

## Recycling International: for professionals, by professionals

The chances are that, over the course of the last two years or so, your business has been confronted with issues and problems never before experienced. It's at times like these that a reliable ally is all the more valuable. Throughout this period of recession and general economic downturn, Recycling International has continued to provide recyclers around the world with the latest information to enable them to run their businesses as efficiently as possible by informing them of the most important developments that will affect their day-to-day activities. And as the economic gloom begins to lift, the magazine stands ready to reflect the new ventures and opportunities that are bound to arise.

Combining many decades of recycling industry experience, our editorial team has continued to travel the globe and talk to experts at the highest levels of industry, academia, government and machinery manufacture to ensure readers are given the earliest alerts and latest updates on matters crucial to their work. The information acquired by the Recycling International team is disseminated via our popular mix of news, interviews, conference/exhibition reports, market analyses, feature articles, and product and technology updates.

### Our regular magazine sections include:

- In-depth feature articles on the hottest topics of the day, including key company developments, new ventures and spotlights on specific material streams;
- Expert analyses of the ferrous/non-ferrous/stainless steel scrap, recovered paper and textiles markets;
- Early warnings of important new regulations or changes to existing legislation;
- Comprehensive reviews of the world's top recycling conventions, congresses and trade shows;
- An insight into what's new in technology and new product advances;
- Regional recycling industry reports;
- Recycling company and equipment supplier profiles; and
- Extensive coverage of latest recycling industry news from around the world.

*Now in its 13th year, Recycling International has established itself as an invaluable source of reference for anyone whose business is recycling. And we look forward to playing our part in the success of the industry for many more years to come.*

*Manfred Beck  
Editor*

If your company has an idea for a feature article or for a news or product news item you would like to bring to the attention of the worldwide recycling industry, then please send a press release or contact us via: [info@recyclinginternational.com](mailto:info@recyclinginternational.com)



P O Box 2098  
6802 CB Arnhem • The Netherlands  
Phone: +31 263 120 994 • Fax: +31 263 120 630  
E-mail: [info@recyclinginternational.com](mailto:info@recyclinginternational.com)  
Website: [www.recyclinginternational.com](http://www.recyclinginternational.com)

### RecyclingBizz.com

RecyclingBizz.com is an online source of news for the global recycling industry. Updated every day, it covers the latest topics and issues relevant to this increasingly important sector. For more information about advertising, please contact our Sales Manager, Jan Willem Ypma. [www.recyclingbizz.com](http://www.recyclingbizz.com)



# Recycling International

## Media Planner 2011

- The only magazine dedicated to reporting on the recycling industry worldwide
- An invaluable source of information on all the important global recycling issues
- Read by around 33 000 recycling professionals in more than 120 countries
- Required reading for materials processors and consumers, legislators and research institutes
- On display at major recycling shows and congresses all over the world
- Now in its 13th year



Recycling International:

*For Professionals, By Professionals*



## Publication dates in 2011

No.	Publication date	On display at
1	<b>February 3</b>	- IARC (Basel, Switzerland) - Scrap success Strategies (Moscow, Russia)
2	<b>March 10</b>	- ISRI Convention (Los Angeles, USA)
3	<b>April 14</b>	- Metalriciclo (Montichiari, Italy)
4	<b>May 17</b>	- BIR Spring Convention (Singapore) - Waste-Tech 2011
5	<b>June 24</b>	
6	<b>August 18</b>	- Recycling and Waste Management Show (Birmingham, UK)
7	<b>September 21</b>	
8	<b>October 19</b>	- BIR Autumn Convention (Munich, Germany)
9	<b>November 16</b>	- Pollutec (Paris, France)
10	<b>December 15</b>	

\* This is just a brief overview. Recycling International will be on display at many more recycling events. Check our website for more information.

## Technical data

### Size

Type area: 180 x 260 mm  
Trim size: 210 x 297 mm

### Electronic ad requirements

- We prefer 'MagazineAds 1v4'-certified PDF files. Profiles can be downloaded from: [www.certifiedpdf.net/](http://www.certifiedpdf.net/) (choose 'Specifications' and then 'MagazineAds 1v4') Documents preferably +3 mm all round.
- Native files can be provided via the following software:
  - Adobe Indesign
  - Adobe Photoshop
  - Adobe Illustrator
- Please do not use business-orientated programs such as MSPublisher or MSWord.
- Electronic submissions must include all necessary font files and high-resolution graphics files (a minimum resolution of 300 dpi is required for graphic files in order to achieve adequate print quality).

5 Send all ads with final hard copy (100% size). Recycling International is not responsible for colour inaccuracies if an advertiser does not provide a matching colour proof.

6 Files under 1 MB can be e-mailed to: [post@inpladi.nl](mailto:post@inpladi.nl)

7 We prefer to receive files larger than 1 MB through our ftp-server: <http://ftpserver.inpladi.nl/>; Username: **recyclinginternational** Password: **ads\_guest**

You can also send these files on CD Rom/USB and suchlike to:  
**Recycling International**  
PO Box 2098  
6802 CB Arnhem  
The Netherlands

8 **Copy date:**  
5 weeks prior to publication

If you have any questions regarding how to send your advertisement, please contact Jan Ypma (+31 343 517 488) or Helga Fresen (+31 263 120 994).

## Advertisement rates for 2010 (in Euros)



### Full colour

Size	Width x depth (mm)	1x	3x	5x	7x	10x
1/1 page	180x260	3895	3770	3660	3580	3490
1/2 page	87x260 / 180x127	2540	2470	2415	2355	2290
1/4 page	87x127 / 180x63	1610	1550	1525	1475	1450



### One additional colour

Size	Width x depth (mm)	1x	3x	5x	7x	10x
1/1 page	180x260	2905	2760	2670	2565	2480
1/2 page	87x260 / 180x127	1970	1905	1845	1760	1720
1/4 page	87x127 / 180x63	1420	1375	1325	1305	1275



### Black & white

Size	Width x depth (mm)	1x	3x	5x	7x	10x
1/1 page	180x260	2335	2175	2095	2000	1905
1/2 page	87x260 / 180x127	1405	1320	1260	1210	1150
1/4 page	87x127 / 180x63	825	790	745	705	675
1/8 page	87x62 / 180x30	505	465	450	420	405

### Surcharges

Special position : 25%  
Cover pages : Page 2: 15%; page 3: 10%; page 4: 20%  
Bleed : 20%  
Double (2 pages) : (across gutter) 15% over the sum of 2 pages

### Loose and bound-in inserts

Information on request

### Classified ads

Contact Jan Willem Ypma for rates

In a new development, Recycling International can now offer the choice of running a banner advertisement on the magazine's website or a combined advert to feature both on the website and within the magazine itself. If you are interested in discussing the options available, please contact Jan Willem Ypma.

### For advertisements please contact:

Jan Willem Ypma  
(Sales Manager)  
P O Box 2098  
6802 CB Arnhem  
The Netherlands  
Phone: +31 343 517 488  
Fax: +31 343 510 253  
E-mail: [jw@recyclinginternational.com](mailto:jw@recyclinginternational.com)



### For combination contracts between Recycling International and our German-language sister magazine Recycling Technology, please contact:

Jan Willem Ypma, Recycling International:  
+31 343 517 488, [jw@recyclinginternational.com](mailto:jw@recyclinginternational.com)  
or Axel Gerhartz, Recycling Technology:  
+49 89 323 91 257, [axel.gerhartz@huss-verlag.de](mailto:axel.gerhartz@huss-verlag.de)

Recycling Technology reports in detail on technological and new machinery developments, as well as on maintenance and safety, in the field of recycling.

