



The Official Publication of PMMI

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 fulltime 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



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



SKY'S THE LIMIT

OEM PARTNER LEADERS WILL HELP LAUNCH YOUR BUSINESS INTO NEW, INNO<mark>V</mark>ATIVE SPACES. PC 66

EM PROFILE: NITA LABELING BRINGS A HUMAN ELEMENT TO MACHINES P622

SPRING 2021





Print Circulation by

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



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 Tim the pandemic's imp Reader Interests: Commodity price Transportation d Supply chain Reshoring	ng	Technology Innovation Report from PACK EXPO Las Vegas 2021 Reader Interests: • Robots • Industrial software • Machine control • Trends in flexible package	jing	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 (Oct. 7, 2022) Reader Intere • How to partic • Workforce de • Building a tal • Community o	sts: :ipate velopment lent pipeline	Instrum Reade • Mach • Sens • Instru	ne Vision & Smart ments e r Interests: nine vision	Su Ste "go	stainability Series stainable Operations eps OEMs are taking to o green" within their n 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 Optimize the Work Reader Interests • Internal operatio • Business proces • Customer servic • Enterprise softw	force : ons ses se	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 Vide Reader Interests • Marketing • Social Media • Brand recognitio • Video tools • Lead generation	: on	Technology Integrator Insights Reader Interests: System integrators offer advis on the selection and use of: •PLCs, PACs, Industrial PCs •Cables and Connectors •Drives •HMIs	ce	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 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.

	VALIDATION TR/	AINING COPES SCOPES REWORK CONTROLS Stanning Stanning	
	OPERATIN COS		CONTROLS PRODUCTS Drives & Motors HMIs and operator interfaces
Just like in this iceberg image, hid data and understanding for better		n sink you. Total cost of ownership enables gathering better	⊕ Linear motion
When purchasing equip costs (packaging and pro This was a unanimous p packaged goods (CPG) co writing and publishing t	Visit Site View Profile	Emerson is the global leader in engineering technologies and services, providing innovative solutions for customers in industrial, commercial and residential, an Emerson offers a comprehensive portfolio of products, industry expertise, and application experts dedicated to helping you deliver better results.	 Lubricants Machine components Aurora Bearing Company Bishop-Wisecarver Corp. Carlo Gavazzi (Carlo Gavazzi (Carl
This foundational docun	Featured Products	View more products »	igus, Inc.
by PMMI's OpX Leadersl downloaded the docume virtual settings to discus	Rosemount CT4215		 Leister Technologies Mitsubishi Electric Automation Morrison Container Handling Solution: Pearl Technologies, Inc.
What have we learned in	these past five ye	ears about TCO?	Pro-face America
Three key experiences sta	and out:		 SEW-EURODRIVE, Inc. Slideways, Inc.

OEM

PARTNER LEADERS

2022

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.**

Content Performa	nce			୍ଷ
Summary				
Content Items 240			Unique Users 2.7k	Total Actions 3.4k
Content Types				
CONTENT TYPE =	USERS \uparrow_{\downarrow}	VIEWS ↑↓	CONTENT ITEMS \uparrow_{\downarrow}	CONTENT TYPES
Article	1.6k	2.1k	102	Article
Blog	253	300	13	Blog
Company Profile	61	63	1	Company Profile
News	88	94	23	Podcast
Podcast	9	21	1	Press Release
Press Release	52	56	29	Product Video
Product	182	194	42	Whitepaper
Video	476	605	27	0 250 500 750 1000 1250 1500 1750 2000 2250 Values
Whitepaper	4	4	2	 Users Views Content Items

Overview	
Impressions Unique Users Data Card Opens 24.2k 15.5k 511	Data Card Clicks 9 :: CTR 1.8%
Category Impression Detail	
	Expor
CATEGORY †4	SITE † IMPRESSIONS E. USERS
Leaders 2021 > Machinery > Controls & machine components	Packaging World 5.5k 4k
Leaders 2021 > Communication Protocols/Standards	Automation World 4.7k 3.5k
Leaders 2021 > Data acquisition	Automation World 4.5k 3.5k
Leaders 2021 > Cables, Wiring & Connectors	Automation World 3.9k 3.1k
Leaders 2021 > Machinery > Conveying & accumulation	Packaging World 3.4k 2.6k
Leaders 2021 > Business Drivers > Software	Packaging World 1.8k 905
	OEM Magazine 204 148



LEAD GENERATION SOLUTIONS / DIGITAL PRODUCTS

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

NEWSLETTERS

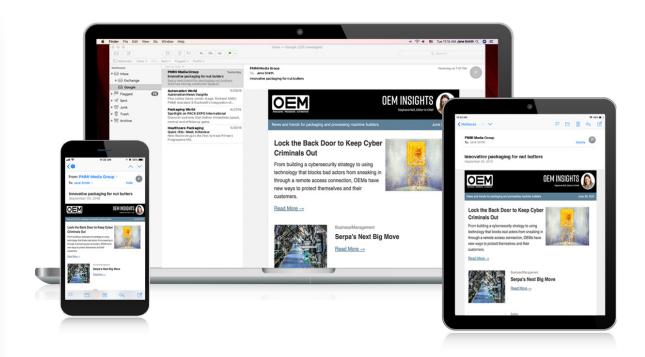
OEM Insights

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 papersVideos

- 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

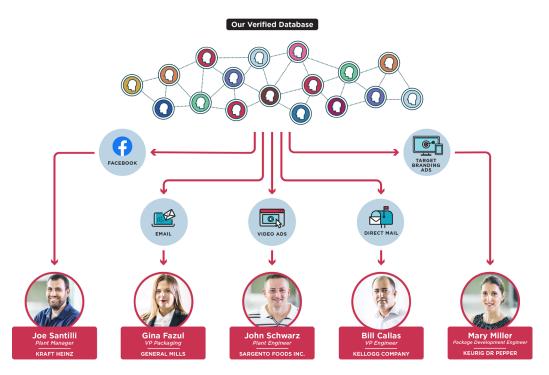
- Type of supplier
- Job Duty
- PACK EXPO trade show affiliation and more

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 multichannel 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.

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

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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

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