

# Newsletters

## VALUE PROP

Activate Lead Generation with multiple messages that target decision makers and influencers within an industry leading editorial environment that enhances your brand's credibility.



## KEY BENEFITS

- Aligns promotional message with editorial content reaching qualified professionals consuming industry news and insights
- Every click on each ad generates leads



## TARGET ADVERTISER

- Those with high-value content driving recipients to click on their ad and learn more
- Those looking to reach the entire Packaging World audience

