

2022 MEDIA GUIDE



THE OFFICIAL PUBLICATION OF THE CONTRACT PACKAGING ASSOCIATION

CONTRACT
Manufacturing + Packaging™

www.contractpackagingmag.com NOVEMBER/DECEMBER 20XX

Strong leadership
Carol Levy inspires her female-run business, Repack Canada, with a 'whatever-it-takes' approach to customer service p. 13

BE THE GIRL who decided to GO FOR IT

3 New management, new opportunities
4 Snack food makers need co-packing
8 Tackling supply chain complexities
11 Robot handles delicate snacks

connecting you with the largest users
of contract packaging and related services

Reach 18,000 of your best customers and prospects in print.

Contract Manufacturing and Packaging (CM+P) magazine is mailed to packaging professionals who have purchase involvement in contract manufacturing and packaging equipment and materials solutions. Your ad will reach the decision-makers at big consumer packaged goods companies, as they are searching for solution providers.

Editor-in-Chief Natalie Craig brings a wealth of industry knowledge to each edition, featuring the most significant, most timely industry developments. *CM+P* has the privilege and the advantage of being the official publication for CPA, the Association for Contract Packagers & Manufacturers.



In 2022, *Contract Manufacturing and Packaging* will explore developments in these and other broad topic areas:

- Growth of e-commerce – challenges and opportunities
- Opportunities for automating processes with robots/cobots
- Contract packaging's role in private-label marketing strategies
- Current economy's impact on contract packaging
- Co-packing and manufacturing services embedded within CPG companies' facilities
- Cost-effective strategies for companies involved in both primary and secondary packaging outsource contracts
- Consumer product companies that operate as both the end-user of co-packing services and as a co-packer of other companies' products
- Other strategies and new developments shaping the leading edge of the contract packaging industry

April edition

Ad closing: March 4 • Materials due: March 11

BONUS DISTRIBUTION:

- EXPO PACK Mexico, June 14-17, Mexico City

August edition

Ad closing: July 7 • Materials due: July 15

BONUS DISTRIBUTION:

- PACK EXPO International October 23-26

December edition

Ad closing: Nov. 4 • Materials due: Nov. 11

INCLUDING THE ANNUAL RESOURCE GUIDE

- Special section, featuring profiles of contract packaging, services and supplier companies

BONUS DISTRIBUTION:

- The Resource Guide will be distributed at key packaging events throughout 2022

Resource Guide

Our annual Resource Guide is published as a special section in the December issue and features profiles of companies that provide equipment and materials for contract packagers.

Company profile includes these benefits:

- Full-page company description
- Company statement
- CEO photo and statement
- Company logo
- Photo of facility, employees or products



- CPA logo, for member companies
- Bonus distribution at key events throughout 2022

Generate leads

— reach your best customers and prospects via our newsletters and digital options.

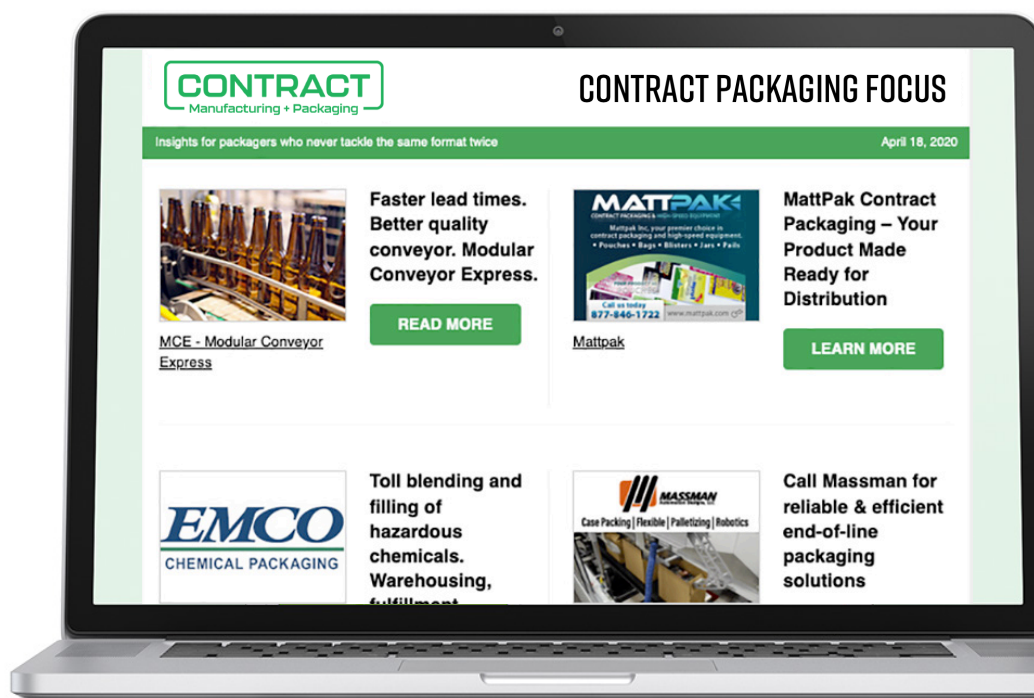
Get optimum exposure, measurable ROI and **leads for your sales team**. Connect online with individuals in the *Contract Manufacturing and Packaging's* e-database.

Reach contract manufacturers and packagers via e-newsletters:

- Single sponsor - 11k distribution
- Multi-sponsor - 16k distribution

Plus, our proprietary software tools allow you to view and download contact information of registered users who click on your content.

To reserve ad space, and for more information, contact Wendy Sawtell at 847-784-0520 or wsawtell@pmmimediagroup.com



Industry exposure and lead-generation – included with your membership!

CPA members qualify for free and discounted media with *CM+P*.

	Regular Members	Associate Members	CPA Annual Sponsors
Subscription to <i>Contract Manufacturing and Packaging</i>	included	included	included
Listing in the <i>Contract Manufacturing and Packaging</i> magazine member directory in each issue	included	included	included
10% discount off net price of advertising with <i>Contract Manufacturing and Packaging</i> ; print edition reaches 20,000 professionals three times each year.	included	included	included
Digital ad in <i>Contract Manufacturing and Packaging Focus</i> , offering branding and lead-generation. Feature your white paper or video in this e-newsletter distributed to 10,000 professionals. (choose from the Supplier Edition or CM+P Edition)	included	included	n/a
Exclusive sponsorship of <i>Contract Manufacturing and Packaging's</i> lead-generating newsletter, reaching 10,000 professionals; receive 5 ad placements interspersed with trends, news, etc.	n/a	n/a	included

Please note: Digital circulation varies; some media benefits require membership before July 1st. See details at www.ContractPackaging.org.

Print Ad Rates

Ad Size	Net Rates
Two Page spread	\$ 6,747
1/2 horizontal spread	\$ 5,820
Full Page	\$ 3,425
1/2 Page island	\$ 2,755
1/2 Page horizontal	\$ 2,755
1/2 Page vertical	\$ 2,755
1/3 Page vertical	\$ 1,854
1/3 Page square	\$ 1,854
1/3 Page horizontal	\$ 1,854
1/4 Page	\$ 1,365
Resource Guide Profile	\$ 3,425

*No agency commission on Company Profiles.

Digital Ad Rates

CM+P Newsletter (single sponsor net rate).....	\$ 4,005
CM+P Focus (multi-sponsor net rate).....	\$ 1,015
CM+P e-blast (net rate).....	\$ 4,056

CPA members receive a 10% discount off net advertising prices.

SPECIAL OFFER! Run 1/2-page ad (or larger) in all three issues and receive a FREE Company Profile in our annual Resource Guide, published in the December 2022 issue.

(Net prices, per insertion; color included; effective October 1, 2022)

CONTRACT MANUFACTURING AND PACKAGING			
Ad Shape	Bleed Dimensions (W x H - Inches)	Trim Size (W x H - Inches)	Safe Area (W x H - Inches)
Two Page Spread	16.25 x 10.75	16.0 x 10.5	15.5 x 10.0
1/2 Horizontal Spread	16.25 x 5.5	16.0 x 5.25	15.5 x 4.75
Full Page (Includes Cover Tip On)	8.25 x 10.75	8.0 x 10.5	7.5 x 10.0
2/3 Vertical	5.375 x 10.75	5.125 x 10.5	4.625 x 10.0
1/2 Vertical	4.5 x 10.75	4.25 x 10.5	3.75 x 10.0
1/2 Horizontal	8.25 x 5.5	8.0 x 5.25	7.5 x 4.75
1/2 Island	5.375 x 8.5	5.125 x 8.25	4.625 x 7.75
1/3 Vertical	3.125 x 10.75	2.875 x 10.5	2.375 x 10.0
1/3 Horizontal	8.25 x 3.875	8.0 x 3.625	7.5 x 3.125
1/3 Square	5.375 x 5.5	5.125 x 5.25	4.625 x 4.75
1/4 Page	4.5 x 5.5	4.25 x 5.25	3.75 x 4.75

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Contract Manufacturing and Packaging,
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For more information about the Association for Contract Packagers & Manufacturers, visit www.contractpackaging.org.

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