

2022

PLASTICS ENGINEERING

PRINT & DIGITAL MEDIA GUIDE



AN OFFICIAL PUBLICATION OF



INSPIRING
PLASTICS
PROFESSIONALS

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%

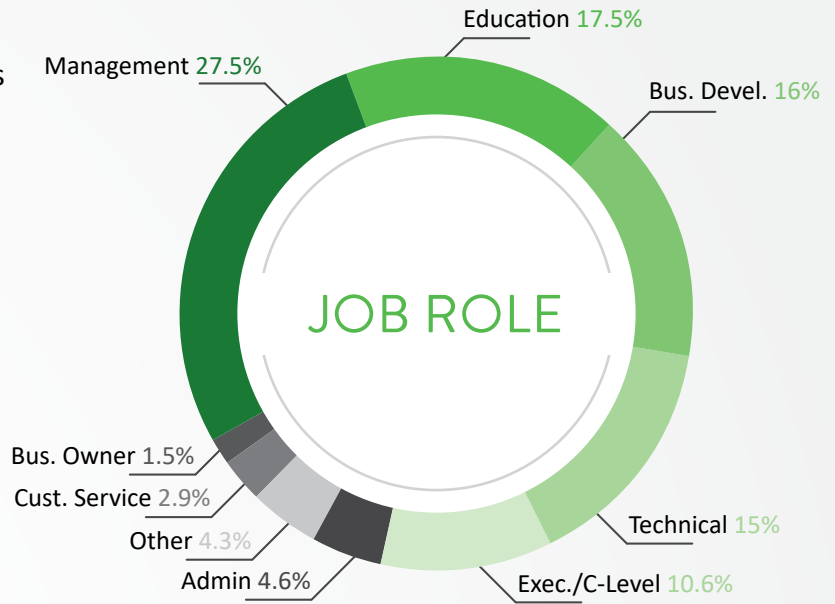
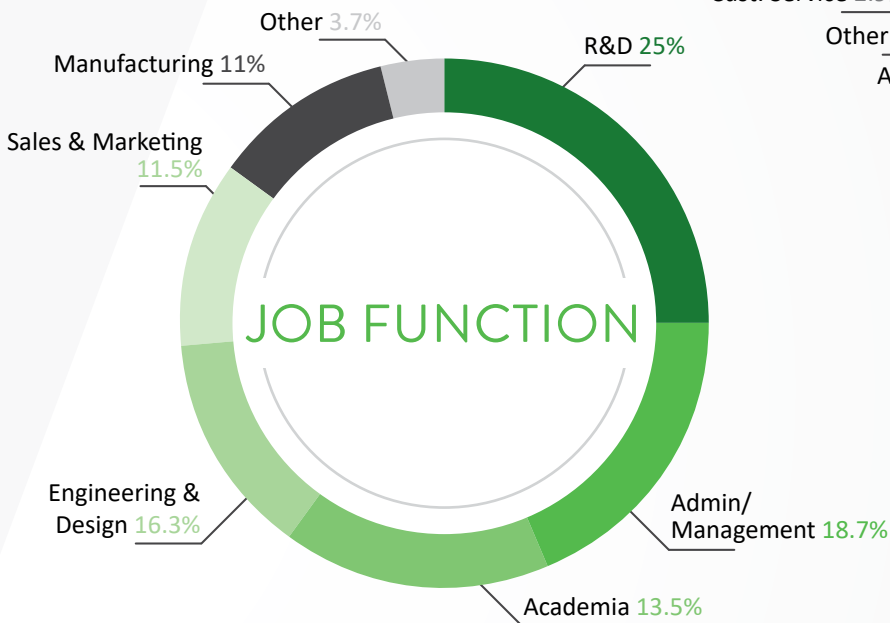


COVERAGE WORLDWIDE

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

SPE MEMBERSHIP

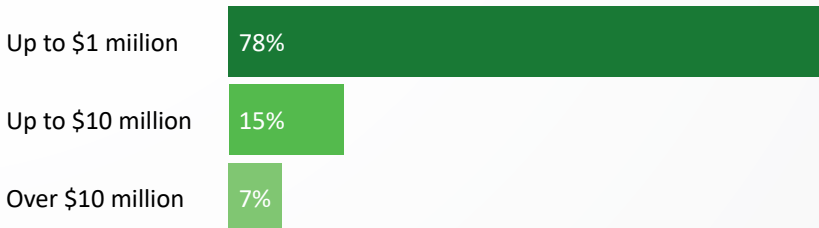
As an SPE member benefit, *Plastics Engineering* has the distinct advantage of providing content about new and emerging technologies to the innovators of the plastics industry. We develop enduring relationships with the big names in plastics and find out about new advances first.



INDUSTRY

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!

2022

JANUARY

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

- » New blow molding resins properties and performance
- » Rigid container enhancements
- » SPE Blow Molding, ACCE, RACE Americas, Plastics in Aerospace conference report / Automotive Awards
- » 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 DEI in Manufacturing summit report (NYC)
- » SPE Vinyltec, Plastics Forum reports

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
- » SPE International Polyolefins, SPE Additives & Colors Europe, SPE European Thermoforming conference previews
- » RACE Europe conference report

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
- » SPE ANTEC preview: materials innovations
- » SPE Thermoforming Div. conference preview
- » SPE Plastics in Clean Water conference report

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
- » SPE ANTEC preview: equipment and research innovations

Ad Close Date:
3/25/2022

Materials Due:
4/1/2022

JUNE

Leisure and Recreation—Plastics-rich gear for autumn and winter sports is lightweight, safe and better than ever.

- » Advanced colorants enhance the look and branding of sportswear
- » SPE DEI in Manufacturing summit report (Charlotte)
- » SPE Additives and Colors Europe, SPE European Thermoforming Div. conference reports

Ad Close Date:
4/22/2021

Materials Due:
5/6/2021

JULY/AUGUST

Special: SPE's 80th anniversary issue. SPE grew with plastics in the 20th century as thermoplastics, thermosets and related chemistries became dominant—indeed indispensable—in applications. This voluminous issue looks at SPE's past achievements as well as how it will meet the technology, development, social and environmental challenges of the future. Includes essays, timelines, photos and interviews with today's innovators as well as yesterday's pioneers. A valuable reference and keepsake of a dynamic industry.

- » SPE ANTEC 2022 Show Report
- » SPE DEI in Manufacturing summit report (Anaheim)
- » SPE Auto Epcon, SPE Thermoforming conference reports
- » K 2022 pre-show report: machinery and equipment

Ad Close Date:
6/17/2021

Materials Due:
7/1/2022

SEPTEMBER

ANTEC 2022 Report—Highlights key developments and technology innovations from presenters and exhibitors at the annual conference and exposition.

- » Developments in thermoplastic elastomers
- » SPE Extrusion Div. Precision Extrusion Topcon report
- » SPE ACCE, SPE Blow Molding, SPE Vinyltec conference previews
- » K 2022 pre-show report: materials

Ad Close Date:
7/22/2022

Materials Due:
8/5/2022

OCTOBER

Transportation Special: Automobiles—How plastics enable the future of automotive design.

- » Impact of thermoplastic and thermoset foams on vehicle safety
- » Plastics and the future of lightweight vehicles
- » How polymer components will make electric and autonomous vehicles more effective
- » Plastics inroads in metals and glass replacement
- » SPE Detroit Automotive Conference preview

Ad Close Date:
8/19/2022

Materials Due:
9/2/2022

NOVEMBER/DECEMBER

Industry 4.0 Is Changing Plastics Processing: A look at the evolving technologies, applications and challenges of process control and quality.

- » Artificial intelligence in manufacturing systems
- » Digital-twin software and its impact on plant, machine and product design
- » The economic case for investment in high-tech digital systems
- » K 2022 show report
- » SPE Automotive Innovation Awards—50th Anniv.
- » SPE ACCE, SPE CAD RETEC, SPE Auto TPO, SPE Blow Molding, SPE Vinyltec conference reports

Ad Close Date:
10/21/2022

Materials Due:
11/4/2022

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

All paid print ads are included in the digital edition of *Plastics Engineering* magazine.

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

ENEWSLETTER

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

Above the Fold - 2 available (300 x 250 or 600 x 85) - \$2,800

Below the Fold - 3 available (300 x 250 or 600 x 85) - \$2,000



SPE INDUSTRY BUYERS 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