



PRINT | DIGITAL | CUSTOM CONTENT

2020 **MEDIA KIT**

**UNMATCHED
ACCESS
TO INDUSTRY
DECISION-
MAKERS**



**recycling
today**

RecyclingToday.com



WHAT CAN YOU EXPECT WHEN YOU PARTNER WITH THE **LEADING INTEGRATED MEDIA PROVIDER** IN THE SCRAP AND RECYCLING MARKETPLACE?

FOCUS

Recycling Today consistently delivers high-value content that decision-makers rely on to run their businesses.

COMMITMENT

Our total commitment to in-depth print coverage coupled with news and analysis online provide unmatched market reach.

COMPREHENSIVE PROGRAMS

Our multiplatform mix of print, digital, social media, video, events and custom content drives a measurable return on your investment.

COMMITMENT TO MULTIPLATFORM COMMUNICATIONS



ONLINE

266,908 average page views
93,775 average monthly users

RECYCLING TODAY E-NEWS

13,302 subscribers | **37.4%** open rate



PRINT & DIGITAL

16,400 circulation reach

Source: June 2019 BPA Brand Report, 3A



MOBILE

32% of website traffic comes from mobile

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

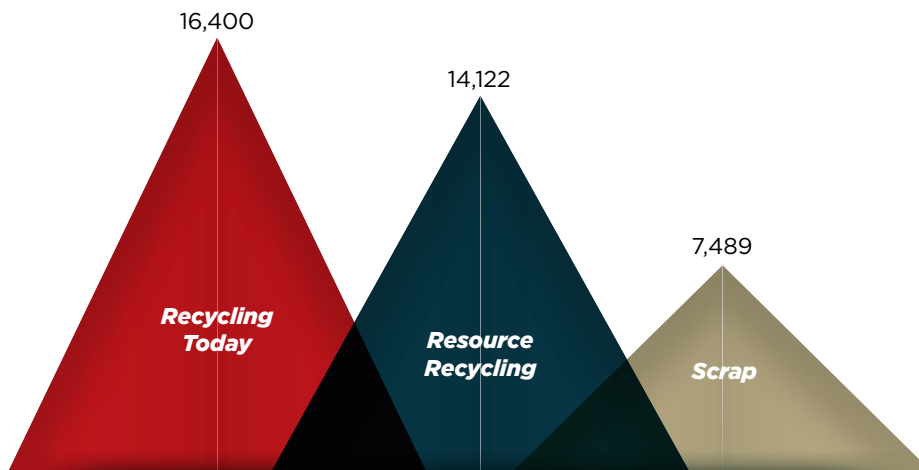
THE INDUSTRY'S **LARGEST REACH**

Recycling Today delivers the largest circulation reach, the most current records and the largest number of personal-direct-request recipients. Decision-makers who personally request a magazine are more engaged readers. And our meticulous attention to maintaining an up-to-date file ensures we reach current decision-makers.

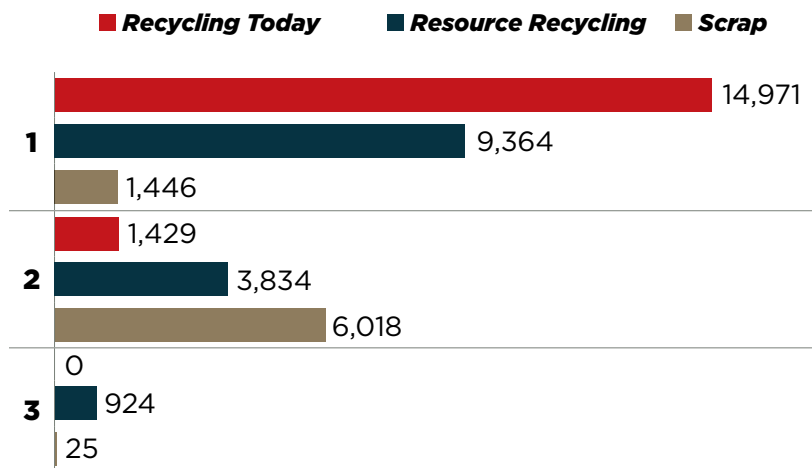
Advertising is all about reaching decision-makers.

Recycling Today simply reaches more!

OVERALL CIRCULATION SIZE



FILE AGE (IN YEARS)



Source: June 2019 BPA Brand Report, 3A

RECORD SOURCE:



15,301

PERSONAL DIRECT REQUEST

1,099

DIRECTORY SOURCED



13,061

PERSONAL DIRECT REQUEST

349

COMPANY REQUEST

590

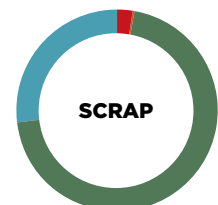
ASSOCIATION ROSTERS

103

DIRECTORY SOURCE

17

OTHER SOURCES



208

PERSONAL DIRECT REQUEST

15

REQUEST FROM RECIPIENT'S COMPANY

5,266

MEMBERSHIP BENEFIT

2,000

OTHER SOURCES

AUDIENCE-BASED MARKETING

Use our tailored-content products to focus your marketing campaign to a targeted audience for ultimate cost-efficiency. Print and digital options provide maximum value.



TARGETED E-NEWSLETTERS

RECYCLING TODAY

DISTRIBUTION:

13,302

OPEN RATE: **37.4%**

AUTO SHREDDING

DISTRIBUTION:

782

OPEN RATE: **53.3%**

Monthly

PLASTICS RECYCLING REPORT

DISTRIBUTION:

25,721

OPEN RATE: **25.1%**

Monthly

ELECTRONICS RECYCLING REPORT

DISTRIBUTION: **10,325**

OPEN RATE: **33.4%**

Monthly

MEXICO AND LATIN AMERICAN BUSINESS MONITOR

DISTRIBUTION: **1,850**

OPEN RATE: **25.6%**

Monthly

RECYCLING TODAY GLOBAL REPORT

DISTRIBUTION:

18,185 IN 135 NATIONS

OPEN RATE: **21.2%**

Twice monthly



SCRAP METALS SUPPLEMENT

JANUARY



PAPER RECYCLING SUPPLEMENT

DECEMBER

Each of our supplements is circulated with the magazine and enjoys significant distribution at industry events throughout the year.



RECYCLING TODAY BUYERS' GUIDE

FEBRUARY



PLASTICS RECYCLING MAGAZINE*

MARCH, JULY, NOVEMBER

**Contact us for production deadlines and rates.*

RECYCLING TODAY GLOBAL



► 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.

Recycling Today Global Report, our popular e-newsletter, will be published 24 times in 2020. Each edition offers industry news, market intelligence and analysis, keeping readers interested and adding impact for advertisers.

The e-newsletter and website, now integrated into RecyclingToday.com, are optimized for mobile, tablet and desktop platforms.

Commodities are traded globally, and processing technology is in demand worldwide. *Recycling Today Global Report* connects with decision-makers across this industry.



ISRI CONVENTION PRODUCT PREVIEW

Always popular, the product preview is distributed to *Recycling Today* and *Recycling Today Global Report* e-newsletter lists. Increase awareness of your products prior to this important annual event with this powerful medium.



SPRING & FALL CONVENTION PRODUCT PREVIEWS

This e-newsletter is sent to *Recycling Today*, *Construction & Demolition Recycling* and *Waste Today* e-newsletter lists before the big events, increasing awareness of your products.

EXCLUSIVE **MARKETING SOLUTIONS**

Recycling Today holds a unique position as the leading integrated media provider in the scrap and recycling marketplace. Use the strength of our brand along with our innovative and integrated media solutions to achieve your marketing objectives and maximum ROI.



ASK THE EXPERTS

A unique content-marketing solution that positions your team as industry experts, delivering your message in print and online.



BRAND VISION

By combining print, e-mail, online and e-newsletter channels, our Brand Vision positions you as a thought leader. It's a unique and powerful package.



IN 2020 WE ARE OFFERING THESE NEW MARKETING TOOLS

Select the tools that best deliver your marketing message to the recycling industry.

SPECIAL REPORTS

Our editorial team will prepare a series of special reports for industry decision-makers. Become an exclusive sponsor of these reports to position your company as a leader within the recycling industry.

PROJECT SHOWCASE

An ideal marketing opportunity for projects, the showcase provides up to 20 slides with narrative. Deployment on our website and e-newsletter provides deep market reach.

VIDEO REPORTS

Sponsoring our video reports allows industry marketers to deliver their messages in a unique way while leveraging web, social media and e-mail marketing channels.

SUPPLIER SPOTLIGHT

With this tool, highlight your company on our homepage and get exposure through our e-newsletter and social media channels. Exclusive to one supplier each month.

INTELLIGENT CONTENT MARKETING

► In today's multichannel media world, it is harder than ever to reach the right audience to tell your story.

Recycling Today is paving the way with Intelligent Content Marketing. We enable you to create a unique marketing campaign targeting our readers who have a specific interest in your area of expertise.

Using intuitive marketing automation, we can deliver your custom content or a specific ad

message to a particular audience that has shown interest in your product/service. Target messaging to prospects in a specific geographic region or based on the content they are reading on our website. Send triggered messages to prospects who have reacted to your ad or e-blast.

If lead nurturing or ad targeting are in your plans or are strategies you'd like to explore, talk with us. From small efforts to fully integrated campaigns, we can do it.

BUILD A PROGRAM AROUND YOUR GOALS



RECYCLING TODAY PROVIDES THE MOST COMPREHENSIVE MIX OF PRODUCTS DESIGNED TO DELIVER SUCCESSFUL RESULTS AND STIMULATE GROWTH FOR YOUR BUSINESS.

- Custom magazines
- Case studies and advertorials
- E-newsletter creation and deployment
- Roundtable or focus-group discussions
- Podcast and webinar series
- Custom landing pages
- Brochures and books
- Special events



TARGET YOUR MARKET™

Target Market Intelligence (TMI™) is a game-changing sales and marketing tool that your company must have to succeed in today's highly competitive business environment. TMI is based on three key elements: dynamic software, meticulous data management and proprietary subscriber information for our 16,000+ readers. Access to this exclusive information is available on a subscription basis.



BUYING INTENTION LEAD PROGRAM

If you can identify companies that intend to purchase the product types you offer, it gives you a competitive advantage. We deliver that market intelligence! Our buying-intention lead program provides the purchasing intent of *Recycling Today* subscribers in 10 major equipment categories. Ask our team for additional details.

SALES TEAM



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OUR **SISTER PUBLICATIONS**



PROVIDING PROVEN MARKET ACCESS **SINCE 1963**

5811 Canal Road, Valley View, Ohio 44125 U.S.A.

Phone +1-216-393-0300 | Fax +1-216-525-0517 | RecyclingToday.com

2020 RATES & SPECIFICATIONS

Advertising Rates: Frequency discounts are earned within 12 consecutive months by advertising in any combination of *Recycling Today*, *Waste Today*, *Construction & Demolition Recycling*, buyers' guides and other GIE Media titles.

2020 PRINT

FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
FULL PAGE	\$4,114	\$3,744	\$3,406	\$3,102	\$2,822	\$2,567
2/3 PAGE	3,456	3,145	2,861	2,606	2,371	2,156
1/2 ISLAND	2,867	2,609	2,374	2,162	1,967	1,789
1/2 STANDARD	2,526	2,299	2,092	1,905	1,733	1,576
1/3 PAGE	1,691	1,539	1,400	1,275	1,160	1,055
1/4 PAGE	1,284	1,168	1,063	968	881	801
1/6 PAGE	835	760	691	630	573	521

COLOR CHARGES

	SINGLE PAGE		SPREAD	
	1X	24X OR GR.	1X	24X OR GR.
STANDARD 2-COLOR, EXTRA	\$295	\$245	\$550	\$425
MATCHED COLOR, EXTRA	395	325	680	555
MATCHED METALLIC COLOR	450	350	825	625
FOUR COLOR PROCESS, EXTRA	860	660	1,490	1,220

COVER CHARGES

	6x	12x	18x	24x
2ND COVER	\$5,052	\$4,562	\$4,117	\$3,718
3RD COVER	4,638	4,188	3,780	3,413
4TH COVER	5,567	5,027	4,537	4,098

Mechanical Requirements: Saddle stitch, three columns to a page. Paper stock: machine coated, 50-lb. recycled body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 7/8" x 10 1/2".

Digital Files, Specifications for Print and Mailing Instructions:

The preferred file format for all print advertising is high-res, press-ready .pdf, .tif, .jpg and .eps. Progressive proofs or color keys required on all 4C advertising. Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to: Recycling Today, 5811 Canal Rd., Valley View, Ohio 44125. For more information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

Non-Bleed Ad Sizes	Width	Depth
Full Page	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/6 Page Vertical	2 3/16"	4 7/8"

Bleed Ad Sizes	Width	Depth
Single-Page	8 1/8"	10 3/4"
Trim Area	7 7/8"	10 1/2"
Live Area	7"	10"
Spread	16"	10 3/4"
Trim Area	15 3/4"	10 1/2"
Live Area	14"	10"

On all bleed advertisements, allow 3/8" from any trim edge for live or type matter.

Add 1/8" to gutter for each page on spread ads (perfect bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

Commissions and General Information: 15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.



2020 INTERACTIVE

WEBSITE (HOME PAGE)

LEADERBOARD
728px X 90px
\$1,241

MEDIUM RECTANGLE
300px X 250px
\$1,017

HALF PAGE
300px X 600px
\$1,780

WEBSITE (INTERNAL PAGE)

LIGHTBOX
500px X 500px
\$2,797

WALLPAPER
1,600px X 900px
Background width: 970px
\$4,139

CATEGORY IN-LINE
300px X 250px
\$1,678

E-NEWSLETTER

LEADERBOARD
728px X 90px

BANNER
468px X 60px

MEDIUM RECTANGLE
300px X 250px

TEXT AD
360px X 180px

EXCLUSIVE SMARTPHONE STATIC BANNER
320px X 50px
\$2,000

E-Newsletters	1x	12x	24x	52x
Medium Rectangle Ad	\$1,144	\$1,020	\$887	\$782
Banner Ad	995	888	771	681
Leaderboard Ad	1,281	1,143	993	876
Text Ad	1,407	1,255	1,091	962

2020	January	February	March	April	May	June	July	August	September	October	November	December
Supplement	Metals Recycling		Plastics Recycling				Plastics Recycling		State of the Scrap Industry		Plastics Recycling	Paper Recycling
Equipment Focus		Baling Equipment				Scrap Handlers	Sorting Equipment	Shredding & Granulating Equipment			Material Handling Equipment	
Commodity Focus	Precious Metals	Copper	Paper	Aluminum	Ferrous	Stainless/ High-Temp Alloys	Red Metals	Plastics	Aluminum	Paper	Tires	Ferrous
Operations Focus		Optimizing Optical Sorters in MRFs		Shredder Optimization		MRF Tipping Floor Management		Scrap Yard Layout		Harnessing AI in the MRF		Optimizing Sensor Sorters at Scrap Yards
Safety Focus	Hazard Communication Regulations		Cargo Securement		Fire Response		Fleet Safety		Respiratory Hazards		Industrial Hygiene Investigations	
Recurring Series	Company Profile Municipal Recycling	Company Profile Transportation Focus	Company Profile Industry Leaders Q&A MRF Secure Destruction	International Markets	Company Profile Municipal Recycling	Company Profile Industry Leaders Q&A International Markets	Company Profile MRF Transportation Focus Secure Destruction	Company Profile	Company Profile Municipal Recycling Industry Leaders Q&A	Company Profile International Markets	Company Profile MRF Secure Destruction	Company Profile Industry Leaders Q&A Transportation Focus
Additional Articles	Recovered Fiber Consumer Profile	Plastics Recycling Technology	Aluminum Market Report Packaging Design Trends Electric Vehicle Recycling ISRIZO2020 Preview	Special Report: The Evolution of Domestic Scrap Processing Largest Ferrous Scrap Processors List Scrap Trading & Hedging Automotive Manufacturing Trends Electronics Recycling Steel Industry Update Mixed Paper Markets Plastic Processor Profile Modern MRF Design WasteExpo Preview	Legislative Update IC&I Focus Red Metals Consumer Profile Financing Facility Upgrades Analysis of Global Recovered Fiber Flows	Shredder Application Job Story Employee Engagement	Baler Application Demo Sector Report	Container Management PPRC Preview Aluminum Scrap Consumer Profile Glass Recycling MRF Design	Automotive Recycling Scales & Weighing Systems Plastic Scrap Consumer Profile	Auto Shredder List & Map Analyzing the Auto Shredder Landscape Wire Chopping Case Study Design for Recycling Contracting Best Practices	SREA Compliance Stormwater Management Electronics Reuse and Recycling Trends Data Analytics Steel industry Update	Year in Review OCC Market Outlook
Bonus Distribution		Sustainability in Packaging 2020 NDA Annual Convention 2020 Global Waste Management Symposium	Carolina Recycling Association ConExpo Southeast Recycling Conference & Trade Show SWANapalooza	ISRIZO20 IFAT 2020	WasteExpo Re Focus Sustainability & Recycling Summit BIR World Recycling Conference Northeast Resource Recovery Association Conference Strive for Sustainability Solid Waste & Recycling Conference NAID & PRISM International Conference & Expo	ISRI Gulf Coast Chapter Meeting CARI Convention Summit for Recycling			New Mexico Recycling Conference	Paper & Plastics Recycling Conference BIR Autumn Round Table Sessions Paper & Plastics Recycling Conference Europe ARA Convention Waste & Recycling Expo Canada NERC Fall Conference	Wastecon	
Close Date	Dec. 2, 2019	Jan. 2, 2020	Feb. 3, 2020	March 2, 2020	March 25, 2020	May 1, 2020	June 1, 2020	July 1, 2020	Aug. 3, 2020	Sept. 1, 2020	Oct. 1, 2020	Nov. 2, 2020
Materials Due	Dec. 9, 2019	Jan. 9, 2020	Feb. 10, 2020	March 9, 2020	April 1, 2020	May 8, 2020	June 8, 2020	July 8, 2020	Aug. 10, 2020	Sept. 8, 2020	Oct. 8, 2020	Nov. 9, 2020
Plastics Recycling Closes			Jan. 15, 2020				May 15, 2020				Sept. 15, 2020	

Buyers' Guide Closes: Jan. 8; Materials Due: Jan. 15