GENERAL INFORMATION

Title: Recycling International
Published by: Eisma Industriemedia bv
Informaticaweg 3
7007 CP Doetinchem
The Netherlands
Publisher: Jeroen van der Molen
Account management:
Judith Wanjala, International
T +31 88 294 47 39  M +31 6 55 68 99 47
E judith@recyclinginternational.com
Fred Balduk, Benelux
T +31 88 294 47 41  M +31 6 31 76 88 29
E f.balduk@eisma.nl
Editor: Martijn Reintjes, editor-in-chief
T +31 88 29 44 703  M +31 6 24 41 60 90
E martijn@recyclinginternational.nl
Printed circulation: 7,000 copies
Volume: 24
Frequency: 6 x per year

WHO WE ARE

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 aspect of company/organisation budgets, including owners, managers and other professionals.
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/centers, 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.

**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 (computer and laptop), max. 49 kb
- 320 x 50 pixels (tablet and smartphone), max. 49 kb

**Rate**
€ 1 130 per month

**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 s.a. streaming of video

**Specifications**
- 728 x 90 pixels (computer and laptop), max. 49 kb
- 320 x 50 pixels (tablet and smartphone), max. 49 kb

**Rate**
€ 1 440 per month

On all orders and deliveries, our general delivery terms are applicable, as filed with the Chamber of Commerce in Leeuwarden under number 65198030. Prices are per insertion in Euro, based on full colour insertion, excluding 21% VAT. Contract period 12 months, starting on the date of the first insertion. We reserve the right to make changes without prior notice. No rights can be derived from this media kit.
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**MEDIA KIT WEBSITE 2022**

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

**Specifications**
- 160 x 600 pixels (computer and laptop), max. 49 kb
- 300 x 250 pixels (tablet and smartphone), max. 49 kb

**Rate**
€ 1 468 per month

**RECTANGLE**
A rectangle is a remarkably large ad format that is always positioned on the right-hand side of the website, above the “fold”. The format is ideal for communicating different types of messages including video.

**Specifications**
- 336 x 280 pixels (computer and laptop), max. 99 kb
- 300 x 250 pixels (tablet and smartphone), max. 49 kb

**Rate**
€ 675 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 punctuations
- 3 images max. 300 pixels wide

**Rate**
€ 1 075 per month

For more information contact:
Judith Wanjala
E judith@recyclinginternational.com  M +31 6 55 68 99 47

**DELIVERY ONLINE MATERIAL**

File formats: JPEG; GIF; animated GIF; HTML5
Color modus: RGB
Resolution: 72 dpi
Maximum: 99 Kb
Landings pagina: URL landings pagina
Delivery address: traffic.industrie@eisma.nl with a copy to judith@recyclinginternational.com at least 5 days before start date

Please include a regular banner as well as a banner for display on a mobile device (s). For more information visit: adverterenbijeisma.nl/specifications
BUYERS GUIDE PACKAGES

Reach out to your clients today

Sign up to the Recycling International Buyers’ Guide (print & online) and showcase your company’s details under the heading of your choice. Combine the power of print with the reach of the internet. The Buyers’ Guide (print & online) is a cost-effective and efficient way for your company to make connections with the global recycling community. Order now and submit your entry, which will be printed in every issue of the Recycling International magazine and posted online at www.recyclinginternational.com

To include your company in the Buyer’s Guide (print & online) or for more information, please contact Judith Wanjala at judith@recyclinginternational.com

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<th>Social media</th>
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<td>10x</td>
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<td>Yes</td>
<td>Yes</td>
<td>€ 1 458</td>
</tr>
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</table>
THE NEWSLETTER OF **RECYCLING INTERNATIONAL** IS SENT OUT TWICE A WEEK ON TUESDAYS AND THURSDAYS TO 4 400 SUBSCRIBERS

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### 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**
- Header: max. 50 characters, including spacing
- Text line: max. 350 characters, including spacing
- Image/logo/illustration: 600 x 400 pixels, max. 99 kb
- URL to which the advertorial links

**Rate**
- €175 per mailing
- €2 100 per year (x12)

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### 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. 49 Kb / mobile 320 x 50 pixels

**Rate**
- €170 per mailing
- €1 980 per year (x12)

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### 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**
- €205 per mailing
- €2 340 per year (x12)

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### DELIVERY SPECIFICATIONS

**File formats:** JPG; GIF; HTML code

**Colour mode:** RGB

**Resolution:** 72 dpi

**Landing page:** URL of the landing page traffic.industrie@eisma.nl with a copy to judith@recyclinginternational.com at least 5 days before send date.

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### MORE INFORMATION AND POSSIBILITIES?

For more information visit [www.adverterenbijeisma.nl](http://www.adverterenbijeisma.nl) or call your accountmanager.
SPECIAL NEWSLETTER

A special newsletter “partner mailing” is a special e-newsletter which can be sent out to our subscribers. The advertisement position is above editorial messages. The editors select the editorial messages, and the advertiser delivers his advertisement. This message is sent exclusively to an address database selected by the advertiser, thus ensuring a high click rate on the advertisement.

Advertising in the special partner mailing has several advantages:
- extra large advertisement space to highlight your products/company profile
- suitable for special offers/announcements
- a large number of readers
- direct response
- more traffic to your website

Once a month, we can send this special newsletter to the e-newsletter subscribers of:
- Recycling International
- Metaal Magazine
- Recycling Magazine Benelux
- Aandrijftechniek
- Bulk
- TTM.nl
- Warehouse Totaal
- Pomp NL
- Bestelauto

Specifications
Available upon request

Pricing
€ 3 125 per mailing (Recycling International)
THE PLASTICS POST NEWSLETTER

The Plastics Post offers the most important and impactful plastics developments delivered for free straight to your inbox.

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 8.

MORE INFORMATION

For more information contact:
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