

# PLASTICS DECORATING

DECORATING  
TODAY'S DECORATING & ASSEMBLY SOURCE  
2015 JULY/AUGUST

tion of UV-Curable Coatings  
lead to SGIA  
to Wearable Electronics  
and for Ad Specialties

DECORATING  
TODAY'S DECORATING & ASSEMBLY SOURCE  
2015 JANUARY/FEBRUARY

2015 Buyers Guide Edition

Pad Printing Inks Advance  
NPE Show Preview  
Technology Innovation in Decorating

DECORATING  
TODAY'S DECORATING & ASSEMBLY SOURCE  
2015 APRIL/MAY

Decorating for the  
Cosmetics Industry

Material Considerations in Welding  
FDA-Approved Laser Marking Additives  
QFD for New Product Development

PLASTICS  
DECORATING  
TODAY'S DECORATING & ASSEMBLY SOURCE  
2014 JULY/AUGUST

BOSE  
Better sound through research

Expo  
Growth Continues at Diamond Screen

Looking Ahead to SGIA  
Digital Decorating Gains Ground  
Automated Ultrasonic Welding

PLASTICS  
DECORATING  
TODAY'S DECORATING & ASSEMBLY SOURCE  
2014 APRIL/MAY

Hydrographic Excellence at CVG FinishTEK  
Exploring IML-T vs. IML-T  
Gas-Phase Surface Pretreatments

SPE Decorating & Assembly  
Division TopCon  
Ypsilanti, Michigan - June 10-11

PLASTICS  
DECORATING  
TODAY'S DECORATING & ASSEMBLY SOURCE  
2013 OCTOBER/NOVEMBER

IML a Growth Strategy at Magenta LLC

PLASTICS  
DECORATING  
TODAY'S DECORATING & ASSEMBLY SOURCE  
2013 JULY/AUGUST

Creative Services  
Set Berry Plastics Apart

SGIA Show Preview

## MEDIA GUIDE 2016

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

## NOTE FROM THE EDITOR

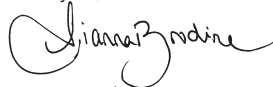
*Plastics Decorating* made a commitment to its readers more than 16 years ago when the magazine first began publication: to cover the latest in decorating and assembly techniques for plastics. Today, each and every quarterly issue features the processes, equipment and efficiencies that can make the difference in any facility, whether achieving job profitability or working around operational challenges. In addition to print coverage, we reach audiences through apps for Apple- and Android-based phones and tablets; in a monthly ENews that keeps readers informed between issues of the print magazine; on a website that contains valuable archived articles and updated information; and at tradeshows where copies of the magazine reach those who haven't yet subscribed.

With more than 17,000 readers across all formats, *Plastics Decorating* is impacting corporate, engineering and production personnel throughout the contract decorating, custom plastic molding, automotive, cosmetics and container industry segments, among many others. This targeted

readership translates to an engaged audience for your advertising message, which can be seen in print, digital and mobile formats. That's true value for your marketing dollars.

We're ready to charge forward in our 16th year of covering the technologies and processes involved in decorating and assembly, and we appreciate the support of advertisers like you as *Plastics Decorating* continues to grow.

Thank you,



Dianna Brodine, Managing Editor



## MARKETING OPPORTUNITIES

Maximum Impact for Your Targeted Advertising Dollar

### PLASTICS DECORATING MAGAZINE

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

- Reaches nearly 12,000 industry professionals
- Free links to the advertiser's website through the digital edition, with 1,100 views per quarter
- 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.

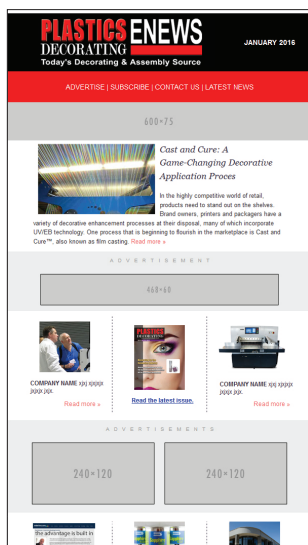


### PLASTICS DECORATING WEBSITE & BLOGS

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* blog features perspectives and insights from industry experts.

- Banner ads available
- Averaging 2,675 page views per month



### PLASTICS DECORATING ENEWS

The *Plastics Decorating* ENews is distributed to 3,800 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.





## EDITORIAL CALENDAR

<b>JANUARY/FEBRUARY 2016</b>	<b>Ad Closing:</b> January 4	<b>Materials Due:</b> January 11	<b>Publication Date:</b> February 1
<ul style="list-style-type: none"> <li>• 2016 Buyers Guide Issue (FREE listing with display advertising)</li> <li>• Pad Printing Highlight</li> <li>• Surface Treatment Options for Improved Adhesion</li> <li>• A Closer Look at Vibration Welding</li> <li>• Choosing the Right Inks for the Application</li> </ul>			<b>BONUS DISTRIBUTION</b> <ul style="list-style-type: none"> <li>• PLASTEC West</li> <li>• PLASTEC New England</li> </ul>
<b>APRIL/MAY 2016</b>	<b>Ad Closing:</b> April 4	<b>Materials Due:</b> April 11	<b>Publication Date:</b> May 1
<ul style="list-style-type: none"> <li>• Hot Stamping/Heat Transfer Highlight</li> <li>• Trends in Digital Inkjet Technology</li> <li>• Quality Control Technology for Decorating</li> <li>• Adhesives Use for Plastics Assembly</li> <li>• Laser Marking for Identification and Security</li> </ul>			<b>BONUS DISTRIBUTION</b> <ul style="list-style-type: none"> <li>• SPE Decorating &amp; Assembly Division TopCon</li> <li>• HBA Global Expo</li> <li>• PLASTEC East</li> <li>• ANTEC</li> </ul>
<b>JULY/AUGUST 2016</b>	<b>Ad Closing:</b> July 5	<b>Materials Due:</b> July 11	<b>Publication Date:</b> August 1
<ul style="list-style-type: none"> <li>• Literature Spotlight Issue (special advertising section)</li> <li>• Inkjet, Screen and Offset Printing Highlight</li> <li>• SGIA Show Preview</li> <li>• Eliminating Contamination in the Production Environment</li> <li>• Factors Influencing a Successful Ultrasonic Weld</li> </ul>			<b>BONUS DISTRIBUTION</b> <ul style="list-style-type: none"> <li>• PLASTEC Minneapolis</li> <li>• SGIA Expo</li> </ul>
<b>OCTOBER/NOVEMBER 2016</b>	<b>Ad Closing:</b> October 3	<b>Materials Due:</b> October 10	<b>Publication Date:</b> November 1
<ul style="list-style-type: none"> <li>• In-Mold Decorating and Labeling Highlight</li> <li>• IMDA Award Winners</li> <li>• Cleanroom Decorating and Assembly</li> <li>• Impact of the Regulatory Environment</li> <li>• Overview of Welding/Assembly Techniques</li> </ul>			<b>BONUS DISTRIBUTION</b> <ul style="list-style-type: none"> <li>• PLASTEC South</li> <li>• PACK EXPO International</li> </ul>

## IN EVERY ISSUE

- ▶ Expert Q&As
- ▶ Technology Updates
- ▶ Decorator Profiles
- ▶ New Product Introductions
- ▶ Association Updates from SPE's Decorating & Assembly Division

## READERSHIP AND CIRCULATION

*Plastics Decorating* reaches nearly 12,000 plastics professionals each quarter 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, as well as plant managers and production managers involved with the plastics decorating process. All four print issues offer additional distribution at industry-related tradeshows in 2015, including PLASTEC West/MD&M West, HBA Global Expo, PACK EXPO International and SGIA. A monthly ENews, updated website and expert blog reach additional audiences with fresh content.

### AUDIENCE BREAKDOWN PER QUARTER

#### MAGAZINE

Print Edition	9,450
Tradeshow Distribution	1,000
Digital Edition*	1,100
Mobile App Quarterly Downloads	400
Total Magazine Circulation	11,950

\*Average quarterly unique visitors

#### PD ENEWS

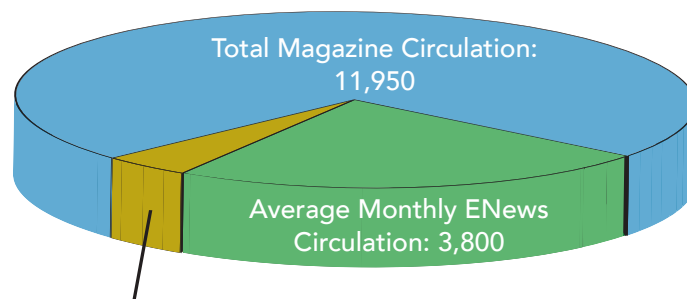
Average Monthly Circulation	3,800
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#### WEBSITE

Average Monthly Unique Visitors	1,380
Average Monthly Visits	1,700
Average Monthly Page Views	2,675

### TOTAL AUDIENCE: 17,130

(includes duplicate circulation/visitors)



Average Monthly Website Unique Visitors: 1,380

### INDUSTRY SEGMENTS REACHED

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