



# LEADERS

## — IN PACKAGING 2022 —

## THE LARGEST BRANDING FOOTPRINT FOR THE LOWEST COST

Leaders in Packaging gets you maximum digital and  
print exposure to manufacturers year-round.

# 20X

Leaders in Packaging participants get 20X  
more profile views on [packworld.com](https://packworld.com)  
than non-participants.

Over 390k monthly  
multi-channel impressions to  
Leaders in Packaging content.

# 390K

# 29X

Leaders in Packaging participants receive  
29x more clicks on their company profile  
than non-participants.

## STARTING AT \$13,550

See categories and participants:



# PROGRAM DETAILS

Over 80K monthly readers will see your listing next to any online articles covering your category



**New! Leaders in Packaging Product Directory**  
 • Monthly email promotion of full product directory  
 • 1 Leaders in Packaging Product Directory listing in a Packaging World issue (additional listings can be purchased for \$1,000 each)

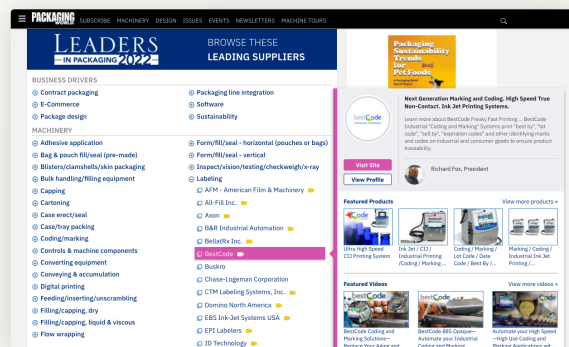
<b>FEBRUARY</b>	Conveying, Feeding & Handling
<b>MARCH</b>	Palletizing & Load Stabilization • Protective & Transport Packaging • Bulk Packaging
<b>APRIL</b>	Inspection & Testing Equipment • Converting & Package Forming Equipment
<b>MAY</b>	Tray, Clamshell & Blister Packaging Equipment Materials Containers & Consumables
<b>JUNE</b>	Bagging, Pouching & Wrapping Equipment • Flexible Packaging
<b>JULY</b>	Coding, Labeling & Printing Equipment • Labels • Controls, Software & Components
<b>AUGUST</b>	Filling, Capping & Closing • Containers • Closures
<b>NOVEMBER</b>	Robotics • Sustainability & E-Commerce
<b>DECEMBER</b>	Cartoning, Multipacking & Case Packing

Your company listing appears in online articles covering your product category.

Your online data card featuring your YouTube channel and up to four products.

2 Full-page ads in Packaging World magazine (including the January Leaders in Packaging issue)

Full-page profile in the January Leaders in Packaging issue



Leaders Performance				
Overview				
Impressions	Unique Users	Data Card Opens	Company Profile Views	
92.9k	39.8k	1.6k	192	
Category Impression Detail				
CATEGORY %	SITE %	IMPRESSIONS %	USERS %	
Leaders 2021 > Machinery > Case erect/seal	Packaging World	39.8k	28.8k	
Leaders 2021 > Machinery > Cartoning	Packaging World	24.6k	15.7k	
Leaders 2021 > Machinery > Case erect/seal	Packaging World	16.6k	10k	
Leaders 2021 > Materials > Retail display packaging	Packaging World	11.9k	7.2k	
TOTALS		92.9k	59.8k	

## New! Technology Enhancements

- Editorial Engagement Reports displaying Leaders in Packaging profile views, clicks, and category activity plus overall content engagement
- Converge upgrade with access to new features including email notifications and the ability to share and export data

Named as a supporter of the Future Leaders in Packaging scholarship



## Reserve by December 20, 2021.

The price listed is based on choosing two full-page ads and no package add-ons. Ad fractionals, additional categories, and additional directory listings are available for an additional charge.

