MARKETING OPPORTUNITIES

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

- Distributed to 10,550 industry professionals each quarter in print form
- Free links to advertisers’ websites through the digital editions, with 5,350 page views per month
- 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 ENEWS
The Plastics Decorating ENews is distributed to 3,200 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.

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.

The Plastics Decorating website will be completely redesigned for 2019, making content easily accessible for cellphones and tablets. In addition to a clean look, enhanced SEO will drive more viewers to the site.

- Banner ads available
- Averaging 3,500 page views per month with 1,850 unique visitors

"The decision makers you want to reach in plastics businesses performing decorating and assembly functions."
**EDITORIAL LINE-UP**

### JANUARY/FEBRUARY
- **2019 Buyers Guide Issue**
  - Focus: Pad Printing Technology
  - Surface Treatment Options for Inks and Coatings
  - Assembly: Metal-Resin Bonding Technology
  - Battling Product Counterfeiting with Decorating
- Ad Closing: Jan. 4, 2019
  - Materials Due: Jan. 14, 2019
  - Publication Date: Feb. 1, 2019

### APRIL/MAY
- **Focus: Hot Stamping/Heat Transfer Technology**
- SPE Decorating & Assembly TopCon and IMDA Symposium Preview
- Challenges with In-Mold Label Coatings
- Assembly: Polymer Weld Quality Evaluation
- Decorative Trends in the Cosmetics Industry
- Ad Closing: Apr. 1, 2019
  - Materials Due: Apr. 10, 2019
  - Publication Date: May 1, 2019

### JULY/AUGUST
- **Focus: Digital Direct-to-Part Decorating**
- PRINTING United 2019 Preview
- LED and Electron Beam Curing of Inks on Plastics
- Assembly: Surface Treatments for Hard-to-Bond Plastics
- Q&A on Screen Printing
- Ad Closing: July 1, 2019
  - Materials Due: July 15, 2019
  - Publication Date: Aug. 1, 2019

### OCTOBER/NOVEMBER
- **Focus: In-Mold Decorating and Labeling**
- High-Pressure Forming for Decorative Parts (IML)
- In-Mold Decorating Association Awards
- Assembly: Predicting Weld Quality with Melt-Layer Thickness
- Enhancements for 3D-Printed Parts
- Ad Closing: Oct. 1, 2019
  - Materials Due: Oct. 14, 2019
  - Publication Date: Nov. 1, 2019

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**IN EVERY ISSUE**
- Expert Q&As
- Technology Updates
- Application Profiles
- New Product Introductions
- Association Updates from SPE’s Decorating & Assembly Division
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.

**READERSHIP**

**Print Magazine**
- Avg. Qtrly. Tradeshow Distribution: 1,000

**Digital Edition/Mobile App**
- Avg. Monthly Page Views: 5,350

**Plastics Decorating ENews**
- Avg. Monthly Circulation: 3,200

**Website**
- Avg. Monthly Unique Visitors: 1,850
- Avg. Monthly Visits: 2,350
- Avg. Monthly Page Views: 3,500

**INDUSTRY SEGMENTS REACHED**
- Contract Plastic Decorating
- Custom Plastic Molding
- Automobile Parts Manufacturing
- Sporting Goods Manufacturing
- Cosmetics Manufacturing
- Toy Manufacturing
- Plastic Bottle/Container Manufacturing
- Credit Card Manufacturing
- Advertising Specialty Manufacturing

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