



**PROFOOD
WORLD**



2022 MEDIA GUIDE

**The leading 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 9/9/21

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

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 112,000 across multiple channels, *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,
Senior Executive Editor



Aaron Hand,
Editor-in-Chief

AUDIENCE OVERVIEW

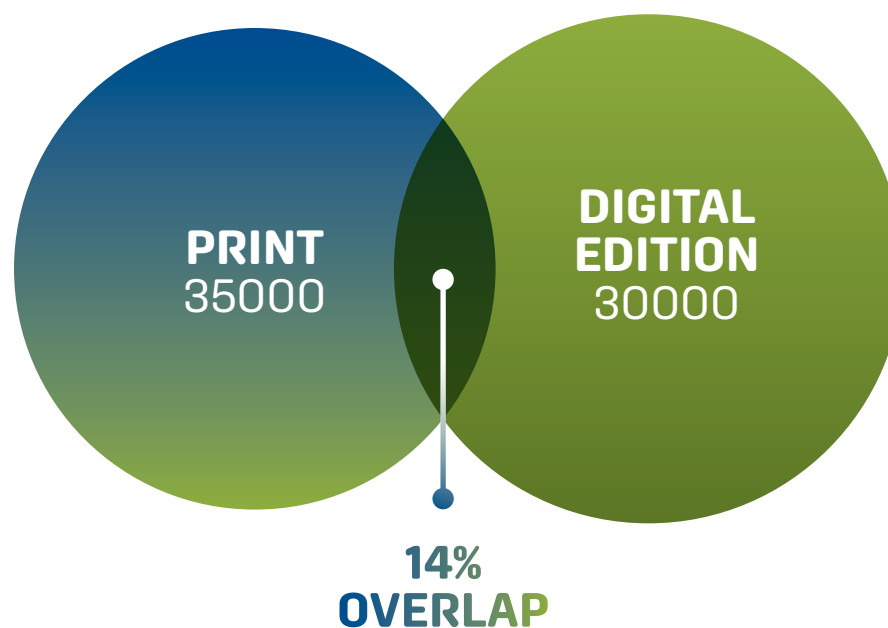
ProFood World has a total reach of over 112,000+ across our various print, digital and event channels.

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

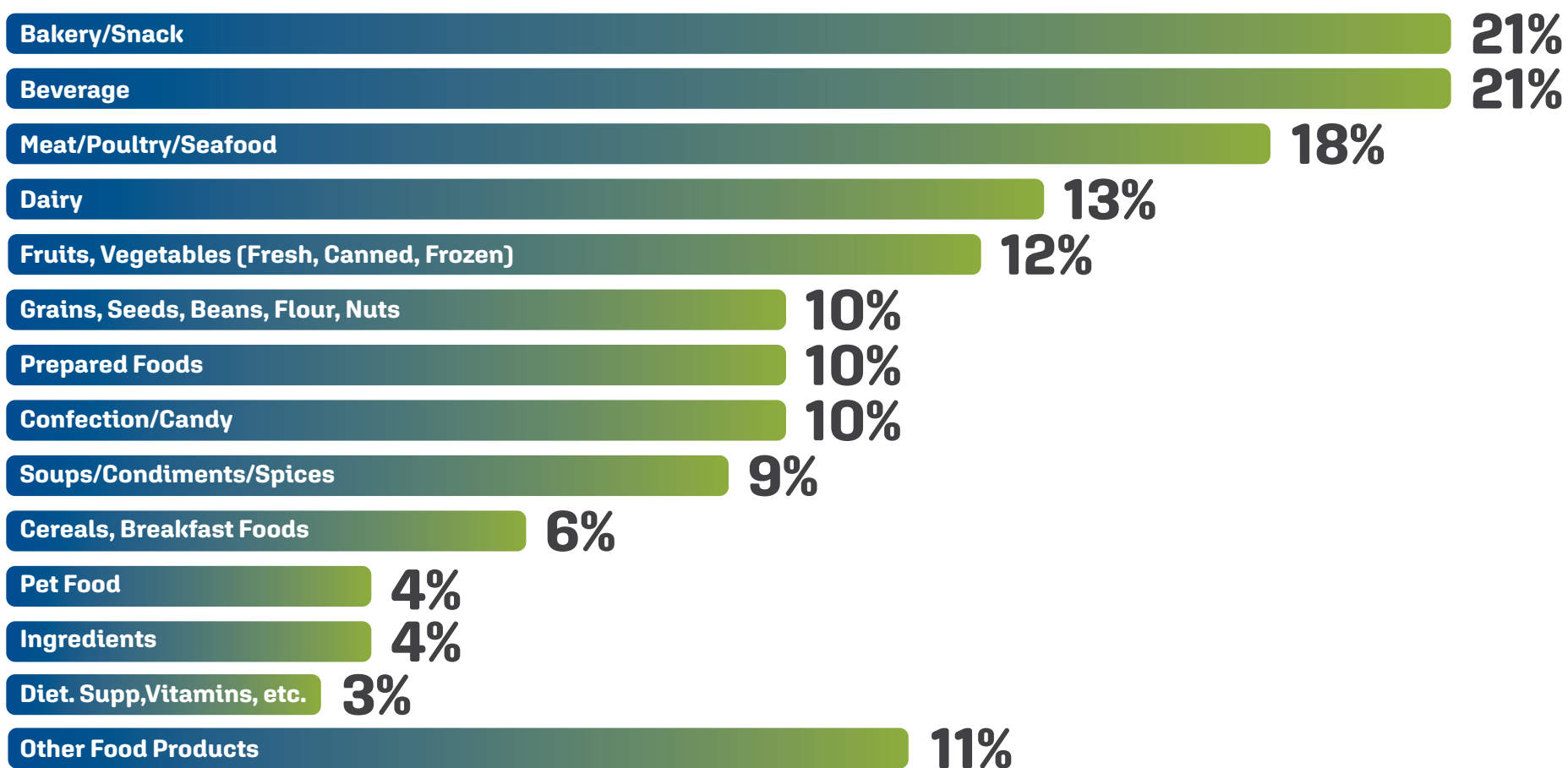
- a shared database with PMMI, the producers of the PACK EXPO portfolio of trade shows
- rigorous quality control, including use of proprietary algorithms to vet company data
- verification of job function, to ensure campaigns reach the right decision-makers
- Active Audience: up to 30% of our print 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 55,000.

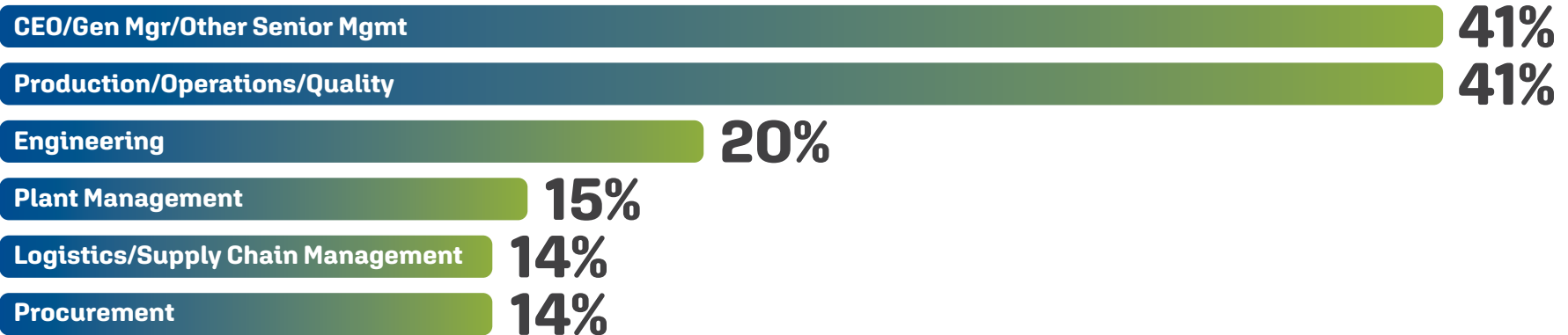


PRINT AUDIENCE OVERVIEW / FOOD



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

PRINT AUDIENCE OVERVIEW / **JOB DUTIES**



35K

print magazine subscribers

31K

engaged e-database
processing contacts

[See audience by channel here »](#)

11K

monthly website visitors

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.

**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

FEBRUARY

Ads Close 1-7-22
Materials Due 1-14-22

SPECIAL EDITION LEADERS IN PROCESSING

COVER STORY

How Cybersecurity
Keeps the Plant Running

TECH TODAY

CIP

SPECIAL COVERAGE

**Refrigeration and Freezing
Solutions** | Cold Storage
Equipment; Blast Chillers;
Compressors

PLANT FLOOR NEW PRODUCTS

- Ovens, Dryers, and Fryers
- Washing Equipment for Parts, Totes, Bins, Pallets, Pails
- High Pressure Processing Equipment
- Retorts/Thermal Processing

INDUSTRY EVENTS AND *BONUS DISTRIBUTION

International Production & Processing Expo, January 25-27, 2022 in Atlanta, Ga.
Northwest Food & Beverage World, February 3-4, 2022 in Portland, Ore.
California Food Producers Expo, February 15-16, 2022 in Sacramento, Calif.
Contract Packaging Association Annual Meeting, March 1-3, 2022 in Clearwater Beach, Fla.
PACK EXPO East, March 21-23, 2022 in Philadelphia, Pa.*
Cheese Expo, April 12-14, 2022 in Milwaukee, Wis.*

Food Safety and
Traceability

**Plant
Maintenance**

Dry Processing Solutions
Screening Equipment: Weighing
and Batching; Bulk Bag Filling,
Conditioning, and Discharging

- Size Reduction Equipment: Slicers, Cutters, Dicers, Shredders
- Plant Floor Instrumentation: Pressure, Flow, Temperature, Level Measurement
- Depositing, Forming, and Portioning Equipment
- Compressors and Blowers

INDUSTRY EVENTS AND *BONUS DISTRIBUTION

Anuga FoodTec, April 26-29, 2022 in Cologne, Germany
Craft Brewers Conference and BrewExpo America, May 2-5, 2022 Minneapolis, Minn.
IPACK-IMA, May 3-6, 2022 in Milan, Italy
EXPO PACK Mexico, June 14-17, 2022 in Mexico City, Mexico*

Manufacturing
Innovator of the Year

**Supply Chain
Intelligence**

**Refrigeration and Freezing
Solutions** | Cryogenic Freezing
and Chilling Equipment;
Refrigeration Controls;
Condensers and Evaporators

- Spraying/Washing Equipment and Nozzles
- Heat Exchangers
- Conveyors and Conveyor Belting
- Metal Detection and X-Ray Equipment

JUNE

Ads Close 5-13-22
Materials Due 5-20-22

AUGUST

Ads Close 7-8-22
Materials Due 7-15-22

PACK EXPO INTERNATIONAL PROCESSING ZONE SHOWCASE

Ads Close 8-12-22
Materials Due 8-19-22

OCTOBER

Ads Close 9-7-22
Materials Due 9-12-22

DECEMBER

Ads Close 11-7-22
Materials Due 11-15-22

COVER STORY

Eye on Sustainability
| Sustainability
Excellence in
Manufacturing Awards

TECH TODAY

Plant-based
Protein
Processing

SPECIAL COVERAGE

Dry Processing Solutions:
Pneumatic Equipment Conveying;
Hazard Management; Bin
Activators, Airlocks, and Feeders;
Magnetic Separation

PLANT FLOOR NEW PRODUCTS

- Mixing and Blending Equipment
- Electrical Components: Fittings, Connectors, Ties, Conduits
- Stainless Steel Piping and Fittings
- Staff Training Systems

INDUSTRY EVENTS AND* BONUS DISTRIBUTION

International Baking Industry Exposition, September 18-22, 2022, Las Vegas, NV.*

Guide to PACK EXPO International 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

PACK EXPO International Processing Zone Exhibitor New Products

Global 250 Food and
Beverage Manufacturers

Pumps and
Valves

**Refrigeration and Freezing
Solutions:** Low-charge
Ammonia Systems; Mechanical
Cooling/Chilling Equipment;
Air Handling Systems

- Lubricants
- Optical Inspection and Machine Vision Equipment
- Floors, Drains, Walls, Doors
- Coating and Enrobing Equipment

INDUSTRY EVENTS AND *BONUS DISTRIBUTION

PACK EXPO International, October 23-26, 2022, Chicago, IL *

Best-in-Class
Plant Profile

Solving Plant
Footprint
Challenges
in Plant
Renovation
Projects

Dry Processing Solutions:
Minor/Micro Ingredient
Handling; Powder Mixing; Level
Detection Equipment; Tubular
Drag and Chain Conveyors

- Engine Room: Compressors, Water Heaters, and Boilers
- Power Transmission Equipment: Motors, Drives, and Bearings
- Wastewater Treatment and Pollution Control Systems

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.



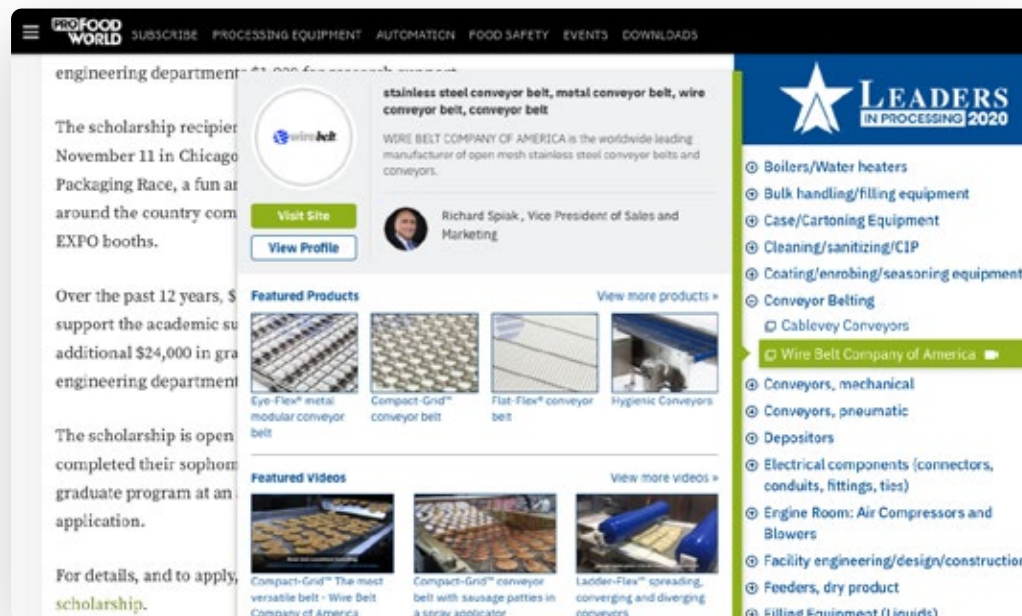
Promote engagement among PACK EXPO attendees with access to show registrants who are interested in your products. Connect with your target prospects before and after each event via our exclusive ad products.

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.



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!

NEW! EDITORIAL ENGAGEMENT REPORTS

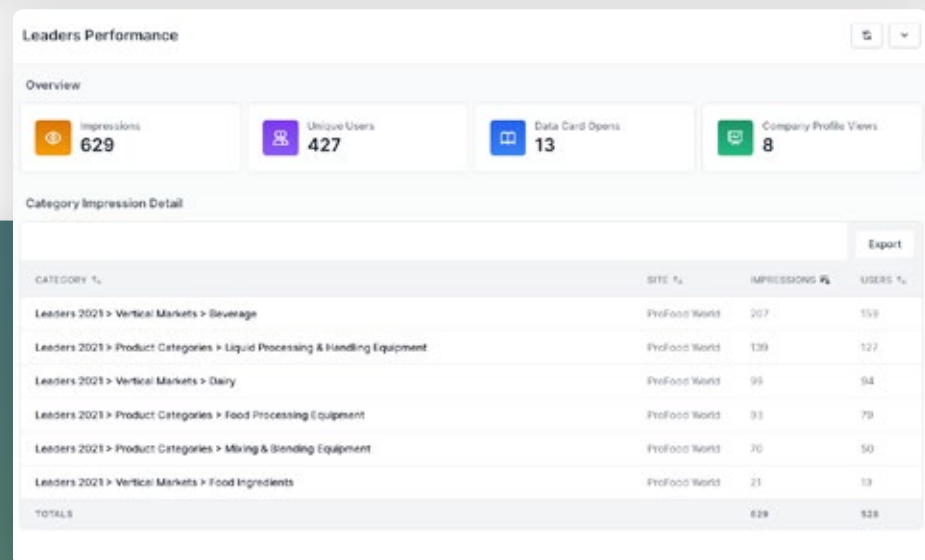
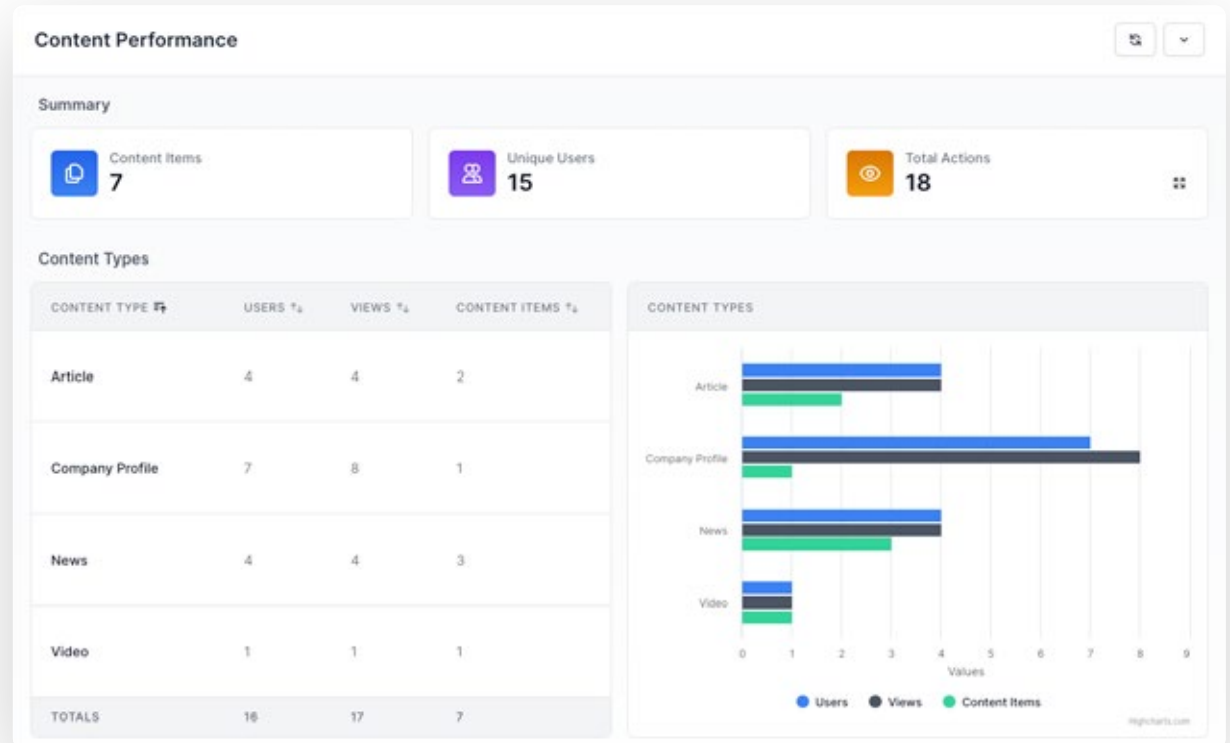
Now, you can see how visitors to our websites are **interacting with your brand**, in one place [via Leadworks].

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

Reach 25K+ Decision Makers

New! Hand Picked

Editor-in-Chief Aaron Hand shares the latest news and developments in food and beverage processing.

Joyce's Voice

Senior Executive Editor Joyce Fassl covers industry's trends and innovations.

ProFood Focus

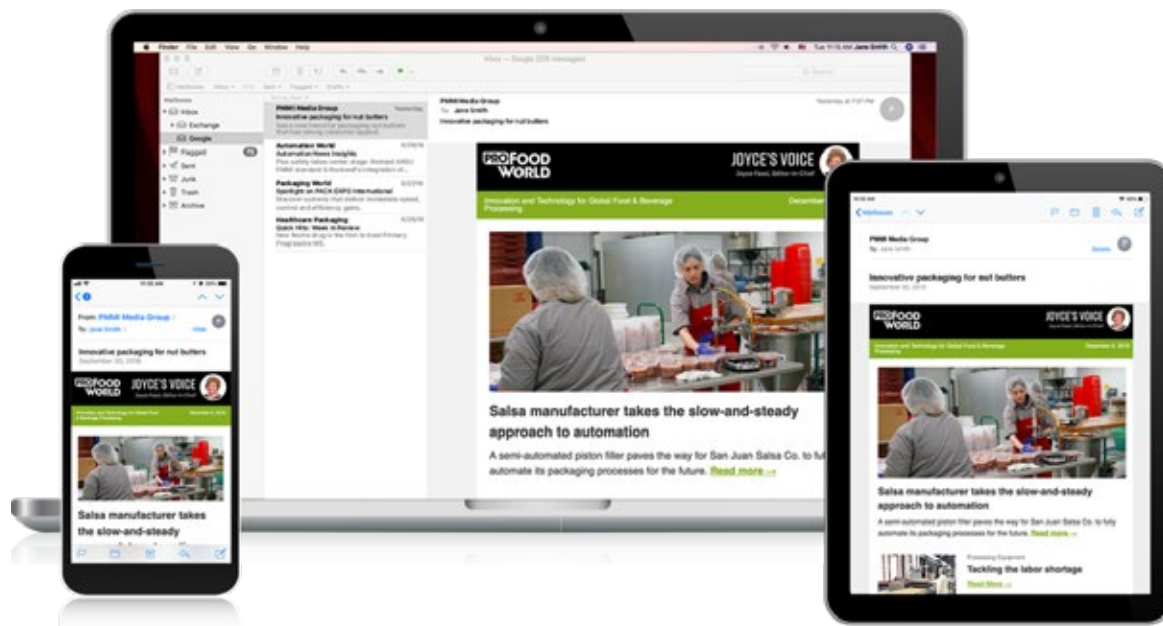
Sponsor-supplied content; white papers, videos, etc.

New Issue Alert

Preview of the current issue of *ProFood World*, with links to articles.

Trade show focused

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



E-BLASTS

- White papers
- Videos
- Supplied HTML
- Case Studies

AUDIENCE TARGETING

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

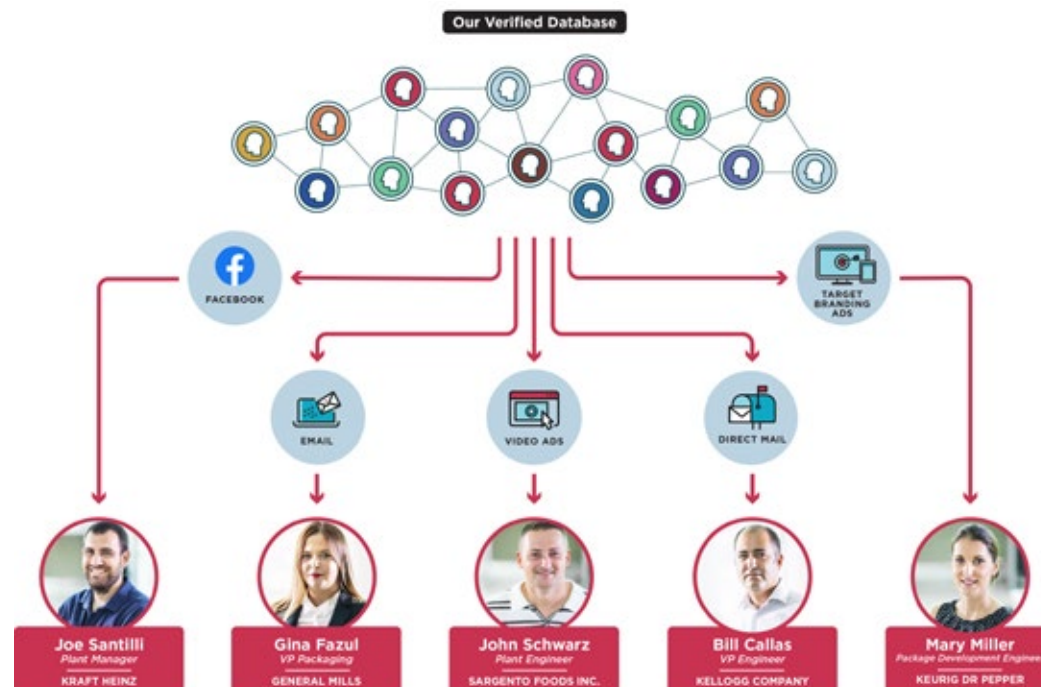
The efficiency of smaller, more precise audiences also enables a greater frequency of touches, moving your prospects further along the sales funnel.

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 duties



REACH YOUR TARGET AUDIENCE IN MULTIPLE WAYS

- **Facebook** - Sponsored Posts, Video
- **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 - We'll help you create engaging, high-definition (4K) videos inexpensively and easily right from your smartphone, tablet or computer.

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

- 3D Machine Tours
- Banner ad design
- Copywriting for emails and social

Webinars - you provide the content and speaker and we'll do the rest (promotion, registration, moderator, on-demand hosting).

Custom Research - Gain insight into buyers' needs. Our expert research team helps you conduct a tailored mix of in-person and online research, workshops, and focus groups.



NEW! 3D MACHINE TOURS AND COMPETITOR BLOCKING

Easily give remote prospects the next best experience to being in front of your equipment with a 3D Machine Tour.

With the aid of 3D photography, you can provide potential buyers with detailed views of your equipment like never before, allowing viewers to self-guide and navigate around the entire machine.



Here's how it works:

- A photographer will come to your plant to shoot every angle of your machine.
- We will put the finished image/tour together and provide a URL that can be plugged into any channel you wish to promote it like email, your own website, virtual demos, etc.

Permission Builder allows you to control who accesses your premium digital content.

Thanks to our new privacy tool, Permission Builder, you can finally control those who can – and can't – see information about your product online and do so in a timely, automated fashion.

Here's how it works:

- Simply post your content, either a video or 3D Machine Tour, onto a dynamically created landing page
- A form on the page compares data entered and IP address of the prospect against our identity resolution algorithm
- Validated end-users are seamlessly allowed access, while competing suppliers (and others blocked by domain, email address, etc.) are denied

TRADE SHOW ENGAGEMENT / PRINT PRODUCTS

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
- 50,000+ email distribution plus availability on Packworld.com year-round



Facilities and Infrastructure Directory

- Specifically designed to reach registrants who are explicitly expanding their plants
- Mailed to approximately 5,000 pre-registered attendees and key titles such as Plant Manager, Plant Engineer and select senior engineering and manufacturing professionals
- BONUS DISTRIBUTION: Sent by email as a PDF to *ProFood World* and *Packaging World* audience segments with plant operations, engineering or management duties



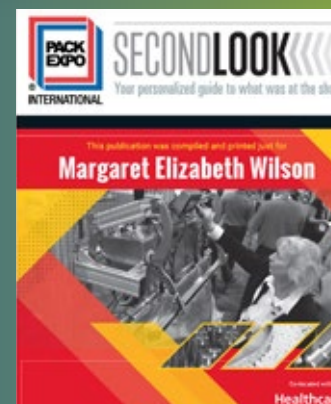
Game Plan

- A personalized, pre-show booth itinerary for PACK EXPO attendees
- Mailed and customized for attendees based on registration categories
- Listing includes booth number, logo and information on up to four products, with photos



Second Look

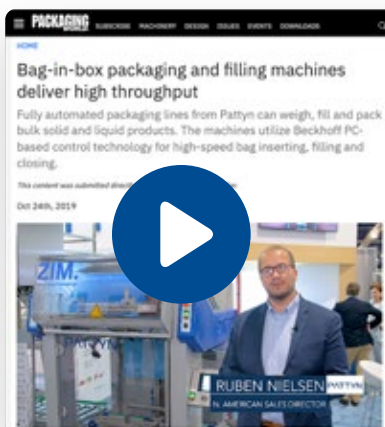
- Reach prospects who did - and didn't - stop by your booth
- Mailed post-show and customized based on registration categories
- Listings include four products, descriptions, images and company information



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

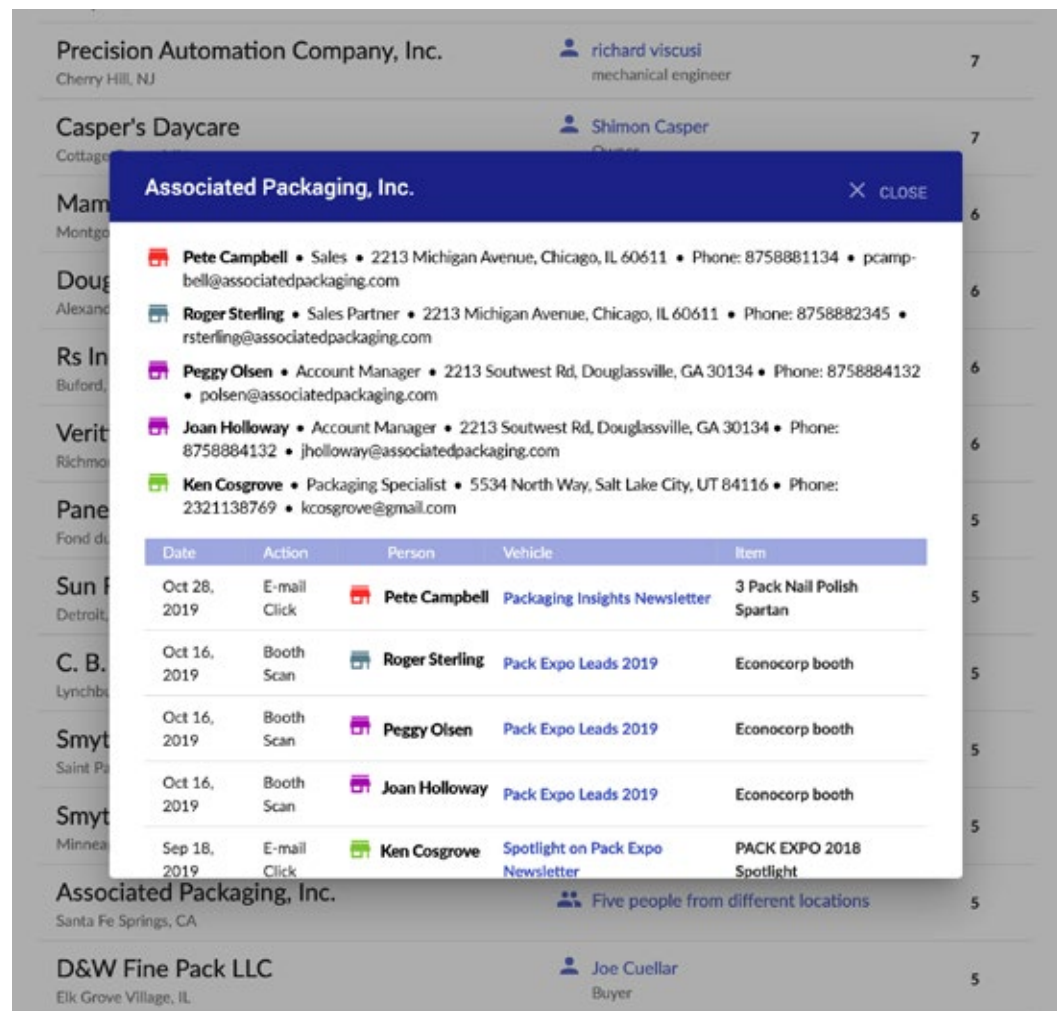
- Choose your audience from our 250K e-database
- Ads are displayed across 100K brand safe websites
- Your content is displayed with other native ads, typically at the end of an article

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** beacon to learn who is visiting your site and what content they are viewing.



The screenshot displays a CRM interface with a list of contacts on the left and a detailed view of 'Associated Packaging, Inc.' on the right. The detailed view includes contact information for Pete Campbell, Roger Sterling, Peggy Olsen, Joan Holloway, and Ken Cosgrove, along with a table of recent activities.

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

ADVERTISING RATES

PRINT DISPLAY ADVERTISING

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

	One	Three	Six
Full Page	\$4,480	\$4,260	\$4,035
2-page spread	\$7,855	\$7,440	\$7,055
2/3-page	\$4,070	\$3,835	\$3,645
1/2-page horizontal	\$3,580	\$3,415	\$3,230
1/2-page island	\$3,580	\$3,415	\$3,230
1/2-page vertical	\$3,580	\$3,415	\$3,230
1/3-page horizontal	\$2,755	\$2,582	\$2,445
1/3-page square	\$2,755	\$2,585	\$2,445
1/3-page vertical	\$2,755	\$2,585	\$2,445
1/4-page	\$2,215	\$2,110	\$1,990
1/2-page spread	\$4,920	\$4,645	\$4,410

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	\$3,900
PFW Focus	\$1,615
Hand Picked	\$3,900
New Issue Alert	\$1,615

E-BLAST

Case Study	\$4,045
Product	\$4,045
Supplied HTML	\$4,680
Tech Minute	\$5,070
Video	\$4,045
White Paper	\$4,045
Custom E-Blast	\$4,110
Event/Infographic	\$4,045
Industry Webinar	\$4,045
E-Book	\$4,045
E-blast Extension	\$750

WEBINAR

Webinar + 2 eblasts	\$9,590
---------------------	---------

ONLINE DISPLAY

CPM [Cost/ 1,000 impressions]

IMU	\$175
Flexi	\$102
Leaderboard	\$110
Skyscraper	\$175

ADVERTISING RATES

PMMI Audience Network

ONLINE DISPLAY ADS

CPM (per 1,000 impressions) \$33

NATIVE ADS

CPM (per 1,000 impressions) \$88

VIDEO PRE-ROLL ADS

CPM (per 1,000 impressions) \$84

FACEBOOK VIDEO

<5,000 views, 1-2 week campaign \$2,000

5K-15K view, 1-2 week campaign \$2,700

15k+, 1-2 week campaign \$3,500

FACEBOOK ADS

Audience under 5,000 \$1,800

Audience 5k-15k \$3,075

Audience 15k+ \$4,100

LINKEDIN ADS

Audience under 5,000 \$2,500

Audience 5k-15k \$3,400

Audience 15k+ \$4,100



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

Patrick Young, Publisher
pyoung@pmmimediagroup.com
610-251-2579

Brian Gronowski, Account Executive
bgronowski@pmmimediagroup.com
440-564-5920

Daniel Smith, Account Manager
dsmith@pmmimediagroup.com
312-205-7935

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

