

# Media information 2019

# Plastics Recycling WORLD

The global digital magazine for  
the plastics recycling industry

*Plastics Recycling World* is the bi-monthly digital magazine written exclusively for the global plastics recycling supply chain and distributed electronically to a global audience of key decision makers. The magazine can be accessed free-of-charge online via standard web browsers on any desktop and laptop computer, tablet or smartphone.

*Plastics Recycling World* delivers relevant and up-to-date information on the most important technical developments, market trends, business news, and legislative announcements affecting the world's plastics recycling industry. And, unlike other general plastics magazines, it is 100% focused on the specific information needs of this fast growing industry.

Published by the expert editorial team at AMI - the leading provider of databases, market intelligence and conferences for the global plastics processing industries - *Plastics Recycling World* benefits from access to our detailed databases of senior decision makers across Europe, the Americas, Asia and the Middle East. These global databases include key purchasers of plastics recycling systems, reprocessing machinery, compounding plant, additives and related services.

Looking to access this market? Our advertisements are very competitively priced and include links directly to your website. If you are selling machinery, ancillary equipment, materials, additives or services to the plastics recycling industry, then *Plastics Recycling World* is the vehicle to promote your business globally.

## Plastics Recycling World offers:

- ✓ Comprehensive global coverage
- ✓ 100% focus on plastics recycling
- ✓ Quality expert-written editorial
- ✓ Free access to web and PDF edition
- ✓ Competitive advertising rates
- ✓ Live weblinks included on all ads

Visit [www.plasticsrecyclingworld.com](http://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](mailto:claire.bishop@ami.international)

or Levent Tounjer:  
[levent.tounjer@ami.international](mailto: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

Email circulation: 19,428

 Twitter followers: 18,525

*Plastics Recycling World* is a digital magazine for the digital age. It is available free-of-charge online using a standard internet browser and can also be read on the iPad, iPhone and Android-based devices using our free apps or HTML5 browser.

The **online edition** is hosted on the Yudu platform for digital magazines, which means there is no need for readers to download special software or large files. Subscribers are notified of each new edition by email and a simple click of a weblink takes them to the latest magazine. Our user-friendly interface allows them to browse and read the magazine just like a printed product, but with the additional benefits of online delivery and digital interactivity.

Readers can easily forward links to articles, allowing them to share *Plastics Recycling World's* valuable content with colleagues, suppliers and customers. And they can download the magazine as a PDF for storage and printing.

We use our @PlasticsWorld **Twitter** feed to keep our 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. To date, @PlasticsWorld has attracted a global following of more than 18,525 people and is one of the most popular sources of plastics industry information on the social media site.

## The people behind **Plastics Recycling WORLD**

### David Eldridge / Editor



David is an experienced journalist with more than 25 years experience of international B2B publishing, the last 15 years writing for the plastics industry. An English graduate, he has also covered the metals, oil and gas industries and has extensive print and digital publishing expertise.

Email: david.eldridge@ami.international

### 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 and has extensive experience in launching and chairing international industry conferences.

Email: chris.smith@ami.international

### Mark Holmes / Contributing Editor (UK)



Mark is a freelance editor and journalist with more than 18 years' experience in writing and managing plastics industry publications. Based in the UK, Mark is a graduate in chemical engineering and has been writing for *Compounding World* since 2015.

### Andy Beevers / Director, Events & Digital Magazines



Andy is a chemical engineering graduate with more than 25 years plastics publishing experience. He is responsible for AMI's digital publishing and international plastics conference activities.

Email: andy.beevers@ami.international

### 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

### 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

### Jenny Zhou / Sales Manager (China)



Based in Shanghai, Jenny has held business development, marketing and project management roles in Chinese and international companies working in the e-commerce and manufacturing environments.

Email: jenny.zhou@ami.international

## Confidence in AMI expertise

AMI was founded in 1986 by a group of consultants with expertise in market research, data reports and business intelligence for the global plastics industry. More than 30 years on, our work is still underpinned by our talented staff and our unique databases. With offices in the UK and USA and colleagues based in China, our expert staff can support your business on a global scale, helping you identify exciting market opportunities, new customers and innovative technologies.

Learn more at: [www.plasticsrecyclingworld.com](http://www.plasticsrecyclingworld.com)

# Targeted and informative content

Each month, *Plastics Recycling World* covers key technical developments, market trends, strategic issues, legislative announcements, company activities and new product launches. Our magazine carries in-depth articles written by experienced technical journalists and market experts, as well as exclusive contributions from leading researchers and industry insiders. Our wealth of industry information and analysis ensures that *Plastics Recycling World* provides our readers with exclusive insight into the key market issues and opportunities available to anyone involved in the collection and reprocessing of plastics.

## Features list

### January/February 2019

Film recycling  
Pelletisers  
Intrinsic viscosity

### March/April 2019

WEEE recycling  
Compatibilisers  
Melt filtration

Show preview: *Plastics Recycling World Expo*  
and *Compounding World Expo 2019*

### May/June 2019

PET recycling  
Shredders  
Odour reduction

### July/August 2019

Automotive plastics recycling  
Washing technologies  
Upcycling additives  
*K2019 Visitor guide*

### September/October 2019

Rigid packaging recycling  
Recycling and compounding lines  
Sorting  
Show issue: *K2019*

### November/December 2019

PVC recycling  
Granulators  
Inspection and Testing  
Show review: *K2019*



### Plus in every issue:

- ✓ Business and legislative news
- ✓ New machinery and ancillaries
- ✓ New additives and materials
- ✓ Forthcoming events

### Exhibition and show coverage

Compounding World will be covering all of these international plastics shows in 2019. Make sure you don't miss your chance to advertise. Check our Features List for more information.



# Rates and Data

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

€ - Euros	Single	3+	6+	12+
Double-page spread	€ 3,550	€ 2,850	€ 2,550	€ 1,775
Page	€ 2,400	€ 1,900	€ 1,725	€ 1,200
Half page	€ 1,675	€ 1,350	€ 1,210	€ 850
Third Page	€ 1,400	€ 1,100	€ 1,000	€ 725
Quarter page	€ 1,050	€ 850	€ 775	€ 550

\$ - Dollars	Single	3+	6+	12+
Double-page spread	\$4,150	\$3,325	\$3,000	\$2,075
Page	\$2,800	\$2,225	\$2,025	\$1,400
Half page	\$1,960	\$1,580	\$1,425	\$1,000
Third Page	\$1,650	\$1,300	\$1,175	\$850
Quarter page	\$1,250	\$1,000	\$900	\$650

### 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

### Brochure Showcase entry:

€300 or \$360 per brochure

### Profile features (advertorial):

Full pages: €3,000 (\$3,600)

Double-page spread €4,500 (\$5,360)

### 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 viewed at [www.plasticsrecyclingworld.com](http://www.plasticsrecyclingworld.com)

It is possible to add rich media to your adverts, such as videos, flash animation, surveys and presentations. To find out what's possible and how much it costs, contact us to discuss your ideas. We also offer banner and skyscraper adverts on [www.plasticsrecyclingworld.com](http://www.plasticsrecyclingworld.com). Contact us for our competitive rates and latest viewing figures.

### Advertisement copy sizes

Double-page spread:

Full page

Half page (horizontal):

Half page (vertical):

Third page (horizontal):

Quarter page (horizontal):

Quarter page (vertical):

### Width by height

420mm x 297mm

210mm x 297mm

210mm x 146mm

100mm x 297mm

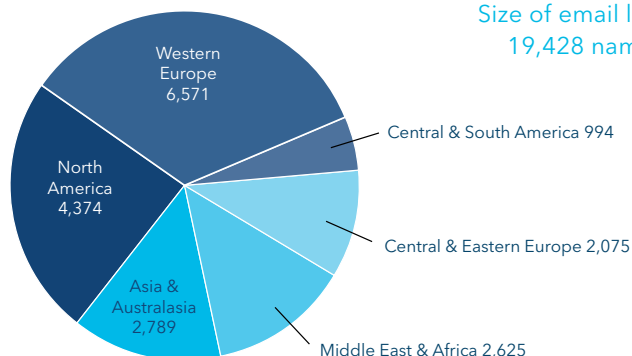
210mm x 99mm

210mm x 74mm

100mm x 146mm

## Global email circulation

Size of email list:  
19,428 names



### 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](http://www.ami.international/mags)

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

## AMI

Third Floor, One Brunswick Square,  
Bristol, BS2 8PE, United Kingdom  
T /+44 (0)117 924 9442  
F/+44 (0)117 311 1534  
[www.ami.international](http://www.ami.international)  
[www.twitter.com/plasticsworld](https://twitter.com/plasticsworld)  
Registered in England No: 2140318

### Editorial

**Editor-in-Chief:** Chris Smith  
[chris.smith@ami.international](mailto:chris.smith@ami.international)  
T/ +44 (0)117 924 9442

**Editor:** David Eldridge  
[david.eldridge@ami.international](mailto:david.eldridge@ami.international)  
T/ +44 (0)117 924 9442

**Contributing editor (UK):** Mark Holmes

### Advertising

**Advertisement manager:** Claire Bishop  
[claire.bishop@ami.international](mailto:claire.bishop@ami.international) T/ +44 (0)1732 682948

**Sales & commercial manager:** Levent Tounjer  
[levent.tounjer@ami.international](mailto:levent.tounjer@ami.international) T/ +44 (0)117 924 9442

**Sales manager (China):** Jenny Zhou  
[jenny.zhou@ami.international](mailto:jenny.zhou@ami.international) T/ +86 13651 985526

**Events and magazines director:** Andy Beevers  
[andy.beevers@ami.international](mailto:andy.beevers@ami.international)

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