MEDIA PACK 2027 · SUPPORTING DOCUMENT

Ad specs and booking guide

Sizes, formats, deadlines and booking information for Plastics IQ and BP&R in 2027.
For prices and packages, see the media pack at media.plasticsiq.com.

Website (plasticsiq.com)

Sizes	Top, bottom and second leaderboards 970 × 90 or 728 × 90px · in-article leaderboard 728 × 90px · every leaderboard also needs a 300 × 50px mobile version · sidebar MPU 1 300 × 250px, plus the homepage mobile MPU 300 × 250px · double MPUs 2 and 3 300 × 600px · pop-up 600 × 500px
Resolution	72dpi
Formats	Static or animated. Our team will confirm file types and size limits when you book.
Click-throughs	Supply the web address for click-throughs, with UTM tracking parameters if you want them.
Booking	Booked in 6 or 12 month packages. Pop-up: by the month, two advertisers a month. Artwork deadlines are confirmed when you book.

Newsletters

BP&R weekly	Sent every Tuesday · MPU 300 × 250px · leaderboards 644 × 90px · booked in monthly slots
Plastics IQ focused newsletters	Six slots, each 600 × 150px, Slot 1 at the top · from January 2027
Formats	jpg, png or gif · 150k maximum
Click-throughs	Include the web address for click-throughs, and UTM source tracking if you want it.
Deadline	Artwork is due one week before the newsletter's send date.

Magazine (BP&R print)

Artwork	Press-ready PDF
Full page	Trim 210 × 297mm · bleed 216 × 303mm
Double page spread	Trim 420 × 297mm · bleed 426 × 303mm
Half page	Vertical 86 × 265mm · horizontal 190 × 124mm
Quarter page	86 × 124mm
Sponsored content	700 words for a full page or 1,000 words for a double page, with up to three images, your contact details, a tracked web address and social handles.
Inserts	Loose inserts and gatefolds on application
Deadlines	Each issue's copy and advertising window is in the 2027 dates table below.

E-blasts and native content

E-blast	You create the message (subject line, body and calls to action) and we send it. Global send or partial sends by geography, industry and job function. Supply format and deadlines are confirmed when you book.
Native article	You provide 1,000 words and up to three images; video, contact details and links to downloads are welcome. Our content team edits it to our standards and you get a performance report.
Gated content	White papers, videos, e-books, product demos or case studies, behind a form that captures email, phone, job title, industry or a survey answer.

Webinars

What we provide	A dedicated project manager, content consultation, a registration page, an expert moderator, a lead report with registrant and attendee data, poll responses with contact details, and 12 months on demand.
Registration questions	Add your own questions to the registration form to collect extra data.
Sponsor assets	Your logo and any panellist details. Your project manager will confirm formats and deadlines.

Webinar promotion schedule

Channel	Per webinar	When
Branded e-blasts to our database	3	In the run-up to the live. This is where most registrations come from
Newsletter inclusion	2	BP&R weekly and Plastics IQ newsletter, before the live
Social posts across both titles	4	In the run-up, including one on the day
Reminders to registrants	4	A week before, a day before, an hour before, and “We’re live now”
Web placements on plasticsiq.com	Banner ads and a registration page	From when registration opens to the live
On-demand promotion	Newsletter and social mentions	After the live, with the recording available for 12 months

Webinars run live Tuesday to Thursday, between 11:00 and 14:00 UK time.

2027 magazine dates

Issue	Copy and ads	Out	Focus
Jan / Feb	12–19 Feb	26 Feb	Opening issue: the big picture
Mar / Apr	13–20 Apr	27 Apr	NPE advertising and show preview
May / Jun	14–21 Jun	28 Jun	PRSE advertising and show preview, plus NPE content
Jul / Aug	9–16 Aug	23 Aug	BP&R on the road: factory visits and technology in action
Sep / Oct	24 Sep–4 Oct	11 Oct	Fakuma advertising and show preview
Nov / Dec	26 Nov–3 Dec	10 Dec	Closing issue, with Fakuma content

Booking

Website	Booked in 6 or 12 month packages. The pop-up is booked by the month, with two advertisers a month.
Newsletters	BP&R weekly positions are booked by the month (four or five sends). Focused newsletters are booked by the edition, from January 2027.
Magazine	Priced per issue. Book 3 issues and save 15%, or all 6 and save 30%.
Booking order	Covers, gatefolds, pop-ups and webinar sponsorships go in booking order, so book as early as you can.
Terms	Booking, cancellation and payment terms come with every quote. All prices exclude VAT.
2026	Current formats and rates apply until 31 December 2026.

Talk to the team · plastics-sales@rapidnews.com · Mandy O'Brien, Head of Sales · Nicky Martin, Portfolio Sales Manager