

2020

PLASTICS ENGINEERING

PRINT & DIGITAL MEDIA GUIDE

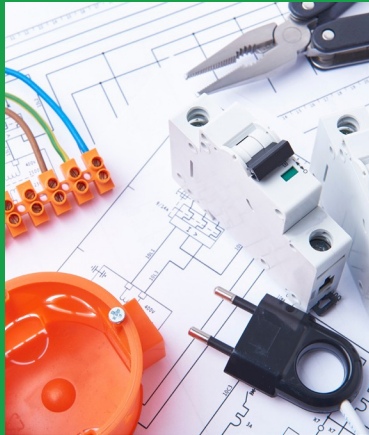
consumer



automotive



electronics



medical



aerospace



agriculture



packaging



construction

AN OFFICIAL PUBLICATION OF THE



INSPIRING
PLASTICS
PROFESSIONALS

WILEY

THE PLASTICS INDUSTRY'S LEADING SUITE OF MEDIA
FOR NEWS AND TECHNICAL INFORMATION

OUR AUDIENCE

Plastics Engineering informs plastic industry professionals of news and in-depth reporting on state-of-the-art and emerging technologies that impact the R&D and processing of plastic products. *The objective:* To help professionals make the best use of technologies to achieve their organizations' objectives.

The typical SPE member is engaged with 2.6 different media offered by **Plastics Engineering**. These are led by the print magazine (80%), the digital edition (49%), our website (43%), and our e-newsletter (39%).

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

IN PRINT

30,400
RECIPIENTS



ONLINE

36,000
UNIQUE
VISITORS



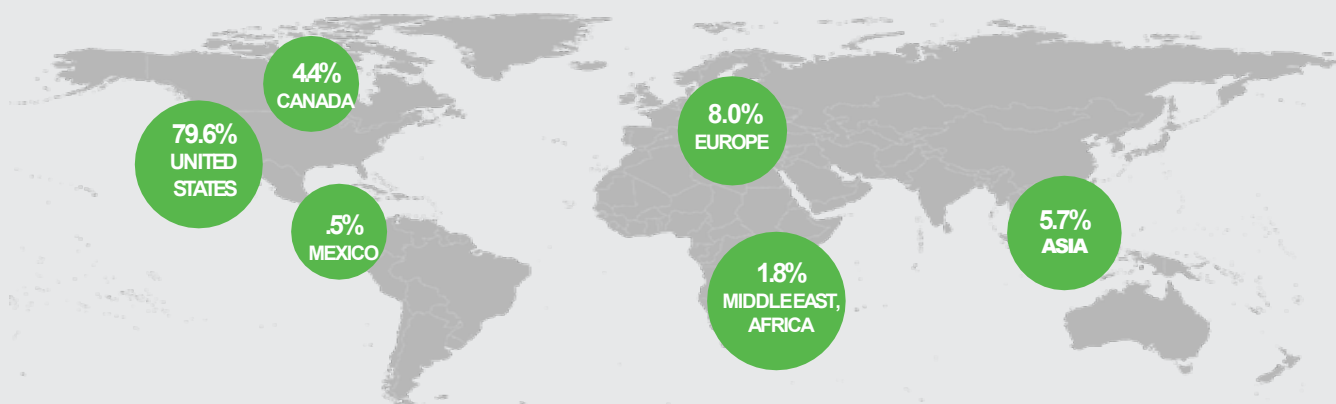
@PlasticsEngineering



@Plastics_Mag

WE ARE THE PLASTICS INDUSTRY

ACTIVE MEMBERSHIP



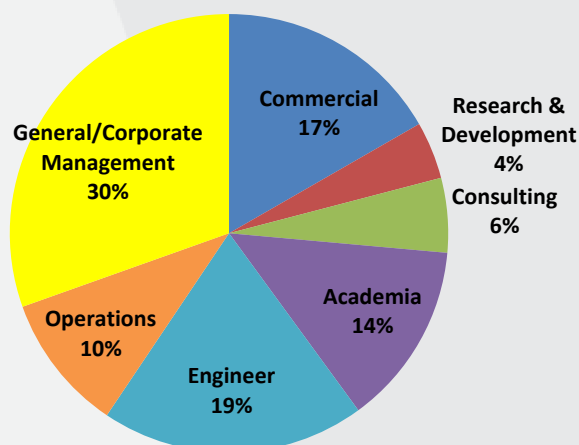
Coverage Worldwide

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 by Function

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.

SPE Membership by Job Function



The Plastics Processing Landscape

Primary Machinery	85.6%
Injection Molding	52.5%
Compounding	35.2%
Extrusion	51.4%
Blown/cast film	16.9%
Sheet	17.6%
Pipe/conduit/profile/tubing	20.4%
Coating, web	4.2%
Coating, wire/cable	7.7%
Foam processing	11.6%
Reinforced composites	12.0%
Thermoforming	15.1%
In-house Tooling	38.0%
Mold making	21.1%
Tool repair & maintenance	35.6%
Secondary Processing	37.7%
Decorating/finishing/printing	27.1%
Bonding/welding	27.5%
Blow Molding	25.7%
Extrusion blow molding	16.2%
Injection blow molding	10.9%
Stretch blow molding	7.0%
Rotational molding	6.0%
Reaction injection molding	4.6%
Compression transfer	4.2%
Calendaring	3.2%
Other	19.4%

(Some recipients indicated more than one function, the number of respondents may exceed 100%. The data is presented for statistical and marketing purposes only.)

Source: Publisher's own data.

PLASTICS ENGINEERING

EDITORIAL

2020 Event Coverage and Closing Dates

February

EVENT PREVIEWS:

**Medical Plastics MiniTec
2020 SPE International
Polyolefins Conference**

Ad Close Date:

1/15/2020

Materials Due Date:

1/21/2020

March

EVENT PREVIEW:

ANTEC 2020

LIVE ANTEC 2020 Digital Coverage

EVENT COVERAGE:

Medical Plastics MiniTec 2020

Ad Close Date:

2/7/2020

Materials Due Date:

2/13/2020

April

EVENT COVERAGE:

ANTEC 2020

Ad Close Date:

3/4/2020

Materials Due Date:

3/11/2020

May

EVENT COVERAGE:

**2020 SPE International
Polyolefins Conference**

Ad Close Date:

4/7/2020

Materials Due Date:

4/15/2020

June

EVENT COVERAGE:

Auto EPCON

Ad Close Date:

5/5/2020

Materials Due Date:

5/12/2020

July/August

Ad Close Date:

7/7/2020

Materials Due Date:

7/13/2020

September

EVENT PREVIEWS:

**SPE Thermoforming Conference
Automotive TPO**

Ad Close Date:

8/4/2020

Materials Due Date:

8/12/2020

October

Ad Close Date:

9/8/2020

Materials Due Date:

9/15/2020

November/December

EVENT COVERAGE:

**SPE Thermoforming Conference
Automotive TPO**

Ad Close Date:

11/3/2020

Materials Due Date:

11/11/2020

The following topics are covered in every issue:

MACHINERY

- Plastics machinery, including injection/blow molding machines, extruders, and 3D printers
- Maintenance tips and advice
- Industry leaders on machinery that will move the plastics industry into the coming decade

ADDITIVE MANUFACTURING

- The latest in 3D printing for the medical, construction, industrial, and automotive sectors
- Updates on the latest composites for additive manufacturing
- Innovators of plastics using additive manufacturing to revolutionize the industry

DESIGN SOFTWARE

- The best investments in CAD and CAM software
- Insiders' views on how software is changing the plastics industry
- Plastic innovations developed using design software

RESINS AND COMPOSITES

- Explorations in thermoplastic polymer resins
- Spotlights on sustainability and recyclability

ADDITIVES AND COLORANTS

- Additives that enhance and improve plastics' properties and strength
- Brilliant, bright features on the colorants that bring plastics to life



[@PlasticsEngineering](https://www.facebook.com/PlasticsEngineering)



[@Plastics_Mag](https://twitter.com/Plastics_Mag)

BUILD YOUR BRAND WITH FOCUSED SOLUTIONS

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.

2020 Display Ad Rates

All rates are for 4-color ads

Page Units	1x	3x	6x	8x	10x
Two-page spread	\$15,650	\$13,550	\$12,260	\$9,180	\$8,240
Full	\$8,400	\$7,110	\$6,950	\$5,300	\$5,100
Two-thirds	\$7,165	\$6,110	\$4,975	\$4,545	\$4,325
Half page island	\$6,615	\$5,575	\$4,700	\$4,350	\$4,000
Half page	\$6,325	\$5,675	\$4,550	\$4,270	\$3,915
One-third	\$5,340	\$4,485	\$4,200	\$4,200	\$3,685
Quarter	\$4,960	\$4,140	\$3,625	\$3,245	\$3,040

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

PLATINUM PROGRAM DISCOUNTS

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

2020 Cover Ad Position Rates

All rates are NET per issue for all sizes

Full Page Bleed 8.375" x 11"	Two-Page Spread Bleed 16.5" x 11"	Two-Thirds Page 4.625" x 11"	Half Page Horizontal 7.125" x 4.75"	Half Page Vertical 3.5" x 9.75"
Half Page Island 4.675" x 7.125"	One Third Page Vertical 2.25" x 9.75"	One Third Page Horizontal 7.25 x 2.375"	One Third Page Square 4.625" x 4.625"	Quarter Page Horizontal 7.125" x 2.375"
				Quarter Page Vertical 3.5" x 4.375"

Final trim size: 8.125" x 10.75"
Live area: 7.625" x 10.25"

AD FILE REQUIREMENTS

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

Bleed: No additional charge.

Short rate: All advertisers (display print and digital) will be short rated 50% for unfulfilled insertions contracted.

ONLINE OPPORTUNITIES

www.PlasticsEngineering.org

The premier online resource for plastics industry professionals.

- **3,000 unique visitors each month**
- **16,000 monthly page views**
- **4.5 pages viewed per visit**

Your banner advertisement will appear throughout the entire site, or you can specify placement in any of the following categories: News, Blog, Product Focus, and all the other pages on the website.



Leaderboard

Size: 728 x 90pixels

\$5,200 (NET)

Sole sponsor / 30days

\$3,200 (NET)

Shared sponsor / 30 days

MPU Banner:

Size: 300 x 250pixels

\$3,500 (NET)

Sole sponsor / 30 days
Top and bottom positions available

Technical specifications

Please provide the following materials:
Creative for advertisement and target URL
Backup gif/jpeg file (if applicable)
Maximum size for banner ad files: 200 KB

Rich media instructions: <https://goo.gl/mQJHjV>

Issue Alerts

Issue Alerts update subscribers about the current issue of Plastics Engineering Magazine.

Circulation 8,900.

We offer a range of options to customize your sponsorship:

- Single sponsor exclusivity
- Audience targeted by a single journal or a range of journals in a subject category
- Advance notice of content (themes) featured in forthcoming e-newsletter issues
- Highly selective campaigns with pricing based on the volume of opted-in registrants

Issue Alert Ad Specifications:

- Include your URL with ad creative file
- Acceptable file formats (non animated): GIF, JPG and PNG
- Maximum banner size: 200 KB

ePDF Article Advertising

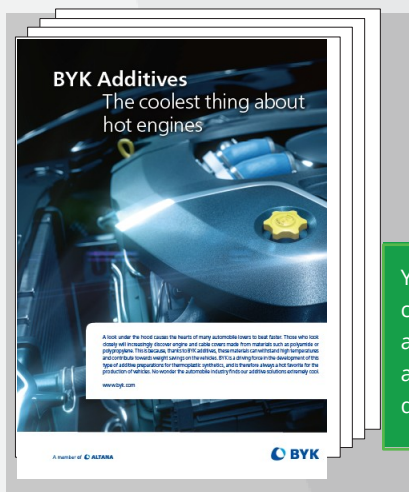
Deliver your marketing message with full page advertisement either on the cover or the last page added to each article downloaded from

Plastic Engineering within a given week.

- **Exclusive Placement** – Your ad is the only one placed on the article
- **Supersized Ad** – 10 times larger than most on-line positions
- **Excellent Click-Through Rates** – with measurable results (minimum 5% click-throughs)

ePDF Article Ad Specifications

- Include your URL with ad creative file
- 1237 W x 1631 H pixels, JPG (non animated)
150 dots per inch, max file size 999 KB



Your ad is the cover page added to the article users download

Custom Content Alerts

Our custom content alerts are delivered digitally to opt-in subscribers with a preview of upcoming articles in a mobile friendly email. Multiple positions are available in each issue.

- **Delivered digitally to 8,900 opt-in subscribers**
- **Average open rates over 10%**

Feature Box above the fold: \$2,800 (NET)

Size: 300x250

Accepted file formats: GIF, JPG and PNG

Non animated files

Max file size: 200 KB

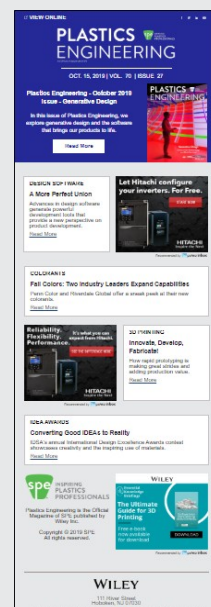
Feature Box below the fold: \$2,000 (NET)

Size: 300x250

Accepted file formats: GIF, JPG and PNG

Non animated files

Max file size: 200 KB



CONTENT MARKETING

Content Media for Supporting Thought Leadership

Position your brand as an industry leader and share market knowledge in these long-form content marketing tools. Incorporate these opportunities into your advertising and marketing program in order to drive traffic.

Your message—on screens everywhere

We have an extensive collection of research on physical sciences on the **Wiley Online Library**, which generates an average of 85 million page views from over 19.5 million unique users each month. It provides seamless delivery of 7.2 million articles from 1,600 journals, 21,000 books, and hundreds of reference works, laboratory protocols, and databases. We can develop a customized communications plan to support your promotional and publication strategy.

We can work in partnership with you to reach the right people who every day are: exploring our website; downloading our content; reading our print books, journals and supplements; and attending our webinars.



Webinars

Deliver your innovative position, improve your brand, and build credibility by sponsoring a webinar. Connect with your relevant audiences in an online learning environment they depend on.

We offer a wealth of opportunities to showcase your brand, build thought leadership, deliver training, and identify qualified customers. Our webinars include live question-and-answer sessions before and after the main presentation. You gain invaluable data to aid your post-event marketing strategy.

We provide the following with each webinar:

- Renowned subject matter experts
- Comprehensive list of available topics
- A detailed presentation agenda
- Registration and attendance tracking
- Recording and hosting of the entire presentation
- Multimedia promotional campaigns
- Development and production of campaign materials
- Schedule of email reminders



Microsites

A Wiley microsite is an immersive experience with high-quality, authoritative content. With the depth of our scientific content, there's no limit to the possibilities.

Our custom websites are web communities in themselves. They are a quick-to-market solution, opening doors to your target demographic

Get online quickly

Launch on time and on budget. Our dedicated development teams work with you to achieve a quick turnaround. We build your site using proven templates, and involve you as much as you wish throughout the process. Manage your content to match marketing goals with our easy-to-use content management system. Embed video flash text and audio files and add poll and survey content.

A comprehensive Wiley microsite allows you to measure exposure and engagement, and guide your marketing strategy.

Essential Knowledge Briefings (EKB)

Essential Knowledge Briefings (EKB) are short guides to the latest applications of plastics technology. Reviewed and updated annually by world leading experts, EKBs provide the plastic engineering community with the latest and most current information on research applications.

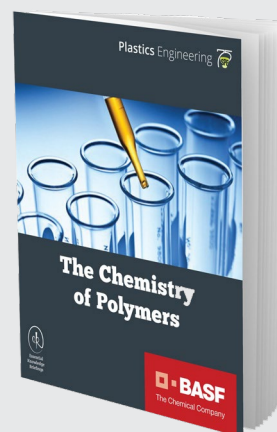
Because these succinct guides provide in-depth information on niche topics, they often resonate with specialized audiences. And, they are mobile enabled for convenient access.

Engage and Inform

Promote your product and brand — sponsor an EKB for your product and engage the research community with invaluable product and branding opportunities.

Print On-Demand

We offer EKBs in print using quality paper stock and binding, with your brand identity prominently displayed. Contact us for more information.



MAKE AN IMPACT

INTEGRATED DISPLAY AND DIGITAL PROGRAMS

Plastics Engineering now offers combination savings when you place a print ad in the magazine at the same time you place a banner ad on www.plasticsengineering.org or our eUpdate newsletter.

2020 Combined Rates for Print and Banner Ad Placements

Per placement rate for print ad in **Plastic Engineering**, and banner ad on www.plasticsengineering.org website

	1x	3x
Full page and Banner	\$8,400	\$6,500
Two-third page and Banner	\$7,000	\$4,075
Half page Island and Banner	\$4,975	\$3,600
Half page and Banner	\$3,585	\$2,450
One-third page and Banner	\$3,245	\$2,200
Quarter page and Banner	\$3,245	\$2,200

Prices above are for a leaderboard or MPU (square) banners

Per placement rate for print ad in **Plastic Engineering**, and banner ad on **eUpdate** newsletter.

Above the fold	1x
Full page and Leaderboard/MPU	\$6,500
Two-third page and Leaderboard/MPU	\$4,075
Half page and Leaderboard/MPU	\$3,600
One-third page and Leaderboard/MPU	\$2,450
Quarter page and Leaderboard/MPU	\$2,200
Below the fold	1x
Full page and MPU	\$3,000
Half page and MPU	\$2,000
Quarter page and MPU	\$1,500

INTEGRATED ADVERTISING PROGRAMS

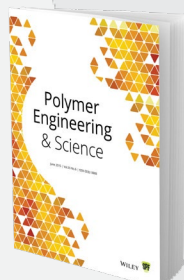
WILEY POLYMER SCIENCE & TECHNOLOGY JOURNALS

The SPE partnership with Wiley allows you to expand your print impact by 'bundling' your ads in **Plastics Engineering** with opportunities in other Wiley publications. Contact your Wiley sales representative for additional information. Wiley journals in the Polymer Science & Technology category have the following viewership:

Average Monthly impressions: 1,800,000

Average Monthly page views: 900,000

INDIVIDUAL JOURNALS



Polymer Engineering & Science

A highly regarded journal that serves as a forum for authors of treatises on the cutting-edge of polymer science and technology.

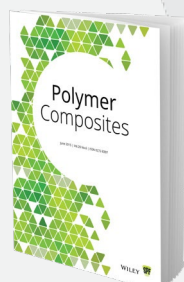
- Average monthly full-text downloads: 170,264
- Average monthly HTML downloads: 47,711
- Average monthly PDF downloads: 217,975

2020 CPM Rates:

Skyscraper **\$75**

Leaderboard **\$100**

CPM= cost per thousand



Polymer Composites

This scientific journal serves the fields of reinforced plastics and polymer composites, including research, production, processing, and application.

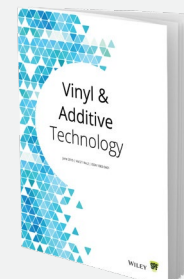
- Average monthly full-text downloads: 161,526
- Average monthly HTML downloads: 61,630
- Average monthly PDF downloads: 99,986

2020 CPM Rates:

Skyscraper & MPU **\$75**

Leaderboard **\$100**

CPM= cost per thousand



Journal of Vinyl & Additive Technology

A peer-reviewed technical publication dedicated to new and important work in the fields of polymer modifiers and additives, vinyl polymers and selected review papers.

- Average monthly full-text downloads: 18,548
- Average monthly HTML downloads: 5,104
- Average monthly PDF downloads: 13,444

2020 CPM Rates:

Skyscraper & MPU **\$75**

Leaderboard **\$100**

CPM= cost per thousand

Plastics Engineering

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