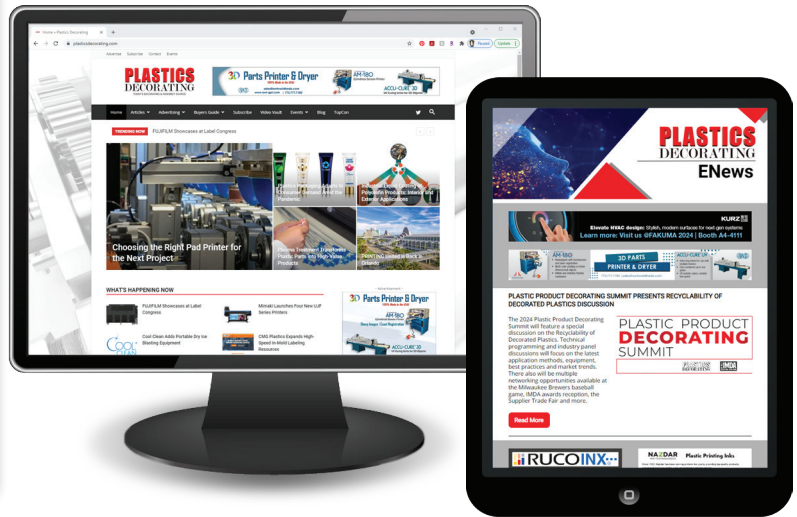


# PLASTICS DECORATING

## 2025 MEDIA KIT



## WHAT IS PLASTICS DECORATING?

*Plastics Decorating* reaches a targeted audience of plastics decorating professionals, with an emphasis on direct-to-product and in-mold decorating/labeling processes with print, digital and mobile distribution. Packed with technical content, problem-solving plans and industry data, the magazine provides actionable content that aims to educate and improve the entire industry.

## OUR MISSION

Each magazine is packed with information on decorating techniques for plastics, including pad printing, digital inkjet, hot stamping/heat transfers, laser marking, and in-mold decorating/labeling.

## WHY US?



**12,000**  
readers  
each quarter



**3,610**  
digital edition  
page views  
each month



**4,000**  
enews readers  
each issue



**8,500**  
website page  
views  
each month

*Plastics Decorating* brings **relevant, actionable content** to an intensely targeted audience 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, plant managers and production engineers** involved with the plastics decorating process.

### ADVERTISING EXPOSURE

#### Print & Digital Magazine

12,000

Avg. Qtrly. Readership

3,610

Avg. Monthly Digital Page Views

#### Plastics Decorating ENews

4,000

Avg. Circulation Each Month

#### Website

6,250

Avg. Monthly Unique Visitors

5,000

Avg. Monthly Visits

8,500

Avg. Monthly Page Views



### MAGAZINE DISTRIBUTION

The print edition of *Plastics Decorating* magazine is distributed across the United States four times each year, with additional distribution at tradeshow and other industry events. Readers also can access digital copies of the publication for free at [www.plasticsdecorating.com](http://www.plasticsdecorating.com). Additional audience reach is achieved through a monthly newsletter and via the *Plastics Decorating* website, which features the latest news and archived stories from years past.

### TARGETED READERSHIP

Contract Plastic Decorating

Custom Plastic Molding  
(with secondary decorating/assembly operations)

Automobile Parts  
Manufacturing

Sporting Goods Manufacturing

Cosmetics Manufacturing

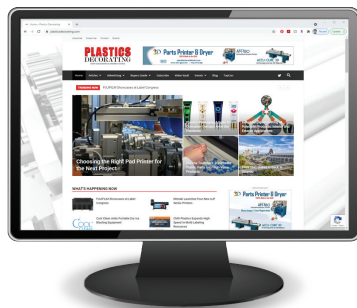
Toy Manufacturing

Plastic Bottle/Container  
Manufacturing

Credit Card Manufacturing

Advertising Specialty  
Manufacturing

With print, digital and mobile delivery methods, *Plastics Decorating* reaches readers wherever they are.



website contains the latest news with links to stories and access to the digital edition

TARGETED DISTRIBUTION THAT REACHES THE DECISION MAKERS IN PLASTICS DECORATING AND ASSEMBLY



accessible anywhere on mobile devices




digital edition features live links to websites and videos for more in-depth information



## AUDIENCE REACH OPPORTUNITIES

 Print ads with digital exposure, too

 Website advertising with exposure to every visitor







 ENews advertising for monthly exposure

 Video enhancement opportunities in the digital edition



Digital editions enhance the print magazine with interactive **video** and **clickable links**. The digital edition is hosted on the *Plastics Decorating* website and promoted through email and social media - giving advertisers **extended exposure**.

### ADDITIONAL AUDIENCE REACH AT TRADESHOWS AND INDUSTRY EVENTS

PRODUCT DEC. SUMMIT	   	PRINTING UNITED
PLASTEC WEST	   	PLASTEC EAST
PTXPO 2025	   	PACK EXPO LAS VEGAS

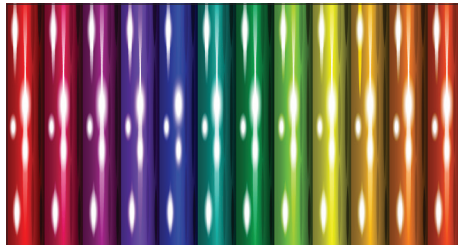


### JANUARY/FEBRUARY

- **Buyers Resource Guide Edition**
- Focus: Sustainability/Recyclability Advantages for IML/IMD and Direct-to-Object Decorating
- Process Highlight: Pad Printing
- Technology: Plasma vs. Flame Treatment for Plastics

**Bonus Distribution:** Plastec West 2025, PTXPO 2025

Ad Closing **Jan. 8, 2025**  
 Ad Materials Due **Jan. 16, 2025**  
 Publication Date **Feb. 10, 2025**  
 Online Launch **Feb. 17, 2025**



### APRIL/MAY

- Focus: Decoration Options for Plastic Packaging
- Process Highlight: Hot Stamping Foils/Heat Transfers
- Technology: Automation for IML/IMD and Secondary Decorating Processes

**Bonus Distribution:** Plastec East 2025; Plastic Product Decorating Summit 2025

Ad Closing **Apr. 1, 2025**  
 Ad Materials Due **Apr. 8, 2025**  
 Publication Date **May 5, 2025**  
 Online Launch **May 12, 2025**

### Monthly Exposure Opportunities in *Plastics Decorating* ENews

The *Plastics Decorating* ENews is distributed to 4,000 plastics decorating and assembly professionals throughout the US and internationally each month, providing

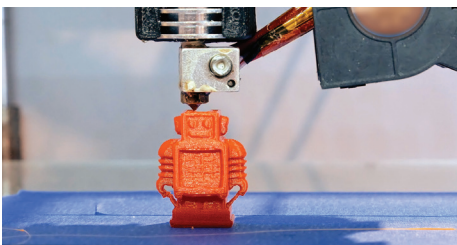
- Increased circulation
- Up-to-date industry news
- Product launches and technology trends

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

### Daily Exposure Opportunities on the *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 8,500 page views per month with 6,250 unique visitors



### JULY/AUGUST

- Focus: Printing Inks for 3D Plastics
- Process Highlight: Digital Decorating Processes (Inkjet and Laser Etching)
- Technology: Decoration of Additive Manufactured Parts

**Bonus Distribution:** PRINTING United 2025, PACK EXPO Las Vegas 2025; Plastic Product Decorating Summit 2025

Ad Closing **July 3, 2025**  
 Ad Materials Due **July 11, 2025**  
 Publication Date **Aug. 1, 2025**  
 Online Launch **Aug. 8, 2025**



### OCTOBER/NOVEMBER

- Focus: 2026 Outlook for Decorated Plastics
- Process Highlight: In-Mold Decorating/Labeling
- 2024 IMDA Awards
- Technology: Label and Film Options for IML/IMD

**Bonus Distribution:** Plastec 2026, PTXPO 2026

Ad Closing **Sept. 30, 2025**  
 Ad Materials Due **Oct. 7, 2025**  
 Publication Date **Oct. 31, 2025**  
 Online Launch **Nov. 7, 2025**

### Expanded Exposure Opportunities in the *Plastics Decorating* Digital Edition

- Free links to advertisers' websites through the digital editions, with 3,610 page views per month
- Video links available as an ad enhancement
- Promoted via email and social media for additional exposure

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