

PPN

Poly Pipe News Alerts

Media Kit for Poly Pipe
News (PPN)

- **PPN – The Most Widely Read Online Poly Pipe Publication**
Time Sensitive Messaging for the Global Plastic Pipe Industry

PPN Key Statistics*



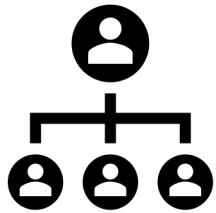
32,400+

Readership of key contacts
in industry



82.3%

Read for new products and
services



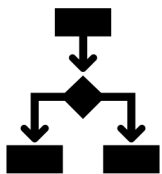
71.5%

Are owners, CEOs or
upper management



73.5%

Open and read each issue



76%

Make or influence decisions



100%

Of those who open it read or
looked at 6 or more posts

*figures based on analysis of analytics from November 2021 issues

With your subscription to PPN you will have access to key information about:



5,000+

Poly pipe projects & products



2300+

Companies doing business in plastic pipes and fittings



32,400+

Key contacts related to companies and projects



Analysis, Reports & News about the global geosynthetics industry

PPN can help promote and market your plastic pipe business with the following marketing solutions:

MARKETING SOLUTIONS



Brand Awareness



Lead Generation



Content Marketing



Market Research

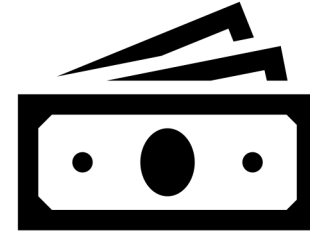


Events



Directories

PPN Advertisement Rates:



Premium Headline News Item (in top 3 posts):	A\$500
Premium Employment Ad (in top 3 posts):	A\$300
News Item in the Body of Issue:	A\$250
Employment Ad at End of Issue:	A\$150
Special Feature (White paper):	A\$1500

Also please note our posts and ad placements come with an Analytics Report showing who clicked on your specific post and their level of interest (based on number of times they clicked and/or forwarded).

Why Read PPN?

Key topics that PPN covers includes (but are not limited to):

- Global trends and forecasts in plastic pipes and fittings
- Material innovations in plastic pipes
- Emerging products or technologies in plastic pipes and pipe welding
- Competitive landscape in poly pipes
- New and emerging market trends in plastic pipes and fittings
- Business Intelligence for Poly Pipe Practitioners





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Poly Pipe News

<https://www.polypipenews.com.au/>