

2023

# MEDIA KIT



COVERING THE BUSINESS  
OF RECYCLING SINCE 1963.  
**EXPERIENCE MATTERS.**



DIGITAL | PRINT | CUSTOM CONTENT

**RecyclingToday.com**

# RecyclingToday.com

BOLD NEW DESIGN. SAME POWERFUL ENGAGEMENT.



## ONLINE

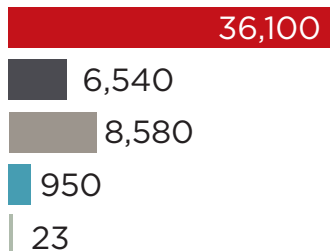
More **Traffic** | More **Visibility** | More **Authority**



*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.*

## VISIBILITY IN SEARCH ENGINES

GOOGLE INDEXED PAGES



■ **RecyclingToday.com**  
■ **Recyclinginternational.com**  
■ **Resource-recycling.com**  
■ **Scrap.org**  
■ **MetalsRecyclingMagazine.com**

## DOMAIN AUTHORITY

This is a measure of the power of a domain name/website. Domain authority is based on three factors: age, popularity and size.

# 60

RECYCLINGTODAY.COM

52 - **Recyclinginternational.com**  
57 - **Resource-recycling.com**  
38 - **Scrap.org**  
0 - **MetalsRecyclingMagazine.com**



## BY THE NUMBERS



**216,907**  
AVERAGE  
PAGE VIEWS



**93,839**  
AVERAGE  
MONTHLY USERS



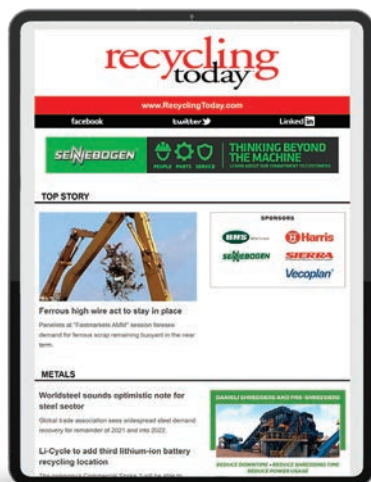
**34.1%**  
MOBILE USERS



**25,745**  
eNEWSLETTER  
SUBSCRIBERS



**28.7%**  
eNEWS  
OPEN RATE



## TARGETED eNEWSLETTERS

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

### RECYCLING TODAY

DISTRIBUTION: **25,745**  
OPEN RATE: **28.7%**  
Twice weekly

### AUTO SHREDDING

DISTRIBUTION: **2,361**  
OPEN RATE: **44.1%**  
Monthly

### PLASTICS RECYCLING REPORT

DISTRIBUTION: **31,973**  
OPEN RATE: **29.3%**  
Monthly

### RECYCLING TODAY GLOBAL REPORT

DISTRIBUTION: **8,101 IN 135 NATIONS**  
OPEN RATE: **38.6%**  
Twice monthly



► *Recycling Today Global Report*, our popular eNewsletter, will be published 24 times in 2023. Each edition offers industry news, market intelligence and analysis, keeping readers interested and adding impact for advertisers.

Integrated into RecyclingToday.com, the eNewsletter and website are optimized for mobile, tablet and desktop platforms.

Commodities are traded globally, and processing technology is in demand worldwide. *Recycling Today Global Report* connects with decision-makers across the globe, reaching 130+ nations.

## RECYCLING TODAY BUYERS' GUIDE

► Our print edition buyers' guide was a longtime reader favorite. Now, that powerful reference is available as a fully searchable online database.

A limited number of high-profile advertising spots are available. Advertisers receive enhanced and weighted listings as well as an increased number of listing categories.

This online resource is promoted throughout the year in our eNewsletters, in print and at industry events, so be sure to reserve your annual ad.



## PRODUCT PREVIEW SERIES

Powerful and productive eMail marketing



### SCRAP INDUSTRY AND SCRAP EXPO PRODUCT PREVIEWS

Always popular, these editions are distributed to *Recycling Today*, *Construction & Demolition Recycling* and *Recycling Today Global Report* lists, one each in spring and fall. Increase awareness of your products with these important buying audiences.



### SPRING & FALL PRODUCT PREVIEWS

This edition is distributed to *Recycling Today*, *Construction & Demolition Recycling* and *Waste Today* lists before the big events, increasing awareness of your products.



### TECHNOLOGY SHOWCASE

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

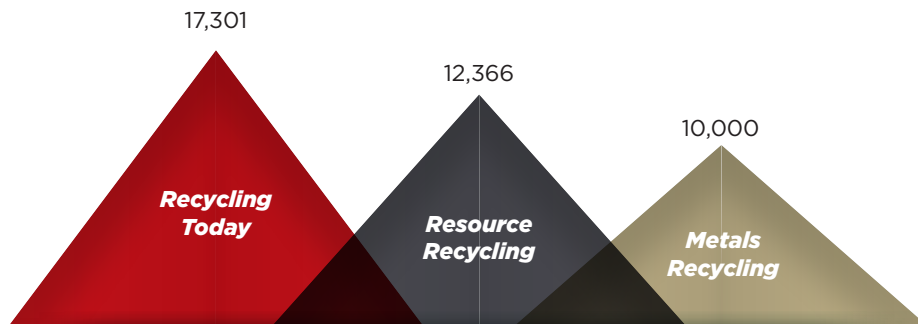


# THE **OLDEST, MOST-RESPECTED MAGAZINE** SERVING THE SCRAP AND RECYCLING INDUSTRY!

## PRINT

More **Reach** | More **Requested** | Most **Current**

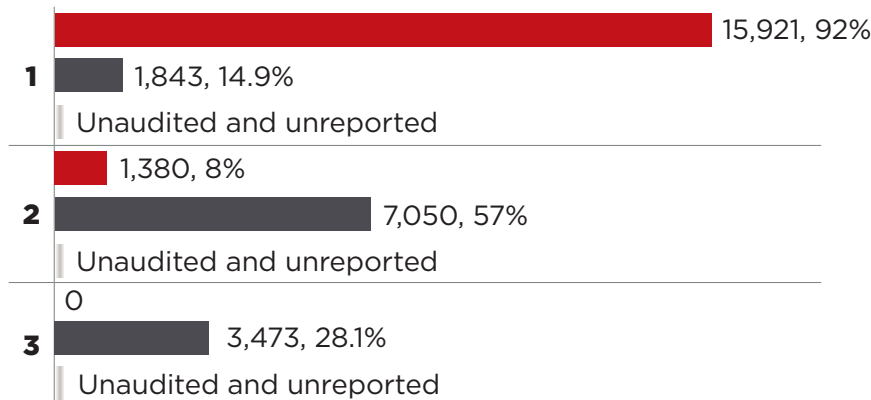
## OVERALL CIRCULATION SIZE



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

## FILE AGE (IN YEARS)

■ **Recycling Today** ■ **Resource Recycling** ■ **Metals Recycling**



\*Recycling Today, June 2022 BPA audit report; Resource Recycling, December 2021 audit report.

## UNMATCHED ACCESS TO INDUSTRY DECISION-MAKERS

- With the largest and most-tenured editorial team, our content drives engagement.
- Our print magazine, eNewsletters and website deliver the largest reach to industry decision-makers.
- Advertising is all about reaching decision-makers.
- Active engagement and superior market reach combine to ensure Recycling Today delivers superior advertising value, online and in print.

## RECORD SOURCE:



**16,846, 97.4%**  
PERSONAL DIRECT REQUEST  
**455, 2.6%**  
DIRECTORY SOURCED



**11,723, 94.8%**  
PERSONAL DIRECT REQUEST  
**38, 0.3%**  
COMPANY REQUEST  
**349, 2.8%**  
ELECTRONIC COMMUNICATION  
**256, 2.1%**  
ASSOCIATION ROSTERS



UNAUDITED AND  
UNREPORTED

\*Recycling Today, June 2022 BPA audit report; Resource Recycling, December 2021 audit report.



# 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, MAY, SEPTEMBER

A collaborative effort between *Recycling Today* and Davis Index, this supplement provides deep-dive analysis into global scrap metal flows, volume and pricing trends as well as 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.

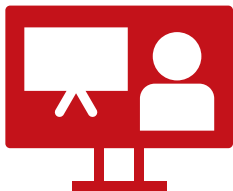
*\*Contact us for production deadlines and rates.*



## 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.



## CUSTOM CONTENT DEVELOPMENT

We've been doing it for years. We can help with virtually any project.

- Custom magazines
- Case studies, advertorials, white papers and eBooks
- Podcast and webinar series
- Roundtable or focus-group discussions
- Brochures and books
- Special events

## OUR SISTER PUBLICATIONS



PROVIDING PROVEN MARKET ACCESS SINCE 1963

5811 Canal Road,  
Valley View, Ohio 44125 U.S.A.  
Phone +1-216-393-0300  
Fax +1-216-525-0517  
RecyclingToday.com

# 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

Testimonials and profiles can be done for print or the web, with powerful lead-generation elements.

## CUSTOM WEBINARS

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



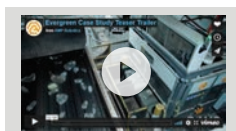
## PROJECT SHOWCASE

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 timeslot to share important product introductions, vital new technology offerings or enhancements to existing products. Presentation, interview and video style 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!

## 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



**MELINDA MCNUTT**  
ACCOUNT  
REPRESENTATIVE  
+1 216-393-0354  
MMcnutt@gie.net

# 2023 RATES & SPECIFICATIONS

**Advertising Rates:** 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.

## 2023 PRINT

### FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
<b>FULL PAGE</b>	\$4,804	\$4,372	\$3,978	\$3,622	\$3,296	\$2,998
<b>2/3 PAGE</b>	4,035	3,672	3,341	3,043	2,768	2,518
<b>1/2 ISLAND</b>	3,348	3,047	2,772	2,525	2,297	2,089
<b>1/2 STANDARD</b>	2,950	2,684	2,442	2,224	2,023	1,841
<b>1/3 PAGE</b>	1,974	1,797	1,635	1,489	1,354	1,232
<b>1/4 PAGE</b>	1,499	1,367	1,241	1,130	1,028	935
<b>1/6 PAGE</b>	975	887	807	735	669	609
<b>BRAND VISION*</b>	\$9,919					
<b>ASK THE EXPERT*</b>	\$7,628					

### COLOR CHARGES

	SINGLE PAGE		SPREAD	
	1X	24X OR GR.	1X	24X OR GR.
<b>STANDARD 2-COLOR, EXTRA</b>	\$310	\$255	\$575	\$445
<b>MATCHED COLOR, EXTRA</b>	410	340	710	580
<b>MATCHED METALLIC COLOR</b>	470	370	860	650
<b>FOUR COLOR PROCESS, EXTRA</b>	890	690	1,550	1,270

### COVER CHARGES

	6x	12x	18x	24x
<b>2<sup>ND</sup> COVER</b>	\$5,900	\$5,328	\$4,809	\$4,342
<b>3<sup>RD</sup> COVER</b>	5,416	4,891	4,414	3,986
<b>4<sup>TH</sup> COVER</b>	6502	5,871	5,299	4,785

**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"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/6 Page Vertical	2 3/16"	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 3/4"	10 1/2"
Live Area	14"	10"

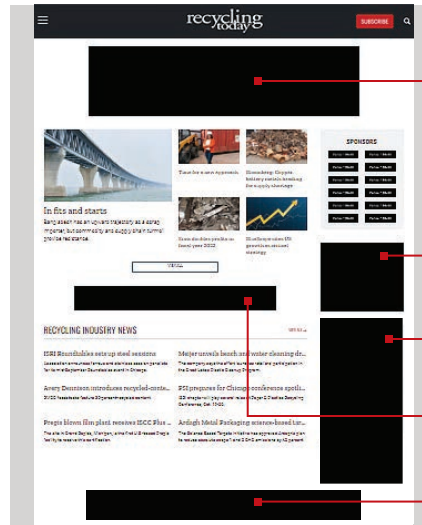
On all bleed advertisements, allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads (perfect bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

**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.

## 2023 INTERACTIVE

### WEBSITE



**BILLBOARD AD**  
970px X 250px  
\$2,979

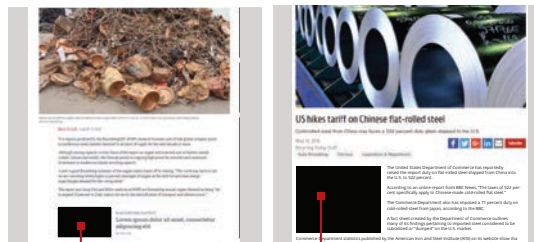
**MEDIUM RECTANGLE**  
300px X 250px  
\$1,354

**HALF PAGE**  
300px X 600px  
\$2,370

**LEADERBOARD**  
728px X 90px  
\$1,652

**SUPER LEADERBOARD**  
970px X 90px  
\$2,139

### WEBSITE



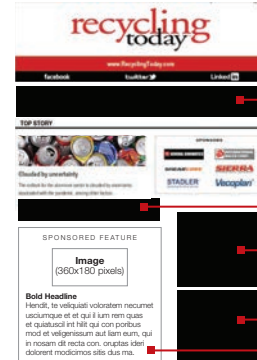
**NATIVE AD**  
640px X 360px  
\$2,437

**CATEGORY IN-LINE**  
300px X 250px  
\$2,234

**LIGHTBOX**  
500px X 500px  
\$4,874

**PARALLAX REVEAL**  
730px X 570px  
\$2,934

### eNEWSLETTER



**LEADERBOARD**  
728px X 90px

**BANNER**  
468px X 60px

**MEDIUM RECTANGLE**  
300px X 250px

**TEXT AD**  
360px X 180px

**MOBILE ADHESION BANNER AD**  
360px X 120px  
\$2,663

eNewsletters	1x	12x	24x	52x
Medium Rectangle Ad	\$1,522	\$1,358	\$1,180	\$1,041
Banner Ad	1,324	1,181	1,026	906
Leaderboard Ad	1,705	1,521	1,321	1,166
Text Ad	2,131	1,901	1,651	1,457

<b>PROJECT SHOWCASE</b>	\$2,384
<b>SPONSORED VIDEO</b>	\$4,675
<b>SUPPLIER SPOTLIGHT</b>	\$2,770

<b>eBOOK*</b>	\$4,768
<b>WEBINAR*</b>	\$8,653

2023	January	February	March	April	May	June	July	August	September	October	November	December
<b>Supplement</b>	Scrap Recycling		Plastics Recycling		Scrap Recycling		Plastics Recycling		Scrap 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>Industry Leaders Q&amp;A</b>	◆		◆		◆		◆		◆		◆	
<b>Municipal Recycling</b>	◆				◆				◆			
<b>MRF Operations</b>		◆						◆				◆
<b>Scrap Yard Operations</b>			◆			◆				◆		
<b>ITAD/Secure Destruction</b>				◆				◆			◆	
<b>International Markets</b>				◆				◆				◆
<b>Transportation</b>				◆				◆				◆
<b>Workforce</b>			◆				◆				◆	
<b>Lists &amp; Maps</b>	Secondary Aluminum Producers (supplement)			Largest Nonferrous Scrap Processors					MRF List & Map	Wire Chopping Installations List		20 Largest Scrap Paper Consumers (supplement)
<b>Equipment Focus</b>		Baling				Scrap Handler	Sorting	Shredding & Granulating			Material Handling	
<b>Additional Content</b>	Plastics Consumer Profile	Smelting & Refining Report	Steel Industry Update	Environmental Justice & Recycling	Nonferrous Foundry Update	Packaging Design Trends	Ferrous Foundry Profile	Aluminum Consumer Profile	Tire Recycling	Steel Industry Update	Red Metals Consumer	Year in Review
		Recovered Paper Consumer Profile	MRF Design	Municipal Contracting	IC&I Recycling	Red Metals Consumer Profile			Auto Parts Recycling	Auto Shredding Technology		Waste & Recycling Industry M&A
				Battery Recycling						Chemical Recycling Update		
				Recycling Education								
				Business Financing								
				Automotive Design Trends								
<b>Bonus Distribution</b>	Materials Recycling Association of India	Sustainability in Packaging, Southeast Recycling Conference & Trade Show	i-SIGMA Conference & Trade Show	ISRI2023, WasteExpo, SWANA SOAR	BIR World Recycling Convention, RelFocus Sustainability & Recycling Summit, CARI Annual Convention, Federation of New York Solid Waste Associations Conference with Trade Show	ISRI Gulf Region Summer Convention			Scrap Expo, ISRI Commodity Roundtables, Automotive Recycling Association Conference, WasteCon	MRF Operations Forum, Paper & Plastics Recycling Conference (PPRC), PPRC Europe, BIR Global Trading Forum, Scrap & Steel North America Conference, ISRI Southeast Region Fall Convention, NERC Fall Conference, Plastics Recycling World Expo North America		
<b>Close Date:</b>	Dec. 1, 2022	Jan. 3, 2023	Feb. 1, 2023	March 1, 2023	April 3, 2023	May 1, 2023	June 1, 2023	July 3, 2023	Aug. 1, 2023	Sept. 1, 2023	Oct. 2, 2023	Nov. 1, 2023
<b>Materials Due:</b>	Dec. 8, 2022	Jan. 10, 2023	Feb. 8, 2023	March 8, 2023	April 10, 2023	May 8, 2023	June 8, 2023	July 10, 2023	Aug. 8, 2023	Sept. 8, 2023	Oct. 9, 2023	Nov. 8, 2023
<b>Buyers' Guide Closes: Jan. 11, 2023; Materials Due: Jan. 18, 2023</b>												