

# PACKAGING WORLD®

the leading media brand for reaching  
users of packaging equipment,  
materials and technology

# 2020 MEDIA GUIDE



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# PACKAGING WORLD: 400,000+ TOTAL REACH

## For 25 years – the leading business resource for packaging professionals.

The most experienced packaging journalists, award-winning ad products and unparalleled marketplace reach have made *Packaging World* the number one media choice of companies who sell to the \$500+ billion packaging industry.

Editor in chief **Matt Reynolds, Anne Marie Mohan, Aaron Hand** and Editor Emeritus **Pat Reynolds** offer timely, compelling coverage about the technology, equipment and materials behind the changing world of consumer packaging. Our in-house team is supported by editorial contributions from industry experts like attorney **Eric Greenberg** and consultant **Sterling Anthony**.

## Print and online total reach of 400,000+

Reach buyers in food, beverage, pharmaceuticals, consumer products and all packaging related industries via *Packaging World's* print and digital products. Each month, *PW* delivers a total reach of over 400,000 professionals across our magazine, website, email and social media channels. Additionally, our channels have surprisingly little overlap ... choose an integrated program to reach the largest audience.

Learn more about our audience here » [zigma.pmmi.org/pw](http://zigma.pmmi.org/pw)

## Print distribution: Optimized with "Active Audience"

*Packaging World* allocates up to 30% of its print circulation for "high-value" prospects who are added directly to the magazine circulation list. Called Active Audience, this group includes current PACK EXPO registrants, individuals at trending companies and professionals in hot markets. Active Audience recipients are verified end-users, so you can be assured your message is reaching the individuals who are best positioned to buy. The balance of our subscribers – 70% or greater – are qualified direct request subscribers. And, *PW's* entire circulation is audited by BPA, your assurance of value.

## Online reach: Target precisely defined audiences with the PMMI Audience Network

Advertisers can now reach micro-targeted audiences across the Web via the PMMI Audience Network. Select from our database of professionals who attend PMMI trade shows, and subscribe and interact with our publications; reach your targeted prospects via 100,000+ brand-safe websites, including Facebook and LinkedIn. Learn more in our Digital Advertising section.

# PACKAGING WORLD CALENDAR

## JANUARY 2020 - JUNE 2020

| ISSUE & CLOSING DATES  | EDITORIAL COVERAGE  | EQUIPMENT, such as  | MATERIALS, such as   | BONUS DISTRIBUTION & INDUSTRY EVENTS  |
|--|---|---|--|---|
| <b>JANUARY</b><br><br><b>Ad closing:</b><br>11/27/2019<br><br><b>Materials due:</b><br>12/6/2019               | <b>Markets:</b> Food and Beverage<br><b>• Leaders in Packaging</b><br>Annual Issue<br><b>• Automation &amp; Controls</b><br>• Workforce Development<br>• E-commerce                                 | case/tray erecting, sealing<br>• cartoning • multipacking, bundling, shrink and stretch wrapping • F/F/S and bagging • digital printing | resins/additives • closures<br>• labels/sleeves • rigid containers • point of purchase                       | <b>The Packaging Conference</b><br>Feb. 3-5, Austin   |
| <b>FEBRUARY</b><br><br><b>Ad closing:</b><br>1/9/2020<br><br><b>Materials due:</b><br>1/15/2020                | <b>Markets:</b> Healthcare, Health and Beauty, Chemicals and Household Products<br>• Sustainable Packaging<br><b>• Cannabis Special Report</b><br>• E-commerce<br>• PACK EXPO East Preview          | conveying • capping, filling, induction sealing • marking, coding, labeling • RSS bar coding • machine vision                           | packaging made from renewable resources • film/bioplastics • plastic sheet • paperboard, blisters, and cards | <b>CPA Annual Meeting</b><br>Feb 19-21, Tucson<br><br><b>PACK EXPO East</b><br>March 3-5, Philadelphia<br><br><b>FPA Annual Meeting</b><br>Mar. 4-6, Bonita Springs, FL |
| <b>PACK EXPO EAST SHOWCASE</b><br><br><b>Ad closing:</b><br>1/9/2020<br><br><b>Materials due:</b><br>1/15/2020 | <b>PACK EXPO East SHOWCASE</b><br>Pre-show planner with advance distribution to pre-registrants.  | PACK EXPO East exhibitors will profile their products and services in this popular pre-show planner.                                    | The Showcase includes useful show information, exhibitor listings, schedules, and more.                      | <b>PACK EXPO East</b><br>March 3-5, Philadelphia  |
| <b>MARCH</b><br><br><b>Ad closing:</b><br>2/7/2020<br><br><b>Materials due:</b><br>2/13/2020                   | <b>Markets:</b> Food and Beverage<br>• ISTA Package Testing and Certification<br>• Flexible Pkg   FPA Awards<br><b>• Supplement: Packaging for Craft Brewing</b>                                    | bar coding/imprinting • palletizing/stretchwrapping • robotics • case/tray erecting, sealing • labeling • controls/components           | flexible packaging, pouches, closures, and fitments • resins and inks • desiccants • adhesives and tape      |   |
| <b>APRIL</b><br><br><b>Ad closing:</b><br>3/6/2020<br><br><b>Materials due:</b><br>3/13/2020                   | <b>Markets:</b> Consumer Goods<br><b>• Automation &amp; Controls</b><br><b>• Readex Research:</b> Ad Study<br>• The Packaging Conference<br>• E-commerce<br><b>• Supplement: Contract Packaging</b> | conveying • multipacking, bundling, and shrink wrapping • metal detection/checkweighing • cartoning • machine vision                    | resins/additives • protective packaging • IBCs (returnable containers) • rigid containers • packaging inks   |   |
| <b>EPM SHOWCASE</b><br><br><b>Ad closing:</b><br>4/10/2020<br><br><b>Materials due:</b><br>4/17/2020           | <b>Produced by Mundo PMMI:</b><br><br><b>EXPO PACK Mexico SHOWCASE</b> with print and digital distribution  | company profiles of EXPO PACK Mexico exhibitors   | reach packaging and processing professionals in Latin America  |   |
| <b>MAY</b><br><br><b>Ad closing:</b><br>4/10/2020<br><br><b>Materials due:</b><br>4/15/2020                    | <b>Markets:</b> Food and Beverage<br>• Shelf Impact!<br>• Digital Printing Special Report<br><b>• EXPO PACK Mexico Preview</b><br>• E-commerce  | marking, coding, labeling • capping, filling, induction sealing • machine vision • casing   | flexible packaging • specialty and shrink films • paperboard, blisters and cards                             |   |
| <b>JUNE</b><br><br><b>Ad closing:</b><br>5/8/2020<br><br><b>Materials due:</b><br>5/13/2020                    | <b>Markets:</b> Healthcare, Beauty, Chemical and Household Products<br>• ISTA Package Testing and Certification<br><b>• Supplement: E-Commerce</b>  | multipacking, bundling, and shrink wrapping • conveying/cartoning • controls/components • F/F/S and bagging                             | desiccants • labels • protective packaging • rigid containers • plastics                                     |   |

# PACKAGING WORLD EDITORIAL CALENDAR

## JULY 2020 - DECEMBER 2020

| ISSUE & CLOSING DATES   | EDITORIAL COVERAGE  | EQUIPMENT, such as  | MATERIALS, such as   | BONUS DISTRIBUTION & INDUSTRY EVENTS                      |
|---|---|---|--|---|
| <b>JULY</b><br><b>Ad closing:</b><br>6/10/2020<br><b>Materials due:</b><br>6/15/2020              | <b>Markets:</b> Food and Beverage<br>• Sustainable Packaging<br><b>• Automation &amp; Controls</b><br>• IoPP Salary Survey<br>• E-commerce<br><b>• Supplement: Digital Print for Labels and Packaging</b> | thermoforming • marking, coding, labeling • filling, capping, induction sealing • metal detection/check-weighing • converting equipment | cartons/corrugated • flexible packaging • pouches, closures • adhesives/tape • shrink film • inks & additives          |   |
| <b>AUGUST</b><br><b>Ad closing:</b><br>7/10/2020<br><b>Materials due:</b><br>7/15/2020            | <b>Markets:</b> Healthcare, Beauty, Chemicals and Household Products<br>• Robotics<br>• E-commerce<br><b>• Supplement: Contract Packaging</b>   | labeling/bar coding • case/tray erecting and sealing • palletizing/ stretchwrapping • conveying   | resins and additives • closures • labels/sleeves • rigid containers • decorating                                       |   |
| <b>SEPTEMBER</b><br><b>Ad closing:</b><br>8/3/2020<br><b>Materials due:</b><br>8/7/2020           | <b>Markets:</b> Food and Beverage<br><b>• Automation &amp; Controls</b><br>• Shelf Impact!<br>• ISTA Package Testing and Certification  | bar coding/imprinting • palletizing/ stretchwrapping • robotics • case/tray erecting, sealing • labeling • controls/ components         | flexible packaging • decorating • cartons/corrugated • shrink film • resins and inks • desiccants • adhesives and tape | <b>PACK EXPO International 2020</b><br>Nov. 8-11, Chicago |
| <b>PACK EXPO SHOWCASE</b><br><b>Ad closing:</b><br>8/7/2020<br><b>Materials due:</b><br>8/14/2020 | <b>PACK EXPO SHOWCASE</b><br>Pre-show planner with advance distribution to pre-registrants.   | PACK EXPO exhibitors will profile their products and services in this popular pre-show planner.   | The <i>Showcase</i> includes useful show information, exhibitor listings, schedules, and more.                         | <b>PACK EXPO International 2020</b><br>Nov. 8-11, Chicago |
| <b>OCTOBER</b><br><b>Ad closing:</b><br>9/8/2020<br><b>Materials due:</b><br>9/11/2020            | <b>PACK EXPO International</b>  | Previewing equipment, technology and materials to be at PACK EXPO International, plus show information                                  | Don't miss our most exciting issue of the year, including bonus distribution to show attendees in Chicago!             | <b>PACK EXPO International 2020</b><br>Nov. 8-11, Chicago |
| <b>NOVEMBER</b><br><b>Ad closing:</b><br>10/9/2020<br><b>Materials due:</b><br>10/14/2020         | <b>Markets:</b> Healthcare, Beauty, Chemicals and Household Products<br>• Sustainable Packaging<br>• E-commerce<br><b>• Supplements: Emerging Brands</b>  | weigh/fill • filling, capping, induction sealing • metal detection/check-weighing • marking/coding/labeling                             | protective packaging pouches, closures, and fitments • adhesives and tape • flexible packaging                         |   |
| <b>DECEMBER</b><br><b>Ad closing:</b><br>11/8/2020<br><b>Materials due:</b><br>11/13/2020         | <b>Markets:</b> Food and Beverage<br><b>• Annual "View from the Top"</b><br>• ISTA Package Testing and Certification<br><b>• Supplement: Contract Packaging</b>   | palletizing/stretchwrapping • bar coding/imprinting • case/tray erecting, sealing • robotics • labeling                                 | desiccants • resins and inks • flexible packaging pouches, closures, and fitments • adhesives and tape                 |   |

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# LEADERS

## — IN PACKAGING 2020 —

Participants receive a print and online company profile; company name link on the LIP index on Packworld.com's homepage and relevant article pages; pop-up data card and much more. See details next page.

## SAMPLE LIP CATEGORIES

- Controls & machine components
- Filling/capping-liquid
- Labeling
- Digital printing
- Cartoning
- Form/fill/seal
- Conveying
- Coding/marking
- Robotics
- Converting machinery
- Palletizing/depalletizing
- Case/tray packing
- Filling/capping-dry
- ... and many more

- Plastics / resins
- Flexible packaging
- Containers
- Closures
- Cartons & boxes
- Blisters/Clamshells
- Labels
- ... and many more

Package design  
Contract packaging  
... and more

**See all categories and learn more here »**  
[pmmmediagroup.com/pw/leaders-packaging](http://pmmmediagroup.com/pw/leaders-packaging)

# LEADERS IN PACKAGING

Learn more here » [PMMIMediaGroup.com/pw/leaders-packaging](http://PMMIMediaGroup.com/pw/leaders-packaging)

## ADVERTISING BENEFITS

| MEDIUM                        | DESCRIPTION  | DISTRIBUTION  |
|-------------------------------|--|---|
| <b>Print Company Profile</b>  | <b>Company Profile</b> in the January issue. Detailed, full-page profile on your company, including company logo. (A PDF of your profile is provided for your own promotions.)   | 55,000 in January (magazine subscribers)  |
| <b>Print Ad</b>               | Leaders in Packaging <b>print ad</b> , containing your company logo  | 55,000 (magazine subscribers) six times per year (every other month)  |
| <b>Video YouTube Amplify</b>  | Drive more views of your YouTube videos with <b>YouTube Amplify</b>  | This program pulls from your YouTube library, displaying related videos throughout Packworld.com  |
| <b>Web Home Page Link</b>     | Permanent <b>company name link</b> on the Packworld.com <b>home page</b> via an expandable category box. Links directly to your profile.   | 100,000+ page views over a year   |
| <b>Web Contextual Trigger</b> | Permanent company name link with <b>pop-up data card</b> displayed prominently on <b>category pages</b> and <b>articles</b> that correspond to your product category. Data card contains your logo, photo of key contact (e.g., CEO or VP/Sales & Marketing), editor-written enticement copy, a link to your profile and a link to your website. | Traffic varies by category, but typically 2,000 to 3,000 page views a year from thousands of articles. Entire website receives 74,000 annual visitors each month. |
| <b>Web Company Profile</b>    | Enhanced <b>Company Profile</b> on Packworld.com with your logo, company profile and promotional content about your company.   | Up to 500+ page views over a year   |
| <b>Web Leaders in Pkg</b>     | Permanent <b>company name link</b> on the <b>"Leaders in Packaging" home page</b> that links direct to your profile.   | 15,800 page views over a year   |
| <b>Multiple Channel</b>       | Your company will be named as a supporter of the <b>Future Leaders in Packaging Scholarship</b> .  | Featured in <i>Packaging World</i> , on Packworld.com and distributed nationally  |



# PACK EXPO SHOWCASE

*Packaging World's 2020 PACK EXPO SHOWCASE* will deliver a reach of over 150,000 touch points, making it an essential part of your PACK EXPO International marketing!

## EXPOSURE BEFORE, DURING & AFTER

Leverage your PACK EXPO investment by advertising in this popular pre-show planner, which is the only planner that is mailed to pre-registrants for PACK EXPO International. Loaded with essential show information such as the exhibitor list, the conference schedule and company profiles of advertising exhibitors, the *SHOWCASE* is distributed across multiple channels.



- **25,000 COPIES MAILED:** to pre-registered attendees and qualified *Packaging World* subscribers in advance of the show
- **50,000 EMAIL DISTRIBUTION** of the full digital edition to *Packaging World's* e-database.
- **75,000+ UNIQUE WEB VISITORS** monthly can access the *SHOWCASE* on Packworld.com
- **BONUS DISTRIBUTION** at PACK EXPO International (Nov. 8-11, Chicago)

## ADVERTISING BONUSES

- **Specially priced ad rates** ... plus additional discounts for PMMI members and PMMI Media Group advertisers make the *SHOWCASE* a terrific value!
- **Every advertiser receives at least a full-page** of exposure in the *SHOWCASE*. Your *Packaging World* display ad will work seamlessly in the *SHOWCASE* because the dimensions are the same (9 x 10-7/8).
- **Your one-page or two-page units can be used in a variety of ways:**
  - o 2-pages with profile & full-page ad on a spread
  - o 1-page with profile and fractional ad
  - o 1-page with profile plus images and logo

**Learn more here »** [pmmimediagroup.com/pw/pack-expo-showcase](http://pmmimediagroup.com/pw/pack-expo-showcase)

**DUE DATES** Reservations: August 7, 2020      Materials: August 14, 2020



# PACK EXPO GAME PLAN

*GAME PLAN* is a great way to increase the odds that your prospects will find you at “The Main Event”—PACK EXPO International.



Exhibitors who advertised in *GAME PLAN* **received 97% more booth leads** than companies who didn’t participate!

**Ad reservations and materials are due September 9, 2020.**

## TARGETED & PERSONALIZED!

With a show floor of more than 1.2 million net square feet and with 2,500 exhibits, PACK EXPO International attendees will have a lot of territory to cover. *GAME PLAN* makes it easier for them to find the specific products and exhibits they’ve come to Chicago to see.

***GAME PLAN* is a personalized booth itinerary** for PACK EXPO and Healthcare Packaging EXPO attendees, **customized based on the product categories they’re investigating at the show.** As an exhibitor who advertises in *GAME PLAN*, your booth and products will be included in the individual itineraries we create for attendees who have indicated a specific interest in your product categories when they first register for the show.

After the show closes, advertisers will receive summaries of the number of times their particular listing was inserted in print and in PDF format, as well as audience demographics.

- ***GAME PLAN* will be printed and mailed** to all U.S. and Canada end-user attendees who register more than three weeks before the show.
- **Each multi-page booth itinerary** includes floor plans with relevant exhibits highlighted, and a corresponding listing for each exhibit.
- **Your listing** includes booth number, logo and exposure for up to four products with descriptions and photos.
- ***GAME PLAN* will be emailed as a printable PDF** to all pre-registered attendees who register two weeks before the show opens.

**Learn more here »** [pmmimedagroup.com/pw/game-plan](http://pmmimedagroup.com/pw/game-plan)



# PACK EXPO SECOND LOOK

Want a “second chance” to connect with PACK EXPO attendees who are interested in your category but missed visiting your booth? *SECOND LOOK* gives you another opportunity to get in front of this valuable audience.

**Ad reservations and materials are due October 14, 2020.**

## **AUTOMATIC FOLLOW-UP!**

For many exhibitors, the hundreds of leads they receive from PACK EXPO are just a fraction of the thousands of buyers in their product categories who attended the show. But with *SECOND LOOK*, you can **reach the attendees who have buying interest in your products – whether or not they visited your booth.**



*SECOND LOOK* uses variable data printing to “package the content” for attendees based on their interests. Since each edition is personalized by recipient, no two publications will be alike! Best of all, our research shows attendees use and save their copies of *Second Look*!

- **Each *SECOND LOOK* is completely personalized** with product information tailored to the recipient’s interests. Advertisers receive a full page with four product descriptions and images, company information and message area.
- **Distributed two weeks after the show**, *SECOND LOOK* will mail while PACK EXPO is still top of mind to U.S. and Canadian attendees.
- **Proof your product page online:** After you upload your content, you’ll be able to view and approve your category page online.
- **Exclusively for exhibitors:** *SECOND LOOK* is only available for PACK EXPO exhibitors.

**Learn more here »** [pmmimediagroup.com/pw/second-look](http://pmmimediagroup.com/pw/second-look)

# EXPO PACK MEXICO SHOWCASE

Leverage your EXPO PACK México exhibit and gain greater exposure to packaging and processing professionals in Latin America with the EXPO PACK SHOWCASE.

23,000 professionals are expected to attend Latin America's premier packaging and processing event including decision makers from Mexican and Latin American in food, beverage, pharmaceutical, personal care, graphic arts, chemical, electronics, textiles and automotive markets, among others.

EXPO PACK México will take place June 2-5 at Expo Santa Fe.



## EXPO PACK MEXICO SHOWCASE FEATURES

- **Company profiles of exhibitors** will include comprehensive company and product information, images and contact information. Translation included at no additional charge.
- **8,500 recipients, including pre-registered attendees** and packaging professionals in Latin America will receive the printed *SHOWCASE* before the show opens.
- **65,000 engaged packaging professionals in Latin America** will be emailed the *SHOWCASE* digital edition before the show opens.
- **8,500 printed** copies will be distributed at EXPO PACK Mexico, via prominently positioned literature bins and PMMI's exhibit in the North American pavilion.

**CLOSING DATES** Reservations due: April 10, 2020 Materials due: April 17, 2020

**Learn more here »** [pmmimediagroup.com/pw/expo-pack-mexico-showcase](http://pmmimediagroup.com/pw/expo-pack-mexico-showcase)

**Outside U.S.:** Guadalupe Olvera Arellano at [ventas@expopack.com.mx](mailto:ventas@expopack.com.mx) or (5255) 5687-2903  
**U.S.:** Lara Krieger at [lkrieger@pmmimediagroup.com](mailto:lkrieger@pmmimediagroup.com) or 1-800-355-5595, ext. 1609

Ask about additional opportunities through Web and email leading up to the show in June!

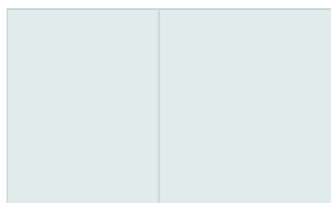
# PRINT AD SPECS

Print ad specifications for *Packaging World* print editions are listed below. For ad closing and materials due dates, please see the "Editorial Calendar".

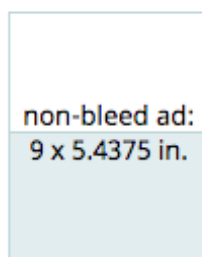
## Bleed Ad Dimensions in inches, width by height

|                   |                       |                      |                      |
|-------------------|-----------------------|----------------------|----------------------|
| two-pg spread     | bleed: 18.25 x 11.125 | trim: 18 x 10.875    | live: 17 x 10.375    |
| full page         | bleed: 9.25 x 11.125  | trim: 9 x 10.875     | live: 8.5 x 10.375   |
| 1/2 horiz. spread | bleed: 18.25 x 5.6875 | trim: 18 x 5.4375    | live: 17.5 x 4.9375  |
| 1/2 horizontal    | bleed: 9.25 x 5.6875  | trim: 9 x 5.4375     | live: 8.5 x 4.9375   |
| 1/2 island        | bleed: 5.375 x 8.625  | trim: 5.125 x 8.375  | live: 4.625 x 7.875  |
| 1/2 vertical      | bleed: 4.625 x 11.125 | trim: 4.375 x 10.875 | live: 3.875 x 10.375 |
| 1/3 vertical      | bleed: 3.25 x 11.125  | trim: 3 x 10.875     | live: 2.5 x 10.375   |
| 1/3 square        | bleed: 5.375 x 5.6875 | trim: 5.125 x 5.4375 | live: 4.625 x 4.9375 |
| 1/3 horizontal    | bleed: 9.25 x 3.875   | trim: 9 x 3.625      | live: 8.5 x 3.125    |
| 1/4 page          | bleed: 4.625 x 5.6875 | trim: 4.375 x 5.4375 | live: 3.875 x 4.9375 |

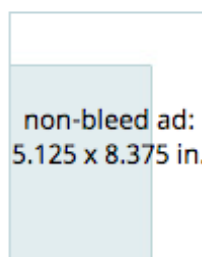
*Packaging World's*  
trim size is  
9 in. wide x  
10.875 in. tall



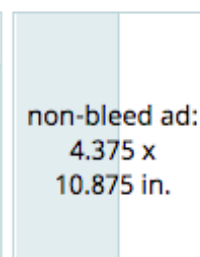
Two-Page Spread



1/2 Horizontal

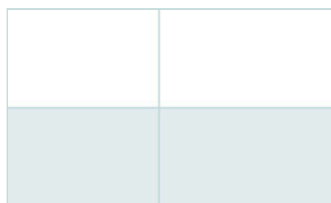


1/2 Island

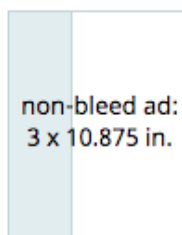


1/2 Vertical

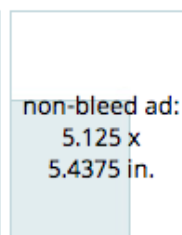
non-bleed ad:  
9 in. wide x  
10.875 in. tall



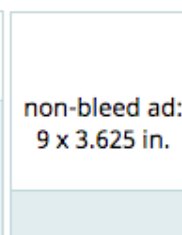
1/2 Page Horizontal Spread



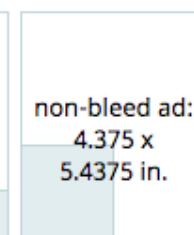
1/3 Vertical



1/3 Square



1/3 Horizontal



1/4 Page

# AD CREATION & SUBMISSION

## AD CREATION SPECIFICATIONS

All advertising material **MUST** be submitted digitally.

### Accepted formats:

- High-resolution PDF (300 dpi, CMYK), saved in X1:A format
- High-resolution (300 dpi, CMYK) TIFF or EPS file

*If your digital file is in a different format than above, please contact Production Manager Lara Krieger (312-222-1010, x1609) to verify acceptability.*

### When creating your digital ad:

1. Embed all fonts or outline them.
2. Make sure all RGB and spot colors are converted to CMYK.
3. Do not use JPEG compression or native Photoshop files.
4. Make sure all images within the ad are 300 dpi and CMYK.
5. When creating a bleed advertisement, make sure all important material is within the live space and that the bleed size extends on all sides of the ad.

## AD SUBMISSION GUIDELINES

**Printing, binding methods:** Printed offset and perfect-bound.

**Inserts:** Contact *Packaging World* Production Manager Lara Krieger at 312-222-1010, x1609.

**Printing Specifications:** Follow SWOP recommended standards.

**Artwork:** Any necessary artwork or copy preparation will be billed to advertiser.

**Digital Ad Specifications** *Packaging World* is printed computer-to-plate (CTP). Ad material should be submitted in a digital or electronic format and must comply with the specifications that follow.

**Accepted document formats:** Properly produced PDFs are strongly encouraged. Documents saved as an EPS are also accepted. Please see additional details above.

**Fonts:** All fonts should be embedded or outlined.

**Images:** Make sure all images are CMYK and the file is fully flattened.

**Proof:** In compliance with PMMI Media Group policy, you are required to submit a SWOP 3 certified proof. If a SWOP certified proof is not submitted with an ad submission, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file.

**Submit your ad via our online ad portal, Send My Ad.** We will set you up with a Send My Ad profile so you can easily submit your ad(s) through a direct materials upload link.

**Contact & Shipping Information:** Advertising production questions can be directed to Lara Krieger, Production Manager at 312-222-1010, ext. 1150, *Packaging World*, 401 N. Michigan Ave., Suite 300, Chicago, IL 60611



# DIGITAL ADVERTISING

*Packaging World's* digital products deliver the content, audience and results that today's industrial marketers demand.

## ONLINE BRANDING AND LEAD-GENERATION

For lead generation and broad-based exposure, choose traditional products like Web ads, newsletters and e-blasts. *Packaging World's* quality, original content attracts and engages your customers and prospects. Packworld.com is the world's most visited packaging website, with over a **million unique visitors per year**.

Digital advertising paired with print gives your message the greatest exposure because duplication between *PW's* print subscribers, Website visitors and e-database is surprisingly small. Choose a multi-channel advertising plan when general branding is your goal.

**Learn more here »** [zigma.pmmi.org/pw/index.html](http://zigma.pmmi.org/pw/index.html)

# TARGETED PRODUCTS

## REACH MICRO-TARGETED AUDIENCES WITH THE PMMI AUDIENCE NETWORK

Now you can reach highly-targeted groups effectively and affordably. PMMI Audience Network products put your message in front of packaging, processing and automation professionals as they browse online. We'll deliver your message via hundreds of thousands of brand-safe websites, as well as Facebook and LinkedIn.

### Select your target audience by:

- Industry
- Machinery or material buying interest
- PACK EXPO trade show affiliation
- Plant packaging processes and more

We'll deliver your message with these products:

**Targeted Branding Ads** - Web display ads or Native ads, appearing on brand-safe websites

**Targeted Social Media Ads** - Sponsored Posts or Videos on Facebook and LinkedIn

**Targeted Video Pre-Roll** - appearing across the Web before videos on brand-safe websites

### PMMI Audience Network unique benefits:

- No waste – you pick the exact recipients to see your message
- Access to PMMI's vast database
- Packaging and processing contacts are validated
- All contacts are U.S. and Canada, unless you explicitly request international reach

**Learn more here »** [pmmimediagroup.com/pw/audience-network](http://pmmimediagroup.com/pw/audience-network)



# WEB ADVERTISING



## LEADERBOARD (A)

Location: Horizontal at top of page

Dimensions (px):  
728 x 90 (medium)  
970 x 90 (large)  
320 x 50 (mobile)

## SKYSCRAPER (B)

Location: Vertical right rail of page

Dimensions (px):  
300 x 600

## MEDIUM IMU (C)

Location: Alternates between two positions in the river of news

Dimensions (px):  
300 x 250

## FLEXI

Location: Alternates among all three positions (Leaderboard, Skyscraper and IMU)

Dimensions (px):  
All

**Packworld.com** delivers the global packaging marketplace, connecting your message with buyers of machinery and materials around the world.

**Learn more here »** [zigma.pmmi.org/pw/web.html](http://zigma.pmmi.org/pw/web.html)

## Reach Packworld Visitors on the Web -

We can retarget visitors to Packworld.com, displaying your banner ad to them on over 100,000 brandsafe websites.

**Learn more here »** [pmmimediagroup.com/pw/audience-network](http://pmmimediagroup.com/pw/audience-network)

# LEAD GENERATION

*Packaging World* offers the most advanced lead-generation platform available for today's industrial marketers. State-of-the-art reporting and real-time campaign analytics are available via LeadWorks, our proprietary lead management platform, which can automatically filter, classify and deliver lead reports according to your preferences.

## **Lead reports can be filtered by:**

- Geography – identify a sales rep to receive all leads from a state, region or country.
- Industry – provide separate delivery instructions for leads from food & beverage, pharmaceutical or other end user category.
- Frequency – choose to receive leads in real-time, nightly or weekly. (Log into LeadWorks yourself anytime for real-time information.)

## **EXCLUSIVE CAMPAIGN ANALYTICS**

You'll love our real-time, comprehensive campaign analytics in a variety of easy-to-consume formats. You can see the actual results of your campaign by viewing the critical numbers on screen and in colorful graphs and charts that aggregate results for a wide range of demographics. Or download Excel spreadsheets and graphics to use in your own internal communications.

## **Real-time data is available by campaign and by company:**

- By campaign – view the results of individual e-blasts, newsletters, etc.
- By company – see your complete history of digital advertising with *Packaging World* and compare results by campaign type, date, etc. via your unique "Marketing Program Analysis."










**Learn more here »** [pmmimediagroup.com/pw/marketing-program-analysis-report](http://pmmimediagroup.com/pw/marketing-program-analysis-report)

# NEWSLETTER CHOICES

Newsletters put your message in front of qualified packaging professionals and individuals who have signed up for specific editions. Reserve early for the best selection of send dates. Learn about the **value of engaged audiences** at [PMMIMediaGroup.com/engaged-audiences](http://PMMIMediaGroup.com/engaged-audiences)





NOTE: Distribution shown is the guaranteed minimum circulation to our “engaged” list.




See samples and learn more here » [PMMIMediaGroup.com/pw/newsletter-comparisons](http://PMMIMediaGroup.com/pw/newsletter-comparisons)

| TRADE SHOW SUPPORT          |              |   |  |   |
|-----------------------------|--------------|---|--|---|
| NEWSLETTER                  | DISTRIBUTION | DESCRIPTION   | SINGLE SPONSOR   | MULTIPLE SPONSORS   |
| Spotlight on PACK EXPO      | 23,000       | Published in the weeks leading up to PACK EXPO, featuring videos and highlights of new equipment and products   | Not Available  |    |
| Countdown to PACK EXPO      | varies       | Published weekly in the 8 weeks leading up to PACK EXPO, and sent to pre-registered attendees. Includes event updates and a checklist of “to do” items for attendees. Audience reach and advertising prices increase each week, as the show nears.  |  | Not Available   |
| Live from PACK EXPO         | 45,000       | Published each day of PACK EXPO, featuring videos and highlights of new equipment and products  | Not Available  |  |
| PACK EXPO Wrap              | 25,000       | Published in the weeks immediately after PACK EXPO, featuring videos and highlights of new equipment and products featured at the show<br><br><b>OPTIONAL:</b> We will professionally shoot a video at your booth and send it via the newsletter. You get to keep the video for your website. | Not Available  |  |
| Spotlight on PACK EXPO East | 13,000       | Published in 2020, in the weeks leading up to PACK EXPO East, featuring videos and highlights of new equipment and products   | Not Available  |  |
| Spotlight on Interpack      | 20,000       | Published in 2020, in the weeks leading up to Interpack, featuring videos and highlights of new equipment and products  | Not Available  |  |
| Interpack Wrap              | 20,000       | Published in 2020, in the weeks immediately after Interpack, featuring videos and highlights of new equipment and products featured at the show   | Not Available  |  |
| Spotlight on EastPack       | 20,000       | Published in 2020, in the weeks leading up to EastPack, featuring videos and highlights of new equipment and products   | Not Available  |  |
| Spotlight on WestPack       | 20,000       | Published in the weeks leading up to WestPack, featuring videos and highlights of new equipment and products  | Not Available  |  |

# NEWSLETTER CHOICES






See samples and learn more here » [PMMIMediaGroup.com/pw/newsletter-comparisons](http://PMMIMediaGroup.com/pw/newsletter-comparisons)

| BROAD REACH        |              |   |  |   |
|--------------------|--------------|---|--|---|
| NEWSLETTER         | DISTRIBUTION | DESCRIPTION   | SINGLE SPONSOR   | MULTIPLE SPONSORS   |
| New Issue Alert    | 53,000       | Preview of the current issue of <i>Packaging World</i> , with links to articles | Not Available  |  |
| Editors' Picks     | 53,000       | Breaking news, Web exclusives, applications-oriented; edited by Ann Marie Mohan |   | Not Available   |
| Packaging Focus    | 46,000       | Supplier content, including white papers and videos                             | Not Available  |  |
| Packaging Insights | 53,000       | Packaging tips, intelligence, and best practices; edited by Sterling Anthony    |  | Not Available   |

| PACKAGING MACHINERY         |              |   |   |                   |
|-----------------------------|--------------|---|---|-------------------|
| NEWSLETTER                  | DISTRIBUTION | DESCRIPTION   | SINGLE SPONSOR  | MULTIPLE SPONSORS |
| New Machinery               | 32,000       | The latest new packaging machines; edited by Melissa Larson   |  | Not Available     |
| Machine Automation Insights | 31,000       | Automation trends impacting packaging machinery; edited by Pat Reynolds. Email audience includes 11,000+ packaging and processing OEM professionals.  |  | Not Available     |
| End-of-Line Strategies      | 31000        | Covering mid- and end-of-line machinery including cartoning, case erecting and packing, multi-packing, palletizing, shrink bundling, stretch wrapping, and coding/marketing for cases and trays |  | Not Available     |

# NEWSLETTER CHOICES

See samples and learn more » [PMMIMediaGroup.com/pw/newsletter-comparisons](http://PMMIMediaGroup.com/pw/newsletter-comparisons)

| SPECIAL INTEREST / PKG DESIGN & DEVELOPMENT |              |  |   |  |
|---|--------------|--|---|--|
| NEWSLETTER                                  | DISTRIBUTION | DESCRIPTION  | SINGLE SPONSOR  | MULTIPLE SPONSORS  |
| Quick Hits Newsletter                       | 20,000       | A weekly roundup of the most interesting trends, technological advancements and news in the pharma, healthcare and logistics spaces curated by Tim Hayes |    | Not Available  |
| Healthcare Packaging Focus                  | 18,500       | Supplier content, including white papers and videos  | Not Available   |   |
| Contract Packaging                          | 14,000       | Trends, new developments, and new topics; edited by Anne Marie Mohan   |    | Not Available  |
| Contract Packaging Focus                    | 10,000       | New videos, white papers & information from CPA members  | Not Available   |  |
| Shelf Impact!                               | 22,000       | Package design and marketing strategies; edited by Anne Marie Mohan  |  | Not Available  |

| LATIN AMERICAN |              |  |   |   |
|----------------|--------------|--|---|---|
| NEWSLETTER     | DISTRIBUTION | DESCRIPTION  | SINGLE SPONSOR  | MULTIPLE SPONSORS   |
| Mundo PMMI     | 65,000       | Reach packaging, food processing and automation professionals in Latin America in our Spanish language newsletters. Learn more at <a href="http://PMMIMediaGroup.com/pw/mundo-newsletters">PMMIMediaGroup.com/pw/mundo-newsletters</a> |  |  |

Newsletter circulation fluctuates; figures updated Summer 2019

# TARGETED SUPPLEMENTS

Reach a distinct packaging segment with your print ad in our annual supplements.

## Digital Printing for Labels & Packaging -

- distribution to 30,000 qualified packaging professionals in package development and design, R & D, brand management and marketing
- bound separately and tipped into July *Packaging World*
- email distribution of digital edition to 30,000 packaging professionals

Ad reservations due June 10

Learn more » [pmmimediagroup.com/pw/digital-printing-supplement](http://pmmimediagroup.com/pw/digital-printing-supplement)



## Packaging for Craft Brewing -

- distribution to 2,000 packaging professionals in the craft brewing and beverage industries via *PW's* March issue
- 8,000 additional copies mailed to industry professionals
- email distribution to *PW* digital subscribers

Ad reservations due February 7

Learn more » [pmmimediagroup.com/pw/craft-brewing-supplement](http://pmmimediagroup.com/pw/craft-brewing-supplement)

## Packaging for E-Commerce -

- distribution to 20,000 qualified brand manufacturers, etailers and other professionals
- tipped into the June issue of *Packaging World*
- email distribution of the digital edition to 20,000 packaging professionals



Ad reservations due May 8

Learn more » [pmmimediagroup.com/pw/e-commerce-supplement](http://pmmimediagroup.com/pw/e-commerce-supplement)

## Contract Packaging -

- reach 20,000 professionals who use contract packaging and related services, plus contract packager and contract manufacturers
- bound separately and tipped into *Packaging World's* April, August and December issues

Learn more » [pmmimediagroup.com/cp/contract-packaging](http://pmmimediagroup.com/cp/contract-packaging)



# TARGETED COVERS



Reach a distinct packaging segment or market ....  
and leverage the power of print!

**Targeted covers** - Get your message in front of exactly the right eyes with high impact. We'll feature your company on a custom cover that overlays the original *Packaging World* cover. You'll appear prominently on the industry's top magazine brand, and you'll have the opportunity to design an engaging visual and message that appeals to the desired audience segment. We'll even give you the ability to personalize the cover with each recipient's name and company. Here's how targeted covers work:

- **Choose exactly who you want to reach.** Audience size can range from 1,500 to 5,000 contacts. Select from our database alone, choosing by industry, geographic area or buying interest. Or, we can supplement with:
  - A list of individuals that you provide
  - Specific accounts of interest (account-based marketing approach)
  - A niche group that you would like our audience data experts to discover for you
- **Select the issue** to feature your targeted cover
- **Supply a custom cover design** that speaks to the desired audience, using our guidelines
- **Provide us with your full-page ad** for the backside of your cover.

Learn more here » [pmmimediagroup.com/pw/targeted-covers](http://pmmimediagroup.com/pw/targeted-covers)

# TARGETED DIRECT MAIL

**Targeted Direct Mail** - Today's direct mail campaigns are different in many ways from the mass mailings of the past. Precisely-targeted and ideally suited to variable data printing, direct mail can be a highly effective tool in advancing your sales and marketing goals. We provide the highest quality list, filtered by the demographics you identify:

- Choose your audience by industry, buying interest, plant packaging processes and other key demographics.
- We'll confirm the size and send your list directly to your verified third-party mailing house.
- If you don't have a mailing house, we'll send your list to our pre-screened mailing house.
- Need printing? We have fulfillment vendors who are also available to handle the printing of your piece, if desired.

Learn more here » [pmmimediagroup.com/pw/targeted-direct-mail](http://pmmimediagroup.com/pw/targeted-direct-mail)

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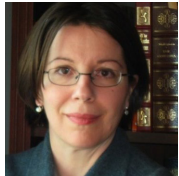
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# READER TESTIMONIALS

*Packaging World* has been the world's leading packaging publication for 25 years! Your message side by side our acclaimed editorial promotes trust in your organization. Recent testimonials from our recent Readex Research study confirm subscriber affinity.

**Tell us how useful *Packaging World* is and how you use it in your job:**



*I read [Packaging World] to look at how others are solving problems ... PW is a trusted source of packaging industry news.*

*Being the only packaging engineer at my company, this magazine is one of the few avenues I have to looking into and discussing new packaging technologies.*

*Case studies are critical to influencing users.*

*Easy to find new vendors through Packaging World.*

*... gives me lots of information and sometimes helps me figure out solutions to packaging problems.*

*A great tool that provides good articles and content on a variety of industries.*

*It's a great source of information and I use it when we're putting projects together ... to show others that there are more options out there worth looking at.*

*We are in a competitive, regulated industry that mandates certain types of packaging. We need to know what's out there and options to optimize cost savings.*

*[Packaging World] is a great way to keep up with new technology and equipment.*

