



2024 MEDIA KIT

CONTRACT MANUFACTURING AND PACKAGING

A B2B marketer's guide to brand building and audience targeting



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ABOUT US

Connecting contract packagers with solutions suppliers

Contract Manufacturing and Packaging is a publication of PMMI Media Group, a market-leading B2B media company that produces information for packaging and processing professionals.

PMMI Media Group publications include Packaging World, ProFood World, Healthcare Packaging, OEM, Contract Manufacturing and Packaging, Mundo EXPO PACK, CPG Next and the Emerging Brands Alliance.

PMMI Media Group is owned by PMMI, The Association for Packaging and Processing Technologies, a trade association representing more than 1,000 North American manufacturers and suppliers of packaging and processing equipment, components, and materials. PMMI further unites the industry as produce of the world-class PACK EXPO portfolio of trade shows.





We know your audience,
let us help them discover you

Our Audience

AUDIENCE BREAKDOWN

Primary Industry



- 56%** Food/Beverage Manufacturer
- 22%** Other packaged products
- 9%** Life Sciences
- 8%** Cosmetics/Personal Care
- 4%** Packaging/Processing Supplier

Job Duty



* Subscribers can choose more than one category. Total is more than 100%.

21K engaged email subscribers

15K print subscribers

THE PACK EXPO DIFFERENCE

Our first-party data includes all PACK EXPO attendees



- PACK EXPO keeps our audience fresh with a 36% first-time attendee rate
- Attendee buying interests collected at PACK EXPO are leveraged year-round to target active buyers





Drive traffic to your website from
our entire Contract Manufacturing
and Packaging database.

Digital

Email

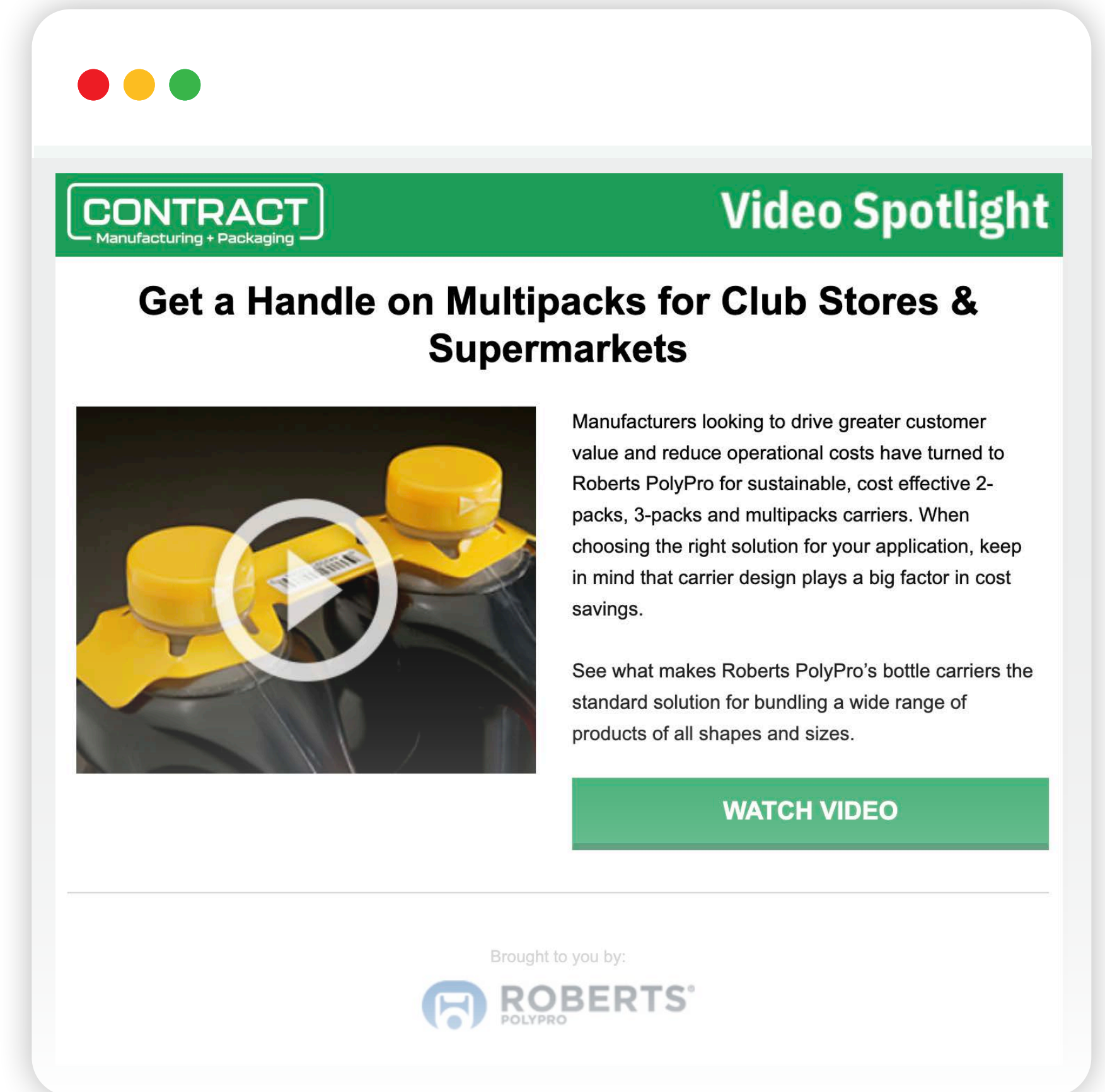
Contract Manufacturing and Packaging emails reach over 21,000 engaged contract packagers and end users. Choose from a variety of content types to reach this exclusive audience.

- **Newsletters**

CM+P offers single and multi-sponsored newsletters featuring industry-focused content from our experienced editorial team.

- **Sponsored Email**

Let your content take center stage while leveraging CM+P's audience and authority. Utilize one of our templates or supply your own HTML to promote your video, whitepaper, or other content.



A man with a beard is shown in profile, reading a newspaper. The image is overlaid with a dark blue tint. The text is positioned on the left side of the image.

Create brand awareness

when you place an ad in our
printed publications

Print

2024 CONTENT CALENDAR



Contract Manufacturing and Packaging Magazine (Polybagged with PW)

MARCH/APRIL

Ad close: 2/2, **Materials:** 2/9

Bonus Distribution
EXPO PACK Mexico | June 4-7
Mexico City, MX

PACK EXPO East
March 18-20 | Philadelphia, PA

JULY/AUGUST

Ad close: 6/3, **Materials:** 6/24

Bonus Distribution
PACK EXPO Intl | November 3-6
Chicago, IL

NOVEMBER/DECEMBER

Ad close: 10/1, **Materials:** 10/8

Special Edition
Annual Resource Guide featuring profiles of packaging machinery and materials suppliers

Events

Q1

PACK EXPO East
March 18-20 | Philadelphia, PA

Q2

EXPO PACK Mexico
June 4-7 | Mexico City, MX

Q3

Packaging Recycling Summit
September 16-18 | Anaheim, CA

Q4

PACKEvolution LatinAmerica
October 8-9 | Monteray, MX

Emerging Brands Summit
November 2 | Chicago, IL

PACK EXPO International
November 3-6 | Chicago, IL

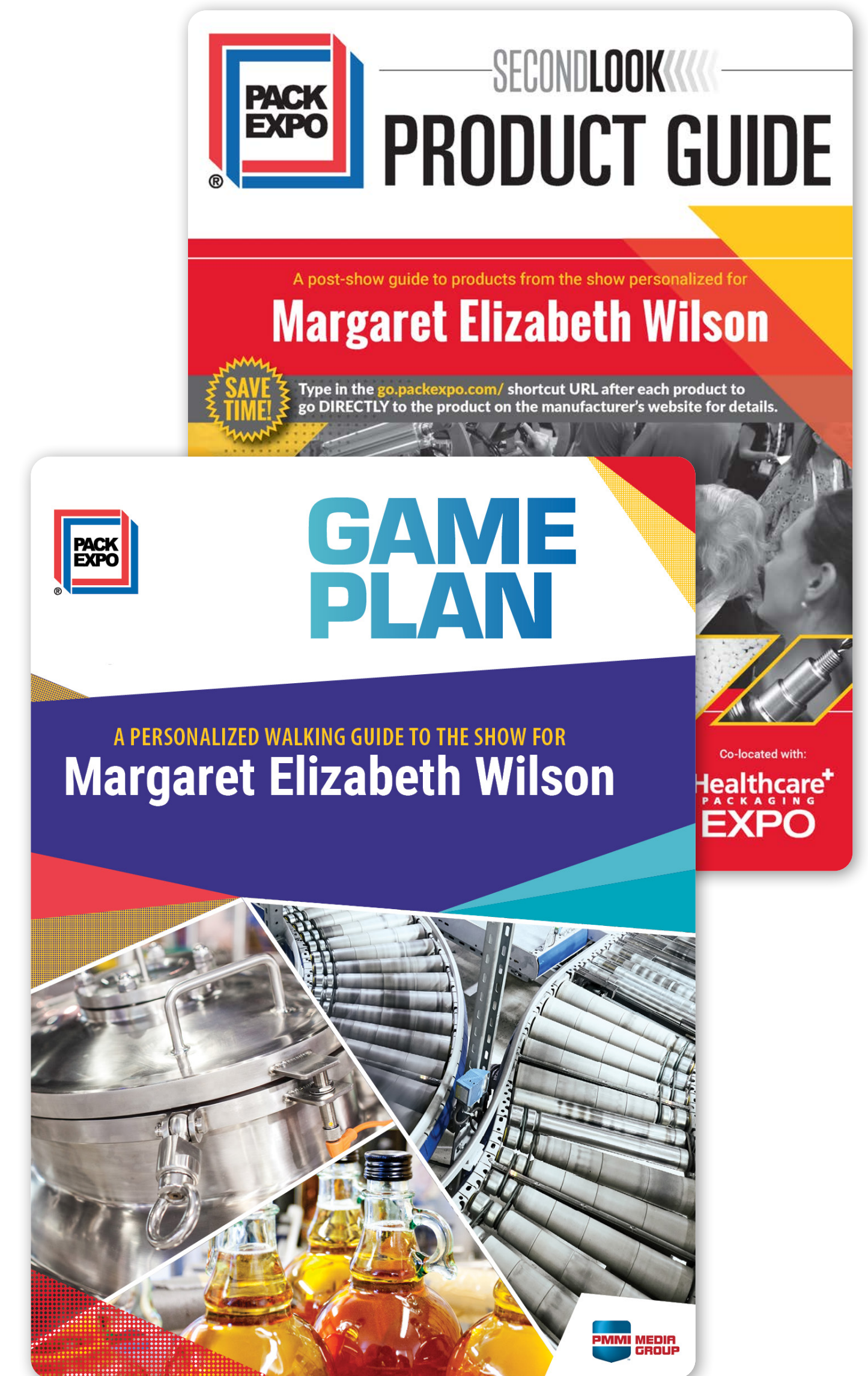
Create brand awareness and
drive booth traffic when you
reach attendees before, during
and after the show

Trade Show

TRADE SHOW OFFERINGS

Get double the booth leads, compared to non-advertisers, when you invest in PACK EXPO marketing with PMMI Media Group.

- **Showcase**
Connect with pre-registered attendees in this pre-show issue.
- **Game Plan**
Reach your targeted buyers, specifically those who chose your category when registering for the show with this customized walking guide.
- **Second Look**
Connect with attendees who did not visit (and those that visited) your booth through this personalized post-show guide—customized by categories chosen when registering.
- **Show Daily**
Attendees walking into the show will each receive a Show Daily each day of the show, featuring upcoming and current events pertaining to that specific day.
- **Email and social media**
Target pre-registered attendees by category before the show through social media and all attendees via email.



*Based on 2021/2022 PACK EXPO self-reported data

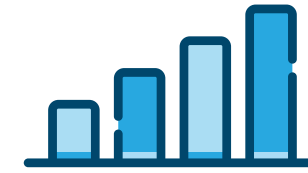


Track and manage campaign and
content metrics

Lead Management Tools

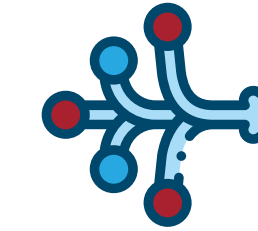
LEAD MANAGEMENT TOOLS

Take advantage of our complimentary lead management tools to track campaign engagement and success.



Leadworks

Lead management, campaign performance, reporting and more.



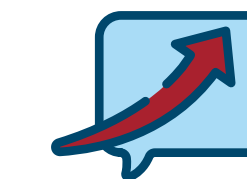
Converge

Identified, engaged prospects across multiple channels and buying teams, in one dashboard.



Scout

Track buyers on your website after the click.



Content Engagement Reports

Profile engagement metrics, content performance and more.



For additional information on how our audience and products can serve your marketing goals, please contact:

sales@pmmimediagroup.com

PMMI Media Group knows your audience. Let us help them discover you.

Packaging World

ProFood World

Healthcare Packaging

OEM

Mundo EXPO PACK

Contract Manufacturing and Packaging

PMMI Media Group

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PMMIMediaGroup.com

For information on PMMI

trade shows, visit PMMI.org

