



**Plastics  
Technology**

# 2021 Media Kit

*Plastics Technology* provides access to technically minded decision makers looking to increase processing efficiencies.

 A property of Gardner Business Media, Inc.



## Global Plastics Market Growth\*

**\$579.6**  
**Billion USD**

Revenue forecasted  
for 2020

**3.2%**  
**Growth\***

Expected to grow at a  
compounded annual rate of  
3.2% from 2020 to 2027

## Despite global economic challenges, key factors continue to drive market growth.

Plastic consumption is increasing in the construction, automotive and electrical and electronics industries, coupled with growing population, rapid urbanization and industrialization.

The continued need for medical and personal protective equipment, as well as food, liquid food and other packaging due to the COVID-19 pandemic is also expected to drive the demand for plastic materials in the coming years.

\*Projections from Grand View Research, June 2020



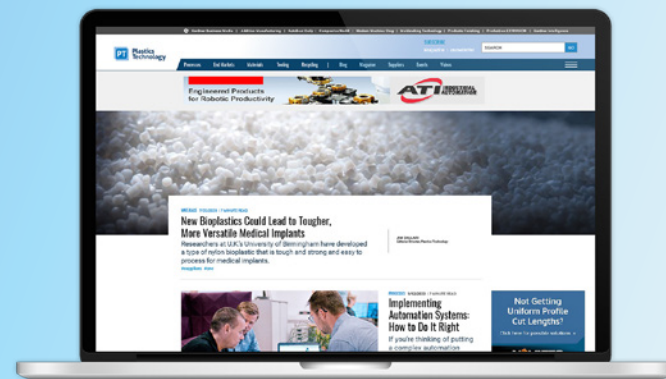


DIGITAL EDITION

 **PRINT**  
33,900+ SUBSCRIBERS\*



 **EMAIL**  
24,500+ SUBSCRIBERS



 **ONLINE**  
83,250+  
Average Monthly Users\*



 **Molding 2021**  **Extrusion 2021**

**amerimold 2021** **AM2021**


 **EVENTS**

Bonus distribution at all major  
plastics industry events

\*June 2020 Publisher Count  
Due to COVID-19, June 2020 BPA Statements may differ slightly from what is shown.

# PT End Market Overview

Plastics Technology offers you the best reach into the plastic industry's most important and valuable end markets!\*\*




**AUTOMOTIVE**

**SUBSCRIBERS**  
21,439

**FACILITIES**  
11,878

**TOP COMPANIES**

BMW Manufacturing Corp.  
Faurecia  
Ford Motor Co.  
General Motors Corp.  
Magna International Inc.




**CONSUMER**

**SUBSCRIBERS**  
22,070

**FACILITIES**  
11,672

**TOP COMPANIES**

The Clorox Company  
Hasbro Inc.  
Kimberly-Clark  
Kraft Foods  
Nike Inc.




**ELECTRONICS**

**SUBSCRIBERS**  
16,843

**FACILITIES**  
8,944

**TOP COMPANIES**

3M Co.  
Apple Inc.  
Bose Corp.  
Cisco Systems Inc.  
Honeywell Intl. Inc.




**OFFROAD/HEAVY EQUIPMENT/ AGRICULTURAL**

**SUBSCRIBERS**  
17,325

**FACILITIES**  
9,167

**TOP COMPANIES**

Ames True Temper  
Cargill Inc.  
Caterpillar Inc.  
Deere & Co.  
Ditch Witch




**MEDICAL**

**SUBSCRIBERS**  
18,149

**FACILITIES**  
9,764

**TOP COMPANIES**

Abbott Laboratories  
BD Medical  
Braun Medical Inc.  
Ethicon Endo Surgery Inc.  
GE Healthcare




**PACKAGING**

**SUBSCRIBERS**  
16,120

**FACILITIES**  
8,001

**TOP COMPANIES**

Bemis Co.  
Dart Container Corp.  
Inteplast Group  
Klockner Pentaplast  
Pactiv




**BUILDING & CONSTRUCTION**

**SUBSCRIBERS**  
10,174

**FACILITIES**  
4,709

**TOP COMPANIES**

Andersen Corp.  
Armstrong Flooring  
CertainTeed  
Georgia Pacific  
Johns Manville



**AEROSPACE**

**SUBSCRIBERS**  
15,460

**FACILITIES**  
8,341

**TOP COMPANIES**

Boeing Co.  
Bombardier Aerospace  
GE Aviation Systems LLC  
Gulfstream Aerospace Corp.  
Lockheed Martin Corp.

\*\*June 2020 Publisher Counts

Our professional audience development team invests in quality circulation to ensure that *PT* reaches industry professionals who are actively engaged in the plastics processing market.

Check the audit!



Plastics Technology invests in quality circulation.

100% of *PT*'s subscribers are identified by both individual name and job title and by company location.

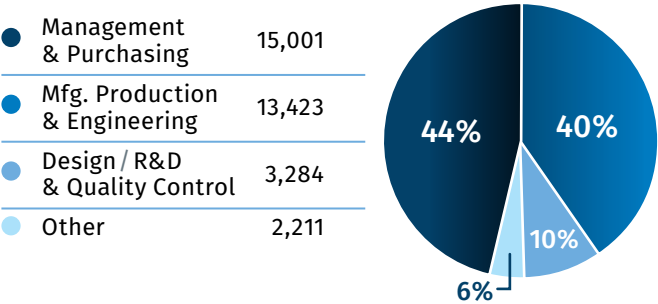
\*Due to COVID-19, June 2020 BPA Statements may differ slightly from what is shown.

\*\* Publisher's Count, June 2020

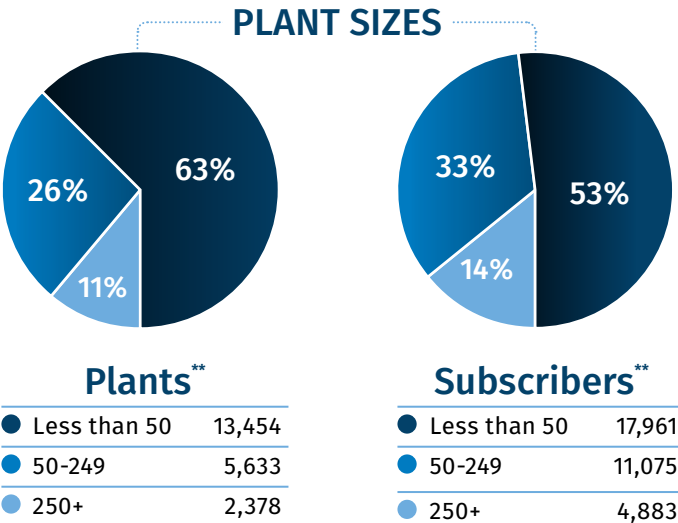
33,900+ TOTAL SUBSCRIBERS\*

*PT* reaches engaged decision-makers in the plastics processing market

Subscribers by Job Title & Function\*



*PT*'s audience consists of large and small plants and both custom and captive processors



21,000+ TOTAL MANUFACTURING FACILITIES\*\*

Circulation By Operation\*\*      Subscribers      Plants

Injection molding	22,792	12,230
Tool repair & maintenance	19,828	9,933
Moldmaking	19,200	9,725
Blow molding (all processes, unduplicated)	18,409	8,719
Extrusion (all processes, unduplicated)	17,797	8,889
Injection blow molding	15,512	6,952
Scrap reprocessing	14,597	6,333
Thermoforming	13,578	6,531
Compounding	13,490	6,075
Blown/cast film	13,319	6,031
Additive manufacturing	13,159	6,778
Decorating/Finishing/Printing	12,220	5,220
Extrusion blow molding	12,045	5,346
Bonding/Welding	11,802	5,143
Sheet	11,700	5,370
Pipe, conduit, profile, tubing	11,584	5,219
Recycling	9,730	4,009
Stretch blow molding	8,554	3,603
Coating, web	3,433	1,350
Coating, wire/cable	2,841	1,110
Calendaring	2,248	761

\*June 2020 BPA Audited      \*\*June 2020 Publisher Count



*Plastics Technology* provides authoritative content on plastics processing practices, tips, techniques, troubleshooting, technical advances, product developments, market insights and industry news.

Our content is aimed at plastics processors—both custom and captive operations. We visit plants around the world to uncover the best processing practices in injection molding, extrusion/compounding, blow molding, thermoforming, recycling and additive manufacturing.

HOW YOU CAN CONTRIBUTE

*Plastics Technology* provides your company a direct means to submit content:



Contribute press releases, case studies and other content via our submission guidelines. [short.ptonline.com/About](https://short.ptonline.com/About)



Follow us on Twitter, Facebook, LinkedIn and YouTube.

Meet the *Plastics Technology* Editorial Team



**JIM CALLARI**

Editorial Director

Jim has been in plastics journalism since 1988, when he

joined the staff of *Plastics World* magazine as senior editor.

Jim joined *Plastics Technology* in 1997 as executive editor, and became editorial director in 2009. In addition to being responsible for the overall editorial strategy of the magazine, Jim enjoys reporting on extrusion technology.

He is a long-time member of the Society of Plastics Engineers and was inducted into the Plastics Pioneers Association in 2012.



**MATT NAITOVE**

Executive Editor

Matt is Executive Editor of *Plastics Technology* magazine, where he has reported

on virtually every aspect of plastics since 1972.

Matt started at *PT* as a cub reporter fresh out of school and rose through the ranks to Chief Editor, a position he held for 29 years. His current beat in the magazine includes reporting on blow molding. Matt is a graduate of Harvard College and holds a master's degree from Columbia University's Graduate School of Journalism. He is a member of SPE and the Plastics Pioneers Association.



**TONY DELIGIO**

Senior Editor

Tony has been covering the global plastics processing industry since 2000, visiting

processors and suppliers in North and South America, Europe and Asia.

Tony enjoys visiting with processors to see how they use new technologies to solve daily challenges and telling their stories digitally and in print. Tony covers tooling, injection molding and automation and has helped build *Plastics Technology's* social media presence, including the launch of its video efforts. He is a graduate of Colorado State University (Fort Collins, Colo.) with a degree in technical journalism.



**LILLI MANOLIS SHERMAN**

Senior Editor

Lilli started with *PT* in 1987, and has reported on

ever-evolving materials and additive technologies.

Other interesting topics she regularly covers include advances in 3D-printing materials, thermoplastic composites as well as testing & measurement, decorating & printing, and welding technologies.

She is a graduate of Hofstra University (Hempstead, N.Y.) and the University of Bridgeport (Bridgeport, CT).



**HEATHER CALIENDO**

Senior Editor

Heather serves as Senior Editor for *Plastics Technology* magazine

where she writes and edits feature stories for auxiliary equipment, recycling and 3D printing sectors. Heather has been covering the global plastics industry since 2012, with a specific focus on end-market trends and sustainability.

She started her career writing about aerospace and technology at *The Journal Record*, a daily business newspaper in Oklahoma. She received her bachelor of arts in journalism from the University of Oklahoma.

# 2021 Editorial Calendar

## Inside Every Issue of *Plastics Technology*

- **Know How:** Columns for Materials, Tooling, Extrusion and Injection Molding
- Technology Close-Ups
- Gardner Business Index: *Plastics Processing*
- Resin-Pricing Analysis
- Processor's Edge
- New Products

ISSUE MONTH	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad Close	December 1, 2020	January 4, 2021	February 1, 2021	March 1, 2021	April 1, 2021	May 3, 2021
On Site	Injection Molding	Extrusion	Injection Molding	Compounding	Injection Molding	Extrusion
Feature Coverage	How the Pandemic Will Change Plastics Processing	Blow Molding	Extrusion	Recycling	Tooling	Auxiliary Equipment
Tips and Techniques	Auxiliary Equipment	Recycling	Compounding	Injection Molding	Extrusion	Tooling
Troubleshooting	Extrusion	Tooling/Hot Runners	Testing Equipment	Purging	Compounding	Testing Equipment
New Product Focus	Compounding	Injection Molding	Additives	Thermoforming	Resins	Injection Molding
NPE Coverage	NPE2021 Preview: Emerging Technologies and Trends	NPE2021 Preview: Emerging Technologies and Trends	NPE2021 Preview: Resins and Additives	NPE2021 Preview: Primary Processing Machinery, Auxiliary Equipment, Tooling	NPE2021 Preview: Exclusive New Technology Coverage	NPE2021 Report: Exclusive New Technology Coverage
Buyers' Guide						
Bonus Distribution*	Plastec West		NPE2021	NPE2021	NPE2021	

ISSUE MONTH	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close	June 1, 2021	July 1, 2021	August 2, 2021	September 1, 2021	October 1, 2021	November 2, 2021
On Site	Recycling	Blow Molding	Compounding	Extrusion	Injection Molding	Recycling
Feature Coverage	Additives	Extrusion	Resins	Exclusive Benchmarking Survey: Top Shops in Injection Molding	Compounding	Extrusion
Tips and Techniques	Extrusion	Injection Molding	Recycling	Compounding	Robotics and Automation	Auxiliary Equipment
Troubleshooting	Auxiliary Equipment	Tooling/Hot Runners	Purging	Recycling	Thermoforming	Injection Molding
New Product Focus	Robotics and Automation	Recycling	Injection Molding	Tooling/Hot Runners	Extrusion	Injection Molding
NPE Coverage	NPE2021 Report: Show-Stoppers from the Floor	NPE2021 Report: Primary Processing Machinery, Auxiliary Equipment, Tooling	NPE2021 Report: Resins and Additives	NPE2021 Report: New Product Review	NPE2021 Report: New Product Review	NPE2021 Report: New Product Review
Buyers' Guide				2022 Handbook: Extrusion	2022 Handbook: Injection Molding	
Bonus Distribution*			Extrusion 2021, Amerimold 2021, Molding 2021			

\*Bonus Distribution subject to change.



Advertise in *Plastics Technology* and get your brand's message in the hands of your customers and our audience.

PT Print Rates (gross)

AD SIZE	4-COLOR	2-COLOR	B/W
Full Page	\$10,900	\$10,000	\$9,100
Half Page Island	\$8,300	\$7,200	\$6,400
1/2 Page	\$7,600	\$6,500	\$5,700
1/3 Page	\$5,600	\$4,500	\$3,700
1/4 Page	\$4,900	\$3,800	\$3,000
1/6 Page	\$3,900	\$2,700	\$1,950

PT Cover Rates (gross)

BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER
+\$1,500	+\$1,250	+\$1,000

PT Classified Rates (gross)

CLASSIFIED
1-4 column inches \$240

UPLOAD INFO AND AD SPECS CAN BE FOUND HERE

[gardnerweb.com/adcentral](https://gardnerweb.com/adcentral)

AGENCY COMMISSION

15% commission is allowed on display advertisements if materials are furnished to our specifications and payment is received within 30 days of invoice. No commission on production charges.

HOW TO SUBMIT AD FILES

1. Upload file at:  
[files.gardnerweb.com](https://files.gardnerweb.com)  
Upload recipient: Becky Taggart
2. Email file (5MB max) to:  
[btaggart@gardnerweb.com](mailto:btaggart@gardnerweb.com)

LOOKING FOR FREQUENCY RATES?

 ELIGIBLE FOR GARDNER PREMIER DISCOUNT OPPORTUNITY

- \$5,000 - \$9,999 — 5% OFF entire program
- \$10,000 - \$24,999 — 10% OFF entire program
- \$25,000 - \$39,999 — 15% OFF entire program
- \$40,000 - \$64,999 — 20% OFF entire program
- \$65,000 - \$99,999 — 25% OFF entire program
- \$100,000 - \$149,999 — 30% OFF entire program



# The PT Handbook: Evolved for 2022

## Now in Two Separate Editions

One focused on Injection Molding

One focused on Extrusion

The *Injection Molding* and *Extrusion* editions of the *PT Handbook* each contain unique, relevant processing information aimed at the largest market segments in the plastics industry.

*PT's Handbooks* provide you with an unmatched ability to target your advertising message directly to motivated buyers who reference this resource countless times during the year.

## Advertiser Opportunities

- Choose to advertise in one edition, or receive a discounted rate to appear in both
- Use the same ad in both, or change your ad to target the focused market at no additional charge
- Advertisers receive special treatment in the listing information

EXPANDED FOR 2021



**GARDNER PREMIER  
DISCOUNT OPPORTUNITY**

See page 19 for details.

### OCTOBER 2021 2022 PT HANDBOOK EXTRUSION

Closing Date: Sept. 3, 2021

#### AD RATES: Run in BOTH Handbooks

Full Page/4C \$10,900/gross

Half Page/4C \$7,600/gross

#### AD RATES: Run in ONE Handbook

Full Page/4C \$7,600/gross

Half Page/4C \$5,700/gross



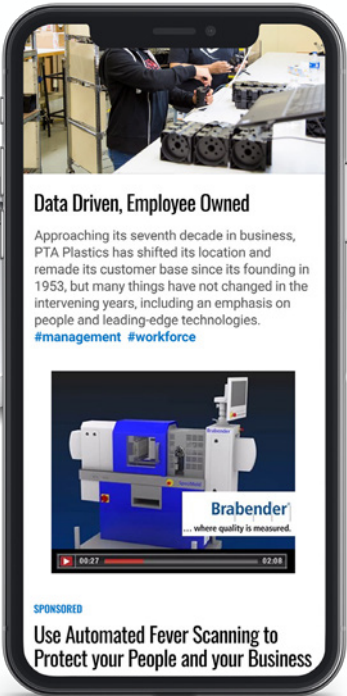
### NOVEMBER 2021 2022 PT HANDBOOK INJECTION MOLDING

Closing Date: October 1, 2021

# PTonline.com Digital Audience

PTonline.com delivers dynamic content with blogs, features, videos, searchable supplier and product databases, webinars, zones and knowledge centers.

2,591,500+  
ANNUAL PAGE VIEWS\*



## PTonline.com Annual Page Views\*

Yearly Unique Page Views	2,244,068
Yearly Unique Users	999,405
Average Time on Page	2:46

## PT Zones Annual Page Views\*

Injection Molding	176,572
Materials	111,067
Extrusion	79,791
Molds & Tools	47,284
Compounding	30,400
Blow Molding	28,865
Testing & Quality	27,088
Recycling & Scrap Reclaim	22,443
Film Extrusion	19,849
Welding, Boding & Assembly	19,435

\* Publisher Counts powered by Google Analytics  
07/01/2019 – 06/30/2020





PTonline Display Rates (gross)

AD FORMATS	AD SIZES	HOME	ZONE
Banner Plus	A 300 x 250 medium rectangle banner rotating in the zone plus a leaderboard banner and a billboard banner that rotate within the zone per page load.	\$2,500 Limit 15	\$1,600
Banner	A 300 x 250 medium rectangle banner rotating in the zone per page load.	\$1,600	\$1,200

Ad Specifications

AD FORMATS	AD SIZES
A Super Leaderboard	970 x 90 px JPG/PNG
B Medium Rectangle	300 x 250 px JPG/PNG
C Billboard	970 x 250 px JPG/PNG

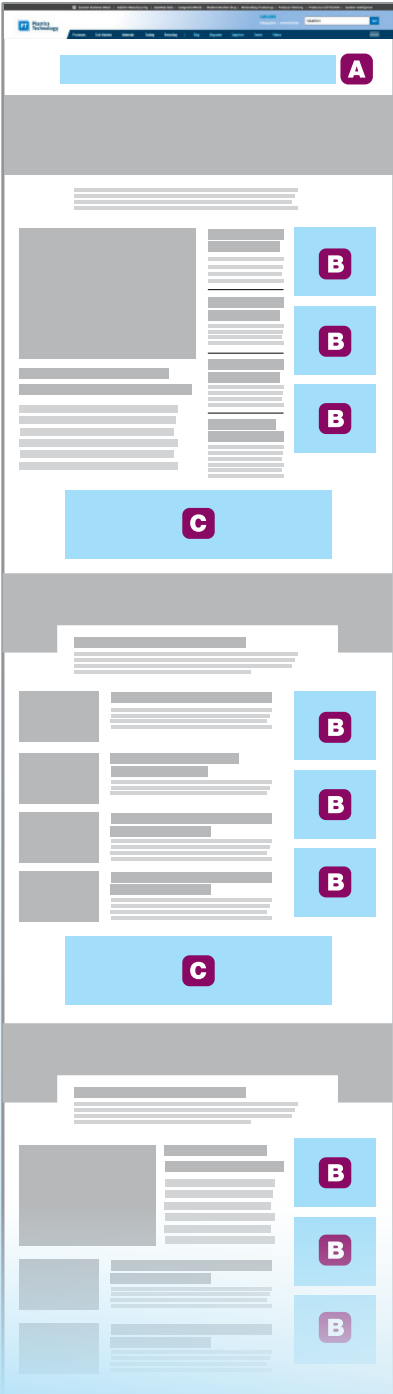
Banner Plus ad packages include positions A, B & C on rotation per page load

Detailed ad specs and examples are available here [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)

LOOKING FOR FREQUENCY RATES?

GARDNER PREMIER DISCOUNT OPPORTUNITY

Gardner is now offering a discount structure based on total investment across all of our media brands. See page 19 for details.



Advertise on PTonline.com to increase your brand’s awareness. Feature your message on the homepage or in specific technology zones.

PT Technology Zones

END MARKETS

Medical  
Packaging  
Automotive

PRIMARY PROCESSING

**Blow Molding:**  
Barrier & Stretch  
**Extrusion:**  
Film  
PET Processing (Extrusion)  
Pipe, Profile & Tubing  
Sheet  
Thermoforming  
**Injection Molding:**  
All Electric & Hybrid Machines  
Gas & Water Assist Machines  
In-Mold Decorating  
LIM & LSR Molding  
Micro Molding  
Multi-Component Molding  
PET Processing (Injection Molding)  
**Additive Manufacturing**

TESTING & QUALITY

Controls & Monitoring  
Decorating, Printing, Finishing  
Testing & Quality Control:  
Color & Appearance Testing  
Welding, Bonding & Assembly

MATERIAL

**All Materials:**  
Biopolymers and Renewable Materials  
Engineering Thermoplastics  
Nanocomposites  
Polyolefins  
Purging  
Recycled Materials  
Thermoplastic Elastomers  
Wood & Natural Fiber Compounds

MATERIAL PREP & HANDLING

Additives  
Compounding:  
Multi-Screw & Single-Screw  
Drying  
Feeding & Blending  
Recycling & Scrap Reclaim  
Resin Conveying  
Robots

TOOLING

Heating & Cooling  
Hot Runners  
Molds & Tooling:  
Mold Maintenance  
Mold Simulation

SPECIAL ZONES

The Next Generation Zone

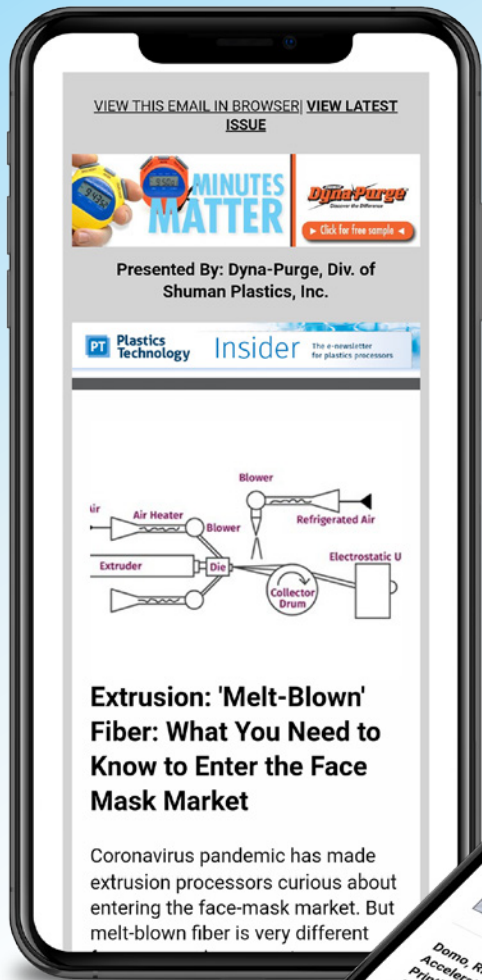
What is a PT Technology Zone?

PTonline.com Technology Zones help visitors narrow their search on key topics with content related to a specific material, process or end markets. Zones provide website visitors articles, case studies, technology briefs, product announcements and supplier listings. Your ad placed within relevant Zones provides you with targeted marketing opportunities promoting your brand to our audience.





# PT Insider E-newsletter



Reach our opt-in audience's inbox by promoting your message with the *PT Insider* E-newsletter. Your ad will appear alongside industry news, technology, product and process updates.



# 24,500+ LIST SIZE\*

**E-NEWSLETTER FREQUENCY:**  
Delivered on Mondays, Wednesdays and Fridays\*\*

Ad Type	PER MONTH	RATE (gross)
Leaderboard Banner	2 per month	\$3,900
Video Ad	4 per month	\$2,000
Banner +Plus	24 per month	\$1,050

**PT INSIDER ADVERTISER BONUS**  
Includes a 300 x 250 ad on the POnline blog page.

### E-NEWSLETTER AD SPECS

**LEADERBOARD BANNER**  
IMAGE SIZE: 600 x 160 pixels @ 144 dpi  
FILE TYPE: JPG/PNG

**VIDEO ADS**  
ARTWORK SIZE: 300 x 250 pixels @ 144 dpi  
FILE TYPE: JPG/PNG  
TITLE: 50 characters max.  
PLAY BUTTON: Please do not include a playbutton with your artwork. We will add this graphic within our workflow.

**BANNER +PLUS**  
ARTWORK SIZE: 120 x 100 pixels @ 144 dpi  
FILE TYPE: JPG/PNG  
CONTENT/CALL TO ACTION: 45 characters

\*As of June 2020 Publisher Counts  
\*\*When purchasing any banner or video ad for one month, it will be included in every other E-newsletter delivery.  
E-newsletters displayed on mobile devices have a higher screen resolution, and images are viewed larger. With our new responsive E-newsletter designs for mobile and desktop, we require higher pixel counts for artwork.

UPLOAD INFO AND AD SPECS CAN BE FOUND HERE  
[gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)

SEE PT E-NEWSLETTER PRODUCT EXAMPLES HERE:  
[ptonline.com/examples](http://ptonline.com/examples)

Plastics Technology Webinars allow you to present your company’s knowledge and leadership on important industry topics and secure valuable leads!

PT Webinar Investments:

**\$8,250** (each, gross)

Live attendance is limited to 1,000. Topic and schedule subject to publisher approval.

Let PT Webinars provide YOUR target audience with a dynamic and interactive webcast for discussing today’s timely and compelling issues.

With your investment in a **PT Webinar** you’ll receive:

- **E-Mail Promotion:** Invitations sent to opt-in PT email subscribers
  - **Social Promotion:** Social posts on LinkedIn, Facebook and Twitter.
  - **Print Ad:** Event promotion in *Plastics Technology* magazine
  - **Online:** Webinar recording hosted on PTOonline.com for six months
- **Lead Generation:** Customized lead reports including all registrants, live attendees and Q&A report.
  - **Tech Support:** Webinar hosting and support
  - **Expert Moderator:** Live webinar moderated by a PT editor

With your investment in an **On-Demand PT Webinar** you’ll receive:

- **E-Mail Promotion:** Invitations sent to opt-in PT email subscribers
  - **Online:** Webinar recording hosted on PTOonline.com for at least six months
- **Lead Generation:** Customized lead reports including all registrants
  - **Social Promotion:** Social posts on LinkedIn, Facebook and Twitter.







# Custom Content

## Your story, presented by *Plastics Technology*.

Leverage the power of the *PT* brand and audience with Gardner digital custom content marketing services.

### What Is Content Marketing?

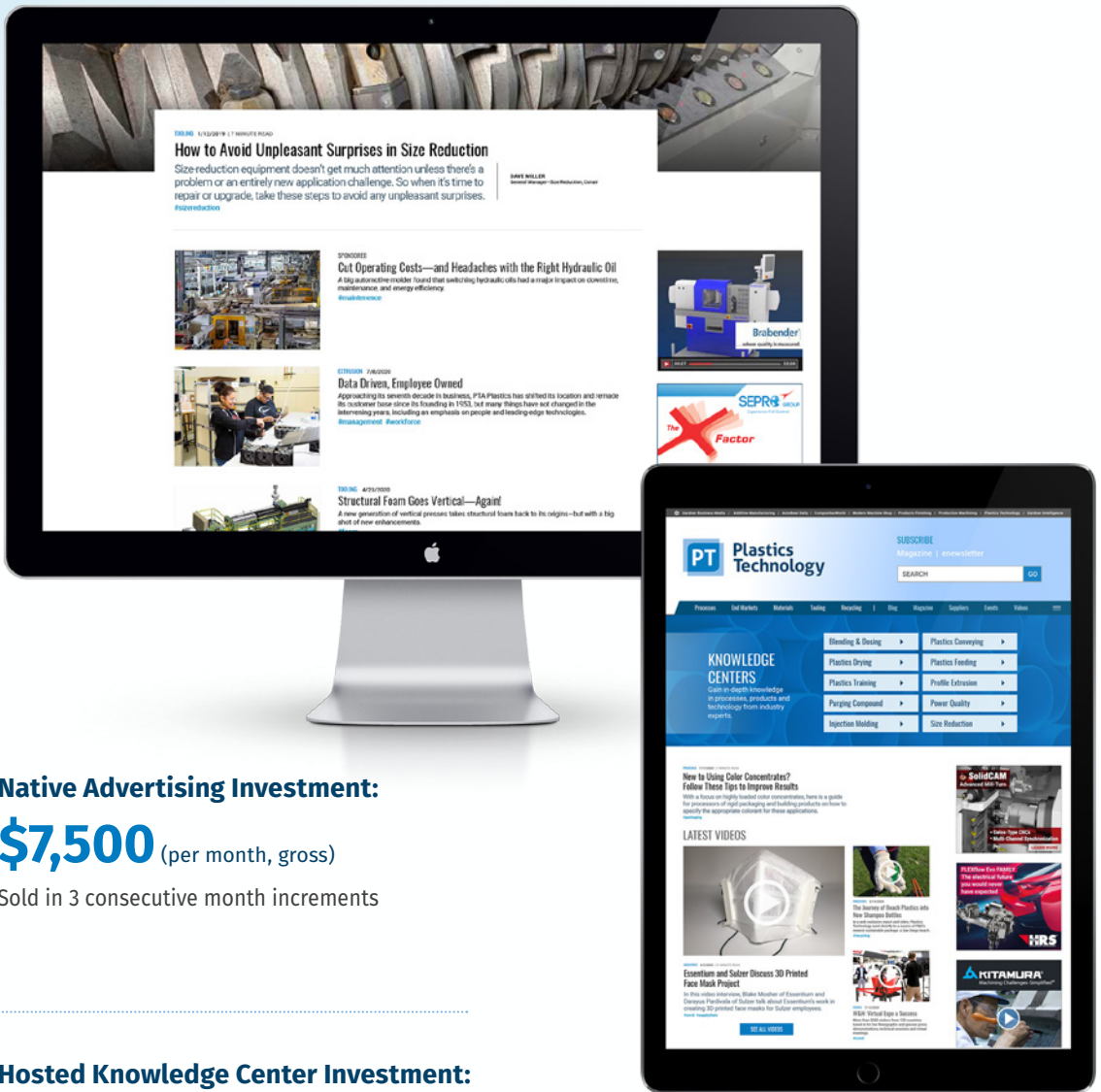
Content marketing is high-quality editorial crafted to engage your audience and position your brand as a thought leader.

### Native Advertising

*Plastics Technology's* team of Custom Content Creators will work with you to create the perfect campaign to convey your company's message. Native Content is a way to position your brand's identity and creativity next to the high-quality editorial work done by the staff at *Plastics Technology*. Native Content can live on the pages of *Plastics Technology*, inside of *PT Insider*, or online at [PlasticsTechnology.com](https://PlasticsTechnology.com).

### Knowledge Centers

A Knowledge Center is a co-branded, category specific microsite featuring non-commercial applications and technical-based content. It is supported by an integrated promotional program that includes multimedia content and lead generation opportunities.



### Native Advertising Investment:

**\$7,500** (per month, gross)

Sold in 3 consecutive month increments

### Hosted Knowledge Center Investment:

**\$5,000** (per month, gross)

Sold in 12 consecutive month increments





### Retargeting

This is an opportunity to reinforce your brand and your message by engaging with *PT*'s online visitors as they move to other sites. Retargeting makes sure your brand stays on the minds of the targets most important to your company by driving traffic to your site, announcing a special offer or introducing a new product or service.

Investment:

\$4,000

(gross per month)



### ePrints

The *Plastics Technology* Tech Brief ePrint provides a targeted email outreach to opt-in subscribers. Use the brand strength of *PT* and the engagement with our audience to present your company as a technology thought leader.

Investment:

\$1 per name

(net)

\$2,500 minimum



### Content Collections

Content Collections allow you to generate leads from plastics processing professionals who are active in your field of work. *PT* will curate a collection of our expert content centered on your particular focus in the industry. By gatekeeping this content, your company will collect leads from the most active, engaged users within your plastics processing focus.

Investment:

\$7,500

(per month, gross)

Sold in 2 consecutive month increments



### Direct Traffic Marketing

DTM pieces are demand generation campaigns that use a variety of digital platforms to directly drive traffic to your website or desired location. These types of campaigns are an effective means of lead generation by driving visitors to gated content. DTM campaigns can include digital ads positioned across multiple platforms, targeted Custom Tech Briefs, sponsored content advertisements in email newsletters and highly targeted social media campaigns.

Investment:

\$8,000

(gross per month)

Sold in 3 consecutive month increments

EXPANDED FOR 2021

GARDNER PREMIER  
DISCOUNT OPPORTUNITY  
See page 19 for details.

# PT High-Impact Products

The benefits of investing in your brand with PT aren't limited to the pages of the magazine or the click of a mouse. Each year we design dozens of client-specific special opportunities. Special positions in the magazine, content-specific supplements or anything you can dream up are all within reach.

Contact your PT sales rep to learn more.



Belly Band Wrapper



Tip-in Postcard



Heavy Stock Insert



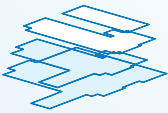
Polybag Supplement



# PT NPE2021 Products

Take full advantage of one of America's largest manufacturing events!

Find out how PT can help you enhance your NPE presence and get noticed before, during and after the show.

  
**1.2 Million**  
Square feet of  
exhibit space

  
**Over 121**  
Countries Represented

  
**55,000+**  
Attendees



See the NPE Products Brochure or talk to  
your PT sales rep for more information.

\*Not eligible for the Gardner Premier Discount Opportunity.



Events are a critical part of a multimedia marketing strategy from pre-show promotion to post-show lead follow up. *Plastics Technology* provides the tools needed to make contacts throughout the show and the buying cycle.



NPE® provides a global platform for technological ingenuity and innovation in the plastics industry. Plastics change peoples' lives in transformative ways; at NPE you'll discover the latest machinery and sustainability methods that are transforming end markets, from consumer products and medical device manufacturing to automotive and construction.

**NPE is the show you can't afford to miss!**

[npe.org](https://npe.org)



Leaders and innovators in injection molding gather at the Molding conference to see and hear from experts on process management, materials development, automation, tooling, additive manufacturing and materials handling and drying.

**Increase your brand's reach with a sponsorship at Molding 2021!**

[moldingconference.com](https://moldingconference.com)



Extrusion 2021 is devoted to all aspects of extrusion processing. The conference features general sessions devoted to technical and business issues common to all types of extrusion, as well as breakout sessions devoted to specific types of extrusion: Film, Sheet, Pipe/Profile/Tubing, and Compounding.

**Showcase your technology with a sponsorship at Extrusion 2021!**

[extrusionconference.com](https://extrusionconference.com)



Amerimold connects buyers and sellers of products and services used throughout the life cycle of an injection mold. Mold builders, injection molders and OEMs attend Amerimold to evaluate the products and services that will help them run their businesses.

**Build meaningful relationships and sales at Amerimold 2021!**

[amerimoldexpo.com](https://amerimoldexpo.com)



As the first and only conference focused exclusively on additive technologies for industrial part production, the Additive Conference takes a practical, applications-based look at the machines, materials and methodologies being used to grow end-use tools and components.

**Connect with Additive Manufacturing's audience at AM2021!**

[additiveconference.com](https://additiveconference.com)



2021 Media Kit

\*Given the changing situation with COVID-19 as of press time plans for events other than NPE in 2021 are still being developed. We anticipate to hold NPE in the spring of 2021. Please check the websites listed above for up to date information.

# EXPANDED FOR 2021 — Maximize Your Impact with Gardner’s Premier Discount Opportunity

We value you and want to reward your investment in the valuable media we produce.

Gardner has simplified the way you buy media from us. Now, whether in print, online, in an e-newsletter or webinar, every dollar you devote to Gardner’s Brands will count toward a significant program discount.

## How to Determine Your Discount

- 1

**CREATE YOUR 2021 PLAN**  
Target and plan your desired integrated media reach for 2021, or budget with your sales representative to create a custom plan that spans across the Gardner brands and products.
- 2

**APPLY THE PREMIER DISCOUNT OPPORTUNITY**  
Calculate the gross dollars of the media you are interested in, then apply the discount indicated below across your total spend.
- 3

**ENJOY VALUE ADD**  
As a bonus for your investment, every advertiser who spends \$10,000 in Gardner’s products receives an expanded Supplier Showroom.



### GARDNER PREMIER DISCOUNT OPPORTUNITY

\$5,000 - \$9,999	— 5% OFF entire program
\$10,000 - \$24,999	— 10% OFF entire program
\$25,000 - \$39,999	— 15% OFF entire program
\$40,000 - \$64,999	— 20% OFF entire program
\$65,000 - \$99,999	— 25% OFF entire program
\$100,000 - \$149,999	— 30% OFF entire program

Excludes Eprints, Modern Machine Shop Mexico products and select event sponsorships.

Contact your *Plastics Technology* media consultant for more information.

[PTOnline.com](http://PTOnline.com)



**Plastics Technology**

USA and Mexico Media

**PM / PRODUCTION**  
**Machining**

**Modern Machine Shop**

**AM ADDITIVE**  
MANUFACTURING

**MoldMaking**  
TECHNOLOGY

**PF PRODUCTS**  
**FINISHING**  
USA and Mexico Media

**AUTO BEAT**

**CW**  
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# Plastics Technology

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## Contact your *Plastics Technology* Sales Manager TODAY!

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