers the trends and influences that affect plastics in key global markets.

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

PRODUCTS

	%
Extrusion Equipment & Parts	17.1%
Injection Molding Equipment & Parts	10.8%
Recycled Plastics	10.0%
Blow Molding Equipment & Parts	9.3%
Resins & Compounds	8.8%
Chemicals & Additives	6.7%
Primary Processing Equipment	6.1%
Coatings	5.7%
Reinforced Plastics	4.7%
Auxiliary Equipment/Components & Supplies	4.0%
Compounding & Formulating	3.6%
Molds/Dies & Tooling	2.6%
Testing & Inspection Systems	2.5%
Compression & Transfer Molding Machines	2.4%
Other	7%

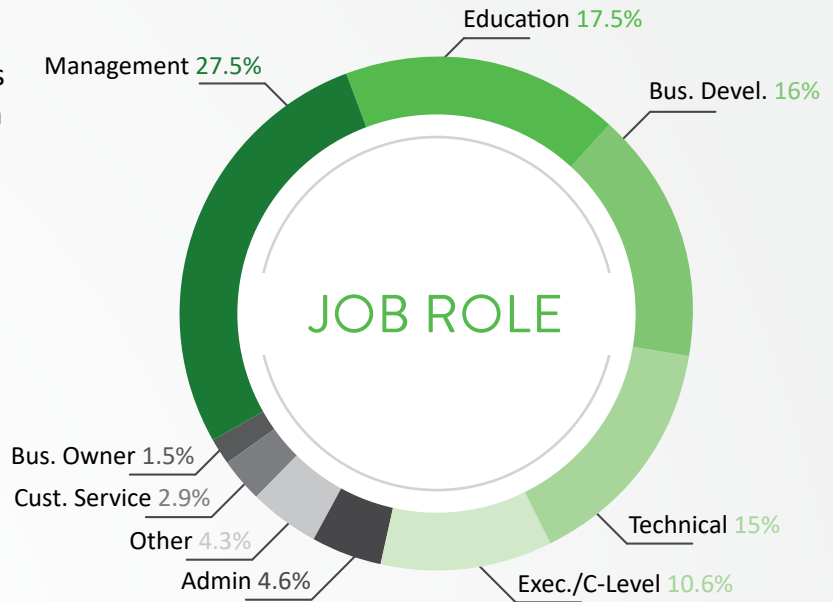
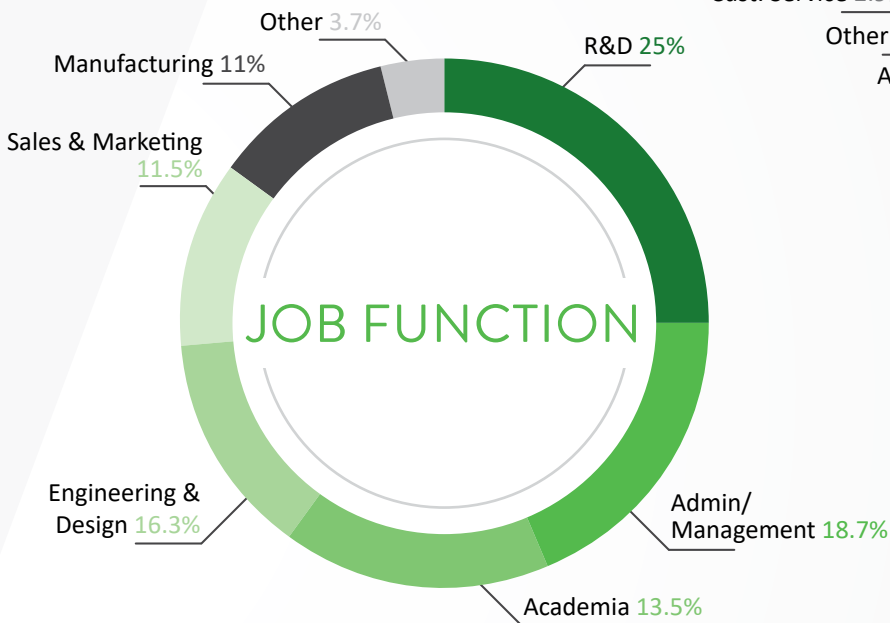


COVERAGE WORLDWIDE

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

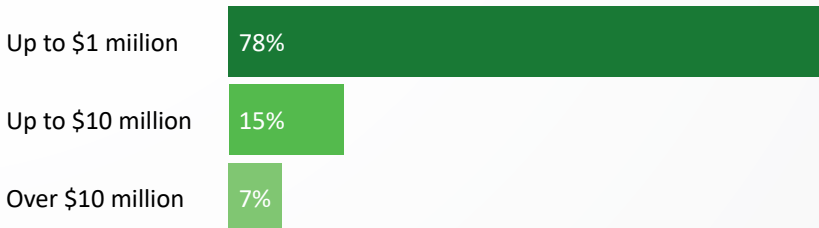
As an SPE member benefit, *Plastics Engineering* has the distinct advantage of providing content about new and emerging technologies to the innovators of the plastics industry. We develop enduring relationships with the big names in plastics and find out about new advances first.



INDUSTRY

INDUSTRY	%
Packaging	17.0%
Chemicals & Plastics	9.6%
Electronics & Electrical	7.6%
Consumer Product	7.4%
Building & Construction	6.6%
Automotive & Transportation	6.1%
Industrial	5.6%
Film & Sheet Products	5.0%
Education	5.0%
Recreational & Sporting Goods	4.7%
Recycling & Sustainability	4.1%
Medical & Pharmaceuticals	4.0%
3-D & 4-D Printing	3.7%
Molds & Tooling	3.4%
Machinery-Equipment-Parts	2.5%
Aerospace	2.5%
Military & Defense	1.8%
Fabrics-Threads-Yarns	1.8%
Computers & Business Machines	1.5%

PURCHASING BUDGET



BUYING INFLUENCE



EDITORIAL

All issues include recurring coverage of product news, design, sustainability, 3D printing, people on the move and more!

2021

JUNE

Women and Design—How product developers overlook the needs of half their market, and ways to change this.

Plus:

- » Legislating the circular economy
- » Chemical recycling technology
- » Recycling 3D printing materials
- » Developments in profile extrusion

Ad Close Date:
5/28/2021

Materials Due:
6/4/2021

JULY/AUG

Transportation Special: Composite materials and processes for demanding—and evolving—vehicle markets.

Plus:

- » New grades and applications in automotive TPOs
- » Preview of SPE Detroit Section Auto TPO conference
- » Preview of SPE ACCE automotive composites conference
- » ANTEC® recap

Ad Close Date:
6/25/2021

Materials Due:
7/2/2021

SEPTEMBER

Colors and Additives Special: How advances in color and additive formulations create the look consumers want and will pay for.

Plus:

- » What processors and OEMs look for in the colorants and additives they specify (think performance and economy, but also sustainability)
- » High-tech granulators are here to stay
- » Preview of SPE Color and Appearance Div. RETEC conference
- » Preview of SPE Thermoforming Div. conference

Ad Close Date:
7/30/2021

Materials Due:
8/6/2021

OCTOBER

Plastics in Medical Devices—A special report on how polymers shape treatment and care.

Plus:

- » Developments in remote diagnostics
- » Medical packaging and polymers
- » Advances in PVC medical compounds
- » Reports from MD&M West medical design expo
- » Preview of SPE Vinyl Plastics Div. Vinyltec conference
- » Preview of SPE Blow Molding Div. conference

Ad Close Date:
8/27/2021

Materials Due:
9/3/2021

NOV/DEC

Playing With Plastics—How durable toy manufacturers use plastics to make the things kids love!

Plus:

- » Trends in thermoforming processes and equipment
- » SPE Thermoforming Div. conference report
- » Product design roundup
- » ACCE composites conference report
- » RACE (Recycling and the Circular Economy) Americas report

Ad Close Date:
10/22/2021

Materials Due:
11/1/2021

2022

JANUARY

Blow Molding Special: Faster, Stronger, Lighter—How molders downsize and lightweight bottles and containers.

- » New blow molding resins deliver properties and performance
- » Rigid container enhancements
- » SPE Blow Molding Div. conference report
- » SPE International Polyolefins Conference preview

Ad Close Date:
12/3/2021

Materials Due:
12/10/2021

FEBRUARY

Focus on Building and Construction—What designers, builders and consumers want in materials and how producers are responding.

- » Sustainable materials boost green building capabilities
- » How plastics and composites replace conventional building materials
- » Plastics and electronics in 21st century houses and offices
- » SPE Vinyl Plastics Div. Vinyltec report

Ad Close Date:
12/31/2021

Materials Due:
1/5/2022

MARCH

Electronics: The Shapes of Things to Come—How injection molding and hybrid processes enable the use of advanced electronics.

- » Advances in microinjection molding improve electronic component design
- » New high-heat polymers broaden capabilities of electrical/electronic systems
- » ANTEC® preview 1—materials innovation
- » SPE International Polyolefins conference report
- » SPE Additives & Colors Europe Div. conference preview
- » SPE European Thermoforming Div. conference preview

Ad Close Date:
1/28/2022

Materials Due:
2/4/2022

APRIL

Wearables and Textiles: The science of comfort and appearance, and how polymer textiles achieve both.

- » Antimicrobial and antibacterial additives keep apparel germ-free
- » How plastics make wearables responsive to user needs
- » ANTEC® preview 2—process technologies
- » SPE Thermoset Div. conference preview

Ad Close Date:
2/25/2022

Materials Due:
3/4/2022

MAY

Flexible Packaging—Advanced mono-material structures meet growing performance and sustainability needs.

- » Packaging designs and recycling technologies that work best with barrier resins
- » Recycling technology updates: processes and collection methods that are proving most viable
- » How the packaging value chain can capitalize on circular economy choices
- » SPE International Polyolefins Conference report
- » SPE Extrusion Div. Precision Extrusion Topcon conference preview

Ad Close Date:
3/25/2022

Materials Due:
4/1/2022

PRINT ADVERTISING

Plastics Engineering magazine has a guaranteed reach of 30,000 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.

2021 DISPLAY AD RATES

All rates are for 4-color ads

Page Units	1x	3x	5x	10x
Two-page spread	\$8,800	\$7,700	\$6,700	\$5,900
Full page	\$4,500	\$3,900	\$3,400	\$3,000
Half page spread	\$5,300	\$4,600	\$4,000	\$3,500
Two-thirds	\$4,200	\$3,700	\$3,300	\$2,900
Half page island	\$2,900	\$2,600	\$2,300	\$2,000
Half page	\$2,800	\$2,500	\$2,200	\$1,900
One-third	\$1,900	\$1,700	\$1,500	\$1,300
Quarter	\$1,400	\$1,200	\$1,000	\$900

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

Preferred Partner Program Discounts

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

Contact Michael Greskiewicz for prices and more information.

E: michaelg@4spe.org

P: 203-740-5411

2021 COVER AD RATES

All rates are for 4-color ads

Position	1x	3x	5x	10x
Cover 2 (inside-front)	\$6,000	\$5,300	\$4,600	\$4,000
Cover 3 (inside-back)	\$5,400	\$4,700	\$4,100	\$3,600
Cover 4 (outside-back)	\$6,700	\$5,900	\$5,200	\$4,500

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.

Two-page spread
16.5" x 11"

Full-page
8.375" x 11"

Half-page spread
16.5" x 4.75"

Two-thirds
4.625" x 11"

Half-page Horiz.
7.125" x 4.75"

Half-page Vert.
3.5" x 9.75"

Half-page island
4.675" x 7.125"

One-third Vert.
2.25" x 9.75"

One-third Horiz.
7.25" x 2.375"

Two-third square
4.625" x 4.625"

Quarter-page Horiz.
7.125" x 2.375"

Quarter-page Vert.
3.5" x 4.375"

One-third square
2.25" x 2.25"

Final trim size:
8.125" x 10.75"

Live area:
7.625" x 10.25"

OTHER OPPORTUNITIES

ANTEC® EXHIBITOR OR SPONSOR

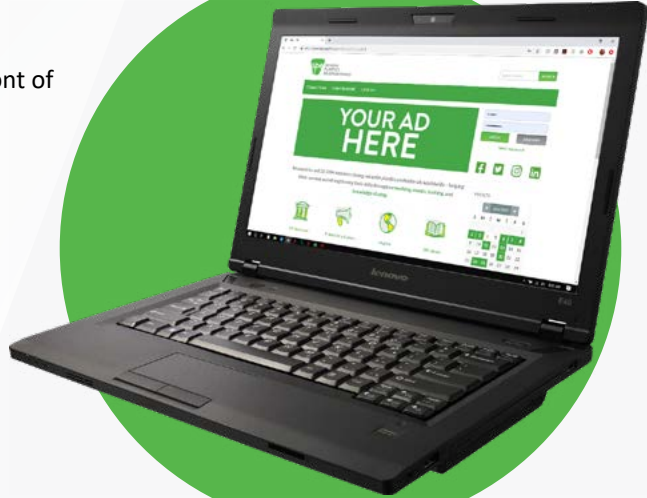
As an exhibitor or sponsor at ANTEC® you will have access to buyers looking for solutions, equipment, and services in the plastics space. www.4spe.org/antecinfo

CUSTOM WEBINAR MARKETING

Exclusive opportunity to be an industry thought leader or get your product in front of a new audience. www.4spe.org/wmo

DIGITAL ADVERTISING

Deliver your brand messages to SPE website visitors. Homepage top and footer banners available. www.4spe.org/digitaladpack



EMAIL ADVERTISING

Send a standalone promotional email directly to your target market. www.4spe.org/digitaladpack

ENEWSLETTERS

Delivered digitally to opt-in subscribers with a preview of upcoming articles in a mobile friendly email. Multiple positions are available in each issue of SPE News or Plastics Insight. www.4spe.org/pinews

SPE PLASTICS INDUSTRY RESOURCE GUIDE

Showcase your message online to dedicated professionals involved in the plastics industry. www.4spe.org/prguide

SPE PREFERRED PARTNER

SPE's most robust package! You choose the combination of SPE advertising opportunities that's right to promote your business. www.4spe.org/partnerprog

SVM™ SURVEY

A technology focused plastics industry survey conducted by SPE tailored specifically to your needs/ desires can help you develop new product ideas, enhance your current or future advertising campaigns, or give you important product feedback and more... www.4spe.org/svm

Contact Michael Greskiewicz for prices and more information.

E: michaelg@4spe.org | P: 203-740-5411