WELCOME...
TO PLASTICS ENGINEERING FOR 2019!

I’m glad you’re here, because it’s an exciting time for the publication and all our channels.

The coming year promises a revamped, user-friendly website complete with fresh, original content updated daily; an exciting social media strategy that will allow us to engage with our readers; a newsletter that will offer exclusive news features and information about our upcoming print issues; and permanent sections that will spotlight innovations in plastics machinery, additive manufacturing, design software, resins and composites, and additives and colorants in every single issue.

These expanded offerings open up a world of opportunities for sponsorships, Webinars, video series, podcasts, and other innovative channels will help your organization reach a wide and diverse audience.

I’m looking forward to taking this journey with you. If you have comments, questions, or suggestions, I’m only a call, e-mail, or tweet away. Call me at (201) 748-8713, e-mail me at skasprzak@wiley.com, or tweet me at @SheriMKasprzak.

The sky is the limit for the future of the plastics industry — and Plastics Engineering.

Your Editor-in-Chief,

Sheri Kasprzak
THE PLASTICS INDUSTRY’S LEADING SUITE OF MEDIA FOR NEWS AND TECHNICAL INFORMATION

OUR AUDIENCE

*Plastics Engineering* informs professionals with news and in-depth reporting on state-of-the-art and emerging technologies that impact the R&D and processing of plastic products. The objective: To help professionals make the best use of technologies to achieve their organizations’ objectives.

**Our Audience**

<table>
<thead>
<tr>
<th>Format</th>
<th>Subscribers/Members</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Print</td>
<td>30,000 subscribers</td>
<td><em>Plastics Engineering</em> has a print circulation that is 100% qualified</td>
</tr>
<tr>
<td>In Person</td>
<td>10,000 members</td>
<td><em>Plastics Engineering</em> informs SPE members and ANTEC and NPE attendees</td>
</tr>
<tr>
<td>Online</td>
<td>30,000 email subcribers</td>
<td><em>Plastics Engineering</em> has a vibrant digital presence</td>
</tr>
<tr>
<td></td>
<td>16,000 monthly page views</td>
<td></td>
</tr>
</tbody>
</table>

The typical SPE member is engaged with 2.6 different media offered by *Plastics Engineering*. These are led by the print magazine (80%), the digital edition (49%), our website (43%), and our e-newsletter (39%).

A sample of the companies with which SPE Members work:

- Celanese
- *OUTPONT*
- 3M
- MILLIKEN
- AsahiKASEI
- Covestro
- BAKER HUGHES
- AUTODESK
- Brabender CWB
- IGE
- IMS
- ARBURG
- BASF
- JSW
- Henkel
Top reasons to advertise in the Plastics Engineering suite of media products:

READERSHIP:
- 90%* are leaders in decisions related to new plastics technologies
- 84%* use Plastics Engineering content after reading it

INFLUENCE:
- 31,500+ are decision makers in the plastics industry
- 10,600 are members of SPE

KNOWLEDGE:
- 78%* use Plastics Engineering media to learn about emerging technologies

Coverage Worldwide
With over 10,000 global members from 80 different countries, the Society of Plastics Engineers selects more vendors, products, and services than any other group in the plastics industry.

SPE Membership by Function
As a member benefit, Plastics Engineering has the distinct advantage of providing content about new and emerging technologies to the pioneers of the plastics industry. We develop enduring relationships with the big names in plastic and find out about new advances first.
The Plastics Processing Landscape

Members of the Plastics Engineering audience represent plastic processors of substantial size. The companies represent both captive and contract processors, utilizing a wide range of plastics processing techniques, and produce an average of 4 different types of products and equipment that involve plastics.

<table>
<thead>
<tr>
<th>Primary Machinery</th>
<th>85.6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Injection Molding</td>
<td>52.5%</td>
</tr>
<tr>
<td>Compounding</td>
<td>35.2%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Extrusion</th>
<th>51.4%</th>
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</thead>
<tbody>
<tr>
<td>Blown/cast film</td>
<td>16.9%</td>
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<tr>
<td>Sheet</td>
<td>17.6%</td>
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<tr>
<td>Pipe/conduit/profile/tubing</td>
<td>20.4%</td>
</tr>
<tr>
<td>Coating, web</td>
<td>4.2%</td>
</tr>
<tr>
<td>Coating, wire/cable</td>
<td>7.7%</td>
</tr>
<tr>
<td>Foam processing</td>
<td>11.6%</td>
</tr>
<tr>
<td>Reinforced composites</td>
<td>12.0%</td>
</tr>
<tr>
<td>Thermoforming</td>
<td>15.1%</td>
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</table>

<table>
<thead>
<tr>
<th>Blow Molding</th>
<th>25.7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extrusion blow molding</td>
<td>16.2%</td>
</tr>
<tr>
<td>Injection blow molding</td>
<td>10.9%</td>
</tr>
<tr>
<td>Stretch blow molding</td>
<td>7.0%</td>
</tr>
<tr>
<td>Rotational molding</td>
<td>6.0%</td>
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<tr>
<td>Reaction injection molding</td>
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<tr>
<td>Compression transfer</td>
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<tr>
<td>Calendaring</td>
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<table>
<thead>
<tr>
<th>Secondary Processing</th>
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<tr>
<td>Decorating/finishing/printing</td>
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<tr>
<td>Bonding/welding</td>
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<table>
<thead>
<tr>
<th>In-house Tooling</th>
<th>38.0%</th>
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<tbody>
<tr>
<td>Mold making</td>
<td>21.1%</td>
</tr>
<tr>
<td>Tool repair &amp; maintenance</td>
<td>35.6%</td>
</tr>
</tbody>
</table>

| Other                      | 19.4% |

(Some recipients indicated more than one function, the number of respondents may exceed 100%. The data is presented for statistical and marketing purposes only.)

Source: Publisher’s own data.
2019 EDITORIAL CALENDAR

IN EVERY ISSUE: Machinery, Industry Events, Patents, and ACC's “Plastics Make It Possible”

January AD CLOSE: DEC 13, 2018

COVER STORY:
Hot Machinery Trends for 2019
How will technology and Industry 4.0 shape the machinery purchase decisions that plastics producers make in the coming year?

SECONDARY FEATURE:
The FIFA Women's World Cup takes place in Paris early June. What polymers and composites will be used to protect the soccer players?

PREVIEW:
• SPE’s Thermoset Conference
• ANTEC 2019 attendees information

MARKETS COVERED:
Primary machinery and tooling, additive manufacturing, software, design

VOL/ISSUE: 75:1

February AD CLOSE: JAN 16, 2019

COVER STORY:
Medical Plastics
An exploration of the new materials and processes being developed to make medical devices safer and smaller.

EVENT COVERAGE:
• SPE’s International Polyolefins Conference

SECONDARY FEATURE:
Profiles innovations developed with 3D printing

MARKETS COVERED:
Medical devices, resins and thermoplasts, healthcare packaging, additive manufacturing, extruding, tooling, rapid prototyping

VOL/ISSUE: 75:2
March  AD CLOSE: FEB 12, 2018

ANTEC SHOW ISSUE

COVER STORY: Plastics in Tech
NASA’s Refabricator allows astronauts to convert plastic materials to 3D printing materials. How does the system work? How could this technology be used in a practical way on Earth?

EVENT COVERAGE:
• ANTEC 2019 Coverage

SECONDARY FEATURE: Microelectronics are growing in popularity. What are the challenges plastics manufacturers and materials developers are facing as electronics get smaller?

MARKETS COVERED: Electronics, materials, extrusion, tool & die, Covered: additives, green construction, additive manufacturing, thermal management

VOL/ISSUE: 75:3

April  AD CLOSE: MAR 13, 2019

COVER STORY: Packaging Trends
The demand for packaged consumer goods remains high. Are there new materials and processes that also cater to the need for sustainability?

SECONDARY COVERAGE: Bioplastics, those made from renewable Feature: materials, are gaining popularity as demand rises. What are some new materials being developed?

MARKETS COVERED: Packaging, film packaging, rigid containers, polyolefins, injection and blow molding, recycling and sustainability

VOL/ISSUE: 75:4

May  AD CLOSE: APR 10, 2019

COVER STORY: Injection Molding Spotlight
The latest trends in injection molding.

MARKETS COVERED: Injection and blow molding, machinery, extrusion, colorants and additives

VOL/ISSUE: 75:5

June  AD CLOSE: MAY 10, 2019

COVER STORY: Green Issue
Ocean plastics and initiatives are a big deal for a lot of corporations. What technologies and processes are being developed to capture plastic from the ocean and repurpose it?

SECONDARY FEATURE: Biocompatible/medical-grade plastics.

MARKETS COVERED: Sustainability, bioplastics, film, processing equipment, recycling equipment, software

VOL/ISSUE: 75:6

July/August  AD CLOSE: JUL 17, 2019

COVER STORY: Auxiliary Equipment
Auxiliary is the star in this exploration of lending and feeding, material handling, quality control, resin drying and cleaning, and more.

MARKETS COVERED: Auxiliary equipment, molding automation, blending and feeding, material handling equipment, quality control, resin drying and cleaning.

VOL/ISSUE: 75:7

September  AD CLOSE: AUG 14, 2019

COVER STORY: Automotive Issue
We take a look at the plastics behind electric vehicles (EVs).

SECONDARY FEATURE: Inside the Stratasys Fortus 900mc 3D printer, which is used in automotive design and manufacturing

MARKETS COVERED: Resins, polymers, thermosets, thermoplastics, Covered: injection molding, reinforcing fibers, machinery, automotive plastics.

VOL/ISSUE: 75:8

Continued...
## PLAN AHEAD

### UPCOMING EVENTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT NAME</th>
<th>LOCATION</th>
<th>EVENT DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td>JANUARY 5–8, 2019</td>
<td>Arabplast 2019</td>
<td>Dubai World Trade Centre, Dubai, UAE</td>
<td></td>
</tr>
<tr>
<td>JANUARY 14, 2019</td>
<td>ACESS—SPE Akron Section</td>
<td>Hilton Fairlawn, Akron, Ohio</td>
<td></td>
</tr>
<tr>
<td>JANUARY 19, 2019</td>
<td>Hendrick Facilities Tour—SPE Carolinas Section</td>
<td></td>
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<tr>
<td>JANUARY 26, 2019</td>
<td>15th Annual Plastics Chemistry Fair</td>
<td>Philadelphia, PA</td>
<td></td>
</tr>
<tr>
<td>FEBRUARY 4, 2019</td>
<td>Medical Plastics Minitec 2019: A Look to the Future of Medical Device Materials and Processing</td>
<td>Anaheim, CA</td>
<td></td>
</tr>
<tr>
<td>FEBRUARY 5, 2019</td>
<td>3D CAD Modeling and 3D Printing Workshop—SPE Ontario Section Oakville, Ontario, Canada</td>
<td></td>
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<tr>
<td>FEBRUARY 11, 2019</td>
<td>Mar-Bal, Thermoset Molding, Tour—SPE Cleveland Section</td>
<td>Mentor, Ohio</td>
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<tr>
<td>FEBRUARY 19–20, 2019</td>
<td>2019 SPE Thermoset Conference</td>
<td>Belmond Hotel, Charleston, SC</td>
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<tr>
<td>FEBRUARY 24–27, 2019</td>
<td>SPE International Polyolefins Conference</td>
<td>Houston, Texas</td>
<td></td>
</tr>
<tr>
<td>MAY 1–2, 2019</td>
<td>Extrusion Event, After-Market Suppliers—SPE Akron Section Polymers Center for Excellence, Charlotte, NC</td>
<td></td>
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</tr>
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</table>

### Covers

**November/December**

**AD CLOSE:** SEP 13, 2019

**COVER STORY:** Holiday Wish List Issue
The industry’s top names talk machinery, hardware, software, and additives wish lists for 2020.

**BONUS COVERAGE:** Factory shutdown/startup tips as the holiday season approaches.

**SECONDARY COVERAGE:** Plastics in toys: the safety and durability of plastics in children’s toys

**MARKETS COVERED:** Primary machinery, software, auxiliary machinery, additives, purging compounds, design tools, automation, maintenance corporate investment

**VOL/ISSUE:** 75:10

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**K 2019 Show Issue**

**AD CLOSE:** SEP 13, 2019

**COVER STORY:** The Design Issue
We explore the complex relationship between design software and rapid prototyping; we show how CAD/CAM software is helping the plastics industry bring new innovations to life faster

**EVENT COVERAGE:** K 2019 SHOW ISSUE

**SECONDARY COVERAGE:** “Automotive TPO Conference preview story”

**MARKETS COVERED:** Software (CAD/CAM), design and development, rapid prototyping, colorants and finishes, resins and compounds

**VOL/ISSUE:** 75:9

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**October**

**AD CLOSE:** SEP 13, 2019

**K 2019 Show Issue**

**COVER STORY:** The Design Issue
We explore the complex relationship between design software and rapid prototyping; we show how CAD/CAM software is helping the plastics industry bring new innovations to life faster

**EVENT COVERAGE:** K 2019 SHOW ISSUE

**SECONDARY COVERAGE:** “Automotive TPO Conference preview story”

**MARKETS COVERED:** Software (CAD/CAM), design and development, rapid prototyping, colorants and finishes, resins and compounds

**VOL/ISSUE:** 75:9
BUILD YOUR BRAND WITH FOCUSED SOLUTIONS

DISPLAY ADVERTISING

*Plastics Engineering* magazine has a guaranteed reach of 30,000 global industry leaders in over 80 countries. We offer a number of print advertising opportunities that allow you to target your audience throughout the year.

**Extend your message: Publish a two or four page special insert within the print magazine — contact us for information.**

### 2019 Display Ad Rates
All rates are for 4-color ads

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>8x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$15,650</td>
<td>$13,550</td>
<td>$12,260</td>
<td>$9,180</td>
<td>$8,240</td>
</tr>
<tr>
<td>Full page</td>
<td>$8,400</td>
<td>$7,110</td>
<td>$6,950</td>
<td>$5,300</td>
<td>$5,100</td>
</tr>
<tr>
<td>Two-third page</td>
<td>$7,165</td>
<td>$6,110</td>
<td>$4,975</td>
<td>$4,545</td>
<td>$4,325</td>
</tr>
<tr>
<td>Half page island</td>
<td>$6,615</td>
<td>$5,575</td>
<td>$4,700</td>
<td>$4,350</td>
<td>$4,000</td>
</tr>
<tr>
<td>Half page</td>
<td>$6,325</td>
<td>$5,675</td>
<td>$4,550</td>
<td>$4,270</td>
<td>$3,915</td>
</tr>
<tr>
<td>One-third page</td>
<td>$5,340</td>
<td>$4,485</td>
<td>$4,200</td>
<td>$4,200</td>
<td>$3,685</td>
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<td>Quarter page</td>
<td>$4,960</td>
<td>$4,140</td>
<td>$3,625</td>
<td>$3,245</td>
<td>$3,040</td>
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</tbody>
</table>

### 2019 Cover Ad Position Rates
All rates are NET per issue for all sizes

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<tr>
<th></th>
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<th>3x</th>
<th>6x</th>
<th>8x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$11,550</td>
<td>$9,600</td>
<td>$7,510</td>
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<td>$6,200</td>
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<tr>
<td>Cover 3</td>
<td>$10,275</td>
<td>$8,950</td>
<td>$7,500</td>
<td>$7,000</td>
<td>$5,995</td>
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<tr>
<td>Cover 4</td>
<td>$10,975</td>
<td>$9,800</td>
<td>$8,330</td>
<td>$7,915</td>
<td>$6,500</td>
</tr>
</tbody>
</table>

**PLATINUM PROGRAM DISCOUNTS**
Special discounts for advertising campaigns are available to SPE member companies.

Contact **Rollie Espinosa** for prices; respinosa@wiley.com, or call 201-748-6819
Final trim size: 8.125” x 10.75”; Live area: 7.625” x 10.25”

AD FILE REQUIREMENTS

Print:
Please submit print ad materials as Adobe PDF file at 300 dpi.

Bleed:
No additional charge.

Short rate:
All advertisers (display print and digital) will be short rated 50% for unfulfilled insertions contracted.

Cover Tips

Capture reader's attention before they open the journal. With our Cover Tips, your ad message is attached to the front cover of the journal. It can’t be missed!

For pricing, specifications and availability contact Rollie Espinosa at respinosa@wiley.com or call 201-748-6819

Send all ad materials as a 300dpi press quality PDF file via email to:
Rollie Espinosa; respinosa@wiley.com, or call 201-748-6819
UNIQUE WAYS TO REACH YOUR AUDIENCE

DIGITAL ADVERTISING

Use *Plastics Engineering* digital media products to reach plastics industry professionals who control the buying process. Our up-to-the-minute coverage is delivered to readers on several engaging platforms, all with opportunities to deliver your message.

---

**eUpdate Newsletter**

Our newsletter is delivered digitally to opt-in subscribers with a preview of upcoming articles in a mobile friendly email. Multiple positions are available in each issue.

- **Delivered digitally to** 35,000+ opt-in subscribers
- **Average open rates over** 10%

**FeatureBox**

- **Size:** 300x250
- **Above the fold:** $2,800 (NET)
- Accepted file formats: GIF, JPG and PNG
- Non animated files
- Max file size: 200 KB

**FeatureBox ads**

- **Size:** 300x250
- **Below the fold:** $2,000 (NET)
- Accepted file formats: GIF, JPG and PNG
- Non animated files
- Max file size: 200 KB
www.PlasticsEngineering.org
The premier resource for plastics industry professionals.
- 3,000 unique visitors each month
- 16,000 monthly page views
- 4.5 pages viewed per visit
Your banner advertisement will appear throughout the entire site or specify placement in any of the following categories: News, Blog, Product Focus, and all the other pages on the website.

ePDF Article Advertising
Deliver your marketing message with an exclusive full page advertisement on a cover page added to each article PDF downloaded from Plastics Engineering. Ads are served on ReadCube with links and measurable click-throughs.

Exclusive Placement – Your ad is the only one placed on the cover page
Supersize Ad – 10 times larger than most online positions

Technical specifications
Please provide the following materials:
Creative for advertisement and target URL
Backup gif/jpeg file (if applicable)
Maximum size for banner ad files: 200 KB

Rich media instructions: https://goo.gl/mQJHJV

Leaderboard
Size: 728 x 9 pixels
$5,200 (NET)
Sole sponsor / 30 days
$3,200 (NET)
Shared sponsor / 30 days

MPU Banner:
Size: 300 x 250 pixels
$3,500 (NET)
1 Sole sponsor / 30 days
Top and bottom positions available

Excellent Click-Through Rates – with measurable results (minimum 5% click-throughs guaranteed)

ePDF Article Ad Specifications
- Include your URL with ad creative file
- 1237 W x 1631 H pixels
- JPG (non animated)
- 150 dots per inch, max file size < 1 MB
- No geo-targeting available
MAKE AN IMPACT
INTEGRATED DISPLAY
AND DIGITAL PROGRAMS

*Plastics Engineering* now offers combination savings when you place a print ad in the magazine at the same time you place a banner ad on www.plasticsengineering.org or our eUpdate newsletter.

2019 Combined Rates for Print and Banner Ad Placements

<table>
<thead>
<tr>
<th>Placement</th>
<th>Magazing Rate</th>
<th>Website Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page and Banner</td>
<td>$8,400</td>
<td>$6,500</td>
</tr>
<tr>
<td>Two-third page and Banner</td>
<td>$7,000</td>
<td>$4,075</td>
</tr>
<tr>
<td>Half page Island and Banner</td>
<td>$4,975</td>
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<td>$2,200</td>
</tr>
<tr>
<td>Above the fold</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page and Leaderboard/MPU</td>
<td>$6,500</td>
<td></td>
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<tr>
<td>Two-third page and Leaderboard/MPU</td>
<td>$4,075</td>
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<tr>
<td>Half page and Leaderboard/MPU</td>
<td>$3,600</td>
<td></td>
</tr>
<tr>
<td>One-third page and Leaderboard/MPU</td>
<td>$2,450</td>
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</tr>
<tr>
<td>Quarter page and Leaderboard/MPU</td>
<td>$2,200</td>
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<tr>
<td>Below the fold</td>
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<td></td>
</tr>
<tr>
<td>Full page and MPU</td>
<td>$3,000</td>
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<tr>
<td>Half page and MPU</td>
<td>$2,000</td>
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<tr>
<td>Quarter page and MPU</td>
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</tr>
</tbody>
</table>

Prices above are for a leaderboard or MPU (square) banners.

For other ad sizes or combinations, contact Roland Espinosa, respinosa@wiley.com or call (201) 748-6819.

All rates are NET per issue for all sizes.
SEPTEMBER ISSUE SUPPLEMENT
THE NO. 1 TRADE FAIR IN THE WORLD FOR PLASTICS AND RUBBER

On October 16 through 23, 2019, 230,000 visitors from 160 countries are coming to Duesseldorf, Germany for the K 2019 Show. *Plastics Engineering* will be there, too. We are publishing a Special K 2019 Show Supplement in September featuring hundreds of must-see technologies that will be on display at the show. Advertisers will have incomparable exposure to the industry.

- Ad space available in the print and digital editions
- Bonus distribution to over 30,000 pre-registered attendees;
- Website exposure on www.plasticsengineering.org

K 2019 – Show Supplement Ad Rates
Closing date for ads: August 4, 2019

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<th>Regular Issue Rates</th>
<th>K 2019 Supplement Rates</th>
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<td>$5,292</td>
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<tr>
<td>Half page</td>
<td>$6,325</td>
<td>$5,060</td>
</tr>
<tr>
<td>One-third page</td>
<td>$5,340</td>
<td>$4,272</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$4,960</td>
<td>$3,968</td>
</tr>
</tbody>
</table>

For cover-tips, bellybands, inserts, outserts or other special promotions, contact Roland Espinosa, respinosa@wiley.com or call (201) 748-6819.
INTEGRATED ADVERTISING PROGRAMS

WILEY POLYMER SCIENCE & TECHNOLOGY JOURNALS

SPE’s partnership with Wiley allows you to expand your print impact by ‘bundling’ your ads in Plastics Engineering with opportunities in other Wiley publications. Contact your Wiley sales representative for additional information. Wiley journals in the Polymer Science & Technology category have the following viewership:

Average Monthly impressions: 1,800,000
Average Monthly page views: 900,000

INDIVIDUAL JOURNALS

Polymer Engineering & Science
A highly regarded journal that serves as a forum for authors of treatises on the cutting-edge of polymer science and technology.
- Average monthly full-text downloads: 170,264
- Average monthly HTML downloads: 47,711
- Average monthly PDF downloads: 217,975

Journal of Vinyl & Additive Technology
A peer-reviewed technical publication dedicated to new and important work in the fields of polymer modifiers and additives, vinyl polymers and selected review papers.
- Average monthly full-text downloads: 18,548
- Average monthly HTML downloads: 5,104
- Average monthly PDF downloads: 13,4444

Polymer Composites
This scientific journal serves the fields of reinforced plastics and polymer composites, including research, production, processing, and application.
- Average monthly full-text downloads: 161,526
- Average monthly HTML downloads: 61,630
- Average monthly PDF downloads: 99,986

2019 CPM Rates:
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