

CONTENT CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD CLOSE	12/4/24	1/13	2/11	3/18	4/8	5/12	6/6	7/15	8/11	9/9	10/14	11/7
MATERIAL DUE	12/11/24	1/21	2/18	3/25	4/15	5/19	6/13	7/22	8/18	9/16	10/21	11/14
COVER STORY	2025 Machinery Buying Survey	Workforce outlook	Processing machinery for bio resins	Making sense of your data	Do unrealistic sustainability goals fool anyone?	What does consolidation mean for the plastics industry?	Moldmakers embrace high-tech equipment	Cybersecurity best practices for every plant	Molding machines are getting bigger and bigger. Is there an alternative?	Will chemical recycling change the game?	Changes in plastic packaging	K Show Report
TECHNOLOGY FOCUS	Injection molding	Extrusion	Blow molding	Thermoforming	Injection molding	Extrusion	Blow molding	Thermoforming	Injection molding	Extrusion	Blow molding	Thermoforming
ADDITIONAL OPPORTUNITIES/ SUPPLEMENTS (AD CLOSE, MATERIALS DUE)			Plastics Recycling (1/10, 1/15)	Journal of Blow Molding (3/10, 3/18)			Plastics Recycling (5/8, 5/14)	Journal of Blow Molding (7/7, 7/15)			Plastics Recycling (8/20, 8/26)	
BONUS DISTRIBUTION					SPE Thermoforming Conference			SPE Blow Molding Conference				
EHANDBOOKS		2025 Machinery Buying Survey			Injection Molding		Extrusion	Problems & Solutions		Sustainability	Bioresins	
WEBINARS			Injection molding best practices			Extrusion		Corrosion	Purging Compounds	Cybersecurity	Sustainability	

ADVERTISING & PROMOTIONS

DIGITAL AD RATES

AD TYPE	NET RATE (CPM)
Leaderboard Unit	\$160
Rectangle	\$150
Half Page	\$160
Billboard	\$160
Welcome Ad	\$3,750/week
In-Article Video	\$175
In-Banner Video	\$125
Native Ad	\$150
Standard Banner Bundle	\$150
In-Article Premium	\$175
In-Article Flex	\$175
Billboard Flex	\$175

Digital Ad Material Contact

webtraffic@endeavorb2b.com

Materials Due: Seven business days prior to publication.



DIGITAL BANNER AD SPECS



NEWSLETTER SPECS

DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted PMM's content.

[+VIEW SPECS](#)

CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the PMM's reputation.

AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.