

The background of the entire page is a high-angle, blue-tinted photograph of a massive crowd of people, likely at a large-scale event or conference. The people are densely packed, filling the entire frame from the top to the bottom and from the left to the right. The blue tint gives it a professional, corporate feel.

**PACKAGING
WORLD®**



2022 MEDIA GUIDE

Engage the world's largest audience
of packaging professionals

revised 2/17/22

WE REACH YOUR CUSTOMERS.

We reach the **buying decision teams**, including professionals in:

- operations / production/quality
- corporate and general management
- package design or development
- brand management
- engineering
- logistics / supply chain management
- procurement
- regulatory affairs
- validation / compliance
- plant management

DID YOU KNOW?

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

Learn more at PMMIMediaGroup.com/marketing-research »

Packaging decision-makers at **consumer products goods companies** have been reading Packaging World for over 25 years.



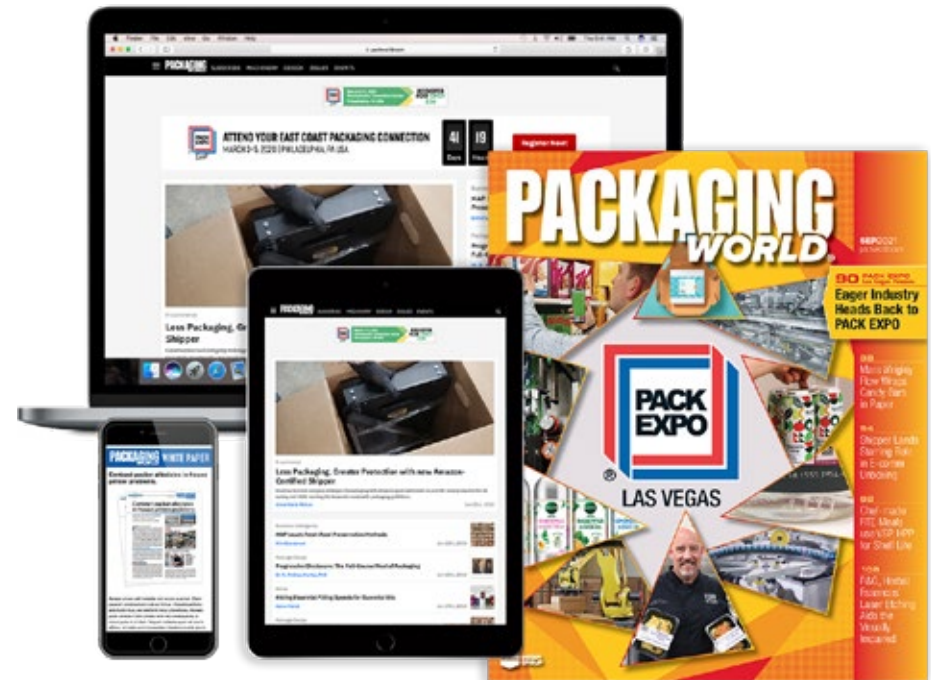
WHO WE ARE

Packaging World is the world's leading media brand for packaging professionals in consumer product goods, food, beverage, pharmaceuticals and all package-using industries.

Over 450 companies who supply the \$200+ billion U.S. packaging market choose Packaging World as their media partner.

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.

Packaging World's team of full time journalists are the most experienced in the B2B press, continuing 25+ years of editorial integrity and excellence.



Joe Angel

*Publisher of Packaging World
President of PMMI Media Group*

DID YOU KNOW?

Packaging World offers print and digital media – and the benefits of both. Compared to digital, print media provides a deeper level of engagement that yields higher recall and causes more activity in brain areas associated with value and desire – key markers for purchase intent.

WHAT WE DO FOR YOU

**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.

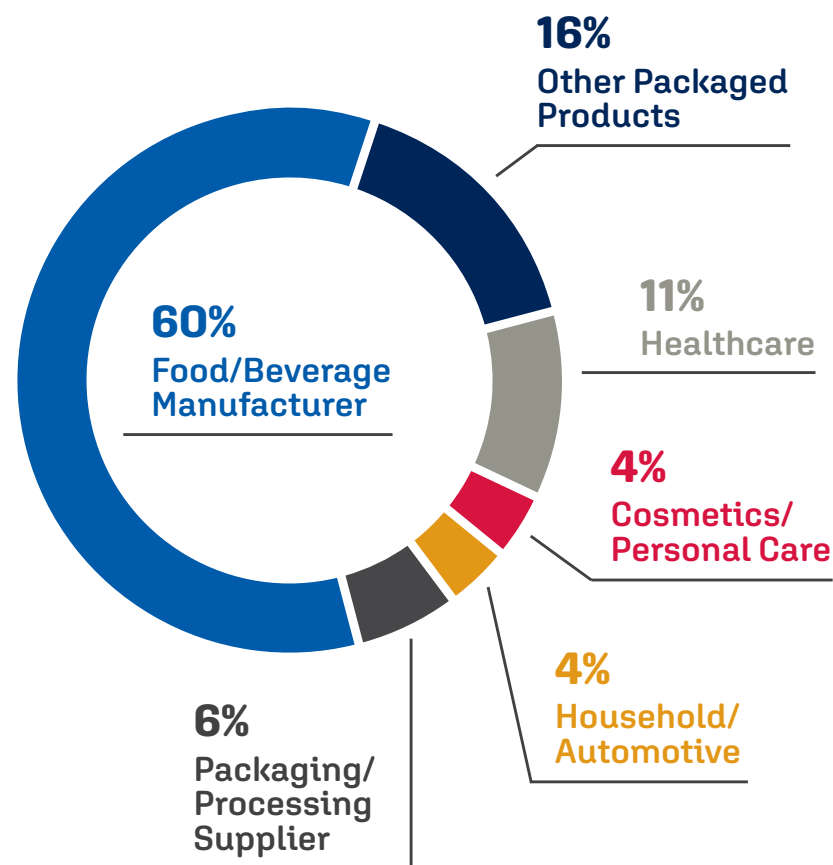
AUDIENCE OVERVIEW

Packaging World has a total reach of over 390,000 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 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

See audience by channel here »



48K
print magazine
subscribers

83K
engaged
e-database
packaging
contacts

98K
monthly
website
visitors

25K
end-user event
attendees

Packaging World has relatively little audience overlap between channels. See details at Zigma.PMMI.org/PW

100K per Google
Analytics Jan-Jul

AUDIENCE TARGETING

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

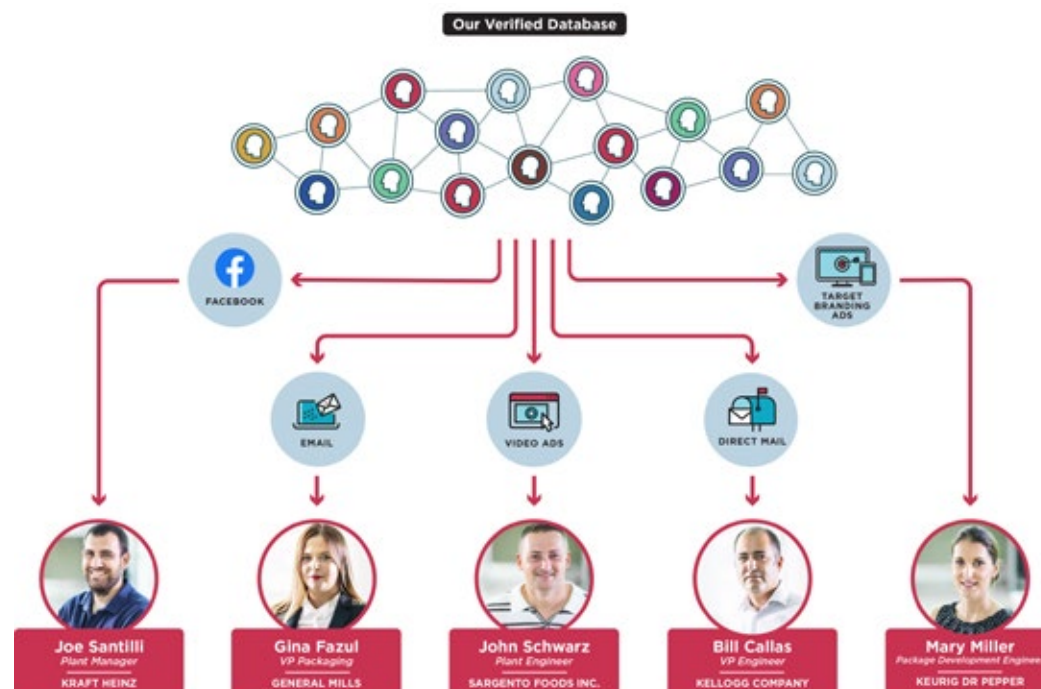
The efficiency of smaller, more precise audiences also enables a greater frequency of touches, moving your prospects further along the sales funnel.

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 *Packaging World*

CONTENT EXPERTS

Matt Reynolds,
Editor



Pat Reynolds,
Special
Projects
Editorial
Contributor



Anne Marie Mohan,
Senior Editor



Jim Chrzan, VP,
Content & Brand
Development



Iris Zavala,
Managing Editor



Kim Overstreet,
Senior Content
Strategist,
Alignment



EDITORIAL ADVISORY BOARD

as of June 2020



Learn more here »

ISSUE	EDITORIAL FOCUS	EQUIPMENT, SUCH AS	MATERIALS, SUCH AS	INDUSTRY EVENTS AND BONUS DISTRIBUTION	PACKAGING WORLD LEADERS PRODUCT DIRECTORY
January Closing: 12/20 Materials: 12/23	Food and Beverage - Leaders in Packaging - Automation & Controls - Workforce Development - E-Commerce	case/tray erecting, sealing • cartoning • multipacking, bundling, shrink and stretch wrapping • F/F/S and bagging • digital printing	resins/additives • closures • labels/sleeves • rigid containers • point of purchase		
February Closing: 1/7 Materials: 1/13	Healthcare, Beauty, Chemical & Household - PACK EXPO East Preview - Contract Packaging Special Report - Cannabis Special Report - Sustainable Packaging - E-Commerce	conveying • capping, filling, induction sealing • marking, coding, labeling • RSS bar coding • machine vision	packaging made from renewable resources • film/bioplastics • plastic sheet • paperboard, blisters, and cards	CPA Annual Meeting March 1-3, Clearwater, FL * PACK EXPO East March 21-23, Philadelphia*	• Conveying & accumulation • Feeding/inserting/unscrambling • Material handling
SHOWCASE Closing: 1/7 Materials: 1/14	<i>PACK EXPO East Showcase</i> print and digital distribution	company profiles of PACK EXPO East exhibitors - polybagged with the February issue	The <i>Showcase</i> includes useful show information, exhibitor listings, schedules, and more.	PACK EXPO East March 21-23, Philadelphia*	
March Closing: 2/4 Materials: 2/11	Food and Beverage - E-Commerce - Supplement: Pkg for Craft Brewing	bar coding/imprinting • palletizing/stretchwrapping • robotics • case/tray erecting, sealing • labeling • controls/components	flexible packaging, pouches, closures, and fitments • resins and inks • desiccants • adhesives and tape	Flexible Packaging Assoc., March 23-25, Bonita Springs, FL * CB Supplement Craft Brewers Conference May 2-5, Minneapolis, MN *	• Palletizing/depalletizing • Stretch wrapping/pallet load containment • Strapping • Protective & Transport Packaging
April Closing: 3/4 Materials: 3/11	Consumer Pkg'd Goods - Automation & Controls - Readex Research: Ad Study - E-Commerce - Flexible Pkg FPA Awards - Contract Manufacturing and Packaging	conveying • multipacking, bundling, and shrink wrapping • metal detection/checkweighing • cartoning • machine vision	resins/additives • protective packaging • IBCs (returnable containers) • rigid containers • packaging inks	EXPO PACK Mexico Mexico June 14-17, Mexico City *	• Checkweighers • Metal detectors • X-ray systems • Vision inspection systems • Package & material testing equipment • Converting equipment
May Closing: 4/8 Materials: 4/15	Food and Beverage - Shelf Impact - Digital Printing Special Report - EXPO PACK Mexico Preview - E-Commerce	marking, coding, labeling • capping, filling, induction sealing • machine vision • casing	flexible packaging • specialty and shrink films • paperboard, blisters and cards		• Blisters/clamshells/skin packaging • Thermoform/fill/seal • Tray lidding/sealing • Additives, coatings & ink • Adhesives/tape • Blisters/clamshells/thermoforming materials • Carton and boxes • Multipacks/handles/carriers • Plastics/Resins • Retail display packaging • Reusable transport packaging
SHOWCASE Closing: 5/6 Materials: 5/13	<i>EXPO PACK Mexico Showcase</i> print and digital distribution	company profiles of EXPO PACK Mexico exhibitors	reach packaging and processing professionals in Latin America	EXPO PACK Mexico Mexico June 14-17, Mexico City *	
June Closing: 5/6 Materials: 5/13	Healthcare, Beauty, Chemical and Household Products - ISTA Package Testing and Certification - Contract Packaging Special Report - Supplement: E-commerce	multipacking, bundling, and shrink wrapping • conveying/cartoning • controls/components • F/F/S and bagging	desiccants • labels • protective packaging • rigid containers • plastics		• Form/fill/seal - vertical • Form/fill/seal - horizontal • Bag & puch fill/seal (pre-made) • Flow wrapping • Shrink wrapping • Flexible Packaging

2022 EDITORIAL CALENDAR

View ad sizes and specs online »
JULY - DECEMBER

ISSUE	EDITORIAL FOCUS	EQUIPMENT, SUCH AS	MATERIALS, SUCH AS	INDUSTRY EVENTS AND BONUS DISTRIBUTION	PACKAGING WORLD LEADERS PRODUCT DIRECTORY
July Closing: 6/3 Materials: 6/10	Food and Beverage - E-Commerce - IoPP Salary Survey - Sustainable Packaging - Automation & Controls - Supplement: Digital Printing	thermoforming • marking, coding, labeling • filling, capping, induction sealing • metal detection/check-weighing • converting equipment	cartons/corrugated • flexible packaging • pouches, closures • adhesives/tape • shrink film • inks & additives		<ul style="list-style-type: none"> • Coding/marketing • Labeling • Digital printing • Labels • Controls & machine components • Software
August Closing: 7/7 Materials: 7/15	Healthcare, Beauty, Chemical and Household Products - Robotics - E-Commerce - Contract Manufacturing and Packaging	labeling/bar coding • case/tray erecting and sealing • palletizing/stretchwrapping • conveying	resins and additives • closures • labels/sleeves • rigid containers • decorating		<ul style="list-style-type: none"> • Bulk handling/filling equipment • Filling/capping, liquid & viscous • Filling/capping - dry • Capping • Temper-evident machinery • Weighing/combination scales • Containers • Closures
September Closing: 8/5 Materials: 8/12	PACK EXPO International 2022	Previewing equipment, technology and materials to be at PACK EXPO International 2022, plus show information	Don't miss our most exciting issue of the year, including bonus distribution to show attendees in Las Vegas!	PACK EXPO International October 23-26, Chicago, IL *	
SHOWCASE Closing: 8/5 Materials: 8/12	PACK EXPO Showcase Pre-show planner with advance distribution to pre-registrants.	PACK EXPO exhibitors will profile their products and services in this popular pre-show planner.	The <i>Showcase</i> includes useful show information, exhibitor listings, schedules, and more.	PACK EXPO International October 23-26, Chicago, IL *	
October Closing: 9/2 Materials: 9/9	Markets: Food and Beverage - Automation & Controls - Shelf Impact! - E-Commerce - Contract Packaging Special Report	bar coding/imprinting • palletizing/stretchwrapping • robotics • case/tray erecting, sealing • labeling • controls/components	flexible packaging • decorating • cartons/corrugated • shrink film • resins and inks • desiccants • adhesives and tape		
November Closing: 10/7 Materials: 10/14	Markets: Healthcare, Beauty, Chemicals and Household Products - Sustainable Packaging E-Commerce - 2022 Technology Excellence Awards	weigh/fill • filling, capping, induction sealing • metal detection/check-weighing • marking/coding/labeling	protective packaging pouches, closures, and fitments • adhesives and tape • flexible packaging		<ul style="list-style-type: none"> • Robotics • Sustainability & E-commerce • Package design • Packaging line integration • Contract packaging • Closures
December Closing: 11/4 Materials: 11/11	Markets: Food and Beverage - Annual "View from the Top" issue - E-Commerce Contract Manufacturing and Packaging	palletizing/stretchwrapping • bar coding/imprinting • case/tray erecting, sealing • robotics • labeling	desiccants • resins and inks • flexible packaging pouches, closures, and fitments • adhesives and tape		<ul style="list-style-type: none"> • Cartoning • Multipacking/shrink bundling/banding • Case erect/seal • Case/tray packing • Adhesive applicators

closing dates subject to change
* indicates bonus distribution

BRANDING SOLUTIONS

Leaders in Packaging will keep your company in front of buyers year-round. Here's how:

Search engines drive 70% of the traffic to Packworld.com, which has over 1, 100,000 page views annually!

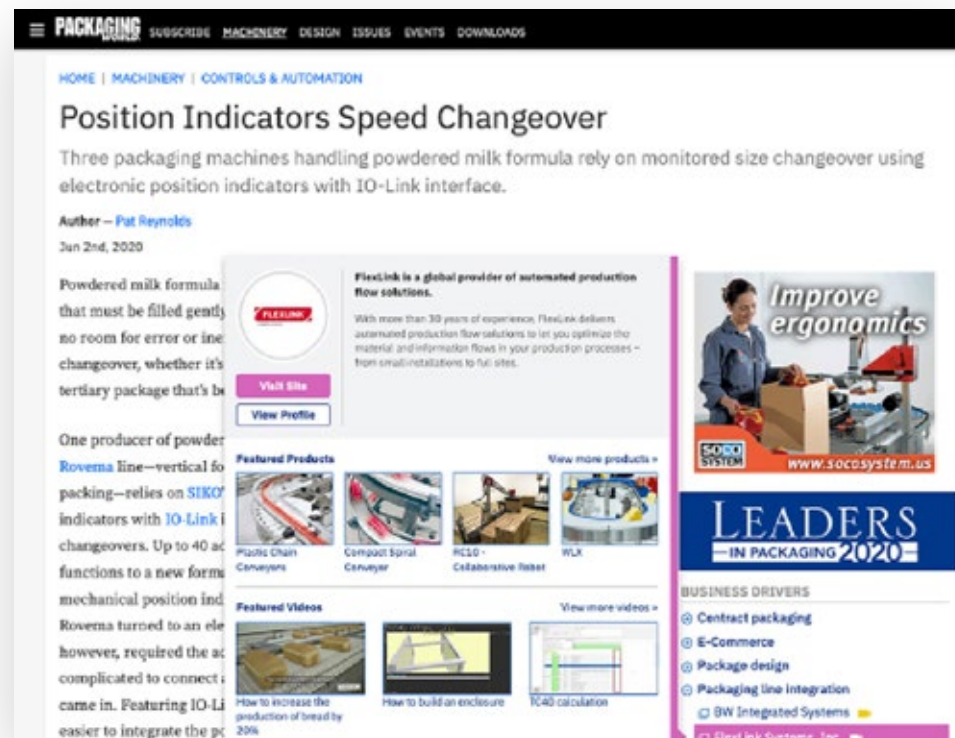
Leaders in Packaging companies appear in the Leader's **Supplier Index** on our homepage and – more importantly – on article page search results that display suppliers whose product categories match the content in the article.

Appearance in the Supplier Index is an exclusive benefit for Leaders in Packaging participants.

DID YOU KNOW?

More than half of purchase decisions for packaging equipment are researched for 6 - 12 months.

Learn more at PMMIMediaGroup.com/marketing-research »



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

Free to qualifying print advertisers, program participants receive:

New for 2022

- Receive one product listing in the new **Leaders in Packaging Product Directory** (see next page)
 - PDF product directory compiled in February and promoted monthly via outbound digital media
 - 9 of 12 *Packaging World* issues will feature one (or more) category in print
 - additional listings may be purchased
- **Converge Upgrade** (see page 19)
 - Share and export data, set up notifications and more.
- **Enhanced Editorial Engagement Reports** (see page 12)

NEW! EDITORIAL ENGAGEMENT REPORTS

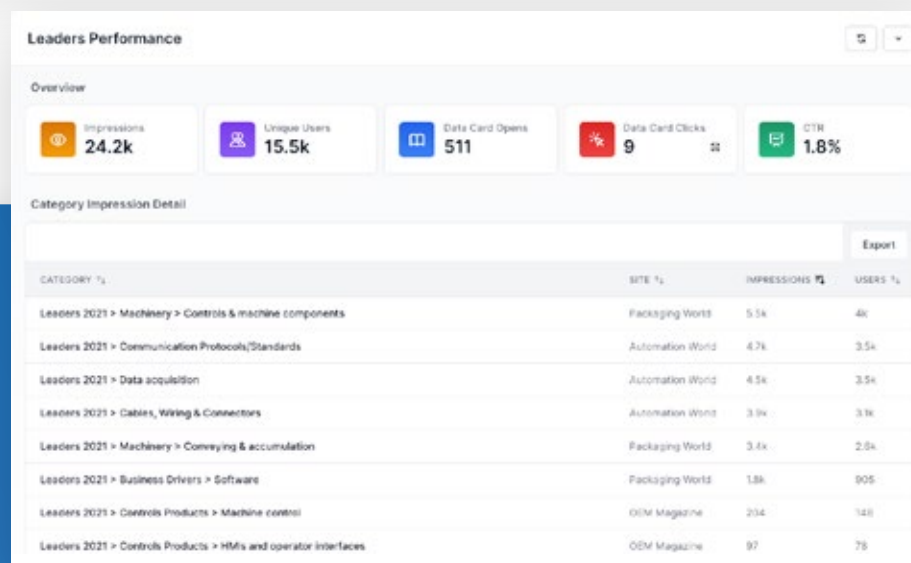
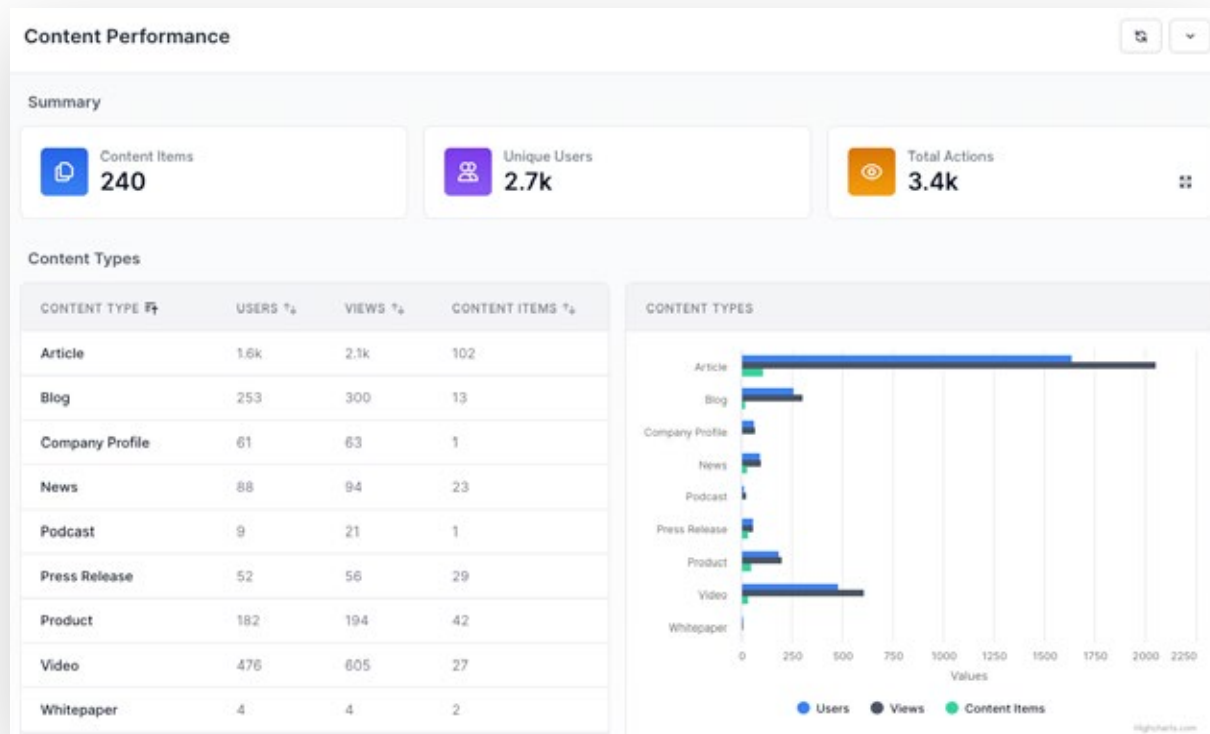
Now, you can see how visitors to our websites are **interacting with your brand**, in one place (via Leadworks).

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.**



BRANDING SOLUTIONS

Editorial Supplements

on trending market segments:
Each supplement receives print
distribution to 10 - 25K targeted
recipients, plus digital distribution.

Digital Printing July



Craft Brewing March



E-Commerce June



CONTRACT MANUFACTURING AND PACKAGING

Reach 18,000 packaging professionals who have purchase involvement in contract packaging equipment and materials solutions.

Reach decision-makers in the stand-alone issue in:

- April
- August
- December

Plus, ask about how you can expand your footprint to this targeted audience through eblasts or single and multi-sponsored newsletters.

Target emerging and established brands looking for contract manufacturing and packaging services in the Contract Packaging Special report in *Packaging World's* February, June and October issues.



LEAD GENERATION SOLUTIONS / CONTENT CREATION

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

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.



LEAD GENERATION SOLUTIONS / DIGITAL PRODUCTS

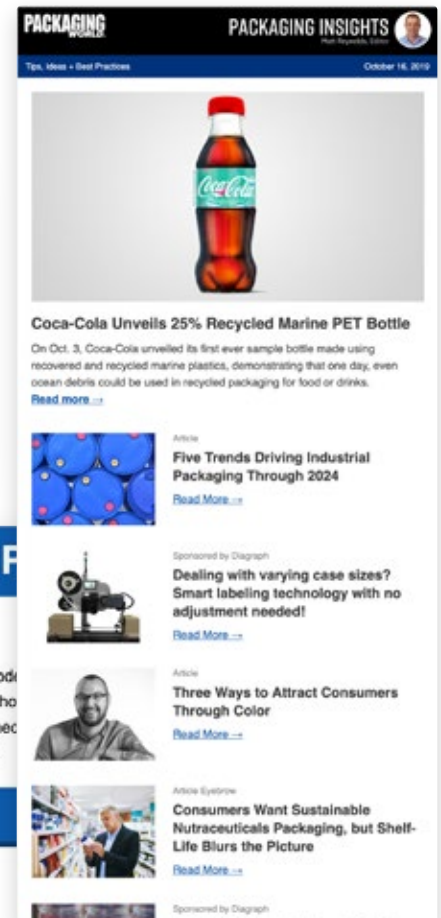
Drive response with a variety of digital products designed to engage your customers. **Get guaranteed leads from these popular Playbook** (ebooks). Each download is a shared lead; sponsors are limited and contracts run until lead guarantee is fulfilled.

NEWSLETTERS

- Trade show focused
- Broad reach
- Machinery focused
- Special interest:
 - Healthcare Packaging
 - Contract Packaging
 - Package design & development
 - Latin America

E-BLASTS

- White papers
- Videos
- Supplied HTML
- Case Study
- Ebook
- Event
- Webinar



PACKAGING WORLD White Paper

How do you make your operations more sustainable?



The Industrial Automation and Control mod... experiencing a directional shift. Discover ho... applying measurement, control, and connec... help you make the most of this transition.

LEARN MORE

Brought to you by:

Life Is On | **Schneider Electric**

BRANDING AND TRAFFIC DRIVING SOLUTIONS

ONLINE DISPLAY ADVERTISING

Reach your best prospects on the Web.

On Packworld.com

- Reach 89K+ Packworld.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 Packworld.com

- Reach 100K+ Packworld.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

TRADE SHOW ENGAGEMENT / PRINT PRODUCTS

GAME PLAN

- A personalized booth itinerary for PACK EXPO and Healthcare Packaging 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.



PACK EXPO SHOWCASE

- The official pre-show planner for PACK EXPO, includes show info and Company Profiles
- 25,000 copies mailed before the show to PW subscribers and pre-registered attendees,
- 2,500 bonus distribution at PACK EXPO
- 60,000+ email distribution plus availability on Packworld.com year round

SECOND LOOK

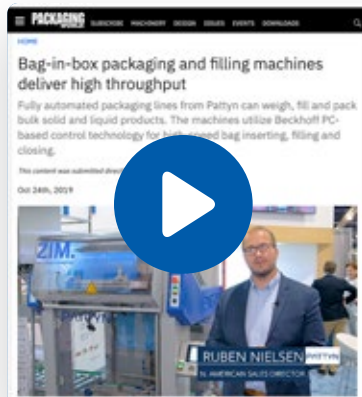
- A second chance to reach prospects who did - and didn't - stop by your booth
- Printed and mailed post-show, each guide is personalized with product information tailored to the recipient's interests as indicated at the time of registration.



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

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 PACK EXPO, we can record the audio of your presentation and create an attractive PDF white paper for additional engagement and lead gen.

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 for 'Associated Packaging, Inc.' on the right. The detailed view includes contact information for five individuals and a table of their activities.

Associated Packaging, Inc. (CLOSE)

- 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

Associated Packaging, Inc. (Five people from different locations)
Santa Fe Springs, CA

D&W Fine Pack LLC (Joe Cuellar, Buyer)
Elk Grove Village, IL



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

