



# Increase your sales and gain market share

with the resources provided  
by PMMI Media Group.

**PACKAGING**  
WORLD

Healthcare<sup>+</sup>  
PACKAGING

**AutomationWorld**

**OEM**  
PACKAGING • PROCESSING • AUTOMATION

**CONTRACT**  
PACKAGING

**PROFOOD**  
WORLD

**mundo PMMI**  
Procesamiento • Empaque • Automatización



As publishers of leading media brands in packaging, food processing and industrial automation, **WE KNOW YOUR CUSTOMER.**





PMMI Media Group offers solutions for increasing your share of market.  
**WE CAN HELP YOU:**



**BUILD** brand and product awareness



**GENERATE** leads all year round



**DRIVE** website traffic



**MAXIMIZE** your trade show investment

## PACKAGING WORLD

*Packaging World* is the world's leading information resource for professionals in all package-using industries, edited for decision-makers who use packaging equipment, materials and technology.

## PROFOOD WORLD

*ProFood World* is the fast-growing media brand for food and beverage processors, covering equipment, materials and technologies for all market segments. *PFW* supports ProFood Tech, "THE Processing Event for Food & Beverage" and produces the ProFood Live conference.

## Healthcare<sup>+</sup> PACKAGING

*Healthcare Packaging* is the acclaimed media brand for life sciences packaging and logistics decision-makers, reaching manufacturers of pharmaceuticals, medical devices, biologics and nutraceuticals.

## CONTRACT PACKAGING

The official publication for the Association for Contract Packagers & Manufacturers, *Contract Packaging* is edited for and distributed to professionals who have purchase involvement in contract packaging and related services and members of the association.

## AutomationWorld

Renown for editorial excellence, *Automation World* covers the entire spectrum of industrial automation technologies, software and devices. *AW* reports on developments in discrete manufacturing, batch/hybrid processing and continuous processing operations and also produces the annual Automation World Conference & Expo.

## mundo PMMI

Procesamiento · Empaque · Automatización

Mundo PMMI connects suppliers with professionals who package, process and automate in Mexico and Latin America. Spanish language content is available via the *EXPO PACK Showcase*, (produced in conjunction with EXPO PACK Mexico and EXPO PACK Guadalajara), newsletters, social media, MundoPMMI.com and other digital products.

## OEM

PACKAGING · PROCESSING · AUTOMATION

The official publication of PMMI, *OEM* is the go-to business information resource for association members, as well as non-members who build packaging and food processing machinery.

# OUR MEDIA BRANDS





# BUILD BRAND AND PRODUCT AWARENESS

**Building awareness is the first step in the sales process.**

**We'll help you keep your brand and products in front** of our engaged industry professionals 365 days a year. For best results, choose a multi-channel approach for maximum reach. We offer:

- Display ads in our print publications and supplements
- Targeted covers and direct mail
- Targeted branding with banner ads and pre-roll video on 100,000+ sites across the web
- Targeted Facebook sponsored posts and videos
- Year-round branding via our signature "Leaders" programs

## WHY WE DO BRANDING BETTER:

We deliver an engaged audience. Our full-time journalists create timely, original editorial that captures the attention of the entire buying team.



# GENERATE LEADS ALL YEAR ROUND

Let us help you fill your leads pipeline.

Whether you select a broad audience or a more defined list of recipients, our lead-gen products will help you uncover new opportunities for your sales team. Additionally, our leads management platform, Leadworks, **offers customizable, automated lead delivery, reporting and analysis** to make your job easier.

Choose traditional newsletter advertising or targeted e-blasts that let you customize the audience for your white paper, product update, video or supplied HTML.

## WHY WE DO LEAD GENERATION BETTER:

Our database is enriched with **unique first-party data** to create a precisely defined audience for your campaign – with no wasted impressions! Choose from:

- Expressed packaging or processing machinery buying interest
- Plant packaging process
- PMMI trade show attendance
- Industry, job title and more



[PMMIMediaGroup.com](http://PMMIMediaGroup.com)



# DRIVE WEBSITE TRAFFIC

**Want to drive more prospects to your website?**

**Attract high value professionals** to your site and product landing pages with a variety of traffic-drivers including:

- Email Campaigns
- Exclusive programs – like Leaders in Packaging – that position your company in front of your best prospects year-round
- Facebook and LinkedIn Campaigns

## WHY WE DO TRAFFIC DRIVING BETTER:

**25 years of digital advertising expertise and our 250,000+ database gives you an edge!**  
Our database is fueled by PMMI's packaging and processing trade shows and PMMI Media Group's leading B-to-B brands.





# MAXIMIZE YOUR TRADE SHOW INVESTMENT

Research shows that advertising with PMMI Media Group increases **PACK EXPO** booth leads.



Non-Advertisers' Leads



PMMI Media Group Advertisers' Leads

Regardless of your booth size or location, our **PACK EXPO** Las Vegas 2017 research shows that advertising with us **increases booth leads by 56%!**

Our comprehensive attendee data enables highly-targeted campaigns that drive engagement among packaging and processing professionals. We can help you connect

with **pre-registrants and attendees who are interested in your products.** Choose from personalized print products, like *Game Plan*, Facebook campaigns, videos and other digital products.

## WHY WE DO TRADE SHOW ENGAGEMENT BETTER:

We share a database with PMMI, which means we can:

- Target pre-registrants
- Create highly personalized resources for attendees
- Deliver your message to attendees who are specifically interested in your products



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**PMMI  
TRADE  
SHOWS**





# MORE

**FREE (OR BUDGET-STRETCHING)  
WAYS WE CAN ADVANCE  
YOUR SALES GOALS:**

## **Free publicity!**

We'll post your news or new product release on our brand websites.

## **Let us publish your case history.**

We are always open to reporting on a good case study! Do you have an end-user who is willing to share information about integrating your products and equipment? Contact your sales representative for details on next steps.

## **Marketing technology to make your job easier.**

Manage your ad program with online tools that streamline campaign planning, automated leads delivery, reporting and real-time data analysis. Downloadable charts and graphs will make you a marketing rock star!

## **Get educated.**

Create a more effective marketing campaign with tips you'll find in our *Marketing Insights* newsletter and blog. Visit **Insights.PMMIMediaGroup.com** to subscribe.



## **Learn how successful industry suppliers**

are partnering with PMMI Media Group to gain market share.

Contact Wendy Sawtell to arrange a complimentary marketing consultation.

Call 847-784-0520 or email [wsawtell@pmmimediagroup.com](mailto:wsawtell@pmmimediagroup.com).



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