

Global digital plastics magazines, apps and newsletters from AMI

Process-specific digital plastics publications:
available online; on tablets; on smartphones



Published by:

AMI

2023
Media data

Plastics Recycling WORLD

Plastics Recycling World magazine combines the simplicity and familiarity of a printed publication with the additional features of online delivery and digital interactivity. Our simple page-turner interface allows readers to forward links to articles – allowing valuable content to be shared with colleagues and customers – and download PDFs for storage and printing.

The magazine is available free-of-charge online using a standard web browser. Subscribers are notified of each new edition of *Plastics Recycling World* by email – an important benefit in our post-Covid world of mobile and remote working – with a single click taking them directly to the magazine (our 27,163 email subscribers cover more than 140 countries).

Plastics Recycling World can also be read on iPad, iPhone and Android-based devices using our free app, launched in 2021, which has been downloaded more than 830 times and is extending our reach into key fast growing markets such as India, China and Turkey.

We also use our @PlasticsWorld Twitter feed to keep readers up to date with the latest plastics industry news and to let them know whenever we publish a new edition of *Plastics Recycling World* magazine. @PlasticsWorld has a global following of more than 23,400 people and is the most followed plastics industry news feed on **Twitter**.

2023 Features List

January/February

Film recycling
Pelletisers
Polystyrene recycling

March/April

PET recycling
Melt filtration
Additives
Chinaplas 2023 Preview (17-20 April)

May/June

Shredders
Compatibilisers
Post-industrial recycling
Plastics Recycling World Expo Europe Preview (14-15 June)

July/August

Washing and drying
WEEE and ELV recycling
Chemical recycling
Plast preview (5-8 September)

September

Sorting technology
Rigid polyolefin packaging
Granulators

October

Recycling and compounding lines
Additives
Odour reduction
Plastics Recycling World Expo North America Preview (8-9 November)
Fakuma 2023 Preview (17-21 October)

November/December

PET recycling
Colours and pigments
Testing and quality control

Exhibition and show coverage

Plastics Recycling World covers all of these international plastics shows. Make sure you don't miss your chance to advertise. Check the Features List for more information.



AMI - Bringing the plastics industry together

Plastics Recycling World magazine is published by plastics industry data and media group AMI. It organises the **Plastics Recycling World Expo Europe** and **Plastics Recycling World Expo North America**, which take place in Essen in Germany and Cleveland, OH, USA. These run alongside the Plastics Extrusion World Expo, Compounding World Expo and Polymer Testing World Expo. AMI also organises the US-located Injection Molding & Design Expo.

<https://www.ami.international/exhibitions>



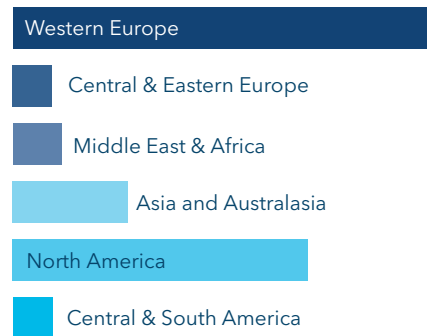
Plastics Recycling World Distribution Data



Plastics Recycling World covers the entire mechanical plastics recycling chain, reaching waste management and recycling companies, as well as suppliers of additives and washing, sorting, shredding and compounding plant.

Global email distribution by region

Total email subscribers: 27,163*

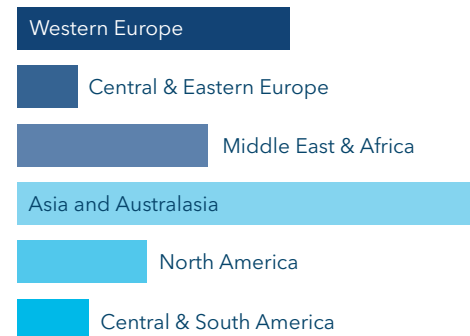


Top 10 countries by number of subscribers:



Global app downloads by region

Total app downloads: 830*



*Email and app download data at 1 September 2022 based on validated email addresses and app store location

Top 10 app user locations by downloads:



Meet the Plastics Recycling WORLD team



David Eldridge / Editor

David has more than 25 years experience of international B2B publishing, mostly writing for the plastics industry. An English graduate, he has also covered the metals, oil and gas industries.



Claire Bishop / Advertising Manager

Claire Bishop is an experienced consumer and B2B media sales specialist. She has worked with AMI since the company launched its digital magazine division in 2008.



Chris Smith / Editor-in-Chief

Chris graduated in materials science and worked in the plastics industry prior to moving into B2B publishing. He has been writing about plastics for more than 25 years.



Maggie Liu / Advertising Sales Agent - China and Hong Kong

Maggie is a B2B media sales professional with more than 20 years' experience in the Chinese and Asian marketplace.



Chris Saunders / Senior Staff Writer

Chris is the newest addition to the AMI Magazines editorial team joining in 2022. He has more than 20 years' experience in the publishing industry and has lived and worked in both the UK and China.



Ms Sydney Lai / Advertising Sales Agent - Taiwan

Sydney has been involved in marketing promotion and media sales covering magazines, conferences and events for more than 15 years.



Paul Beckley / Head of Business Development

Paul is a media professional with more than 30 years of experience in the international B2B events industry, holding positions in Europe and Asia. Paul joined AMI in 2020.



Yogesh Vyas / Advertising and Expo Sales Agent - India

Yogesh has worked in media and event sales in India for more than 20 years. He is currently sales director at B2B media sales platform Dexspo.

Drive new engagement in China with our dedicated Plastic Recycling World Chinese newsletter

Plastics Recycling World has developed a strategic editorial partnership with Ringier Trade Media to introduce the Plastics Recycling World e-Newsletter. Written in simplified Chinese and published 12 times a year, it is 100% focused on the specific needs of the plastics recycling supply chain and delivers relevant and up-to-date information on the most important global technical developments, with key content covering shredding, separation, washing, sorting, processing, filtration, compounding, pelletising, additives and ancillaries. The Plastics Recycling World e-Newsletter reaches 11,200 selected recipients with essential market, business, and legislative insight that will enable readers in China to identify, develop and commercialise profitable recycling opportunities.

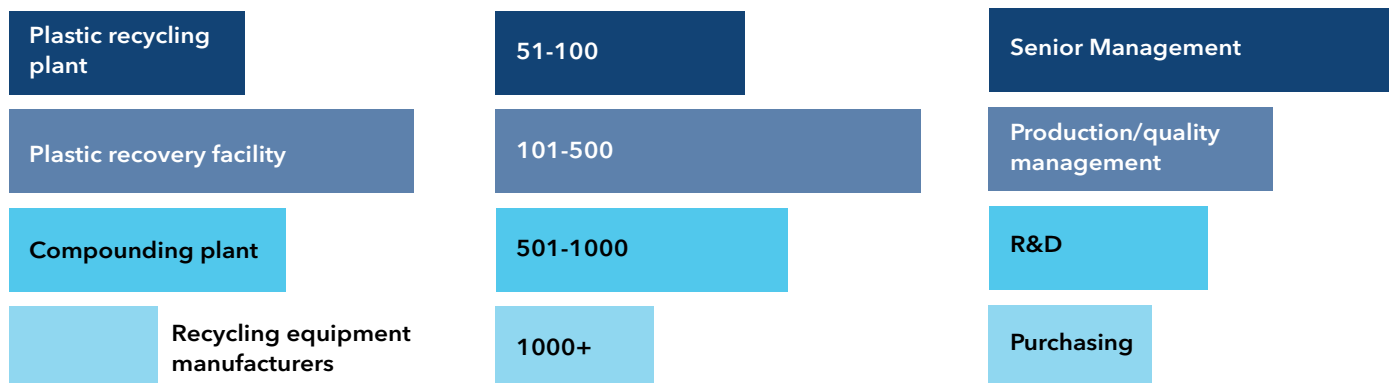


Editorial Calendar - 2023

Issue	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023
Theme	Regulations/ requirements for single-use plastics and recycling certification	Technical challenges and applications of food-grade RPET	Techniques for plastics recycling and update on sorting technology	Innovative applications of PCR (Post-Consumer Recycled) plastics	Developments in mechanical recycling technology	Minimising odour emission from plastic recyclates
Advertising Deadline	09/01/2023	10/02/2023	14/03/2023	14/04/2023	12/05/2023	14/06/2023
Issue	July 2023	August 2023	September 2023	October 2023	November 2023	December 2023
Theme	Recycled plastic granulation and extrusion technologies	Recycling of WEEE plastics	Recycled marine plastics and related applications	Developments in chemical recycling technology	Melt filter application in plastic recycling	Year-end Review: Major events in plastics recycling in 2023
Advertising Deadline	12/07/2023	11/08/2023	13/09/2023	16/10/2023	10/11/2023	15/12/2023

Circulation 11,200

By Industry



2023 Rates and Data: Magazines

AMI's magazines are digital magazines for the digital age. They are available free-of-charge online using a standard internet browser and can also be read on the iPad, iPhone and Android-based devices using our free apps or HTML5 browser.

The **online editions** are hosted on the Yudu platform for digital magazines, which means there is no need for readers to download special software or large files. Subscribers are notified of each new edition by email and a simple click of a weblink takes them to the latest magazine. Our user-friendly interface allows them to browse and read the magazine just like a printed product, but with the additional benefits of online delivery and digital interactivity. Readers can easily forward links to articles, allowing them to share each magazine's valuable content with colleagues, suppliers and customers. And they can

download the magazine as a PDF for storage and printing.

The apps for the **iPad, iPhone** and **Android** devices are proving very popular with readers around the world. The dedicated apps have been downloaded more than 71,688 times since their launch in 2012, and more subscribers are signing up every day. Our apps are extending the reach of the magazines beyond their already substantial online readership, providing even more value for advertisers.

We also use our @PlasticsWorld **Twitter** feed to keep our readers up to date with the latest plastics industry news and to let them know whenever we publish a new edition of each magazine. To date, @PlasticsWorld has attracted a global following of more than 23,432 people and is one of the most popular sources of plastics industry information on the social media site.

€ - Euros	Single	3+	6+	12+
Double Page Spread	€ 4,070	€ 3,455	€ 3,080	€ 2,520
Page	€ 2,945	€ 2,385	€ 2,085	€ 1,670
Half Page	€ 1,895	€ 1,615	€ 1,475	€ 1,225
Third Page	€ 1,655	€ 1,425	€ 1,300	€ 1,105
Quarter Page	€ 1,345	€ 1,145	€ 1,026	€ 885

\$ - Dollars	Single	3+	6+	12+
Double Page Spread	\$4,705	\$3,955	\$3,525	\$2,890
Page	\$3,410	\$2,730	\$2,390	\$1,915
Half Page	\$2,205	\$1,885	\$1,720	\$1,430
Third Page	\$1,930	\$1,650	\$1,510	\$1,295
Quarter Page	\$1,545	\$1,330	\$1,195	\$1,030

Guaranteed positions:

Special positions - for example, right hand or consecutive pages - can be guaranteed for a booking premium of 15% of the rate card charge

Simple pricing:

All rates include insertion in both online and app editions

Brochure Showcase entry:

€410 or \$470 per brochure

Profile features (advertorial):

Full pages: €3,620 (\$4,220)

Double-page spread €5,245 (\$6,110)

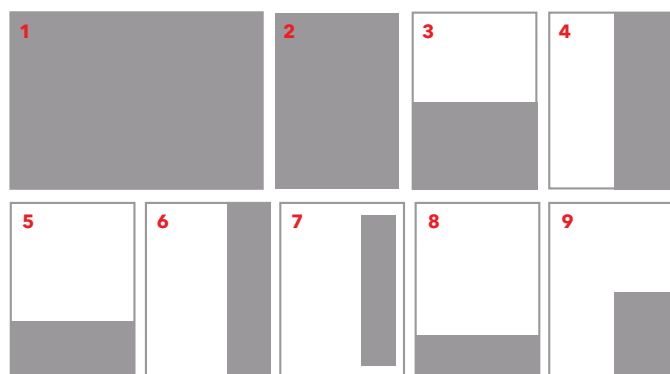
File formats:

Final advertisement copy should be supplied as high resolution (minimum 200dpi) digital files in either PDF or JPG format. To ensure the optimum results across our different digital platforms we recommend you use our Adobe Joboptions settings when outputting your artwork. These can be downloaded at <http://bit.ly/AMIPDF>.

If you wish to supply any other format, please contact us to discuss compatibility. Our full advertisement terms and conditions can be viewed at <http://bit.ly/AdvertisingTandCs>

Video/interactive:

It is possible to add rich media to your adverts, such as videos, flash animation, surveys and presentations. To find out what is possible and how much it costs, contact us to discuss your ideas. We also offer banner and skyscraper adverts on all of our magazine websites. Contact us for our competitive rates and the latest viewing figures.



Advertisement copy sizes

Advertisement copy sizes	Width by height
1. Double-page spread:	420mm x 297mm
2. Full page	210mm x 297mm
3. Half page (horizontal):	210mm x 146mm
4. Half page (vertical):	100mm x 297mm
5. Third page (horizontal):	210mm x 99mm
6. Third page (vertical) TO TRIM	72mm x 297mm
7. Third page (vertical) TYPE AREA	57mm x 251mm
8. Quarter page (horizontal):	210mm x 74mm
9. Quarter page (vertical):	100mm x 146mm

2023 Rates and Data: e-Newsletters

Source new buyers in China with our targeted newsletters

- ▶ Published monthly/bimonthly
- ▶ Comprehensive lead reporting
- ▶ Exclusive China distribution
- ▶ Written in simplified Chinese
- ▶ Functions on any device
- ▶ Globally respected publishers

Rates and specifications

Sponsor Position		Specification	Rates USD per Month	Availability
A	Vertical Banner	200 x 240 Pixel, GIF/JPG 50k, Animation 2 sec/frame	\$1,220	Maximum 3
B	Inner Banner	468 x 60 Pixel, GIF/JPG 40k, Animation 2 sec/frame	\$1,100	Maximum 3
C	Text AD	Headline: 30 characters max with spaces, Message: 150 characters max with spaces, (no paragraph breaks) and one hyperlink. The image 160 x 95 Pixel	\$920	Maximum 3
	Link to Article	Title + text + normal image + link to article landing page		
	Link to Video	Title + text + image with play icon + link to video landing page		
D	Leaderboard Banner	728 x 90 Pixel, GIF/JPG 50k, Animation 2 sec/frame	\$1,340	Exclusive, 2 Positions with same link for one client



Contact us

To discuss advertising options and availability



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