

Digital | Print | Content Marketing | Events

# 2026 MEDIA PLANNER

## recycling today®



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

**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!

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

RecyclingToday.com



# 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



**165,364**  
Average Monthly Users



**22.7%**  
Mobile Users



**194,725**  
Average Monthly Sessions



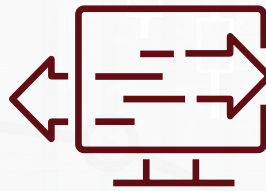
**29%**  
eNewsletter Open Rate



**28,606**  
eNewsletter Subscribers

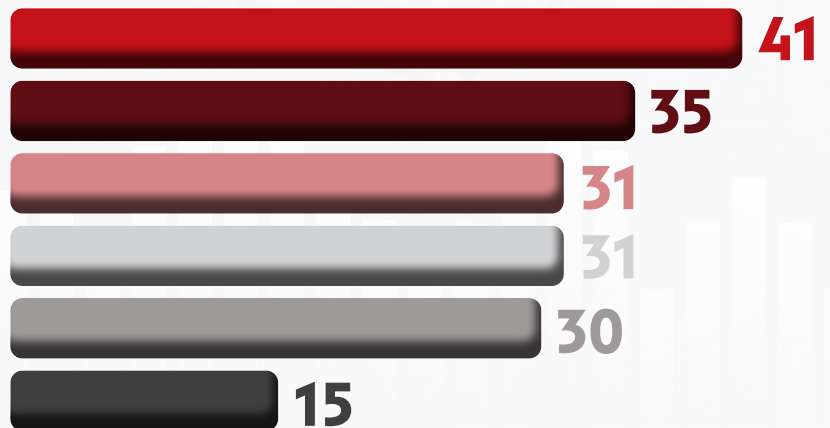
Powered by  Google Analytics

applies to numbers and domain authority.



## Domain Authority

Domain Authority is a measure of a website's credibility and influence online. It reflects the quality of content, audience engagement and visibility in search.



■ RecyclingToday.com  
■ Resource-Recycling.com  
■ RecycledMaterials.org

■ RecyclingProductNews.com  
■ RecyclingInternational.com  
■ MetalsRecyclingMagazine.com

Recycling Today leads the industry with exceptional Domain Authority, giving your brand the advantage of advertising in a trusted, highly visible environment.

Partnering with us means your message benefits from the credibility and reach we've built, ensuring greater impact with the decision-makers who matter most.



# The Power of Print

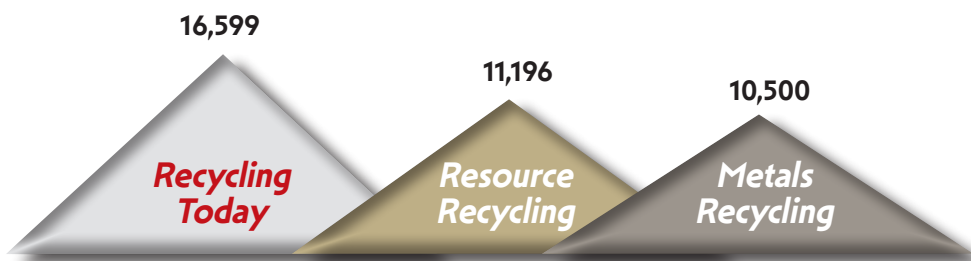
As the most-requested print magazine by industry decision-makers, *Recycling Today* delivers powerful advertising impact.

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.

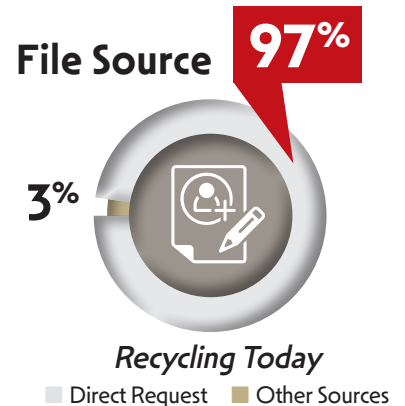
We are the only publisher who releases this data. It's part of our commitment to total transparency, allowing marketers to evaluate their media investment.

Ask us for our detailed circulation audit report.

## File Age



## File Source



## Print Remains Powerful

Print advertising remains highly effective, even in today's digital age. It builds credibility, strengthens brand awareness and connects with audiences in a tangible, lasting way unmatched by other platforms.

**78%**

of consumers find print advertisements more trustworthy than digital ads.

Source: Zipdo, May 2025

**77%**

say print drives higher levels of recall.

Source: MarketingProfs, n.d.

**95%**

of people under 25 years old read magazines.

Source: Top Media Advertising, n.d.

**400%**

the increase in effectiveness of campaigns that combine print and digital messaging.

Source: FinancesOnline, 2024



average time print readers spend with publication in hand.

Source: Heitman, n.d.

Print advertising offers staying power that digital can't match. Unlike online ads that can be skipped or blocked, print commands attention, builds trust and reinforces brand authority. For marketers of capital equipment—where credibility and long-term impact are crucial—print remains an essential advantage.

# Targeted eNewsletters

The *Recycling Today* eNewsletter collection reaches decision-makers across the global scrap and recycling industry. With broad distribution and strong open rates, it delivers exceptional visibility and communications impact.

**POWERFUL  
DIGITAL  
ADVERTISING**

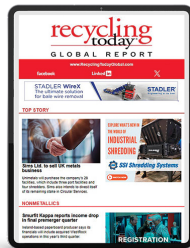


## Recycling Today

Distribution: **28,606**

Open Rate: **29%**

Twice weekly

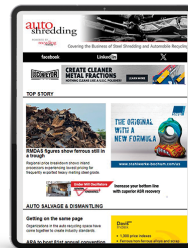


## Recycling Today Global Report

Distribution: **7,021**

Open Rate: **33.8%**

Twice monthly to 135 countries



## Auto Shredding

Distribution: **3,502**

Open Rate: **38.2%**

Monthly



## Plastics Recycling Report

Distribution: **35,315**

Open Rate: **29.8%**

Monthly

## 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 the *Recycling Today*, *Recycling Today Global Report*, *Construction & Demolition Recycling* and *Waste Today* audiences.

## 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



# The Scrap Expo and PPRC Lunch & Learn Webinar Series

NEW

These webinars highlight key trends in metals, paper and plastics recycling, providing actionable insights on market developments and emerging technologies driving the industry forward.



Each series has quarterly installments, offering marketers the opportunity to reach industry decision-makers and those influencing investment decisions.

Ask us about sponsorship opportunities.



## 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. Either slide deck, interview or video presentations 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.

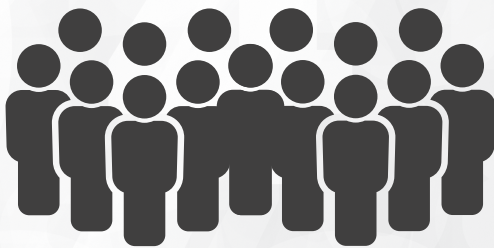
**We make it happen!**



### 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 details.

### Events:



**75% +** of attendees are involved in purchasing!

**BATTERY AND  
CRITICAL METALS**  
RECYCLING CONFERENCE

**SCRAP  
EXPO**  
A Live Demonstration Event

**MRF**  
OPERATIONS  
FORUM

**pprc** | PAPER AND  
PLASTICS  
RECYCLING  
CONFERENCE

**CORPORATE  
GROWTH  
CONFERENCE**

5811 Canal Road, Valley View, Ohio 44125, U.S.A.  
+1-216-393-0300 | RecyclingToday.com

**recycling  
today**  
MEDIA GROUP

Providing proven market access since 1963!

### Media:



RecyclingToday.com | WasteTodayMagazine.com | CDRecycler.com



# Content Marketing Tools

These advertising opportunities use print, digital 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!

### PROJECT SHOWCASE



## 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.

### MSS Vivid AI: A new era of recycling precision



## 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 or White Paper

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

## Lead Generation

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

## Sales Team



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



**Marty Smith**  
Senior Account Executive  
+1 216-393-0279  
MSmith@gie.net



**Athan Kapalko**  
Account Representative  
+1 216-393-0257  
AKapalko@gie.net



**Colin Sweeney**  
Account Representative  
+1 216-393-0361  
CSweeney@gie.net



# 2026 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.

## 2026 Print

### Frequency Discounts

|                 | 1x       | 3x      | 6x      | 12x     | 18x     | 24x     |
|-----------------|----------|---------|---------|---------|---------|---------|
| Full Page       | \$5,404  | \$4,918 | \$4,475 | \$4,075 | \$3,707 | \$3,372 |
| ½ Page          | 4,539    | 4,131   | 3,759   | 3,423   | 3,114   | 2,833   |
| ¼ Island        | 3,767    | 3,428   | 3,119   | 2,840   | 2,584   | 2,350   |
| ¼ Standard      | 3,318    | 3,019   | 2,747   | 2,502   | 2,276   | 2,070   |
| ⅓ Page          | 2,221    | 2,021   | 1,839   | 1,675   | 1,524   | 1,386   |
| ⅓ Page          | 1,686    | 1,534   | 1,396   | 1,271   | 1,157   | 1,052   |
| ⅓ Page          | 1,097    | 998     | 908     | 827     | 753     | 685     |
| Brand Vision*   | \$11,156 |         |         |         |         |         |
| Ask the Expert* | \$8,581  |         |         |         |         |         |

### 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 | \$6,635 | \$5,991 | \$5,408 | \$4,883 |
| 3 <sup>rd</sup> Cover | 6,091   | 5,500   | 4,964   | 4,483   |
| 4 <sup>th</sup> Cover | 7,312   | 6,603   | 5,959   | 5,381   |

**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"    |
| ¼ 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 1/2"  | 10 1/2" |
| Trim Area      | 7 7/8"  | 10 1/2" |
| Live Area      | 7"      | 10"     |
| Spread         | 16"     | 10 1/2" |
| Trim Area      | 15 1/2" | 10 1/2" |
| Live Area      | 14"     | 10"     |

On all bleed advertisements, allow 1/8" 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.

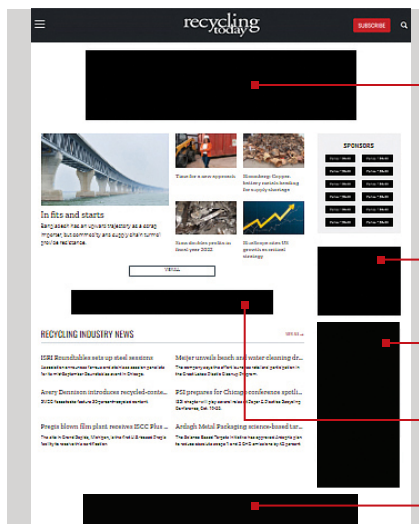


For full terms  
& conditions,  
scan here.

\*Consult with our sales team for package details.

## 2026 Interactive

### Website



**Billboard Ad**  
970px X 250px  
\$3,463

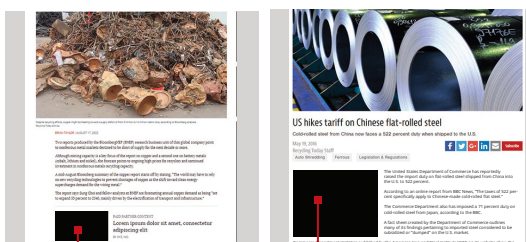
**Medium Rectangle**  
300px X 250px  
\$1,574

**Half Page**  
300px X 600px  
\$2,755

**Leaderboard**  
728px X 90px  
\$1,920

**Super Leaderboard**  
970px X 90px  
\$2,487

### Website



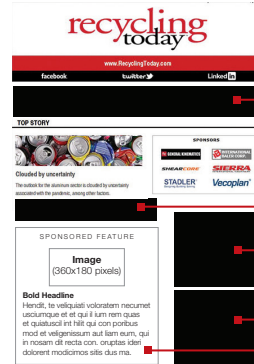
**Native Ad**  
640px X 360px  
\$2,833

**Category In-Line**  
300px X 250px  
\$2,597

**Lightbox**  
500px X 500px  
\$5,666

**Parallax Reveal**  
730px X 570px  
\$3,411

### 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  
\$3,096

### eNewsletters

|                     | 1x      | 12x     | 24x     | 52x     |
|---------------------|---------|---------|---------|---------|
| Medium Rectangle Ad | \$1,769 | \$1,578 | \$1,371 | \$1,210 |
| Banner Ad           | 1,539   | 1,373   | 1,193   | 1,053   |
| Leaderboard Ad      | 1,981   | 1,767   | 1,535   | 1,355   |
| Text Ad             | 2,866   | 2,556   | 2,221   | 1,960   |

**Project Showcase\***  
**Sponsored Video/**  
**White Paper\***  
**Supplier Spotlight\***

**Ebook\***  
**Webinar\***  
**Today's Innovations\***  
**Product Previews\***

| 2026                                         | January                     | February                                                                 | March                   | April                               | May                                                                                                                                                                                | June                                                                                       | July               | August                     | September                                                                               | October                                                                                                                                                                                                                        | November                                          | December                          |
|----------------------------------------------|-----------------------------|--------------------------------------------------------------------------|-------------------------|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------|----------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|-----------------------------------|
| Supplement                                   | Scrap Recycling             |                                                                          | Plastics Recycling      |                                     | Scrap Recycling                                                                                                                                                                    |                                                                                            | Plastics Recycling |                            |                                                                                         |                                                                                                                                                                                                                                | Plastics Recycling                                | Paper                             |
| Commodity Focus                              | Precious Metals             | Copper                                                                   | Paper                   | Aluminum                            | Ferrous                                                                                                                                                                            | Nickel/Stainless                                                                           | Copper             | Paper                      | Aluminum                                                                                | Plastics                                                                                                                                                                                                                       | High-Temp Alloys                                  | Ferrous                           |
| In Every Issue                               |                             |                                                                          |                         |                                     |                                                                                                                                                                                    |                                                                                            |                    |                            |                                                                                         |                                                                                                                                                                                                                                |                                                   |                                   |
| Ferrous                                      | ✓                           | ✓                                                                        | ✓                       | ✓                                   | ✓                                                                                                                                                                                  | ✓                                                                                          | ✓                  | ✓                          | ✓                                                                                       | ✓                                                                                                                                                                                                                              | ✓                                                 | ✓                                 |
| Nonferrous                                   | ✓                           | ✓                                                                        | ✓                       | ✓                                   | ✓                                                                                                                                                                                  | ✓                                                                                          | ✓                  | ✓                          | ✓                                                                                       | ✓                                                                                                                                                                                                                              | ✓                                                 | ✓                                 |
| Paper                                        | ✓                           | ✓                                                                        | ✓                       | ✓                                   | ✓                                                                                                                                                                                  | ✓                                                                                          | ✓                  | ✓                          | ✓                                                                                       | ✓                                                                                                                                                                                                                              | ✓                                                 | ✓                                 |
| Plastic                                      | ✓                           | ✓                                                                        | ✓                       | ✓                                   | ✓                                                                                                                                                                                  | ✓                                                                                          | ✓                  | ✓                          | ✓                                                                                       | ✓                                                                                                                                                                                                                              | ✓                                                 | ✓                                 |
| Recurring Content                            |                             |                                                                          |                         |                                     |                                                                                                                                                                                    |                                                                                            |                    |                            |                                                                                         |                                                                                                                                                                                                                                |                                                   |                                   |
| Company Profile                              | ◆                           | ◆                                                                        | ◆                       | ◆                                   | ◆                                                                                                                                                                                  | ◆                                                                                          | ◆                  | ◆                          | ◆                                                                                       | ◆                                                                                                                                                                                                                              | ◆                                                 | ◆                                 |
| Workforce                                    |                             |                                                                          | ◆                       |                                     |                                                                                                                                                                                    |                                                                                            | ◆                  |                            |                                                                                         |                                                                                                                                                                                                                                | ◆                                                 |                                   |
| Municipal Recycling                          | ◆                           |                                                                          |                         |                                     | ◆                                                                                                                                                                                  |                                                                                            |                    |                            | ◆                                                                                       |                                                                                                                                                                                                                                |                                                   |                                   |
| MRF Operations                               |                             | ◆                                                                        |                         |                                     |                                                                                                                                                                                    |                                                                                            |                    | ◆                          |                                                                                         |                                                                                                                                                                                                                                |                                                   | ◆                                 |
| Scrap Yard Operations                        |                             |                                                                          | ◆                       |                                     |                                                                                                                                                                                    | ◆                                                                                          |                    |                            |                                                                                         | ◆                                                                                                                                                                                                                              |                                                   |                                   |
| Electronics Recycling/<br>Secure Destruction |                             |                                                                          |                         | ◆                                   |                                                                                                                                                                                    |                                                                                            |                    | ◆                          |                                                                                         |                                                                                                                                                                                                                                | ◆                                                 |                                   |
| International Markets                        |                             |                                                                          |                         | ◆                                   |                                                                                                                                                                                    |                                                                                            |                    | ◆                          |                                                                                         |                                                                                                                                                                                                                                |                                                   | ◆                                 |
| Transportation                               |                             |                                                                          |                         | ◆                                   |                                                                                                                                                                                    |                                                                                            |                    | ◆                          |                                                                                         |                                                                                                                                                                                                                                |                                                   | ◆                                 |
| Industry Leaders Q&A                         |                             |                                                                          | ◆                       |                                     |                                                                                                                                                                                    |                                                                                            | ◆                  |                            |                                                                                         |                                                                                                                                                                                                                                | ◆                                                 |                                   |
| Equipment Focus                              |                             | Balers                                                                   |                         |                                     |                                                                                                                                                                                    | Scrap Handlers                                                                             | Sorting            | Shredding &<br>Granulating |                                                                                         |                                                                                                                                                                                                                                | Material Handling                                 |                                   |
| Lists & Maps                                 |                             |                                                                          |                         | Largest Ferrous<br>Scrap Processors | Ferrous Foundries<br>(supplement)                                                                                                                                                  |                                                                                            |                    |                            | 30 Under 30 insert                                                                      | Auto Shredder List & Map                                                                                                                                                                                                       |                                                   |                                   |
| Additional Content                           | Plastic Consumer<br>Profile | Smelting & Refining                                                      | Automotive<br>Recycling | Legislative Update                  | Routing/Collection                                                                                                                                                                 | Steel Industry<br>Update                                                                   |                    | Metals Consumer<br>Profile | Financing                                                                               | Steel Industry Update                                                                                                                                                                                                          | Metals Consumer<br>Profile                        | Legislative & Regulatory<br>Recap |
|                                              |                             | Recovered Paper<br>Consumer Profile                                      | MRF Design              | Global Trading<br>Update            | IC&I                                                                                                                                                                               | Packaging Design<br>Trends                                                                 |                    |                            | Auto Parts Recycling                                                                    | Wire Chopping<br>Technology                                                                                                                                                                                                    |                                                   | Waste & Recycling<br>Industry M&A |
|                                              |                             |                                                                          |                         | Recycling Education                 |                                                                                                                                                                                    | Batteries                                                                                  |                    |                            | Scrap Recycling<br>Special Section                                                      | Packaging Design Trends                                                                                                                                                                                                        |                                                   |                                   |
|                                              |                             |                                                                          |                         | Tire Recycling                      |                                                                                                                                                                                    |                                                                                            |                    |                            |                                                                                         | Routing/Collection                                                                                                                                                                                                             |                                                   |                                   |
|                                              |                             |                                                                          |                         | Electronics Design<br>Trends        |                                                                                                                                                                                    |                                                                                            |                    |                            |                                                                                         |                                                                                                                                                                                                                                |                                                   |                                   |
|                                              |                             |                                                                          |                         | Contracting                         |                                                                                                                                                                                    |                                                                                            |                    |                            |                                                                                         |                                                                                                                                                                                                                                |                                                   |                                   |
|                                              |                             |                                                                          |                         | Emerging Recycling<br>Markets       |                                                                                                                                                                                    |                                                                                            |                    |                            |                                                                                         |                                                                                                                                                                                                                                |                                                   |                                   |
| Bonus Distribution                           |                             | Southeast Recycling<br>Conference /<br>Sustainability in<br>Packaging US |                         | ReMA 2026                           | BIR World Recycling<br>Convention / Waste<br>Leadership Summit /<br>CARI Annual Convention<br>/ Federation of New York<br>Solid Waste Associations<br>Conference and<br>Trade Show | ReMA Gulf Coast<br>Convention /<br>Battery &<br>Critical Metals<br>Recycling<br>Conference |                    |                            | Scrap Expo / ReMA<br>Recycling Market<br>Roundtables / Waste &<br>Recycling Expo Canada | MRF Operations Forum /<br>Paper & Plastics Recycling<br>Conference / RCon/<br>BIR World Recycling<br>Convention & Exhibition<br>/ NERC Fall Conference/<br>ARA Annual Conference /<br>ReMA Southeast Region<br>Fall Convention | Plastics Recycling<br>World Expo North<br>America |                                   |
| Close Date:                                  | Dec. 1, 2025                | Jan. 2, 2026                                                             | Feb. 2, 2026            | March 2, 2026                       | April 1, 2026                                                                                                                                                                      | May 1, 2026                                                                                | June 1, 2026       | July 1, 2025               | Aug. 3, 2026                                                                            | Sept. 1, 2026                                                                                                                                                                                                                  | Oct. 1, 2026                                      | Nov. 2, 2026                      |
| Materials Due:                               | Dec. 8, 2025                | Jan. 9, 2026                                                             | Feb. 9, 2026            | March 9, 2026                       | April 8, 2026                                                                                                                                                                      | May 8, 2026                                                                                | June 8, 2026       | July 8, 2025               | Aug. 10, 2026                                                                           | Sept. 8, 2026                                                                                                                                                                                                                  | Oct. 8, 2026                                      | Nov. 9, 2026                      |