

# Plastics Business

Strategies for Today's Plastics Processors



MEDIA GUIDE  
2016

[www.plasticsbusinessmag.com](http://www.plasticsbusinessmag.com)

# NOTE FROM THE EDITOR

As *Plastics Business* celebrates its 10th anniversary in 2016, we are proud of our track record of providing information that matters on the operational benchmarks and efficiencies that make a direct impact on our readers. The magazine's strong content is a direct reflection of the plastics processing companies and suppliers that are willing to share knowledge in order to strengthen the entire industry, and our growth over the last 10 years is mirrored by a plastics industry that is robust and prepared for the future.

Reaching more than 12,000 readers across the automotive, medical, construction and consumer goods sectors, among others, *Plastics Business* provides access to the leaders in the plastics industry through print, digital and mobile sources. Your sales messages can reach across multiple channels with the quarterly print magazine, digital magazine edition available online or through mobile apps, the monthly ENews or the website, providing excellent value

for your targeted advertising dollar and reaching the corporate management teams, plant managers and production managers involved with all types of plastics manufacturing.

We're excited to see what the 10th year of publication for *Plastics Business* has in store, and we appreciate the support of advertisers like you as we continue to grow.



Dianna Brodine, Managing Editor

# MARKETING OPPORTUNITIES

Maximum Impact for Your Targeted Advertising Dollar

## PLASTICS BUSINESS MAGAZINE

*Plastics Business* reaches a targeted readership of plastics processing business professionals through its print, digital and mobile editions.

- Reaches more than 12,000 industry professionals
- Free links to the advertiser's website through the digital edition
- Bonus distribution at tradeshows and conferences throughout the year

Each magazine is packed with information on operational challenges, industry benchmarks, management topics and production efficiencies. The goal of each issue is to provide actionable articles that can impact operations now!



## PLASTICS BUSINESS WEBSITE AND BLOG

The *Plastics Business* website offers additional advertising opportunities to connect with customers and prospects through strategically placed web banners. The website contains expanded news stories, fresh content and live links to industry resources.

The *Plastics Business* blog features perspectives and insights from industry experts.

- Banner ads available
- Averaging 2,510 page views per month



## PLASTICS BUSINESS ENEWS

The *Plastics Business* ENews is distributed to more than 5,000 plastics processing professionals throughout the US and internationally each month, providing

- Increased circulation
- Up-to-date industry news
- Product launches and technology trends
- MAPP news and events

This cost-effective advertising vehicle offers another way to reach a worldwide audience and drive traffic through direct links to the advertiser's website.



## EDITORIAL CALENDAR

**WINTER 2016** Ad Closing: January 18 Materials Due: January 25 Publication Date: February 15

- Plastics Industry Outlook for 2016
- Upcoming Tax and Legislative Issues for Processors
- The Disconnect Between Strategy and Pricing
- Finding the Right Fit for Current and Future Employees

### BONUS DISTRIBUTION

- PLASTECH New England

**SPRING 2016** Ad Closing: April 18 Materials Due: April 25 Publication Date: May 15

- Training for Future Organizational Leadership
- Finding an Advantage with 3D Printing
- Impact of Material Trends on Operational Efficiency
- Guiding the Product Development Life Cycle
- ◆ 10th Anniversary Issue ◆

### BONUS DISTRIBUTION

- ANTEC
- PLASTECH East

**SUMMER 2016** Ad Closing: July 18 Materials Due: July 25 Publication Date: August 15

- MAPP Benchmarking & Best Practices Conference Preview
- Advances in Injection Molding Technologies
- Efficiencies in Color and Resin Changes
- Successful Strategies for Tool Launches

### BONUS DISTRIBUTION

- MAPP Benchmarking & Best Practices Conference
- PLASTECH Midwest
- PACK EXPO International

**FALL 2016** Ad Closing: October 17 Materials Due: October 24 Publication Date: November 15

- Best Practices in Preventive Maintenance
- Anticipating Molding Process Issues
- Managing the Risks in Supply Chain Partnerships
- Inspecting for OSHA Compliance

### BONUS DISTRIBUTION

- PLASTECH South

## IN EVERY ISSUE

- ▶ Data Benchmarks
- ▶ Operational Solutions
- ▶ Production Efficiencies
- ▶ Industry Outlooks
- ▶ Processor Profiles
- ▶ Product Introductions
- ▶ Association Updates

# READERSHIP AND CIRCULATION

*Plastics Business* is the official publication of the Manufacturers Association for Plastics Processors (MAPP). The magazine reaches more than 12,000 plastics processing business executives each quarter, including corporate management, plant managers and production managers involved with all types of plastics processing and manufacturing through print, digital and mobile distribution. Published on a quarterly basis, all four print issues have additional circulation at industry-related tradeshow and at MAPP events and conferences throughout the year. A monthly ENews, updated website and expert blog reach additional audiences with fresh content.

## AUDIENCE BREAKDOWN (per quarter)

### MAGAZINE

Print Edition	9,450
Tradeshow Distribution	1,000
Digital Edition*	1,100
Mobile App Quarterly Downloads	750
<b>Total Magazine Circulation</b>	<b>12,300</b>

\*average quarterly unique visitors

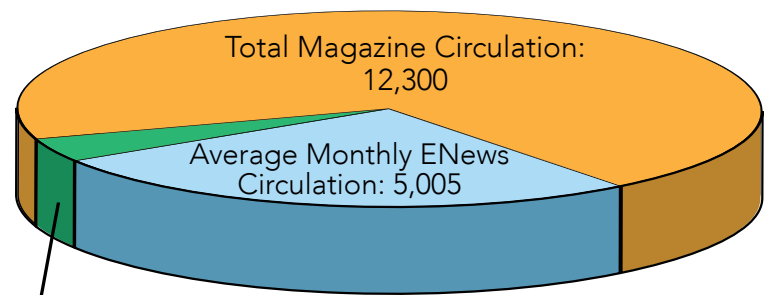
### PLASTICS BUSINESS ENEWS

Average Monthly Circulation	5,005
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### WEBSITE

Average Monthly Unique Visitors	1,380
Average Monthly Visits	1,670
Average Monthly Page Views	2,510

**TOTAL AUDIENCE: 18,685**  
(includes duplicate circulation/visitors)



Average Monthly Website Unique Visitors: 1,380

#### Readership by Sales Volume\*\*

2-5 million:	22%
5-10 million:	32%
10-20 million:	28%
20-100 million:	14%
More than 100 million:	4%

#### Readership by Region\*\*

Northeast	15%
Southeast	20%
Midwest	40%
Southwest	10%
West Coast	15%

#### Readership Demographics\*\*

Injection Molders	68%
Blow Molders	11%
Thermoformers	7%
Other Molding Processes	5%
Mold Makers	5%
Industry Suppliers	4%

\*\*Figures based on estimated percentage of subscribers.



OFFICIAL PUBLICATION OF MAPP

Manufacturers Association for Plastics Processors

7321 Shadeland Station Way, Suite 285 • Indianapolis, IN 46256 • P: 317.913.2440 • www.mappinc.com



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