WHAT IS PLASTICS BUSINESS?

For 14 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?

10,300 print readers each quarter
5,000 digital edition page views each month
4,250 enews readers each issue
2,700 website page views each month
**READERSHIP**

*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

<table>
<thead>
<tr>
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<th>2020</th>
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<tbody>
<tr>
<td><strong>Print Magazine</strong></td>
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<tr>
<td>Avg. Qtrly. Print Distribution</td>
<td>9,300</td>
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<td>Avg. Qtrly. Tradeshow Distribution</td>
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<tr>
<td><strong>Digital Edition</strong></td>
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<tr>
<td>Avg. Monthly Page Views</td>
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<tr>
<td><strong>Plastics Business ENews</strong></td>
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<tr>
<td>Avg. Circulation Each Issue</td>
<td>4,250</td>
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<td><strong>Website</strong></td>
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<tr>
<td>Avg. Monthly Unique Visitors</td>
<td>1,500</td>
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### 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](http://www.plasticsbusinessmag.com). Additional audience reach is achieved through a twice-monthly enewsletter 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**

- **Members** 15%
- **Nonmembers** 85%
With print, digital and mobile delivery methods, *Plastics Business* reaches readers wherever they are.

**AUDIENCE REACH OPPORTUNITIES**

- **Print ads** with digital exposure, too
- **Website advertising** with exposure to every visitor
- **ENews advertising** for twice-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**

- **PACK EXPO**
- **RAPID + TCT**
- **PLASTEC SHOWS**
- **MAPP EVENTS**
- **PRINTING UNITED**
- **NPE**

**TALK TO THE DECISION MAKERS**

**40%** of Subscribers Hold Positions in Upper Management

> “For INCOE Corporation, advertising in *Plastics Business* was and remains an easy decision. The magazine’s value-add platform informs and provides education to those molders that subscribe. It is these readers that directly relate to INCOE’s culture and win-win philosophy.”

- Jim Bott, New Business Development Manager, INCOE Corporation
As a regular advertiser in Plastics Business, we always feel confident the Asaclean-Sun Plastech message will get to the right audience.

– Tom Hanvey, Marketing Manager, Asaclean-Sun Plastech, Inc.