

Media information 2021

Plastics Recycling WORLD

AMI's global digital magazine and apps for the plastics recycling industry

Plastics Recycling World is the monthly magazine providing business, industry and technology news for all involved in the collection, sorting and recycling of plastics around the globe - our 25,339 email subscribers cover more than 150 countries. It is accessed by thousands of readers every month free-of-charge online, on tablets and smartphones, and for the first time this year, also via our free app for the iPad, iPhone and Android devices.

Plastics Recycling World delivers relevant and up-to-date information on the most important technical developments, market trends, business news and legislative announcements direct to readers' email inboxes or smart devices. And, unlike general plastics magazines, it is 100% focused on the specific information needs of the plastics recycling market.

Published by our expert editorial team at AMI - the leading provider of databases, market intelligence, conferences and expos for the global plastics processing industries - *Plastics Recycling World* benefits from access to our detailed databases of senior decision makers at plastics sorting, recycling and recompounding sites across Europe, the Americas, Asia and the Middle East. These global databases include key purchasers of polymers, additives, processing machinery and ancillary equipment built up over more than 35 years.

Our advertisements are very competitively priced and include links directly to your website. If you are selling machinery, equipment, materials, additives or services to plastics recyclers and recompounders, then *Plastics Recycling World* is the vehicle to promote your business globally.

Plastics Recycling World offers:

- ✓ Comprehensive global coverage
- ✓ 100% focused on plastics recycling
- ✓ In-depth market knowledge
- ✓ Free access online and via app (NEW)
- ✓ Direct email delivery
- ✓ Highly competitive advertisement rates
- ✓ Live weblinks from all advertisements
- ✓ App viewable without internet connection

Visit www.plasticsrecyclingworld.com to see the latest issue and take out a free subscription

For more information about advertising in *Plastics Recycling World*, contact:

Claire Bishop:
claire.bishop@ami.international

or Levent Tounjer:
levent.tounjer@ami.international

Published by:

AMI



Digital magazines for the digital age: online; on tablets; on smart phones

We lead the way with electronic magazines for the plastics industry

Plastics Recycling World combines the simplicity and familiarity of a printed publication with the additional features of online delivery and digital interactivity. Readers can 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 25,339 email subscribers cover more than 150 countries).

Starting this year, *Plastics Recycling World* can also be read on iPad, iPhone and Android-based devices using our free app. The app versions of our four other plastics magazines have been downloaded more than 65,000 times and have extended our reach into growing markets such as China, India and Thailand.

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 21,400 people and is the most followed plastics industry news feed on Twitter.

2021 features list

January/February 2021

Film recycling
Pelletisers
Polyurethane recycling

March/April 2021

PET recycling
Melt filtration
Additives
Plastics Recycling World Expo Europe preview
NPE preview

May/June 2021

Shredders
Compatibilisers
In-house recycling

July/August 2021

Colours
Washing and drying
WEEE and ELV recycling
Plastics Recycling World Expo Europe review

September 2021

Sorting
Rigid packaging recycling
Granulators
Fakuma preview

October 2021

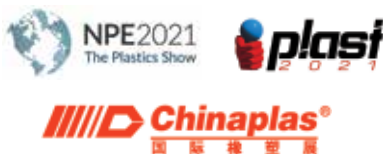
Recycling and compounding lines
Additives
Odour reduction
Plastics Recycling World Expo N America preview

November/December 2021

PET recycling
Testing and controls
Chemical recycling
Plastics Recycling World Expo N America review

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 AMI, the international plastics data expert and organiser of the **Plastics Recycling World Expo Europe** and **Plastics Recycling World Expo USA**. These two focused exhibitions run alongside the Compounding World Expo, Plastics Extrusion World Expo and Polymer Testing World Expo and take place in Essen in Germany on 7-8 October 2020 and Cleveland, OH, USA on 4-5 November 2020. The debut events each attracted more than 4,000 visitors.

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



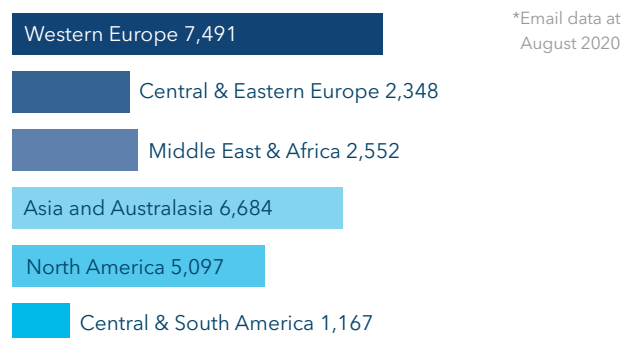
Plastics Recycling World - targeted and global



Plastics Recycling World magazine offers an unrivalled global coverage through its email subscriber and app user base. Our 25,339 email subscribers cover 151 countries. This year also sees the launch of the *Plastics Recycling World* app, which will extend the magazine's reach into fast growing markets in Asia.

Global email distribution by region

Size of email list: 25,339 subscribers in 151 countries*



Top 10 countries by number of subscribers:



New for 2021 – the Plastics Recycling World app

Plastics Recycling World will also be available as an app version for iPhones, iPads and Android devices from 2021. The free app is downloadable from the Apple Appstore or

Google Playstore and allows users to build up their own magazine collection on their mobile device. App editions are fully interactive and provide the additional benefit of offline reading. There is no additional charge for advertisements in the app editions, which are proven* to extend readership in fast growing markets such as China, India and Thailand.

*Based on download analysis of our current *Compounding World*, *Injection World*, *Pipe and Profile Extrusion*, and *Film and Sheet Extrusion* apps



The *Plastics Recycling World* app is sponsored by FIMIC

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.

Email: david.eldridge@ami.international



Elizabeth Carroll / Consultant

Elizabeth is an experienced specialist consultant in plastics recycling and circular economy issues who has been working for AMI since 2010. She graduated from the University of the West of England with a masters degree in town planning.



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.

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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.

Email: claire.bishop@ami.international



Mark Holmes / Contributing Editor (UK)

Mark is a freelance editor and journalist with more than 20 years' experience in writing and managing plastics industry publications. Based in the UK, Mark is a graduate in chemical engineering.



Levent Tounjer / Sales & Commercial Manager

Levent has more than 20 years' experience in international B2B advertising and sponsorship sales, largely focused on magazines and events for the polymer industry.

Email: levent.tounjer@ami.international



Peter Mapleston / Consulting Editor (Italy)

Peter has been writing for international plastics magazines for more than 30 years. He graduated in polymer science and technology in the UK, before settling in Italy. Peter has been writing for AMI Magazines since 2013.

Advertising rates and data

Injection World's competitive global advertising rates ensure your marketing budget goes much further.

€ - Euros	Single	3+	6+	12+
Double-page spread	€ 3,740	€ 3,000	€ 2,700	€ 1,870
Page	€ 2,520	€ 2,010	€ 1,825	€ 1,260
Half page	€ 1,765	€ 1,425	€ 1,285	€ 900
Third Page	€ 1,490	€ 1,170	€ 1,060	€ 765
Quarter page	€ 1,125	€ 900	€ 810	€ 585

\$ - Dollars	Single	3+	6+	12+
Double-page spread	\$4,275	\$3,425	\$3,090	\$2,140
Page	\$2,885	\$2,290	\$2,085	\$1,440
Half page	\$2,020	\$1,625	\$1,470	\$1,030
Third Page	\$1,700	\$1,340	\$1,210	\$875
Quarter page	\$1,290	\$1,030	\$930	\$670

Simple pricing:

All rates include insertion in both online and the new app editions.

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.

Rich media:

It is possible to add rich media to your adverts, such as videos and animations. Contact us to find out what's possible and how much it costs.

Brochure Showcase entry:

€325 or \$375 per brochure.

Profile features (advertorial):

Full pages: €3,245 (\$3,750)

Double-page spread €4,832 (\$5,550)

Webinar production/hosting:

AMI's webinar service provides a simple and cost-effective means to deliver your message to an international audience. Contact Levent Tounjer for more details.

Website promotion:

We offer banner and skyscraper advertising space on the www.plasticsrecyclingworld.com website. Contact us for rates and viewing data.

File formats:

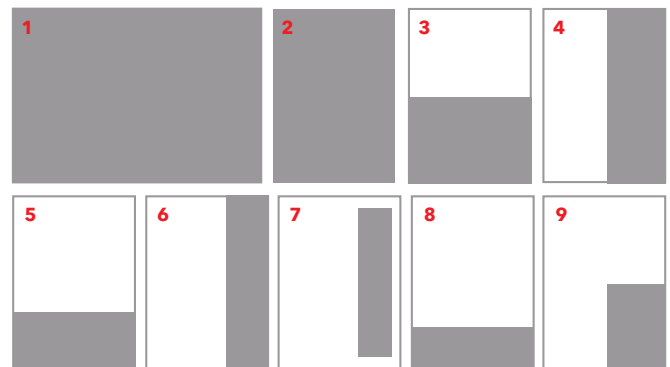
Final advertisement copy should be supplied as high resolution (minimum 200dpi) digital files in either PDF or JPG format. To ensure the optimum results across our different digital platforms we recommend you use our Adobe Joboptions settings when outputting your artwork. These can be downloaded at 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

Advertisement copy sizes

- | | |
|------------------------------------|---------------|
| 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 |

Width by height



The AMI magazine portfolio

AMI publishes four other digital magazines: *Compounding World*, *Injection World*, *Pipe and Profile Extrusion* and *Film and Sheet Extrusion*. If you place bookings in more than one of our magazines the series booking rates will accumulate across all of your adverts.

Find out about our other titles at www.ami.international/mags

Compounding WORLD
Film and Sheet EXTRUSION WORLD
Pipe and Profile EXTRUSION
Plastics Recycling WORLD

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25,339 email subscribers | 21,418 Twitter followers | 150+ countries | NEW free app