2018 MEDIA PLANNER

UNLEASHING THE POWER OF

CROSS-PLATFORM MEDIA INTEGRATION

recycling today®

POWERFUL ACCESS TO INDUSTRY DECISION-MAKERS

There was a time when developing a communication plan was as simple as placing a print ad schedule with your preferred publisher. That's no longer the case!

In the current multichannel business environment, marketers require a media partner with the ability to reach across multiple platforms, including print, digital, social media, video, events and custom content.

The Recycling Today Media Group holds a unique position as the leading integrated media provider in the scrap and recycling marketplace. Let us help you get the most out of every dollar you invest in recycling market communications.

We'll listen to your sales and marketing objectives for the coming year and, with that insight, craft a tailored cross-platform media program to meet those needs and your budget.

Thank you for the opportunity.

James R. Keefe, Group Publisher
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Recycling Today

OUR SISTER PUBLICATIONS

Waste Today

Construction & Demolition Recycling

Plastics Recycling

recycling today

CROSS-PLATFORM MARKET ACCESS

EMAIL

15,833 SUBSCRIBERS

31% OPEN RATE

ONLINE *(Jan – June 2017)*

47,087 AVERAGE MONTHLY USERS

85,013 AVERAGE PAGE VIEWS

MOBILE

34% OF WEBSITE TRAFFIC COMES FROM MOBILE

PRINT

16,200 BPA AUDITED

RESEARCH VALIDATES WHAT WE KNOW

In August 2017, Media Growth Research conducted a study to evaluate the media engagement of business executives. *Recycling Today* participated, and the findings validate that industry decision-makers rely upon many media platforms. Gain access to these executives through whatever platform they use with *Recycling Today.*

WHICH OF THE FOLLOWING INFORMATION SOURCES DO YOU USE FOR INDUSTRY RELATED CONTENT?

WEBSITES	DIGITAL MAGAZINES	PRINT MAGAZINES	E-NEWSLETTERS	PRODUCT INFORMATION FROM MANUFACTURERS
99%	94%	93%	92%	90%

CONFERENCES OR TRADE SHOWS	VIDEO	SOCIAL MEDIA	MOBILE APPS	WEBCAST / VIRTUAL EVENTS
84%	83%	74%	69%	67%

CLEAR MARKET LEADERSHIP

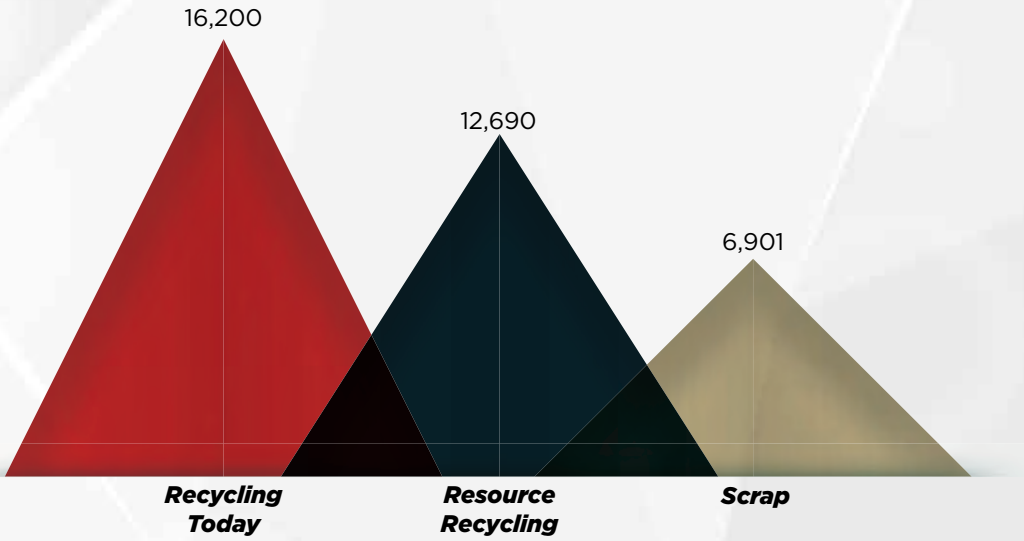
IN PRINT AND ONLINE, *RECYCLING TODAY* SIMPLY PROVIDES ACCESS TO MORE INDUSTRY DECISION-MAKERS.

THE POWER OF OUR REACH

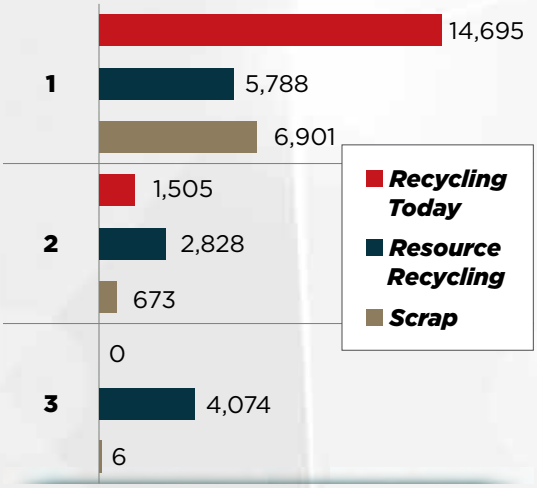
Recycling Today delivers the largest circulation reach, the most current records and the largest number of personal-direct-request recipients. It stands to reason that decision-makers who personally request a magazine are more engaged readers. Likewise, having an up-to-date file ensures we reach current decision-makers.

Advertising is all about reaching decision-makers. *Recycling Today* simply reaches more!

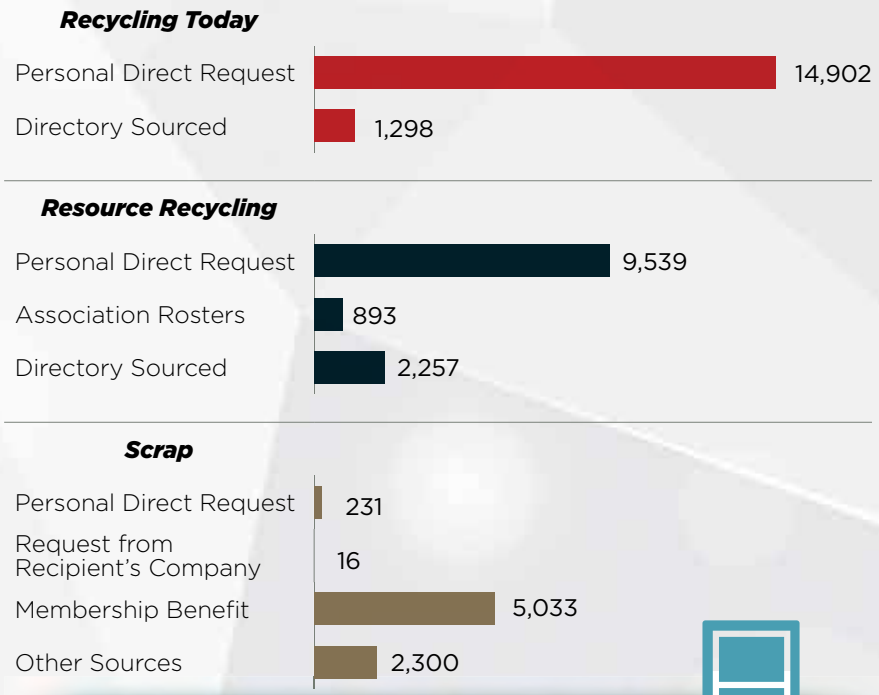
OVERALL CIRCULATION SIZE



FILE AGE (IN YEARS)



RECORD SOURCE



ONLINE

85,013 *Page Views* **47,087** *Unique Users*

RECYCLING TODAY WEEKLY E-NEWS

Distribution: **15,833** *Open Rate:* **31%**

recycling today

NICHE OPPORTUNITIES

BY COMBINING OUR NICHE OPPORTUNITIES WITH THE POWER OF OUR PRINT AND DIGITAL PRESENCE, MARKETERS HAVE THE OPPORTUNITY TO CREATE AN INTEGRATED AND POWERFUL CAMPAIGN. IT'S A COST-EFFECTIVE AND HIGHLY EFFICIENT WAY TO MAXIMIZE MARKET IMPACT.

SUPPLEMENTS

Each of our supplements is circulated with the magazine but also enjoys significant distribution at industry events throughout the year.

Scrap Metals Supplement

January

We take a comprehensive look at the ferrous and nonferrous scrap markets. In-depth features provide a unique and powerful advertising environment for equipment suppliers, brokers, traders and sourcing groups.

Secure Destruction Supplement

October

Product and document destruction is a lucrative service provided by recyclers and specialized destruction firms. This is a powerful advertising opportunity for those servicing and supplying the sector.

Paper Recycling Supplement

December

From bulk grades to high grades, we cover it all. It's an excellent advertising opportunity for suppliers to the market and for groups sourcing material to communicate their marketing messages.

Plastics Recycling magazine*

May, August, November

This magazine is distributed to the readers of *Recycling Today* and *Plastics Machinery Magazine*, providing blanket coverage of the recycling and plastics manufacturing markets—the entire supply chain—for unmatched reach, unmatched value! Distribution: 67,000+

**Contact us for production deadlines and rates.*

ISRI Convention Product Preview

Always popular, the product preview is distributed to *Recycling Today* and *Recycling Today Global Report* e-newsletter lists. It's a powerful way to increase awareness of your products prior to this important annual event.

EXHIBITOR VIDEO

In cooperation with our sister publications, *Waste Today* and *Construction & Demolition Recycling*, we'll produce two video products around *WasteExpo* that can supercharge your marketing.

Video Product Preview

Your product will be presented in a professionally produced video. Distributed in advance of the expo, this commercial will highlight why attendees should visit your booth.

Video Show Daily

Each day our editors will report live from the event. You can include your video to highlight your exhibit and to reach industry executives who are not there.

Each of these video products will be distributed to *Recycling Today*, *Construction & Demolition Recycling* and *Waste Today* e-newsletter subscribers — maximum market reach!

E-NEWSLETTERS

Recycling Today
Distribution: **15,833**
Open Rate: **31%**
Weekly

Auto Shredding
Distribution: **975**
Open Rate: **47%**
Monthly

Plastics Recycling Report
Distribution: **36,630**
Open Rate: **22.3%**
Monthly

Electronics Recycling Report
Distribution: **16,013**
Open Rate: **27.3%**
Monthly

Mexico and Latin American Business Monitor
Distribution: **3,343**
Open Rate: **32.8%**
Monthly

Recycling Today Global Report
Distribution: **25,242** in **135** nations
Open Rate: **21.5%**
Twice monthly

MULTICHANNEL MARKETING SOLUTIONS

In addition to our print and digital products, we develop high-impact marketing tools that meet your needs and objectives.

- Custom magazines
- Case studies and advertorials
- E-newsletter creation and deployment
- Roundtable or focus group discussions
- Podcast and webinar series
- Custom landing pages
- Brochures and books
- Special events

Target Your Market

Target Market Intelligence (TMI) is a game-changing sales and marketing tool that your company must have to succeed in today's highly competitive business environment.
TMI is based on three key elements: dynamic software, meticulous data management and proprietary subscriber information for our 15,000+ readers. Access to this exclusive information is available on a subscription basis.

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* readers in 10 major equipment categories. Ask our team for additional details.

2018 INTERACTIVE ADS:

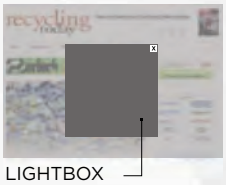
WEBSITE (HOME PAGE)

LEADERBOARD
728px X 90px
$1,074

CUBE
300px X 250px
$880

SUPER CUBE
300px X 600px
$1,540

WEBSITE (INTERNAL PAGE)



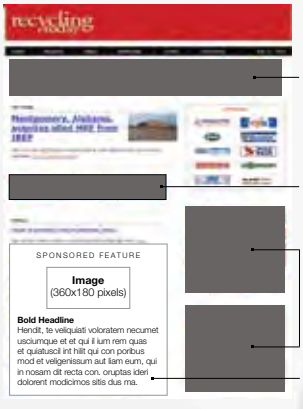
LIGHTBOX
500px X 500px
$2,376

CATEGORY IN-LINE
300px X 250px
$1,320

SMARTPHONE

SMARTPHONE
STATIC BANNER
320px X 50px

E-NEWSLETTER



LEADERBOARD
728px X 90px

BANNER
468px X 60px

CUBE
300px X 250px

TEXT AD
360px X 180px

E-Newsletters	1x	12x	24x	52x
Cube Ad	$990	$883	$767	$677
Banner Ad	$861	$768	$668	$589
Leaderboard Ad	$1,109	$989	$859	$758
Text Ad	$1,218	$1,086	$944	$833

NEW

INTELLIGENT CONTENT MARKETING

In today's multichannel media world, it is harder than ever to reach the right audience to tell your story.

Recycling Today is paving the way with the introduction of Intelligent Content Marketing. We enable you to create a unique marketing campaign targeting our readers once they begin to show interest in your area of expertise.

Using intuitive marketing automation, we can deliver custom content or a specified ad message to a custom-tailored target audience. Intelligent Content Marketing takes lead nurturing and retargeting to a new level.

If lead nurturing or ad targeting are in your plans, or are strategies you'd like to explore, talk with us. From small efforts to fully integrated campaigns, we can do it.

recycling today

2018 RATES & SPECIFICATIONS

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

2018 FREQUENCY DISCOUNTS

Inside Ads	1x	3x	6x	12x	18x	24x
Full Page	$3,897	$3,546	$3,227	$2,938	$2,673	$2,432
⅔ Page	3,273	2,979	2,710	2,468	2,246	2,043
½ Island	2,716	2,472	2,249	2,048	1,863	1,695
½ Standard	2,393	2,177	1,981	1,804	1,641	1,493
⅓ Page	1,602	1,458	1,326	1,208	1,099	999
¼ Page	1,216	1,106	1,007	917	834	759
⅙ Page	791	720	655	596	543	494

Covers	6x	12x	18x	24x
2nd	$4,785	$4,321	$3,900	$3,522
3rd	4,393	3,967	3,580	3,233
4th	5,273	4,762	4,298	3,881

COLOR CHARGES

Single Page	1x	24x or Greater
Standard two-color, extra	$295	$245
Four-color process, extra	$830	$630
Spread		
Standard two-color extra	$550	$425
Four-color process, extra	$1,450	$1,160

Other Special Positions: For guaranteed positions, add a 10% premium charge to the rate.

Classified Advertising:
- $85 for 1st column inch, $55 each additional inch, noncommissionable
- Standard two-color: $35 additional; four-color: $65 additional

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 7⅞" x 10½."

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. Ads can be submitted via FTP upload. 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 information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

Non-Bleed Ad Sizes	Width	Depth
Full Page	7"	10"
½ Page	4½"	10"
½ Page Island	4½"	7½"
½ Page Horizontal	7"	4⅞"
½ Page Vertical	3⅜"	10"
⅓ Page Square	4½"	4⅞"
⅓ Page Vertical	2 3/16"	10"
¼ Page Square	3⅜"	4⅞"
⅙ Page Vertical	2 3/16"	4⅞"

Bleed Ad Sizes	Width	Depth
Single-Page	8⅛"	10¾"
Trim Area	7⅞"	10½"
Live Area	7"	10"
Spread	16"	10¾"
Trim Area	15¾"	10½"
Live Area	14"	10"

On all bleed advertisements, allow ⅜" from any trim edge for live or type matter. Add ⅛" to gutter for each page on spread ads. Supply ruled proof showing crop line. Bleed ads are available at no additional 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.

SALES TEAM

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SFULTON@GIE.NET

ED GALLO
CONSTRUCTION & DEMOLITION RECYCLING AND *WASTE TODAY*
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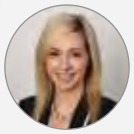
EGALLO@GIE.NET



SHELLEY BROWN
WASTE TODAY
216-393-0236
SBROWN@GIE.NET

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Phone +1-216-393-0300 • Fax 216-525-0517
www.RecyclingToday.com

2018	Supplement	Equipment Focus	Commodity Focus	Operations Focus	Safety Focus	Recurring Series	Additional Articles	Bonus Distribution	Close Date Materials Due
January	Metals Recycling		Precious Metals		Establishing a Safety Culture	Company Profile, Municipal Recycling, Secure Destruction	Paper Scrap Consumer Profile		Dec. 5, 2017 Dec. 12, 2017
February		Baling	Copper	Measuring Contamination in Paper Bales		Company Profile, Transportation Focus	Demolition Sector Report, Packaging Design Trends, ISRI 2018 Preview	BMR International Conference, NDA Convention, Southeast Recycling Conference & Trade Show, SWANApalooza	Jan. 5, 2018 Jan. 12, 2018
March			Paper		Circle of Safety Excellence	Company Profile, Industry Leaders Q&A, MRF	Special Report: China's Shifting Policy, Largest Ferrous Scrap Processors List, Aluminum Industry Capacity Report, Plastics Recycling Technology, Electronics Reuse Trends, Equipment Innovations Roundup, WasteExpo Preview	ISRI 2018, Carolina Recycling Association, Sustainability in Packaging	Feb. 5, 2018 Feb. 12, 2018
April			Aluminum	Logistics Management		Electronics Recycling	Recovered Fiber Consumer Profile, Film Recycling, IC&I Focus, BIR Convention Preview	NPE 2018/ReFocus, WasteExpo, NAID Annual Conference	March 5, 2018 March 12, 2018
May	Plastics Recycling		Ferrous		Heat & Hydration	Company Profile, Municipal Recycling, International Markets, Secure Destruction	Recycling Education, Shearing Application, Red Metals Industry Report	BIR World Recycling Convention & Exhibition, Northeast Resource Recovery Association Conference, Strive for Sustainability Solid Waste & Recycling Conference, CARI Convention	April 5, 2018 April 12, 2018
June		Scrap Handlers	Plastics	MRF Retrofits		Company Profile, Industry Leaders Q&A	Shredder Application, ISRI Convention Wrapup	ISRI Gulf Coast Chapter Meeting	May 4, 2018 May 11, 2018
July		Sorting	Paper		Mobile Equipment	Company Profile, MRF, Transportation Focus	Baler Application, Red Metals Consumer Focus, WasteExpo Conference Wrapup, BIR Conference Wrapup		June 5, 2018 June 12, 2018
August	Plastics Recycling	Shredding & Granulating	Stainless/ High-Temp Alloys	Auto Shredder Benchmarking		Company Profile, Electronics Recycling	Aluminum Consumer Focus, Paper & Plastics Recycling Conference Preview	WasteCon, ISRI Commodities Roundtable Forum	July 5, 2018 July 12, 2018
September			Brass		Fire & Explosion Hazards	Company Profile, Municipal Recycling, Industry Leaders Q&A, International Markets, Secure Destruction	Automotive Recycling, Sorting Technology Focus, Paper & Plastics Recycling Conference Europe	New Mexico Recycling Conference	Aug. 6, 2018 Aug. 13, 2018
October	Secure Destruction		Plastics	Inventory Management		Company Profile	Auto Shredder List & Map, Commercial Collection Trucks, Wire Chopping Technology, IC&I Focus	Paper & Plastics Recycling Conference, BIR World Recycling Convention (Round-Table Sessions), Paper & Plastics Recycling Conference Europe, ARA Convention, Waste & Recycling Expo Canada	Sept. 5, 2018 Sept. 12, 2018
November	Plastics Recycling	Material Handling	Tires		Transportation/ Fleet Management	Company Profile, MRF	Paper Stock Consumers List, Steel Industry Update, Stormwater Management	NERC Fall Conference, Renewable Energy from Waste Conference	Oct. 5, 2018 Oc.t 12, 2018
December	Paper Recycling		Ferrous	Tipping Floor Management		Company Profile, Electronics Recycling, Industry Leaders Q&A, Transportation Focus	2018 Market Review, Plastic Consumer Profile, Retail/Peddler Sector Marketing		Nov. 5, 2018 Nov. 12, 2018