

## Recycling International



## General information

<b>Title</b>	<b>Recycling International</b>
<b>Subtitle</b>	Established in 1998, Recycling International is the leading provider of recycling-related information and an invaluable trade publication for the global recycling industry. The publication is extremely well targeted, reaching highly-qualified decision-makers who have control over many or all aspects of company/organisation budgets, including owners, managers and other professionals.
<b>Published by</b>	Eisma Industrialmedia bv Informaticaweg 3 7007 CP Doetinchem The Netherlands
<b>Publisher</b>	Rens Sturuss
<b>Account management</b>	Judith Wanjala, International T +31 088-2944 739 M +31 655689947 E <a href="mailto:judith@recyclinginternational.com">judith@recyclinginternational.com</a> Fred Balduk, Benelux T +31 088-2944 741 M +31 631768829 E <a href="mailto:f.balduk@eisma.nl">f.balduk@eisma.nl</a>
<b>Printed circulation</b>	7000 copies
<b>Volume</b>	20
<b>Frequency</b>	6 per year
<b>Editor</b>	Martijn Reintjes, editor-in-chief T +31 088-29 44 703 E <a href="mailto:martijn@recyclinginternational.com">martijn@recyclinginternational.com</a>

## Advertising rates

Number of insertions					
Full colour	1x	2x	4x	8x	16x
2/1 page	7990	7191	6991	6791	6392
1/1 page	3995	3595	3495	3395	3196
1/2 page	2650	2385	2319	2253	2120
1/3 page	2445	2200	2139	2078	1956
1/4 page	1675	1508	1466	1424	1340
1/8 page	1095	986	958	931	876
1/16 page	695	695	695	695	695

## Loose and bound-in inserts

Rates upon request.  
Due to technical, processing timely contact is required.

## Surcharges

Page 2 cover	+ 15%
Page 3 cover	+ 10%
Page 4 cover	+ 20%
Special position	+ 10%
Lay-out surcharges	Pricing upon request

## Printing details

Printing process	offset
Magazine size	230 x 300 mm
Cover paper	150 gsm (MC) satin finish
Inside pages	90 gsm (MC) half matte finish

## Dimensions

Size	Portrait (w x h in mm)	Landscape (w x h in mm)
2/1 page		460 x 300 +3 mm bleed
1/1 page trim size	230 x 300 +3 mm bleed	--
1/1 page type area	205 x 268	--
1/2 page	100 x 268	205 x 132
1/3 page	65 x 268	205 x 85
1/4 page	100 x 132	205 x 64
1/8 page	100 x 64	205 x 30
1/16 page		100 x 30
Page size	230 x 300	Bleed: 3 mm extra all-round
Colour mode	CMYK	
Resolution	300 dpi	

## Digital advertising material

## PDF

- Certified PDF
- All fonts included

## Quark Xpress

- Include all (Macintosh) fonts, illustrations and images

## Adobe Illustrator

- Convert fonts to letter contours
- \*.ai, \*.eps

## Adobe Photoshop

- Flattened (not in layers)
- \*.tiff, \*.eps, \*.jpg, \*.psd
- No multi-channel or duotone images

## Other (without formatting)

- Text only in Word, please insert images separately

## Delivery digital advertising material

Per email to: [recyclinginternational@zeedesign.nl](mailto:recyclinginternational@zeedesign.nl)

Copy to: [j.wanjala@eisma.nl](mailto:j.wanjala@eisma.nl)

No cancellations accepted 1 week before closing deadline.

Advertisers must pay full charges for the reserved page/ad space.

## Delivery address for inserts, brochures, etc.

Required number Equal to circulation (see page 1)

Delivery Loosely packed in boxes

Deadline Up to 5 days after the copy deadline

Delivery address Veldhuis Media

Attn. Mr. Theo Nitrau

Kanaaldijk OZ 3

8102 HL RAALTE

The Netherlands

Delivery info For Recycling International, issue no. XX/2018

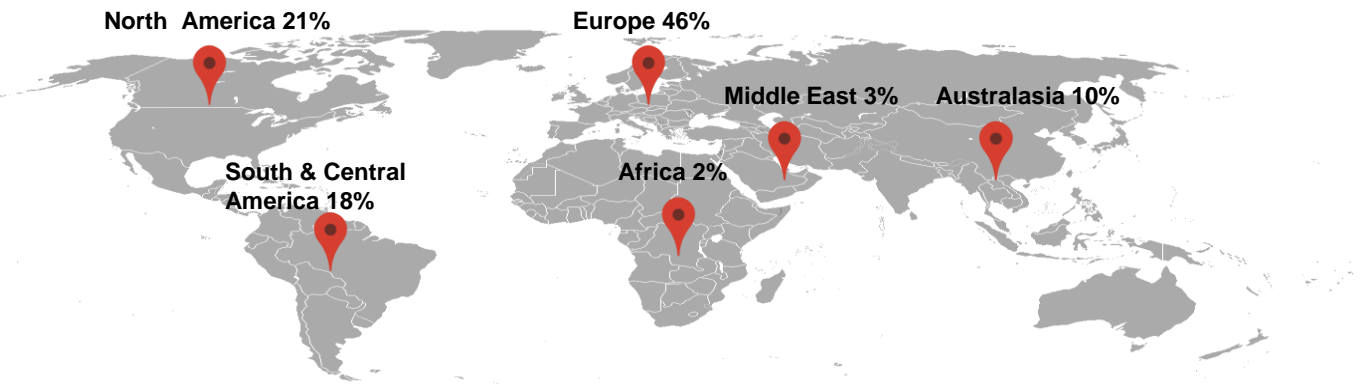
## Editorial planning 2018

Issue	Publication date	Closing date	On display at	Dates
No. 1	7 February	10 January	Sensor Based Sorting, Aachen (Germany)	6 - 7 March
			Circular Materials Conference, Gothenburg (Sweden)	7 - 8 March
			BMR Conference, Dubai (UAE)	11 March
No. 2	28 March	28 February	IARC, Vienna (Austria)	14 - 16 March
			Save the planet, Sofia (Bulgaria)	27 - 29 March
			ISRI Convention, Las Vegas (USA)	14 - 19 April
No. 3	7 May	11 April	Plastics Recycling Show, Amsterdam (NL)	24 - 25 April
			BIR World Convention (Barcelona)	27 - 30 May
No. 4	22 August	25 July	IFAT, Munich (Germany)	14 - 18 May
			RWM, Birmingham (UK)	11 - 13 Sept.
Special	10 October	12 September	ICBR, Berlin (Germany)	26 - 28 Sept
			<b>Recycling Technology: distributed throughout the year at various tradeshows and to regular subscribers</b>	
No. 5	10 October	12 September	BIR World Recycling Conference	5 - 6 Oct
			Ecomondo, Rimini (Italy)	6 - 9 Nov
			Recycling Technik, Dortmund	7 - 8 Nov.
No. 6	20 November	24 October	Pollutec, Lyon (France)	27 - 29 Nov.
			IERC 2019 Salzburg (Austria)	16 - 18 Jan

## Circulation analysis

Print run	7000
Monthly circulation	5800
Distribution no. of countries	120
Annual distribution	42000 estimated
Show distribution	1000
Remaining, archive and sample copies	2000 estimated

## Annual distribution breakdown by region



[www.recyclinginternational.com](http://www.recyclinginternational.com)

Every day, recyclinginternational.com reflects developments in the global recycling industries, including: business news, product news, technology trends, legislation and research. Furthermore, the website contains a comprehensive database of published articles as well as a conference and trade show calendar and photo galleries.



**Target group:** recycling companies/centres, recycling machinery manufacturers, brokers, dealers, scrap producers/generators/consumers, research institutes and government agencies.

**Website advertising:** various advertising possibilities, flexible costs to suit every budget, superior performance. Website advertising is an effective way to create brand awareness and develop measurable engagement. Recycling International offers a wide range of high-impact online advertising opportunities to meet your objectives, including leaderboards, skyscrapers, full banners, etc.

## Leaderboard

A leaderboard is a large, almost page wide ad and is one of the most common formats. A leaderboard is displayed directly below the navigation bar (the header)

### Purpose

- Thematic
- Action / conversion / leads

### Advantages

- High attention value because of position and format
- Creative freedom to communicate the message
- Many possibilities a.o. streaming of video

### Specifications

- 728 x 90 pixels, max. 49 Kb

### Rate

€ 1280,- per month

## Full banner

A full banner is a horizontal ad format almost over the full width of the page. Its displayed directly below the news block or the product news block.

### Purpose

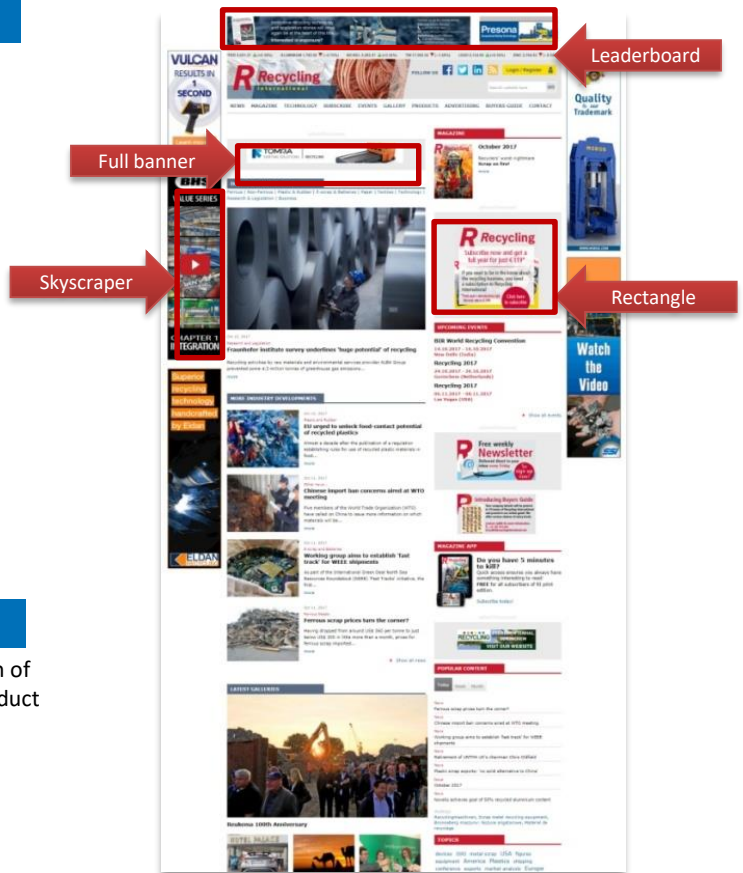
- Action / conversion
- Creating brand awareness
- Good position (in the heart of the content)
- Space enough for text and image (horizontal animation)

### Specifications

- 468 x 60 pixels, max 49 Kb

### Rate

€ 1000,- per month



[www.recyclinginternational.com](http://www.recyclinginternational.com)

## Skyscraper

A skyscraper is a vertical, almost page-high banner with a relatively high attention value.

### Specifications

- 160 x 600 pixels, max. 49 Kb

### Rate

€ 1300,- per month

## Rectangle

A rectangle is a striking large ad format, always on the right side of the page above the “fold”. The format is ideal for the communication of different types of messages, including video.

### Specifications

- 336 x 280 pixels, max. 49 Kb

### Rate

€ 600,- per month

## Online advertorial (native advertising)

An online advertorial at recyclinginternational.com enables you to accurately communicate your advertising message using both text and images in the recyclinginternational.com editorial section. You can address our readers in their familiar reading environment, generating an outstanding level of awareness and breadth of communication within our high-quality target group.

### Specifications

- 500 words including characters
- 3 images max. 300 pixels wide

### Rate

€ 950,- per month

For more information contact:

Judith Wanjala

E [judith@recyclinginternational.com](mailto:judith@recyclinginternational.com) T+31 - 655 689 947

## Delivery online material

### Technical requirements for the banners

- File formats: jpg, .gif, animated .gif, HTML5
- HTML code
- Javascript code
- HTML5 selfcontained

Delivery address: [traffic.industrie@eisma.nl](mailto:traffic.industrie@eisma.nl)  
with a copy to: [j.wanjala@eisma.nl](mailto:j.wanjala@eisma.nl)

Stating website or newsletter, period and URL-address

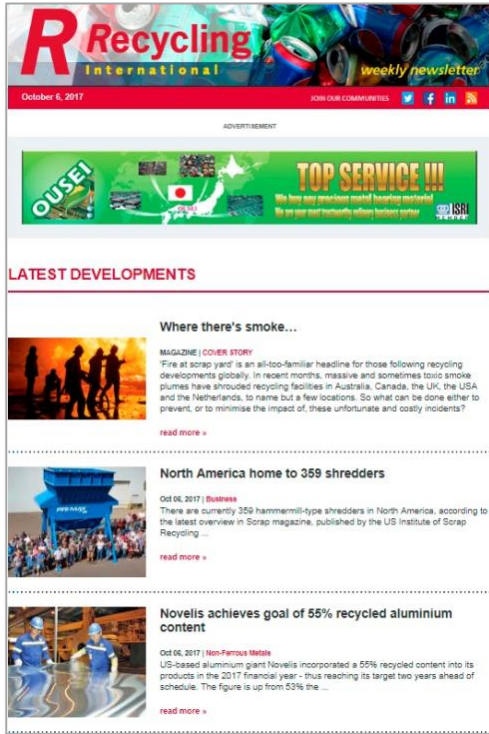
## Packages Buyers Guide

Package	Name & address	Categories	Logo	Social media	Company profile	Price
	Telephone/Fax	Categories		Google maps	Photo	
					PDF brochure	
	Email	Keywords	Website (active)	Company tweets		
	Website	Brands		Print listing		
<b>Basic</b>	Yes	1x				Free
<b>Bronze</b>	Yes	3x	Yes			€ 500
<b>Silver</b>	Yes	5x	Yes	Yes	Yes	€ 995
<b>Gold</b>	Yes	10x	Yes	Yes	Yes	€ 1295

## Newsletter Recycling International

Recycling International's weekly newsletter reports on the latest developments and trends in recycling around the globe. It provides the main business, market and product news and informs subscribers on conferences and tradeshows as well as leaders and personalities in the industry.

**Target group:** decision-makers and business leaders, entrepreneurs, managers, scientists, suppliers.



## Blockbuster

A blockbuster is at the top of the editorial content in the newsletter. This ad format is prominent in the image, across the full width of the page.

### Specifications

- 550 x 150 pixels, max. 99 Kb

### Rate

€ 180,- per mailing  
 € 1980,- per year (x12)

## Advertorial

An advertorial is text ad with photo, including click through links to the advertiser's website. The advertorial in a newsletter positioned between the editorial content and is therefore not be missed for the reader. The basic implementation of the advertorial consist of an image to the left or right of the text.

### Specifications

- Image: 600 x 400 pixels
- File size: max. 99 Kb
- Head, body, pay-off: 400 characters spaces included.
- URL to which the advertorial links
- Supporting formats (material) jpg., gif or .png.

### Rate

€ 160,- per mailing  
 € 1760,- per year (x12)

## Full banner

A full banner is a horizontal ad format, that almost runs over the full width of the page.

### Specifications

- 468 x 60 pixels, max. 99 Kb

### Rate

€ 150,- per mailing  
 € 1650,- per year (x12)

## Frequency

Sent out twice a week on Tuesdays and Thursdays.

## Subscribers

4510 subscribers

## Delivery specifications

### Technical requirements of the banners

- File formats: .jpg, .gif, animated gif
- HTML code

Delivery address: traffic.industrie@eisma.nl with a copy to j.wanjala@eisma.nl at least 3 days before publication. Stating newsletter, publication date and URL address

## Newsletter The Plastic Post

Next to our weekly newsletter, Recycling International offers The Plastic Post. Read the most important and impactful plastics developments delivered for free straight to your inbox.



### How 'future-proof' is the PVC recycling industry?

**Mar 16, 2017 | Plastic and Rubber**  
More than 3 million tonnes of PVC has been recycled in Europe thanks to the voluntary VinylPlus programme since 2000. Its latest annual report cites a total of 514 913 tonnes of PVC waste were ...

[read more »](#)



### Honduras raises PET recycling profile thanks to Herbold Meckesheim

**Mar 15, 2017 | Plastic and Rubber**  
Honduras now has a 80%+ collection rate for PET bottles, reports German manufacturer Herbold Meckesheim, which helped boost the country's recycling efforts by installing a new PET bottle recycling ...

[read more »](#)



### Better start for US plastic scrap exports in 2017

**Mar 14, 2017 | Economy**  
Having fallen by more than 100 000 tonnes across the whole of 2016 to 1.937 million tonnes, America's plastic scrap exports made a very positive start to 2017. In the opening month of this year, a ...

[read more »](#)

## Frequency

Sent out twice per month on Wednesdays.

## Ad formats, pricing and delivery specs

The ad formats, pricing and delivery specifications are the same as the regular newsletter. For more details, please see on page 6.

## More information

For more information contact:

Judith Wanjala

E [judith@recyclinginternational.com](mailto:judith@recyclinginternational.com) T+31 - 655 689 947

## Recycling Technology - the annual publication powered by Recycling International



### Advertising rates

<b>2-page application story*</b> (incl. ½ page company profile + e-paper)	€ 4250,-
<b>2-page test centre</b> (incl. ½ page company profile + e-paper)	€ 4250,-
<b>1-page application story*</b>	€ 2750,-
<b>Cover</b>	€ 5200,-
French gate-fold cover	price upon request
½ -page vertical split cover	price upon request
<b>1/1-page advertisement 230 x 300 mm</b>	€ 3995,-
<b>½ page advertisement</b> 90 x 270 / 185 x 128 mm	€ 2750,-
<b>1/3-page advertisement</b> 58 x 270 / 185 x 85 mm	€ 2150,-
<b>¼-page advertisement</b> 90 x 128 / 185 x 62 mm	€ 1575,-

- All application stories will also be published on Recycling International's website for a period of 12 months.

Other sizes available upon request.

### General information

**Publication date** Autumn 2018  
**Circulation** 10 000 copies

#### Content

Informative articles about state-of-the-art recycling technologies will be written by researchers and scientists from technical universities and R&D institutes around the world. Additionally, Recycling Technology will contain: application stories from companies which develop their own recycling technologies; technology news articles from Recycling International, from its "in the laboratory" section and from other relevant scientific articles. (All application stories will also be published on Recycling International's website for a period of 12 months.)

#### Present your test centre

Recycling Technology offers suppliers the opportunity to showcase their test centres with a full 2-page photo of the facility alongside details of its specifications and capacities.

#### Target industries

All Recycling industries, including ferrous and non-ferrous metals, nickel and stainless, e-scrap, paper, plastics and tyres.

#### Target distribution

Global distribution among Recycling International readers; on display at many congresses and trade shows; technical universities and R&D institutes; relevant companies in the steel and non-ferrous industries, plus foundries; waste management companies; and selected decision-makers.