



Plastics Technology

2024 Media Guide

Plastics Technology reaches technically minded decision makers looking to increase processing efficiencies.

 A property of Gardner Business Media, Inc.

PTonline.com

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Going far beyond the magazine pages and far beyond your expectations.



INDUSTRIAL MANUFACTURING EVENTS



INDUSTRY EXTENSIONS



EVENT PARTNERSHIPS



ASSOCIATION PARTNERS



We started out 95 years ago with one magazine and a boundless passion for sharing the expertise, innovations and stories that move manufacturing forward. Since then, we've grown and gained a distinct mastery in explaining industrial technologies and processes that are celebrated by, and in, our vertical products and services, spread widely across the markets that deeply impact our world every day.

Today, Gardner Business Media is an award-winning, full-service marketing network of progressive industrial media brands, events and experiences. Our team will help you build a uniquely powerful strategy from our comprehensive menu of marketing services and solutions, and work directly with you to reach your goals and stay within your budget.

While we'll never forget our single-magazine origins or cease to honor the legacy of our past, the dedicated, talented team at Gardner Business Media is committed to vitalizing the future, YOUR future, and ensuring we always make the best and freshest opportunities for you to succeed rise straight to the surface.



Modern Machine Shop published June 1928 by Gardner Business Media

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The Industrial Media Network For Serious Industrial Buyers

Plastics Technology provides high-value industrial sales and marketing solutions that deliver meaningful ROI for your business.

Audience + Content + Channels = Results



Qualified professionals actively requesting and engaging with our content.



Unbiased information and insights that attract, educate and influence.



Integrated media channels that are known, trusted, shared and visited.



More leads that convert into a bigger and better return from your investment.



"I read *Plastics Technology* magazine to stay up to date on topics specific to my industry. From the newsletters to the tech news, webinars and of course PTXPO (my favorite), I am always amazed at the relevant information shared each month – written by plastics people for plastics people."

Rodney Davenport
Vice President, CH3 Solutions

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A MARKET WITH A DIFFERENT MINDSET

Meet the M2M Buyers

Standard marketing tactics that work well in the B2C and B2B world aren't guaranteed to hit the mark with the M2M (Manufacturer to Manufacturer) audience. Research conducted specifically about M2M decision-makers reveals consistent behaviors and preferences beyond basic demographics. To effectively reach this unique audience of hands-on industrial engineers, entrepreneurs and executives, you need to understand how these individuals make purchasing decisions and the right way to communicate with them.



LEARN MORE ABOUT YOUR BUYER
 Download the latest results from our **Industrial Buyer Survey**

gardnerweb.com/manufacturing-insights/ibi

Your Buyer



Conducts up to 45% of research offline



Conducts research using at least three types of media



Values advertising but dislikes feeling they are being "sold to"

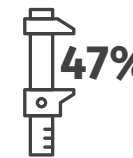
Your Buying Team



Consists of three or more team members



Includes alternate vendors in 94% of purchases



Is motivated by technology need in 47% of purchases

Media Preferences



Favors non-sponsored search returns from known online sources



Likes how-to and demo videos but dislikes ads that cannot be skipped



Gravitates toward known, trusted and unbiased information sources

Let Us Help

Gardner Business Media understands your buyers, and we also have the data, expertise and approach to provide you with the right solutions to reach your goals.

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Let's Get Started

Successfully reaching and convincing industrial buyers requires an ongoing marketing strategy that is informed, coordinated and sustainable. We are here to help and support you on your marketing journey. No matter what your marketing goals are, *Plastics Technology* and Gardner Business Media have the right solutions for you.



Brand Awareness

Build recognition for your company's distinct products, services and reputation

MAGAZINE & DIGITAL DISPLAY ADVERTISING

Magazine and Website Advertising
Offsite Retargeting
e-Newsletter Display Advertising



Demand Generation

Identify qualified decision-makers who have real purchasing intent and lead them straight to your website

PERFORMANCE DIGITAL PROGRAMS & EVENTS

e-Prints
Direct Traffic Program
Tradeshows and Conferences



Lead Generation

Produce quality prospective buyers to be added into your actionable sales pipeline

PERFORMANCE DIGITAL PROGRAMS & EVENTS

Webinars
Gated Content Marketing
Tradeshows and Conferences



Thought Leadership

Become a trusted, respected authority in your industry to increase loyalty to your brand

CONTENT MARKETING PROGRAMS

Native Advertising
Sponsored Microsite
Content Boost



Market Intelligence

Collect truthful, unbiased industry data that informs your marketing and messaging plans

GARDNER INTELLIGENCE

Custom Research
Industry Benchmarking
Audience Insights



CUSTOM SERVICES

Relying on the right media partner to consult with and learn from is a hallmark of every successful marketing program. You're not in this alone. Leverage the *Plastics Technology* team of experts to help you accelerate your programs and realize faster, bigger and better results.

NEED AN EXTRA HAND? WE CAN HELP!

- Content Creation
- Video Production
- Event Promotion
- Graphic Design Services

Contact your Gardner sales representative to learn more.

An Intense Passion for the Industry

Our professional team of sales, marketing and digital products and services professionals are standing by to help you craft your custom program. On the following pages, learn how *Plastics Technology* is poised to help you best reach and connect with your prospects and convert them into customers.



Plastics Technology



MAGAZINE

38,300+
SUBSCRIBERS



ONLINE

1,761,000+
ANNUAL PAGE VIEWS



EMAIL

24,500+
SUBSCRIBERS



SOCIAL

44,400+
FOLLOWERS

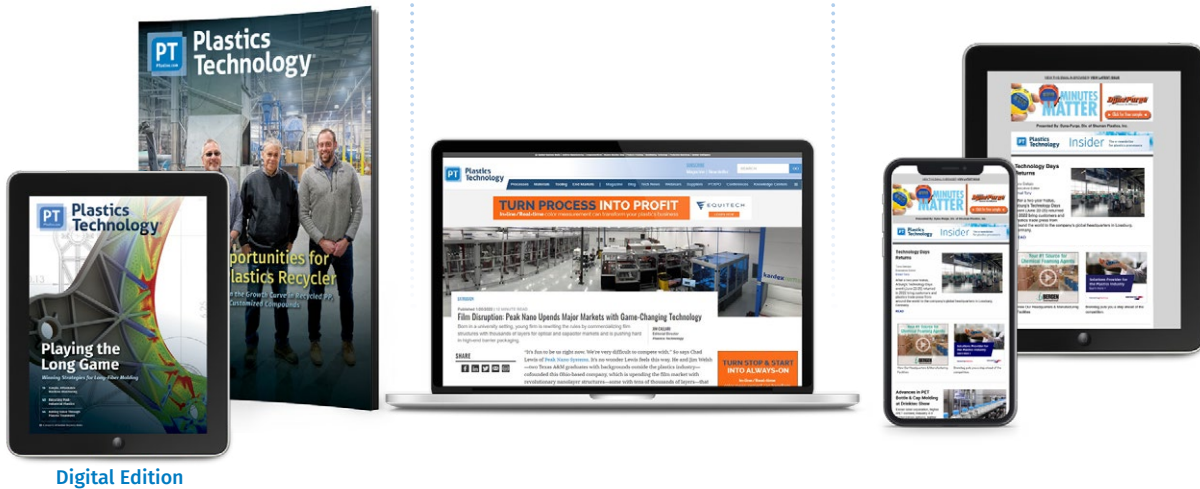


EVENTS

NPE2024 | MADE FOR YOU
The Plastics Show | May 6-10, 2024
Orlando, FL



Bonus distribution at major plastics industry events



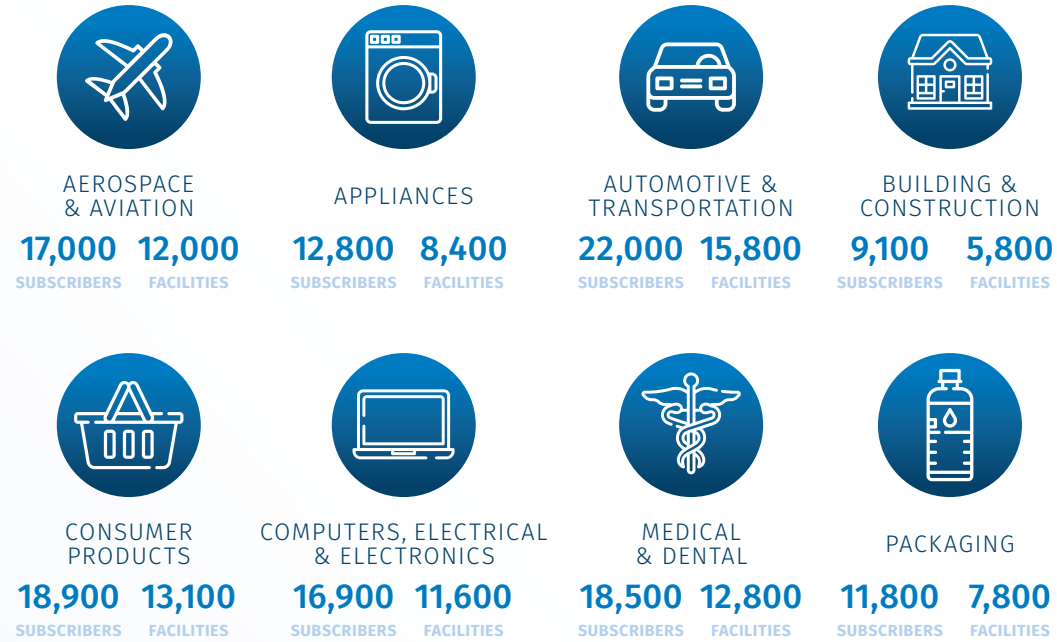
All audience counts and metrics in this media guide reflect PT's publisher data as of September 1, 2023. The metrics represent counts projected from our first-party audience data housed in Omeda (omeda.com) and online activity reporting from Google Analytics. Learn more about Gardner's Audience Promise here: gardnerweb.com/audiencepromise

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PT End Market Overview

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

Plastics Technology's audience represents every level of manufacturing decision-maker and facility size. This audience relies on our coverage to discover the new technologies and trends that will help improve their business. Our integrated media approach makes sure that we deliver your brand to this engaged audience through the channels they prefer – magazine, digital, inbox or in person.



MEET OUR AUDIENCE

| | | | | |
|---|--|---|---|--|
|  <p>Dan S. Injection Specialist Aeron Advanced Manufacturing Magazine subscriber PT Insider subscriber Webinar attendee (4x) PTXPO attendee (2x) Visits PTOonline 14 times/month</p> |  <p>Ken R. Process Engineer Optimized Compounds LLC Magazine subscriber Webinar attendee (5x) Extrusion Conference attendee (2x) Receives e-Prints Downloaded PT Content Collection Visits PTOonline 12 times/month</p> |  <p>Luke S. Process Engineer FloraCraft Magazine subscriber Webinar attendee (12x) PTXPO attendee (2x) Extrusion Conference attendee Receives e-Prints Visits PTOonline 13 times/month</p> |  <p>Steven H. Project Chemist Rockwell Automation PT Insider subscriber Webinar attendee (7x) PTXPO attendee Receives e-Prints Downloaded PT Content Collection Visits PTOonline 6 times/month</p> |  <p>Henry S. Technical Development Engineer Polymer Resources LTD Magazine subscriber Webinar attendee (4x) PTXPO attendee Extrusion Conference attendee Receives e-Prints Downloaded PT Content Collection</p> |
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PT Reader Profile

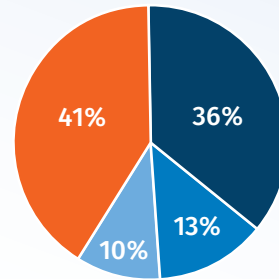
38,300+
TOTAL SUBSCRIBERS

23,800+
TOTAL MANUFACTURING FACILITIES

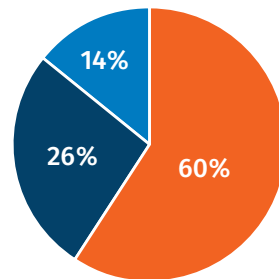
Our professional audience development team invests in qualified readership to ensure that *PT* reaches industry professionals who are actively engaged in the plastics processing market.

PT reaches engaged decision-makers Subscribers by Job Title & Function

| | |
|---------------------------------|--------|
| ● Management & Purchasing | 14,200 |
| ● Mfg. Production & Engineering | 12,400 |
| ● Design/ R&D & Quality Control | 4,400 |
| ● Other | 3,600 |

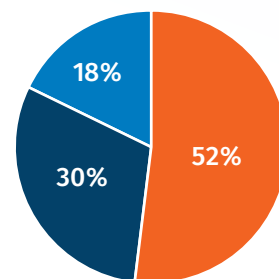


Plant Sizes



PLANTS

| | |
|----------------|--------|
| ● Less than 50 | 14,050 |
| ● 50-249 | 6,200 |
| ● 250+ | 3,350 |



SUBSCRIBERS

| | |
|----------------|--------|
| ● Less than 50 | 18,150 |
| ● 50-249 | 10,600 |
| ● 250+ | 6,200 |

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



| Circulation By Operation | Subscribers | Plants |
|------------------------------------|-------------|--------|
| Injection Molding | 20,450 | 14,250 |
| Tool Repair & Maintenance | 17,600 | 11,750 |
| CAD/CAM | 17,200 | 11,900 |
| Moldmaking | 16,450 | 11,000 |
| 3D Printing/Additive Manufacturing | 13,650 | 9,300 |
| Injection Blow Molding | 11,400 | 6,950 |
| Robotics & Automation | 10,900 | 6,950 |
| Compounding | 10,700 | 6,650 |
| Scrap Reprocessing | 10,700 | 6,400 |
| Thermoforming | 10,500 | 6,600 |
| Bonding/Welding | 10,350 | 6,250 |
| Blown/Cast Film | 9,800 | 5,950 |
| Decorating/Finishing/Printing | 9,500 | 5,600 |
| Extrusion Blow Molding | 9,200 | 5,700 |
| Sheet Extrusion | 8,850 | 5,450 |
| Pipe/Conduit/Profile/Tubing | 8,700 | 5,350 |
| Commercial Plastics Recycler | 6,750 | 3,900 |
| Stretch Blow Molding | 6,200 | 3,600 |
| Foam Processing | 5,000 | 2,850 |
| Other | 4,000 | 2,350 |
| Coating, Web | 3,450 | 2,050 |
| Coating, Wire/Cable | 2,850 | 1,600 |

PT Editorial Calendar

Inside Every Issue of *Plastics Technology*

- Technology Close-Ups
- Gardner Business Index: *Plastics Processing*
- Resin-Pricing Analysis
- Processor's Edge
- New Products

| ISSUE MONTH | JANUARY <small>Ad Study Issue</small> | FEBRUARY | MARCH | APRIL | MAY | JUNE |
|----------------------------|---|--|---|--|---|---|
| Ad Close | December 1, 2023 | January 2, 2024 | February 1, 2024 | March 1, 2024 | April 1, 2024 | May 1, 2024 |
| On-Site | Injection Molding | Extrusion | Injection Molding | Compounding | Injection Molding | Extrusion |
| Feature Coverage | Tooling | Blow Molding | Automation | Recycling | Tooling | Auxiliary Equipment |
| Tips and Techniques | Auxiliary Equipment | Recycling | Compounding | Injection Molding | Thermoforming | Blow Molding |
| Troubleshooting | Extrusion | Testing Equipment | Tooling | Purging | Extrusion | Additive Manufacturing |
| Know How | Materials, Injection Molding, Extrusion, Compounding, Tooling | Materials, Injection Molding, Extrusion, Compounding, Tooling | Materials, Injection Molding, Extrusion, Compounding, Tooling | Materials, Injection Molding, Extrusion, Compounding, Tooling | Materials, Injection Molding, Extrusion, Compounding, Tooling | Materials, Injection Molding, Extrusion, Compounding, Tooling |
| NPE Coverage | NPE2024 Preview: • Automation and Plastics Processing | NPE2024 Preview: • The Circular Economy and Plastics Processing | NPE2024 Preview: • First Report on New Technology | NPE2024 Show Preview Issue: • Primary Processing Machinery • Materials • Auxiliary Equipment • Tooling | NPE2024 Show Issue: • Exclusive New Technology Coverage | NPE2024 Report: • Exclusive New Technology Coverage |
| Bonus Distribution* | | | NPE2024: May 6-10, Orlando, FL | NPE2024: May 6-10, Orlando, FL | NPE2024: May 6-10, Orlando, FL | |

| ISSUE MONTH | JULY | AUGUST | SEPTEMBER <small>Ad Study Issue</small> | OCTOBER | NOVEMBER | DECEMBER |
|----------------------------|---|---|---|---|---|---|
| Ad Close | June 3, 2024 | July 1, 2024 | August 1, 2024 | September 3, 2024 | October 1, 2024 | November 1, 2024 |
| On-Site | Recycling | Blow Molding | Compounding | Extrusion | Injection Molding | Recycling |
| Feature Coverage | Additives | Extrusion | Automation | Exclusive Benchmarking Survey: Top Shops in Injection Molding | Compounding | Extrusion |
| Tips and Techniques | Automation | Injection Molding | Tooling | Additive Manufacturing | Automation | Auxiliary Equipment |
| Troubleshooting | Auxiliary Equipment | Materials | Purging | Recycling | Thermoforming | Injection Molding |
| Know How | Materials, Injection Molding, Extrusion, Compounding, Tooling | Materials, Injection Molding, Extrusion, Compounding, Tooling | Materials, Injection Molding, Extrusion, Compounding, Tooling | Materials, Injection Molding, Extrusion, Compounding, Tooling | Materials, Injection Molding, Extrusion, Compounding, Tooling | Materials, Injection Molding, Extrusion, Compounding, Tooling |
| NPE Coverage | NPE2024 Report: • Showstoppers from the Floor | NPE2024 Report: • Primary Processing Machinery, Auxiliary Equipment, Tooling | NPE2024 Report: • Resins and Additives | NPE2024 Report: • New Product Review | NPE2024 Report: • New Product Review | NPE2024 Report: • New Product Review |
| Buyers' Guide | | | | | | 2025 Handbook & Buyers' Guide |

*Bonus distribution and editorial coverage subject to change.

AD STUDY ISSUES: Get the reader's perspective.

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

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PT Editorial Coverage

150+ Years of Combined Industry Experience

Plastics Technology provides authoritative content on plastics processing best 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 worldwide 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

-  [PlasticsTechnology](#)
-  [@PlasTechMag](#)
-  [plastics-technology-magazine](#)
-  [@plastechmag](#)
-  [plasticstechnology](#)

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.



TONY DELIGIO
Executive 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, CO) with a degree in technical journalism.




MATT STONECASH
Associate Editor
Matt started with *Plastics Technology* in 2022. After 12 years as an engineer in the medical device industry and healthcare environments, Matt began writing freelance in 2020.

He has degrees in mechanical engineering, biomedical engineering and professional writing.



ANGELA OSBORNE
Managing Editor
Angela joined the *PT* editorial team as managing editor in 2023. She has a background covering manufacturing and has served as managing editor for *Products Finishing*, *Production Machining* and *Additive Manufacturing* magazines. She earned a bachelor's degree in journalism from Ohio University and has worked in news reporting, public relations, community relations, social media and marketing.




SARAH BARNETT
Digital Editor
Sarah joined the *PT* editorial team in April of 2021. As digital editor, Sarah develops and executes content across a variety of formats, including print and digital editions, e-newsletters, blogs and social media.

Sarah holds a Bachelor of Arts in Mass Communications from Wright State University.



MATT NAITOVE
Contributing Editor
Matt has reported on virtually every aspect of plastics since 1972. He started at *PT* as a cub reporter and

rose through the ranks to chief editor, a position he held for 29 years. 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.



LILLI MANOLIS SHERMAN
Contributing Editor
Lilli started with *PT* in 1987, and has reported on ever-evolving materials and additive technologies.

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

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PT Magazine Advertising



Of all the B2B media options, industry magazines remain the leader as the most turned-to resource for finding product and process information.



Premium Display Advertising

Stand out in front of your prospects and buyers (and competition) with a highly visual specialty presentation.

Opportunities include:

- Custom Insert
- Polybag Ride-Along
- Gate Fold Cover
- Cover Tip



Digital Edition Sponsorship

Maximum exposure for your company makes an impact with your exclusive sponsorship of the online magazine formatted to mirror the printed version.

You receive:

- A full-page ad on the opening page
- A Leaderboard ad in the email announcing the Digital Edition
- Advertising on POnline.com's Latest Issue landing page



Display Advertising

By placing an ad in a respected magazine like *Plastics Technology*, you'll benefit from the credibility and trust associated with our publication and positively influence your buyers' perception of YOUR brand.

You receive:

- A highly visual and memorable showcase for your products and services for a targeted audience of 38,300+ subscribers
- A longer lifespan for your marketing message in a medium that is often kept and referenced multiple times, ensuring that readers revisit your ad and retain its message
- An opportunity to shape consumers' perception and build awareness of your brand through ads that feature creative storytelling, impactful imagery and consistent branding

| | | |
|--|--|--|
| 2-Page Spread Bleed 16.25" W x 11" H 414 mm x 281 mm Trim 15.75" W x 10.5" H 400 mm x 267 mm Live Area 15.25" W x 10" H 387 mm x 254 mm | Full Page Bleed 8.375" W x 11" H 214 mm x 281 mm Trim 7.875" W x 10.5" H 200 mm x 267 mm Live Area 7.375" W x 10" H 187 mm x 254 mm | 1/2 Page Island 4.375" W x 6.875" H 111 mm x 175 mm |
| 1/2 Page Vertical 3.25" W x 9.125" H 83 mm x 232 mm | 1/2 Page Horizontal 6.875" W x 4.375" H 175 mm x 111 mm | 1/3 Page Square 4.375" W x 4.375" H 111 mm x 111 mm |
| 1/3 Page Horizontal 6.875" W x 3" H 175 mm x 76 mm | 1/4 Page Vertical 3.25" W x 4.375" H 83 mm x 111 mm | 1/4 Page Horizontal 6.875" W x 2.25" H 175 mm x 56 mm |

Visit gardnerweb.com/adcentral for more info on print, online and e-newsletter ad specifications.

PT Digital Audience

PTonline.com delivers processors dynamic content with features, videos, searchable supplier and product databases, webinars, topics and knowledge centers. Show them your relevance with a digital ad.



1,761,000+
ANNUAL PAGE VIEWS

| | |
|-----------------------|-----------------|
| Annual Total Sessions | 991,400+ |
| Annual Unique Users | 745,400+ |

44,000+
EXTENDED SOCIAL MEDIA REACH

What is a PT Technology Topic?

PTonline.com Technology Topics help visitors narrow their search on key topics with content related to a specific material, process or end market. Topics provide website visitors articles, case studies, technology briefs, product announcements and supplier listings. Your digital advertising placed throughout the topics below provides you with marketing opportunities promoting your brand to our audience.

PT TECHNOLOGY TOPICS

- Additives
- Blow Molding
- Compounding
- Drying
- Extrusion
- Feeding & Blending
- Heating & Cooling
- Hot Runners
- Injection Molding
- Materials
- Molds & Tooling
- Recycling
- Resin Conveying
- Testing & Quality
- Thermoforming

PT Digital Display Advertising

Reach a vast global online audience featuring real-time optimization and tracking.



Website Display Advertising: Ptonline.com

The most trusted and visited website for content about industrial manufacturing technologies, products and processes.

Ptonline Topic Display Ads

| AD FORMATS | AD SIZES |
|----------------------------|--|
| Premium Display Ad Package | A medium rectangle banner, super leaderboard banner and billboard banner rotating within the Home and Topic pages on Ptonline.com. |

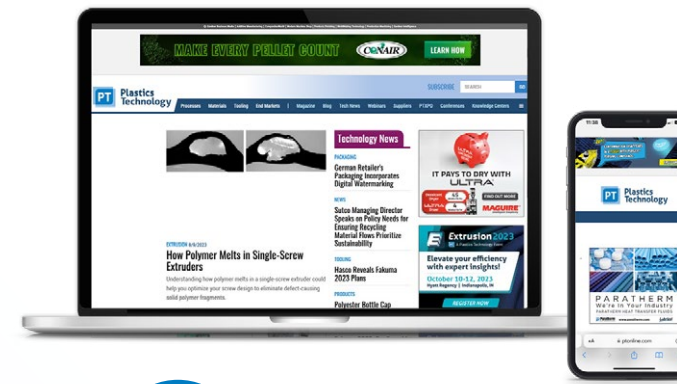
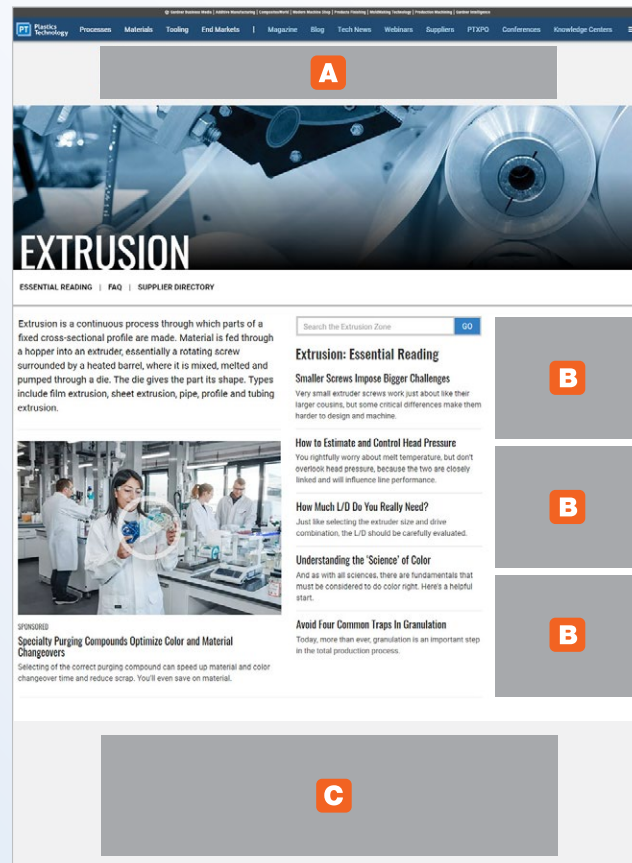
Ad Specifications

| 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 |

Display Ad Packages include positions

A, B & C on rotation per page load

Detailed ad specs and examples are available here: gardnerweb.com/adcentral



Offsite Display Retargeting

Amplify your brand and marketing message by reaching Ptonline.com visitors after they navigate away from the site and continue their browsing experience.

You receive:

- Extended reach to the *Plastics Technology* audience through web display advertising
- A monthly activity report including number of impressions and clicks



NEW FOR 2024!

Offsite Video Retargeting

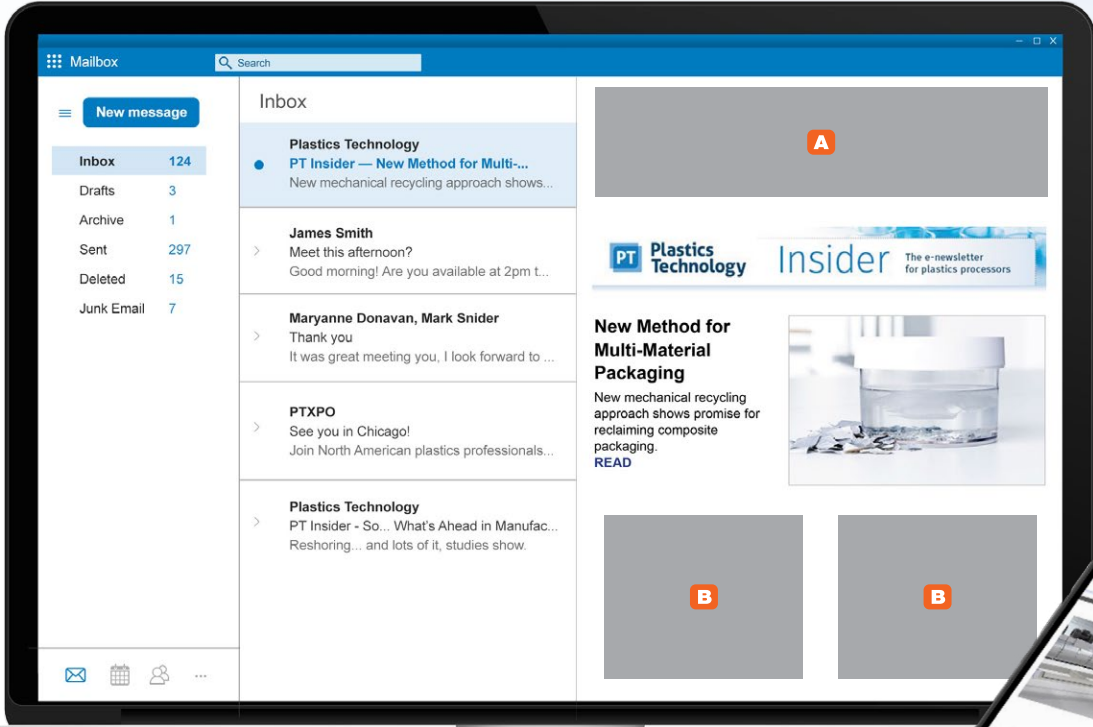
As one of the fastest growing mediums in marketing, how-to and demo videos are increasing in popularity for buyers to find products and process information.

You receive:

- A pre-roll advertising campaign on YouTube targeting *Plastics Technology* channel subscribers and website visitors
- A monthly activity report including number of impressions, views and clicks



PT *PT Insider* E-Newsletter



24,500+ LIST SIZE

E-NEWSLETTER FREQUENCY:
Delivered four days a week on Mondays, Tuesdays, Wednesdays and Fridays

| AD TYPE | PER MONTH |
|--------------------|--------------|
| Leaderboard Banner | 4 per month |
| E-News Solution Ad | 24 per month |

E-NEWSLETTER AD SPECS

- A LEADERBOARD BANNER**
IMAGE SIZE: 600 x 160 pixels @ 144 dpi
FILE TYPE: JPG/PNG
URL: URL of your choice
- B E-NEWS SOLUTION ADS**
ARTWORK SIZE: 300 x 250 pixels @ 144 dpi
FILE TYPE: JPG/PNG
TITLE: 50 characters max. including spaces
TEXT: Includes 3 lines of text, 115 character max including spaces.
VIDEO: If using a video, please do not include a playbutton with your artwork. We will add this graphic within our workflow.
URL: URL of your choice

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



EMAIL IS EVOLVING

Contact your *Plastics Technology* sales representative to learn how we are reframing the connections with our active opt-in email audience.

UPLOAD INFO AND AD SPECS CAN BE FOUND HERE:
gardnerweb.com/adcentral

SEE PT E-NEWSLETTER PRODUCT EXAMPLES HERE:
ptonline.com/examples

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PT Performance Digital



94%
of buyers indicated evaluating at least one replacement vendor during every purchase process.

Today's technologies and innovations keep pace with how buyers evaluate and make purchasing decisions.

When you're ready for a sophisticated, integrated approach to bringing your products and services to market, *Plastics Technology* has a comprehensive suite of full-service digital media products. Going beyond the value of traditional display advertising, our Performance Digital Programs offer a wide and deep array of options to help you hit all your sales goals.



Webinar

Benefit from top billing, position your company as a pioneer in plastics industry hot topics and secure valuable leads with this exclusive opportunity — only one sponsor per webinar!



E-Prints

When you want to send a direct email message to a targeted selection of *Plastics Technology's* qualified readers, e-prints are the answer.

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
- A performance report including data about total delivered, open rate and click-through rate



Direct Traffic

See a significant increase in your web traffic through this multi-channel demand generation program designed to drive a targeted audience to your website's product page, online marketplace, event landing page or resource center (to name just a few).

You receive:

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



Gated Content Marketing

Fill your sales pipeline with qualified leads who show an active interest in your products, solutions and content with this lead generation program. Feature your technical, solutions-based white paper, case study or eBook on POnline.com.

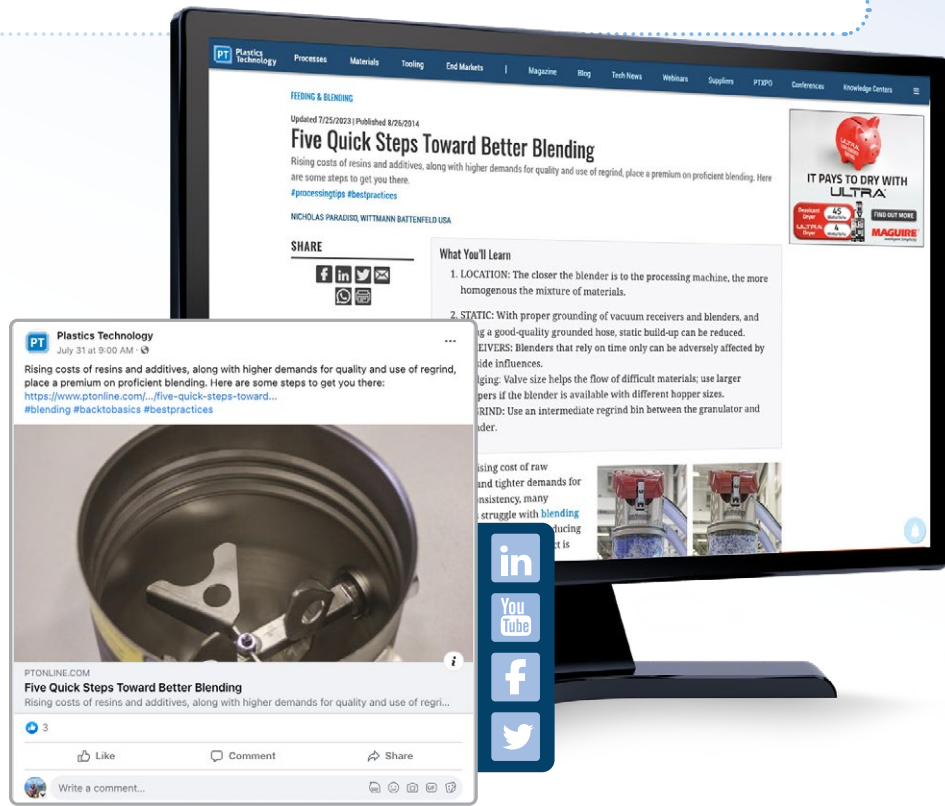
You receive:

- A co-branded landing page on POnline.com
- A digital marketing program targeting your selected audience
- Registrant information including name, company, email address, phone number and country

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PT Content Marketing

Your story, presented by *Plastics Technology*



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

Rely on high-quality editorial content crafted to engage your audience, position your brand as an authority and help you rise to the top in brand awareness.

Why Content Marketing?

INCREASE BRAND AWARENESS

As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

BUILD BRAND PREFERENCE

Content marketing establishes your brand as a thought leader in your industry, strengthening your relationships with buyers.

IMPROVE ENGAGEMENT

Involve buyers more deeply with your brands and products.



Native Advertising

Native advertising delivers your brand's story through a feature style article, published to the same editorial standards *Plastics Technology* technical readers have come to expect. Submit your own article or work with Gardner's editorial team to craft a solutions-focused story to educate and engage the industrial manufacturing audience.

You receive:

- Exclusive positioning in the sidebar ad well alongside your article
- Multi-channel promotion including featured content placement on PTONline.com, e-newsletter advertising and paid promotion in search engines and social media channels
- A monthly performance report including page views and engagements



Sponsored Microsite

Establish your company as a thought leader in the plastics space with an exclusive category-specific microsite hosted within the trusted *Plastics Technology* environment. Through original content, existing editorial, downloadable documents, images and video, visitors will advance through a learning path on a specific technology.

You receive:

- A multi-channel digital promotion program to drive readers to your co-branded microsite
- Demand and lead generation opportunities embedded throughout your microsite
- A quarterly performance report including impressions, engagement and an audience profile



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PT Handbook 2025: The Industry's Directory

The *PT Handbook* contains a comprehensive list of suppliers for the entire plastics processing market.

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



Directory Display Advertising

The annual *PT Handbook & Buyers' Guide* is a valuable marketing tool that enjoys a shelf life for the full year.

You receive:

- High impact brand exposure in the desktop resource readers depend on to source new products and services

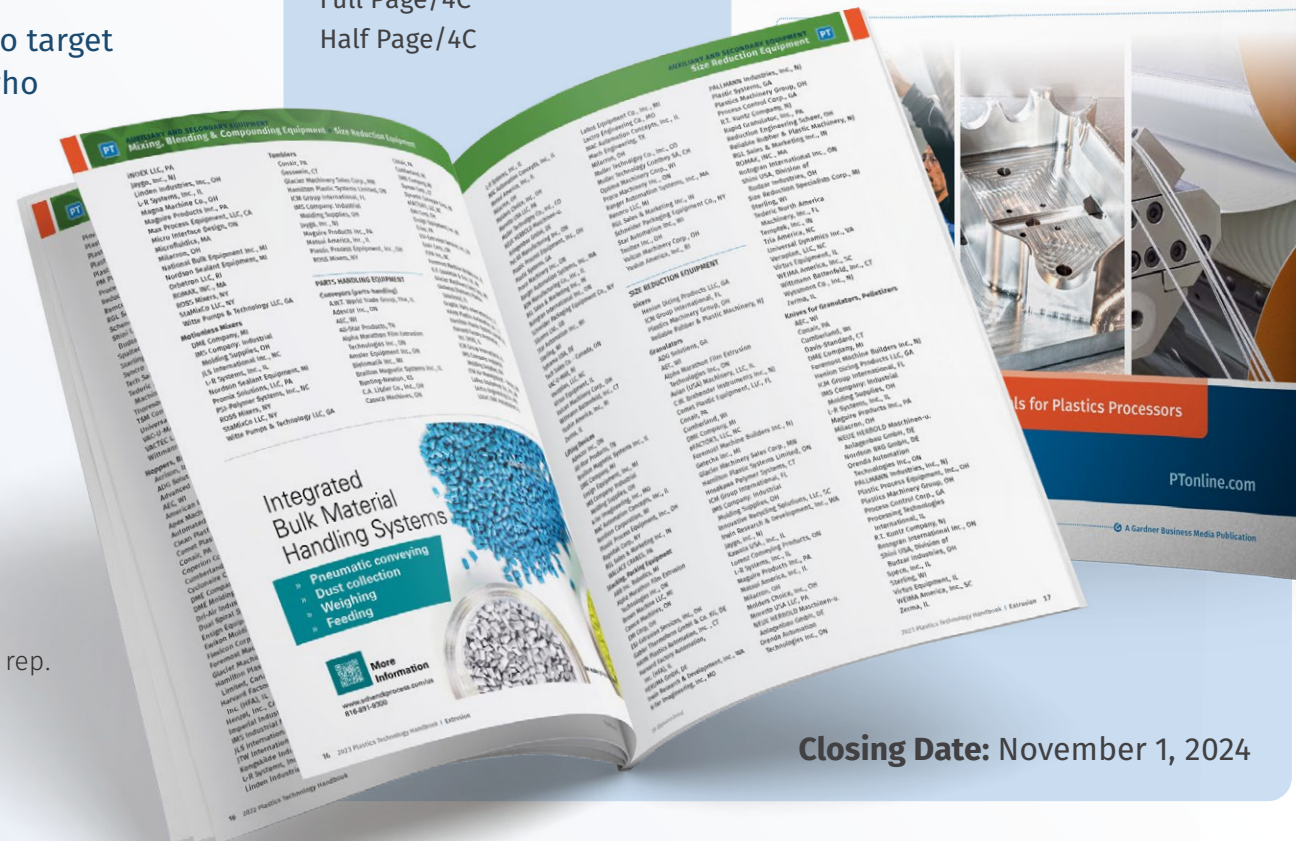
Full Page Advertisers Receive a FREE full-page Company Profile!

1. Reserve your full-page ad with your *Plastics Technology* sales rep.
2. Create a company description (190 words max) and include address, phone number and URL.
3. Create up to 3 product descriptions:
 - 1 Product: 150 word count
 - 2 Products: 110 word count per product
 - 3 Products: 60 word count per product
4. Send us your high-res company logo and any product photo(s) you describe.
 - Logo requirements: vector .eps or .ai file, or JPEG at 300 dpi
 - Photo requirements: JPEG at 300 dpi minimum

Available Ad Positions

Full Page/4C

Half Page/4C



Closing Date: November 1, 2024

Get Noticed, Generate Business!

Advertisers receive special treatment in the listing information. For 2025 pricing, contact **Jeff Sloan**, VP Plastics Media, at JSloan@gardnerweb.com or speak to your sales representative.

Join us at these events in 2024!

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

THE GLOBAL PLATFORM FOR PLASTICS INNOVATION

With more than 55,000 leaders from over 110 countries representing every industry – from automotive to healthcare to consumer products to construction and more, NPE is the largest plastics trade show in the Americas and one of the most innovative business events in the world. Come see how innovations in plastics are enabling economic progress while also creating the conditions for a more sustainable future.

PTXPO 2025

SEE YOU AT PTXPO 2025!

PTXPO will return to the Donald E. Stephens Convention Center March 18-20, 2025. Join us for a dynamic trade show created for decision-makers paving the way for plastics processing throughout the entire North American supply chain.

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2024 MEDIA PROGRAM RATES AND PRICING

ALL RATES ARE GARDNER LIST PRICE. RATES EFFECTIVE JULY 1, 2023.

| Magazine Advertising | |
|------------------------------------|----------|
| DISPLAY ADVERTISING: 4-COLOR RATES | |
| Full Page | \$11,520 |
| 1/2 Island | \$8,230 |
| 1/2 Page | \$7,560 |
| 1/3 Page | \$5,580 |
| 1/4 Page | \$4,840 |

| CLASSIFIED RATES | |
|-------------------|-------|
| 1-4 Column Inches | \$270 |

| PREMIUM COVER POSITIONS | | |
|-------------------------|-------------------|--------------------|
| Front Inside Cover | Back Inside Cover | Back Outside Cover |
| \$12,050 | \$11,820 | \$12,290 |

| PREMIUM DISPLAY ADVERTISING | |
|-----------------------------|------------------------|
| Custom Insert | CONTACT US FOR PRICING |
| Polybag Ride-Along | |
| Gate Fold Cover | |
| Cover Tip | |

| DIGITAL EDITION SPONSORSHIP |
|-----------------------------|
| \$4,730 per month |

| Content Marketing Programs | |
|----------------------------|---|
| Native Advertising* | \$8,600 per month <small>(sold in 3 consecutive month increments)</small> |
| Sponsored Microsite | \$5,240 per month <small>(sold in 12 consecutive month increments)</small> |

| *ADDITIONAL OPTIONS WITH NATIVE ADVERTISING | |
|---|--|
| Article Development | \$1,500 (NET) |
| E-prints | \$1.50 per name (NET) <small>(2,500 name minimum)</small> |

| Digital Display Advertising | |
|-----------------------------|---------|
| WEBSITE DISPLAY ADVERTISING | |
| Premium Display Ad Package | \$1,610 |

| OFFSITE DISPLAY RETARGETING | OFFSITE VIDEO RETARGETING |
|-----------------------------|---------------------------|
| \$4,190 per month | \$4,190 per month |

| E-NEWSLETTER DISPLAY ADVERTISING: PT INSIDER WEEKLY | | |
|---|--------------------|------------------|
| | AVAILABILITY/MONTH | INVESTMENT/MONTH |
| Leaderboard Ad <small>(1/issue)</small> | 4 | \$2,900 |
| E-News Solution Ad <small>(6/issue)</small> | 24 | \$1,600 |

| Performance Digital Programs | |
|------------------------------|--|
| Webinar | \$11,500 per webinar <small>(live or on-demand)</small> |
| E-prints | \$1.50 per name (NET) <small>(2,500 name minimum)</small> |
| Direct Traffic | \$8,600 per month <small>(sold in 3 consecutive month increments)</small> |
| Gated Content Marketing | \$11,500 per month |

| 2024 Handbook | |
|---------------------|----------|
| Full Page / 4-Color | \$11,520 |
| Half Page / 4-Color | \$7,560 |

| Special Program Sponsorships | |
|------------------------------|------------------------|
| Custom Programs | CONTACT US FOR PRICING |



GARDNER PREMIER DISCOUNT OPPORTUNITY

Combine Your Message and Save

Every dollar you invest in a Gardner Business Media Magazine, Digital Product, Content Marketing Program, Performance Digital Program, Special Program Sponsorship, Event or Custom Service counts toward your total program investment and helps you achieve increasing discounts in the tiers below.

| | |
|-----------------------|--------------------------|
| \$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 - \$149,000 | — 30% OFF entire program |

E-prints, Modern Machine Shop Mexico and Plastics Technology Mexico products, event sponsorships and booth space, content writing fees and direct mail projects are not included in the Gardner Premier Discount Program at this time.

Discuss custom options and details with your Gardner Business Media sales representative.



Jeff Sloan

Brand Vice President
jsloan@gardnerweb.com
719.242.3330

Gardner Plastics Media Group



Jeff Sloan
Brand Vice President
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PT Plastics Technology

PTOnline.com

Regional Sales Representatives

EASTERN GREAT LAKES / CANADA

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CENTRAL US / MOUNTAIN / WEST

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MID-ATLANTIC / NORTHEAST / SOUTHEAST

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Gardner Business Media Manufacturing Industries Served

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Jeff Sloan
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MOLDMAKING TECHNOLOGY MEDIA

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MEXICO MEDIA GROUP

Claude Mas
Executive Director of International Business
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513-338-2186



MÉXICO



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In partnership with



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