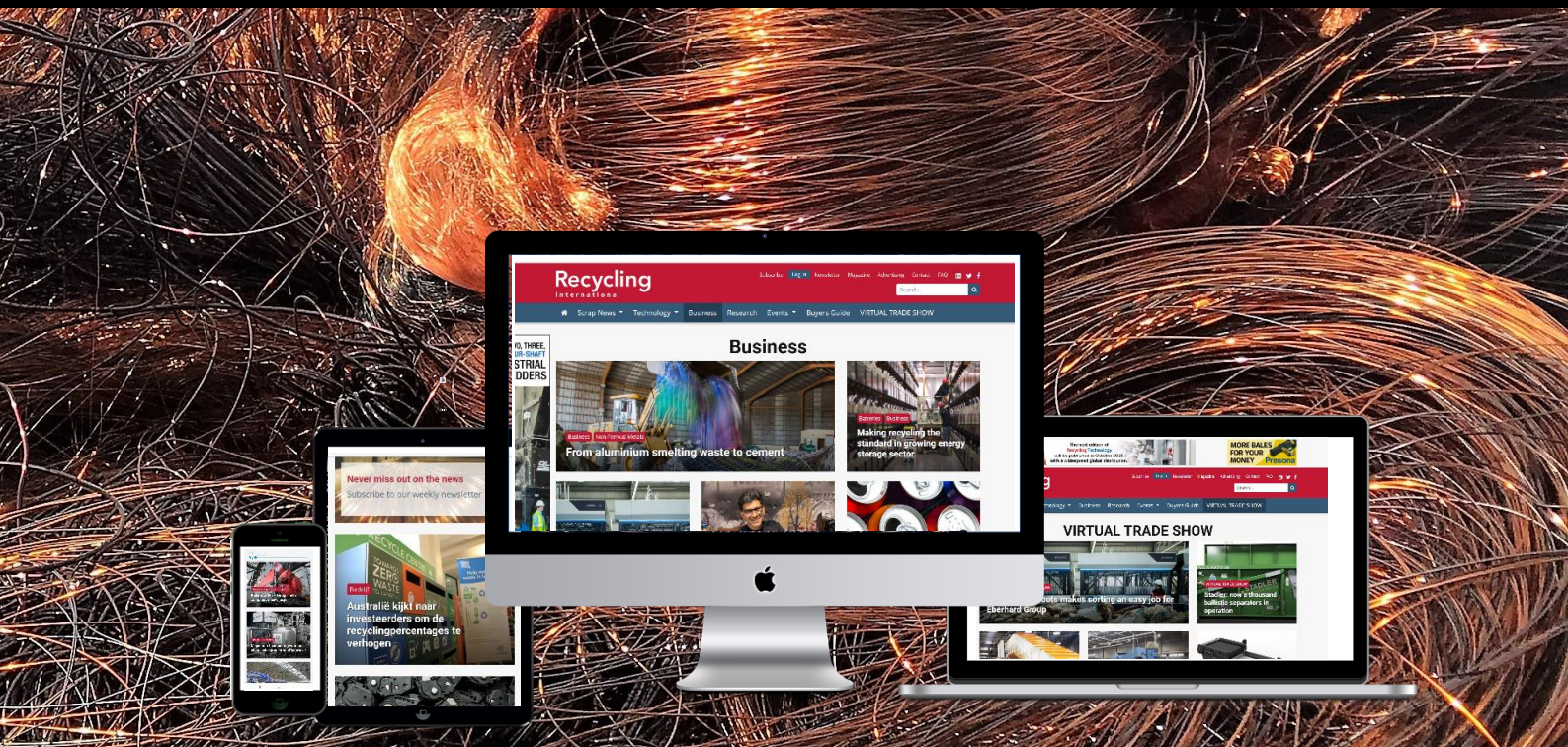


MEDIA KIT WEBSITE 2023



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

€ 1 195 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

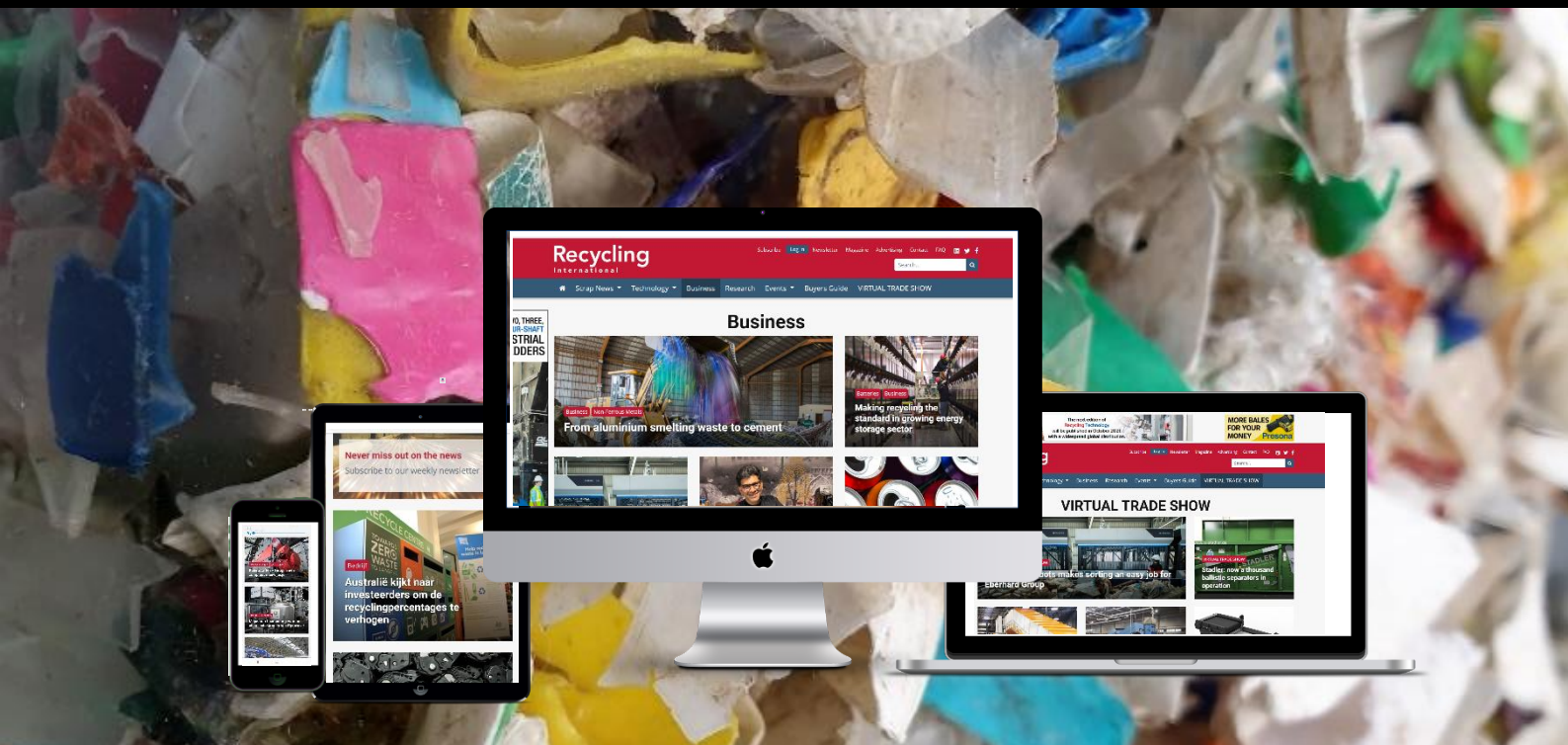
728 x 90 pixels (computer and laptop), max. 49 kb
320 x 50 pixels (tablet en smartphone), max. 49 kb

Rate

€ 1 525 per month



MEDIA KIT WEBSITE 2023



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

€ 1 575 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

€ 1 150 per month

For more information contact:

Judith Wanjala

E judith@recyclinginternational.com M +31 6 55 68 99 47

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

€ 725 per month

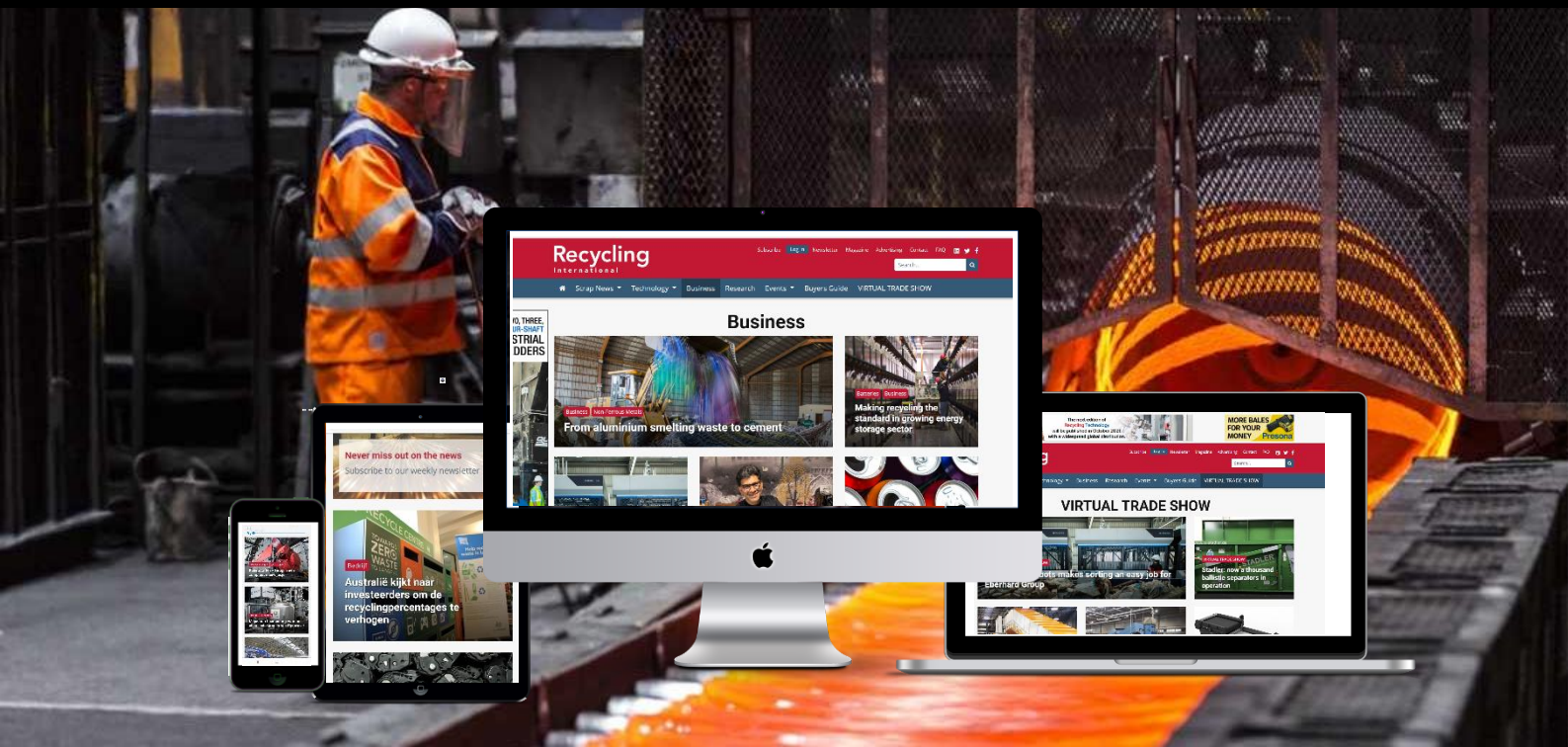


DELIVERY ONLINE MATERIAL

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

MEDIA KIT WEBSITE 2023



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

Package	Name & address	Categories	Logo	Social media	Company profile	Price
	Telephone/Fax	Categories		Google maps	Photo	
					PDF brochure	
	Email	Keywords	Website (active)	Company tweets		
	Website	Brands		Print listing		
Basic	Yes	1x				Free
Bronze	Yes	3x	Yes			€ 575
Silver	Yes	5x	Yes	Yes	Yes	€ 1 120
Gold	Yes	10x	Yes	Yes	Yes	€ 1 458

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.

MEDIA KIT NEWSLETTER 2023

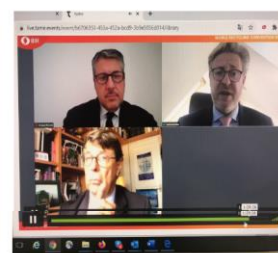
THE NEWSLETTER OF **RECYCLING INTERNATIONAL** IS SENT OUT TWICE A WEEK ON TUESDAYS AND THURSDAYS TO 4 400 SUBSCRIBERS



Awareness 'key' to tackle ever-growing e-scrap mountain

A record 53.6 million tonnes of e-scrap worth EUR 50 billion was generated across the planet in 2019. But less than 18% of this was officially documented as being recycled, with the rest going...

[READ STORY >>](#)



Commodity prices offer some comfort amid the global crisis

A 'brutal' year in the most severe economic crisis since the 1930s set the scene for a keynote session during...

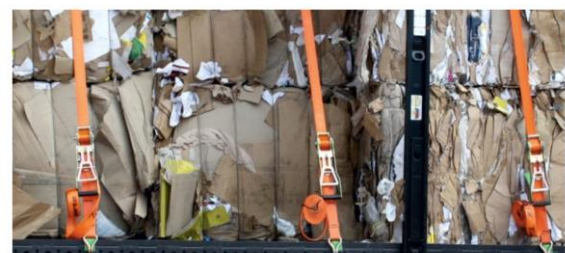
[READ MORE >>](#)



Hyundai selling car scrap fashion at Selfridges

Hyundai has launched the Re:Style 2020 collection, which is made from upcycled, repurposed car parts that would have otherwise ended up in landfill. The recycled items, which range from jewellery...

[READ MORE >>](#)



Paper sector offsets demand to cope with China's import deadline

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

€ 225 per mailing
€ 2 100 per year (x12)

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

€ 225 per mailing
€ 2 100 per year (x12)

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

€ 275 per mailing
€ 2 650 per year (x12)

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.

MORE INFORMATION AND POSSIBILITIES?

For more information visit www.adverterenbijeisma.nl or call your accountmanager.

MEDIA KIT SPECIAL NEWSLETTER 2023



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

€ 3 500 per mailing (Recycling International)



Webinar Using Technology to Gain an Advantage in Metal Recycling

Technology is rapidly changing the metal recycling industry. Stay on top of innovation to gain a competitive advantage by understanding how to improve your processes and techniques as your business continues to evolve.

Watch this [Free Webinar](#) to learn more about innovation in technology for the metal recycling industry.

In this on-demand webinar we will discuss how technology can help you deal with today's challenges using innovative technologies to increase productivity, improve efficiency, and ensure compliance.

[Watch the webinar »](#)



Metal Recycling Digitalisation

In Metal Recycling new solutions and ways of thinking will be needed to succeed. Let's take a look at the industry as it currently stands and then address solutions to these challenges.

[Read more »](#)



More about AMCS

Learn more about how AMCS can support your metal recycling business. Visit our website for more information about our technology solutions for metal recycling.

[More about AMCS »](#)



AMCS is the largest provider of software dedicated to the metal recycling industry. AMCS offers a completely integrated enterprise management recycling solution.

MEDIA KIT THE PLASTICS POST 2023



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



Multi-million funding for Pyrowave's chemical process

Plastics recycling pioneer Pyrowave is one of 14 Canadian tech companies to benefit from a total of EUR 32 million...

[READ MORE >>](#)



Canadian scientists on the road to recycling tyres

More than three billion tyres were sold worldwide last year and this is projected to reach nearly four billion by...

[READ MORE >>](#)



'This award will add to my passion'

'Recycling is my passion, recycling is my life,' Surenra Borad Patrawari told the latest International Electronics Recycling Congress in Salzburg...

[READ MORE >>](#)

Presona balers - perfect for plastic

Presona LP Series balers are all equipped with a prepress, making them the ideal choice for baling plastics. The prepress holds the plastic in place which eliminates the need for cutting the material. No cutting knives means lower maintenance costs for you. The LP Series balers can also bale other materials like OCC, newspaper, magazines, cardboard, print waste, RDF and SRF.

[MORE DETAILS >>](#)

