

2023

PLASTICS ENGINEERING

PRINT & DIGITAL MEDIA GUIDE



AN OFFICIAL PUBLICATION OF

spe 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:

22,500+

Are decision makers in the plastics industry

KNOWLEDGE:

78%

Use *Plastics Engineering* media to learn about emerging technologies

PRODUCTS

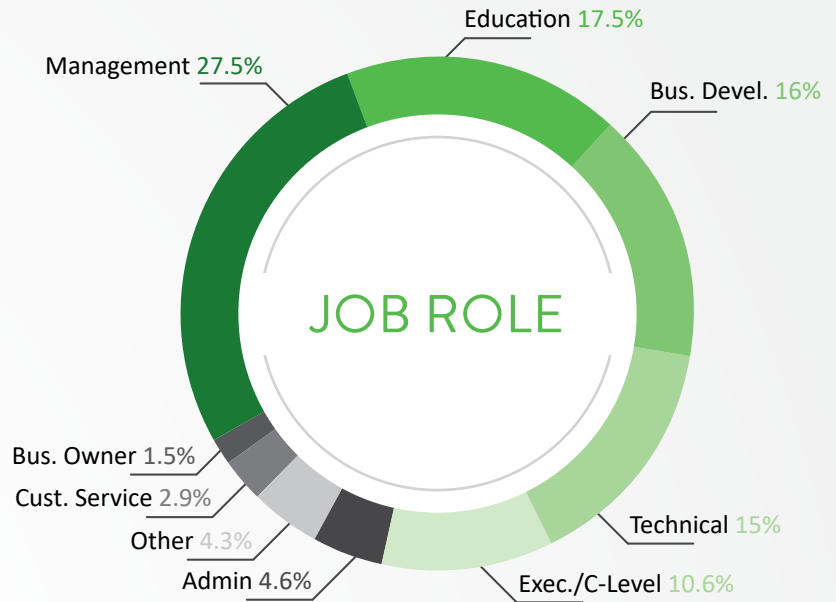
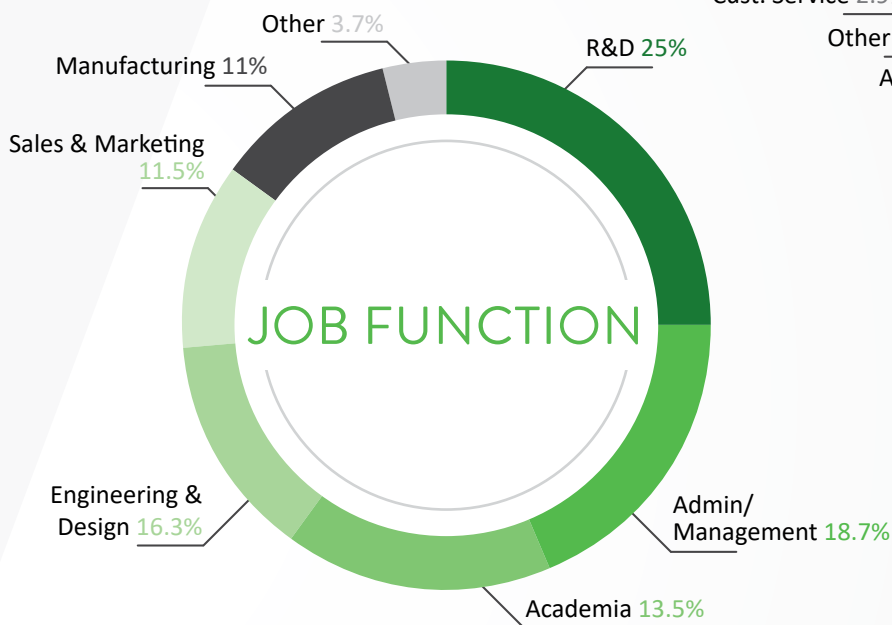
Extrusion Equipment & Parts	17.1%
Injection Molding Equipment & Parts	10.8%
Recycled Plastics	10.0%
Blow Molding Equipment & Parts	9.3%
Resins & Compounds	8.8%
Chemicals & Additives	6.7%
Primary Processing Equipment	6.1%
Coatings	5.7%
Reinforced Plastics	4.7%
Auxiliary Equipment/Components & Supplies	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.

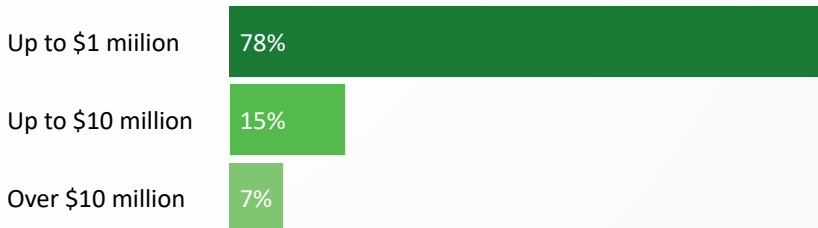
Plastics Engineering has the distinct advantage of providing content about new and emerging technologies to the innovators of the plastics industry. We develop enduring relationships with the big names in plastics and find out about new advances first.



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

2023

JANUARY/FEBRUARY

Polyolefin Developments and Applications: How suppliers are boosting resin properties and what higher-performance PO grades mean for applications.

Ad Close Date:
12/2/2022

Materials Due:
12/9/2022

Advances in Flexible Food Packaging: Mono-material structures are improving barrier properties, cost performance, recycling and sustainability.

- » ANTEC Preview: First look at SPE's Annual Technical Conference that takes place March 27-30 in Denver.
- » Equipment and process developments in film and sheet extrusion.
- » Additives that enhance resin clarity and what they mean for packaging.
- » Barrier resins update for food and other perishables.
- » SPE Polyolefins Conference preview.
- » AIG Automotive Awards.

Plus: Coverage of 3D printing; applications and design; materials; molds and tools; process technology; legal issues; the circular economy; and other topics.

MARCH/APRIL

Electric and Autonomous Vehicle Design: A range of plastics have prominent roles in the development and performance of EVs and AVs.

Ad Close Date:
2/10/2023

Materials Due:
2/17/2023

Wearables Improve Quality of Life: Plastics-enhanced smart technologies upgrade activities ranging from work and recreation to virtual learning and healthcare.

- » ANTEC Preview: Pre-event coverage of SPE's Annual Technical Conference that takes place March 27-30 in Denver.
- » Equipment and process developments in injection molding.
- » Breakthroughs and benefits in high-heat thermoplastics.
- » SPE Automotive Division's Plastics in Electric and Autonomous Vehicles conference preview.
- » SPE Detroit Section Auto EPCON preview.
- » SPE Thermoset TopCon preview.
- » SPE European Additives and Color conference preview.

Plus: Coverage of 3D printing; applications and design; materials; molds and tools; process technology; legal issues; the circular economy; and other topics.

MAY/JUNE

Trends in Building and Construction: How the circular economy affects the formulation, use, recovery and recycling of building materials.

Ad Close Date:
4/14/2023

Materials Due:
4/21/2023

Testing and Analysis: A look at some of the latest equipment that suppliers are developing for testing and certification.

- » Full ANTEC coverage from the big event in Denver.
- » Breakthroughs and benefits in polyvinyl chloride.
- » Equipment and process developments in compounding.

Plus: Coverage of 3D printing; applications and design; materials; molds and tools; process technology; legal issues; the circular economy; and other topics.

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

JULY/AUGUST

Color and Creation: Innovations in powders, pellets and liquids, developments in colorfastness, brand-building techniques and the latest trends in consumer palettes.

Ad Close Date:
6/9/2023

Materials Due:
6/16/2023

Composites and Transportation: Thermoset and thermoplastic grades offer an array of desirable properties for applications on land, in air and at sea.

- » Improving process efficiency and economy with auxiliaries.
- » Tips for specifying the best automation for a plant and process.
- » Breakthroughs and benefits in thermoplastic elastomers.
- » Developments in foam formulations and applications.
- » SPE Vinyltec preview.
- » SPE Automotive TPO preview.
- » SPE CAD RETEC (Color and Appearance Conference) preview.

Plus: Coverage of 3D printing; applications and design; materials; molds and tools; process technology; legal issues; the circular economy; and other topics.

SEPTEMBER/OCTOBER

Be Healthy and Well: Medical plastics make possible life-changing innovations in healing and long-term care.

Ad Close Date:
8/11/2023

Materials Due:
8/18/2023

Thermoforming and Design: Advances in equipment and technology give this process a competitive edge in product development and green applications.

- » Breakthroughs and benefits in biobased resins.
- » Advances in TPOs.
- » Equipment and process developments in micro injection molding.
- » SPE European Medical Polymers Division Mini-Tec preview.
- » SPE Thermoforming Conference preview.

Plus: Coverage of 3D printing; applications and design; materials; molds and tools; process technology; legal issues; the circular economy; and other topics.

NOVEMBER/DECEMBER

Design, Product Development and Advanced Manufacturing: A look at the software products, materials considerations and processes that make ideas reality.

Ad Close Date:
10/16/2023

Materials Due:
10/23/2023

Additives Update: A review of major advances in the formulation, use and properties enhancement of these vital materials.

- » Breakthroughs and benefits in polystyrene resins.
- » Equipment and process developments in blow molding.
- » What's new in rotational molding and how it affects part design.
- » SPE Automotive TPO report.

Plus: Coverage of 3D printing; applications and design; materials; molds and tools; process technology; legal issues; the circular economy; and other topics.

PRINT ADVERTISING

Plastics Engineering magazine reaches over 60,000 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.

2023 DISPLAY AD RATES

All rates are for 4-color ads

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

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

2023 COVER AD RATES

All rates are for 4-color ads

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

As a sponsor at ANTEC you will have access to buyers looking for solutions, equipment, and services in the plastics space. www.4spe.org/antecsponsor

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/digitalads

EMAIL ADVERTISING

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

SPE NEWS

Delivered digitally to 60,000+ 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. **Frequency discounts apply.** www.4spe.org/spenewsads

Above the Fold - 2 available (300 x 250 or 600 x 85) - \$1,400/ad, minimum 2 ads - \$2,800

Below the Fold - 3 available (300 x 250 or 600 x 85) - \$1,000/ ad, minimum 2 ads - \$2,000

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

SOCIAL MEDIA

Use SPE's growing network of plastics professionals through social media. www.4spe.org/digitalads

Twitter - 8k followers

LinkedIn - 17.8k followers

Instagram - 1.8k followers

Facebook - 5k followers

Contact for prices and more information:

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