

# recycling today®

## GLOBAL REPORT



➔ 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.

Each edition of the *Recycling Today Global Report* eNewsletter offers industry news, market intelligence and analysis, keeping readers interested and adding impact for advertisers.

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

### ADVERTISING

Our eNewsletter 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: 10,014

Open Rate: 34.1%

Frequency: Twice monthly

2022	RTG FEATURED EDITORIAL	
	1 <sup>st</sup> Edition	2 <sup>nd</sup> 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	\$1,384	\$1,235	\$1,073	\$947
Banner Ad	1,204	1,074	933	824
Leaderboard Ad	1,550	1,383	1,201	1,060
Text Ad	1,813	1,617	1,405	1,240

#### SALES TEAM

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