

# recycling today®

Covering the business of recycling since 1963.  
**Experience matters.**

## 2025 Media Kit



Digital | Print | Custom Content

RecyclingToday.com

★★★★★

# recycling today®

**A**s the oldest and most-trusted media brand serving the global recycled materials industry, we deliver unmatched access to this multibillion-dollar marketplace. Advertising is all about reaching decision-makers; we reach the entire market!

In print and online, we provide essential insights for day-to-day operations and long-term planning, which has made us the most-requested media source by industry executives.

Our market reach combined with superior engagement deliver powerful advertising value.

## RecyclingToday.com

Powerful engagement ensures superior advertising results.

While industry suppliers invest to create powerful websites, the challenge of driving qualified traffic to your site remains. **We do that!**



### By the Numbers



**138,155**  
Average Monthly Users



**26.5%**  
Mobile Users



**181,650**  
Average Monthly Sessions

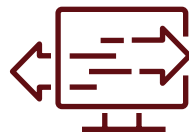


**26.7%**  
eNewsletter Open Rate



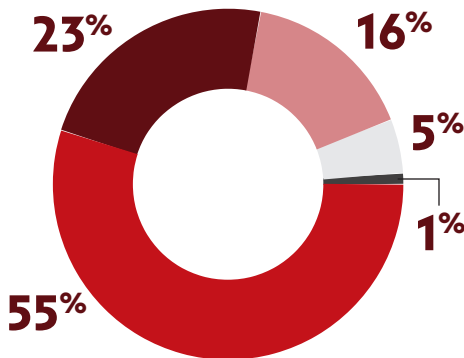
**32,295**  
eNewsletter Subscribers

Powered by Google Analytics



### Share of Traffic

This is a measure of the percentage of the total worldwide industry traffic by website.



- RecyclingToday.com
- Resource-Recycling.com
- ISRI.org
- RecyclingProductNews.com
- MetalsRecyclingMagazine.com

Higher visibility in search and a dominant share of industry traffic ensures increased visibility for your advertising message.



### Visibility in search engines

Google indexed pages

**40,400**

RecyclingToday.com

- 12,700 - Resource-Recycling.com
- 10,000 - RecyclingProductNews.com
- 7,970 - RecyclingInternational.com
- 5,130 - ISRI.org
- 29 - MetalsRecyclingMagazine.com

Our engaged audience creates a powerful environment to drive awareness of your brand, products and services in this multibillion-dollar industry.

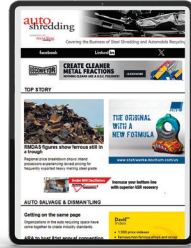
# Targeted eNewsletters

**POWERFUL  
DIGITAL  
ADVERTISING**

The *Recycling Today* eNewsletter collection provides unique access to managers across the global scrap and recycling industry. Wide distribution combined with high open rates deliver powerful communications value.



**Recycling Today**  
Distribution: **32,295**  
Open Rate: **26.7%**  
Twice weekly



**Auto Shredding**  
Distribution: **3,407**  
Open Rate: **36.8%**  
Monthly



**Plastics Recycling Report**  
Distribution: **39,031**  
Open Rate: **26.5%**  
Monthly



**Recycling Today Global Report**  
Distribution: **7,869**  
Open Rate: **34.9%**  
Twice monthly to 135 countries

# Product Preview Series

Powerful and productive eMail marketing



**Scrap Industry and Scrap Expo Product Previews**  
These editions, one each in the spring and fall, are distributed to the *Recycling Today*, *Construction & Demolition Recycling* and *Recycling Today Global Report* lists.



**Spring & Fall Product Previews**  
These editions are distributed to the *Recycling Today*, *Construction & Demolition Recycling* and *Waste Today* lists before the industry's big events.



**Technology Showcase**  
Formatted like our product previews and issued in early fall, it's distributed to *Recycling Today*, *Recycling Today Global Report*, *Construction & Demolition Recycling* and *Waste Today* audiences.

**recycling  
today**  
MEDIA GROUP

Providing proven market access since 1963!

**Media:**



RecyclingToday.com



WasteTodayMagazine.com



CDRecycler.com

**Events:**



RecyclingTodayEvents.com

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

+1-216-393-0300 | RecyclingToday.com



# The Power of Print

Leadership is measurable!

As the most-requested print magazine by industry decision-makers, *Recycling Today* delivers powerful advertising impact.

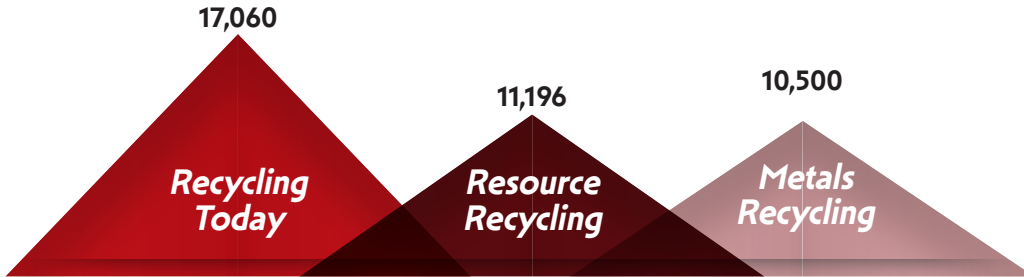
Advertising is an investment to reach decision-makers.

- *Recycling Today* is personally requested by more decision-makers.
- *Recycling Today* has the most up-to-date file of decision-makers.
- *Recycling Today* reaches the most decision-makers.

Leverage your investment: Advertise with *Recycling Today*.

**Leadership is measurable!**

## Overall Circulation Size



*Recycling Today* simply delivers more access to industry decision-makers!

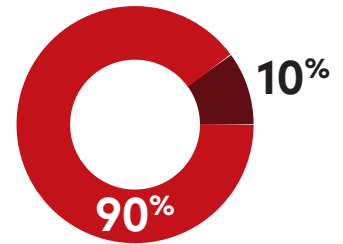
As the oldest and most-trusted media brand serving the global recycled materials industry, we believe in transparency.

When looking at circulation, three measures are critical:

1. Overall file size.
2. The age of the file, meaning how long ago the records were updated.
3. The source of the records, meaning whether directly requested by the reader or if they came from another source.

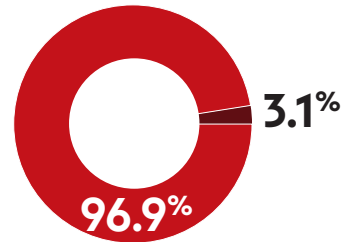
As the only independently audited media outlet, we release all our numbers. They are verified and real. No other title releases this essential information.

## File Age



*Recycling Today*  
■ 1-year ■ 2-year

## File Source

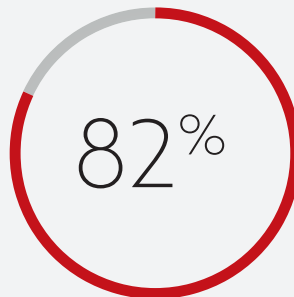


*Recycling Today*  
■ Direct Request ■ Other Sources

## Print Packs a Punch

Increasingly, evidence shows the swing toward digital advertising and away from traditional channels has gone too far and that traditional print channels add power and value to your marketing mix.

Print advertising builds credibility and enhances brand awareness in a way unmatched by other platforms. Consider these facts:



of buyers trust print ads when making a purchase decision.

Source: *Harvard Business Review*, "Why Marketers Are Turning to Traditional Advertising," April 2022



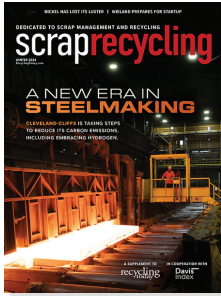
of people under 25 years old read magazines.

Source: Top Media Advertising, n.d.

# Topical Supplements

Our editorial team and subject matter experts fill these supplements with deep industry insight. Each is a powerful advertising opportunity.

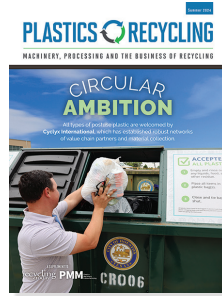
The supplements are circulated with the magazine and enjoy significant distribution at industry events throughout the year.



## Scrap Metals Supplement

January and May

A collaborative effort between *Recycling Today* and Davis Index, this supplement provides deep-dive analysis into global scrap metal flows, volume and pricing trends, processing technology and melt shop and company profiles. It enjoys distribution to *Recycling Today* and Davis Index subscribers.



## Plastics Recycling Magazine\*

March, July, November

A collaborative effort between *Recycling Today* and *Plastics Machinery & Manufacturing (PMM)* magazine, this supplement provides unique insights into the rapidly developing plastics recycling sector—markets, technology, equipment and more. It enjoys distribution to *Recycling Today* and *PMM* subscribers.

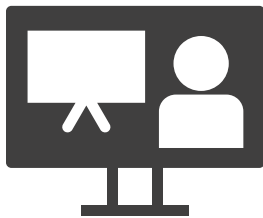
\*Contact us for production deadlines and rates



## Paper Recycling Supplement

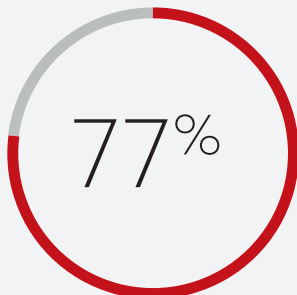
December

Produced annually for three decades, this unique supplement provides deep-dive analysis of the paper recycling industry. It covers mill activity, export markets, evolving technology, processing solutions and more.



## 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.



say print drives higher levels of recall.  
Source: MarketingProfs



Average time print readers spend with publication in hand.  
Source: Heitman, n.d.



The increase in the effectiveness of campaigns that combine print and digital messaging.  
Source: FinancesOnline 2024

**For marketers of capital equipment, these facts are even more important!**

# Content-Marketing Tools

These advertising opportunities use print, internet or social media, or a combination of all three, to deliver a tailored message to the industry.



## 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, eMail, online and eNewsletter channels, our Brand Vision positions you as a thought-leader. It's a unique and powerful package.

## Custom Content Development

We've been doing it for years. We can help with virtually any project and add powerful lead-generation elements.

- Custom magazines
- Case studies, testimonials, advertorials, white papers and eBooks
- Podcasts and webinars
- Roundtable or focus-group discussions
- Brochures and books
- Special events



## Custom Webinars

Conducting educational webinars positions your firm as a thought-leader while also being a powerful lead-generation tool!



## Sales Team



**Jen May**  
Advertising Director  
+1 216-393-0260  
JMay@gie.net



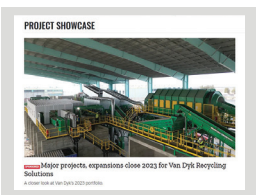
**Marty Smith**  
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+1 216-393-0257  
AKapalko@gie.net



**Melinda McNutt**  
Account Representative  
+1 216-393-0354  
MMcNutt@gie.net



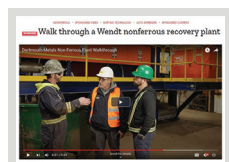
## Project Showcase

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



## Supplier Spotlight

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



## Sponsored Video

A uniquely powerful package to drive traffic to your company or product video.

## Lead Generation

To support your sales teams and dealer networks, many of these tools have lead-gen components. Ask us for more details.

# Today's Innovations

## Online events that deliver unique value

These events allow a 30-minute time slot to share important product introductions, vital new technology offerings or enhancements to existing products. Slide deck, interview and video presentations all can be used.

Promoted across *Recycling Today*, *Recycling Today Global Report*, *Waste Today* and *Construction & Demolition Recycling*, ask about our spring and fall sessions.

You need to connect with customers.

**We make that happen!**

# 2025 Rates & Specifications

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

## 2025 Print

### Frequency Discounts

	1x	3x	6x	12x	18x	24x
Full Page	\$5,221	\$4,751	\$4,323	\$3,937	\$3,582	\$3,258
½ Page	4,386	3,991	3,631	3,307	3,009	2,737
½ Island	3,639	3,312	3,013	2,744	2,496	2,271
½ Standard	3,206	2,917	2,654	2,417	2,199	2,000
⅓ Page	2,146	1,953	1,777	1,618	1,472	1,339
¼ Page	1,629	1,482	1,349	1,228	1,117	1,016
⅕ Page	1,060	964	878	799	727	661
Brand Vision*	\$10,779					
Ask the Expert*	\$8,291					

### Color Charges

	Single Page		Spread	
	1x	24x or Gr.	1x	24x or Gr.
Standard 2-color, extra	\$316	\$260	\$586	\$454
Matched color, extra	418	347	724	592
Matched metallic color	479	377	877	663
Four color process, extra	908	704	1,581	1,295

### Cover Charges

	6x	12x	18x	24x
2 <sup>nd</sup> Cover	\$6,411	\$5,789	\$5,225	\$4,718
3 <sup>rd</sup> Cover	5,885	5,314	4,797	4,332
4 <sup>th</sup> Cover	7,065	6,380	5,758	5,200

**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"
½ Page	4 1/2"	10"
½ Page Island	4 1/2"	7 1/2"
½ Page Horizontal	7"	4 7/8"
½ Page Vertical	3 3/8"	10"
⅓ Page Square	4 1/2"	4 7/8"
⅓ Page Vertical	2 3/8"	10"
¼ Page Square	3 3/8"	4 7/8"
¼ Page Vertical	2 3/8"	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 3/8"	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.

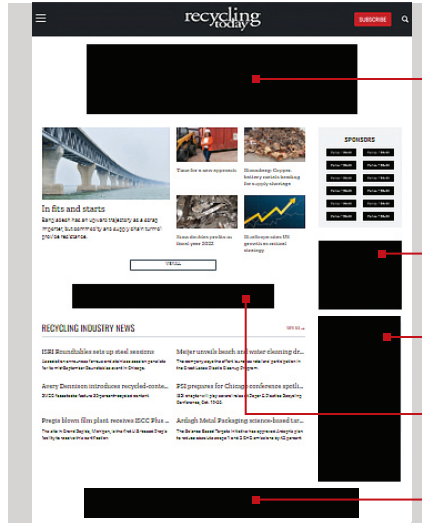
### Commissions and General Information:

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.

\*Consult with our sales team for package details.

## 2025 Interactive

### Website



**Billboard Ad**  
970px X 250px  
\$3,298

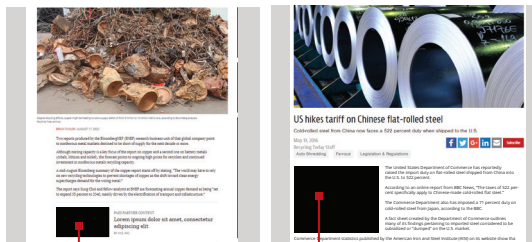
**Medium Rectangle**  
300px X 250px  
\$1,499

**Half Page**  
300px X 600px  
\$2,623

**Leaderboard**  
728px X 90px  
\$1,829

**Super Leaderboard**  
970px X 90px  
\$2,368

### Website



**Native Ad**  
640px X 360px  
\$2,698

**Category In-Line**  
300px X 250px  
\$2,473

**Lightbox**  
500px X 500px  
\$5,396

**Parallax Reveal**  
730px X 570px  
\$3,248

### eNewsletter

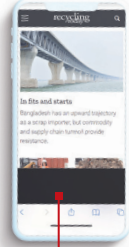


**Leaderboard**  
728px X 90px

**Banner**  
468px X 60px

**Medium Rectangle**  
300px X 250px

**Text Ad**  
360px X 180px



**Mobile Adhesion 9Banner Ad**  
360px X 120px  
\$2,949

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

<b>Project Showcase*</b>	\$2,639	<b>Webinar*</b>	\$9,578
<b>Sponsored Video*</b>	\$5,175	<b>Today's Innovations*</b>	\$4,800
<b>Supplier Spotlight*</b>	\$3,296	<b>Product Previews*</b>	\$2,300
<b>Ebook*</b>	\$5,278		

2025	January	February	March	April	May	June	July	August	September	October	November	December
<b>Supplement</b>	Scrap Recycling		Plastics Recycling		Scrap Recycling		Plastics Recycling				Plastics Recycling	Paper
<b>Commodity Focus</b>	Precious Metals	Copper	Paper	Aluminum	Ferrous	Nickel/Stainless	Copper	Paper	Aluminum	Plastics	High-Temp Alloys	Ferrous
<b>In Every Issue</b>												
<b>Ferrous</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Nonferrous</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Paper</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Plastic</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Recurring Content</b>												
<b>Company Profile</b>	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
<b>Workforce</b>			◆				◆				◆	
<b>Municipal Recycling</b>	◆				◆				◆			
<b>MRF Operations</b>		◆						◆				◆
<b>Scrap Yard Operations</b>			◆			◆				◆		
<b>Electronics Recycling/ Secure Destruction</b>				◆				◆			◆	
<b>International Markets</b>				◆				◆				◆
<b>Transportation</b>				◆				◆				◆
<b>Industry Leaders Q&amp;A</b>			◆				◆				◆	
<b>Equipment Focus</b>		Balers				Scrap Handlers	Sorting	Shredding & Granulating			Material Handling	
<b>Lists &amp; Maps</b>				Largest Nonferrous Scrap Processors	Secondary Aluminum Producers (supplement)				Largest MRFs in North America	Wire Chopping Installations		
									30 Under 30 insert			
<b>Additional Content</b>	Plastic Consumer Profile	Smelting & Refining Report	Foundry Update/ Profile	Legislative Update	Metals Consumer Profile	Steel Industry Update	Foundry Update/Profile	Metals Consumer Profile	Financing	Steel Industry Update	Metals Consumer Profile	Year in Review
		Recovered Paper Consumer Profile	MRF Design	ESG Reporting	IC&I	Packaging Design Trends			Auto Parts Recycling	Auto Shredding Technology		Waste & Recycling Industry M&A
				Recycling Education		Battery Recycling			Scrap Recycling Special Section	Paper Packaging Innovations		
				Tire Recycling						Routing/Collection		
				Automotive Design Trends								
				Contracting								
<b>Bonus Distribution</b>				Solar Panel Recycling								
		SERC, Sustainability in Packaging US	i-SIGMA Conference & Expo	ReMA2025, WasteExpo	BIR World Recycling Convention, CARI Annual Convention, Federation of NY Solid Waste Conference	ReMA Gulf Coast Convention, Battery and Critical Metals Recycling Conference		ReMA Roundtables	Scrap Expo	MRF Operations Forum, Paper & Plastics Recycling Conference, Plastics Recycling World Expo N.A., BIR World Recycling Conv., NERC Fall Conf., ARA Annual Conv., Waste & Recycling Expo Canada, ReMA Southeast Region Fall Conv.	WasteCon	
<b>Close Date:</b>	Dec. 2, 2024	Jan. 2, 2025	Feb. 3, 2025	March 3, 2025	April 1, 2025	May 1, 2025	June 2, 2025	July 1, 2025	Aug. 1, 2025	Sept. 2, 2025	Oct. 1, 2025	Nov. 3, 2025
<b>Materials Due:</b>	Dec. 9, 2024	Jan. 9, 2025	Feb. 10, 2025	March 10, 2025	April 8, 2025	May 8, 2025	June 9, 2025	July 8, 2025	Aug. 8, 2025	Sept. 9, 2025	Oct. 8, 2025	Nov. 10, 2025