



**Healthcare<sup>+</sup>**  
P A C K A G I N G<sup>®</sup>



# 2022 MEDIA GUIDE

**The leading media brand covering  
life sciences packaging and logistics**

rvsd 09/17/21

We reach packaging decision-makers at leading providers of pharmaceuticals, medical devices, biologics and nutraceuticals.

## We reach your customers

We reach the buying decision teams, including professionals in:

- Production/operations/quality
- Engineering
- Corporate and general management
- Package design or development/brand management
- Regulatory affairs, validation/compliance
- Logistics/supply chain management
- Procurement

### Did you know?

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



## Who we are

Since 2005, *Healthcare Packaging* has been industry's leading source for information about packaging and logistics for pharmaceuticals, biologics, medical devices, and nutraceuticals.

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, including the annual Healthcare Packaging EXPO.



## How we can help you increase 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 and Healthcare Packaging 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.



**Liz Tierney,**  
Publisher, Healthcare Packaging



## Audience overview

**Healthcare Packaging has a total reach of 99,000+ professionals** 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/Healthcare Packaging 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



### Industries include:

- Pharmaceutical
- Medical Devices
- Biological / Biopharmaceutical
- Medical / Dental Instruments or Supplies
- Nutraceutical, Vitamin, Dietary Supplement
- Government
- Diagnostic kits, reagents, blood/tissue samples
- Specialty Pharmacy
- Contract Manufacturing Org - Pharma/Biopharma

[See audience by channel here »](#)

**15K**

print magazine  
subscribers

**21K**

engaged e-database  
packaging contacts

**27K**

monthly  
website visitors

Healthcare Packaging has relatively little audience overlap between channels. See details at [Zigma.PMMI.org/HCP](http://Zigma.PMMI.org/HCP)



## Branding solutions

**Get in front of your best customers and prospects with 12 months of print and online branding.** Premier Suppliers will keep your company in front of buyers year-round. Here's how:

*Healthcare Packaging* has over 900,000 page views annually! Premier Supplier companies appear in the **Supplier Index** on article page search results that display suppliers whose product categories *match the content in the article*. The complete index also appears on the HealthcarePackaging.com home page.

Appearance in the Supplier Index is an exclusive benefit for Premier Suppliers *participants*.



**PREMIER**  
SUPPLIERS

### Free to qualifying print advertisers, program participants receive:

- Year-round company listing in the **Supplier Index** throughout Packworld.com
- Supplier Index listing 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 Jan/Feb print issue ... and much more!



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

## Lead Generation | Content Marketing



**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

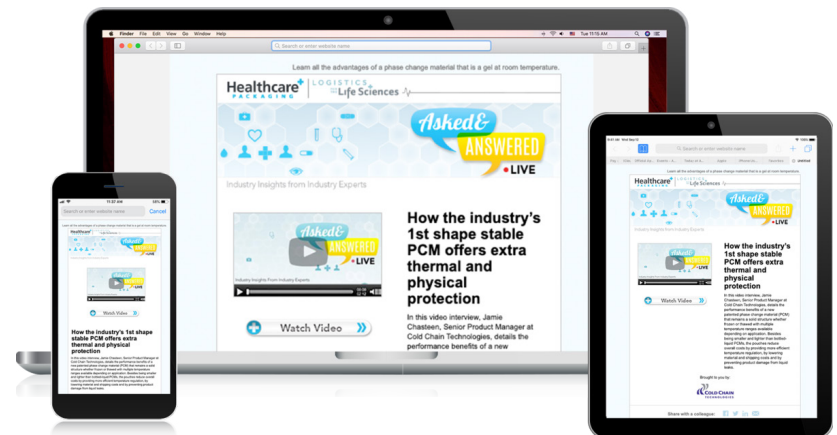
**Webinar Brief** - Whether you work with us or host your own webinar, we can create a PDF of your Webinar to generate additional leads.

### Spotlight your area of expertise!

**Asked & Answered** is a great product for any company who struggles with having content.

- Simply think of a question and an answer that reveals your company's expertise and positions your company, product or service as "the answer".
- Our writer will interview you to gather this information.
- You provide any video clips, photos or artwork.
- We create your Asked & Answered video and send it to the *Healthcare Packaging* engaged e-database.

You'll receive leads of people who click on your video.



## Lead Generation | Digital Solutions

### E-blast Options

Connect with customers and prospects via a dedicated message, sent to a targeted portion of our e-database. Use our templates or supply your own finished HTML.

Our eblast templates offer third party credibility with *Healthcare Packaging* branding and include options for a wide variety of content types:

video

white paper

product update

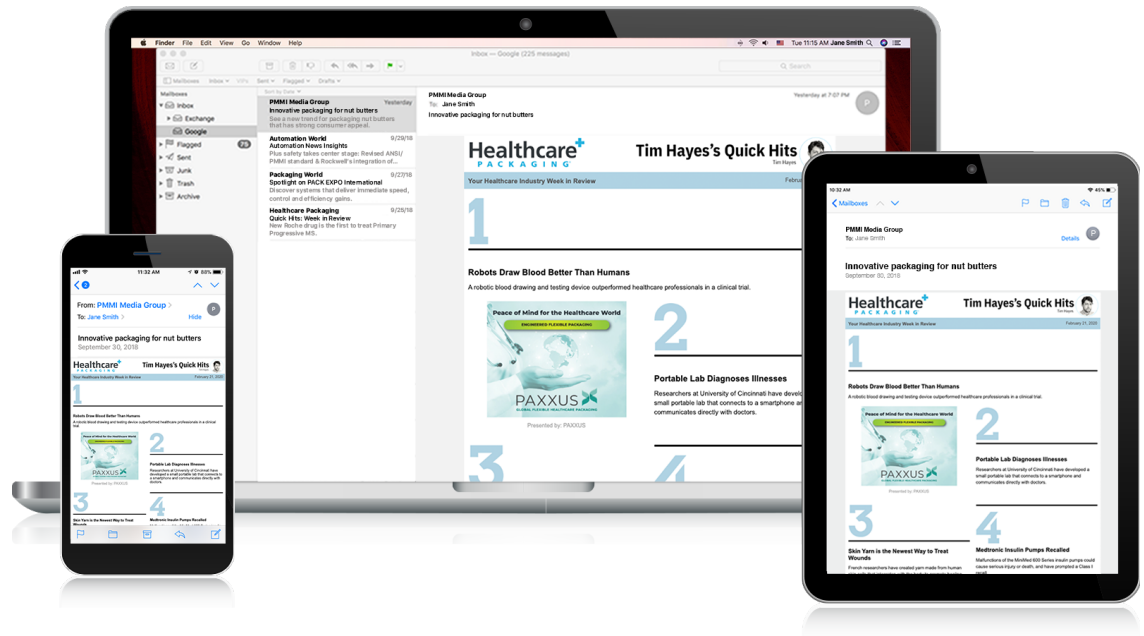
event

case study

e-book

### Newsletters

- Trade show-focused: Healthcare Packaging EXPO and INTERPHEX
- HPC Focus - supplier content
- Quick Hits - trending news
- Serialization Countdown
- Logistics for the Life Sciences





# BRANDING AND TRAFFIC DRIVING SOLUTIONS

## ONLINE DISPLAY ADVERTISING

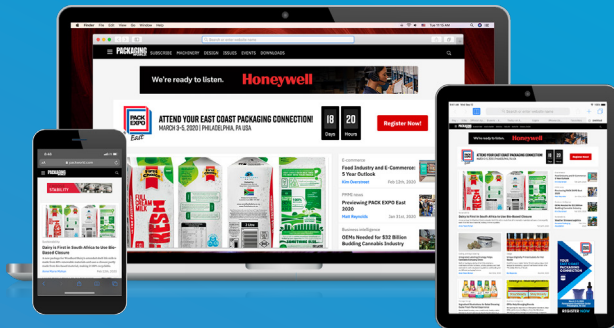
Reach your best prospects on the Web.

### On HealthcarePackaging.com

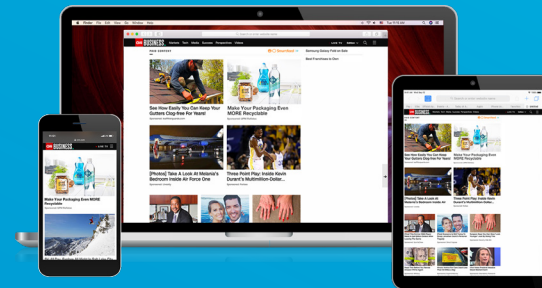
- Reach 35K HealthcarePackaging.com visitors/month.
- Upgrade to “own” the page, with a Roadblock or Company Targeted Sponsorship .

### 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 HealthcarePackaging.com

- Reach 35K HealthcarePackaging.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.

# NEW! EDITORIAL ENGAGEMENT REPORTS

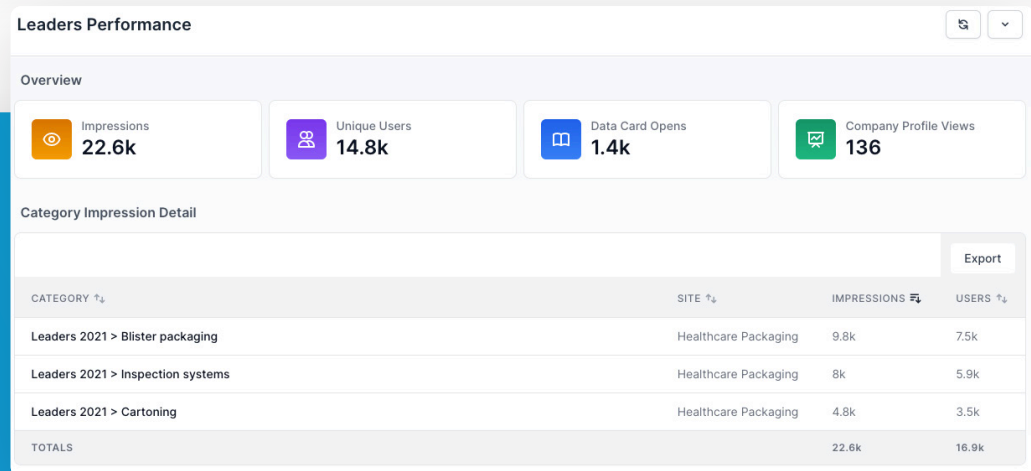
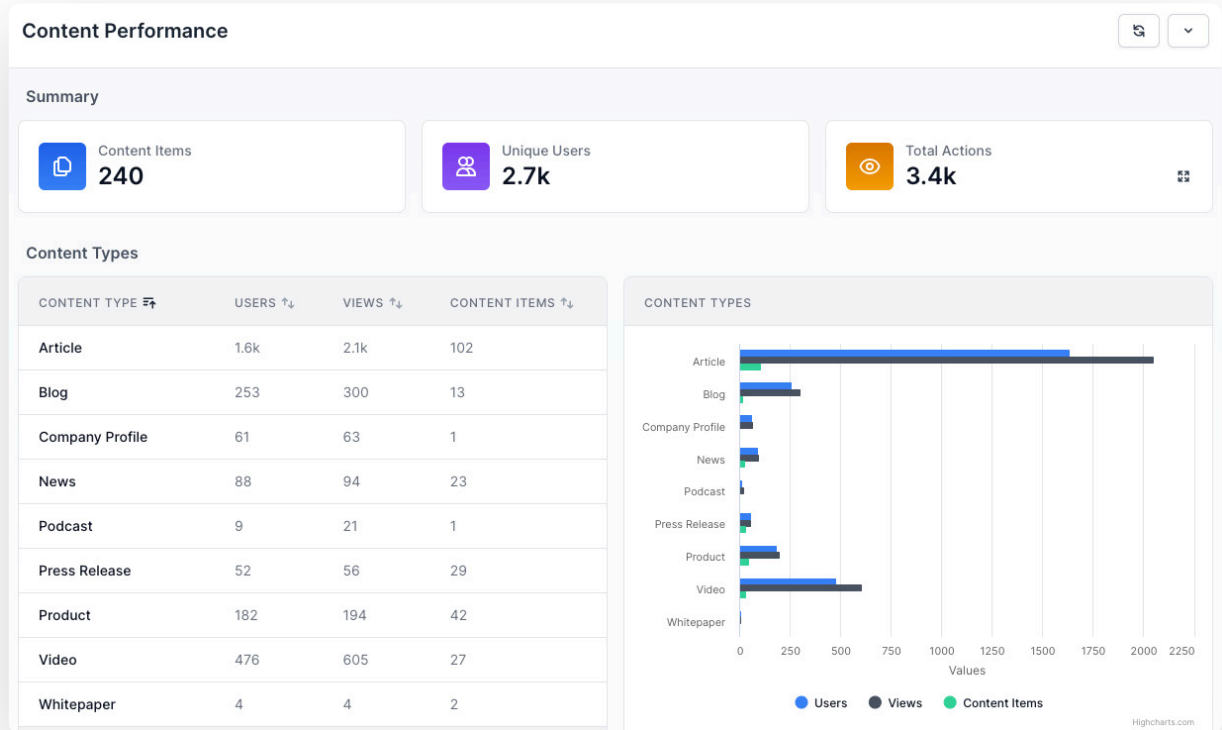
Now, you can see how visitors to our websites are **interacting with your brand**, in one place (via Leadworks).

See engagement across various content and brands including:

- Articles
- Podcasts
- Press Releases
- Videos

## 022 Premier Suppliers Program Metrics

Plus, our Editorial Engagement Reports also include **real-time Premier Suppliers' category impressions, data card opens and clicks, and profile click-through metrics.**



## Playbooks

**Playbooks are an ideal product for branding and lead generation, targeting specific audiences with high-value content and offering:**

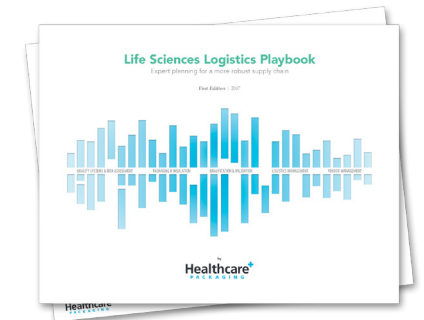
- Focused information written by industry experts and *Healthcare Packaging* editors
- Aggressively promoted across *Healthcare Packaging*'s magazine, website and newsletters
- Sponsors receive a two-page profile in the within the Playbook plus a display ad.
- Sponsor logos will appear on the Playbook sign-up page and on the contents page.
- Leads are shared; sponsors receive contact information of all who download the Playbook.
- Sponsorships are for a full year and are limited.

**Pharmaceutical Serialization Playbook** - If you sell machinery, technology or solutions for serialization, this Playbook will help you uncover qualified buyers, and provide year-round branding and lead generation. Over 150 pages of content is specifically designed to attract people who are about to engage in a serialization project, and are in the market for materials, software, systems or equipment for pharmaceuticals, biologics, or medical devices.

**Life Science Packaging Materials Playbook** - If you need to find qualified buyers seeking life sciences packaging materials solutions, whether for pharmaceutical, biologics, or medical devices, this Playbook offers an excellent way to uncover new business.

**Life Sciences Logistics Playbook** - Written specifically for life sciences packaging professionals, this Playbook addresses the transport of temperature-controlled products, from the packout line through the last mile. Written for veterans and new personnel alike, readers will find tips and best practices, common mistakes and the process steps to avoid them.

**Medical Device Packaging Playbook** - This Playbook for manufacturing and packaging professionals addresses the unique set of obstacles that medical device manufacturers face. Getting products to destination hospitals and medical facilities – on time, on budget, and without breaking sterile barriers – is an example of the kind of content included.





# 2022 EDITORIAL CALENDAR

[View ad sizes and specs online »](#)

ISSUE	EDITORIAL FOCUS	Other topics likely to be covered in this issue	Industry events and bonus distribution
<b>Jan/Feb</b> Closing: 1/14 Materials: 1/20	<b>Premier Suppliers Directory</b> Jan/Feb advertisers will be included in Premier Suppliers, our annual directory of leading suppliers with print and year-round online branding.	<ul style="list-style-type: none"> <li>• Patient adherence/compliance/CR packaging</li> <li>• OTC and nutritional supplements</li> <li>• Packaging equipment advances</li> <li>• Blister pack sealing</li> <li>• PACK EXPO East preview</li> </ul>	<b>PACK EXPO East</b> March 21-23, 2022
<b>Mar/Apr</b> Closing: 3/15 Materials: 3/21	<b>INTERPHEX Preview Issue</b>	<ul style="list-style-type: none"> <li>• Medical device and diagnostic kits, incl. connected devices</li> <li>• Machinery and controls: advances in packaging automation and processing</li> <li>• Cartons/cartoning</li> <li>• Contract manufacturing/packaging</li> </ul>	<b>INTERPHEX</b> May 24-26, 2022
<b>May/June</b> Closing: 5/10 Materials: 5/13	<b>Supply chain, traceability, anti-counterfeiting</b>	<ul style="list-style-type: none"> <li>• Package design focus (photo gallery/editor's insights, innovations)</li> <li>• Medical cannabis packaging</li> <li>• Drug delivery methods and unit dosing</li> <li>• Materials such as labels, leaflets, inserts, outserts, cartons</li> </ul>	<b>EXPO PACK México</b> June 14-17 Mexico City
<b>July/Aug</b> Closing: 7/13 Materials: 7/16	<b>Medical devices, UDI, lidding, kits, trays</b>	<ul style="list-style-type: none"> <li>• E-commerce trends and technologies</li> <li>• Advances in blister packaging machinery and materials</li> <li>• Sustainable packaging, waste reduction</li> <li>• Shipping containers</li> </ul>	
<b>Sept/Oct</b> Closing: 9/13 Materials: 9/16	<b>Healthcare Packaging EXPO / PACK EXPO International 2022 Preview</b>	<ul style="list-style-type: none"> <li>• Machinery controls: Advances in packaging automation and robotics</li> <li>• Operator safety</li> <li>• Clinical trials and logistics</li> <li>• Nutraceuticals, functional foods, supplements</li> <li>• Biologics</li> </ul>	<b>Healthcare Packaging EXPO / PACK EXPO International 2022</b> Oct 2022
<b>Nov/Dec</b> Closing: 11/9 Materials: 11/12	<b>Logistics, package testing and cold chain</b>	<ul style="list-style-type: none"> <li>• Sterilization methods</li> <li>• Blisters: machinery, materials, and sustainable solutions</li> <li>• Contract packaging</li> <li>• Materials such as labels, leaflets, inserts, outserts, cartons</li> </ul>	

## Content Experts

*Healthcare Packaging* is known for its exceptional coverage of trends, technology, new products and applications for those who package and ship pharmaceuticals, medical devices, biologics, and nutraceuticals.

As the media division of PMMI, [producers of PACK EXPO and Healthcare Packaging EXPO], *Healthcare Packaging* has access to a wealth of industry and market research from PMMI's Business Intelligence program.

Director of Content Keren Sookne – formerly a manufacturing engineer in the biopharmaceutical industry – ensures the most relevant trends and developments are covered in each issue. Experienced contributing editors help distinguish *HCP* as a sought after resource, covering key topics such as:

- logistics and cold chain
- serialization
- supply chain security
- package design
- robotics
- FDA and regulatory issues

**Keren Sookne**  
Director of Editorial Content



**Anne Marie Mohan**  
Senior Editor



**Tim Hayes**  
Contributing Editor



## TRADE SHOW ENGAGEMENT / PRINT PRODUCTS

### GAME PLAN

- A personalized booth itinerary for Healthcare Packaging EXPO and PACK 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

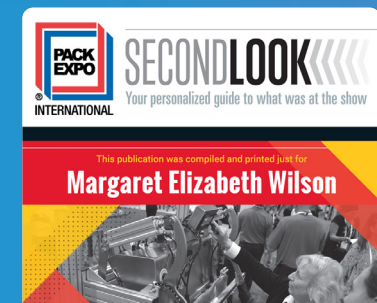


### THE SHOWCASE

- The official pre-show planner for Healthcare Packaging EXPO and PACK EXPO, including show information and Company Profiles of participating advertisers
- 25,000 copies mailed before the show to pre-registered attendees and packaging professionals
- 2,500 bonus show distribution
- 60,000+ email distribution

### SECOND LOOK

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





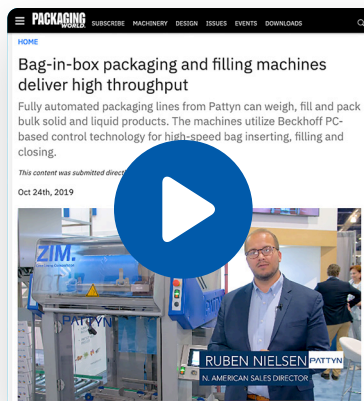
## TRADE SHOW ENGAGEMENT / DIGITAL PRODUCTS

Healthcare<sup>+</sup>  
PACKAGING  
**EXPO**

September 27–29, 2021  
Las Vegas Convention Center  
Las Vegas, Nevada USA

**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 Healthcare Packaging EXPO or PACK EXPO, we can record the audio of your presentation and create an attractive PDF white paper for additional engagement and lead generation.

## Audience Targeting

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

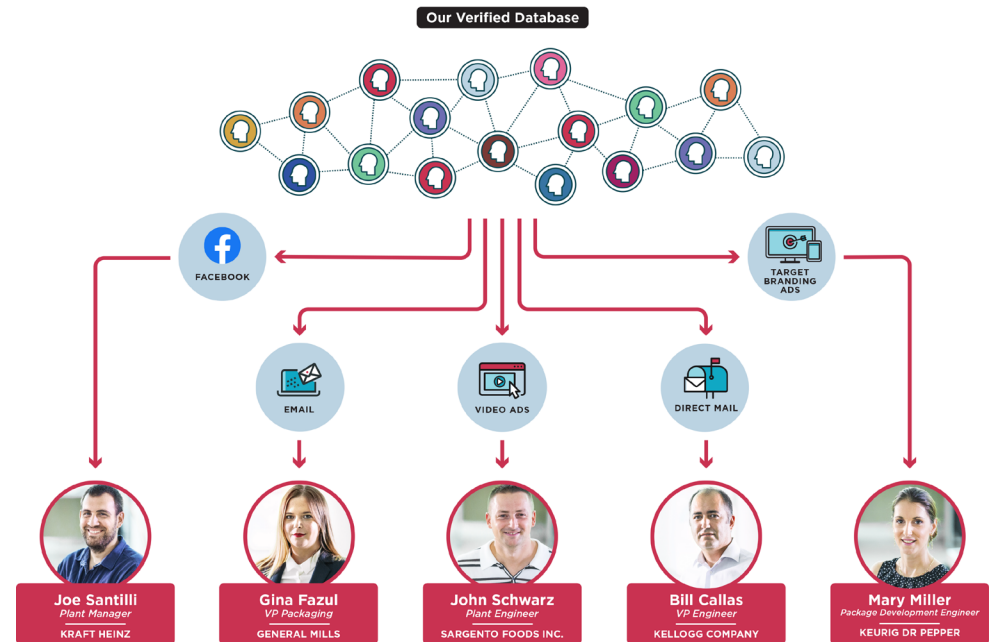
The efficiency of smaller, more precise audiences also enables a greater frequency of touches, moving your prospects further along the sales funnel.

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 *Healthcare Packaging*

## 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.

Precision Automation Company, Inc.

Cherry Hill, NJ

richard viscusi  
mechanical engineer

7

Casper's Daycare

Cottage

Shimon Casper  
Owner

7

Mam

Montgo

6

Doug

Alexand

6

Rs In

Buford,

6

Verit

Richmo

6

Pane

Fond du

5

Sun F

Detroit,

5

C. B.

Lynchbu

5

Smyt

Saint Pa

5

Smyt

Minnea

5

Associated Packaging, Inc.

Santa Fe Springs, CA

Five people from different locations

5

D&W Fine Pack LLC

Elk Grove Village, IL

Joe Cuellar  
Buyer

5

Associated Packaging, Inc.

Pete Campbell • Sales • 2213 Michigan Avenue, Chicago, IL 60611 • Phone: 8758881134 • pcampbell@associatedpackaging.com

Roger Sterling • Sales Partner • 2213 Michigan Avenue, Chicago, IL 60611 • Phone: 8758882345 • rsterling@associatedpackaging.com

Peggy Olsen • Account Manager • 2213 Southwest Rd, Douglassville, GA 30134 • Phone: 8758884132 • polsen@associatedpackaging.com

Joan Holloway • Account Manager • 2213 Southwest Rd, Douglassville, GA 30134 • Phone: 8758884132 • jholloway@associatedpackaging.com

Ken Cosgrove • Packaging Specialist • 5534 North Way, Salt Lake City, UT 84116 • Phone: 2321138769 • kcosgrove@gmail.com

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



# Healthcare<sup>+</sup>

P A C K A G I N G<sup>®</sup>

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

**Wendy Sawtell, VP Sales**  
**[wsawtell@pmmimediagroup.com](mailto:wsawtell@pmmimediagroup.com)**  
**847-784-0520**

**CONTACT US**

PMMI Media Group is your best media partner for connecting with buyers in packaging, food manufacturing or 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](http://PMMIMediaGroup.com)  
For information on PMMI trade shows, visit [PMMI.org](http://PMMI.org)

