

# recycling today®

Covering the business of  
recycling since 1963.  
**Experience matters.**



# 2024 MEDIA KIT

DIGITAL | PRINT | CUSTOM CONTENT  
RecyclingToday.com

# RecyclingToday.com

POWERFUL ENGAGEMENT ENSURES SUPERIOR ADVERTISING RESULTS.



## ONLINE

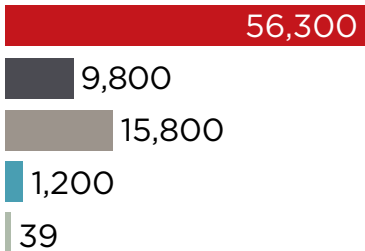
More **Traffic** | More **Visibility** | More **Authority**



*Our website and eNewsletters provide decision-makers in this multibillion-dollar industry 24-hour access to the latest news and industry insights.*

## VISIBILITY IN SEARCH ENGINES

GOOGLE INDEXED PAGES



- RecyclingToday.com
- RecyclingInternational.com
- Resource-Recycling.com
- Scrap.org
- MetalsRecyclingMagazine.com

## DOMAIN AUTHORITY

This is a measure of the power of a domain name/website. Domain authority is based on three factors: age, popularity and size.

# 39

RECYCLINGTODAY.COM

- 27 - RecyclingInternational.com
- 35 - Resource-Recycling.com
- 6 - Scrap.org
- 6 - MetalsRecyclingMagazine.com

Higher visibility in search and dominant domain authority deliver more traffic from those purchasing your products and services.



## BY THE NUMBERS



**105,589**  
AVERAGE MONTHLY USERS



**127,781**  
AVERAGE MONTHLY SESSIONS



**30.6%**  
MOBILE USERS



**29,786**  
eNEWSLETTER SUBSCRIBERS



**25.4%**  
eNEWS OPEN RATE

RecyclingToday.com is optimized for mobile, tablet and desktop platforms.



## TARGETED eNEWSLETTERS

The *Recycling Today* eNewsletter collection provides unique access to industry managers across the global scrap and recycling industry. Wide distribution combined with high open rates deliver powerful communications value.

**RECYCLING TODAY**  
 DISTRIBUTION: **29,786**  
 OPEN RATE: **25.4%**  
*Twice weekly*

**AUTO SHREDDING**  
 DISTRIBUTION: **3,088**  
 OPEN RATE: **33.6%**  
*Monthly*

**PLASTICS RECYCLING REPORT**  
 DISTRIBUTION: **36,116**  
 OPEN RATE: **27.3%**  
*Monthly*

**RECYCLING TODAY GLOBAL REPORT**  
 DISTRIBUTION: **9,019 IN 135 COUNTRIES**  
 OPEN RATE: **31.9%**  
*Twice monthly*



### True international reach

► Connecting with decision-makers in 130+ nations, each edition of *Recycling Today Global Report* offers industry news, market intelligence and analysis, keeping readers interested and ensuring impact for advertisers.

Commodities are traded globally and processing technology is in demand worldwide. Leverage the 24 editions we'll publish in 2024 to reach the international recycling marketplace.

### RECYCLING TODAY BUYERS' GUIDE

► This fully searchable online database builds upon our long-time print directory. Its resource value is promoted throughout the year in our eNewsletters, in print and at industry events.

A limited number of high-profile advertising spots are available. Advertisers receive enhanced and weighted listings as well as an increased number of listing categories. Ad placements are for 12 months, so be sure to reserve one as part of your annual program.



### PRODUCT PREVIEW SERIES

Powerful and productive eMail marketing



#### SCRAP INDUSTRY AND SCRAP EXPO PRODUCT PREVIEWS

These editions are distributed to the *Recycling Today*, *Construction & Demolition Recycling* and *Recycling Today Global Report* lists, one each in the spring and fall.



#### SPRING & FALL PRODUCT PREVIEWS

These editions are distributed to the *Recycling Today*, *Construction & Demolition Recycling* and *Waste Today* lists before the industry's big events.



#### TECHNOLOGY SHOWCASE

Formatted like our product previews and issued in the early fall, it's distributed to *Recycling Today*, *Recycling Today Global Report*, *Construction & Demolition Recycling* and *Waste Today* audiences.



# Print Power

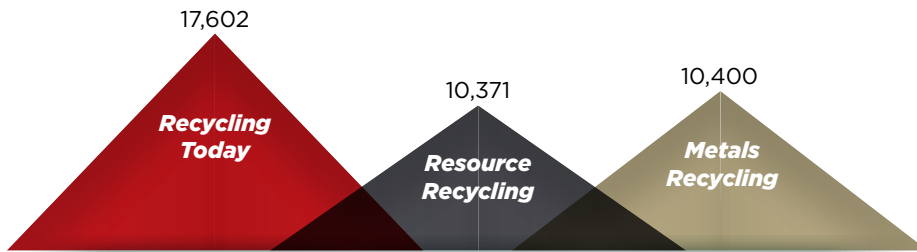
As the most requested print magazine by industry decision-makers, *Recycling Today* delivers powerful advertising impact.

Advertising is an investment to reach decision-makers.

- ❖ *Recycling Today* is personally requested by more decision-makers.
- ❖ *Recycling Today* has the most up-to-date file of decision-makers.
- ❖ *Recycling Today* reaches the most decision-makers.

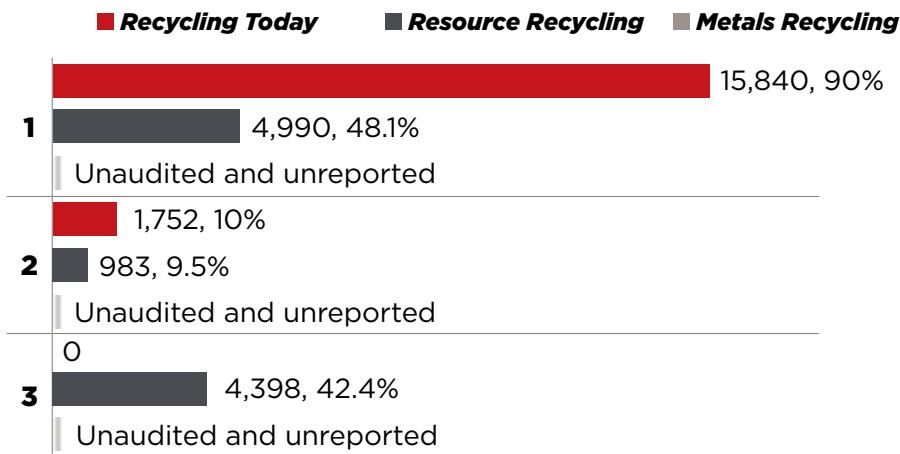
Leverage your investment. Advertise with *Recycling Today*.

## OVERALL CIRCULATION SIZE



*Recycling Today* simply delivers more access to industry decision-makers!

## FILE AGE (IN YEARS)



*Recycling Today* has the most up-to-date file, ensuring access to current decision-makers!

## UNMATCHED ACCESS TO INDUSTRY DECISION-MAKERS

- With the largest and most-tenured editorial team, our content drives engagement.
- Our print magazine, eNewsletters and website deliver the largest reach to industry decision-makers.
- Advertising is all about reaching decision-makers.
- Active engagement and superior market reach combine to ensure *Recycling Today* delivers superior advertising value, online and in print.

## RECORD SOURCE\*



**16,721, 95%**  
PERSONAL DIRECT REQUEST  
**881, 5%**  
DIRECTORY SOURCED



**10,093, 97.3%**  
PERSONAL DIRECT REQUEST  
**278, 2.7%**  
COMMUNICATION  
(OTHER THAN REQUEST)



UNAUDITED AND UNREPORTED

*Recycling Today* is the most personally requested magazine. If they ask for it, they read it.

\*Recycling Today, June 2023 BPA audit report; Resource Recycling, December 2022 audit report.

# TOPICAL SUPPLEMENTS

Our editorial team and subject matter experts fill these supplements with deep industry insight. Each is a powerful advertising opportunity.

The supplements are circulated with the magazine and enjoy significant distribution at industry events throughout the year.



## SCRAP METALS SUPPLEMENT

JANUARY AND MAY

A collaborative effort between *Recycling Today* and Davis Index, this supplement provides deep-dive analysis into global scrap metal flows, volume and pricing trends as well as processing technology and melt shop and company profiles. It enjoys distribution to *Recycling Today* and Davis Index subscribers.



## PLASTICS RECYCLING MAGAZINE\*

MARCH, JULY, NOVEMBER

A collaborative effort between *Recycling Today* and *Plastics Machinery & Manufacturing (PMM)* magazine, this supplement provides unique insights into the rapidly developing plastics recycling sector: markets, technology, equipment and more. It enjoys distribution to *Recycling Today* and *PMM* subscribers.

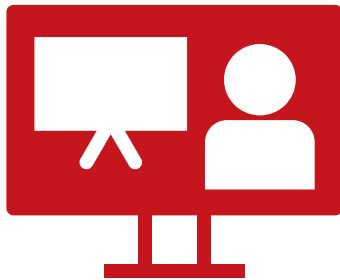
\*Contact us for production deadlines and rates.



## PAPER RECYCLING SUPPLEMENT

DECEMBER

Produced annually for three decades, this unique supplement provides deep-dive analysis of the paper recycling industry. It covers mill activity, export markets, evolving technology, processing solutions and more.



## BUYING-INTENTION LEAD PROGRAM

If you can identify companies that intend to purchase the product types you offer, it gives you a competitive advantage. We deliver that market intelligence!

Our buying-intention lead program provides the purchasing intent of *Recycling Today* subscribers in 10 major equipment categories.

Ask our team for additional details.

# recycling today

MEDIA GROUP

PROVIDING PROVEN MARKET ACCESS SINCE 1963

### MEDIA:



RecyclingToday.com



WasteTodayMagazine.com



CDRecycler.com

### EVENTS:



5811 Canal Road, Valley View, Ohio 44125, U.S.A. | +1-216-393-0300 | RecyclingToday.com

# CONTENT-MARKETING TOOLS

These advertising opportunities use print, internet or social media, or a combination of all three, to deliver a tailored message to the industry.



## ASK THE EXPERTS

A unique content-marketing solution that positions your team as industry experts, delivering your message in print and online.



## BRAND VISION

By combining print, eMail, online and eNewsletter channels, our Brand Vision positions you as a thought-leader. It's a unique and powerful package.

## CUSTOM CONTENT DEVELOPMENT



We've been doing it for years. We can help with virtually any project and add powerful lead-generation elements.

- Custom magazines
- Case studies, testimonials, advertorials, white papers and eBooks
- Podcasts and webinars
- Roundtable or focus-group discussions
- Brochures and books
- Special events

## CUSTOM WEBINARS

Conducting educational webinars positions your firm as a thought-leader while also being a powerful lead-generation tool!



## SALES TEAM



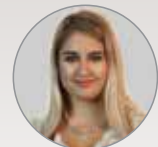
**JEN MAY**  
ADVERTISING  
DIRECTOR  
+1 216-393-0260  
JMay@gie.net



**MARTY SMITH**  
SENIOR ACCOUNT  
EXECUTIVE  
+1 216-393-0279  
MSmith@gie.net



**ATHAN KAPALKO**  
ACCOUNT  
REPRESENTATIVE  
+1 216-393-0257  
AKapalko@gie.net



**MELINDA MCNUTT**  
ACCOUNT  
REPRESENTATIVE  
+1 216-393-0354  
MMcnutt@gie.net

## TODAY'S INNOVATIONS

### Online events that deliver unique value

These events allow a 30-minute timeslot to share important product introductions, vital new technology offerings or enhancements to existing products. Presentation, interview and video style presentations all can be used.

Promoted across *Recycling Today*, *Recycling Today Global Report*, *Waste Today* and *Construction & Demolition Recycling*, ask about our spring and fall sessions.

You need to connect with customers. We make that happen!

## PROJECT SHOWCASE

An ideal marketing opportunity for projects, the showcase provides up to 20 slides with narrative. Deployment on our website and eNewsletter provides deep market reach.



## SUPPLIER SPOTLIGHT

With this tool, highlight your company on our homepage and get exposure through our eNewsletter and social media channels. Exclusive to one supplier each month.



## SPONSORED VIDEO

A uniquely powerful package to drive traffic to your company or product video.



## LEAD GENERATION

To support your sales teams and dealer networks, many of these tools have lead-generation components. Ask us for more details.

# 2024 RATES & SPECIFICATIONS

**Advertising Rates:** Frequency discounts are earned within 12 consecutive months by advertising in any combination of *Recycling Today*, *Waste Today*, *Construction & Demolition Recycling* and other GIE Media titles

## 2024 PRINT

### FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
<b>FULL PAGE</b>	\$4,972	\$4,525	\$4,117	\$3,749	\$3,411	\$3,103
<b>2/3 PAGE</b>	4,176	3,801	3,358	3,149	2,865	2,606
<b>1/2 ISLAND</b>	3,465	3,154	2,869	2,613	2,377	2,162
<b>1/2 STANDARD</b>	3,053	2,778	2,528	2,302	2,094	1,905
<b>1/3 PAGE</b>	2,043	1,860	1,692	1,541	1,402	1,275
<b>1/4 PAGE</b>	1,551	1,412	1,284	1,170	1,064	968
<b>1/6 PAGE</b>	1,009	918	836	761	692	630
<b>BRAND VISIONU</b>	\$10,266					
<b>ASK THE EXPERT</b>	\$7,895					

### COLOR CHARGES

	SINGLE PAGE		SPREAD	
	1X	24X OR GR.	1X	24X OR GR.
<b>STANDARD 2-COLOR, EXTRA</b>	\$316	\$260	\$586	\$454
<b>MATCHED COLOR, EXTRA</b>	418	347	724	592
<b>MATCHED METALLIC COLOR</b>	479	377	877	663
<b>FOUR COLOR PROCESS, EXTRA</b>	908	704	1,581	1,295

### COVER CHARGES

	6x	12x	18x	24x
<b>2<sup>ND</sup> COVER</b>	\$6,106	\$5,514	\$4,976	\$4,494
<b>3<sup>RD</sup> COVER</b>	5,605	5,062	4,568	4,126
<b>4<sup>TH</sup> COVER</b>	6,729	6,076	5,484	4,952

**Mechanical Requirements:** Saddle stitch, three columns to a page. Paper stock: machine coated, 50-lb. recycled body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 7/8" x 10 1/2".

### Digital Files, Specifications for Print and Mailing Instructions:

The preferred file format for all print advertising is high-res, press-ready .pdf, .tif, .jpg and .eps. Progressive proofs or color keys required on all 4C advertising. Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to: Recycling Today, 5811 Canal Rd., Valley View, Ohio 44125. For more information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

Non-Bleed Ad Sizes	Width	Depth
Full Page	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/6 Page Vertical	2 3/16"	4 7/8"

Bleed Ad Sizes	Width	Depth
Single-Page	8 1/8"	10 3/4"
Trim Area	7 7/8"	10 1/2"
Live Area	7"	10"
Spread	16"	10 3/4"
Trim Area	15 3/4"	10 1/2"
Live Area	14"	10"

On all bleed advertisements, allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads (perfect bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

**Commissions and General Information:** 15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.

*\*Consult with our sales team for package details.*



## 2024 INTERACTIVE

### WEBSITE



**BILLBOARD AD**  
970px X 250px  
\$3,082

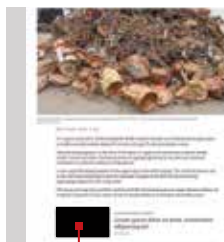
**MEDIUM RECTANGLE**  
300px X 250px  
\$1,401

**HALF PAGE**  
300px X 600px  
\$2,452

**LEADERBOARD**  
728px X 90px  
\$1,709

**SUPER LEADERBOARD**  
970px X 90px  
\$2,214

### WEBSITE



**NATIVE AD**  
640px X 360px  
\$2,522



**CATEGORY IN-LINE**  
300px X 250px  
\$2,312

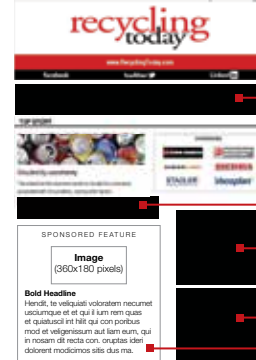


**LIGHTBOX**  
500px X 500px  
\$5,044



**PARALLAX REVEAL**  
730px X 570px  
\$3,036

### eNEWSLETTER



**LEADERBOARD**  
728px X 90px

**BANNER**  
468px X 60px

**MEDIUM RECTANGLE**  
300px X 250px

**TEXT AD**  
360px X 180px



**MOBILE ADHESION BANNER AD**  
360px X 120px  
\$2,756

### eNewsletters

	1x	12x	24x	52x
Medium Rectangle Ad	\$1,575	\$1,405	\$1,221	\$1,077
Banner Ad	1,370	1,222	1,062	937
Leaderboard Ad	1,764	1,573	1,367	1,207
Text Ad	2,205	1,967	1,709	1,508

<b>PROJECT SHOWCASE</b>	\$2,467
<b>SPONSORED VIDEO</b>	\$4,838
<b>SUPPLIER SPOTLIGHT</b>	\$2,867

<b>eBOOK*</b>	\$4,934
<b>WEBINAR*</b>	\$8,954

2024	January	February	March	April	May	June	July	August	September	October	November	December
<b>Supplement</b>	Scrap Recycling		Plastics Recycling		Scrap Recycling		Plastics Recycling				Plastics Recycling	Paper
<b>Commodity Focus</b>	Precious Metals	Copper	Paper	Aluminum	Ferrous	Nickel/Stainless	Copper	Paper	Aluminum	Plastics	High-Temp Alloys	Ferrous
<b>In Every Issue</b>												
<b>Ferrous</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Nonferrous</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Paper</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Plastic</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Recurring Content</b>												
<b>Company Profile</b>	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
<b>Workforce</b>			◆				◆				◆	
<b>Municipal Recycling</b>	◆				◆				◆			
<b>MRF Operations</b>		◆						◆				◆
<b>Scrap Yard Operations</b>			◆			◆				◆		
<b>Electronics Recycling/Secure Destruction</b>				◆				◆			◆	
<b>International Markets</b>				◆				◆				◆
<b>Transportation</b>				◆				◆				◆
<b>Industry Leaders Q&amp;A</b>			◆				◆				◆	
<b>Equipment Focus</b>		Baling				Scrap Handlers	Sorting	Shredding & Granulating			Material Handling	
<b>Lists &amp; Maps</b>				Largest Ferrous Scrap Processors	Ferrous Foundries (supplement)					Auto Shredder List & Map		
<b>Additional Content</b>	Plastic Consumer Profile	Smelting & Refining Report	Steel Industry Update	Metals Industry Decarbonization	Nonferrous Foundry Update	Packaging Design Trends	Ferrous Foundry Profile	Aluminum Consumer Profile	Tire Recycling	Steel Industry Update	Red Metals Consumer Profile	Year in Review
		Recovered Paper Consumer Profile	MRF Design	EPR Legislative Update	IC&I Recycling	Red Metals Consumer Profile		Battery Recycling	Auto Parts Recycling	Wire Chopping Technology		Waste & Recycling Industry M&A
				Recycling Education					Metals Recycling Industry Update	Plastics Recycling Update		
				Financing						Molded Pulp		
				Electronics Design Trends								
<b>Bonus Distribution</b>	Scrap & Steel North America Conference	Sustainability in Packaging, Southeast Recycling Conference & Trade Show	i-SIGMA Conference & Trade Show	ISRI2024, WasteExpo, SWANA SOAR, NPE, IFAT	BIR World Recycling Convention, CARI Annual Convention, Federation of New York Solid Waste Associations Conference with Trade Show	ISRI Gulf Region Summer Convention, Battery and Critical Metals Recycling Conference			Scrap Expo, ISRI Roundtables, Waste & Recycling Expo Canada	MRF Operations Forum, Paper & Plastics Recycling Conference (PPRC), PPRC Europe, Plastics Recycling World Expo North America, BIR Global Trading Forum, WasteCon, NERC Fall Conference, Automotive Recycling Association Annual Convention	ISRI Southeast Region Fall Convention	
<b>Close Date:</b>	Dec. 1, 2023	Jan. 2, 2024	Feb. 1, 2024	March 1, 2024	April 1, 2024	May 1, 2024	June 3, 2024	July 1, 2024	Aug. 1, 2024	Sept. 3, 2024	Oct. 1, 2024	Nov. 1, 2024
<b>Materials Due:</b>	Dec. 8, 2023	Jan. 9, 2024	Feb. 8, 2024	March 8, 2024	April 8, 2024	May 8, 2024	June 10, 2024	July 8, 2024	Aug. 8, 2024	Sept. 10, 2024	Oct. 8, 2024	Nov. 8, 2024
<b>Buyers' Guide Closes: Jan. 10, 2024; Materials Due: Jan. 18, 2024</b>												