Covering the business of recycling since 1963.
Experience matters.

2024 MEDIA KIT
DIGITAL | PRINT | CUSTOM CONTENT
RecyclingToday.com
RecyclingToday.com

POWERFUL ENGAGEMENT ENSURES SUPERIOR ADVERTISING RESULTS.

BY THE NUMBERS

105,589
AVERAGE MONTHLY USERS

127,781
AVERAGE MONTHLY SESSIONS

30.6%
MOBILE USERS

29,786
eNEWSLETTER SUBSCRIBERS

25.4%
eNEWS OPEN RATE

RecyclingToday.com is optimized for mobile, tablet and desktop platforms.

Our website and eNewsletters provide decision-makers in this multibillion-dollar industry 24-hour access to the latest news and industry insights.

VISIBILITY IN SEARCH ENGINES
GOOGLE INDEXED PAGES

56,300

9,800

15,800

1,200

39

DOMAIN AUTHORITY
This is a measure of the power of a domain name/website. Domain authority is based on three factors: age, popularity and size.

39

RECYCLINGTODAY.COM

27 - Recyclinginternational.com
35 - Resource-Recycling.com
6 - Scrap.org
6 - MetalsRecyclingMagazine.com

Higher visibility in search and dominant domain authority deliver more traffic from those purchasing your products and services.

VISIBILITY IN SEARCH ENGINES

56,300

9,800

15,800

1,200

39

More Traffic | More Visibility | More Authority

ONLINE
TARGETED eNEWSLETTERS

The Recycling Today eNewsletter collection provides unique access to industry managers across the global scrap and recycling industry. Wide distribution combined with high open rates deliver powerful communications value.

**RECYCLING TODAY**
- DISTRIBUTION: 29,786
- OPEN RATE: 25.4%
  - Twice weekly

**PLASTICS RECYCLING REPORT**
- DISTRIBUTION: 36,116
- OPEN RATE: 27.3%
  - Monthly

**AUTO SHREDDING**
- DISTRIBUTION: 3,088
- OPEN RATE: 33.6%
  - Monthly

**RECYCLING TODAY GLOBAL REPORT**
- DISTRIBUTION: 9,019 IN 135 COUNTRIES
- OPEN RATE: 31.9%
  - Twice monthly

True international reach

- Connecting with decision-makers in 130+ nations, each edition of Recycling Today Global Report offers industry news, market intelligence and analysis, keeping readers interested and ensuring impact for advertisers.

- Commodities are traded globally and processing technology is in demand worldwide. Leverage the 24 editions we’ll publish in 2024 to reach the international recycling marketplace.

RECYCLING TODAY BUYERS’ GUIDE

- This fully searchable online database builds upon our long-time print directory. Its resource value is promoted throughout the year in our eNewsletters, in print and at industry events.

- A limited number of high-profile advertising spots are available. Advertisers receive enhanced and weighted listings as well as an increased number of listing categories. Ad placements are for 12 months, so be sure to reserve one as part of your annual program.

PRODUCT PREVIEW SERIES

Powerful and productive eMail marketing

**SCRAP INDUSTRY AND SCRAP EXPO PRODUCT PREVIEWS**
These editions are distributed to the Recycling Today, Construction & Demolition Recycling and Recycling Today Global Report lists, one each in the spring and fall.

**SPRING & FALL PRODUCT PREVIEWS**
These editions are distributed to the Recycling Today, Construction & Demolition Recycling and Waste Today lists before the industry’s big events.

**TECHNOLOGY SHOWCASE**
Formatted like our product previews and issued in the early fall, it’s distributed to Recycling Today, Recycling Today Global Report, Construction & Demolition Recycling and Waste Today audiences.
Print Power

As the most requested print magazine by industry decision-makers, Recycling Today delivers powerful advertising impact.

Advertising is an investment to reach decision-makers.

- Recycling Today is personally requested by more decision-makers.
- Recycling Today has the most up-to-date file of decision-makers.
- Recycling Today reaches the most decision-makers.

Leverage your investment. Advertise with Recycling Today.

**OVERALL CIRCULATION SIZE**

Recycling Today simply delivers more access to industry decision-makers!

**FILE AGE (IN YEARS)**

<table>
<thead>
<tr>
<th></th>
<th>Recycling Today</th>
<th>Resource Recycling</th>
<th>Metals Recycling</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4,990, 48.1%</td>
<td>1,752, 10%</td>
<td>983, 9.5%</td>
</tr>
<tr>
<td>2</td>
<td>15,840, 90%</td>
<td>983, 9.5%</td>
<td>4,398, 42.4%</td>
</tr>
<tr>
<td>3</td>
<td>15,840, 90%</td>
<td>983, 9.5%</td>
<td>4,398, 42.4%</td>
</tr>
</tbody>
</table>

Unaudited and unreported

Recycling Today has the most up-to-date file, ensuring access to current decision-makers!

**UNMATCHED ACCESS TO INDUSTRY DECISION-MAKERS**

With the largest and most-tenured editorial team, our content drives engagement.

Our print magazine, eNewsletters and website deliver the largest reach to industry decision-makers.

Advertising is all about reaching decision-makers.

Active engagement and superior market reach combine to ensure Recycling Today delivers superior advertising value, online and in print.

Recycling Today is the most personally requested magazine. If they ask for it, they read it.

TOPICAL SUPPLEMENTS
Our editorial team and subject matter experts fill these supplements with deep industry insight. Each is a powerful advertising opportunity.

The supplements are circulated with the magazine and enjoy significant distribution at industry events throughout the year.

SCRAP METALS SUPPLEMENT
JANUARY AND MAY
A collaborative effort between Recycling Today and Davis Index, this supplement provides deep-dive analysis into global scrap metal flows, volume and pricing trends as well as processing technology and melt shop and company profiles. It enjoys distribution to Recycling Today and Davis Index subscribers.

PLASTICS RECYCLING MAGAZINE*
MARCH, JULY, NOVEMBER
A collaborative effort between Recycling Today and Plastics Machinery & Manufacturing (PMM) magazine, this supplement provides unique insights into the rapidly developing plastics recycling sector: markets, technology, equipment and more. It enjoys distribution to Recycling Today and PMM subscribers.

*Contact us for production deadlines and rates.

PAPER RECYCLING SUPPLEMENT
DECEMBER
Produced annually for three decades, this unique supplement provides deep-dive analysis of the paper recycling industry. It covers mill activity, export markets, evolving technology, processing solutions and more.

BUYING-INTENTION LEAD PROGRAM
If you can identify companies that intend to purchase the product types you offer, it gives you a competitive advantage. We deliver that market intelligence! Our buying-intention lead program provides the purchasing intent of Recycling Today subscribers in 10 major equipment categories. Ask our team for additional details.

recycling today MEDIA GROUP
PROVIDING PROVEN MARKET ACCESS SINCE 1963

MEDIA:
RecyclingToday.com  WasteTodayMagazine.com  CDRrecycler.com

EVENTS:

5811 Canal Road, Valley View, Ohio 44125, U.S.A. | +1-216-393-0300 | RecyclingToday.com
CONTENT-MARKETING TOOLS

These advertising opportunities use print, internet or social media, or a combination of all three, to deliver a tailored message to the industry.

ASK THE EXPERTS
A unique content-marketing solution that positions your team as industry experts, delivering your message in print and online.

BRAND VISION
By combining print, eMail, online and eNewsletter channels, our Brand Vision positions you as a thought-leader. It’s a unique and powerful package.

CUSTOM CONTENT DEVELOPMENT
We’ve been doing it for years. We can help with virtually any project and add powerful lead-generation elements.
- Custom magazines
- Case studies, testimonials, advertorials, white papers and eBooks
- Podcasts and webinars
- Roundtable or focus-group discussions
- Brochures and books
- Special events

CUSTOM WEBINARS
Conducting educational webinars positions your firm as a thought-leader while also being a powerful lead-generation tool!

TODAY’S INNOVATIONS
Online events that deliver unique value
These events allow a 30-minute timeslot to share important product introductions, vital new technology offerings or enhancements to existing products. Presentation, interview and video style presentations all can be used.
You need to connect with customers. We make that happen!

PROJECT SHOWCASE
An ideal marketing opportunity for projects, the showcase provides up to 20 slides with narrative. Deployment on our website and eNewsletter provides deep market reach.

SUPPLIER SPOTLIGHT
With this tool, highlight your company on our homepage and get exposure through our eNewsletter and social media channels. Exclusive to one supplier each month.

SPONSORED VIDEO
A uniquely powerful package to drive traffic to your company or product video.

SALES TEAM
JEN MAY
ADVERTISING DIRECTOR
+1 216-393-0260
JMay@gie.net

MARTY SMITH
SENIOR ACCOUNT EXECUTIVE
+1 216-393-0279
MSmith@gie.net

ATHAN KAPALKO
ACCOUNT REPRESENTATIVE
+1 216-393-0257
AKapalko@gie.net

MELINDA MCNUTT
ACCOUNT REPRESENTATIVE
+1 216-393-0354
MMcnutt@gie.net

LEAD GENERATION
To support your sales teams and dealer networks, many of these tools have lead-generation components. Ask us for more details.
2024 RATES & SPECIFICATIONS

Advertising Rates: Frequency discounts are earned within 12 consecutive months by advertising in any combination of Recycling Today, Waste Today, Construction & Demolition Recycling and other GIE Media titles.

2024 PRINT

FREQUENCY DISCOUNTS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Single Page</th>
<th>Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$156</td>
<td>$312</td>
</tr>
<tr>
<td>3x</td>
<td>$104</td>
<td>$208</td>
</tr>
<tr>
<td>6x</td>
<td>$88</td>
<td>$176</td>
</tr>
<tr>
<td>12x</td>
<td>$81</td>
<td>$162</td>
</tr>
<tr>
<td>18x</td>
<td>$75</td>
<td>$150</td>
</tr>
<tr>
<td>24x</td>
<td>$70</td>
<td>$140</td>
</tr>
</tbody>
</table>

FULL PAGE: $4,972...
2/3 PAGE: 4,176...
1/2 ISLAND: 3,465...
1/2 STANDARD: 3,053...
1/3 PAGE: 2,043...
1/4 PAGE: 1,551...
1/8 PAGE: 1,009...

BRAND VISIONU: $10,266
ASK THE EXPERT: $7,895

COLOR CHARGES

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$316</td>
<td>$418</td>
<td>$479</td>
<td>908</td>
</tr>
<tr>
<td>$260</td>
<td>347</td>
<td>377</td>
<td>704</td>
</tr>
<tr>
<td>$586</td>
<td>724</td>
<td>877</td>
<td>1,581</td>
</tr>
<tr>
<td>$454</td>
<td>592</td>
<td>663</td>
<td>1,295</td>
</tr>
</tbody>
</table>

COVER CHARGES

<table>
<thead>
<tr>
<th>2nd Cover</th>
<th>3rd Cover</th>
<th>4th Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td>$6,106</td>
<td>$5,065</td>
<td>$6,729</td>
</tr>
<tr>
<td>$5,514</td>
<td>$4,568</td>
<td>$5,484</td>
</tr>
<tr>
<td>$4,976</td>
<td>$4,126</td>
<td>$4,952</td>
</tr>
</tbody>
</table>

Mechanical Requirements: Saddle stitch, three columns to a page. Paper stock: machine coated, 50-ib., recycled body with 100-ib. cover. Colors available: matched, 4-color process (AAAAA-MPA). Trim size 7”x3” to 10”x3”.

Digital Files, Specifications for Print and Mailing Instructions:

The preferred file format for all print advertising is high-res, press-ready .pdf, .tif, .jpg and .eps. Progressive proofs or color keys required on all 4C advertising.

Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to: Recycling Today, 5811 Canal Rd., Valley View, Ohio 44125. For more information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

Non-Bleed Ad Sizes

<table>
<thead>
<tr>
<th>Page</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>4 1/2”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4 1/2”</td>
<td>7 1/2”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7”</td>
<td>4 1/2”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4 1/2”</td>
<td>4 1/2”</td>
</tr>
<tr>
<td>1/2 Page Square</td>
<td>3 1/2”</td>
<td>4 1/2”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>2 1/2”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 Page Square</td>
<td>3 1/2”</td>
<td>4 1/2”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>2 1/2”</td>
<td>4 1/2”</td>
</tr>
</tbody>
</table>

Bleed Ad Sizes

<table>
<thead>
<tr>
<th>Page</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Page</td>
<td>8”</td>
<td>10”</td>
</tr>
<tr>
<td>Trim Area</td>
<td>7 1/2”</td>
<td>10”</td>
</tr>
<tr>
<td>Live Area</td>
<td>5 1/2”</td>
<td>10”</td>
</tr>
<tr>
<td>Spread</td>
<td>16”</td>
<td>10”</td>
</tr>
<tr>
<td>Live Area</td>
<td>15 1/2”</td>
<td>10”</td>
</tr>
</tbody>
</table>

On all bleed advertisements, allow 1/8” from any trim edge for live or type matter.

Add 1/8” to gutter for each page on spread ads (perfect bound only). Supply proof showing crop line. Bleed ads are available at no extra charge.

Commissions and General Information:

15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication’s standards.

Consult with our sales team for package details.
<table>
<thead>
<tr>
<th>2024</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Supplement</strong></td>
<td>Scrap Recycling</td>
<td>Plastics Recycling</td>
<td>Scrap Recycling</td>
<td>Plastics Recycling</td>
<td>Paper</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Commodity Focus</strong></td>
<td>Precious Metals</td>
<td>Copper</td>
<td>Paper</td>
<td>Aluminum</td>
<td>Ferrous</td>
<td>Nickel/Stainless</td>
<td>Copper</td>
<td>Paper</td>
<td>Aluminum</td>
<td>Plastics</td>
<td>High-Temp Alloys</td>
<td>Ferrous</td>
</tr>
<tr>
<td><strong>In Every Issue</strong></td>
<td>Ferrous</td>
<td>Nonferrous</td>
<td>Paper</td>
<td>Plastic</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Recurring Content</strong></td>
<td>Company Profile</td>
<td>Workforce</td>
<td>Municipal Recycling</td>
<td>MRF Operations</td>
<td>Scrap Yard Operations</td>
<td>Electronics Recycling/Secure Destruction</td>
<td>International Markets</td>
<td>Transportation</td>
<td>Industry Leaders Q&amp;A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Equipment Focus</strong></td>
<td>Baling</td>
<td>Scrap Handlers</td>
<td>Sorting</td>
<td>Shredding &amp; Granulating</td>
<td>Material Handling</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Recycling Education</td>
<td>Financing</td>
<td>Electronics Design Trends</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Close Date:**
- Dec. 1, 2023
- Jan. 2, 2024
- Feb. 1, 2024
- March 1, 2024
- April 1, 2024
- May 1, 2024
- June 1, 2024
- July 1, 2024
- Aug. 1, 2024
- Sept. 1, 2024
- Oct. 1, 2024
- Nov. 1, 2024

**Materials Due:**
- Dec. 8, 2023
- Jan. 9, 2024
- Feb. 8, 2024
- March 8, 2024
- April 8, 2024
- May 8, 2024
- June 10, 2024
- July 8, 2024
- Aug. 8, 2024
- Sept. 10, 2024
- Oct. 8, 2024
- Nov. 8, 2024

**Buyers’ Guide Closes:** Jan. 10, 2024; Materials Due: Jan. 18, 2024