

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

**Reservations Due
1.9.25**



Program Benefits

Key Features

- Digital profile on Packworld.com for all of 2025
- Listed in up to 6 product categories online
- Company profile and up to 3 product ads in printed Annual Resource Guide
- Up to 3 full-page print ads or price equivalent fractionals (to run in 2025 issues)
- Up to 20K (Packworld.com visitors) retargeted ad impressions on 3rd party sites

Annual Resource Guide Distribution

- Print edition mailed in December 2025 to **46,000**
- Digital edition emailed in December 2025 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



2026 Annual Resource 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 (\$15,450 net)	Premium (\$20,500 net)
Number of Categories	3	6
Retargeted Ad Impressions	Up to 10K	Up to 20K
Annual Resource Guide Product Ad	1	3
Packaging World Print Ads <i>Must run 1 ad in first 6 mos. of 2025</i>	2 Full-page or price equivalent in fractionals	3 Full-pages or price equivalent fractionals
Annual Resource Guide Print Profile	1	1