



### ISSUE 1

- Focuses: Resin Development, Operations Leadership
- Industry Topics: Sustainability/ Recycling, Health Insurance
- Technology Focus: Material Handling

**Bonus Distribution:** NPE2024

Ad Closing **Jan. 19, 2024**  
 Materials Due **Jan. 29, 2024**  
 Publication Date **Feb. 19, 2024**  
 Online Launch **Feb. 26, 2024**



### ISSUE 2

- Focuses: Automated Manufacturing Solutions, New Technology at NPE2024
- Industry Topics: Energy Consumption, Training
- Technology Focus: Process Simulation

**Bonus Distribution:** EHS Summit

Ad Closing **Apr. 15, 2024**  
 Materials Due **Apr. 22, 2024**  
 Publication Date **May 17, 2024**  
 Online Launch **May 24, 2024**



### ISSUE 3

- Focuses: Mold Maintenance, Additive Manufacturing
- Industry Topics: Legislative Impacts, Recruitment and Retention
- Technology Focus: Material Additives

**Bonus Distribution:** PACK EXPO International, MAPP Benchmarking Conference

Ad Closing **July 15, 2024**  
 Materials Due **July 22, 2024**  
 Publication Date **Aug. 16, 2024**  
 Online Launch **Aug. 23, 2024**



### ISSUE 4

- **Buyers Resource Guide Edition**
- Focuses: Automation Integration, Supply Chain Management
- Industry Topics: Outlook for 2025, Salary and Benefits
- Technology Focus: Inspection and Quality Control

**Bonus Distribution:** PLASTECH West, PTXPO 2025

Ad Closing **Oct. 14, 2024**  
 Materials Due **Oct. 21, 2024**  
 Publication Date **Nov. 15, 2024**  
 Online Launch **Nov. 22, 2024**

## Monthly Exposure Opportunities in *Plastics Business* ENews

The *Plastics Business* ENews is distributed to 3,625 plastics processing professionals throughout the US and internationally each month, providing

- Increased circulation
- Up-to-date industry news
- Product launches and technology trends
- MAPP news and events

## Daily Exposure Opportunities on *Plastics Business* Website

The *Plastics Business* website offers additional advertising opportunities to connect with customers and prospects through strategically placed web banners. The website contains expanded news stories, fresh content and live links to industry resources.

- Averaging 3,975 page views per month from 2,500 unique monthly visitors

## Expanded Exposure Opportunities in *Plastics Business* Digital Edition

- Free links to the advertiser's website through the digital editions, with 5,200 page views per month
- Video links available as an ad enhancement
- Promoted via email and social media for additional exposure

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 785.271.5801