

# Recycling

## International



**MEDIA  
KIT  
2026**





# MEDIA KIT MAGAZINE 2026



## GENERAL INFORMATION

Title	Recycling International
Published by	Eisma Industriemedia bv Informaticaweg 3 7007 CP Doetinchem The Netherlands
Publisher	Sebastiaan Jansen
Account management	Bert Brassée M +31 6 55 68 99 47 E bert@recyclinginternational.com
Editor	Martijn Reintjes, editor-in-chief M +31 6 24 41 60 90 E martijn@recyclinginternational.nl
Printed circulation	7.000 copies
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 aspects of company/organisation budgets, including owners, managers and other professionals.

TOTAL  
CIRCULATION  
WORLDWIDE  
**7000**  
COPIES

# MEDIA KIT MAGAZINE 2026

## DISPLAY ADVERTISING RATES

### RATE CARD: EURO

Full colour	1x	2x	4x	8x
1/1 page	4888	4410	4285	3858
1/2 page	3415	3075	2990	2900
1/3 page	3145	2825	2760	2675
1/4 page	2125	1945	1890	1835

## PRINTING DETAILS

Printing process	offset
Magazine size	228 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
Ultimately	Three weeks before publication
Delivery address	Veldhuis Media Attn. Mr. Léon van Weenen Eekhorstweg 1 7942 JC Meppel The Netherlands
Delivery info	Recycling International, issue no XX/2026

## DIMENSIONS

Size	Portrait (w x h in mm)	Landscape (w x h in mm)
2/1 page		456 x 300 +3 mm bleed
1/1 page	228 x 300 +3 mm bleed	--
1/2 page	100 x 268	205 x 132
1/3 page	65 x 268	205 x 85
1/4 page	100 x 132	205 x 64
Colour mode	CMYK	
Resolution	300 dpi	

## ADVERTISING MATERIAL

File size up to 10 MB per email to: [recyclinginternational@zeedesign.nl](mailto:recyclinginternational@zeedesign.nl) with reference, title, issue and publication date. For larger files, use [www.wetransfer.com](http://www.wetransfer.com).

**Cancellations only accepted up to one 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

# MEDIA KIT MAGAZINE 2026

## EDITORIAL PLANNING 2026

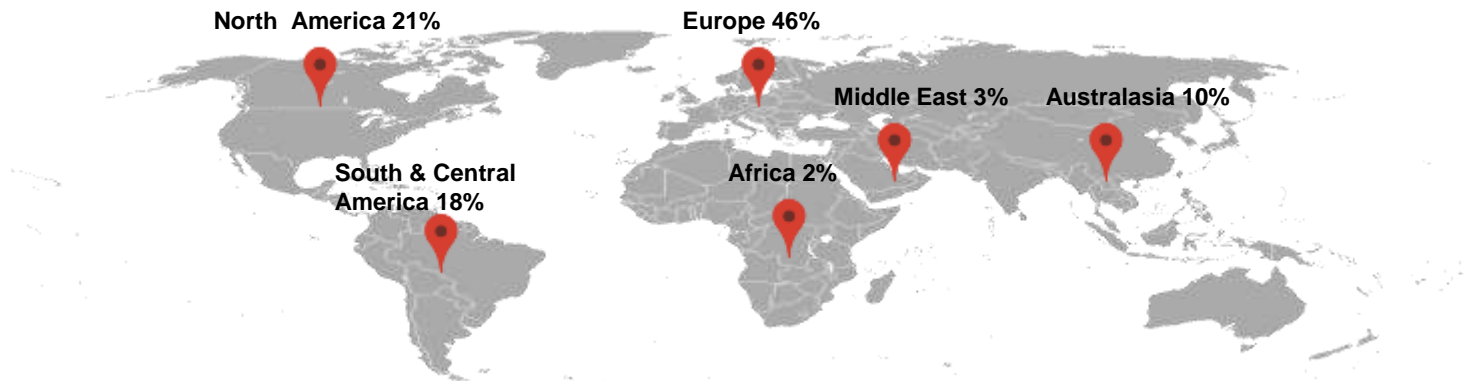
Issue	Publication date	Closing date	On display at	Dates
No. 1	30 January	11 December 2025	Sensor-based Sorting & Control, Aachen, Germany Recycling Technik, Dortmund, Germany	17 - 18 March 18 - 19 March
No. 2	13 March	06 February	International Automotive Recycling Congress, Hamburg, Germany (IARC) International Waste Paper Day 2026 Berlin, Germany ReMA Las Vegas, Nevada, USA	25 - 27 March 14 April 13 - 17 April
No. 3	24 April	20 March	ChinaPlas 2026, Shanghai, PR China IFAT 2026, Munich, Germany PRSE, Amsterdam, The Netherlands BIR World Recycling Convention & Exhibition SRR Madrid, Spain E-Waste World Conference & Expo, Frankfurt, Germany Textiles Recycling Europe, Brussels, Belgium	21 - 24 April 04 - 07 May 05 - 06 May 31 May - 03 June 09 - 11 June 17 - 18 June 24 - 25 June
No. 4	03 July	29 May	International Congress on Battery Recycling, Berlin, Germany (ICBR) WEEE Forum, Dublin, Ireland RWM, Birmingham, UK Complete Auto Recycling Show & Metals Recycling Show	09 - 11 September 17 - 18 September 22 - 23 September 22 - 23 September
<b>Recycling Technology</b>	11 September	07 August	<i>Distributed throughout the year at various trade shows and to regular subscribers</i>	
No. 5	25 September	21 August	Aluminium, Dusseldorf, Germany BIR World Recycling Convention E-Scrap Conference 2026, New Orleans, USA Ecomondo 2026, Rimini Italy Vakbeurs Recycling, Gorinchem, The Netherlands WRF, Shanghai, China	06 - 08 October 25 - 27 October 26 - 28 October 03 - 06 November 10 - 12 November 30 November - 3 December
No.6	27 November	23 October	International Electronic Recycling Congress 2027 (IERC) IMRC 2027, India	Dates to be announced Dates to be announced

The above list can change, please check the organisers website for the most current dates

### Circulation analysis

Print run	7000
Distribution no. of countries	120
Annual distribution	42000
Trade Show + Conference distribution	2000

### Annual distribution breakdown by region





# RECYCLING TECHNOLOGY 2026

## GENERAL INFORMATION

Recycling Technology is the annual publication powered by Recycling International

**Publication date** Autumn 2026  
**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; from 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.)

### Target industries

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

### 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.

## ADVERTISING RATES

<b>1/2-page application story*</b> (incl. 1/2 page company profile + e-paper)	€ 4915
<b>1/2-page test centre</b> € 4915 (incl. 1/2 page company profile + e-paper)	€ 3465
<b>1-page application story*</b>	€ 3465
<b>Cover</b>	€ 8925
<b>1/1-page advertisement</b> 228 x 300 mm + 3 mm bleed	€ 4805
<b>1/2 page advertisement</b> 100 x 268 / 205 x 132 mm	€ 3465
<b>1/3-page advertisement</b> 65 x 268 / 205 x 85 mm	€ 2765
<b>1/4-page advertisement</b> 100 x 132 / 205 x 64 mm	€ 1975

- All application stories will also be published on [www.recyclinginternational.com](http://www.recyclinginternational.com) for a period of 12 months.

CIRCULATION  
RECYCLING  
TECHNOLOGY  
**10000**  
COPIES



# MEDIA KIT NEWSLETTER 2026

THE NEWSLETTER OF **RECYCLING INTERNATIONAL** IS SENT EVERY TUESDAY AND THURSDAY TO 4 400 SUBSCRIBERS. **THE PLASTIC POST NEWSLETTER** IS SENT TWICE PER MONTH ON TUESDAY.



**Awareness 'key' to tackle ever-growing e-waste mountain**  
A record 52.6 million tonnes of e-waste worth EUR 20 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 MORE](#)



**Commodity prices offer contrasts amid the gloom**  
A 'boom' year in the metal sector was also seen in 2024 with the keynote speaker during...

[READ MORE](#)



**Paper sector offsets de**



**STEINERT PLASMAX | LIBS produces high-grade alloy classes**  
Purity remains the ultimate target when it comes to processing secondary raw materials. Exports of low-grade qualities are a thing of the past and the production of the highest purity is now a basic requirement. With the presentation of the STEINERT PLASMAX | LIBS at IFAT 2024 in May, STEINERT once again set standards and showed how state-of-the-art technology contributes to the creation of high-quality aluminium fractions.

[For more details](#)



**STEINERT XSS T EVO 5.0**  
The extremely high sorting quality, with purity levels of up to 99.8%, and the reliability of the STEINERT XSS T EVO 5.0 are valued equally at Metaltec AS Norway.

[Click here to learn more](#)

**Update for recycling flagship**  
The STEINERT XSS multi-sensor sorting system has been in use for many years. STEINERT now presents the new EVO 5.0 generation, which incorporates the knowledge gained from millions of operating hours.

[Read more](#)



**STEINERT @ ALUMINIUM 2024 in Düsseldorf - 08. to 10. October - Stand 6P21 in Hall 8. Come and discover the sorting systems of tomorrow.**

## MORE INFORMATION AND POSSIBILITIES?

For more information call Bert Brassée.

## ADVERTORIAL

An advertorial is text with photos, including click-through links to the advertiser's website. The advertorial in a newsletter is positioned between the editorial content and is therefore not be missed by the reader. The basic 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

€ 275 per mailing  
€ 2750 per year (x12)

## FULL BANNER

A full banner is a horizontal ad format, that runs almost the full width of the page.

### Specifications

- 468 x 60 pixels, max.200 Kb

### Rate

€ 275 per mailing  
€ 2750 per year (x12)

## BLOCKBUSTER

A blockbuster is at the top of the editorial content in the newsletter. This ad format has a prominent image across the full width of the page.

### Specifications

- 550 x 150 pixels, max. 99 kb

### Rate

€ 335 per mailing  
€ 3350 per year (x12)

## 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

### Specifications

Available upon request

### Pricing

€ 3 850 per mailing (Recycling International)

## DELIVERY SPECIFICATIONS

File formats:	JPG; GIF; HTML code
Colour mode:	RGB
Resolution:	72 dpi
Landing page:	URL of the landing page
Delivery address:	a.vanbel@eisma.nl with a copy to bert@recyclinginternational.com at least 5 days before send date.

# MEDIA KIT WEBSITE 2026



[WWW.RECYCLINGINTERNATIONAL.COM](http://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/centres, recycling machinery manufacturers, brokers, dealers, scrap producers/generators/consumers, research institutes and government agencies.

## FULL BANNER

A full banner is a horizontal ad format over almost the full width of the page. Its displayed directly below the news block or the product news block.

### Specifications

- 468 x 60 pixels (computer and laptop), max. 49 kb
- 320 x 50 pixels (tablet and smartphone), max. 49 kb

### Rate

€ 1 380 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)

### Specifications

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

### Rate

€ 1 765 per month



## 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

€ 1 822 per month



## RECTANGLE

A rectangle is a 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

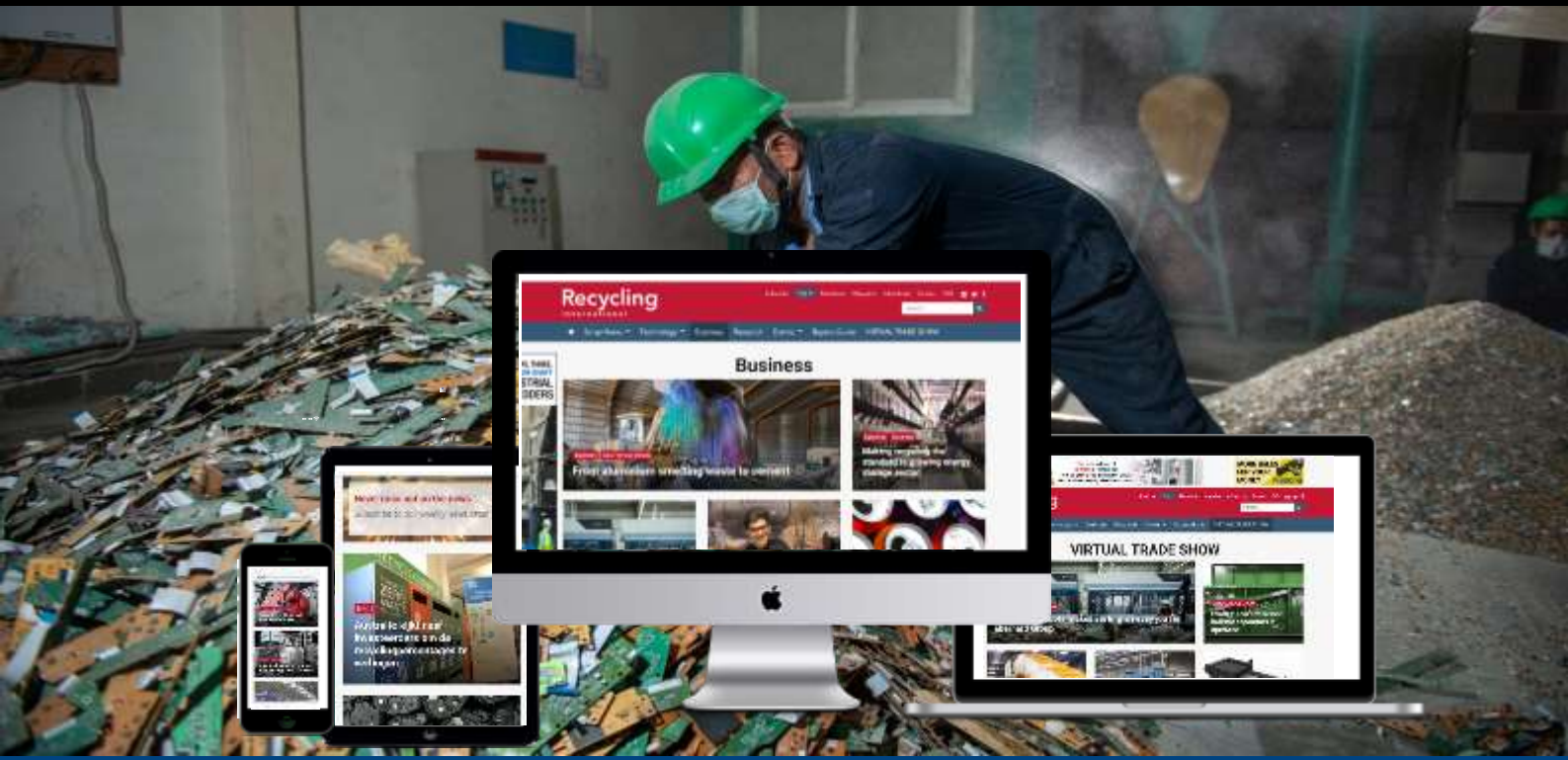
### Rate

€ 835 per month





# MEDIA KIT WEBSITE 2026



## SUPPLIERS GUIDE PACKAGES

### Reach out to your clients today

Sign up to the Recycling International Suppliers 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 Suppliers 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](http://www.recyclinginternational.com)

To include your company in the Suppliers Guide (print & online) or for more information, please contact Bert Brassée at [bert@recyclinginternational.com](mailto:bert@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		
<b>Basic</b>	Yes	1x				Free
<b>Listing A</b>	Yes	3x	Yes			€ 775
<b>Listing B</b>	Yes	5x	Yes	Yes	Yes	€ 1470
<b>Listing C</b>	Yes	10x	Yes	Yes	Yes	€ 1820



# CUSTOMISED CONTENT 2026

## CUSTOMISED CONTENT

- CREDIBLE
- RELEVANT
- SUBTLE

## CUSTOMISED CONTENT

Customised Content is content paid for or produced by the advertiser. It is designed to build brand awareness and can include video, 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.

## TECHNOLOGY EXPERT

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 attract 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

- € 4950 (magazine, website, newsletter)
- € 3360 (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.

### Rate

Online publication € 685 per month,  
Writing the blog starts from € 500

### Or

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

€ 3920

# CUSTOMISED CONTENT 2026



## PRODUCT SPOTLIGHT

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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

€ 1215 per month

## SPONSORED GALLERY

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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

€ 2050

## VIDEO

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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 € 630 per month
- Layout support € 210
- Production of all aspects of the video starts from € 2625