



Plastics
Technology

2026 MARKETING GUIDE



Results-Driven
Media and Marketing Solutions for
Reaching Plastics Processing Buyers



AUDIENCE
TARGETING



BRAND
AWARENESS



THOUGHT
LEADERSHIP



DEMAND
GENERATION



LEAD
GENERATION












MARKET
INTELLIGENCE

Our Audience Is Your Business

Audience Intelligence for Reaching Your Ideal Customer Profiles

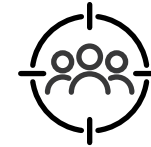
Gardner Business Media Total Industrial Reach

2,000,000+ Digital Profiles
780,000+ Known Profiles

 Plastics Technology 292,000	 Plastics Technology MÉXICO 196,000	 PRODUCTS FINISHING 213,000	 ADDITIVE MANUFACTURING 162,000	 Modern Machine Shop 394,000
	 MoldMaking TECHNOLOGY 123,000	 PRODUCTION MACHINING 119,000	 CW CompositesWorld 383,000	 Modern Machine Shop México 136,000

Unmatched Industrial Reach

Build your brand and your business by targeting customers and prospects across discrete parts manufacturing's most informed and engaged industrial network.



AUDIENCE

Influential buyers actively engaging and requesting content



CONTENT

Unbiased, original content that attracts and informs real buyers



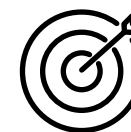
CHANNEL

Integrated, always-on content and advertising environments



TECHNOLOGY

Marketing technology and data analytics that deliver results



RESULTS

Bigger impact, higher-return on your marketing investment

Your Marketing is Our Business

Proven strategies for exceeding your brand and business marketing goals.



From Need to Lead

We surround your sales and marketing objectives with content-supported, insight-informed and audience-driven solutions.

INTRODUCING



Your Industrial Marketing Growth Partner

A full-funnel content, marketing and intelligence solution, GROW combines Gardner Business Media's editorial expertise and first-party audience network with best-in-class technology and data insights to deliver custom solutions to your brand and business marketing goals.

GROW MARKETING

From need to lead. Turnkey, results-driven marketing solutions.

GROW STUDIO

Content that connects. Original content to support your campaign goals.

GROW INTELLIGENCE

Custom insights on brand affinity, market analysis and go-to-market strategy.

GROW PERFORMANCE

Transparent, real-time data on your audience, advertising and marketing impact.

Get Started!





Marketing success starts with having the right audience.

FIRST-PARTY DATA



MULTI-CHANNEL REACH



ALWAYS ON ACCESS



REAL RESULTS

Our audience is qualified, active and constantly engaged by original content that is available 24/7 across all relevant channels, creating media and marketing opportunities that are informed and results-driven.



Get deeper insights on our audience, content and marketing solutions.



Plastics Technology Media and Marketing Channels*

MAGAZINE
44,000
Subscribers

WEB
50,000
Monthly Visitors

EMAIL
26,000
Opt-In Subscribers



VIDEO
3,000 subscribers



SOCIAL MEDIA
44,000 followers

All audience and distribution data reflect Plastics Technology publisher's data as of July 1, 2025. These are counts projected from our first-party audience data housed in Omeda (omeda.com) and online activity reporting from GBM GROW and Google Analytics. Learn more about Gardner's Audience Promise at gardnerweb.com/audiencepromise



Meet Our Audience

Going beyond the pages of our monthly magazine, the sampling below represents real-life audience members who engage with content across all our media channels.

C-SUITE/PRESIDENT

- President
Fabrik Molded Plastics
- President
Kam Plastics Corp
- President
Reeve Industries Inc
- President
Paclab
- President
Thermo Plastics Corporation
- President
Tristar Molding
- President
Maryland Plastics
- Vice President
Plastimold Products Inc
- President
Wisconsin Plastics Inc

OWNERS

- Owner/CEO
Plastixs LLC
- Owner/CEO
Armory Plastics LLC
- Owner
Ideal Systems Corp
- Owner
Plastic Pallet Engineering
- Owner
Plastikos Inc
- Owner
Strauss Engineering Co
- Owner
Vico Plastics Molding LLC
- Owner
Kayden Mfg Inc

ENGINEERING/DESIGN

- Design Engineer
Westfall Technik
- Engineer
Bell Laboratories Inc
- Manufacturing Manager
SPI Industries
- Molding Manufacturing Engineer
3M
- Polymer Process Engineer
Corning
- Process Engineer
Milwaukee Tool Corp
- Project Engineer
Accudyn Products Inc
- Research Engineer
Janicki Industries
- Quality Engineer
New Berlin Plastics Inc

MANUFACTURING/PRODUCTION

- Operations Manager
Schoeller Allibert
- Production Manager
Fox Valley Molding
- Production Manager
Reflex Medical
- Process Design Manager
Americhem Inc
- Production Manager
Berry Global
- Production Manager
SC Johnson
- Production Manager
CBM Plastics Inc
- Operations Manager
Prince Lionheart Inc

QC/INSPECTION

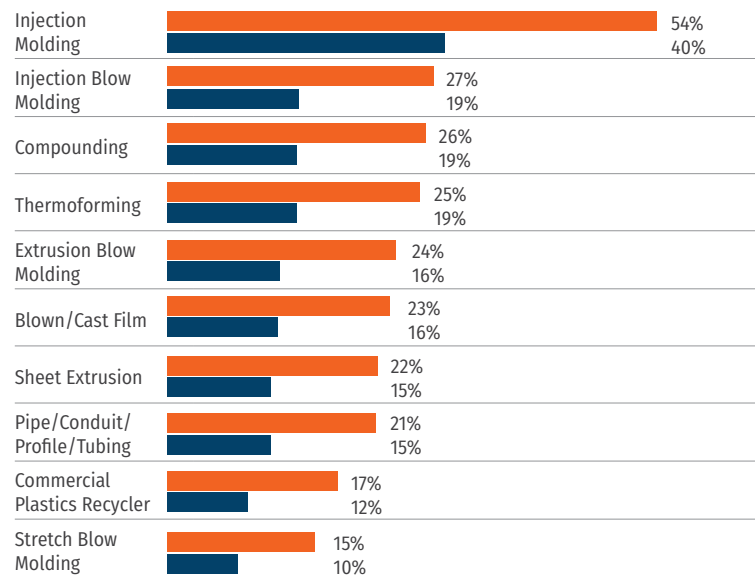
- Inspection Manager
Honeywell International
- Quality Assurance
Silverline Windows
- Quality Engineer
GOEX
- Quality Control Lead
Bausch + Lomb
- Quality Engineer
Berry Global
- Senior Quality Engineer
Keurig Dr Pepper
- Senior Quality Engineer
Milwaukee Tool Corp
- Lab Manager
Orbis Corp
- Quality Engineer
Rowmark LLC



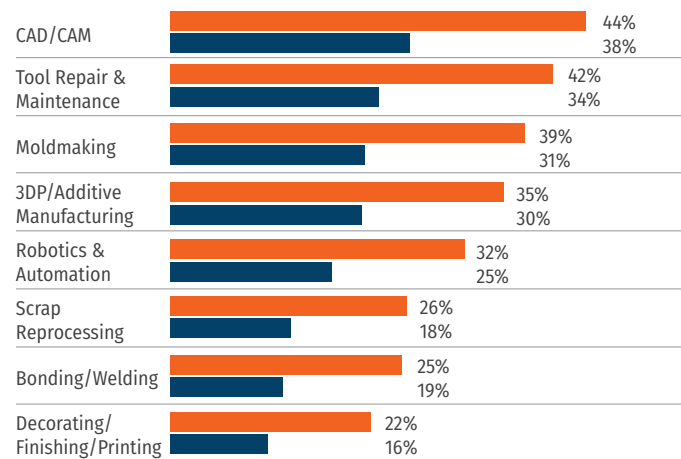
Operations That Perform

Plastics Technology's commitment to creating solutions-based, applications-focused content leads to an audience of not just owners and executives but also the engineers and operators who use, recommend, specify and evaluate product purchases.

PRIMARY OPERATIONS



SECONDARY OPERATIONS



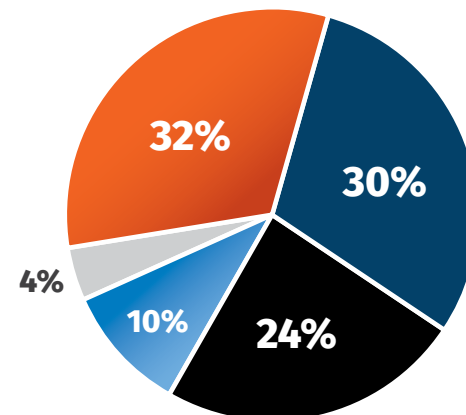
SUBSCRIBERS FACILITIES

Reaching the Hard to Reach

From global OEMs to one-man production shops, *Plastics Technology* reaches the entire plastics processing supply chain. We specialize in two areas – reaching the valuable but difficult to reach small-to-mid-sized independent manufacturing enterprise, and reaching those with ultimate purchase power.

Facility Sizes

1-19 20-99 100-499 500-4,999 5,000+

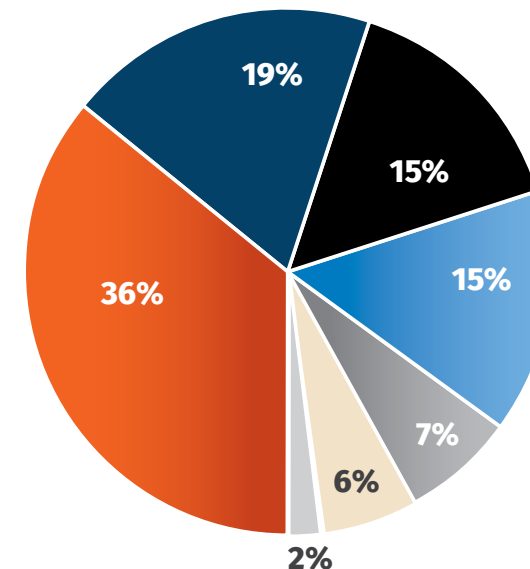


Influencing the Entire Buying Team

Multiple influencers in an organization impact the purchasing process. Reaching the right people at the right time across the right channels is challenging; we do the work for you!




Job Title & Function

- 36% - Company Management / Purchasing
- 19% - Manufacturing Engineering
- 15% - Manufacturing Production
- 15% - Product Design / R&D / Quality Control
- 7% - Technical Sales & Marketing
- 6% - Educational
- 2% - Automation / Systems Engineering



Put Your Money Where Your Markets Are

Plastics Technology has deep insights and deep reach into plastic processing's largest and most valuable industries.

 Automotive & Transportation 30,500 SUBSCRIBERS 18,100 FACILITIES	 Consumer Products 25,600 SUBSCRIBERS 14,600 FACILITIES	 Medical & Dental 24,500 SUBSCRIBERS 14,100 FACILITIES	 Packaging 18,600 SUBSCRIBERS 8,700 FACILITIES
 Offroad, Construction & Agricultural 22,900 SUBSCRIBERS 13,000 FACILITIES	 Computers, Electrical, Electronics 22,500 SUBSCRIBERS 12,800 FACILITIES	 Military & Defense 21,400 SUBSCRIBERS 12,400 FACILITIES	 Appliances 17,800 SUBSCRIBERS 9,800 FACILITIES

Names You Know.

Here are just a few of the companies consuming our original process and technology content daily.





Content that Connects!

Our editorial team creates original content that connects to the needs and interests of the plastics processing/audience. They do that by visiting real-world shops, digging into data and analytics and attending in-person events across the world.



Tony Deligio
EDITOR IN CHIEF
tdeligio@gardner.media



Jim Callari
EDITORIAL DIRECTOR
jcallari@gardner.media



Jeff Sloan
EVP CONTENT
jsloan@gardner.media



Matt Stonecash
ASSOCIATE EDITOR
mstonecash@gardner.media



Austin Grogan
VIDEO PRODUCTION MGR.
agrogan@gardner.media



50/50 Vision

Whether researching a potential purchase or searching for product process technology information, industrial manufacturers report very clear balance in the amount of online and offline research. On average, half their research is done online and half the research is completed offline.

SOURCE: Industrial Buying Influence Report 2024

Editorial Calendar

Inside Every Issue of *Plastics Technology*

Materials | Injection Molding | Extrusion | Compounding
Tooling | Resin Pricing | New Products

ISSUE MONTH	JANUARY*	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad Close	12/1/2025	1/2/2026	2/2/2026	3/2/2026	4/1/2026	5/1/2026
Featured Subject	Extrusion	Automation	Additives	Compounding	Tooling	Recycling
Expertise in Focus	KNOW HOW: Injection Molding, Extrusion, Materials	KNOW HOW: Injection Molding, Extrusion, Materials	KNOW HOW: Injection Molding, Extrusion, Materials	KNOW HOW: Injection Molding, Extrusion, Materials	KNOW HOW: Injection Molding, Extrusion, Materials	KNOW HOW: Injection Molding, Extrusion, Materials
Special Coverage (at least 3 per year)	.	PTXPO 2026 Preview
Deep Dive: Product & Process	Tech Topic from Press Releases	Tech Topic from Press Releases	Tech Topic from Press Releases	Tech Topic from Press Releases	Tech Topic from Press Releases	Tech Topic from Press Releases
Subject Matter Download (at least 3 per year)	Preventive Maintenance	Sustainability
Digital Conference/ Webinar/Tech Days	.	PT Tech Days
Bonus Distribution	.	.	PTXPO 2026	.		
ISSUE MONTH	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER*	DECEMBER
Ad Close	6/1/2026	7/1/2026	8/3/2026	9/1/2026	10/1/2026	11/2/2026
Featured Subject	Extrusion	Digitization	Sustainability	Benchmarking Report	Auxiliary Equipment	Materials
Expertise in Focus	KNOW HOW: Injection Molding, Extrusion, Materials	KNOW HOW: Injection Molding, Extrusion, Materials	KNOW HOW: Injection Molding, Extrusion, Materials	KNOW HOW: Injection Molding, Extrusion, Materials	KNOW HOW: Injection Molding, Extrusion, Materials	KNOW HOW: Injection Molding, Extrusion, Materials
Special Coverage (at least 3 per year)	Extrusion 2026 Preview	.	Molding 2026 Preview	.	.	.
Deep Dive: Product & Process	Tech Topic from Press Releases	Tech Topic from Press Releases	Tech Topic from Press Tech Days	Tech Topic from Press Releases	Tech Topic from Press Releases	Tech Topic from Press Releases
Subject Matter Download (at least 3 per year)	Digitization	.
Digital Conference/ Webinar/Tech Days	.	.	PT Tech Days	.	PT - TECH DAYS AI & Machine Learning	.
Bonus Distribution	.	Extrusion Conference 2026	.	Molding Conference 2026	.	.
Buyer's Guide					2025-2026 PT Handbook & Buyer's Guide	

NEW FOR 2026

PT Brand Bundle

Connect with engaged plastics processors with Plastic Technology's 2026 packages and bundles. These programs will deliver high-impact impressions across multiple content channels – onsite, offsite and in the magazine.

Contact your PT sales representative for more information on 2026 programs, packages and bundles.

* AdReact Issues – Get the reader's perspective.

- Discover how your ad performs by brand, design and messaging
- Benchmark your ad results against other advertisements
- Commit your ad early to be one of up to 25 advertisers selected

Schedule is subject to change



Industrial Buyers Do Business With Brands They Know and Trust

Build your brand's reputation with highly visual display advertising delivered in known, trusted, contextual environments to active, influential buyers.

Delivered Monthly. Available Everywhere



DIRECT MAIL



EMAIL



DIGITAL



MOBILE



MAGAZINE DISPLAY ADVERTISING

44,000
qualified direct request subscribers

Magazine (Physical/Digital)

Display Ads

- Spread
- Full Page
- 1/2 Page
- 1/3 Page
- 1/4 Page

Premium Cover Positions

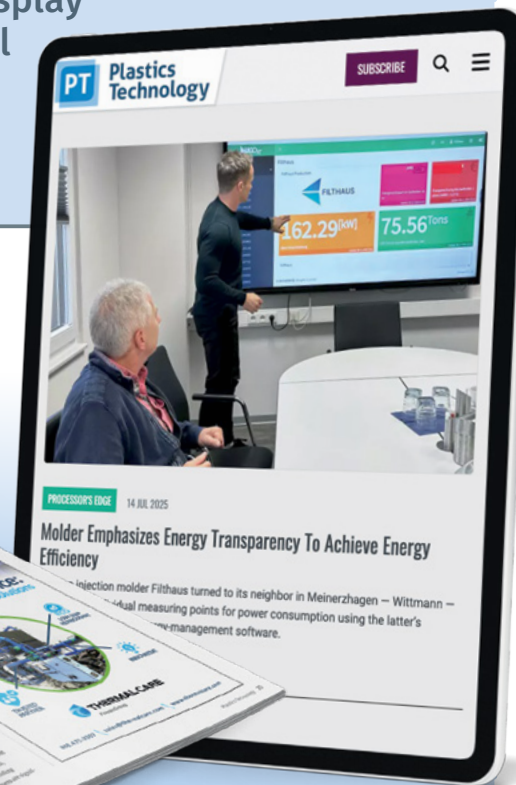
- Front Inside Cover
- Back Inside Cover
- Back Outside Cover

Special Positions

Special magazine positions include inserts, ride-along supplements and unique cover wraps. Contact your sales rep for details.

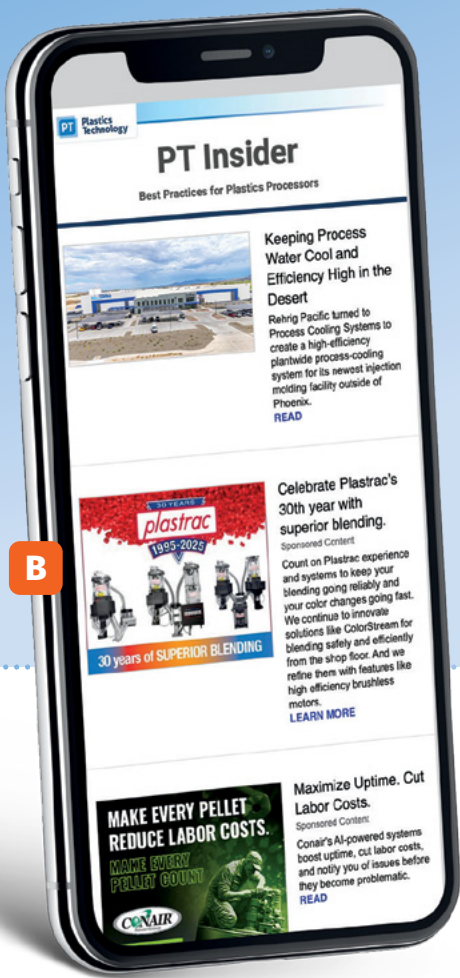
Digital Edition Sponsorship

Exclusive sponsorship of the digital magazine includes custom branding on the magazine, email announcement and latest issue landing page.





BRAND AWARENESS SOLUTIONS



E-NEWSLETTER
DISPLAY ADVERTISING

Multi-format graphic and text advertisements presented to an active, opt-in list of email subscribers.

26,000 Active,
Opt-In Subscribers

PT Insider

- Distributes three times per week.

With content curated by *Plastics Technology* editors, the PT Insider is the premier e-newsletter for the latest insights and innovations in plastics processes, technologies, products and services.

AD FORMATS

- A** Leaderboard Ad
600 x 160 px - 1 per edition
- B** Featured Product Ad
300 x 250 px - 6 per edition



ADcentral

Ad specifications are available at gardnerweb.com/adcentral

PTonline.com 50,000 Monthly Users

Advertisements are displayed on our websites to engaged content consumers visiting the site to look for manufacturing products and processes.



PTONLINE.COM DISPLAY ADVERTISING

AD FORMATS

- A** Leaderboard
728 x 90 px
- B** Billboard
970 x 250 px
- C** Medium Rectangle
300 x 250 px

FREQUENT ONLINE VISITORS

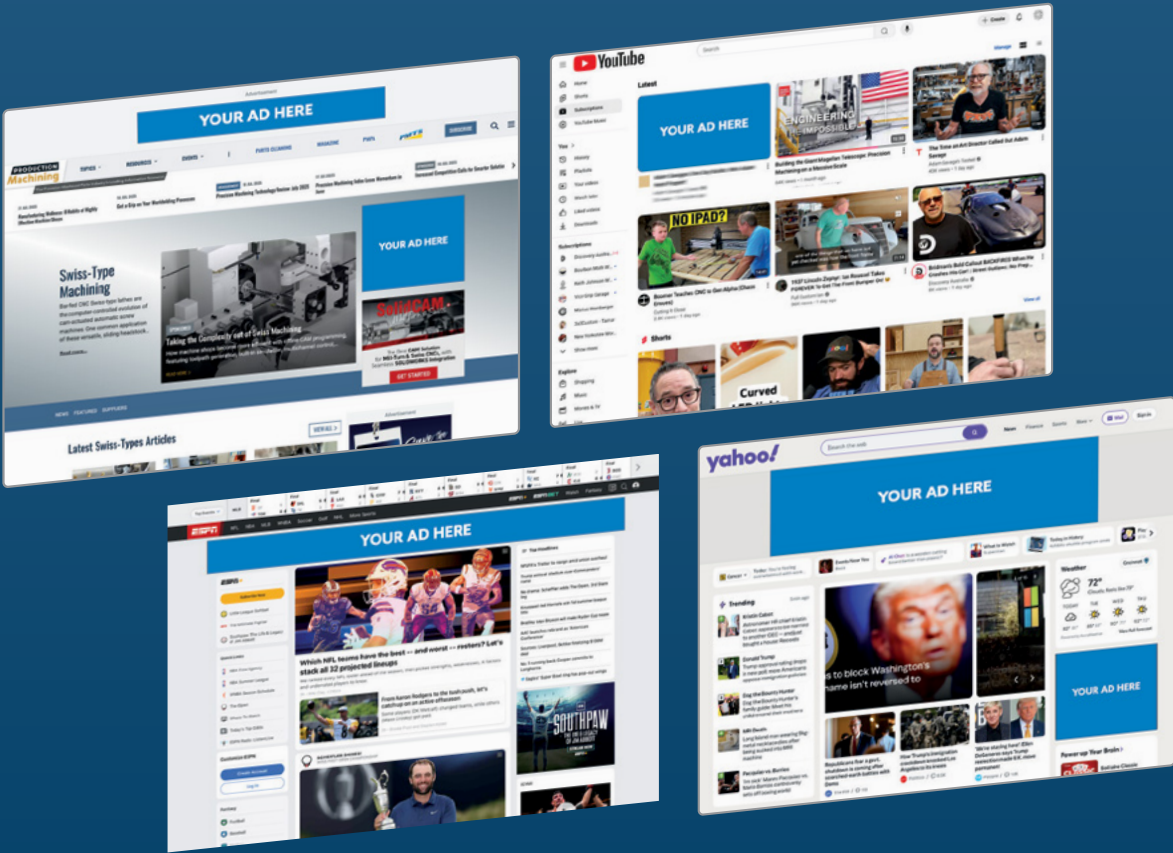


Extend Your Reach with Audience Extension –
Our remarketing program extends your brand messaging to our active, qualified site visitors offsite as they continue their browsing experience.



BRAND AWARENESS SOLUTIONS

Extend the impact and visibility of your marketing message by continuing to market to engaged site visitors, video viewers and channel subscribers as they continue their browsing experience.



Advertising = Sales

68%

of industrial buyers are more likely to do business with a vendor/supplier that is actively advertising their products or services.



AUDIENCE EXTENSION

OFFSITE DISPLAY REMARKETING

Amplify your brand by remarketing to **PTonline.com** visitors.

YOU RECEIVE:

- Extended reach to the Plastics Technology audience through web display advertising

OFFSITE VIDEO REMARKETING

Expand your marketing message by remarketing to *Plastics Technology* video viewers and YouTube subscribers.

YOU RECEIVE:

- Pre-roll advertising campaign on YouTube and Google's Video Network targeting *Plastics Technology* channel subscribers and website visitors

NEW FOR 2026 MARKET BUNDLE

Reach engaged manufacturing professionals across Gardner Business Media's Industrial Network. *Plastics Technology* offers a range of multi-channel bundles and packages that place your brand in front of targeted decision-makers evaluating process and technology solutions.

Contact your PT sales representative for more information on 2026 programs, bundles and packages.



Industrial Buyers Are Solutions Networkers

Work with us to share engaging,
informative thought leadership
content with your ideal customers.



CONTENT BOOST

Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

YOU RECEIVE:

- Featured content placement on related articles across GBM brand sites
- Dynamic digital marketing program including paid social media
- Custom call to action embedded within the article



SPONSORED CONTENT MARKETING

Deliver your brand's story and your product technology's solution through a feature-style article.

YOU RECEIVE:

- Feature-style article published to ptonline.com
- One single-page advertorial in the magazine (with a three-month program commitment)
- Featured content placement throughout the website
- Digital marketing promotion including newsletters, social media, and search

Need Content?

Work with our experienced team of editors to craft new original content from Q&A interviews and customer stories, to informed technical overviews

POWERED BY **GROW** MARKETING



Video Content Marketing

Good video should be quality content amplified by multi-channel marketing. That's our approach. We have a team of expert editors, experienced videographers and best-in-class marketers that tell and share your story in a way that solves and sells!



Learn more about our video capabilities and products.



SPOTLIGHT VIDEO

Bring your product or press release to life. We do the work to turn your PR into a brief but dynamic, narrated video hosted on our site and YouTube channel.

YOU RECEIVE:

- Personalized onsite video advertisement
- Video remarketing package
- Social media advertising



VIDEO AMPLIFICATION PROGRAM

Amplify your existing video and tell your story dynamically by showcasing your video across our digital channels and remarketing to those audiences via search, social and YouTube.

YOU RECEIVE:

- Personalized onsite video advertisement
- Video remarketing package
- Social media advertising



GROW VIDEO PRODUCTION

Work with our GROW Studio team to create original video that highlights your company's unique story and distinct value. We'll visit your shop, showroom, or tradeshow booth to film your technology and your people in action.

VIDEO PROJECT IDEAS:

- Technology demonstrations
- Customer success stories
- Leadership interviews
- And more...

POWERED BY **GROW STUDIOS**

Content Converts!

81%

of industrial buyers indicated they're more likely to do business with a vendor/supplier that is actively creating and sharing new product and process content.



Demand That Delivers

Drive active, influential prospects across all relevant channels to your website with high-quantity, high-quality demand generation solutions.

Tech That Targets

Our investment in marketing technology empowers you to target your ideal customer profile. Following is a list of just some of our targeting demographics.

- Company Name
- Company Location
- Content Affinity
- Content Downloads
- Industry
- IP Organization/Location
- Job Function
- Materials
- NAICS
- Operation Performed
- Plant Size
- Subscription Type(s)
- Supplier Engagement
- Pages Viewed
- Events Registered (in-person/online)





DEMAND GENERATION SOLUTIONS

Turnkey Digital Marketing Solutions

Our team of digital marketing and content creation experts make dynamic digital campaigns easy for you to execute by handling the creative, deployment and analytics.

Multi-Channel Marketing

76%

Three-quarters of industrial buyers use four or more resources to get purchase and process information.

- Search
- Industry Websites
- Industry Events
- Industry Magazines



E-PRINTS

Introduce, inform and invite via the inbox with demographically targeted, co-branded, direct email messages sent to our active, opt-in email audience.

YOU RECEIVE:

- Customizable content tailored to resonate with your target audience
- The option to select your unique target audience of *Plastics Technology* subscribers based on industry, geography, facility size, job title and/or operations performed
- Performance report including data about total delivered, open rate and click-through rate



DIRECT TRAFFIC

Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.

YOU RECEIVE:

- Custom e-print delivered to your demographically selected audience
- Sponsored content advertisements in *Plastics Technology* e-newsletters
- Targeted paid promotion in social media channels



GROW DEMAND GEN

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to drive qualified traffic to your website, landing page or registration form.

POWERED BY **GROW MARKETING**



A Leader in Lead Gen

Three Benefits of Achieving Your Lead Gen Goals with *Plastics Technology*



LARGER THAN A LIST

Your lead-generation program includes a marketing campaign that puts your brand and message in front of a qualified audience of active industry professionals.



DEMOGRAPHICS THAT DELIVER

Utilizing our first-party audience database and reaching across our network, our lead-generation campaigns target your ideal customers and prospects.



CONTEXT THAT CONVERTS

Much more than a landing page, we build contextual, consent-based conversion environments that encourage registration and download.



WEBINARS

(live | on-demand)

Showcase your experts and expertise in a live or on-demand broadcast that is moderated by industry experts, supported by an integrated marketing campaign and archived for post-presentation access.

YOU RECEIVE:

- Promotion in magazine, direct email and website
- Online hosting and archiving
- Lead and activity report
- Technical support
- Expert moderator



GATED CONTENT MARKETING

Turn your e-books, white papers, content collections and more into thought leadership and lead-generation machines. Hosted on our custom-built landing pages and promoted to our audience for registration-based download, gated content marketing delivers information and marketing-qualified leads.

YOU RECEIVE:

- Co-branded landing page on POnline.com
- Digital marketing program
- Registrant information including name, company, email address, phone number and country



Content + Context Create Environments That Convert



Lead Nurture

Let us further qualify and warm up your marketing-qualified leads through an automated lead-nurturing program that also scores your leads to make your sales team's efforts more targeted and more efficient.



GROW Lead Generation

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to generate qualified leads.

POWERED BY **GROW MARKETING**



Marketing for Market Share

90%

of purchase processes involve the evaluation of at least one alternative or replacement vendor or supplier. There is always opportunity to steal market share and to protect existing customers. Make sure your brand and your marketing messaging is present to avoid losing share and customers.





Industry Insights

Plastics Technology's intelligence leverages first-party responses and behavioral data to report market performance, economic trends, spending forecasts and custom insights that help inform every aspect of your sales and marketing strategy.

INDUSTRY, MARKET AND CUSTOM RESEARCH



Lead Qualification Survey

The Plastics Technology Lead Qualification Survey combines custom research and digital marketing to produce insights and contacts for your business.



Custom Research

Need custom insights? GROW Intelligence has deep history working with manufacturing technology suppliers to design, field and analyze custom research to fit your business need.



Ad Appeal Study

A valuable value-add for Plastics Technology advertisers, the AdAppeal studies report how your customers and prospects rank and respond to your brand creative and marketing messaging.



Gardner Business Index

The monthly GBI reports on the current state of the industry based on a number of critical industry components and also delivers a forecast of future business and future spending.



Stay Informed.

View the latest Market Served intelligence solutions



In-Person Influence

Live events remain a critical component of industrial buyers' purchase processes and of effective industrial marketers' sales and marketing strategies. *Plastics Technology* offers numerous opportunities to reach your ideal customer profiles before, during and after in-person events.

Contact your *Plastics Technology* sales representative to:

- Reserve booth space on the show floor /event
- Secure an exclusive high-profile onsite sponsorship
- Position your company in our preshow promotional campaigns



Industry Insights

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INDUSTRY, MARKET AND CUSTOM RESEARCH



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Stay Informed.

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Plastics Technology

Our Clients are Giants

Below are the industry leading suppliers building their brand and business with *Plastics Technology*.



PT Sales Contacts



Dale Jackman
Advanced Manufacturing Group
Market Vice President
djackman@gardner.media
630-360-5306

National Sales Representatives

Dale Jackman
Market Vice President
djackman@gardner.media
630-360-5306

Jackie Dalzell
Regional Vice President
jdalzell@gardner.media
513-338-2185

Madeline Kline
Regional Manager
mkline@gardner.media
513-527-8950

Event Sales Representatives

Matt Gilmore
Event Sales Director
mgilmore@gardner.media
513-527-8857

Matthew Skiba
Account Manager
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513-527-8877

International Offices/Sales Representatives

Claude Mas
Executive Director of
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Gardner Business Media Manufacturing Market Leadership

Advanced Materials Group

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630-360-5306



Metalworking Market Group

Bryce Ellis
Market Vice President
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Advanced Manufacturing Market Group

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Mexico Media Group

Claude Mas
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513-338-2186



GROW Marketing Services

Debi Williams
Director, GROW Marketing Services
dwilliams@gardner.media
513-527-8800

