

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:

- Banners
- Billboards
- Half page
- In-Line, Category Specific
- Leaderboards
- Lightboxes
- Medium Rectangle
- Mobile Adhesion
- Native
- Parallax
- Text

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 medium rectangle 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
- Sponsored Webinars
- Custom eNewsletters
- Podcasts

Recycling Today Global Report

E-newsletter Distribution: 7,869

Open Rate: 34.9%

Frequency: Twice monthly

2025	Recycling Today Global Report	
	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	\$1,685	\$1,503	\$1,306	\$1,153
Banner Ad	1,466	1,308	1,136	1,003
Leaderboard Ad	1,887	1,683	1,463	1,291
Text Ad	2,730	2,435	2,116	1,867
Sponsored Feature	3,025			

Sales Team

Jen May	+1 216-393-0260	JMay@gie.net
Marty Smith	+1 216-393-0279	MSmith@gie.net
Athan Kapalko	+1 216-393-0257	AKapalko@gie.net
Melinda McNutt	+1 216-393-0354	MMcNutt@gie.net

CONNECT WITH DECISION-MAKERS WORLDWIDE: ADVERTISE WITH RECYCLING TODAY GLOBAL.