2027 MEDIA KIT

PLASTICS DECORATING

Plastics Decorating reaches a targeted audience of plastics decorating professionals, with an emphasis on direct-to-object 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.

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

AUDIENCE EXPOSURE

Print & Digital Magazine

12,000
Avg. Qtrly. Readership

2,037
Avg. Monthly Digital Page Views

Plastics Decorating ENews

3,366
Avg. Circulation Each Issue

Website

8,526
Avg. Monthly Visits

9,458
Avg. Monthly Page Views

TARGETED READERSHIP

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

MAGAZINE DISTRIBUTION

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

PRINT + DIGITAL ADVERTISING

Plastics Decorating provides relevant, actionable content to an intensely targeted audience involved with the decorating and/or assembly of plastic parts and products through its print and digital editions. Beyond the pages of the magazine, *Plastics Decorating* offers advertisers additional marketing opportunities to connect with customers and prospects, thereby achieving maximum impact for the advertiser's dollar.

MARKETING OPPORTUNITIES

- **DIGITAL EDITIONS** – Recognizing the mobile nature of today's businesses, the magazine is available online through a digital edition. Ads in the digital edition feature a direct link to the advertisers' websites, with opportunity to upgrade to a video overlay or embed. Additional advertising opportunities available for each digital edition.
- **TRADESHOW DISTRIBUTION** – Advertisers maximize their presence at industry tradeshows and events with bonus distribution throughout the year. See the editorial calendar for distribution information.
- **BUYERS GUIDE LISTING** – Print advertisers receive a free listing in the Buyers Guide in the January/February issue of *Plastics Decorating*. The Buyers Guide is available in print and online throughout the year.
- **ADDITIONAL PRESS COVERAGE** – Gain maximum exposure through advertiser-specific press releases as submitted.

2027 NEW DIGITAL OFFERINGS

Plastics Decorating is evolving with the way the industry connects. Our digital offerings provide more ways to share your expertise, to offer your solutions and to give you more ways to reach industry professionals.

- WEBINARS – Share a conversation with a presentation that highlights your expertise and technologies as a focus.
- EMAIL BLASTS – Stand out with dedicated emails highlighting your products, services, news or events.
- VIDEO PODCASTS – 5 to 10 minute video interview where companies can provide details on its current offerings, new product launches, company expansions and more.

Contact us for details, pricing and availability.

RATES

PRIME POSITIONS (Full page only)	Rates (4-color) 4x Advertisers Only (per issue)
Back Cover	$2,235
Inside Front Cover	$2,275
Inside Back Cover	$2,225
Page 3	$2,275
Page 5	$2,275

	Rates (4-color) 1x to 3x (per issue)	4x (per issue)
Full Page	$2,175	$1,950
1/2 Page (horizontal or vertical)	$1,600	$1,500
1/4 Page (horizontal or vertical)	$1,250	$1,075

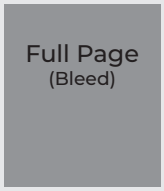
Inserts $2,500 per issue

Please contact the production office at 785.271.5801 for insert specifications, quantities and shipping information.

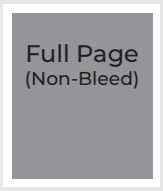
PRINT ADVERTISING SPECIFICATIONS

Web Offset, Saddlestitched

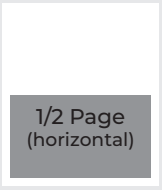
	Width	Height
Magazine Trim Size	8.375"	10.875"
Bleed Size	8.625"	11.125"
Live Area	7.875"	10.5"



Full Page (Bleed)
8.625" x 11.125"

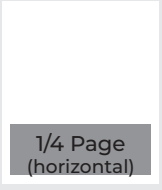


Full Page (Non-Bleed)
7.5" x 10"



1/2 Page (horizontal)
7.5" x 4.875"

1/2 Page (vertical)
3.75" x 10.25"



1/4 Page (horizontal)
7.5" x 2.5"

1/4 Page (vertical)
3.75" x 4.875"

ENEWS ADVERTISING

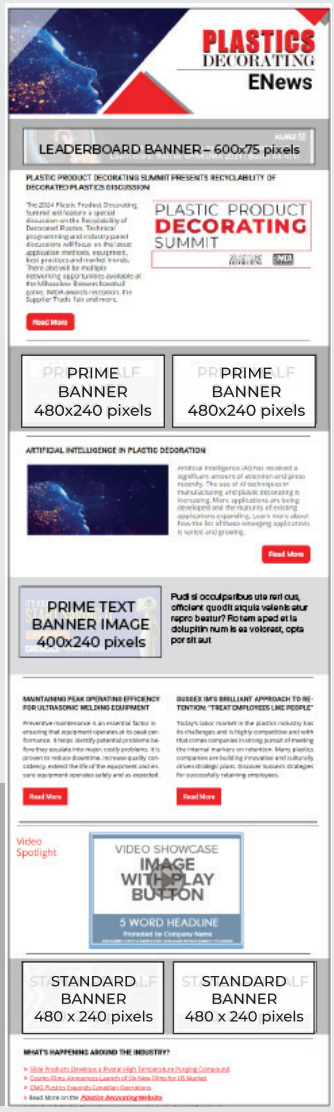
PLASTICS DECORATING ENEWS MARKETING OPPORTUNITIES

The *Plastics Decorating* ENews is distributed to 3,366 plastics decorating professionals involved with direct to object and in-mold decorating processes throughout the US and internationally each month, providing

- Up-to-date industry news
- Product launches and technology trends
- Informative on-line articles on decorating processes

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

- LEADERBOARD AD
- PRIME BANNER AD
- PRIME TEXT BANNER
- VIDEO SPOTLIGHT Located directly under the first set of industry stories, this advertising opportunity helps companies take advantage of the growing online video trend and can be directly linked to the video or video page on the company's website. Includes 5-word headline and company name.
- STANDARD BANNER AD



Size	Rates (per issue)		
	3x	6x	12x
Leaderboard	$600	$525	$450
Prime Banner (2 spots available)	$575	$500	$425
Prime Text Banner	$550	$475	$400
Video Spotlight	$525	$450	$375
Standard Banner (2 spots available)	$475	$400	$325

Required Formats

- Send all banners as .jpg files only. No animated ads will be accepted.
- Files should be at least 300 dpi and RGB color.

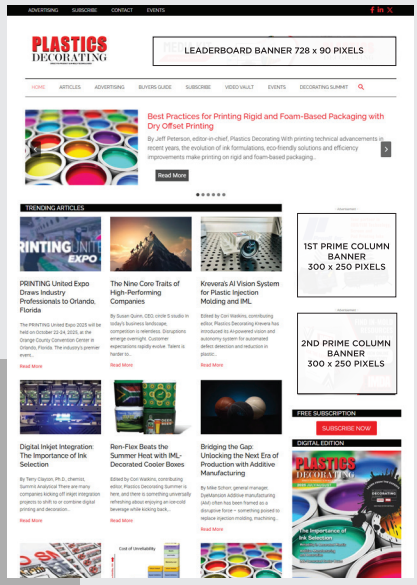
WEBSITE ADVERTISING

Plastics Decorating offers additional advertising opportunities to connect with customers and prospects through strategically placed banners on the *Plastics Decorating* website.

WEBSITE ADVERTISING BANNER OPPORTUNITIES

(Exclusive to one advertiser. Does not rotate with other ads)

- TOP LEADERBOARD BANNER (1 opportunity – run of site)
- ARTICLES PAGE LEADERBOARD BANNER (1 opportunity – Article and Digital Archive)
- PRIME COLUMN BANNERS (1 opportunity each – run of site)



Size	Rates (monthly)*			
	1x	3x	6x	12x
Top Leaderboard Banner	$1,000	$725	$600	$500
Articles Leaderboard Banner	$750	$500	$425	$350
1st & 2nd Prime Column Banner	$950	$650	$550	$450

*Ad placement is for a one-/three-/six-/twelve-month time period.

Required Formats

- Send static banners as .jpg files only. Animated .gif files are allowed – no longer than 8 seconds.
- Files should be at least 72 dpi and RGB color and no larger than 50KB in size.

EDITORIAL LINE-UP

JANUARY/FEBRUARY

- **Buyers Resource Guide Edition**
- Market Focus: Cosmetic Packaging Trends
- Process Highlight: Pad Printing
- Technology: Solving Design & Production Challenges with IML/IMD
- Event Highlight: NPE2027

Bonus Distribution:

- MD&M West 2027
- NPE2027

Ad Closing **Jan. 8, 2027** Ad Materials Due **Jan. 15, 2027** Publication Date **Feb. 1, 2027** Online Launch **Feb. 15, 2027**

APRIL/MAY

- Market Focus: Automotive Trends with Decorating Processes
- Process Highlight: Hot Stamping Foils/Heat Transfers
- Technology: Innovations in Metallics for Decorated Plastics
- Event Preview: Plastic Product Decorating Summit 2027

Bonus Distribution:

- Plastic Product Decorating Summit 2027
- PRINTING United 2027
- RadTech UV+EB Technology Conference & Expo

Ad Closing **Apr. 2, 2027** Ad Materials Due **Apr. 9, 2027** Publication Date **Apr. 26, 2027** Online Launch **May 10, 2027**

JULY/AUGUST

- Market Focus: Medical Device Opportunities for IML/IMD and DTO
- Process Highlight: Digital Decorating Processes (Inkjet and Laser Etching)
- Technology: Innovations in Surface Treatment and Cleaning
- Event Preview: PRINTING United 2027

Bonus Distribution:

- PRINTING United 2027
- PACK EXPO Las Vegas 2027
- Plastic Product Decorating Summit 2027

Ad Closing **July 2, 2027** Ad Materials Due **July 9, 2027** Publication Date **July 26, 2027** Online Launch **Aug. 9, 2027**

OCTOBER/NOVEMBER

- Market Focus: 2028 Outlook for Decorated Plastics
- Process Highlight: In-Mold Decorating/Labeling
- 2027 IMDA Awards
- Technology: Molding Simulation for IML/IMD
- Event Preview: MD&M West 2028

Bonus Distribution:

- MD&M West 2028

Ad Closing **Oct. 1, 2027** Ad Materials Due **Oct. 8, 2027** Publication Date **Oct. 25, 2027** Online Launch **Nov. 8, 2027**

Please call Blake Peterson at 785.271.5801
or email blake@petersonmg.com to book your advertising.

PMG PETERSON media group

Published by Peterson Media Group
2150 SW Westport Dr., Ste. 101
Topeka, KS 66614
785.271.5801