Renewable Carbon Plastics

bioplastics MAGAZINE.COM

2027 Media Data

www.renewable-carbon-plastics.com

About
Renewable Carbon Plastics

For about 20 years, we‘ve been your go-to destination for insights into the dynamic world of bioplastics. Three years ago, we celebrated our 100th edition and simultaneously announced our official rebranding to „**Renewable Carbon Plastics**“ (**RCP**). This transformation signifies our commitment to a broader and more inclusive vision for the plastics industry, one that embraces innovative approaches to address the critical challenges of plastic pollution and climate change.

While plastics play an irreplaceable role in our modern society, their production from fossil-based resources has exacted a toll on our environment. We‘ve witnessed decades of mis-management, abysmal recycling rates, and the alarming consequences of unchecked plastic waste. It‘s high time for a sustainable shift.

RCP is dedicated to ushering in this trans-formative era by exploring and championing a spectrum of sustainable plastic solutions. Our new focus extends beyond traditional bioplastics to encompass plastics derived from renewable carbon sources, including Carbon Capture and Utilization (CCU), and Advanced Recycling technologies.

Bioplastics: Plastics derived from biogenic sources, such as crops or waste streams, offer a promising alternative to traditional fossil-based plastics. We‘ve covered a wealth of innovations and developments in this space, highlighting the potential of these biogenic materials. Biodegradable plastics as an additional end-of-life solution will certainly remain a hot topic for us.

Carbon Capture & Utilization (CCU): **RCP** explores how carbon dioxide (CO_2) from the atmosphere or exhaust processes, as well as methane (C_2H_4) from sources like biogasification, can be harnessed to create plastic raw materials. This innovative approach mitigates the need for fresh fossil resources.

Advanced Recycling: The revival of recycling in recent years has brought forth a range of cutting-edge technologies, including chemical recycling, enzyme-based recycling, and solvent-based recycling, among others. **RCP** delves into these advancements, recognizing their pivotal role in achieving renewable carbon in plastics.

2,500–5,000

Print Copies (average)

Renewable Carbon Plastics is an independent and neutral source of information for all.

Renewable Carbon Plastics has an average print run of more than 3,000 (depending on large events such as exhibitions or conferences). The online readership averages at around 10,000 per month since we made the online flipbook more easily available at the beginning of the pandemic.

10,000+
Online Readers per month

4,600+
bi-weekly Newsletter subscribers

5,100+
X (Twitter) followers

Renewable Carbon Plastics is complemented by the bioplastics basic books (by now in seven languages) and high-class conferences such as the PLA World Congress, the PHA World Congress as well as the Bioplastics Business Breakfasts (during K-fair), the bio!PAC, and bio!TOY, published and organized by **Polymedia Publisher**.

Advertising in **Renewable Carbon Plastics** is easy, flexible, and affordable. It is aimed exactly at the relevant target group, whether it is via a web banner, an entry in the Suppliers Guide (print and online) or printed adverts in the magazine. Join us on this exciting journey towards a more sustainable and responsible plastics industry.

Rate Card

Advertising

cover 1/1 full page

Back cover:

5,050.00 EUR

Front cover inside / back cover inside:

4,450.00 EUR

Other formats upon request.
Additional fee for special placement 10 %.

*edge trim all round +3 mm

1/1 full page

4,350.00 EUR
210 × 297 mm*
Type Area:
190 x 277 mm

1/4 vertical

1,350.00 EUR
105 × 148 mm*
Type Area:
90 × 133 mm

1/2 vertical

2,850.00 EUR
105 × 297 mm*
Type Area:
95 x 277 mm

1/2 horizontal

2,850.00 EUR
210 × 148 mm*
Type Area:
190 × 133 mm

1/3 vertical

1,795.00 EUR
70 × 297 mm*
Type Area:
60 x 277 mm

1/3 horizontal

1,795.00 EUR
210 × 99 mm*
Type Area:
190 x 89 mm

Suppliers Guide
(print and online)

Only bookable for a full year:	per mm	EUR 6.00/issue

Banner
(web and newsletter)

Leaderboard (1440 × 180px)	from	EUR 325/month
Large (1000 × 600 px)	from	EUR 200/month
Regular (1000 × 300 px)	from	EUR 125/month

For more details see pages 8 and 9.

Printing Material Requirement:

All data sets to be digitised. We are unable to accept material on film. **Especially if you send us PDF-Files, these should be produced in PDF X Standard.**

Important:

All images in
CMYK and 300 dpi
All graphics as vector

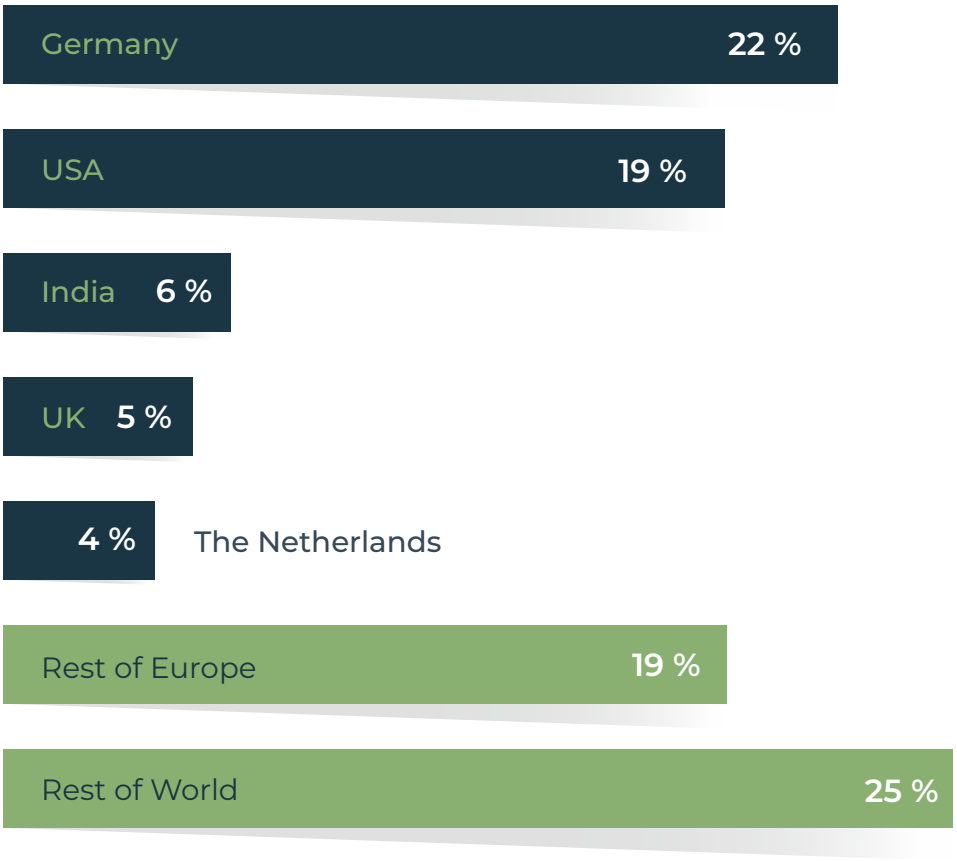
Format:

High Quality PDF-File

(Standard PDF X-3 or higher)

Print Run
(Status October 2026)

The print run averages around **3,000** (depending on large events like exhibitions or conferences). However, the actual number of readers is much higher, as many read **Renewable Carbon Plastics** online.
On average readership online lies at around 10,000 visits per month (average 2026). For global distribution see graph on the left side.
Renewable Carbon Plastics is read in more than **100 countries**.



Editorial Planner 2027

Issue	Month	Publ.-Date	edit/ad/ Deadline	Editorial Focus (1)	Editorial Focus (2)	Fair Specials
1/27	Jan/Feb	1 Feb	23 Dec 26	Automotive	Building & Construction	
2/27	Mar/Apr	5 Apr	8 Mar	Thermoforming / Rigid Packaging	Polyurethanes / Foam	Chinaplas Preview NPE Preview
3/27	May/Jun	7 Jun	3 May	Injection Moulding	Beauty & Healthcare	Chinaplas Review NPE Review
4/27	Jul/Aug	2 Aug	5 Jul	Blow Moulding / Bottles	Biocomposites / Thermoset	
5/27	Sep/Oct	4 Oct	6 Sep	Fibres/Textiles/ Nonwovens	Barrier Materials	
6/27	Nov/Dec	29 Nov	29 Oct	Films / Flexibles / Bags	Consumer Electronics	

Conferences

bio!TOY

09.–10. March 2027
Nuremberg, Germany

5th PHA World Congress

late 2027 (t.b.a)
Dusseldorf, Germany

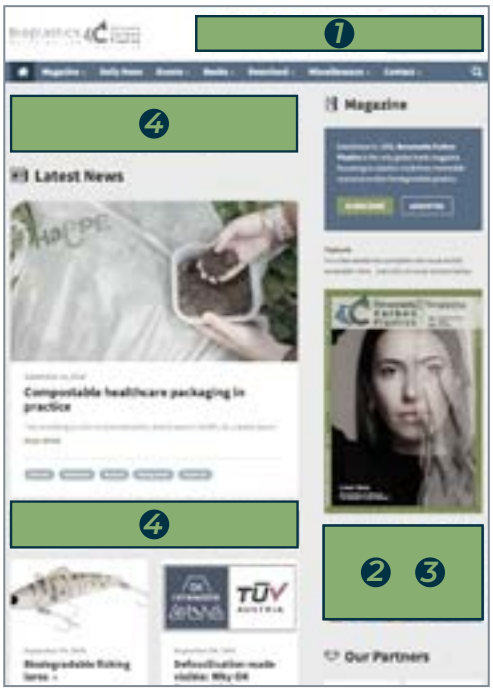
Online Advertising

The start page of www.renewable-carbon-plastics.com features up-to-date daily news to keep visitors informed about the latest product developments, company news, exhibitions, conferences, and other events. The website has an average traffic of **10,000** visits **per month**. Your banner* on the website offers you a powerful tool for quality exposure and branding.

Website advertising

prices per month *on start page*	1 month	3 months	6 months	12 months
1 Leaderboard[1] 1440 × 180 px	€ 350.00	€ 325.00	€ 300.00	€ 275.00
2 Large 1000 × 600 px	€ 275.00	€ 250.00	€ 225.00	€ 200.00
3 Regular 1000 × 300 px	€ 200.00	€ 175.00	€ 150.00	€ 125.00
4 Masthead 1440 × 180 px	€ 375.00	€ 350.00	€ 325.00	€ 300.00

1: Leaderboard banner appear on the start page AND all subpages



prices per month on start page **and** subpages	1 month	3 months	6 months	12 months
2 Large 1000 × 600 px	€ 375.00	€ 350.00	€ 325.00	€ 300.00
3 Regular 1000 × 300 px	€ 300.00	€ 275.00	€ 250.00	€ 225.00

* Banners on the start page and the subpages are rotating banners. This means we have just these 4 positions, but with each refresh of the page, the banners change at random at each position. We put a maximum of 4 banners in each position.

Banner in the NEWSLETTER

The biweekly **Renewable Carbon Plastics** newsletter reaches exactly your targeted audience of those really interested in bioplastics across all continents (currently more than 4,600 recipients). The platform offers advertisers the power to create integrated campaigns, built on the interaction between the different media channels and taking advantage of the different strengths of each. For advertisers, a perfect means to add value to opportunity.
A full-width banner above, between, or below the news is an easy and extremely effective way to get your message across.
The banner should be 1000 × 200 pixels. In the newsletter, it will be displayed smaller, but the resolution is needed to be properly displayed in your browser.

RATE (PER INSERTION)	**INSERTIONS**	**PRICE**
	1–5	€ 300.00
	6	€ 280.00
	12	€ 250.00
	24	€ 230.00
	36	€ 200.00

Welcome Mat

A welcome mat ad (500 × 500 pixels) appears before you reach the website of **Renewable Carbon Plastics**.
- It appears only 1× per day (cookie)
- Visitors have the option to skip the message and go directly to the website
- After 10 seconds it disappears automatically and the website opens
- Or visitors click on the banner to go to your landing page

Special ads in the ONLINE ARCHIVE and the FLIPBOOK

Renewable Carbon Plastics is also available on all mobile devices and as a flipbook on the website.
Here too special ads linked to your website are available, that do not appear in the printed version.
Interested? Contact us to find out more about the various possible options, such as e.g. integrated video clips and much more.

Advertorial

An advertorial is a great way to present your marketing message in a format our readers are used to. If you have an idea for a special product promotion or a message you want to convey to our readers:
Let's talk about this opportunity!

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