2027 MEDIA KIT

Plastics Business

Strategies for Today's Plastics Processors

For 20 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.

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.

AUDIENCE EXPOSURE

Print & Digital Magazine

10,500
Avg. Qtrly. Readership

2,712
Avg. Monthly Digital Page Views

Plastics Business ENews

3,285
Avg. Circulation Each Issue

Website

16,672
Avg. Monthly Visits

17,383
Avg. Monthly Page Views

TARGETED READERSHIP

Injection Molders

Blow Molders

Thermoformers

Mold Makers

Other Molding Processes

Industry Suppliers

MAGAZINE DISTRIBUTION

The print edition of *Plastics Business* magazine is distributed across the United States four times each year, with additional distribution at tradeshows 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 enewsletter and via the *Plastics Business* website, which features the latest news and archived stories from years past.

PRINT + DIGITAL ADVERTISING

Plastics Business reaches a targeted readership of plastics processing business professionals through its print and digital editions. Beyond the pages of the magazine, *Plastics Business* offers advertisers additional marketing opportunities to connect with customers and prospects, thereby achieving maximum impact for the advertiser's dollar.

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!

MARKETING OPPORTUNITIES

- **DIGITAL EDITIONS** – Recognizing the mobile nature of today's businesses, the magazine is available online through a digital edition. Ads in the digital edition feature a direct link to the advertisers' websites, with opportunity to upgrade to a video overlay or embed. Additional advertising opportunities are available for each digital edition.
- **TRADESHOW DISTRIBUTION** – Advertisers maximize their presence at industry tradeshows and events with bonus distribution throughout the year. See the editorial calendar for distribution information.
- **BUYERS GUIDE LISTING** – Print advertisers receive a free listing in the Buyers Guide in Issue 4 of *Plastics Business*. The Buyers Guide is available in print and online throughout the year.
- **ADDITIONAL PRESS COVERAGE** – Gain maximum exposure through advertiser-specific press releases as submitted.

2027 NEW DIGITAL OFFERINGS

Plastics Business is evolving with the way the industry connects. Our digital offerings provide more ways to share your expertise, to offer your solutions and to give you additional outreach to industry professionals.

- VIDEO PODCASTS – 5 to 10 minute video interview where companies can provide details on its current offerings, new product launches, company expansions and more.
- EMAIL BLASTS – Stand out with dedicated emails highlighting your products, services, news or events.

Contact us for details, pricing and availability.

RATES

PRIME POSITIONS (Full page only)	Rates (4-color) 4x Advertisers Only (per issue)
Back Cover	$2,700
Inside Front Cover	$2,425
Inside Back Cover	$2,300
Page 3	$2,350
Page 5	$2,350

	Rates (4-color) 1x to 3x (per issue)	4x (per issue)
Full Page	$2,150	$2,000
1/2 Page (horizontal or vertical)	$1,575	$1,475
1/4 Page (horizontal or vertical)	$1,200	$1,125

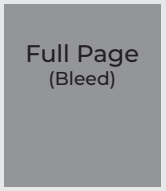
Inserts $2,500 per issue

Please contact the production office at 785.271.5801 for insert specifications, quantities and shipping information.

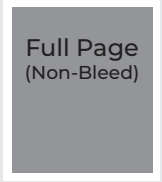
PRINT ADVERTISING SPECIFICATIONS

Web Offset, Saddlestitched

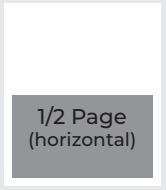
	Width	Height
Magazine Trim Size	8.375"	10.875"
Bleed Size	8.625"	11.125"
Live Area	7.875"	10.5"



Full Page (Bleed)
8.625" x 11.125"

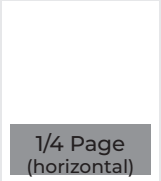


Full Page (Non-Bleed)
7.5" x 10"



1/2 Page (horizontal)
7.5" x 4.875"

1/2 Page (vertical)
3.75" x 10.25"



1/4 Page (horizontal)
7.5" x 2.5"

1/4 Page (vertical)
3.75" x 4.875"

ENEWS ADVERTISING

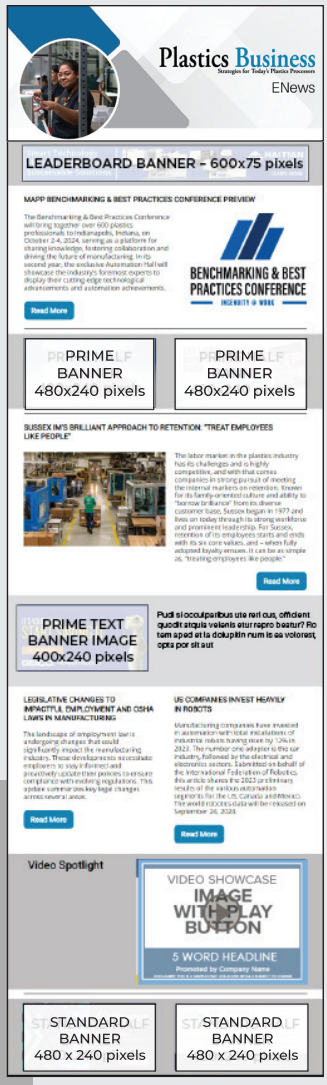
PLASTICS BUSINESS ENEWS MARKETING OPPORTUNITIES

The *Plastics Business* ENews is distributed to 3,285 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

This cost-effective advertising vehicle offers another way to reach a worldwide audience and drive traffic through direct links to the advertiser's website. (A limit of four advertising opportunities each monthly issue.)

- LEADERBOARD AD
- PRIME BANNER AD
- PRIME TEXT BANNER
- VIDEO SPOTLIGHT Located directly under the first set of industry stories, this advertising opportunity helps companies take advantage of the growing online video trend and can be directly linked to the video or video page on the company's website. Includes 5-word headline and company name.
- STANDARD BANNER AD



Size	Rates (per issue)		
	3x	6x	12x
Leaderboard	$550	$475	$400
Prime Banner (2 spots available)	$525	$450	$375
Prime Text Banner	$500	$425	$350
Video Spotlight	$475	$400	$325
Standard Banner (2 spots available)	$425	$350	$275

Required Formats

- Send all banners as .jpg files only. No animated ads will be accepted.
- Files should be at least 300 dpi and RGB color.

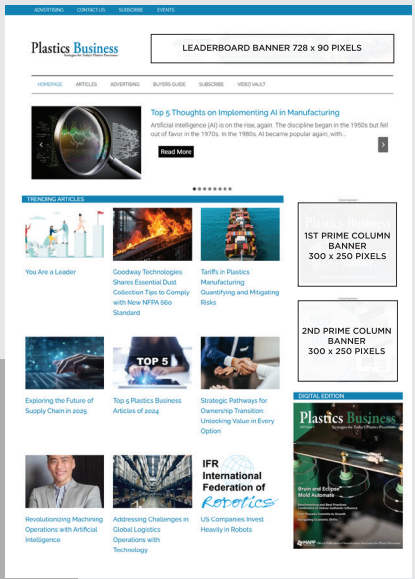
WEBSITE ADVERTISING

Plastics Business offers additional advertising opportunities to connect with customers and prospects through strategically placed banners on the redesigned *Plastics Business* website.

WEBSITE ADVERTISING BANNER OPPORTUNITIES

(Exclusive to one advertiser. Does not rotate with other ads.)

- TOP LEADERBOARD BANNER (1 opportunity – run of site)
- ARTICLES PAGE LEADERBOARD BANNER (1 opportunity – Article and Digital Archive)
- PRIME COLUMN BANNERS (1 opportunity each – run of site)



Size	Rates (monthly)*			
	1x	3x	6x	12x
Top Leaderboard Banner	$825	$550	$450	$475
Articles Page Leaderboard Banner	$525	$350	$300	$250
1st & 2nd Prime Column Banner	$750	$500	$425	$350

*Ad placement is for a one-/three-/six-/twelve-month time period.

Required Formats

- Send static banners as .jpg files only. Animated .gif files are allowed – no longer than 8 seconds.
- Files should be at least 72 dpi and RGB color and no larger than 50KB in size.

EDITORIAL LINE-UP

ISSUE 1

- Focuses: Operational Excellence, Business Growth
- Industry Topics: AI on Shop Floor, Marketing Trends
- Technology Focus: Process Monitoring

Bonus Distribution:

- NPE2027
- AMBA Conference

Ad Closing **Jan. 20, 2027** Ad Materials Due **Jan. 27, 2027** Publication Date **Feb. 19, 2027** Online Launch **Feb. 26, 2027**

ISSUE 2

- Focuses: Automation, Supply Chain Stability
- Industry Topics: Workforce Development, Process Optimization
- Technology Focus: Training Services/Technologies

Bonus Distribution:

- EHS Summit

Ad Closing **Apr. 15, 2027** Ad Materials Due **Apr. 22, 2027** Publication Date **May 14, 2027** Online Launch **May 21, 2027**

ISSUE 3

- Focuses: Ownership Strategy, Sales Drivers
- Industry Topics: Culture Impacts, Safety Management
- Technology Focus: Automation and Robotics

Bonus Distribution:

- PACK EXPO Las Vegas
- MAPP Benchmarking Conference

Ad Closing **July 15, 2027** Ad Materials Due **July 22, 2027** Publication Date **Aug. 13, 2027** Online Launch **Aug. 20, 2027**

ISSUE 4

- **Buyers Resource Guide Edition**
- Focuses: Sustainable Practices, Education in Plastics
- Industry Topics: Cost Structure, 2028 Outlook
- Technology Focus: Advanced Materials, Sustainability and Circular Manufacturing

Bonus Distribution:

- MD&M West 2028

Ad Closing **Oct. 14, 2027** Ad Materials Due **Oct. 21, 2027** Publication Date **Nov. 15, 2027** Online Launch **Nov. 22, 2027**

Please call Blake Peterson at 785.271.5801
or email blake@petersonmg.com to book your advertising.

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