

PLASTICS DECORATING



MEDIA GUIDE
2017

www.plasticsdecorating.com

NOTE FROM THE EDITOR

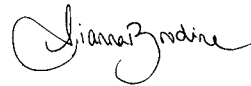
The plastics manufacturing industry has roared back from the economic recession, and the decorating and assembly sectors are seeing rapid growth. Increased volumes have been assisted by new technologies and equipment advances, and *Plastics Decorating* is committed to covering the processes and machinery that contribute to the successes of our readership. From automotive and appliance to cosmetics, containers, toys, electronics and other contract decorating industries, the targeted readership of *Plastics Decorating* translates to an engaged audience for your advertising message.

The quarterly magazine features the decorating and assembly techniques that can make the difference in any facility, while also showcasing articles that help to achieve job profitability or work around operational challenges. In addition to print coverage, our audience is expanded through apps for Apple®- and Android®-based phones and tablets; in a monthly ENews that covers the latest industry news in between issues of the print magazine; on a website that is accessed daily for its technical

article resources; and at tradeshows where copies of the magazine reach those who haven't yet subscribed.

With more than 16,000 readers across all formats, *Plastics Decorating* is the best resource for corporate, engineering and production personnel servicing the decorating and assembly segments. We're proud to enter our 17th year of publication as a valued supplier of industry news and technology advances, and we invite you to reach our targeted audience with your advertising message.

Thank you,



Dianna Brodine, Managing Editor



MARKETING OPPORTUNITIES

Maximum Impact for Your Targeted Advertising Dollar

PLASTICS DECORATING MAGAZINE

Plastics Decorating reaches a targeted plastics decorating and assembly audience through its print, digital and mobile editions.

- Reaches nearly 12,000 industry professionals
- Free links to the advertiser's website through the digital edition, with 1,350 views per quarter
- Bonus distribution at tradeshows and conferences throughout the year

Each magazine is packed with information on decorating techniques for plastics, including pad printing, digital printing, hot stamping, heat transfer and laser marking. Assembly processes are covered, too, with detailed information on adhesives, ultrasonic welding, laser welding, surface treatment and robotics.



PLASTICS DECORATING WEBSITE

The *Plastics Decorating* website offers additional advertising opportunities to connect with customers and prospects through strategically placed web banners. The website contains expanded news stories, fresh content and live links to industry resources.

- Banner ads available
- Averaging 3,500 page views per month



PLASTICS DECORATING ENEWS

The *Plastics Decorating* ENews is distributed to 3,000 plastics decorating and assembly professionals throughout the US and internationally each month, providing

- Increased circulation
- Up-to-date industry news
- Product launches and technology trends

This cost-effective advertising vehicle offers another way to reach a worldwide audience and drive traffic through direct links to the advertiser's website.



EDITORIAL CALENDAR

JANUARY/FEBRUARY 2017 Ad Closing: January 9 Materials Due: January 16 Publication Date: February 1

- 2017 Buyers Guide Issue (FREE listing with display advertising)
- Pad Printing Highlight
- Trends and New Technologies in Pad Printing
- Ink Performance Testing
- Assessing Assembly Methods: Adhesives or Welding?

BONUS DISTRIBUTION

- InPrint 2017
- SPE Decorating & Assembly Division TopCon

APRIL/MAY 2017 Ad Closing: March 31 Materials Due: April 10 Publication Date: May 1

- Hot Stamping/Heat Transfer Highlight
- Decorating and Assembly at US Universities
- Laser Welding Advantages
- Container Decorating Methods and Best Practices
- Future of Automotive Decorating

BONUS DISTRIBUTION

- SPE Decorating & Assembly Division TopCon
- HBA Global Expo
- PLASTECH East

JULY/AUGUST 2017 Ad Closing: June 30 Materials Due: July 10 Publication Date: August 1

- Video Spotlight Issue (special advertising section)
- Inkjet, Screen and Offset Printing Highlight
- SGIA Show Preview
- Taking Advantage of Manufacturers' Training
- Importance of Equipment Maintenance

BONUS DISTRIBUTION

- SGIA Expo
- PACK EXPO International

OCTOBER/NOVEMBER 2017 Ad Closing: September 29 Materials Due: October 9 Publication Date: November 1

- In-Mold Decorating and Labeling Highlight
- IMDA Award Winners
- Best Practices in Paint Application
- Laser Etching for In-Mold Decorating
- Comparing Plastics Staking Methods

BONUS DISTRIBUTION

- NPE 2018
- PLASTECH West 2018

IN EVERY ISSUE

- ▶ Expert Q&As
- ▶ Technology Updates
- ▶ Application Profiles
- ▶ New Product Introductions
- ▶ Association Updates from SPE's Decorating & Assembly Division

READERSHIP AND CIRCULATION

Plastics Decorating reaches nearly 12,000 plastics professionals each quarter involved in the decorating and/or assembly of plastic parts and products through print, digital and mobile distribution. Published on a quarterly basis, the magazine is distributed to corporate management, as well as plant managers and production managers involved with the plastics decorating process. All four print issues offer additional distribution at industry-related tradeshows in 2017, including InPrint 2017, HBA Global Expo, PACK EXPO Las Vegas and SGIA. A monthly ENews and updated website reach additional audiences with fresh content.

AUDIENCE BREAKDOWN PER QUARTER

MAGAZINE

Print Edition	9,450
Tradeshow Distribution	1,000
Digital Edition (Website and Mobile App)*	1,350
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Total Magazine Circulation	11,770

*Average quarterly unique visitors/downloads

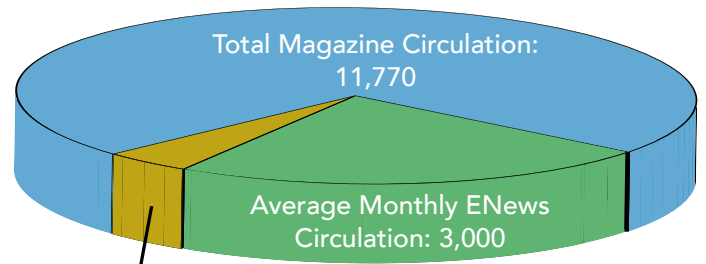
PD ENEWS

Average Monthly Circulation	3,000
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WEBSITE

Average Monthly Unique Visitors	1,750
Average Monthly Visits	2,300
Average Monthly Page Views	3,500

TOTAL AUDIENCE: 16,520
(includes duplicate circulation/visitors)



Average Monthly Website Unique Visitors: 1,750

INDUSTRY SEGMENTS REACHED

- Contract Plastic Decorating
- Custom Plastic Molding
- (with secondary decorating/assembly operations)
- Automobile Parts Manufacturing
- Sporting Goods Manufacturing
- Cosmetics Manufacturing
- Toy Manufacturing
- Plastic Bottle/Container Manufacturing
- Credit Card Manufacturing
- Advertising Specialty Manufacturing