

**PMM** Plastics  
Machinery  
& Manufacturing

# MARKETING PLANNER 2025

Reporting on the latest advances and best practices in plastics manufacturing and the machines that make them possible

# AT A GLANCE

## GENERATE DEMAND & HIGH-QUALITY LEADS IN PLASTICS MACHINERY & MANUFACTURING

Leverage **PMM's** engaged audience, comprehensive coverage, and multichannel opportunities to generate demand and high-quality leads in the plastics manufacturing & machinery sector. PMM promotes the growth and success of the plastics industry by reporting on **advancements in processing machinery and equipment as well as how that equipment is being used, best manufacturing practices and techniques and resources to make a plastics processing plant more efficient and profitable.**



### PLASTICS MACHINERY & MANUFACTURING MAGAZINE

**31,000 subscribers**  
12x annual print issues  
[+VISIT DIGITAL LIBRARY](#)



### plasticsmachinerymanufacturing.com

**29,747 Average Monthly Page Views**  
Constant coverage on the advancements in processing machinery, equipment and manufacturing techniques.  
[+VISIT WEBSITE](#)



### SOCIAL

**14,736 Followers**  
Join the Conversation on: [LinkedIn](#) and [X](#)



### eHANDBOOKS

Long form content that dives deep into PMM's most pressing challenges  
[+VIEW SPONSORSHIPS](#)



### NEWSLETTERS

**29,183 Reach**  
Share your message within a relevant and responsive environment designed to deliver engagement and traffic.  
[+VIEW NEWSLETTERS](#)



### WEBINARS

Editorial driven webinars that build brand awareness and generate high quality leads for your organization.  
[+VIEW SPONSORSHIPS](#)



### LEADERS IN PLASTICS ONLINE PROGRAM

Align your company listing and profile with key topics and editorial content in the publication and on PlasticsMachineryManufacturing.com  
[+CONTACT US](#)



### INDUSTRY PERSPECTIVES

Multichannel content creation programs that are built from an interview featuring your SME  
[+SEE EXAMPLES](#)  
[+VIEW SPONSORSHIPS](#)

### AVERAGE MONTHLY REACH

**88K+**



**VIEW FULL AUDIENCE PROFILE**

# FOCUSED CONTENT



## INJECTION MOLDING

- Advances in machine technology
- Latest mold-making techniques
- Safety rules and equipment
- Press users' in-plant experiences
- News from machinery makers



## EXTRUSION

- Film, sheet, compounding technology
- Co-extrusion and other processes
- Die-making advances
- Processing lessons learned
- News from machinery makers



## OTHER PROCESSES

- Thermoforming
- Blow molding
- Compression blow molding
- Rotomolding
- 3D printing



## RECYCLING

- New equipment for MRFs
- Size reduction for processors
- Visits to recycling plants
- Changing regulatory environment
- Chemical recycling



## AUXILIARY EQUIPMENT AND PROCESSES

- Blending equipment
- Drying technology
- Conveying and dust control
- Mixing and feeding
- Temperature control



## AUTOMATION

- Fixed robots
- Cobots, AGVs
- Parts handling
- Vision components
- Inspection/testing



## PLANT OPERATIONS

- Wearables
- IoT and circularity
- Quality control
- Lights-out operation
- Clean rooms
- Safety
- Cybersecurity



## END MARKETS

- Automotive
- Packaging
- Construction
- Medical
- Consumer/business

# MARKETING SOLUTIONS



## INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- **MARKET INSIGHT**
- **PRODUCT LAUNCH**
- **BRAND HEALTH**
- **VOICE OF CUSTOMER**



## CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- **WHITE PAPERS**
- **TOP TIPS**
- **REPORTS**
- **ARTICLES**
- **FAQ's**
- **INFOGRAPHICS**



## AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- **PODCASTS**
- **EXPLAINER VIDEO**
- **QUICKCHATS**
- **STORYDESIGNS**
- **EVENT VIDEO**



## LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- **PERSONA TARGETING**
- **WEBINARS**
- **CONTENT SYNDICATION**
- **EBOOKS**



## AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- **LEARN MORE AT [PERSONIF.AI](https://personif.ai)**



## EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- **DIGITAL AD NETWORK**
- **SOCIAL MARKETING**
- **EMAIL MARKETING**



Leveraging our subject matter **expertise, extensive data, and engaged audiences**, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.





# 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](mailto: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.

# NEWSLETTERS

## PMM UPDATE

The Voice for Plastics Processors and Manufacturers of Plastics Equipment.  
**3x per week (Tuesday, Wednesday & Thursday)**

### Stats

Average Delivered.....13,321

### Net Per Issue

Leaderboard ..... \$945  
Sponsored Content - Position 1 ..... \$1,700  
Sponsored Content - Position 2 ..... \$975  
Sponsored Content - Position 3 ..... \$975

## PMM TOP STORIES

A monthly newsletter highlighting the last month's most read website articles.  
**Exclusive Sponsor Monthly**

### Stats

Average Delivered.....10,959

**Contact your sales  
representative for pricing**

## PMM RECYCLING UPDATE

The latest news on recycling equipment and technology  
in the plastics recycling market. **Monthly**

### Stats

Average Delivered.....4,903

**Contact your sales  
representative for pricing**

### **+** NEWSLETTER SPECS

All newsletter rates are net per issue

\* Audience Engagement Report 2024



## Market Focused Insight with **MARKET MOVES** NEWSLETTERS

### MANUFACTURING

News and analysis from  
manufacturing and sector experts  
into the global manufacturing  
economy, delivering insights on  
diverse topics including labor  
relations, advanced manufacturing  
technologies, regulations and more.

**Target audience:** C-Suite and  
Management titles focused on:  
Engineering, IT, OT, Distribution,  
Warehousing, Logistics, Purchasing,  
Sourcing and R&D. Safety and  
Occupational Health, Plant Managers,  
and Engineers focused on: Production  
Process Control, Design, Assembly,  
Systems Integration, Manufacturing,  
Maintenance & Reliability, Regulatory/  
Compliance, and Quality..

**Sponsorship Opportunities:**  
\$4,500 includes up to 4 sponsored  
content ads

**Twice Monthly on Saturdays**

**+ LEARN MORE ABOUT MARKET  
MOVES NEWSLETTERS FROM  
ENDEAVOR BUSINESS MEDIA**

# RATES, SPECS & SUBMISSION

DIMENSIONS (INCHES)	NON BLEED*	TRIM	WITH BLEED	STANDARD	MEMBER RATE
Spread		20 x 12.375	20.25 x 12.625	\$9,900	\$9,500
Full Page		10 x 12.375	10.25 x 12.625	\$7,525	\$7,125
1/2 Pg Island	5.9375 x 8			\$5,800	\$5,300
1/2 Pg Horizontal	9 x 5.625				
1/2 Pg Horizontal Spread		20 x 6.25	20.25 x 6.5		
1/3 Pg Square	5.9375 x 5.9375			\$3,700	\$3,200
1/3 Pg Vertical	2.875 x 11.25				
1/3 Pg Horizontal	9 x 4				
1/4 Pg Standard	4.4 x 5.625			\$2,875	\$2,375
1/4 Pg Horizontal	9 x 3.125				

## SPECS SITE

Find all the print, digital ads and newsletter specs you need at our specification site.

- PRINT SPECS
- NEWSLETTER SPECS
- DIGITAL BANNER AD SPECS

## PLASTICS RECYCLING

POSITION	STANDARD	STANDARD	PLASTICS MEMBER RATE
Full Page 1x	TRIM 7.875" x 10.5"  BLEED 8.125" x 10.75"	\$6,480	\$4,935
Full Page 2x		\$5,290	\$4,040
Full Page 3x		\$4,690	\$3,570
Cover 2		\$6,090	\$4,650
Cover 3		\$5,850	\$4,460
Cover 4		\$6,560	\$5,000

## JOURNAL OF BLOW MOLDING

	TRIM	BLEED		STANDARD	SPONSOR RATE
Full Page	7.875" x 10.5"	8.125" x 10.75"	1x	\$3,970	\$3,180
			2x	\$3,180	\$2,540
1/2 Page	Horz. 7" x 4.875" Vert. 3.375" x 10"		1x	\$2,850	\$2,280
			2x	\$2,280	\$1,830
1/4 Standard	3.375" x 4.875"		1x	\$1,710	\$1,380
			2x	\$1,380	\$1,100
Covers					\$3,530

## Electronic Submission Of Print & Digital Magazine Ad Material

Melissa Meng, [mmeng@endeavorb2b.com](mailto:mmeng@endeavorb2b.com)  
Include advertiser name, publication, and issue date



# CONTACT US

LEARN MORE

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PROCESSING ECOSYSTEM**

Serving the information needs of the engineering, operations, and management professionals responsible for the safe, resilient, optimal, and sustainable production of society's basic needs, from chemicals and plastics to food and pharmaceuticals.

Learn more at  
[processing.endeavorb2b.com](https://processing.endeavorb2b.com)

# ENDEAVOR ADVANTAGE



**90+ media brands** and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines,** and **delivering highquality leads** for their organizations.



## INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



## TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



## MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



## BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



## EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



## CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

