

## Increase your sales and gain market share

with the resources provided by PMMI Media Group.















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

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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 fastgrowing 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

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.

#### **Automation**World<sup>®</sup>

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.

**OUR** 

**MEDIA** 

**BRANDS** 

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.



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.



# **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





# **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:

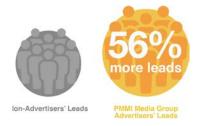
25 years of digital advertising expertise and our 250,000+ database gives you an edge! Our database is fueled by PMMI's packaging and processing trade shows and PMMI Media Group's leading B-to-B brands.





# MAXIMIZE YOUR TRADE SHOW INVESTMENT

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



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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## **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.



