

The logo for ProFood World, featuring the word "PRO" in a white box, followed by "FOOD" and "WORLD" in large, bold, white capital letters.

**PROFOOD
WORLD**



2021 MEDIA GUIDE

**The fastest-growing media brand
for food and beverage processors.**

ProFood World is a publication of PMMI Media Group, a division of PMMI, The Association for Packaging and Processing Technologies.

Rvsd 2/11/21

WE REACH YOUR BEST PROSPECTS.

Our subscribers come from these and other leading food manufacturing companies.



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 Millward Brown Digital

More reasons to choose print >

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

- Production/Operations/Quality
- Engineering
- Procurement
- Logistics/Supply Chain Management
- Plant Management
- CEO/General and Other Senior Management

MEET *PROFOOD WORLD*.

ProFood World is the fastest-growing media brand for food and beverage processors. With a total reach of over 120,000 food and beverage processing professionals, *ProFood World* meets the expanding information needs of manufacturing, engineering, operations and supply chain/logistics executives.

ProFood World's team of full-time journalists are the most experienced in the B2B press for the food and beverage processing industry.



Learn more about our team



**Patrick Young,
Publisher**



**Joyce Fassl,
Editor-in-Chief**



**Aaron Hand,
Executive Editor**

AUDIENCE OVERVIEW

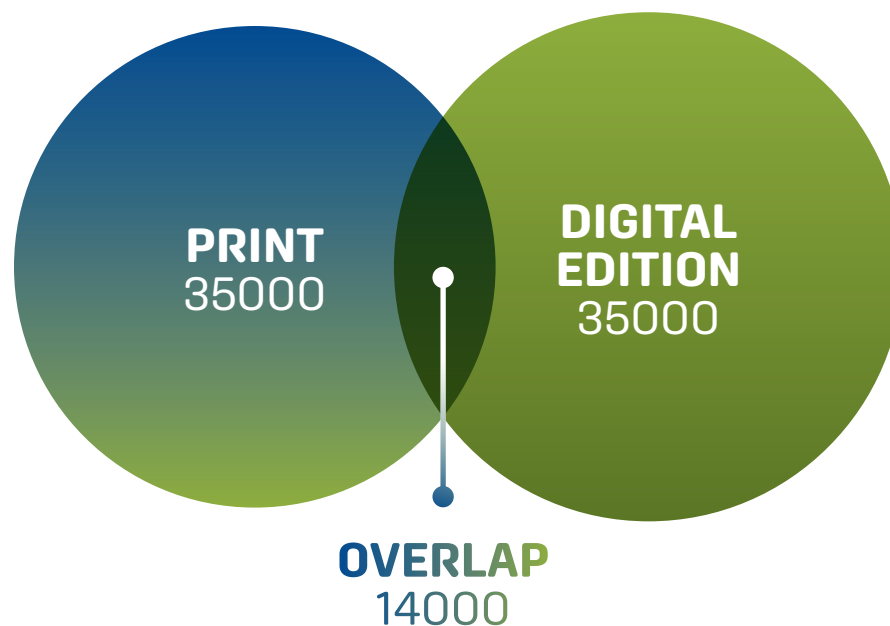
ProFood World has a total reach of over 120,000+ across our various print, digital and event channels.

Our audience development program is powered by PMMI Media Group's renowned team of circulation experts, who are leveraging:

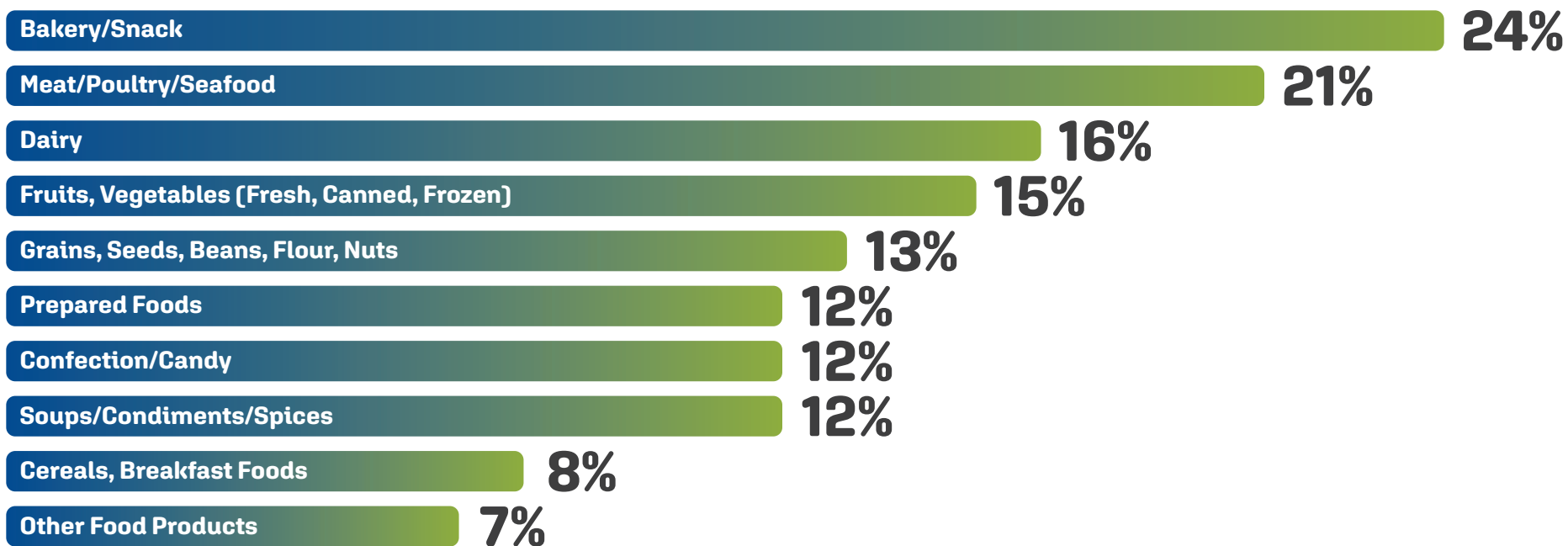
- a shared database with PMMI, the producers of the PACK EXPO portfolio of trade shows
- rigorous quality control, including use of proprietary algorithms to vet company data
- verification of job function, to ensure campaigns reach the right decision-makers
- Active Audience: up to 30% of our print circulation is allocated for new "high value" prospects who are added to our qualified circulation, enabling new buyers to see your products while we are qualifying them

Unduplicated Reach

ProFood World print and digital editions have a combined, unduplicated reach of 56,000.



AUDIENCE OVERVIEW



[Please note: Subscribers can choose more than one category. Total is more than 100%.]

35K

print magazine
subscribers

31K

engaged e-database
processing contacts

16K

monthly website
visitors

13K

end-user
event attendees

[See audience by channel here »](#)

EDITORIAL ADVISORY BOARD

ProFood World is honored to have the input of these leading food and beverage manufacturers, as members of our Editorial Advisory Board.

John Hilker
Director of Manufacturing
Blommer Chocolate Company



Jim Prunesti
Vice President, Engineering
Conagra Brands



Greg Flickinger
Senior Vice President
Green Thumb Industries



Joe Zembas
Director, Engineering and Technical Services
The J.M. Smucker Company



Mark Shaye
Vice President of Engineering
Ken's Foods, Inc.



Hendrik Eyselee
Director of Engineering and Tech Services
Kraft Heinz



Vince Nasti
Vice President, Operations
Nation Pizza & Foods



Tony Vandenoever
Director, Supply Chain Engineering
PepsiCo



Brooke Wynn
Senior Director, Sustainability
Smithfield Foods



Lisa Rathburn
VP Engineering
T. Marzetti



Christine Bense
Chief Operating Officer
Ventura Coastal



Diane Wolf, Industry Consultant,
Former VP of Engineering, Global Safety,
Environmental and Sustainability - Kraft Foods

2021 EDITORIAL CALENDAR

COVER STORY

Automation Tools for the New Normal

COVID-19 era techniques that improve efficiency such as robotics, remote equipment access and monitoring, virtual factory acceptance tests, walk-through temperature scanners and other tools are helping processors boost production output.

FEATURES

- **PACK EXPO Connects in Review – PMMI Media Group Exclusive**
- **Tech Today: High Pressure Processing**
- **New in 2021! Refrigeration and Freezing Solutions:** Cryogenic Freezing and Chilling Equipment
- **Evaporators/Condensers Case studies and new machinery** announcements will be highlighted in this special section

DEPARTMENTS

Case Studies

Throughput, efficiency, quality and safety issues will be addressed in machinery application stories.

Packaging Technology

The latest news in product launches, materials and equipment.

Plant Floor New Products: Cooking/Frying Equipment; Spraying and Washing Equipment; Metal Detectors/Checkweighers

Expert Columnist: Food Safety

OpX Intel/FSO Case in Point Series: – 12 Dimensions of Manufacturing Health Special focus on asset reliability, workforce engagement, safety, capital expenditure, supply chain management and more. – **PFW Exclusive**

FEBRUARY

Ads close 1-15-21

INDUSTRY EVENTS AND BONUS DISTRIBUTION

California Food Producers Expo

February 9-10, 2021 in Sacramento, California

Northwest Food & Beverage World

April 26-27, 2021 in Spokane, Washington*

Interpack

February 25-March 3, 2021 in Düsseldorf, Germany

Contract Packaging Association Annual Meeting

March 9-11, 2021 in Clearwater Beach, Florida

Anuga FoodTec

March 23-26, 2021 in Cologne, Germany

Snaxpo

March 28-30, 2021 in Charlotte, North Carolina

Craft Brewers Conference and BrewExpo America

March 29-April 1, 2021 in San Diego, California

*Indicates bonus distribution

2021 EDITORIAL CALENDAR

APRIL

Ads close 3-17-21

COVER STORY

Food Safety Cultures That Support Production Efficiency

Successful food safety plans involve training, good manufacturing practices, HACCP programs and food defense systems. This article will focus on successful plant cultures that simultaneously drive food safety, efficiency, throughput and quality.

FEATURES

- **Tech Today: Motors and Drives**
- **Dry Processing Solutions:** Feeders, Valves, Airlocks, Blowers, and Air Compressors; Level Detection Equipment
- Case studies and new machinery announcements will be highlighted in this special section

DEPARTMENTS

Case Studies

Throughput, efficiency, quality and safety issues will be addressed in machinery application stories.

Packaging Technology

The latest news in product launches, materials and equipment.

Plant Floor New Products: Pest Control; Hoses/Washdown Stations; Plant Floor Instrumentation

Tech Perspective: An in-depth look at emerging technology.

OpX Intel/FSO Case in Point Series: Automation Technology Adoption Process – **PFW Exclusive**

INDUSTRY EVENTS AND BONUS DISTRIBUTION

***Northwest Food & Beverage World**
April 26-27, 2021 in Spokane, Washington

***International Powder and Bulk Solids Conference & Exhibition**
April 27-29, in Rosemont, IL

IPACK-IMA, MEAT TECH
May 4-7, 2021 in Milan, Italy

EXPO PACK Mexico
June 8-10, 2021 in Mexico City, Mexico

*Indicates bonus distribution

2021 EDITORIAL CALENDAR

JUNE

Ads close 5-10-21

COVER STORY

Manufacturing Innovator of the Year – PFW Exclusive

ProFood World will honor one major new project or plant that embodies significant manufacturing advancements. Entries will be judged on innovation in packaging, processing, automation, overall efficiency and cost savings, food safety, sustainability, and workforce development and engagement. Visit www.profoodworld.com-mia for entry forms. Deadline for award entries is January 15, 2021.

FEATURES

- **Tech Today: Post-pandemic Plant Construction Project Planning**
- **New in 2021! Refrigeration and Freezing Solutions:**
 - Mechanical Freezing Equipment; Refrigeration Controls
- Case studies and new machinery announcements will be highlighted in this special section

DEPARTMENTS

Case Studies

Throughput, efficiency, quality and safety issues will be addressed in machinery application stories.

Packaging Technology

The latest news in product launches, materials and equipment.

Plant Floor New Products: Color Coded Tools – Mops, Bins and Shovels; Size Reduction – Slicers, Cutters, Dicers, Shredders; Waste Treatment Solutions

Expert Columnist: System Integration

OpX Intel/FSO Case in Point Series: Talent Accelerator Framework – **PFW Exclusive**

2021 EDITORIAL CALENDAR

AUGUST

Ads close 7-6-21

COVER STORY

Protecting the Planet – PFW Exclusive

ProFood World honors sustainability achievements in manufacturing operations with its 6th annual Sustainability Excellence in Manufacturing Awards. The awards recognize manufacturing plants for driving improved performance through sustainability and honor companies and individuals that go beyond environmental compliance. Entries are due March 1, 2021.

FEATURES

• **Best-in-Class Plant Profile**

This article provides an inside look at a top manufacturing facility's technology innovations, sanitary design, data collection, efficient processes, workforce development and more.

• **Tech Today: Doors, Drains and Floors**

• **PACK EXPO Las Vegas Preview**

• **Dry Processing Solutions:** Pneumatic Conveying; Tubular Drag Conveying; Magnetic Separation

• Case studies and new machinery announcements will be highlighted in this special section

INDUSTRY EVENTS AND BONUS DISTRIBUTION

PACK EXPO Las Vegas,
September 27-29 in Las Vegas, Nevada*

*Indicates bonus distribution

DEPARTMENTS

Case Studies Throughput, efficiency, quality and safety issues will be addressed in machinery application stories.

Packaging Technology The latest news in product launches, materials and equipment.

Plant Floor New Products: Conveyor Belting; Filling/Depositing Equipment; Robots and Cobots

Tech Perspective: An in-depth look at emerging technology.

OpX Intel/FSO Case in Point Series: Quicker Vertical Start-Ups Through Improved CapEx Processes – **PFW Exclusive**

2021 EDITORIAL CALENDAR

PACK EXPO LAS VEGAS PROCESSING ZONE SHOWCASE

Ads close 7-23-21

As COVID-19 continues to test the food supply chain, new technologies to keep production flowing and workers safe are more important than ever for food and beverage manufacturing production leaders. PACK EXPO Las Vegas 2021 will bring tens of thousands of industry decision makers to the Las Vegas Convention Center on September 27-29, 2021. With free on-floor educational sessions and access to more than 2000 exhibitors, the show focuses on key issues such as automation, robotics, overall equipment efficiency, food safety, plant production and supply chain solutions.

The **PACK EXPO Las Vegas Processing Zone** edition will be distributed to 10,000 food processing executives including pre-registered attendees, placing your message front and center with buyers who are ready to make purchasing decisions within 12 weeks of the show.

HIGHLIGHTS OF THE PACK EXPO LAS VEGAS SHOWCASE:

- **Guide to PACK EXPO Las Vegas including:**

- Overview of all education sessions
- Co-location of related shows
- ProFood World's* Manufacturing Innovation Awards
- ProFood World's* Sustainability Excellence in Manufacturing Awards
- Packaging and Processing Women's Leadership Network Event

- **Floor Plan with Showcase advertisers in boldface**

- **Exhibitor List with Showcase advertisers in boldface**

- **PACK EXPO Las Vegas Processing Zone Exhibitor New Products**

Exhibitors may send 75-100 words of copy describing one new product, along with one supporting high-resolution image, that will be displayed at **PACK EXPO Las Vegas 2021**. Copy must include the features, benefits, and food and beverage applications of the featured product. Email copy and photo to Joyce Fassl at JFASSL@PMMIMEDIAGROUP.COM for consideration.

The deadline is July 15, 2021. Please note: Copy containing general company or booth descriptions will only be considered from exhibitors that strictly provide a service.

- **PACK EXPO Las Vegas Processing Zone Profiles**

Company profiles of exhibitors will include comprehensive profiles of exhibitors and product information, as well as company contact information.

2021 EDITORIAL CALENDAR

OCTOBER

Ads close 9-13-21

COVER STORY

Global 250 Food and Beverage Manufacturers – PFW Exclusive

As global economic conditions shift and consumer shopping habits change, this article focuses on how the world's leading food and beverage processors must respond to evolving challenges. Readers will have the ability to search exclusive research online by market sector, country, brands and more.

FEATURES

- **Tech Today: Mixing and Blending**
- **New in 2021! Refrigeration and Freezing Solutions:**
Refrigeration Compressors; Cooling/Chilling Equipment
- Case studies and new machinery announcements will be highlighted in this special section

DEPARTMENTS

Case Studies

Throughput, efficiency, quality and safety issues will be addressed in machinery application stories.

Packaging Technology

The latest news in product launches, materials and equipment.

Plant Floor New Products: Lubricants; Weighing Equipment; ERP and MES Software

Expert Columnist: Food Safety

OpX Intel/FSO Case in Point Series: Lessons Learned About Worker Safety During the Pandemic – **PFW Exclusive**

2021 EDITORIAL CALENDAR

DECEMBER

Ads close 11-10-21

COVER STORY

Best-in-Class Plant Profile

PFW editors take an inside look at one of the industry's top food and beverage manufacturing facilities in terms of technology innovations, sanitary design, data collection and usage, changeover speed, efficient processes, workforce development and more.

FEATURES

- **Tech Today: Mechanical Conveying Systems**

- **Dry Processing Solutions**

Minor/Micro Ingredient Handling; Screening Equipment;
Bulk Bag Filling, Conditioning and Discharging

- Case studies and new machinery announcements will be highlighted in this special section

DEPARTMENTS

Case Studies

Throughput, efficiency, quality and safety issues will be addressed in machinery application stories.

Packaging Technology

The latest news in product launches, materials and equipment.

Plant Floor New Products: Pumps and Valves; Worker Safety Products; Boilers and Water Heaters

Expert Columnist: An in-depth look at emerging technology.

OpX Intel/FSO Case in Point Series: Asset Reliability Readiness – **PFW Exclusive**

HOW WE CAN HELP ENGAGE YOUR TARGET AUDIENCE

**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.



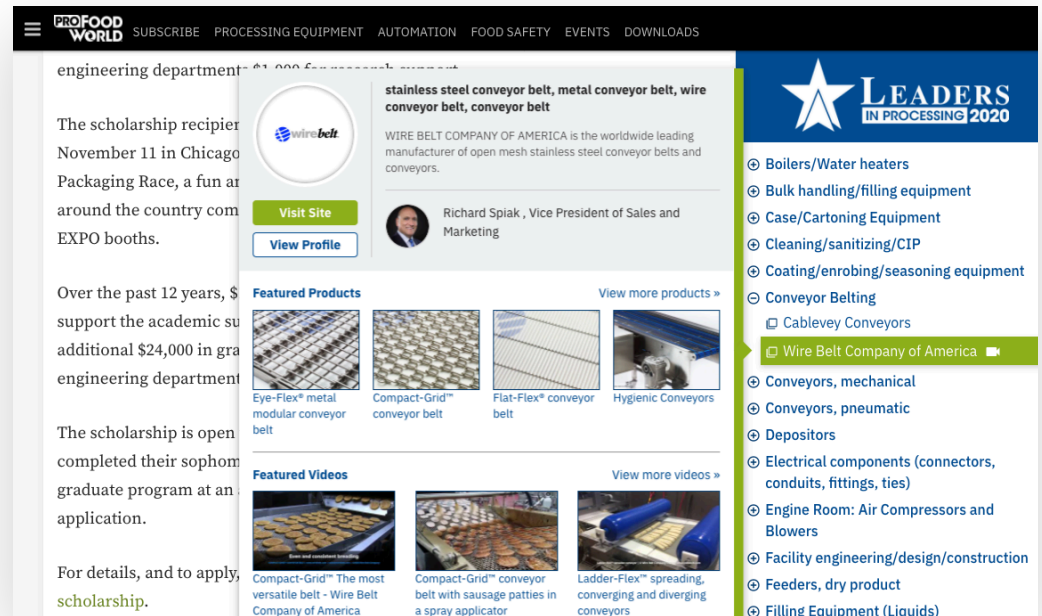
Promote engagement among PACK EXPO attendees with access to show registrants who are interested in your products. Connect with your target prospects before and after each event via our exclusive ad products.

BRANDING SOLUTIONS

Leaders in Processing (LIP) is ProFood World's year-round signature supplier branding program.

Participants 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.

Don't miss this opportunity to position your company in front of food and beverage processing professionals as they are searching for solution providers.



Leaders in Processing 2020

- Boilers/Water heaters
- Bulk handling/filling equipment
- Case/Cartonizing Equipment
- Cleaning/sanitizing/CIP
- Coating/enrobing/seasoning equipment
- Conveyor Belting
 - Cablevey Conveyors
 - Wire Belt Company of America**
- Conveyors, mechanical
- Conveyors, pneumatic
- Depositors
- Electrical components (connectors, conduits, fittings, ties)
- Engine Room: Air Compressors and Blowers
- Facility engineering/design/construction
- Feeders, dry product
- Filling Equipment (Liquids)

Featured Products

- Eye-Flex® metal modular conveyor belt
- Compact-Grid™ conveyor belt
- Flat-Flex® conveyor belt
- Hygienic Conveyors

Featured Videos

- Compact-Grid™ The most versatile belt - Wire Belt Company of America
- Compact-Grid™ conveyor belt with sausage patties in a spray applicator
- Ladder-Flex™ spreading, converging and diverging conveyors

DID YOU KNOW?

Did you know? ProFood World is the only broad-based print publication that reaches the cross-functional manufacturing management teams at food and beverage processing companies.

Free to qualifying print advertisers, program participants receive:

- Year-round company listing in the **Supplier Index** throughout Profoodworld.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 February print issue and much more!

LEAD GENERATION SOLUTIONS / **DIGITAL PRODUCTS**

Our digital offerings are designed to connect you with key prospects

NEWSLETTERS

Joyce's Voice

Reach 25K+ Decision Makers

Editor Joyce Fassl's signature weekly newsletter, covering the latest news and developments. Available in exclusive editions.

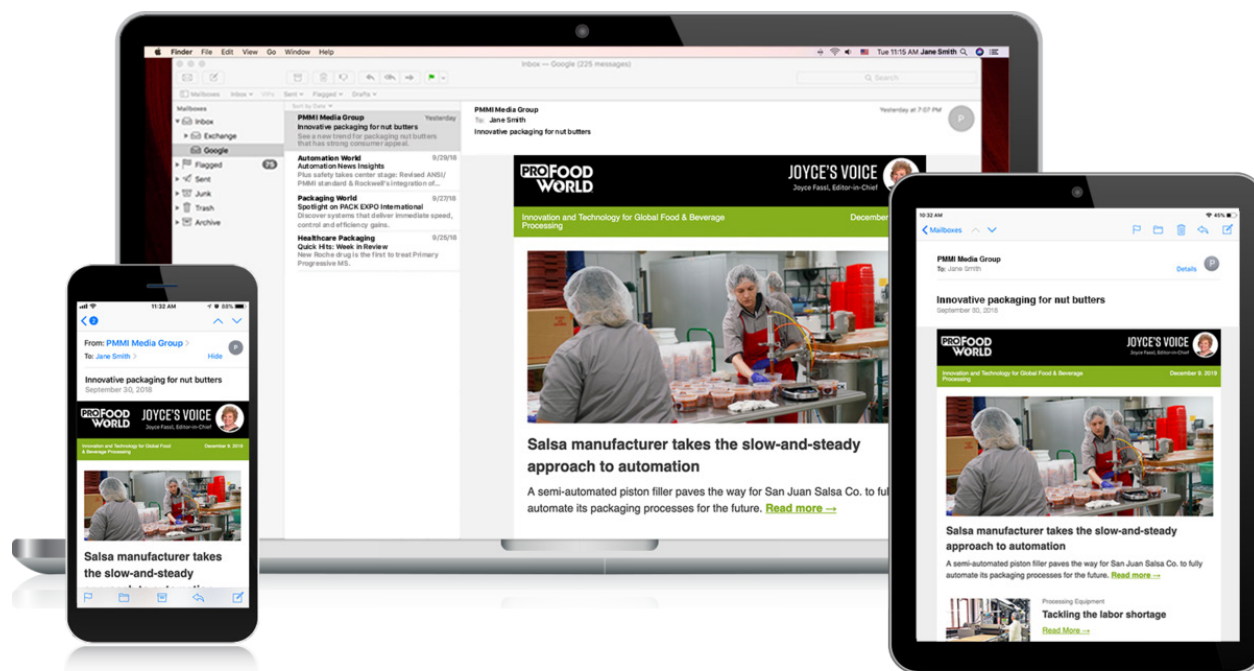
ProFood Focus

Reach 25K+ Decision Makers

Sponsor-supplied content; white papers, videos, etc.

Trade show focused

Reach PACK EXPO attendees in the weeks leading up to the show and the weeks immediately following the show.



E-BLASTS

- White papers
- Videos
- Supplied HTML
- Case Studies

LEAD GENERATION SOLUTIONS / FOOD FACILITY DESIGN/BUILD PLAYBOOK

Identify professionals at food production companies that have plans to initiate facility design/build projects.

Get guaranteed leads when you advertise in the Food Facility Design/Build Playbook [e-book].

This free e-book is written specifically by our team to attract professionals who have plans to invest in facility modification or expansion projects.

FEATURES INCLUDE:

- Promoted to our database **across multiple channels** [e-mail, website, social media] to drive downloads and readership
- Sponsors receive **guaranteed leads**; each download is a shared lead for all participating sponsors
- Playbook is **limited to five** concurrent sponsors
- Ads displayed in a **first-come, first-served** basis
- Contracts run until the lead guarantee is fulfilled



AUDIENCE TARGETING

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

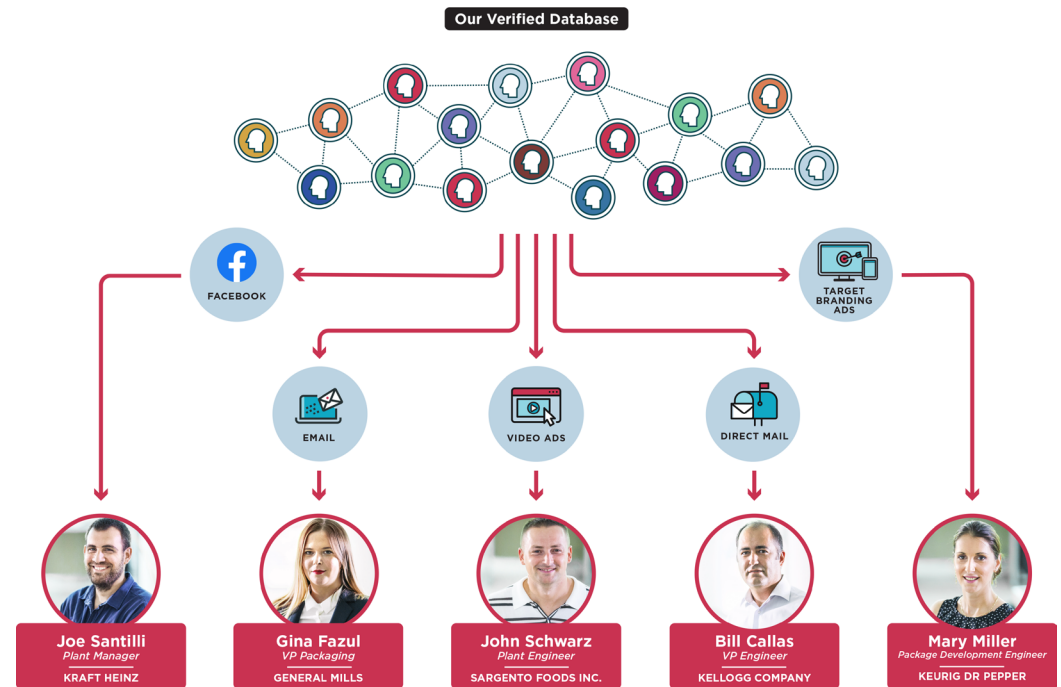
The efficiency of smaller, more precise audiences also enables a greater frequency of touches, moving your prospects further along the sales funnel.

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**

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.



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
- Listings include booth number, logo and information on up to four products, with photos
- ROI: Past participants received 97% more booth leads vs exhibitors who didn't participate



PROCESSING ZONE Showcase

- The only processing-focused pre-show planner for PACK EXPO, includes show info and Company Profiles
- 15,000 copies mailed before the show to PFW subscribers and pre-registered attendees
- 2,500 bonus distribution at PACK EXPO
- Also available - *Packaging World's* packaging-focused PACK EXPO Showcase issue



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
- Listings include four products, descriptions, images and company information



TRADE SHOW ENGAGEMENT / FACILITIES & INFRASTRUCTURE DIRECTORY

Differentiate your company from packaging and processing technologies at PACK EXPO.

Our Facilities & Infrastructure Directory calls attention to the audience you're trying to reach in a vehicle that is specifically designed for you and your target prospects. In addition to reaching individuals with key titles, **the directory will reach those registrants who are explicitly expanding their plants.**

DISTRIBUTION INCLUDES:

- Mailed to pre-registered attendees who indicate plans for a plant expansion AND key titles such as:
 - ▶ Plant Manager
 - ▶ Plant Engineer
 - ▶ Select senior engineering and manufacturing professionals
- Projected distribution is approximately 5,000 individuals
- **BONUS DISTRIBUTION:** Sent by email as a PDF to *ProFood World* and *Packaging World* audience segments with plant operations, engineering or management duties



LISTING INCLUDES:

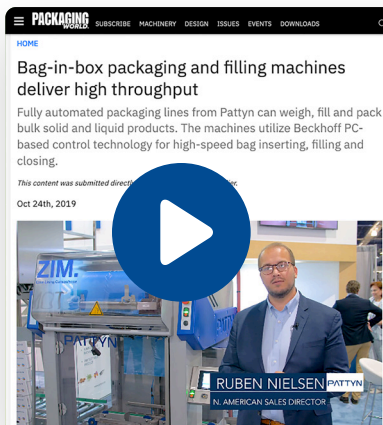
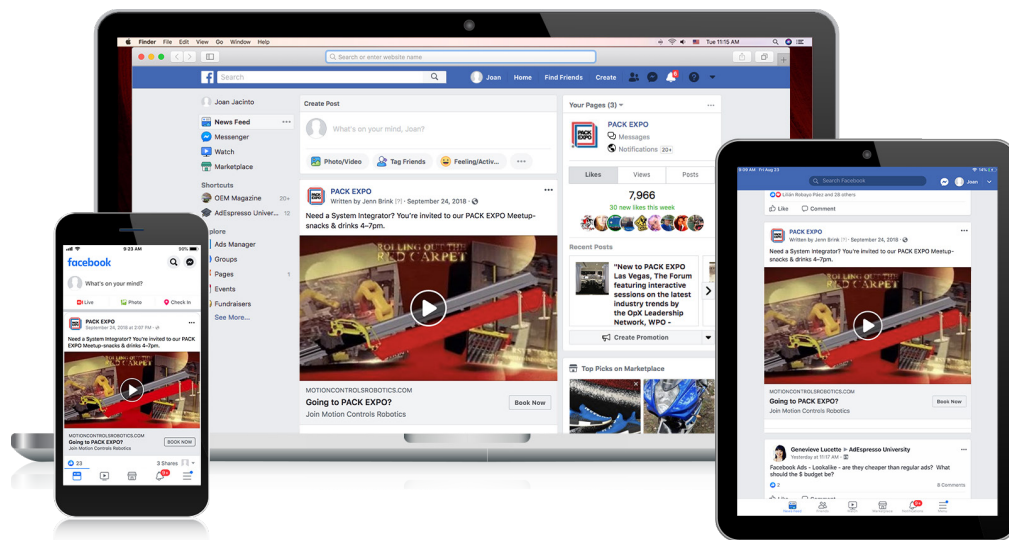
- Company logo
- Booth number
- Website URL
- Brief exhibit description
- Photo



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

Let us help you maximize your trade show investment by creating a video of your exhibit for post-event branding and lead-generation. Bring your exhibit to a larger audience with video!

Innovation Stage Content Marketing

If your company is presenting on a PACK EXPO Innovation Stage, don't let that hard work end at the show! We'll record the audio of your presentation and create an attractive PDF white paper and push it out to your audience for additional engagement and lead gen.

BRANDING AND TRAFFIC DRIVING SOLUTIONS

ONLINE DISPLAY ADVERTISING

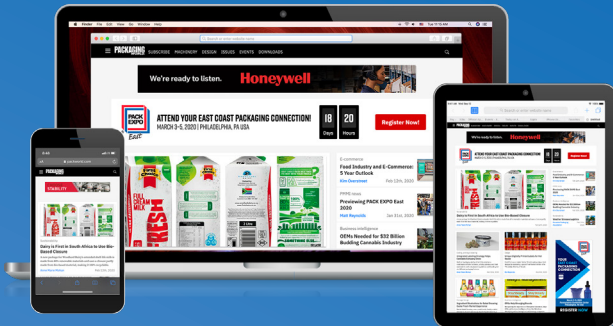
Reach your best prospects on the Web.

On ProFoodWorld.com

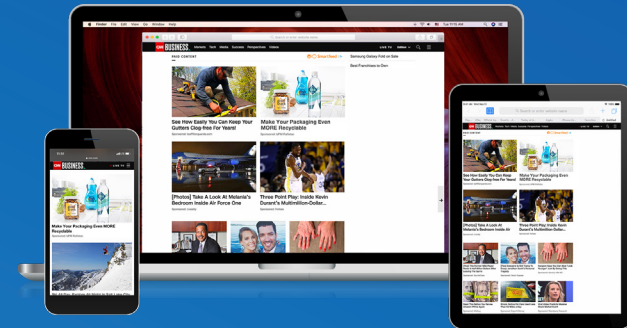
- Reach ProFoodWorld.com visitors
- Upgrade to “own” the page, with a Roadblock or Company Targeted Sponsorship

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 ProFoodWorld.com

- Reach ProFoodWorld.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

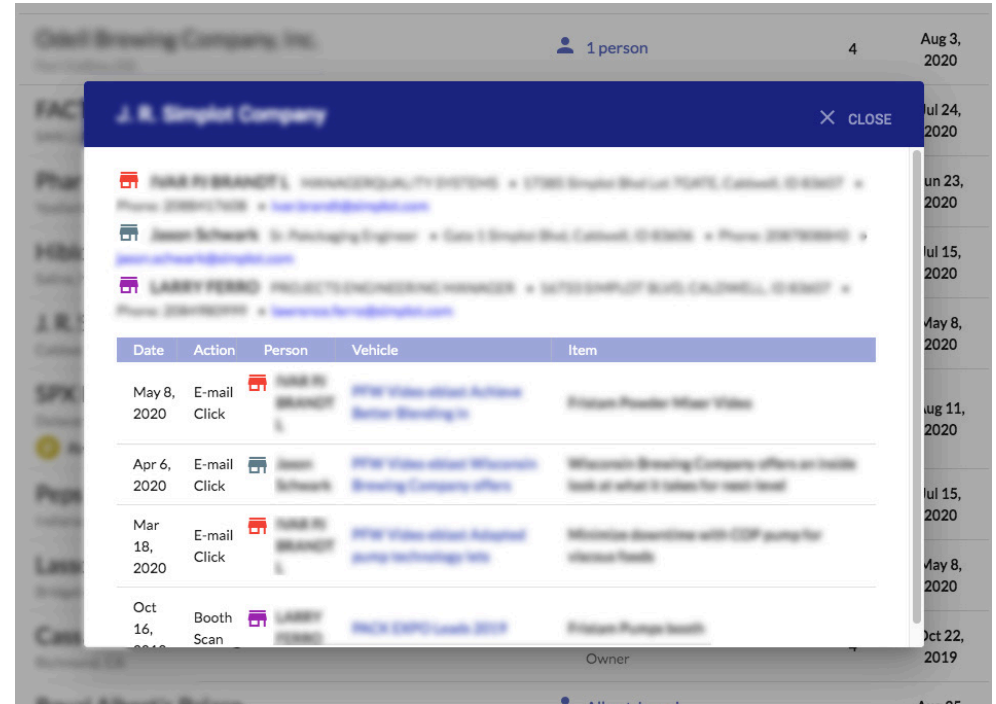
SUCCESS METRICS

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:

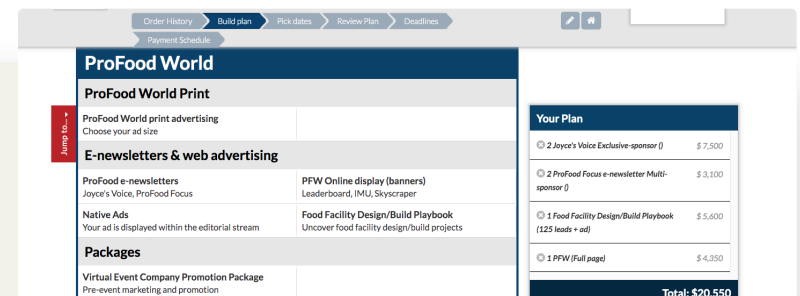
Leadworks - Our leads management platform delivers convenience, customization and campaign analysis. Ask about our API integration capabilities.

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 technology to learn more about your Website visitors, as well.

Zigma Enjoy 24/7 access to the audience data you need. Our PMMI Audience Network (PAN) dashboard includes additional metrics for targeted industry segments.



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



| Package Name | Description | Price |
|---------------------------------|--|-----------------|
| ProFood World Print | ProFood World print advertising | |
| E-newsletters & web advertising | ProFood e-newsletters | |
| ProFood e-newsletters | Joyce's Voice, ProFood Focus | |
| Native Ads | Your ad is displayed within the editorial stream | |
| Packages | Virtual Event Company Promotion Package | |
| | Pre-event marketing and promotion | |
| | | Total: \$20,550 |

ADVERTISING RATES

PRINT DISPLAY ADVERTISING

[All prices net | 10% discount applies to PMMI members]

| | One | Three | Six |
|---------------------|---------|---------|---------|
| Full Page | \$4,350 | \$4,133 | \$3,920 |
| 2-page spread | \$7,625 | \$7,225 | \$6,850 |
| 2/3-page | \$3,950 | \$3,725 | \$3,537 |
| 1/2-page horizontal | \$3,475 | \$3,316 | \$3,136 |
| 1/2-page island | \$3,475 | \$3,316 | \$3,136 |
| 1/2-page vertical | \$3,475 | \$3,316 | \$3,136 |
| 1/3-page horizontal | \$2,675 | \$2,508 | \$2,375 |
| 1/3-page vertical | \$2,675 | \$2,508 | \$2,375 |
| 1/4-page | \$2,150 | \$2,050 | \$1,929 |
| 1/2-page spread | \$4,775 | \$4,508 | \$4,279 |

| Premium Positions | |
|--------------------|-------------------|
| Outside Back Cover | Contact Sales Rep |
| Inside Front Cover | Contact Sales Rep |
| Inside Back Cover | Contact Sales Rep |

ADVERTISING RATES

DIGITAL ADVERTISING

[All prices net | 10% discount applies to PMMI members]

E-NEWSLETTER

| | |
|---------------|---------|
| Joyce's Voice | \$3,750 |
| PFW Focus | \$1,550 |

E-BLAST

| | |
|-------------------|---------|
| Case Study | \$3,890 |
| Product | \$3,890 |
| Supplied HTML | \$4,500 |
| Tech Minute | \$4,875 |
| Video | \$3,890 |
| White Paper | \$3,890 |
| Custom E-Blast | \$3,950 |
| Event/Infographic | \$3,890 |
| Industry Webinar | \$3,890 |
| E-Book | \$3,890 |
| E-blast Extension | \$725 |

WEBINAR

| | |
|--------------------|----------|
| Webinar - Option 1 | \$7,175 |
| Webinar - Option 2 | \$9,125 |
| Webinar - Option 3 | \$13,325 |

ONLINE DISPLAY

| | |
|-------------|---------|
| IMU | \$2,100 |
| Flexi | \$1,225 |
| Leaderboard | \$1,325 |
| Skyscraper | \$2,100 |
| Roadblock | \$2,250 |

ADVERTISING RATES

PMMI Audience Network

ONLINE DISPLAY ADS

| | |
|-----------------------|---------|
| Up to 50k impressions | \$2,350 |
| 100k impressions | \$3,525 |
| 200k impressions | \$5,575 |
| 400k impressions | \$9,525 |

NATIVE ADS

| | |
|-----------------------|---------|
| Up to 20k impressions | \$2,350 |
| 50k impressions | \$3,525 |
| 100k impressions | \$5,575 |

VIDEO PRE-ROLL ADS

| | |
|-----------------------|---------|
| Up to 20k impressions | \$2,350 |
| 40k impressions | \$3,525 |
| 80k impressions | \$5,575 |
| 160k impressions | \$9,525 |

FACEBOOK VIDEO

| | |
|---------------------------------|---------|
| <5,000 views, 1-2 week campaign | \$2,000 |
| 5K-15K view, 1-2 week campaign | \$3,075 |
| 15k+, 1-2 week campaign | \$4,100 |

FACEBOOK ADS

| | |
|----------------------|---------|
| Audience under 5,000 | \$2,000 |
| Audience 5k-15k | \$3,075 |
| Audience 15k+ | \$4,100 |

LINKEDIN ADS

| | |
|--------------------|---------|
| All audience sizes | \$4,100 |
|--------------------|---------|



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

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