

MEDIA KIT 2019

Plastics Business
Strategies for Today's Plastics Processors



MARKETING OPPORTUNITIES

10,350
print readers
each quarter

5,500
digital edition
page views
each month

3,950
enews readers
each month

2,700
website page
views
each month



PLASTICS BUSINESS MAGAZINE

Plastics Business reaches a targeted readership of plastics processing business professionals through its print, digital and mobile editions.

- Distributed to 10,350 industry professionals each quarter in print format
- Free links to the advertiser's website through the digital editions, with 5,500 page views per month
- Bonus distribution at tradeshows and conferences throughout the year

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!

“ 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.

PLASTICS BUSINESS ENEWS

The *Plastics Business* ENews is distributed to 3,950 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.

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.

The *Plastics Business* website will be completely redesigned for 2019, making content easily accessible for cellphones and tablets. In addition to a clean look, enhanced SEO will drive more viewers to the site.

- Banner ads available
- Averaging 2,700 page views per month from 1,200 unique monthly visitors

“ 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

EDITORIAL LINE-UP

IN EVERY ISSUE

- ▶ Data Benchmarks ▶ Operational Solutions
- ▶ Production Efficiencies ▶ Industry Outlooks ▶ Processor Profiles
- ▶ Product Introductions ▶ Association Updates

ISSUE 1



ISSUE 2



ISSUE 3



ISSUE 4



CONTENT

- Plastics Industry Outlook for 2019
- Legislative Awareness and Activism for Molders
- Connected Manufacturing: Data Collection and Use
- Creating Marketing Impact on a Small Budget

- Applications in Additive Manufacturing
- Efficiency Improvements with KPIs
- Best Practices and Pitfalls in Supplier Agreements
- Made in America: Molders Showcase US Manufacturing

- Maximizing the Value in Plastics Businesses
- Lessons in Building Internships and Apprenticeships
- Automation in Today's Plastics Processing Facilities
- MAPP Benchmarking & Best Practices Conference Preview

- **Annual Buyers Guide Edition**
- Disaster Planning: Facility Safety and IT Concerns
- Sales Strategies to Grow the Client Base
- Making Sense of Lean, 4DX, OEE and Other Efficiency Tactics
- Finding and Retaining the Next Generation of Employees

DATES

Ad Closing: Jan. 18, 2019
Materials Due: Jan. 28, 2019
Publication Date: Feb. 15, 2019

Ad Closing: Apr. 18, 2019
Materials Due: Apr. 29, 2019
Publication Date: May 15, 2019

Ad Closing: July 18, 2019
Materials Due: July 29, 2019
Publication Date: Aug. 15, 2019

Ad Closing: Oct. 17, 2019
Materials Due: Oct. 28, 2019
Publication Date: Nov. 15, 2019

BONUS DISTRIBUTION

- ANTEC 2019
- PLASTECH West
- BIG IDEAS for UV+EB Technology Conference (formerly UV+EB West)
- Compounding World Expo, Plastics Extrusion World Expo and Plastics Recycling World Expo

- PLASTECH East
- EHS Summit
- SPE Decorating & Assembly Topical Conference (TopCon)

- MAPP Benchmarking & Best Practices Conference
- PACK EXPO Las Vegas
- PRINTING United (formerly SGIA Expo)

- PLASTECH West 2020

READERSHIP

Plastics Business is the official publication of the Manufacturers Association for Plastics Processors (MAPP). The magazine 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.

READERSHIP DEMOGRAPHICS

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



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TOTAL REACH

Magazine

9,350

Avg. Qtrly. Print Distribution

1,000

Avg. Qtrly. Tradeshow Distribution

Digital Edition/Mobile App

5,500

Avg. Monthly Page Views

Plastics Business ENews

3,950

Avg. Monthly Circulation

Website

1,200

Avg. Monthly Unique Visitors

1,500

Avg. Monthly Visits

2,700

Avg. Monthly Page Views