

# Leaders in Packaging

## Connect with buyers when they're searching for solutions

Our premier Packaging World supplier program, Leaders in Packaging, lays the foundation for year-round, multi-channel promotion that builds brand awareness and connects you with active buyers. The program includes print and online directories—allowing your products maximum visibility when buyers are researching and comparing suppliers.

*"Leaders In Packaging is one of the most comprehensive, yet cost-effective, ways to ensure your company, your brand, your product and your reputation are front of mind. Period. The value and perception of positioning your company as a key player in the marketplace is undeniable."*

Cheryl Miller, Director of Marketing, Multi-Conveyor

### Key Features

- **Easy to search and scan directory highlights your solutions** in print and online in up to six categories
- **Integrated online article tagging** positions your directory listing alongside category-related content
- **Maximum year-round multi-channel exposure** gets your brand in front of key decision makers

**62%**  
of surveyed  
packaging suppliers  
participate in online  
directories—making  
it the most utilized  
online strategy.

Source: 2022 Packaging  
Supplier Marketing Trends  
and Best Practice



### Leaders in Packaging Online Directory

View directory categories  
and advertisers at  
[packworld.com/leaders](http://packworld.com/leaders)

**Save your spot by January 8**

## Program Benefits

### Key Features

- Digital profile on Packworld.com for all of 2024
- Listed in up to 6 product categories online
- Company profile and up to 3 product ads in printed Buyer's Guide
- Up to 3 full-page print ads (to run in 2024 issues)
- Up to 20K retargeted ad impressions via banner ads on Packworld.com

### Buyer's Guide Distribution

- Buyer's Guide print edition mailed in December 2024 to **46,000**
- Buyer's Guide digital edition emailed in December 2024 to **77,000**

### Online Listing Details

- Company profile page includes contact information, company overview, products, videos, case studies, and company news
- Pop-up data card displays images, company information and more on hover
- Directory listing includes your profile in up to six supplier categories
- Profile listing displays alongside all online articles with category-related content
- Easy-to-view reporting shares insight into category and company views

**2025 Buyer's Guide:** The supplier directory is a standalone guide mailed in December—serving as a year-long reference guide.



## Program Options

Choose from the standard Pro version or upgrade to Premium for additional reach

Package Features	Pro (\$15,200 net)	Premium (\$20,200 net)
Number of Categories	3	6
Retargeted Ad Impressions	Up to 10K	Up to 20K
Buyer's Guide Product Ad	1	3
Print Ads <i>Must run 1 ad in first 6 mos. of 2024</i>	2 Full-page	3 Full-page or price equivalent fractionals