2022
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**

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

**Combined Followers**: 78,500+

**Followers by Region**

- **80%** North America
- **4.5%** Europe
- **5.2%** South America
- **4.4%** Asia
- **2%** Australia

*2022 PLASTICS ENGINEERING PRINT & DIGITAL MEDIA GUIDE*
**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**

- Up to $1 million: 78%
- Up to $10 million: 15%
- Over $10 million: 7%

**BUYING INFLUENCE**

- Buy, Specify or Recommend: 71%
- No Authority: 29%
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

FEBUARY
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 Vinylytec, Plastics Forum reports

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

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 Thermoset Div. conference preview
» SPE Plastics in Clean Water conference report

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

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

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 Thermoset conference reports
» K 2022 pre-show report: machinery and equipment

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 Vinylytec conference previews
» K 2022 pre-show report: materials

OCTOBER
Transportation Special: Automobiles—How plastics enable the future of automotive design.
» Impact of thermoplastic and thermostet 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

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 Vinylytec conference reports
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.

### 2022 DISPLAY AD RATES

All rates are for 4-color ads

<table>
<thead>
<tr>
<th>Page Units</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>$8,800</td>
<td>$7,700</td>
<td>$6,700</td>
<td>$5,900</td>
</tr>
<tr>
<td>Full page</td>
<td>$4,500</td>
<td>$3,900</td>
<td>$3,400</td>
<td>$3,000</td>
</tr>
<tr>
<td>Half page spread</td>
<td>$5,300</td>
<td>$4,600</td>
<td>$4,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Two-thirds</td>
<td>$4,200</td>
<td>$3,700</td>
<td>$3,300</td>
<td>$2,900</td>
</tr>
<tr>
<td>Half page island</td>
<td>$2,900</td>
<td>$2,600</td>
<td>$2,300</td>
<td>$2,000</td>
</tr>
<tr>
<td>Half page</td>
<td>$2,800</td>
<td>$2,500</td>
<td>$2,200</td>
<td>$1,900</td>
</tr>
<tr>
<td>One-third</td>
<td>$1,900</td>
<td>$1,700</td>
<td>$1,500</td>
<td>$1,300</td>
</tr>
<tr>
<td>Quarter</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$1,000</td>
<td>$900</td>
</tr>
</tbody>
</table>

All paid print ads are included in the digital edition of *Plastics Engineering* magazine with a link to your website.

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 for prices and more information:

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

- Desiray Young
  - E: dyoung@4spe.org
  - P: 203-740-5428

### 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.

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**2022 COVER AD RATES**

All rates are for 4-color ads

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2 (inside-front)</td>
<td>$6,000</td>
<td>$5,300</td>
<td>$4,600</td>
<td>$4,000</td>
</tr>
<tr>
<td>Cover 3 (inside-back)</td>
<td>$5,400</td>
<td>$4,700</td>
<td>$4,100</td>
<td>$3,600</td>
</tr>
<tr>
<td>Cover 4 (outside-back)</td>
<td>$6,700</td>
<td>$5,900</td>
<td>$5,200</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

**Print**

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

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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, side box and footer banners available. www.4spe.org/digitaladpack

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

ENewsletter
Delivered digitally to 52,000+ 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 for prices and more information:

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