RecyclingToday.com
BOLD NEW DESIGN. SAME POWERFUL ENGAGEMENT.

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

**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

**VISIBILITY IN SEARCH ENGINES**
GOOGLE Indexed Pages

- **36,100**
- 6,540
- 8,580
- 950
- 23

**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

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.
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

**PLASTICS RECYCLING REPORT**
- DISTRIBUTION: 31,973
- OPEN RATE: 29.3%
  - Monthly

**AUTO SHREDDING**
- DISTRIBUTION: 2,361
- OPEN RATE: 44.1%
  - 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.
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.

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 SUPPLEMENT**
**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.
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
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+1 216-393-0279
MSmith@gie.net

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ACCOUNT REPRESENTATIVE
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AKapalko@gie.net

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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**

<table>
<thead>
<tr>
<th>Format</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>$4,804</td>
<td>$4,372</td>
<td>$3,978</td>
<td>$3,622</td>
<td>$3,296</td>
<td>$2,998</td>
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<tr>
<td>2/3 PAGE</td>
<td>4,035</td>
<td>3,672</td>
<td>3,341</td>
<td>3,043</td>
<td>2,768</td>
<td>2,518</td>
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<td>1/2 ISLAND</td>
<td>3,348</td>
<td>3,047</td>
<td>2,772</td>
<td>2,525</td>
<td>2,297</td>
<td>2,089</td>
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<tr>
<td>1/2 STANDARD</td>
<td>2,950</td>
<td>2,684</td>
<td>2,442</td>
<td>2,224</td>
<td>2,023</td>
<td>1,841</td>
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<tr>
<td>1/3 PAGE</td>
<td>1,974</td>
<td>1,797</td>
<td>1,635</td>
<td>1,489</td>
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<td>1/4 PAGE</td>
<td>1,499</td>
<td>1,367</td>
<td>1,241</td>
<td>1,130</td>
<td>1,028</td>
<td>935</td>
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<tr>
<td>1/8 PAGE</td>
<td>975</td>
<td>887</td>
<td>807</td>
<td>735</td>
<td>669</td>
<td>609</td>
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<tr>
<td>BRAND VISION</td>
<td>$9,999</td>
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**COLOR CHARGES**

<table>
<thead>
<tr>
<th>Format</th>
<th>Single Page</th>
<th>24x OR GR.</th>
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</thead>
<tbody>
<tr>
<td>STANDARD 2-COLOR, EXTRA</td>
<td>$310</td>
<td>$255</td>
</tr>
<tr>
<td>MATCHED COLOR, EXTRA</td>
<td>410</td>
<td>340</td>
</tr>
<tr>
<td>MATCHED METALLIC COLOR</td>
<td>470</td>
<td>370</td>
</tr>
<tr>
<td>FOUR COLOR PROCESS, EXTRA</td>
<td>890</td>
<td>690</td>
</tr>
</tbody>
</table>

**COVER CHARGES**

<table>
<thead>
<tr>
<th>Format</th>
<th>Single Page</th>
<th>24x OR GR.</th>
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</thead>
<tbody>
<tr>
<td>2x COVER</td>
<td>$5,790</td>
<td>$5,528</td>
</tr>
<tr>
<td>3x COVER</td>
<td>5,416</td>
<td>4,891</td>
</tr>
<tr>
<td>4x COVER</td>
<td>6,502</td>
<td>5,871</td>
</tr>
</tbody>
</table>

**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.
- All advertising artwork, insertion orders, contracts and copy instructions for printed ads: Recycling Today, 5811 Canal Rd., Valley View, Ohio 44125. For more information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

**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" x 10".

**Non-Bleed Ad Sizes**

- **Full Page:** Width 7" x 10"
- **1/2 Page:** Width 4 7/8" x 10"
- **1/4 Page Island:** 4 7/8" x 7 7/8"
- **1/4 Page Horizontal:** 4 7/8" x 4 7/8"
- **1/8 Page Vertical:** Width 3 1/2" x 10"
- **1/8 Page Square:** 3 1/2" x 3 1/2"
- **1/16 Page Vertical:** 2 1/4" x 10"
- **1/16 Page Square:** 2 1/4" x 2 1/4"
- **1/32 Page Vertical:** 2 1/8" x 10"
- **Bleed Ad Sizes**

**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
- $2,159

**LIGHTBOX**

- 500px X 500px
- $4,874

**PARALLAX REVEAL**

- 730px X 570px
- $2,934

**NATIVE AD**

- 640px X 360px
- $2,437

**CATEGORY IN-LINE**

- 300px X 250px
- $2,234

**eNEWSLETTER**

**LEADERBOARD**

- 728px X 90px

**BANNER**

- 468px X 60px

**MEDIUM RECTANGLE**

- 300px X 250px

**TEXT AD**

- 360px X 180px

**eNewsletters**

- 1x
- 12x
- 24x
- 52x

**SPONSORED VIDEO**

- $4,675

**WEBINAR**

- $6,653

**SUPPLIER SPOTLIGHT**

- $2,770

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**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.
<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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</thead>
<tbody>
<tr>
<td><strong>Supplement</strong></td>
<td>Scrap Recycling</td>
<td>Plastics Recycling</td>
<td>Plastics Recycling</td>
<td>Scrap Recycling</td>
<td>Plastics Recycling</td>
<td>Scrap Recycling</td>
<td>Plastics Recycling</td>
<td>Paper</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Commodity Focus</strong></td>
<td>Precious Metals</td>
<td>Copper</td>
<td>Paper</td>
<td>Aluminum</td>
<td>Ferrous</td>
<td>Nickel/Stainless</td>
<td>Copper</td>
<td>Paper</td>
<td>Aluminum</td>
<td>Plastics</td>
<td>High-Temp Alloys</td>
<td>Ferrous</td>
</tr>
</tbody>
</table>

### In Every Issue

<table>
<thead>
<tr>
<th>Category</th>
<th>Ferrous</th>
<th>Nonferrous</th>
<th>Paper</th>
<th>Plastic</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Recurring Content

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company Profile</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Industry Leaders Q&amp;A</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Municipal Recycling</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>MRF Operations</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Scrap Yard Operations</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>ITAD/Secure Destruction</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>International Markets</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Transportation</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Workforce</strong></td>
<td>✓</td>
</tr>
</tbody>
</table>

### Equipment Focus

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plastics Consumer Profile</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Smelting &amp; Refining Report</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Steel Industry Update</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Environmental Justice &amp; Recycling</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Nonferrous Foundry Update</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Packaging Design Trends</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Ferrous Foundry Profile</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Aluminum Consumer Profile</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Tire Recycling</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Steel Industry Update</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Red Metals Consumer</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Year in Review</strong></td>
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</tr>
</tbody>
</table>

### Additional Content

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recovered Paper Consumer Profile</strong></td>
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<tr>
<td><strong>MRF Design</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Municipal Contracting</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>IC&amp;I Recycling</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Red Metals Consumer Profile</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Auto Parts Recycling</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Auto Shredding Technology</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Waste &amp; Recycling Industry M&amp;A</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Battery Recycling</strong></td>
<td>✓</td>
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<tr>
<td><strong>Chemical Recycling Update</strong></td>
<td>✓</td>
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<tr>
<td><strong>Recycling Education</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Business Financing</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Automotive Design Trends</strong></td>
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</table>

### Bonus Distribution

<table>
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<tr>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td><strong>Materials Recycling Association of India</strong></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Sustainability in Packaging, Southeast Recycling Conference &amp; Trade Show</strong></td>
<td>✓</td>
</tr>
<tr>
<td>i-SIGMA Conference &amp; Trade Show</td>
<td>✓</td>
</tr>
<tr>
<td>ISRI2023, WasteExpo, SWANA SOAR</td>
<td>✓</td>
</tr>
<tr>
<td>BIR World Recycling Convention, ReFocus, Sustainability &amp; Recycling Summit, CEPI Annual Convention, Federation of New York Solid Waste Associations Conference with Trade Show</td>
<td>✓</td>
</tr>
<tr>
<td>ISRI Gulf Region Summer Convention</td>
<td>✓</td>
</tr>
<tr>
<td>Scrap Expo, ISRI Commodity Roundtables, Automotive Recycling Association Conference, WasteCon</td>
<td>✓</td>
</tr>
<tr>
<td>MRF Operations Forum, Paper &amp; Plastics Recycling Conference (PPRC), PPIC Europe, BIR Global Trading Forum, Scrap &amp; Steel North America Conference, ISRI Southeast Region Fall Convention, NDRC Full Conference, Plastics Recycling World Expo North America</td>
<td>✓</td>
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### Close Date:

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td><strong>Close Date:</strong> Dec. 1, 2022</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Materials Due:</strong> Dec. 8, 2022</td>
<td>✓</td>
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### Buyers' Guide Closes: Jan. 11, 2023; Materials Due: Jan. 18, 2023