



GLOBAL eNEWSLETTERS



➔ IN THIS FAST-MOVING BUSINESS, OUR DIGITAL PLATFORM KEEPS PACE WITH THE MULTIBILLION-DOLLAR INTERNATIONAL RECYCLING INDUSTRY BY GIVING DECISION-MAKERS 24-HOUR ACCESS TO THE LATEST NEWS AND INFORMATION.

Our popular international eNewsletters include *Recycling Today Global Report* and the *Mexico and Latin America Business Monitor*. Each edition offers industry news, market intelligence and analysis, keeping readers interested and adding impact for advertisers.

The eNewsletters and our website, RecyclingToday.com, are optimized for mobile, tablet and desktop platforms.

ADVERTISING

Our eNewsletters and website offer powerful advertising opportunities to build your brand and product awareness while connecting with industry decision-makers.

AD UNITS:

- Half Page
- Lightboxes
- Medium Rectangle
- In-Line, Category Specific
- Banners
- Text
- Leaderboards

SPONSORED FEATURES:

Each eNewsletter features stories on key subjects. Advertisers can include a banner ad within that story in the eNewsletter and an in-line cube ad within the full story on the website. It is a powerful way to promote directly to your target audience.

Our team also can work with you to create a range of custom digital communications. These include but are not limited to:

- eBlasts
- Breaking News Alerts
- Sponsored Webinars
- Custom eNewsletters
- Podcasts

RECYCLING TODAY GLOBAL REPORT

E-newsletter Distribution: 15,095

Open Rate: 35%

Frequency: Twice monthly

MEXICO AND LATIN AMERICAN BUSINESS MONITOR

E-newsletter Distribution: 2,150

Open Rate: 30.5%

Frequency: Monthly

2021	RTG FEATURED EDITORIAL	
	1 st Edition	2 nd Edition
Jan.	Ferrous Scrap	Metal Shredding & Baling
Feb.	Aluminum	Electronic Scrap/WEEE
March	Recovered Fiber	Wire & Cable Processing
April	Red Metals	ASR Diversion & Recovery
May	Shredding	Recovered Fiber Baling
June	Plastic Scrap	Recycling Facility Software
July	Ferrous Scrap	Shredding
Aug.	Aluminum	Sorting Technology
Sept.	Recovered Fiber	Metals Analyzing/Identification
Oct.	Red Metals	Plastics Size Reduction
Nov.	Stainless & High-Temp Alloys	Material Handling
Dec.	Plastic Scrap	Sorting Technology

eNewsletters	1x	12x	24x	52x
Medium Rectangle Ad	\$1,258	\$1,122	\$975	\$860
Banner Ad	1,094	976	848	749
Leaderboard Ad	1,409	1,257	1,092	964
Text Ad	1,617	1,442	1,253	1,106
Sponsored Feature	\$2,478	\$2,211	N/A	N/A

SALES TEAM

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CONNECT WITH DECISION-MAKERS ACROSS THE INDUSTRY: PARTNER WITH **RECYCLING TODAY GLOBAL**.