

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.”

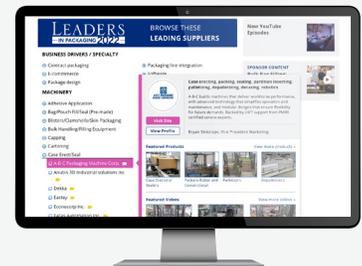
Cheryl Miller, Director of Marketing, Multi-Conveyor

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

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