

2021 EDITORIAL SCHEDULE



Reach 20,000
of your best
customers and
prospects in print.

Contract Packaging magazine is mailed to packaging professionals who have purchase involvement in contract packaging and related services and products. Your ad will reach the decision-makers at big consumer packaged goods companies, as they are searching for solution providers. Contract packagers, who are CPA members, also receive *Contract Packaging*.

Editor-in-Chief Anne Marie Mohan brings a wealth of industry knowledge to each edition, featuring the most significant, most timely industry developments. *Contract Packaging* has the privilege and the advantage of being the official publication for CPA, the Association for Contract Packagers & Manufacturers. No other media covers contract packaging-related developments as insightfully, with the access to and trust of key influencers that are driving the leading edge of the industry.

In 2021, *Contract Packaging* will explore developments in these and other broad topic areas:

- Growth of e-commerce – challenges and opportunities
- Opportunities for automating processes with robots/cobots
- Contract packaging's role in private-label marketing strategies
- Current economy's impact on contract packaging
- Co-packing and manufacturing services embedded within CPG companies' facilities
- Cost-effective strategies for companies involved in both primary and secondary packaging outsource contracts
- Consumer product companies that operate as both the end-user of co-packing services and as a co-packer of other companies' products
- Other strategies and new developments shaping the leading edge of the contract packaging industry

In each issue, the industry coverage you've come to expect

- Profiles of contract packagers and service users
- News updates from CPA, the Association for Contract Packagers & Manufacturers
- Coverage of key packaging and industry events

April edition

Ad closing: March 5 • Materials due: March 12

BONUS DISTRIBUTION:

- EXPO PACK Mexico, June 8-11, Mexico City

August edition

Ad closing: July 9 • Materials due: July 16

BONUS DISTRIBUTION:

- PACK EXPO Las Vegas, September 27-29

December edition

Ad closing: Nov. 8 • Materials due: Nov. 15

INCLUDING THE ANNUAL RESOURCE GUIDE

- Special section, featuring profiles of contract packaging, services and supplier companies

BONUS DISTRIBUTION:

- The Resource Guide will be distributed at key packaging events throughout 2022

Resource Guide

Our annual Resource Guide is published as a special section in the December issue. Featuring profiles of companies that offer products and services for packaging buyers, *Contract Packaging's* Resource Guide will be distributed at key trade events throughout the year.

Company profile includes these benefits:

- Full-page company description
- Company statement
- CEO photo and statement
- Company logo
- Photo of facility, employees or products
- CPA logo, for member companies
- Bonus distribution at key events throughout 2022

