

An aerial, high-angle photograph of a large, dense crowd of people, likely at a public event or conference. The image is monochromatic, with a blue tint. The people are packed closely together, filling the entire frame. The perspective is from directly above, looking down on the crowd.

**PACKAGING
WORLD®**



2021 MEDIA GUIDE

Engage the world's largest audience
of packaging professionals

rvsd 8/26/20

WE REACH YOUR CUSTOMERS.

We reach the **buying decision teams**, including professionals in:

- operations / production/quality
- corporate and general management
- package design or development
- brand management
- engineering
- logistics / supply chain management
- procurement
- regulatory affairs
- validation / compliance
- plant management

DID YOU KNOW?

More than half of all packaging equipment purchases involve teams of four or more people.

Learn more at PMMIMediaGroup.com/marketing-research »

Packaging decision-makers at **consumer products goods companies** have been reading Packaging World for over 25 years.



WHO WE ARE

Packaging World is the world's leading media brand for packaging professionals in consumer product goods, food, beverage, pharmaceuticals and all package-using industries.

Over 450 companies who supply the \$200+ billion U.S. packaging market choose *Packaging World* as their media partner.

Parent company, PMMI Media Group, is a division of PMMI, The Association for Packaging and Processing Technologies; PMMI produces the PACK EXPO family of trade shows.

Packaging World's team of full time journalists are the most experienced in the B2B press, continuing 25+ years of editorial integrity and excellence.



Joe Angel

*Publisher of Packaging World
President of PMMI Media Group*

DID YOU KNOW?

Packaging World offers print and digital media – and the benefits of both. Compared to digital, print media provides a deeper level of engagement that yields higher recall and causes more activity in brain areas associated with value and desire – key markers for purchase intent.

WHAT WE DO FOR YOU

**Solutions for increasing
your share of market**



Build brand and product awareness

Keep your name in front of engaged industry professionals 365 days a year.



Generate leads year round - our information-rich database enables marketers to reach the right prospects, with no wasted impressions.



Drive traffic to your online content with our social media and Web campaigns - designed to boost traffic.



Promote engagement among PACK EXPO attendees with access to show registrants who are interested in your products. Connect with your target prospects before and after each event via our exclusive ad products.

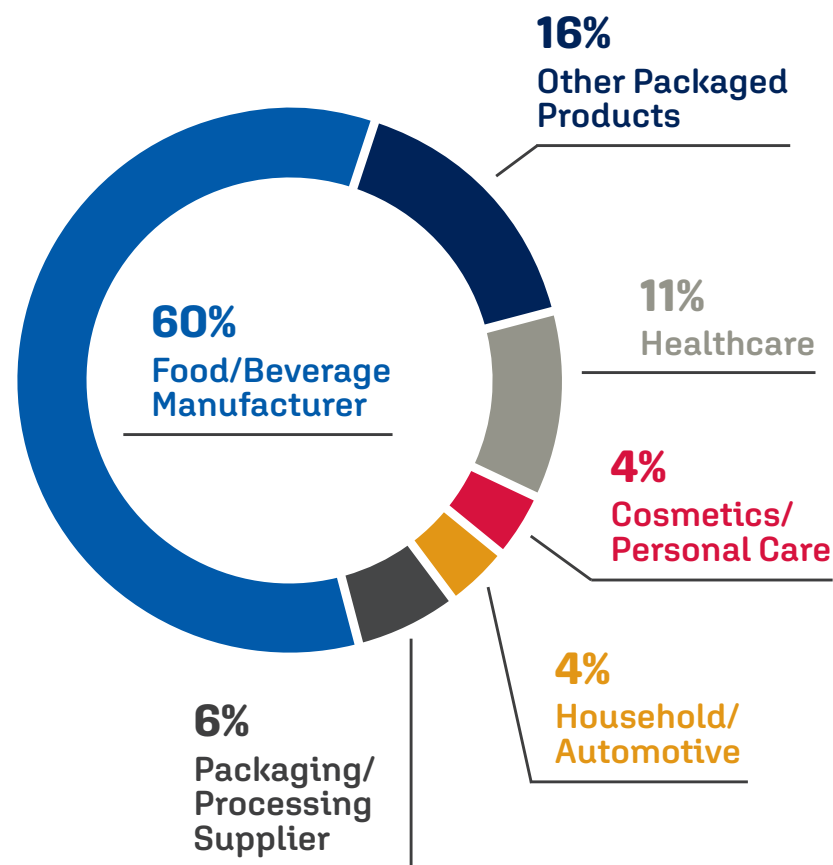
AUDIENCE OVERVIEW

Packaging World has a total reach of over 400,000+ across our various print, digital and event channels.

Our audience development team delivers the freshest and most reliable audience data in B2B media. We offer:

- **A shared database with PMMI**, producers of the PACK EXPO family of trade shows
- **Rigorous quality control**, including use of proprietary algorithms to vet company data
- **Verification of job function**, to ensure campaigns reach the right decision-makers
- **Unparalleled reach** for your top-of-funnel branding.
- **Precise targeting** to industry segments, with comprehensive first-party data

See audience by channel here »



50K
print magazine
subscribers

70K
engaged
e-database
packaging
contacts

85K
monthly
website
visitors

33K
end-user event
attendees

Packaging World has relatively little audience overlap between channels. See details at Zigma.PMMI.org/PW

AUDIENCE TARGETING

With no wasted impressions, targeted marketing has become the gold standard.

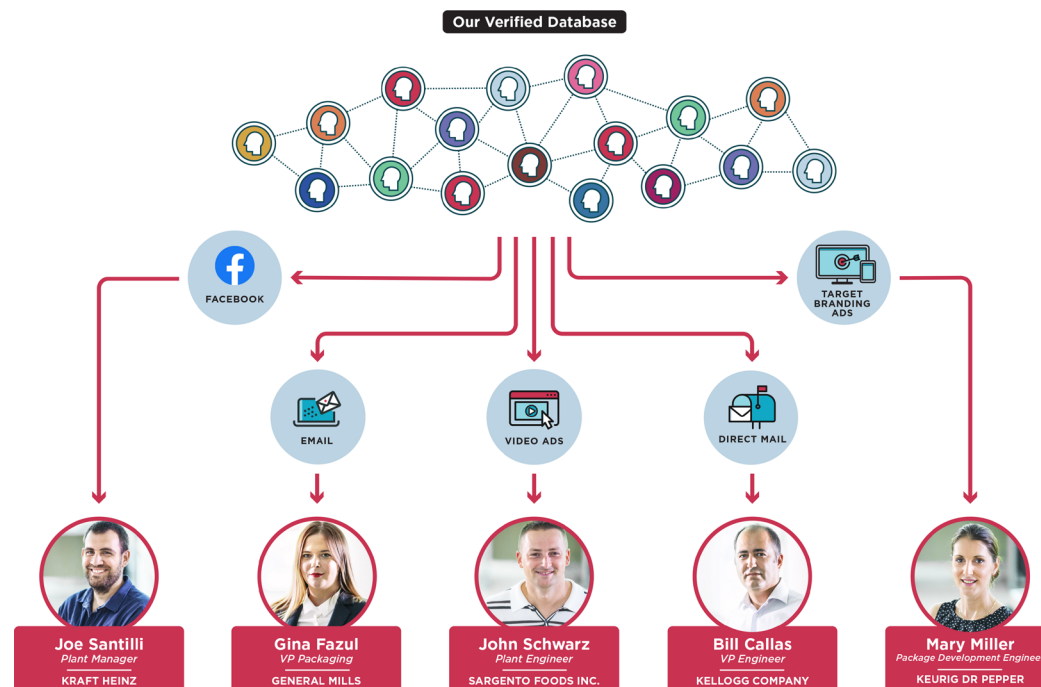
The efficiency of smaller, more precise audiences also enables a greater frequency of touches, moving your prospects further along the sales funnel.

With the data-rich PMMI Audience Network (PAN), marketers can identify highly-defined market and industry segments, based on multiple demographics, including first-party data, only available from PMMI.

See targeted audience counts here »

Select your audience by

- 25+ Industries
- 60+ Buying interest categories
- 15+ Plant packaging processes
- Behavioral data
[websites visited / event registration]
- Geographic selects
[including Latin America]
- Job titles



REACH YOUR TARGET AUDIENCE IN MULTIPLE WAYS

- **Facebook** - Sponsored Posts, Video
- **Email** - Targeted E-Blasts
- **Video Ads** - Pre-roll Video on 100k brand safe websites
- **Targeted Branding Ads** across 100k brand safe websites
- **Direct Mail** - including Targeted Covers on *Packaging World*

CONTENT EXPERTS

Matt Reynolds,
Editor



Pat Reynolds,
VP Editor
Emeritus



Anne Marie Mohan,
Senior Editor



Jim Chrzan, VP,
Content & Brand
Development



Iris Zavala,
Managing Editor



Aaron Hand,
Editor at Large



Kim Overstreet,
Content
Strategist,
Alignment



EDITORIAL ADVISORY BOARD

as of June 2020



DAVID S. SMITH
& ASSOC.

PACKAGING BUSINESS
SOLUTIONS

Learn more here »

2020 EDITORIAL CALENDAR

JULY - DECEMBER

ISSUE	EDITORIAL FOCUS	EQUIPMENT, SUCH AS	MATERIALS, SUCH AS	INDUSTRY EVENTS AND BONUS DISTRIBUTION
July Closing: 6/10 Materials: 6/15	Markets: Food and Beverage - E-Commerce - IoPP Salary Survey - Sustainable Packaging - Automation & Controls - Supplement: Digital Printing	thermoforming • marking, coding, labeling • filling, capping, induction sealing • metal detection/ check-weighing • converting equipment	resins/additives • closures • labels/ sleeves • rigid containers • point of purchase	
August Closing: 7/10 Materials: 7/15	Markets: Healthcare, Beauty, Chemicals and Household Products - Robotics - E-Commerce - Supplement: Contract Packaging	labeling/bar coding • case/tray erecting and sealing • palletizing/ stretchwrapping • conveying	packaging made from renewable resources • film/bioplastics • plastic sheet • paperboard, blisters, and cards	
September Closing: 8/3 Materials: 8/7	Markets: Food and Beverage - Automation & Controls - Shelf Impact! - <i>ISTA Package Testing and Certification</i>	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	PACK EXPO International Nov. 8-11, Chicago
SHOWCASE Closing: 8/7 Materials: 8/14	PACK EXPO SHOWCASE Pre-show planner with advance distribution to pre-registrants.	PACK EXPO exhibitors will profile their products and services in this popular pre-show planner.	resins/additives • protective packaging • IBCs (returnable containers) • rigid containers • packaging inks	PACK EXPO International Nov. 8-11, Chicago
October Closing 9/8 Materials: 9/11	PACK EXPO International 2020	Previewing equipment, technology and materials to be at PACK EXPO International, plus show information	reach packaging and processing professionals in Latin America	PACK EXPO International Nov. 8-11, Chicago
November Closing: 10/9 Materials: 10/14	Markets: Healthcare, Beauty, Chemicals and Household Prdcts - Sustainable Packaging - E-Commerce - Supplement: Emerging Brands	weigh/fill • filling, capping, induction sealing • metal detection/ check-weighing • marking/coding/ labeling	flexible packaging • specialty and shrink films • paperboard, blisters and cards	
December Closing: 11/6 Materials: 11/13	Markets: Food and Beverage - Annual "View from the Top" - <i>ISTA Package Testing and Certification</i> - Supplement: Contract Packaging	palletizing/stretchwrapping • bar coding/imprinting • case/tray erecting, sealing • robotics • labeling	desiccants • labels • protective packaging • rigid containers • plastics	

2021 EDITORIAL CALENDAR

JANUARY - JUNE

ISSUE	EDITORIAL FOCUS	EQUIPMENT, SUCH AS	MATERIALS, SUCH AS	INDUSTRY EVENTS AND BONUS DISTRIBUTION
January Closing: 11/25 Materials: 12/6	Food and Beverage - Leaders in Packaging - Automation & Controls - Workforce Development - E-Commerce	case/tray erecting, sealing • cartoning • multipacking, bundling, shrink and stretch wrapping • F/F/S and bagging • digital printing	resins/additives • closures • labels/sleeves • rigid containers • point of purchase	The Packaging Conf., Feb. 8-10, Amelia Island Interpack, Feb. 25-Mar 3, Dusseldorf
February Closing: 1/8 Materials: 1/13	Healthcare, Beauty, Chemical and Household Products - Sustainable Packaging - Cannabis Special Report - E-Commerce	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	CPA Annual Mtg, Mar. 9-11, Clearwater Beach Flexible Pkg Assoc., Mar. 10-12, Amelia Island
March Closing: 2/5 Materials: 2/12	Food and Beverage - E-Commerce - Flexible Pkg FPA Awards - Supplement: Pkg for Craft Brewing	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	Craft Brewers Conference Mar. 29-Apr. 1, San Diego
April Closing: 3/5 Materials: 3/12	Consumer Pkg'd Goods - Automation & Controls - Readex Research: Ad Study - E-Commerce - Supplement: Contract Packaging	conveying • multipacking, bundling, and shrink wrapping • metal detection/checkweighing • cartoning • machine vision	resins/additives • protective packaging • IBCs (returnable containers) • rigid containers • packaging inks	
SHOWCASE Closing 4/9 Materials: 4/16	<i>EXPO PACK Mexico SHOWCASE</i> print and digital distribution	company profiles of EXPO PACK Mexico exhibitors	reach packaging and processing professionals in Latin America	EXPO PACK Mexico Mexico June 8-11, Mexico City
May Closing: 4/9 Materials: 4/15	Food and Beverage - Shelf Impact - Digital Printing Special Report - EXPO PACK Mexico Preview - E-Commerce	marking, coding, labeling • capping, filling, induction sealing • machine vision • casing	flexible packaging • specialty and shrink films • paperboard, blisters and cards	EXPO PACK Mexico Mexico June 8-11, Mexico City
June Closing: 5/7 Materials: 5/13	Healthcare, Beauty, Chemical and Household Prdcts - ISTA Package Testing and Certification - Supplement: E-commerce	multipacking, bundling, and shrink wrapping • conveying/cartoning • controls/components • F/F/S and bagging	desiccants • labels • protective packaging • rigid containers • plastics	

closing dates subject to change

2021 EDITORIAL CALENDAR

JULY - DECEMBER

ISSUE	EDITORIAL FOCUS	EQUIPMENT, SUCH AS	MATERIALS, SUCH AS	INDUSTRY EVENTS AND BONUS DISTRIBUTION
July Closing: 6/10 Materials: 6/17	Food and Beverage - E-Commerce - IoPP Salary Survey - Sustainable Packaging - Automation & Controls - Supplement: Digital Printing	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	
August Closing: 7/9 Materials: 7/16	Healthcare, Beauty, Chemical and Household Products - Robotics - E-Commerce - Supplement: Contract Packaging	labeling/bar coding • case/tray erecting and sealing • palletizing/stretchwrapping • conveying	resins and additives • closures • labels/sleeves • rigid containers • decorating	
SHOWCASE Closing: 7/30 Materials: 8/6	PACK EXPO SHOWCASE 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 SHOWCASE includes useful show information, exhibitor listings, schedules, and more.	PACK EXPO Las Vegas Sept. 27-29
September Closing: 8/2 Materials: 8/9	PACK EXPO Las Vegas 2021	Previewing equipment, technology and materials to be at PACK EXPO Las Vegas 2021, plus show information	Don't miss our most exciting issue of the year, including bonus distribution to show attendees in Las Vegas!	PACK EXPO Las Vegas Sept. 27-29
October Closing 9/9 Materials: 9/16	Markets: Food and Beverage - Automation & Controls - Shelf Impact! - E-Commerce	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	
November Closing: 10/8 Materials: 10/15	Markets: Healthcare, Beauty, Chemicals and Household Products - Sustainable Packaging E-Commerce - 2021 Technology Excellence Awards - Supplement: Emerging Brands	weigh/fill • filling, capping, induction sealing • metal detection/check-weighing • marking/coding/labeling	protective packaging pouches, closures, and fitments • adhesives and tape • flexible packaging	
December Closing: 11/8 Materials: 11/15	Markets: Food and Beverage - Annual "View from the Top" issue - E-Commerce - Supplement: Contract Packaging	palletizing/stretchwrapping • bar coding/imprinting • case/tray erecting, sealing • robotics • labeling	desiccants • resins and inks • flexible packaging pouches, closures, and fitments • adhesives and tape	

closing dates subject to change

BRANDING SOLUTIONS

Leaders in Packaging will keep your company in front of buyers year-round. Here's how:

Search engines drive 70% of the traffic to Packworld.com, which has over 1, 100,000 page views annually!

Leaders in Packaging companies appear in the Leader's **Supplier Index** on our homepage and – more importantly – on article page search results that display suppliers whose product categories match the content in the article.

Appearance in the Supplier Index is an exclusive benefit for Leaders in Packaging participants.

DID YOU KNOW?

More than half of purchase decisions for packaging equipment are researched for 6 - 12 months.

Learn more at PMMIMediaGroup.com/marketing-research »

The screenshot shows the Packaging World website interface. At the top is a navigation bar with links: HOME, MACHINERY, CONTROLS & AUTOMATION, SUBSCRIBE, MACHINERY, DESIGN, ISSUES, EVENTS, DOWNLOADS. The main article is titled "Position Indicators Speed Changeover" by Pat Reynolds, dated Jun 2nd, 2020. The article text discusses three packaging machines handling powdered milk formula. A pop-up data card for FlexLink is overlaid on the right side of the article. The card includes the FlexLink logo, a "Visit Site" button, and a "View Profile" button. Below the card, there are sections for "Featured Products" (Plastic Chain Conveyors, Compact Spiral Conveyor, RC10 Collaborative Robot, WLX) and "Featured Videos" (How to increase the production of bread by 20%, How to build an enclosure, TC40 calculation). On the far right, there is a sidebar with an advertisement for Soco System titled "Improve ergonomics" and a "LEADERS IN PACKAGING 2020" badge. Below the badge is a "BUSINESS DRIVERS" section with links to Contract packaging, E-Commerce, Package design, Packaging line integration, and BW Integrated Systems.

Supplier Index appears throughout the site, featuring a pop-up data card.

Free to qualifying print advertisers, program participants receive:

- Year round company listing in the **Supplier Index** throughout Packworld.com
- Supplier Index listing is linked to a **pop-up data card** with supplier's logo, key contact, descriptive copy, featured videos and links to the online Company Profile and website.
- **Company Profile** online and in the January print issue and much more!

BRANDING SOLUTIONS

Editorial Supplements on trending market segments:
Each supplement receives print distribution to
10 - 25K targeted recipients, plus digital distribution.

**Contract
Packaging**
April, August,
Dec. 2020



Craft Brewing
March 2020



**Digital
Printing**
July 2020



E-Commerce
June 2020



Emerging Brands - November 2020

LEAD GENERATION SOLUTIONS / CONTENT MARKETING

Case Study Content Marketing - Case studies are a powerful draw, driving significant leads and clicks compared to general product information. Our turn-key package makes it easy! We'll interview your customer or someone from your company with knowledge of the application and we'll deliver an attractive PDF, ready to push out to your choice of audience.

Video Content Marketing - Video is the next-best substitute for when face-to-face meetings are not possible. Our video content marketing campaigns deliver engaging, high-definition (4K) videos inexpensively and easily using a smartphone or computer. Your team can even collaborate on development from multiple locations.

Webinars - Now more affordable than ever, webinars are an ideal way to share your expertise and educate prospects. We provide:

- Pre-event promotion to our database
- Speaker training and moderation by our editor
- Live and on-demand lead generation

Webinar Brief PDFs - Whether you work with us or host your own webinar, we can create a PDF of your Webinar to generate additional leads.



LEAD GENERATION SOLUTIONS / DIGITAL PRODUCTS

Drive response with a variety of digital products designed to engage your customers. **Get guaranteed leads from these popular Playbook** (e-books). Each download is a shared lead; sponsors are limited and contracts run until lead guarantee is fulfilled.

Packaging Robotics Playbook

Identify professionals at companies that have plans to automate their packaging with robotics.



Food Facility Design/Build Playbook

Identify professionals at food production companies that have plans to initiate facility building projects.



NEWSLETTERS

- Trade show focused
- Broad reach
- Machinery focused
- Special interest:
 - Healthcare Packaging
 - Contract Packaging
 - Package design & development
 - Latin America

E-BLASTS

- White papers
- Videos
- Supplied HTML

BRANDING AND TRAFFIC DRIVING SOLUTIONS

ONLINE DISPLAY ADVERTISING

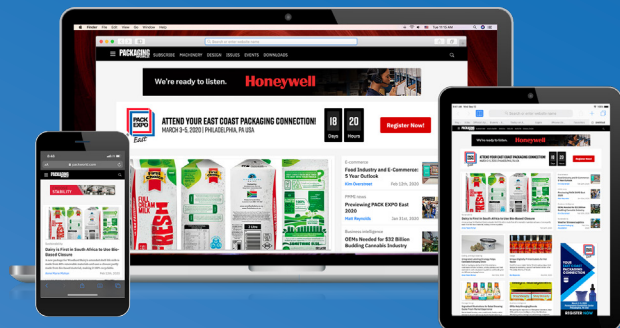
Reach your best prospects on the Web.

On Packworld.com

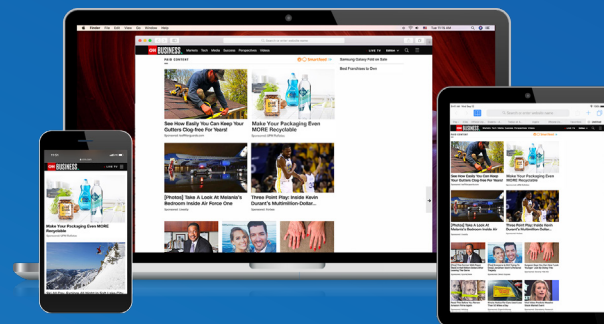
- Reach 89K+ Packworld.com visitors/month
- Upgrade to “own” the page, with a Roadblock or Company Targeted Sponsorship

Across the web

- Choose your audience from our 250K e-database
- Target known qualified buyers across 100K brand-safe sites.
- Ads are triggered by WHO is browsing, not simply their online behavior or where they work.



NATIVE ADVERTISING



Native ads typically generate a higher CTR than display ads.

On Packworld.com

- Reach 89K+ Packworld.com visitors/ month
- Your content is displayed within the editorial stream, promoted on the homepage and throughout the site

Across the Web

- Choose your audience from our 250K e-database
- Ads are displayed across 100K brand safe websites.
- Your content is displayed with other native ads, typically at the end of an article

TRADE SHOW ENGAGEMENT / PRINT PRODUCTS

GAME PLAN

- A personalized booth itinerary for PACK EXPO and Healthcare Packaging EXPO attendees
- Mailed to pre-registered attendees and customized based on the product categories the attendee is investigating at the show.
- ROI: Past participants received 97% more booth leads vs exhibitors who didn't participate.



PACK EXPO SHOWCASE

- The official pre-show planner for PACK EXPO, includes show info and Company Profiles
- 25,000 copies mailed before the show to PW subscribers and pre-registered attendees,
- 2,500 bonus distribution at PACK EXPO
- 60,000+ email distribution plus availability on Packworld.com year round



NEW! FACILITIES & INFRASTRUCTURE DIRECTORY

- Reach buyers of equipment and supplies related to building infrastructure; plant operations; utilities and ventilation; and design/build and engineering services.
- Printed and mailed to 5,000 pre-registered attendees who indicate plans for plant expansion plus other key plant management, engineering and manufacturing titles



SECOND LOOK

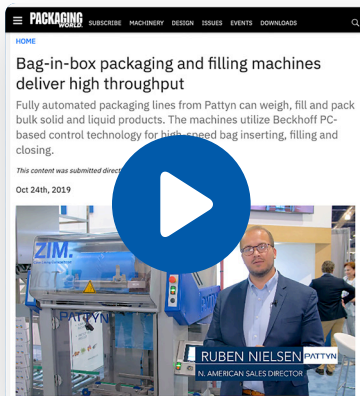
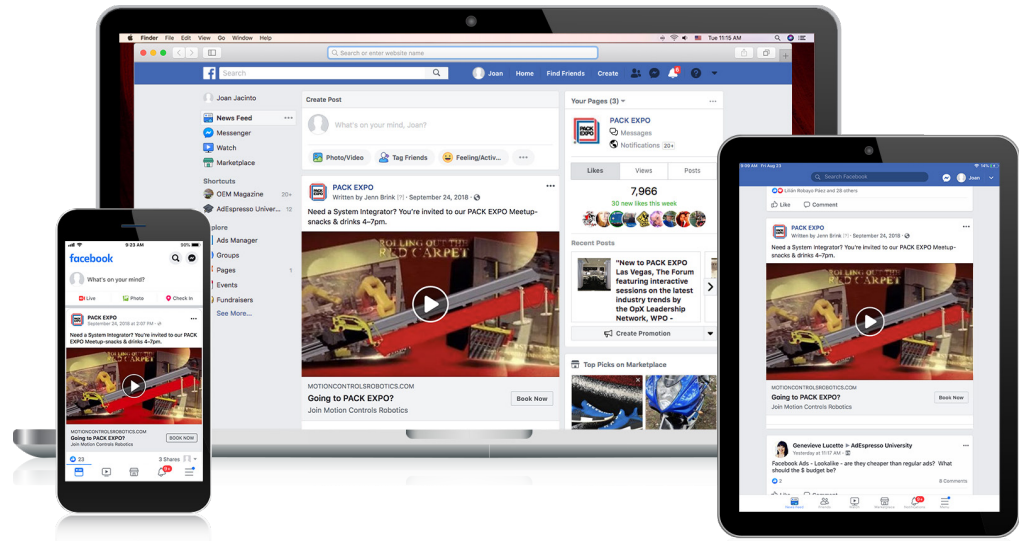
- A second chance to reach prospects who did - and didn't - stop by your booth
- Printed and mailed post-show, each guide is personalized with product information tailored to the recipient's interests as indicated at the time of registration.



TRADE SHOW ENGAGEMENT / DIGITAL PRODUCTS

PAN for PACK EXPO - One of the only ways to digitally target very specific groups of pre-registered attendees with identified buying interest in YOUR product category PRIOR to the show.

- **Facebook** - Drive traffic with Sponsored Posts or 15-second Videos as pre-registered attendees scroll through Facebook.
- **Web** - Choose from banner ads (up to four different sizes) or pre-roll videos, displaying online during the weeks prior to the show.



Booth Videos

Share your exhibit with a larger audience! Let us create a video of your exhibit for post-event branding and lead generation.

Innovation Stage Content Marketing

If your company is presenting at PACK EXPO, we can record the audio of your presentation and create an attractive PDF white paper for additional engagement and lead gen.

SUCCESS METRICS

As an advertiser, we make it easy for you to track your success! Monitor your campaigns, analyze results and share metrics with others on your team. Our state of the art marketing tools, include:

Leadworks - Our leads management platform delivers convenience, customization and campaign analysis. Ask about our API integration capabilities.

Converge - Gain superior audience insights with Converge. See multi-channel behavioral data and better understand who is responding to your digital campaign at the contact, company and company location level. Ask about employing our **Scout** beacon to learn who is visiting your site and what content they are viewing.

Media Planner - From a single dashboard, assemble, approve and manage your marketing program. Includes our new ad proofing and approval software, eBuilder.

Associated Packaging, Inc. [X] CLOSE

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Date	Action	Person	Vehicle	Item
Oct 28, 2019	E-mail Click	Pete Campbell	Packaging Insights Newsletter	3 Pack Nail Polish Spartan
Oct 16, 2019	Booth Scan	Roger Sterling	Pack Expo Leads 2019	Econocorp booth
Oct 16, 2019	Booth Scan	Peggy Olsen	Pack Expo Leads 2019	Econocorp booth
Oct 16, 2019	Booth Scan	Joan Holloway	Pack Expo Leads 2019	Econocorp booth
Sep 18, 2019	E-mail Click	Ken Cosgrove	Spotlight on Pack Expo Newsletter	PACK EXPO 2018 Spotlight

Five people from different locations

Build your plan | Review Plan | Pick your dates | Checklist | Proposal

Package World

Print - Packaging World

- Packaging World print advertising: Brand your company to 59,000 packaging professionals year-round. \$1,200
- Digital printing supplement: Reach CPG brand managers and package development pros who specify digital printing in this special demographic supplement targeted to 30,000 readers, inserted in the pages of Packaging World in the August issue. \$11,000
- Craft brewing supplement: Targeting the rapidly growing craft brewing industry? Try this brand new supplement from Packaging World. \$6,000

Web - Packworld.com

- Online display (banners): Choose from Leaderboard or IMU. Upgrade to in-ad video! \$2,000
- Dominant Sponsorship: An innovative way of combining print and web advertising at an attractive price. \$2,000
- Interstitial: Sold by the month, this take-over ad is guaranteed to display 20,000 impressions per month. Video preferred. \$2,000
- Traffic accelerator: This text-based ad is designed to drive traffic to your website. \$2,000

Total: \$14,000

REVIEW PLAN



For additional information on how our audience and products can serve your marketing goals, please contact:

Wendy Sawtell, VP Sales
wsawtell@pmmimediagroup.com
847-784-0520

CONTACT US

PMMI Media Group is your best media partner for connecting with buyers in packaging, food manufacturing and industrial automation.

*Packaging World | ProFood World | Healthcare Packaging
Automation World | OEM | Mundo PMMI*

PMMI Media Group, 401 N Michigan Ave., Suite 300, Chicago, IL 60611 PMMIMediaGroup.com
For information on PMMI trade shows, visit PMMI.org

