

PLASTICS ENGINEERING

Powered by SPE

DIGITAL MEDIA GUIDE



PLASTICS ENGINEERING

Powered by SPE

Recycled Plastic Pavers Deflect Rainwater From Urban Surfaces

Posted on May 03, 2022 by Tom Gower



An innovative paving system from recycled plastic solves flooding problems in urban areas

A major challenge that urban planners and municipal authorities face is handling stormwater runoff in urban and suburban areas. That's because modern cityscapes are full of impervious surfaces—sidewalks, pavement, and commercial and residential buildings—that are designed to shed, and not capture or infiltrate, water into local soils to recharge aquifers.

A new technology for the urban rainwater toolbox is an alternative, climate-adaptive paving system, which is produced with post-consumer and post-industrial recycled (PCR/PIR) plastic that is designed to collect and temporarily hold stormwater runoff and either release it

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:

22,500+

Are decision makers in the plastics industry

KNOWLEDGE:

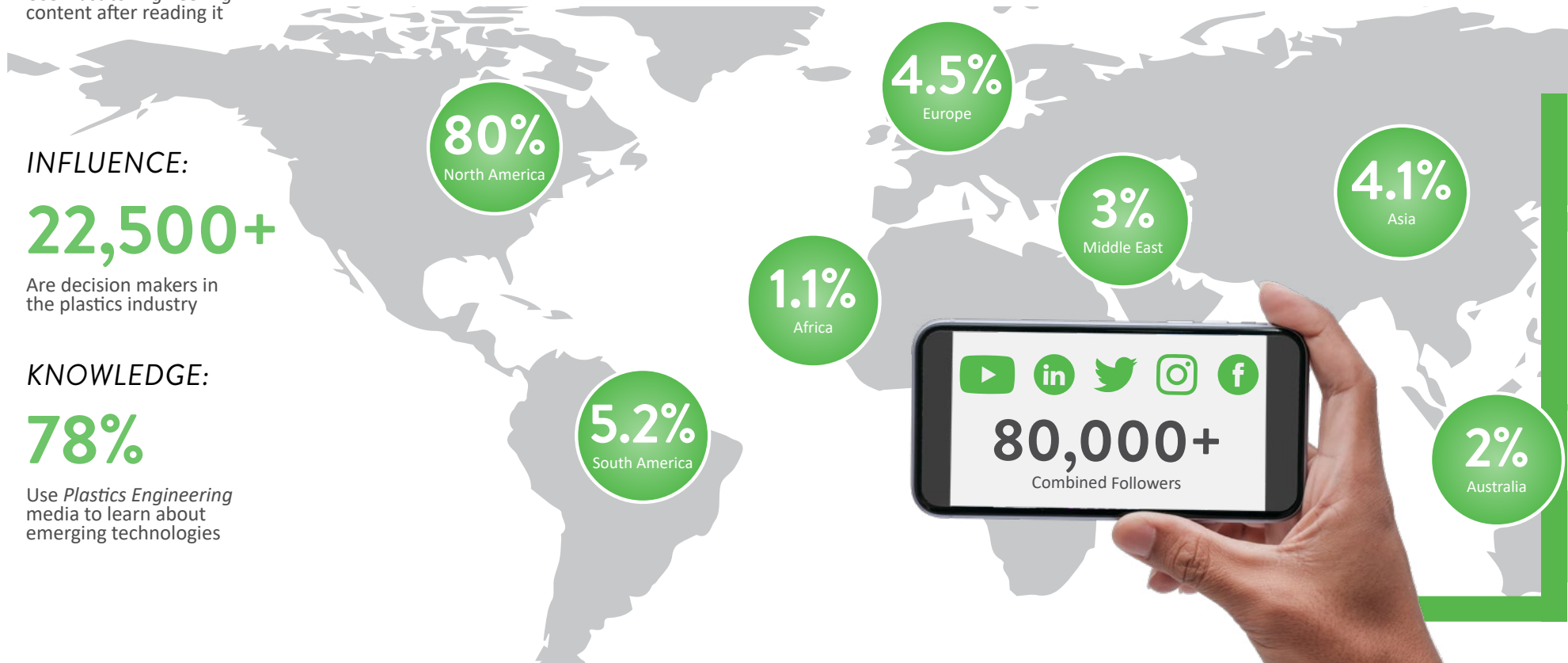
78%

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%

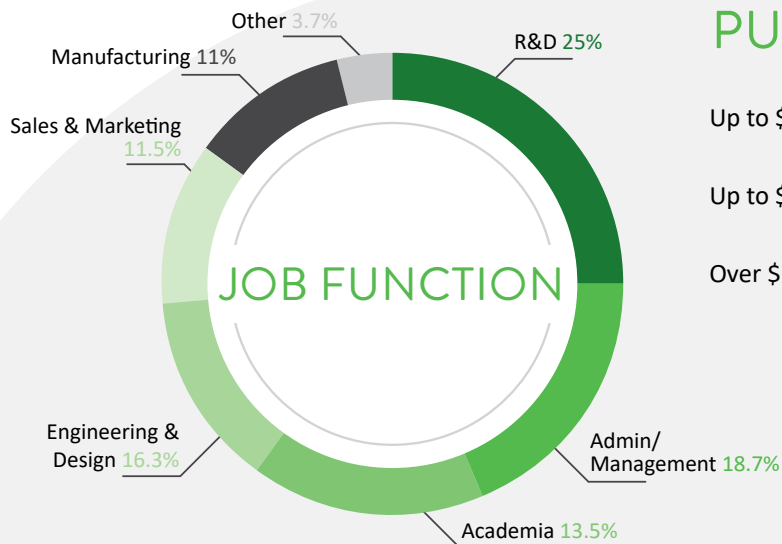
Reinforced Plastics	4.7%
Auxiliary Equipment/Components & Supplies	4.0%
Compounding & Formulating	3.6%
Molds/Dies & Tooling	2.6%
Testing & Inspection Systems	2.5%
Compression & Transfer Molding Machines	2.4%
Other	7%



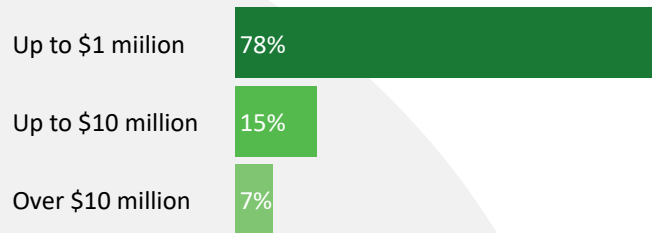
COVERAGE WORLDWIDE

SPE reaches over 60,000 plastics professionals worldwide. We reach more vendors, products, and services than any other group in the plastics industry.

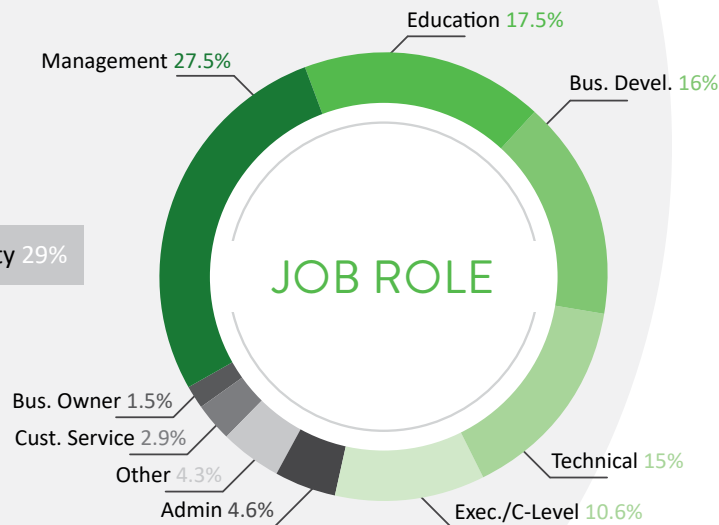
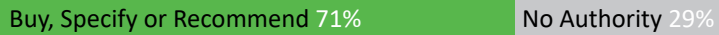
Plastics Engineering has the distinct advantage of providing content about new and emerging technologies to the innovators of the plastics industry. We develop enduring relationships with the industry leaders in plastics and find out about new advances first.



PURCHASING BUDGET



BUYING INFLUENCE



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%

BANNERS

Feature of a banner dedicated to promoting your activity/product/service etc. Banner ad to be featured on *Plastics Engineering* homepage, inside an article or on the weekly newsletter. *Plastics Engineering* can provide insights on what format, style, look & feel tends to get higher CTRs.

HOMEPAGE LEADERBOARD/ BILLBOARD BANNERS

850x150 px

SIDEBAR BANNERS

400x330 px

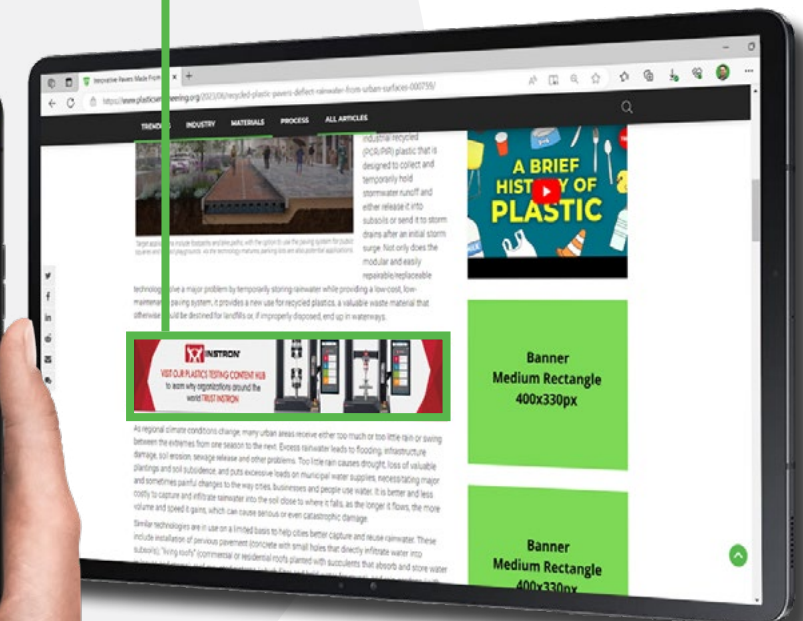
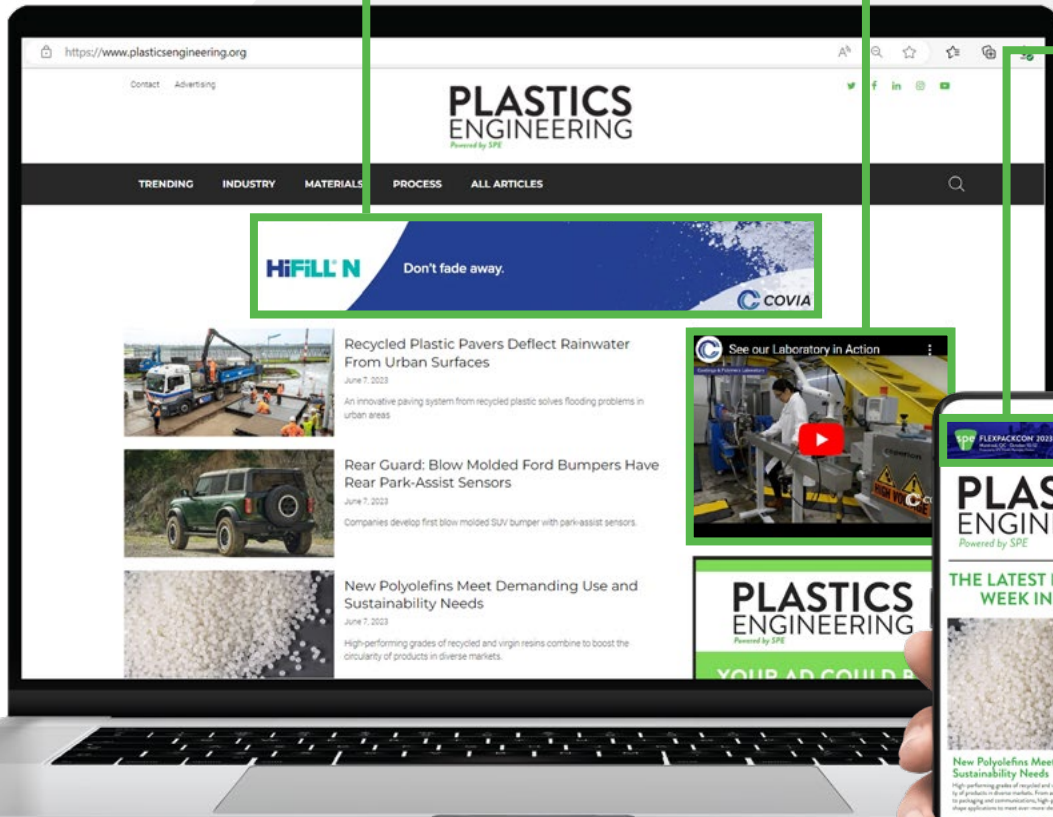
WEEKLY DIGEST BANNERS

850x150 px

Featured in *Plastics Engineering's* weekly newsletter, reaching over 60k subscribers.

IN-ARTICLE BANNER

850x150 px



EDITORIAL & PRICING

A variety of written content formats produced, edited, SEO optimized, translated, and promoted by the *Plastics Engineering* team.

ADVERTISING OPTIONS

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Leaderboard Banner 850 x 150 (Static or .gif file types accepted)	\$2,300	\$2,070	\$1,955	\$1,840
Mid-Board Banner 850 x 150 or 400 x 330 (Static, Video or .gif file types accepted)	\$2,200	\$1,980	\$1,870	\$1,760
Billboard Banner 850 x 150 (Static or .gif file types accepted)	\$1,500	\$1,350	\$1,275	\$1,200
Sidebar Banner 400 x 330 (Static, Video or .gif file types accepted)	\$2,200	\$1,980	\$1,870	\$1,760
Additional Category/Page Upgrade (Max 4)	\$500			
Additional .gif File Upgrade(s) (Max 4)	\$500			
Featured Sponsor Content	\$2,000			
Weekly Digest Leaderboard or Billboard Banner 850 x 150 (Static or .gif file types accepted)	\$2,300	\$2,070	\$1,955	\$1,840

Preferred Partner Program Discounts

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

Contact for prices and more information:

Desiray Young

E: dyoung@4spe.org

P: 203-740-5428

Michael Greskiewicz

E: michaelg@4spe.org

P: 203-740-5411

TRENDING

Artificial Intelligence

Business

Design

Editor's Choice Tech Papers

Education & Training

Equipment

Industry 4.0

Legal Analysis

People

Regulation

Software

Sustainability

INDUSTRY

Aerospace

Automotive & Transportation

Building & Construction

Durables

Electrical & Electronics

Medical

Packaging

Sports & Recreation

Toys

Wearables

MATERIALS

Additives & Colorants

Composites

Foaming Agents

Resins

Silicones

PROCESS

3D Printing/Additive Mfg.

Automation

Auxiliaries

Blow Molding

Cast Film/Sheet

Compounding

Decorating & Coatings

Extrusion

Feeding Systems

Film

Finishing

Foam Processing

PROCESS (CONTINUED)

Hybrid Manufacturing

Injection Molding

Mixing & Blending

Molds & Die Making

Rotational Molding

Semi-Finished Products

Testing & Analysis

Thermoforming

Welding

Wire & Cable

Plastics Engineering will include recurring coverage of product news, design, sustainability, people on the move and more!

CONTENT CREATION

SPE offers a variety of services to maximize your reach in the plastics industry. Ask our team how we can help you achieve your goals!



GRAPHIC DESIGN

Our graphic design team is here to help with the creation of all kinds of promotional material you might need (i.e. banners, HTMLs and more).



TRANSLATION SERVICES

Our team of native professionals can produce full translation to and from 5 languages (EN, FR, DE, ES, IT).



WRITTEN CONTENT

Thanks to its expertise, our team can produce any kind of written content for your website, blog, social networks.



VIDEO

Full production (shooting & editing) of videos for you to use as you please (e.g. product launches).



EMAIL

Through sponsored email campaigns, you can directly connect with plastics industry decision makers.



WEBINARS

Live webinars, organized, hosted and promoted by SPE reaching your target audience in the plastics industry.



ARTICLE

Interviews, user cases, product launches, hot news, in-depth guides, expert advice pieces and more.



SOCIAL MEDIA

Use SPE's growing network of plastics industry professionals through social media.

OUR TEAM

THANK YOU FOR CHOOSING PLASTICS ENGINEERING,
WE ARE LOOKING FORWARD TO WORKING WITH YOU.



MICHAEL GRESKIEWICZ

Director, Sales & Advertising

+1 203.740.5411

michaelg@4spe.org



DESIRAY YOUNG

Manager, Sales & Advertising

+1 203.740.5428

dyoung@4spe.org



KRISTINA QUEEN

Manager, Sales Support

+1 203.740.5457

kqueen@4spe.org