

Leaders in Packaging

Connect with buyers when they're searching for solutions

Our premier Packaging World advertiser program, Leaders in Packaging, lays the foundation for year-round, multi-channel promotion that builds brand awareness and connects you with active buyers. With both print and online directories, your products are always within reach 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.”

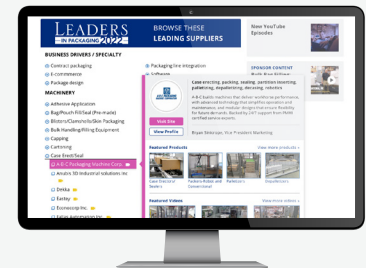
Cheryl Miller, Director of Marketing, Multi-Conveyor

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

Program Benefits

Annual Buyer's Guide

- Full-page company profile highlights your solutions
- Company index lists your profile in up to six supplier categories
- Print guide mailed to more than 46,000 buyers
- Digital guide included with monthly digital issue of Packaging World

Online Directory Profile

- Online company profile page including contact details, company overview, products, videos, case studies, and company news
- Pop-up data card view displays on hover to drive additional interest and engagement
- Online directory lists your profile in up to six supplier categories
- Profile listing displays next to all online articles with category-related content
- Easy-to-view reporting shares insight into category and company views

Additional Benefits

- Bonus Packaging World print ads (size and frequency based on package purchased)
- Up to 50K retargeted ad impressions included
- Promotion of your brand through up to 4 custom Packaging World LinkedIn posts

New for 2023: The supplier directory moves to a standalone buyer's guide mailed with the March issue of Packaging World 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	Premium
Number of Categories	3	6
Retargeted Ad Impressions	Up to 20K	Up to 50K
Organic LinkedIn Posts	2	4
Buyer's Guide Product Ad	1	2
Print Ads <i>First ad to run in January 2023 edition</i>	2 Full-page	3 Full-page or 2 pages of fractionals
Buyer's Guide profile	Print only	Print + Digital <i>Digital edition sent to 70k+ recipients monthly with each issue of Packaging World</i>