

7 REASONS YOU NEED PRINT IN YOUR MARKETING MIX.



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Halo effect.

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

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

When I have a project that calls for equipment that I don't regularly use I look through the ads to find companies that make the devices we need.

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.

*Easy to find new vendors through *Packaging World*.*

*We're a smaller company, so suppliers don't always find us on their own. I look through *Packaging World* for potential suppliers, but also to keep up with any advancements in technology.*

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.

”

1 Simply put, print works.

Paper-based reading is associated with stronger transfer to long-term memory, recall, and overall comprehension. Neuroscience studies show print ads engage longer, yield higher levels of recall and cause more activity in brain areas associated with value and desire – key markers of purchase interest. Readers also sustain focus without multi-tasking for long periods of time.

Temple University Neural Decision-Making and 2015 research conducted by MillwardBrown Digital

2 Optimal audience reach.

Forget overflowing inboxes. Print takes you right to key decision makers and influencers. With *Packaging World's* rigorous audience verification process, you can be sure your message is reaching the individuals best positioned to buy your products.

Additionally, the Active Audience portion of our circulation gives you timely access to PACK EXPO attendees, prospects in emerging markets and fast-growing companies.

Learn more about Active Audience at PMMIMediaGroup.com.

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3 Longer shelf life. Plus, 77% of subscribers routinely share their issue.

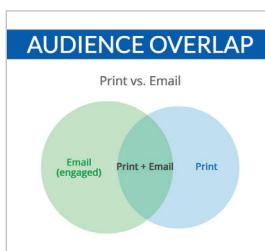


Unlike digital, your print ad message will be around long after an online ad has disappeared. Plus, research shows that 77% of

Packaging World's 50,000 readers routinely share their copy of the magazine with one to 10 or more colleagues, (with a average of 2.5.)

Readex Research conducted on Packaging World, April 2019

4 Print delivers prospects who are unavailable by email.



Audience duplication between *Packaging World's* print subscribers and e-database shows only 35% duplication ... if you aren't advertising in print, you're missing a huge

portion of your audience – over 32,000 packaging professionals.

6 Engagement: Packaging World subscribers love print.

When presented with various formats for accessing job-related news and information, *Packaging World* subscribers chose print as their preferred method.

Media Content Preference Study, conducted by DDR Communications in 2018

5 Print feeds your leads pipeline.

Experts estimate that it takes between 7 and 13 touches to deliver a qualified sales lead.

An integrated media strategy, incorporating print for broad reach at the top of the funnel, is key to driving prospects from brand familiarity to product interest to action.



7 Targeted covers deliver high-impact at an affordable price.

Let *Packaging World* feature your company on a custom cover, positioning your brand with the world's leading packaging publication.

Your promotional cover will be tipped onto a monthly issue and mailed to your preferred audience segment, with personalization included. Targeted covers are an exclusive way to make a big impression!



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