



2022 MEDIA GUIDE

The go-to information source for PMMI association members and non-members who build packaging and food processing machinery.



rvsd 10/6/21



ABOUT OEM

OEM magazine, the official publication of PMMI, reaches machine builders in the packaging and processing marketplace — both members and non-members of PMMI.

Suppliers of controls and components can reach this ideal audience through the quarterly print publication, website and digital advertising options.

Editorial Advisory Board

OEM's Editorial Advisory Board ensures the content stays relevant. The team is made up of industry experts from leading companies who know and understand the unique needs of machine builders.



OEM's team of full-time journalists are the most experienced in the B2B press for the packaging and processing industry.

**Learn more
about our team »**



Jim Chrzan
Publisher



Stephanie Neil
Editor-in-Chief



Natalie Craig
Managing Editor



Sean Riley
Contributing Editor

OEM

PACKAGING • PROCESSING • AUTOMATION

EDITORIAL COVERAGE

MANAGEMENT
best practices, hiring,
training, compensation

MANUFACTURING
components and controls,
automation, design

MARKETING
association events,
research, business drivers,
and trade show news

Topics include:

Machine Design

- Systems
- Increasing code reusability
- Machine safety trends, guidelines and regulations

Engineering Team

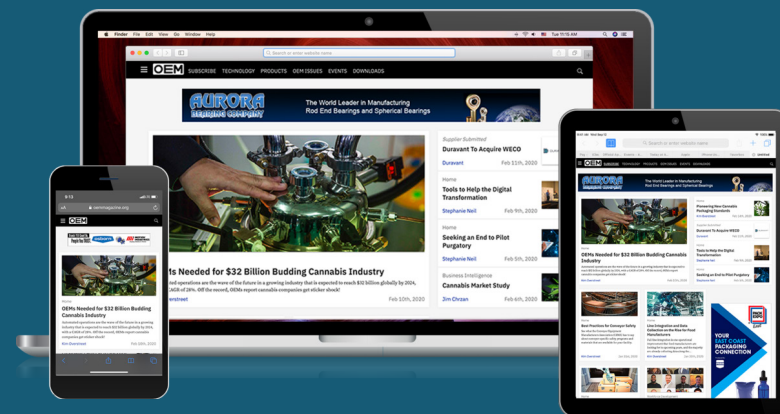
- PLCs, PACs, industrial PC control
- Machine vision, sensors and other online inspection systems
- Robotics

Manufacturing, Commissioning and Field Service

- Best practices in materials management and continuous process improvement
- Smoother line commissioning
- Making a machine that's greater than the sum of its parts

Business and Management

- Workforce development
- Strategic planning
- PMMI News
- Business intelligence





AUDIENCE OVERVIEW

OEM has a total reach of over 50,000+ 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

11K

engaged e-database
packaging contacts

16K

print magazine
subscribers

[See audience by channel here »](#)

Print Circulation by

Industry

65% Packaging Machinery OEMs

16% Processing Machinery OEMs

9% Plastics Machinery OEMs

2% Material Handling Equipment OEMs

2% Converting Machinery OEMs

2% Integration Engineering Services

Job Duty

35% Engineering

30% CEO/Gen Mgr/Other Senior Mgmt.

14% Production/Operations/Quality

12% Marketing/Sales Management

4% Service/Support

* Industry and job duty percentages are based on responses from 92% and 96% of subscribers, respectively.

2022 EDITORIAL CALENDAR

[VIEW AD SIZES ONLINE »](#)

SPRING

Publish Date: March
Ad Close: 2/4
Materials Due: 2/9

Editorial Due: 1/14

Annual Tech Trendsetters

Management
Update on Lead Times and the pandemic's impact.

Reader Interests:

- Commodity pricing
- Transportation delays
- Supply chain
- Reshoring

Technology
Innovation Report from PACK EXPO Las Vegas 2021

Reader Interests:

- Robots
- Industrial software
- Machine control
- Trends in flexible packaging

Sustainability Series
The Green Machine

Technologies to help manage energy and reduce waste on packaging machines.

OEM Profile

Bonus Distribution

PACK EXPO East
(March 21-23 Philadelphia)

Executive Leadership Conference
(April 24-26, Marco Island, FL)

SUMMER

Publish Date: June
Ad Close: 5/4
Materials Due: 5/9

Editorial Due: 4/9

Management Manufacturing Day (Oct. 7, 2022)

Reader Interests:

- How to participate
- Workforce development
- Building a talent pipeline
- Community outreach

Technology Machine Vision & Smart Instruments

Reader Interests:

- Machine vision
- Sensors
- Instrumentation
- Artificial intelligence

Sustainability Series
Sustainable Operations

Steps OEMs are taking to "go green" within their own offices.

OEM Profile

Bonus Distribution

EXPO PACK Mexico
(June 14-17 Mexico City)

FALL

Publish Date: Sept.
Ad Close: 8/6
Materials Due: 8/11

Editorial Due: 6/25

OEM Insider

Management
Digital Workflows to Optimize the Workforce

Reader Interests:

- Internal operations
- Business processes
- Customer service
- Enterprise software

Technology
Cybersecurity FAQ

Reader Interests:

- Defense in Depth
- User authentication
- Network access control
- Anomaly detection
- Security information and event management

Sustainability Series
Good Corporate Citizen

OEM efforts to focus on social responsibility. (Ex: improving labor policies, charitable giving, volunteering, policies that benefit the environment/ reduce carbon footprint.)

OEM Profile

Bonus Distribution

PACK EXPO International
(Oct. 23-26 Chicago, IL)

PMMI Annual Meeting
(November)

WINTER

Publish Date: Dec.
Ad Close: 11/1
Materials Due: 11/8

Editorial Due: 10/16

Annual Product Reference Guide

Management
The Power of Video

Reader Interests:

- Marketing
- Social Media
- Brand recognition
- Video tools
- Lead generation

Technology
Integrator Insights

Reader Interests:
System integrators offer advice on the selection and use of:

- PLCs, PACs, Industrial PCs
- Cables and Connectors
- Drives
- HMIs

Sustainability Series
Packaging Trends

Sustainable packaging trends OEMs need to be aware of going into 2023.

OEM Profile

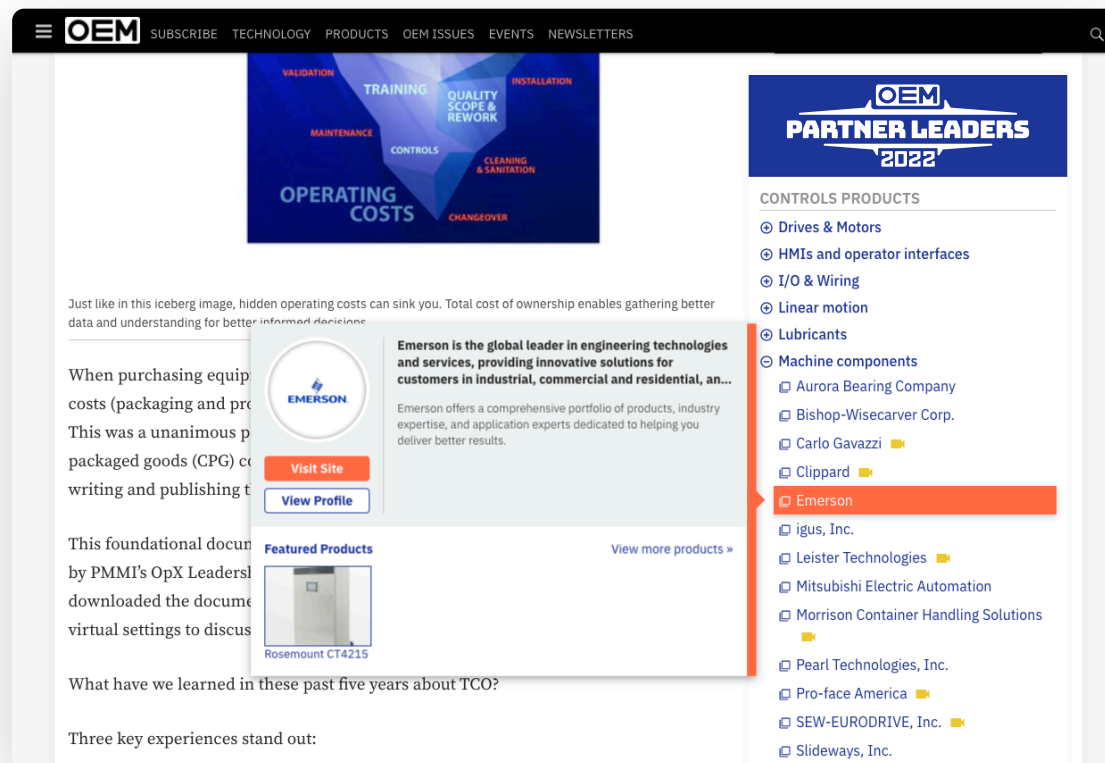


BRANDING SOLUTIONS

Annual Partner Leaders, OEM's year-round signature supplier branding program.

Your company name and expandable category box linking to your profile page appear year-round on our homepage. Plus, a pop-up data card is prominently displayed on our homepage. Plus, a pop-up data card is prominently displayed on category pages and articles that correspond to your product category.

Don't miss this opportunity to position your company in front of OEMs searching for your solution.



Free to qualifying print advertisers, program participants receive:

- Year-round company listing on OEMMagazine.org homepage
- 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
- Detailed **Company Profile** online and in the Spring print issue ... and much more!
- Your listing is displayed alongside editorial covering your category(ies)





NEW! EDITORIAL ENGAGEMENT REPORTS

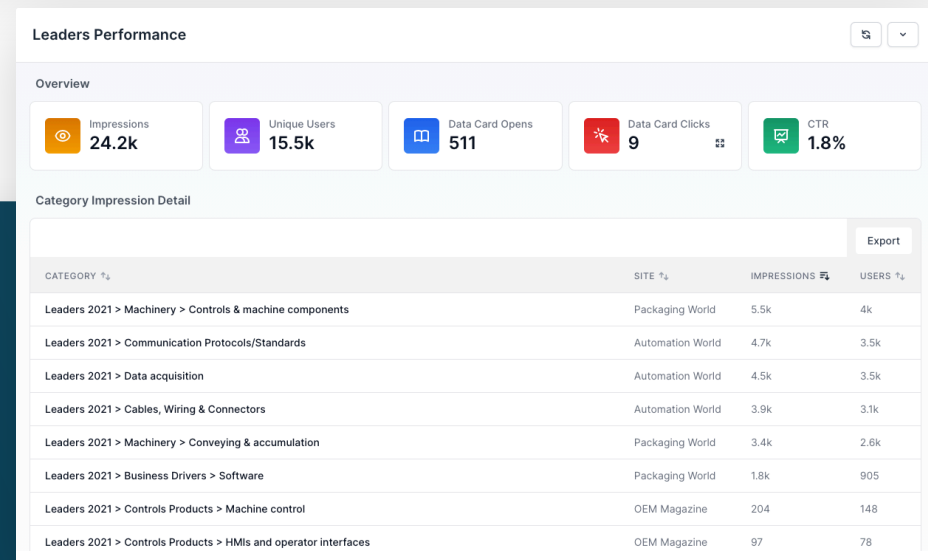
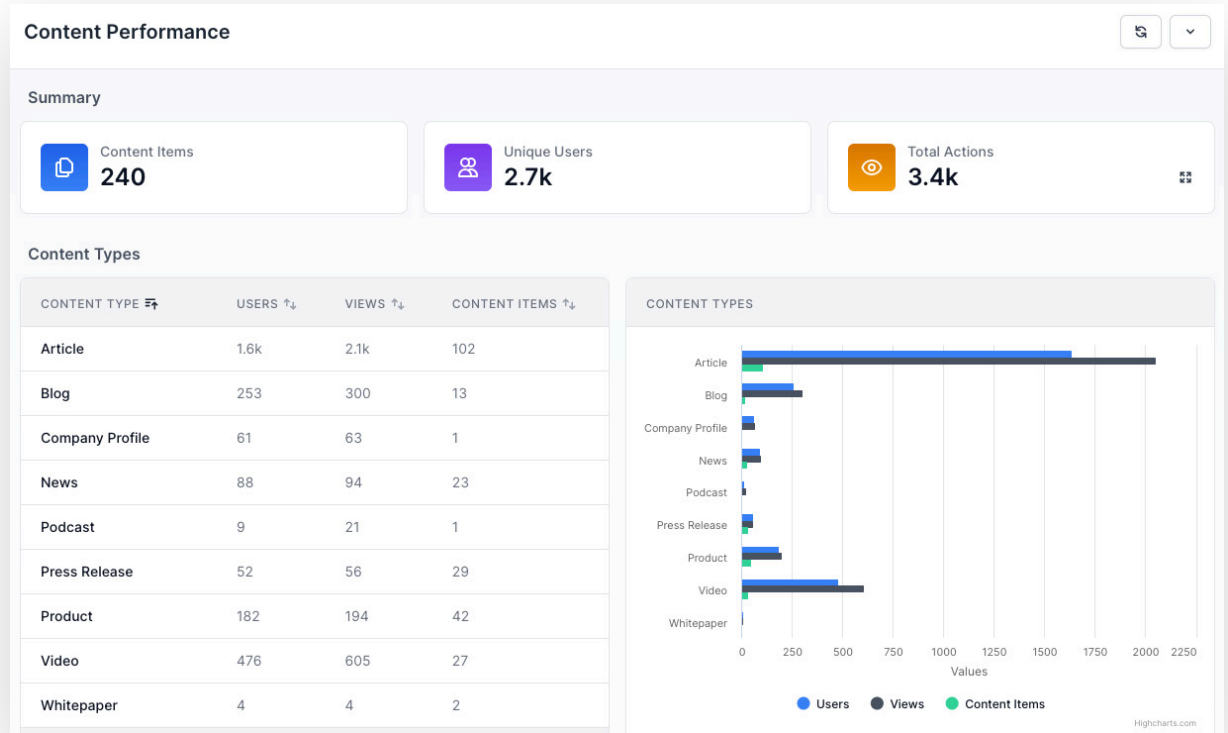
Now, you can see how visitors to our websites are **interacting with your brand**, in one place (via Leadworks).

See engagement across various content and brands including:

- Articles
- Podcasts
- Press Releases
- Videos

2022 Leaders Program Metrics

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





LEAD GENERATION SOLUTIONS / **DIGITAL PRODUCTS**

Our digital offerings are designed to connect you with key prospects.

NEWSLETTERS

OEM Insights

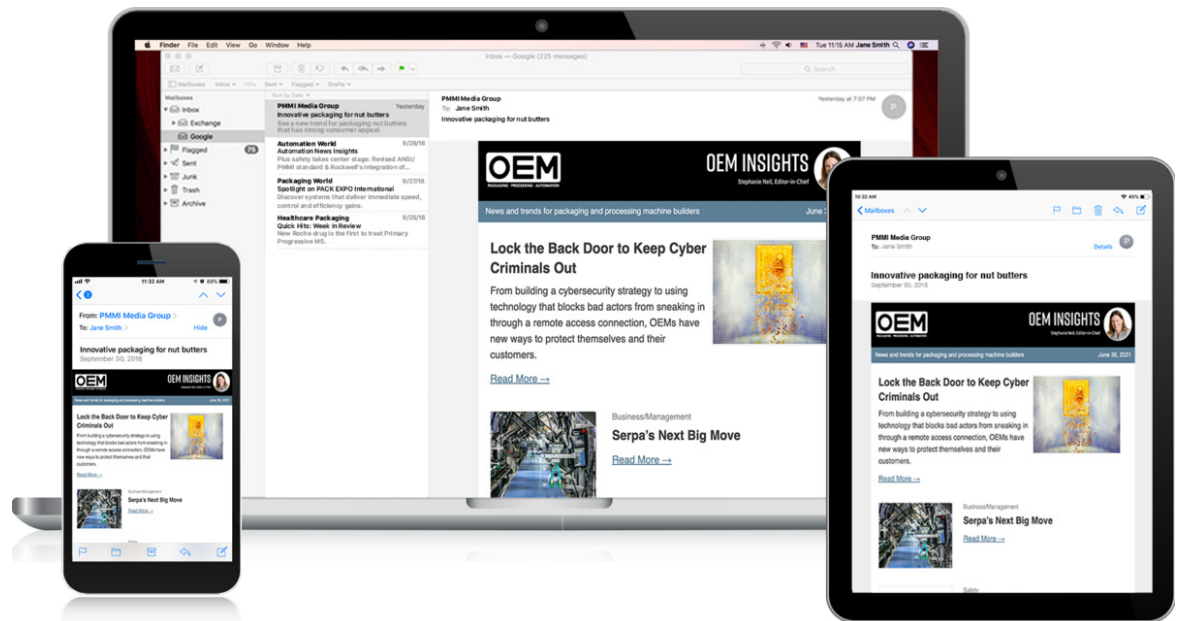
*Reach 11K+
Decision Makers*

This single sponsor newsletter features new trends and topics for packaging and processing machine builders

Trade show focused

Spotlight on PACK EXPO

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



E-BLASTS

- White papers
- Videos
- Supplied HTML
- Case Studies

AUDIENCE TARGETING

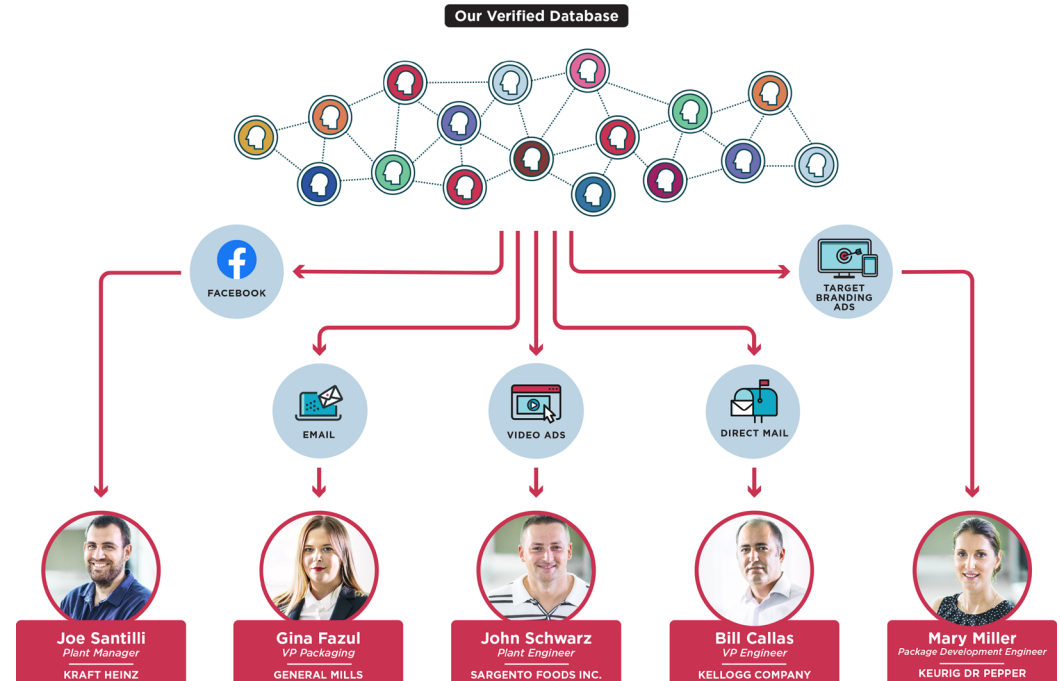
With no wasted impressions, targeted marketing has become the gold standard.

Choose a precisely-defined audience and connect with your prospects through hundreds of brand-safe websites and/or sponsored social media ads.

Select your audience by

- Type of supplier
- Job Duty
- PACK EXPO trade show affiliation and more

See targeted audience counts [here](#) »



Plus, target attendees before and after PACK EXPO via Facebook and/or Online Advertising across 100,000 brand-safe websites.

DEPLOY YOUR MESSAGE ACROSS A VARIETY OF CHANNELS INCLUDING:

- **Facebook Sponsored Posts and Video**
- **Pre-roll Video and Online Advertising** - Across 100,000 brand-safe websites
- **Targeted Covers** - Advertiser-designed cover overlays our magazine cover



PRINT PRODUCTS

OEM INSIDER

- A personalized booth itinerary specifically for machine builders at PACK EXPO
- Printed guide tipped into OEM magazine and distributed to over 15,000 OEMs prior to the show
- Listings include logo, URL, product photo and short description. Enhanced listing available.



PRODUCT REFERENCE GUIDE

- A special section in the Winter issue
- Supplier information arranged by product category, including company and product descriptions
- Mailed to 15,000+ OEM users of controls and components
- Companion digital edition email to OEM's network of professionals





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.

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



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 1700, Chicago, IL 60611 PMMIMediaGroup.com
For information on PMMI trade shows, visit PMMI.org

