

# PLASTICS RECYCLING

MACHINERY, PROCESSING AND THE BUSINESS OF RECYCLING

Produced in cooperation with



## 2026 MEDIA GUIDE Serving a Growth Market!



The recycling of postconsumer and postindustrial plastics is one of the fastest growing industrial sectors. *Plastics Recycling* offers unique access to this marketplace. Published through a partnership between *Plastics Machinery & Manufacturing* and *Recycling Today* magazines, *Plastics Recycling* combines powerful market reach with editorial leadership.

Distribution to the entire circulation of both magazines delivers unmatched reach to the entire plastics recovery, reprocessing and remanufacturing value chain.

The combined editorial team has decades of experience in the plastics and recycling industries. This creates uniquely insightful, reader-driven content that delivers deep reader engagement.

Unmatched reach and value for your advertising message!

## Unmatched Rate Efficiency

Advertising really is about reaching decision-makers, not placing an ad.

*Plastics Recycling* reaches more decision-makers! What's more, it does so at less than half the cost of the competition\*.

Publication	1x FP Rate	Circulation	CPM
<i>Plastics Recycling Update</i>	\$1,900	6,500	\$292.31
<i>Plastics Recycling</i>	\$6,970	48,060	\$145.03
<i>Plastics Recycling**</i>	\$5,576**	48,060	\$116.02

\*Distribution and rates based upon each publishers 2024 published information. \*\*Rate for members of PLASTICS

## Unmatched market reach



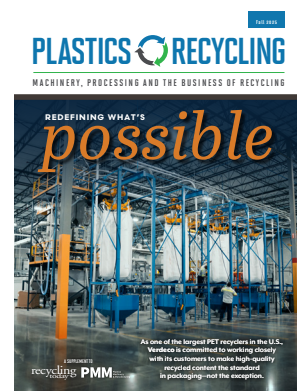
31,000

+



16,599

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48,060

*Plastics Recycling* is distributed to all subscribers of *Recycling Today* and *Plastics Machinery & Manufacturing*. This encompasses the entire plastics recovery, reprocessing and remanufacturing value chain. It's a level of market access simply not available anywhere else.

# Market Reach: 48,060

Issue	Ad Close Date	Ad Materials Due
March 2026	February 2	February 10
July 2026	June 1	June 8
November 2026	October 1	October 8

## Unique Market Drivers

The plastics recycling industry continues its transformational change that will ultimately lead to a larger, more developed and sustainable industry. The primary drivers of this change are:

### Import Restrictions

Nations such as China that long have been the destination for recovered plastics have elected to close their borders to imports of this material. This necessitates the development of domestic recovered plastic processing capacity.

### Environmental Concerns

Growing awareness of the environmental damage being done by ocean plastics has increased consumer awareness of the dangers mismanaged plastics can pose, creating consumer-led demand for restrictions on plastics usage.

### Technological Development

Enhancements to machinery used to reclaim and process plastics as well as the advent of a wide range of additives, such as compatibilizers and stabilizers, make plastics recycling more feasible and economical. The continued development of advanced and chemical recycling also is favorably impacting the industry's growth.

These factors combine to create a tremendous opportunity for suppliers to the industry and plastics traders. Processing systems are being built to transform recovered plastics into specification raw materials. This investment means plant and equipment sales are increasing. As capacity ramps up, traders will be able to fill the supply chain.

Advertising rates		Standard Rate	PLASTICS Member Rate
Full Page	1X	\$7,318	\$5,854
Full Page	2X	\$5,980	\$4,784
Full Page	3X	\$5,293	\$4,235

### AD SIZES

Full Page (non-bleed) 7" x 10" | Full Page (with bleeds) 8-1/8" x 10-3/4"

• *Plastics Recycling* advertising is full page. • Rates are net and per insertion. • For special position and cover pricing, please contact your salesperson. • On all bleed advertisements, allow 3/8" from any trim edge for live or type matter.

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. Ads can be submitted via FTP upload. 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 information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.



## Contact the sales team:

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