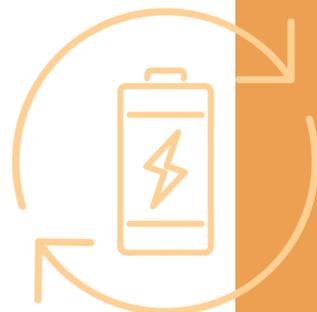


2025

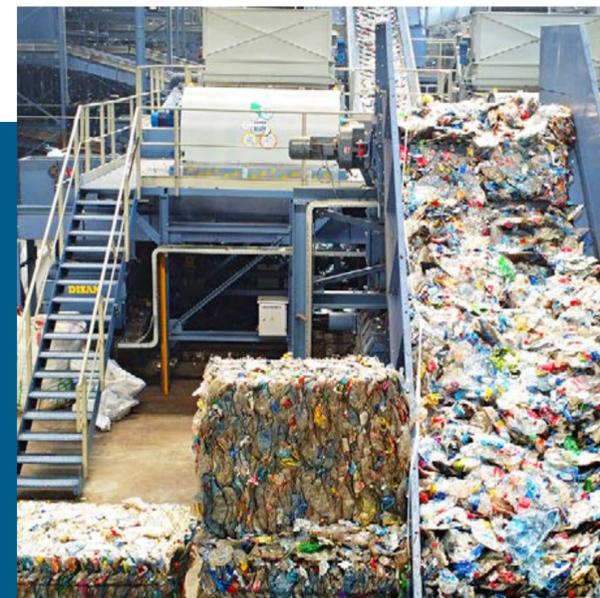
# MEDIA PLANNER



**RESOURCE  
RECYCLING**



**E-SCRAP NEWS**



**PLASTICS  
RECYCLING  
UPDATE**

**RESOURCE  
RECYCLING, INC.**

[resource-recycling.com/advertise](https://resource-recycling.com/advertise)



# ABOUT US

**RESOURCE**  
RECYCLING, INC.

YOUR PARTNER  
FOR SUCCESS

For more than 30 years, Resource Recycling has been the leading provider of in-depth news, analysis and insights for the recycling industry. Our team of seasoned experts delivers actionable intelligence on market trends, regulatory changes, technological breakthroughs and best practices to help you navigate the complexities of this dynamic sector.

We are more than just a news source; ***we are a trusted partner committed to your success.*** Our comprehensive coverage, including our flagship publications [Resource Recycling](#), [Plastics Recycling Update](#), and [E-Scrap News](#), along with our [digital platforms](#) that reach nearly 60,000 unique visitors each month, [conferences](#) and custom solutions ***empower you to make informed decisions that drive growth, profitability and sustainability.***



# BENEFITS

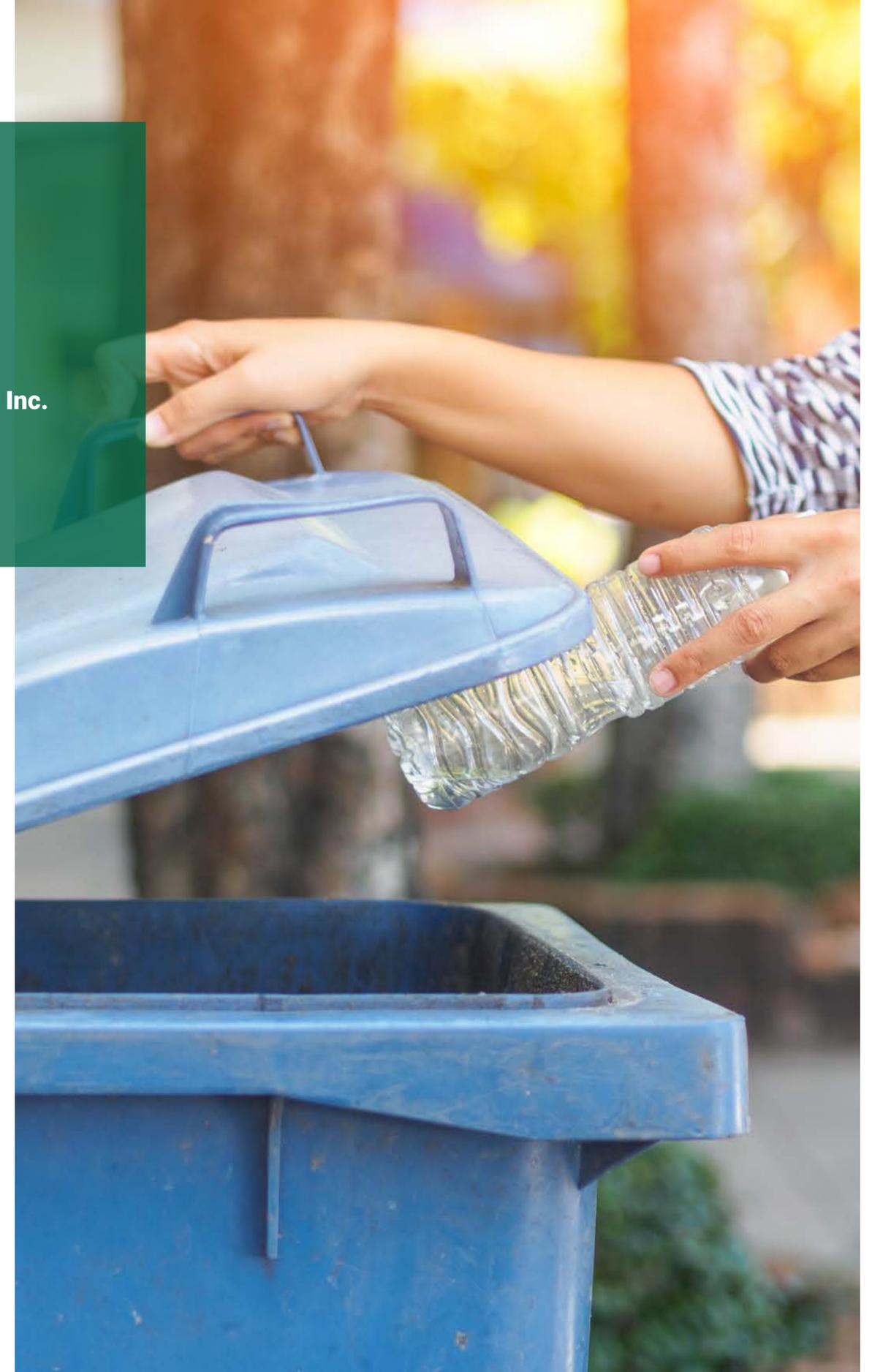
Position your brand at the forefront of the recycling industry by partnering with Resource Recycling, Inc. Our targeted marketing solutions and expanding reach offer a unique opportunity to drive brand awareness, foster meaningful connections and achieve your business objectives.

## Why Partner with Resource Recycling, Inc.?

- **Established Authority:** Leverage our trusted reputation and deep industry knowledge to connect with a highly-engaged audience.
- **Diverse Reach:** Access a broad spectrum of recycling professionals, from brands and manufacturers to recyclers and policymakers.
- **Multi-Channel Engagement:** Maximize your impact through our print magazines, digital newsletters, influential conferences, and growing online presence.
- **Growth Trajectory:** Align your brand with a company actively expanding its reach and influence in this circular economy.

## Our Targeted Marketing Solutions:

- **Print Magazines:** Reach a dedicated readership through our 12 annual issues and 3 conference-specific magazines, covering the breadth of the recycling industry.
- **Digital Newsletters:** Engage a highly responsive audience with our weekly and monthly email newsletters, generating strong engagement rates.
- **Conferences:** Showcase your brand at our renowned events, reaching a large and influential audience.



# RESOURCE RECYCLING

**Resource Recycling** is your trusted source for comprehensive local coverage of waste management news and analysis. We delve deep into policy updates, track influential industry groups and monitor evolving market trends.

Our expert insights keep you informed on critical topics shaping the recycling landscape, such as recycled pulp exports, e-scrap collection and extended producer responsibility (EPR).

Stay ahead of the curve with Resource Recycling — your go-to resource for navigating the complexities of the waste management industry.

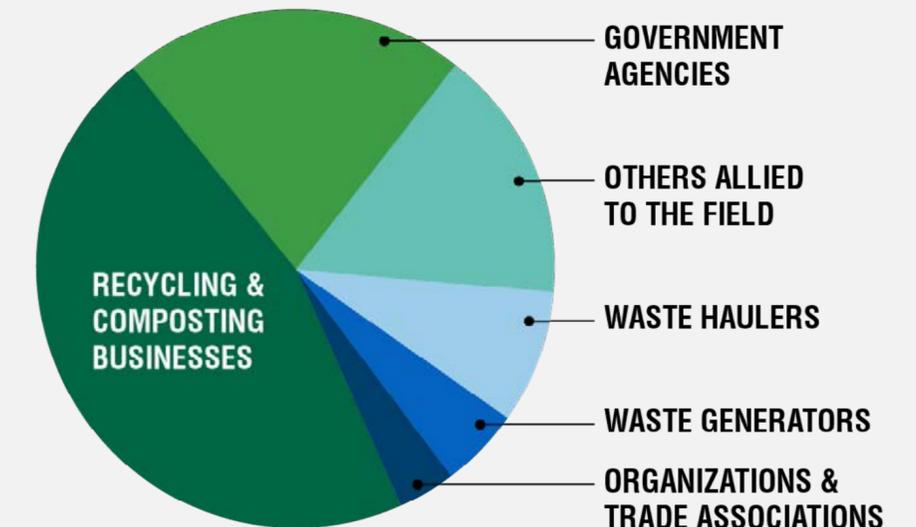
## SUBSCRIBER PROFILE FOR RESOURCE RECYCLING MAGAZINE

Source: Resource Recycling June 2022 BPA Brand Report

### MAY 2022 QUALIFIED CIRCULATION:

Recycling and Composting Businesses	5,144	46.0%
Government Agencies	2,388	21.3
Others Allied to the Field	1,771	15.8
Waste Haulers and Other Waste Services	849	8.5
Waste Generators	536	4.8
Organizations and Trade Associations	408	3.6
<b>TOTAL</b>	<b>11,196</b>	<b>100.0%</b>

For the six-month period ending June 2021, Resource Recycling's average qualified circulation was 11,196 (BPA June 2022 Brand Report)



## THE BRANDS

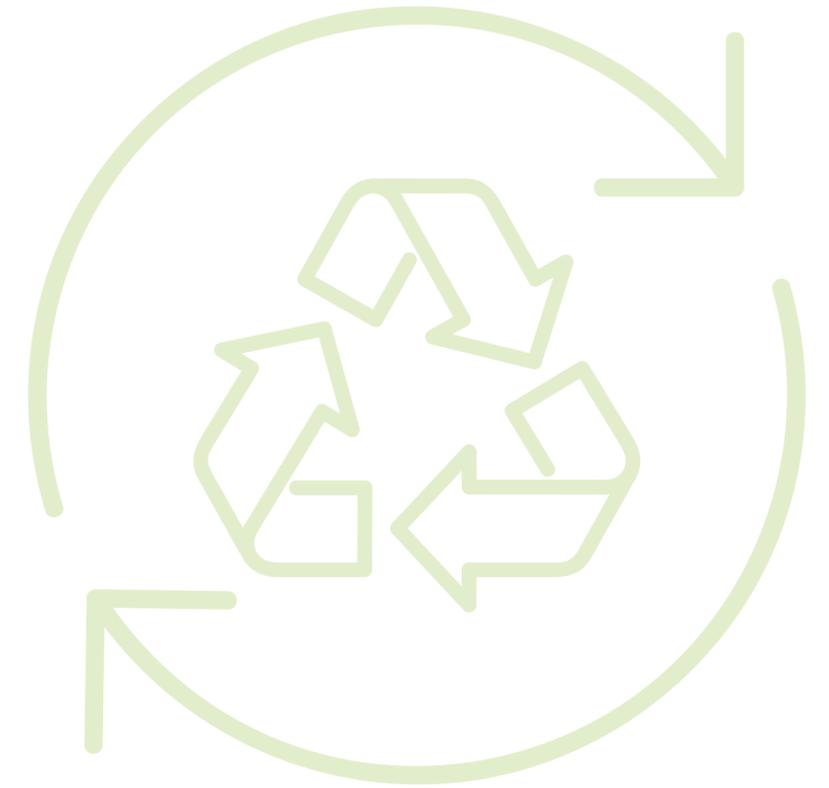
# EDITORIAL CALENDAR 2025

Month	Close date	Artwork Due	In-Home Date	Topics
Jan	12/6/2024	12/16/2024	1/3/2025	Organics • Design for recyclability • Beyond the commodities: Uncommon or unusual materials
Feb	1/3/2025	1/10/2025	1/29/2025	Mattresses • Multicultural perspectives • Rural recycling
March	1/30/2025	2/10/2025	2/26/2025	End market development • Metals • Residential recycling
April	2/26/2025	3/7/2025	3/26/2025	Environmental justice • Renewable energy issues • Reuse and reduction
May	4/1/2025	4/11/2025	4/30/2025	Construction and demolition
June	4/23/2025	5/6/2025	5/28/2025	State and local programs and policies • Federal grants and other policy • Industrial recycling
July	6/2/2025	6/10/2025	7/2/2025	Annual buyers' guide • Management and hiring • Science and innovation in recycling
Aug	6/25/2025	7/9/2025	7/30/2025	Education and outreach • Collection data • Multicultural perspectives
Sept	8/1/2025	8/6/2025	8/27/2025	Multifamily recycling • Brand commitments • Glass
Oct	9/3/2025	9/11/2025	10/1/2025	Partnerships (regional, industry, public/private) • Tires • Commercial recycling
Nov	10/1/2025	10/9/2025	10/29/2025	Municipal contracts
Dec	11/3/2025	11/7/2025	11/26/2025	Resource Recycling Conference • Fiber

# FULL COLOR RATES

(Rates are per placement at the noted frequency levels)

Unit Size	1x	3x	6x	12x
Full page	\$3,900	\$3,300	\$3,000	\$2,700
2/3 page	\$3,300	\$2,900	\$2,700	\$2,200
1/2 page island	\$3,100	\$2,650	\$2,500	\$2,000
1/2 page (vertical or horizontal)	\$2,900	\$2,400	\$2,200	\$1,950
1/3 page	\$2,100	\$2,000	\$1,900	\$1,750
1/4 page	\$1,950	\$1,650	\$1,500	\$1,400





# PLASTICS RECYCLING UPDATE

We offer insights into the global plastics recycling landscape, research findings and news on various types of plastics (PET, PP, PS, PVC). Our aim is to provide a complete and up-to-date picture of the plastics recycling industry for professionals, policymakers and the general public.

**Plastics Recycling Update** provides comprehensive coverage of the plastics recycling industry. We explore topics such as:

- **Market Trends: Analysis of pricing for various plastic grades and the overall market for recycled resins.**
- **Legislation: Updates on EPR bills, plastic bag bans and other relevant policy changes.**
- **Technology: News about innovations in plastic sorting, recycling processes and sustainable packaging design.**
- **Company Profiles: Features on plastic recyclers, processors and end users, highlighting their successes and challenges.**
- **Opinion Pieces: Thought-provoking articles on the future of plastic recycling, industry challenges and potential solutions.**

THE BRANDS

# FULL COLOR RATES

**ADVERTISE IN THE ANNUAL ISSUE OF PLASTICS RECYCLING UPDATE**

In-home date: March 12

Ad close: February 14

Material due date: February 19

Display ads	Rate
Full page	\$2,100
1/2 page island	\$1,700
1/2 page standard	\$1,600
1/3 page	\$1,400
1/4 page	\$1,250





# E-SCRAP NEWS

**E-Scrap News** is the leading trade journal for professionals in the electronics recycling and refurbishment industry. This annual publication offers exclusive access to the latest industry news, trends, and insights, and reaches a targeted audience of industry decision makers.

## Why Advertise with E-Scrap News?

- **Reach Industry Leaders:** Connect directly with the experts who are shaping the future of electronics recycling and refurbishment.
- **Targeted Marketing:** Reach a highly engaged audience of professionals actively seeking the latest industry news, trends and insights.
- **Exclusive Access:** Showcase your brand alongside in-depth feature stories and analysis not available online.
- **Multiple Platforms:** Reach your target audience through our print magazine, website, and email newsletters.
- **Stay Ahead of the Competition:** Gain a competitive edge by positioning your brand as a thought leader in this rapidly growing industry.

THE BRANDS

# FULL COLOR RATES

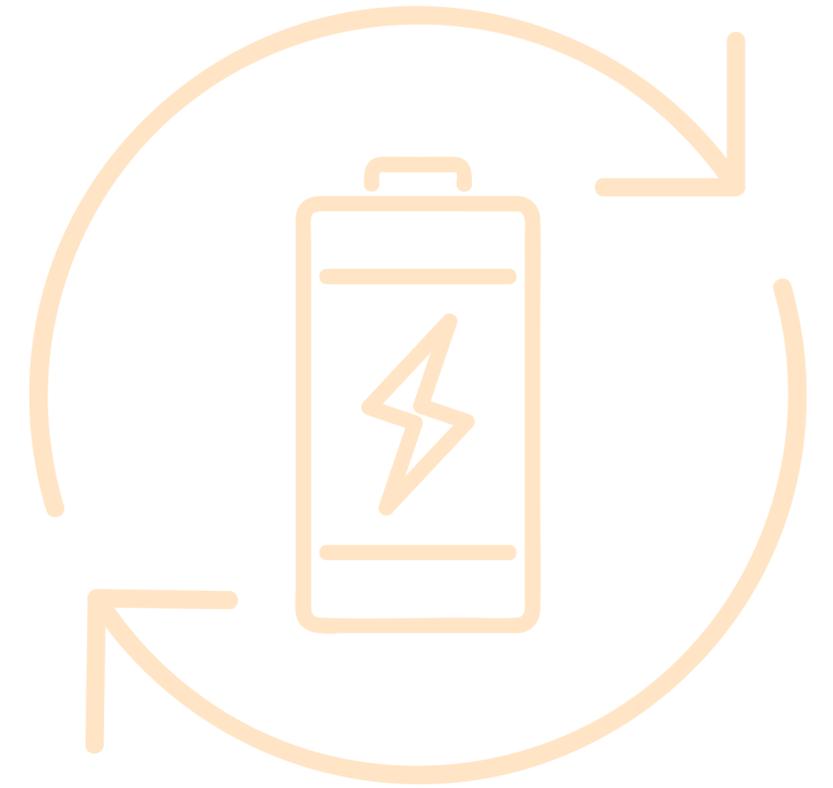
**ADVERTISE IN THE ANNUAL PRINT ISSUE OF E-SCRAP NEWS**

In-home date: September 17

Ad close: August 13

Material due date: August 19

Display ads	Rate
Full page	\$2,100
1/2 page island	\$1,700
1/2 page standard	\$1,600
1/3 page	\$1,400
1/4 page	\$1,250





# POLICY NOW

## Policy Now: Your Strategic Advantage in the Shifting Recycling Landscape.

Policy Now is a monthly e-newsletter and webinar series designed to empower business owners and decision makers with the critical policy insights needed to thrive. With the rise of Extended Producer Responsibility (EPR) legislation in the US, staying informed is no longer optional – it's essential for survival.

### Why Policy Now Is Crucial Today:

- **Anticipate Disruption:** EPR legislation is poised to transform the industry. Policy Now provides the foresight and actionable insights you need to adapt your business strategies.
- **Mitigate Risk:** Understand the potential impact of EPR on your operations, financials and supply chain. Policy Now equips you with the knowledge to proactively address potential risks and challenges.
- **Make Informed Decisions:** Stay up-to-date on the latest state and federal policy developments, ensuring you make informed decisions that align with the regulatory landscape

### Why Sponsor Policy Now?

- **Reach a Niche Audience:** Connect with a highly engaged and rapidly growing audience of professionals deeply invested in recycling and waste management policy.
- **Foster Meaningful Engagement:** Go beyond traditional advertising and engage with your target audience through thought leadership.
- **Demonstrate Industry Leadership:** Position your brand as a key player in shaping the future of recycling and waste management policy.

In a space where conversation is as valuable as data, **Policy Now** offers a unique opportunity to connect with a dedicated audience and make a lasting impact.

[Contact us](#) to learn more about sponsorship opportunities with Policy Now.

THE BRANDS

# DIGITAL OFFERINGS

Our digital suite offers a powerful platform to reach targeted audiences in recycling, e-scrap, and plastics recycling sectors. With high-impact digital placements across our newsletters and websites, Resource Recycling’s offerings connect you directly with your target audience, providing consistent exposure to industry professionals each week.

## WEEKLY NEWSLETTERS (Rates below represent cost per placement at the noted frequency levels)

### 1. RESOURCE RECYCLING (RR)

Our flagship publication provides in-depth coverage of recycling industry developments, policy updates, and innovations. This weekly newsletter and website connect with a dedicated audience of recycling professionals, offering prime advertising slots for maximum exposure.

### 2. E-SCRAP NEWS (ESN)

With a focus on electronics recycling, E-Scrap News is the go-to source for IT asset disposition (ITAD) professionals and e-scrap processors. The newsletter and companion website deliver industry news, regulatory updates, and market trends straight to an engaged audience of e-scrap experts.

### 3. PLASTICS RECYCLING UPDATE (PRU)

For professionals in plastics recycling, Plastics Recycling Update covers advancements in processing technologies, material markets, and legislation. Its weekly newsletter and website deliver timely information to an audience that values sustainability in plastics.

### 4. THE FRIDAY RECAP

A concise weekly roundup, The Friday Recap is a must-read for professionals seeking quick insights across the recycling spectrum. With tens of thousands of readers, The Friday Recap offers unmatched visibility to a wide-reaching audience from all areas of the recycling industry.

## RR/ESN/PRU

Unit Size	4x	12x	24x
Sponsorship banner	\$900	\$795	\$730
Top banner	\$475	\$410	\$365
Rectangle	\$315	\$260	\$220

## THE FRIDAY RECAP

Unit Size	4x	12x	24x
Sponsorship banner	\$400	\$315	\$290

## THE BRANDS

# DIGITAL OFFERINGS (Continued)

Our digital suite offers a powerful platform to reach targeted audiences in recycling, e-scrap, and plastics recycling sectors. With high-impact digital placements across our newsletters and websites, Resource Recycling’s offerings connect you directly with your target audience, providing consistent exposure to industry professionals each week.

## MONTHLY NEWSLETTERS & WEBSITE (Rates below represent cost per placement at the noted frequency levels)

### 5. TOPICS IN FOCUS (TIF)

Our Topic in Focus (TIF) newsletters deliver a deep dive into critical issues shaping the recycling, plastics and e-scrap industries. Published monthly under RR, PRU and ESN, these exclusive deployments provide in-depth analysis and actionable insights that keep professionals informed and engaged.

#### TIF (MONTHLY)

Unit Size	1x
Sponsorship banner	\$3,600
Top banner	\$1,900

### 6. WEBSITE

Our website for E-Scrap News, Plastics Recycling Update, and Resource Recycling hosts the most trusted weekly top stories, keeping industry leaders informed and engaged. By advertising in the Top Stories or All Stories sections of each brand under this unified website, your brand will gain maximum visibility among professionals in electronics, plastics, and municipal recycling. With thousands of readers visiting weekly, this is your opportunity to connect with key audiences and boost your brand awareness across all three brands.

#### WEBSITE (WEEKLY)

Unit Size	4x	12x	24x
Top Stories Banner	\$975	\$785	\$685
All Stories Rectangle	\$1,075	\$895	\$760

THE BRANDS

# CONFERENCES

**Sponsorship Opportunities:** We offer a variety of sponsorship packages to meet your marketing goals. Our packages can be customized to include on-site exposure, conference content integration, and supporting media. [Contact us today](#) to learn more about how we can help you achieve your marketing objectives.



The Premier Gathering for Plastics Recycling Professionals

Reimagine Electronics Recycling

Empowering Sustainable Communities



The Plastics Recycling Conference is the largest and most influential event in the plastics recycling industry. Co-hosted with the Association of Plastics Recyclers (APR), this conference attracts a wide range of stakeholders, from resin producers and brand owners to equipment manufacturers and recyclers.

#### Why Sponsor the Plastics Recycling Conference?

- **Unparalleled Reach:** Connect with the entire plastics recycling value chain in one place.
- **Industry Authority:** Align your brand with the most respected names in plastics recycling.
- **Targeted Exposure:** Showcase your products and services to a highly engaged audience of decision-makers.
- **Networking Opportunities:** Build relationships with key industry players and potential customers.

The E-Scrap Conference is the premier event for electronics recycling and refurbishment professionals. For over two decades, this conference has been a catalyst for innovation and growth in the industry. As the industry evolves beyond scrapping towards reuse and refurbishment, the E-Scrap Conference provides a platform for professionals to stay ahead of the curve.

#### Why Sponsor the E-Scrap Conference?

- **Reach a Growing Market:** Tap into the expanding electronics reuse and refurbishment sector.
- **Connect with Innovators:** Network with industry leaders who are driving the shift towards a more circular economy.
- **Showcase Your Solutions:** Demonstrate how your products and services can help businesses adapt to the changing landscape.

The Resource Recycling Conference is the leading event for municipal, state and local recycling professionals. This conference brings together a diverse group of stakeholders, including waste haulers, brands, and government agencies, to discuss the latest trends and challenges in recycling and waste reduction.

#### Why Sponsor the Resource Recycling Conference?

- **Support a Sustainable Future:** Demonstrate your commitment to environmental responsibility and circularity.
- **Engage with Local Leaders:** Connect with decision-makers who are shaping recycling policies and programs in communities across the country.
- **Promote Innovation:** Showcase your products and services that can help communities achieve their waste reduction goals.
- **Build Partnerships:** Collaborate with other organizations to drive positive change in the recycling industry.

# CONTACT US

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248.626.0511



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808.483.0151

