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
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E: judith@recyclinginternational.com
Fred Balduk, Benelux
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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.

On all orders and deliveries, our general delivery terms are applicable, as filed with the Chamber of Commerce in Leeuwarden under number 65199030. 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.
DISPLAY ADVERTISING RATES

RATE CARD: EURO

<table>
<thead>
<tr>
<th>Size</th>
<th>Portrait (w x h in mm)</th>
<th>Landscape (w x h in mm)</th>
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<tr>
<td>1/16 page</td>
<td>25 x 30</td>
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PRINTING DETAILS

- Printing process: offset
- Magazine size: 230 x 300 mm
- Cover paper: 150 gsm (MC) satin finish
- Inside pages: 90 gsm (MC) half matte finish

INSERTS / LEAFLETS

Pricing upon request, depending on weight and size. Due to the technical specifications, please contact us on time.

DELIVERY ADDRESS FOR INSERTS, BROCHURES ETC.

- Required number: 7,000 copies
- Delivery: Loosely packed in boxes
- Deadline: Ultimately 3 weeks before publication
- Delivery address: Veldhuis Media
  - Attn. Mr. Theo Nittraw
  - Eekhorstweg 1
  - 7942 JC Meppel
  - The Netherlands
- Delivery info: Recycling International, issue no XX/2021

DELIVERY DISPLAY ADVERTISING MATERIAL

File size up to 10 MB per email to: recyclinginternational@zeedesign.nl with reference, title, issue and publication date with a cc to: judith@recyclinginternational.com For larger files, use www.wetransfer.com.

No cancellations accepted 1 week before closing deadline. Advertisers must pay full charges for the reserved page/ad space.

DELIVERY DIGITAL ADVERTISING MATERIAL

- PDF
  - Certified PDF
  - All fonts included
- Quark Xpress
  - Include all (Macintosh) fonts, illustrations and images
- Adobe Illustrator
  - Convert fonts to letter contours
  - *.ai, *.eps
- Adobe Photoshop
  - Flattened (not in layers)
  - *.tiff, *.eps, *.jpg, *.psd
  - No multi-channel or duotone images
- Other (without formatting)
  - Text only in Word, please insert images separately

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WWW.RECYCLINGINTERNATIONAL.COM

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 en smartphone), max. 49 kb

Rate
€ 1 440 per month

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**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

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**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

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**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

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**DELIVERY ONLINE MATERIAL**

- File formats: JPG; 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

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

€ 180 per mailing  
€ 1 240 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  
€ 2 230 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 pagina

**Delivery address:**  
- 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.adverterenbieisma.nl or call your account manager.
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
€ 3125 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:
Judith Wanjala
E judith@recyclinginternational.com  M +31 6 55 68 99 47
GENERAL INFORMATION

Recycling Technology is the annual publication powered by Recycling International

Publication date  Autumn 2022
Circulation  10,000 copies

Content
Informative articles about state-of-the-art recycling technologies will be written by researchers and scientists from technical universities and R&D institutes around the world.

Additionally, Recycling Technology will contain: application stories from companies which develop their own recycling technologies; technology news articles from Recycling International, form its “in the laboratory” section and from other relevant scientific articles. (All application stories will also be published on Recycling International’s website for a period of 12 months.)

Present your test centre
Recycling Technology offers suppliers the opportunity to showcase their test centres with a full 2-page photo of the facility alongside details of its specifications and capacities.

Target industries
All Recycling industries, including ferrous and non-ferrous metals, nickel and stainless, e-scrap, paper, plastics and tyres.

Target distribution
Global distribution among Recycling International readers; on display at many congresses and trade shows; technical universities and R&D institutes; relevant companies in the steel and non-ferrous industries, plus foundries; waste management companies; and selected decision-makers.

CIRCULATION
RECYCLING TECHNOLOGY
10,000 COPIES

ADVERTISING RATES

2-page application story*  € 4,375
(incl. ½ page company profile + e-paper)

2-page test centre  € 4,375
(incl. ½ page company profile + e-paper)

1-page application story*  € 2,830

Cover
French gate-fold cover  price upon request
½-page vertical split cover  price upon request

1/1-page advertisement  € 4,115
230 x 300 mm + 3 mm bleed

½ page advertisement  € 2,830
100 x 268 / 205 x 132 mm

1/3-page advertisement  € 2,215
65 x 268 / 205 x 85 mm

¼-page advertisement  € 1,620
100 x 132 / 205 x 64 mm

• All application stories will also be published on Recycling International’s website for a period of 12 months.

Other sizes available upon request.
CUSTOMISED CONTENT

Customised Content is content that is paid or produced by the advertiser. It is designed to build brand awareness and can include video's, articles, blogs/viewpoints or other elements that bring value to the customer. The content is designed to be similar to the editorial content but the message is conveyed subtly so that the reader will not experience this as promotional material. The key is to grab the attention of our customers – your target group – and to drive real engagement through this smart content.

WHY CUSTOMISED CONTENT?

Credible; Customised Content is positioned between the editorial content on an independent (news) site. Because the company does not promote its brand directly, this is seen as credible. It leads to less resistance and ensures a high effectiveness of the message so that the consumer will remember your brand better.

Relevant; The text or video is written specifically for your target group and therefore exciting and appropriate for them.

Subtle; With effective branded content you will not immediately give away that it's about your brand, but rather package the message subtly and originally.

CUSTOMISED CONTENT FORMATS

- Technology Spotlight
- Best Practice
- Special Report
- Video
- Sponsored Gallery
- Expert blog / Viewpoint

TECHNOLOGY SPOTLIGHT

In the age of storytelling, an in-depth article on recycling technology and recycling equipment draws attention. Showcase your latest piece of equipment, technical innovation or business solution in Recycling International and the attention it deserves.

Package
- Recyclinginternational.com homepage with a click-thru to a page on the website
- An announcement on the recyclinginternational.com newsletter
- 2/1 spread page editorial in Recycling International magazine

Specifications
- Text: 1000 to 1200 words
- 3 - 4 photos in JPG format / each 1 MB minimum

Rate
- €3,965 (magazine, website, newsletter)
- €2,575 (website + newsletter)
BEST PRACTICE

Recyclers do not rush to invest in new machinery and technology. They want the return on investment and they want it to deliver what’s promised. Impress your customers in Recycling International with best practice articles featuring a user of your recycling equipment, technology or service offer.

Package
• Recyclinginternational.com homepage with a click-thru to a page on your website
• An announcement on the recyclinginternational.com newsletter
• 2 – 4 pages editorial in Recycling International magazine
• Social media posts

Specifications
• 1000 to 1500 words
• 3 – 4 photos in JPG, 1 MB minimum

Rate
€ 4 845 (magazine + website + newsletter)

EXPERT BLOG / VIEW POINT

With an expert blog/viewpoint you can communicate personally with the customer. By blogging as a director, consultant, manager or employee, your expertise about a specific area of recycling is highlighted. Your personal story creates a more accessible branding based on experiences, thoughts, visions or tips, or by addressing a practical problem that recyclers encounter. You can also suggest a subject for discussion to inform or convince (potential) customers. Publishing a new blog on a regular basis will boost publicity and help to build a committed audience.

Recycling International offers a platform - online and in the magazine – where experts in the field of business, technology can share their views and expertise. Topics: business/global market trends/innovation/technology.

Package
• Recyclinginternational.com homepage with a click-thru to a page on your website.
• An announcement in the newsletter of recyclinginternational.com

Specifications
• 700 words, including an introduction of up to 40 words and sub-header
• Images: one photo of the expert and two relevant photos of the discussion topic in expert blog.

Rate
Online publication € 500 per month, writing of the blog starts from € 450

Or
• 1 x publication of the blog on the homepage
• 1 x in the weekly newsletter
• 1/1 page editorial in the magazine

€ 3 090

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PRODUCT SPOTLIGHT

Innovative and other special products deserve to be in our “spotlight” section. The unique selling points of the product are presented attractively to the target group in a comprehensible way. This is a highly suitable medium for new product launches.

Package
- Recyclinginternational.com homepage with a click-thru to a page on the website.
- An announcement on the recyclinginternational.com newsletter

Specifications
- Text up to 600 words
- 3 images, 300 pixels wide

Rate
€ 875 per month

SPONSORED GALLERY

Share your memories with the recycling community with photos taken during an open day, at an exhibition or any other event. These will be included within our existing gallery.

Package
- On the homepage recyclinginternational.com (Gallery position)
- An announcement in our weekly newsletter

Specifications
- 1 x newsletter announcement
- Social media announcement
- 1 x month on the online gallery

Rate
€ 1545

VIDEO

It’s hard to imagine why online videos would be missing from your communication mix because telling stories in this format has never been more accessible and is increasingly preferred by users of digital platforms. At Recycling International, as part of Eisma media, we can create that video for you as we have years of experience in making a wide range of videos. We take care of the script, film, editing, voice-over and subtitling – all in close consultation with you.

Use Recycling International’s online platform and reach to share your corporate or product video with the global recycling community.

Package
- on the homepage recyclinginternational.com (rectangle banner position)
- an announcement in our weekly newsletter

Specifications
- Video-link (You Tube) and a frame
- Frame: JPG, PNG or GIF files
- Size: 336 x 280 pixels / mobiel 300 x 250 pixels.
- URL link to the video

Rate
Placement our website € 500 per month
Layout support € 100
Production of all aspects of the video starts from € 2200

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WHY IS CONTENT MARKETING IMPORTANT?

Content marketing is a strategic approach to marketing focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. Ultimately it drives a profitable customer reaction to you and your products.

EISMA CONTENT MARKETING: WHAT’S YOUR STORY?

More and more customers are asking Eisma to help “tell their story”.
At Eisma Industriemedia, we know how to tell those stories. After all, we already do this with our own brands through independent editors who know exactly what is happening in their sector.

EISMA INDUSTRIEMEDIA

We can help you reach your target group and generate leads. Our approach includes the placement and distribution of case studies, white papers and videos via our different media channels.

THE MOST USED CONTENT FORMATS

- Project documentation
- Infographics
- Blogs
- Whitepapers
- Videos
  - Animation video
  - Product video
  - Company video
  - Trade show video
  - Event coverage
- Sponsored magazines
- Webinars
  - Webinar
  - Webinar 2.0
PROJECT DOCUMENTATION

Let’s assume your product has been incorporated successfully into a superb completed project. It’s a fine example of how your products can be used so you now want to get that message across smartly to your customers and prospective customers. Working closely with you, our editors can create the perfect showcase to highlight the project using video, text and photos.

We offer a video of one-and-a-half minutes, 10 photos, 2-pages article including a short project description (300 words)

**Rate:** Starts at € 2 810

INFOGRAPHICS

An infographic is a combination of text and illustration that tells your story simply and clearly. Illustrations can be graphs, diagrams, icons or maps. Conveying information or knowledge in this style is an excellent way to visualise complex data, events or processes.

Typically, an infographic consists of six to eight illustrations and about 150 words. These may very depending on the message you want to get across.

**Rate:** Starts at € 1 750

BLOG

A blog is an excellent tool to communicate with the customer in an easy-to-access way. By blogging as a director, advisor, manager or assistant you showcase your expertise on a particular subject. And by telling a personal story, you create a more accessible reputation. The blogger shares with the reader their personal experiences, thoughts, visions or tips, given them a golden opportunity to respond.

Blogs are approximately 500 to 600 words, depending on the content.

**Rate:** Starts at € 480

WHITEPAPER

In a whitepaper, the client showcases their expertise on a specific subject. A whitepaper is objective and offers solutions for particular problems often shared widely in the sector.

It consists of approximately 4 pages of around 1 500 words drawing together photos and text originating from the client.

**Rate:** Starts at € 2 110
ANIMATION VIDEOS

An animation video is an animated, illustrated environment in which anything is possible. For example, it is perfect for a complex business process that is difficult to explain in conventional communications. An animation can also present a new product or service engagingly.

An animation video lasts one-and-a-half minutes and comprises a professional script written by our editor, a voice-over, royalty free music and your corporate logo as part of the opening and closing sections.

Rate: Starts at €3 350

PRODUCT VIDEOS

Want to showcase your product or service to your customers with precision and clarity? Our crafted videos show off what you do almost as if the customer is alongside you in the showroom or factory.

A product video lasts one-and-a-half-minutes and includes an intro to your business and a professional voice-over.

Rate: Starts at €2 325

CORPORATE VIDEOS

You take pride in your business and naturally you want to showcase this to your customers. A corporate video is a terrific way of doing it and we can assist you in making content to be proud of.

A professional corporate video of one-and-a-half minutes, including an introduction about your business and a voice-over, ensures a lasting impression of your company.

Rate: Starts at €2 325

ANIMATION VIDEOS

An animation video is an animated, illustrated environment in which anything is possible. For example, it is perfect for a complex business process that is difficult to explain in conventional communications. An animation can also present a new product or service engagingly.

An animation video lasts one-and-a-half minutes and comprises a professional script written by our editor, a voice-over, royalty free music and your corporate logo as part of the opening and closing sections.

Rate: Starts at €3 350

TRADE SHOW VIDEOS

A trade show is a great way to tell your customers and prospects what you are doing – until it is all over. Filming videos during a trade show or event ensures that all of the energy you have put into it is captured. The video can then be distributed to your wider audience afterwards.

A professional trade show video lasts one-and-a-half minutes and includes your company logo, a voice-over and subtitles.

Rate: Starts at €2 325

Rates quoted are for production, excluding distribution
SPONSORED MAGAZINE
A sponsored magazine is a beautiful medium to inform business contacts and to tie them into your work. For such relationship marketing, the sponsored magazine is an incredibly medium.

WEBINAR
A webinar is an interactive virtual broadcast allowing you to share your knowledge in real-time to anyone in the world. During these live broadcasts, speakers may be asked questions and can chat with the participants.

WEBINAR 2.0
In addition to the conventional webinar, we can offer you different formats such as a press report, blog, FAQ list, several news messages and a follow-up on demand. In this way, you not only get support but also assistance with the complete webinar.

A wide variety of webinar options is possible because the total package will link up with your goals and wishes. We provide the technology, content and recruitment of viewers. Please remember that a good webinar requires a preparation period of 10 to 12 weeks.

EVENT COVERAGE
Covering an event in both image and text allows us to publicise your company in a various ways. Even after the event, the content remains relevant of the target group.

The production depends on your wishes. Please contact us for more information.