



Plastics Business

Strategies for Today's Plastics Processors

2024 MEDIA KIT



WHAT IS PLASTICS BUSINESS?

For over 15 years, *Plastics Business* has brought the stories that matter to plastics processing executives across the country through a quarterly print magazine – targeted, actionable content that makes a difference in operations management and helps molders add to the bottom line.

OUR MISSION

Each magazine is packed with information on operational challenges, industry benchmarks, management topics and production efficiencies. The goal of each issue is to provide actionable articles that can impact operations now through print, digital and mobile delivery methods.

WHY US?



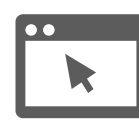
10,500
quarterly
readership



5,200
digital edition
page views
each month



3,625
enews readers
each month



3,975
website page
views
each month

Plastics Business brings **targeted, actionable content** to an audience of **plastics processing executives** through **print, digital and mobile distribution**. Readers include **corporate management, plant managers and production managers** involved with all types of plastics processing and manufacturing. *Plastics Business* is the official publication of the Manufacturers Association for Plastics Processors (MAPP).

ADVERTISING EXPOSURE

Print & Digital Magazine

10,500

Avg. Qtrly. Readership

5,200

Avg. Monthly Digital Page Views

Plastics Business ENews

3,625

Avg. Circulation Each Month

Website

2,500

Avg. Monthly Unique Visitors

3,000

Avg. Monthly Visits

3,975

Avg. Monthly Page Views



MAGAZINE DISTRIBUTION

The print edition of *Plastics Business* magazine is distributed across the United States four times each year, with additional distribution at tradeshow and other industry events. Readers also can access digital copies of the publication for free at www.plasticsbusinessmag.com. Additional audience reach is achieved through a monthly newsletter and via the *Plastics Business* website, which features the latest news and archived stories from years past.

TARGETED READERSHIP

Injection Molders
Blow Molders
Thermoformers
Other Molding Processes
Mold Makers
Industry Suppliers

REACH AN AUDIENCE THAT STRETCHES FAR BEYOND MAPP MEMBERSHIP

15%

MEMBERS

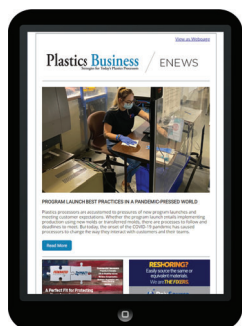
85%

NONMEMBERS

With print, digital and mobile delivery methods,
Plastics Business reaches readers wherever they are.



website
contains the
latest news
with links to
stories and
access to the
digital edition



accessible anywhere
on mobile devices



digital edition
features
live links to
websites
and videos
for more
in-depth
information

TALK TO THE
DECISION MAKERS

40%

of Subscribers
Hold Positions
in Upper
Management

AUDIENCE REACH OPPORTUNITIES



Print ads
with digital
exposure, too



Website
advertising
with exposure to
every visitor



ENews
advertising
for monthly
exposure



Video
enhancement
opportunities in
the digital edition



Digital editions
enhance the print
magazine with
interactive **video** and
clickable links. The
digital edition is hosted
on the *Plastics Business*
website and promoted

through email and social media – giving
advertisers **extended exposure**.

ADDITIONAL EXPOSURE AT TRADESHOWS AND INDUSTRY EVENTS

NPE2024



MAPP EVENTS

PACK EXPO INT'L



PLASTEC WEST

PTXPO



EHS SUMMIT



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

Official Publication of Manufacturers Association for Plastics Processors (MAPP)

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