

Contract Manufacturing and Packaging 2025 Media Kit

A B2B MARKETER'S GUIDE TO BRAND BUILDING AND AUDIENCE TARGETING



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CONTRACT MANUFACTURING
AND PACKAGING

About Us

Contract Manufacturing and Packaging (CM+P) is three times each year by PMMI Media Group. Edited for contract manufacturers and packagers, each issue focuses on industry developments, trends, analysis and updates from the Contract Packaging Association.

PMMI Media Group brands include *Packaging World*, *ProFood World*, *Healthcare Packaging*, *OEM*, *Mundo EXPO PACK* and *Contract Manufacturing and Packaging*.

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 and produces the world-class PACK EXPO portfolio of trade shows.

PACKAGING
WORLD®

PROFOOD
WORLD™

Healthcare⁺
PACKAGING®

OEM
PACKAGING · PROCESSING · AUTOMATION

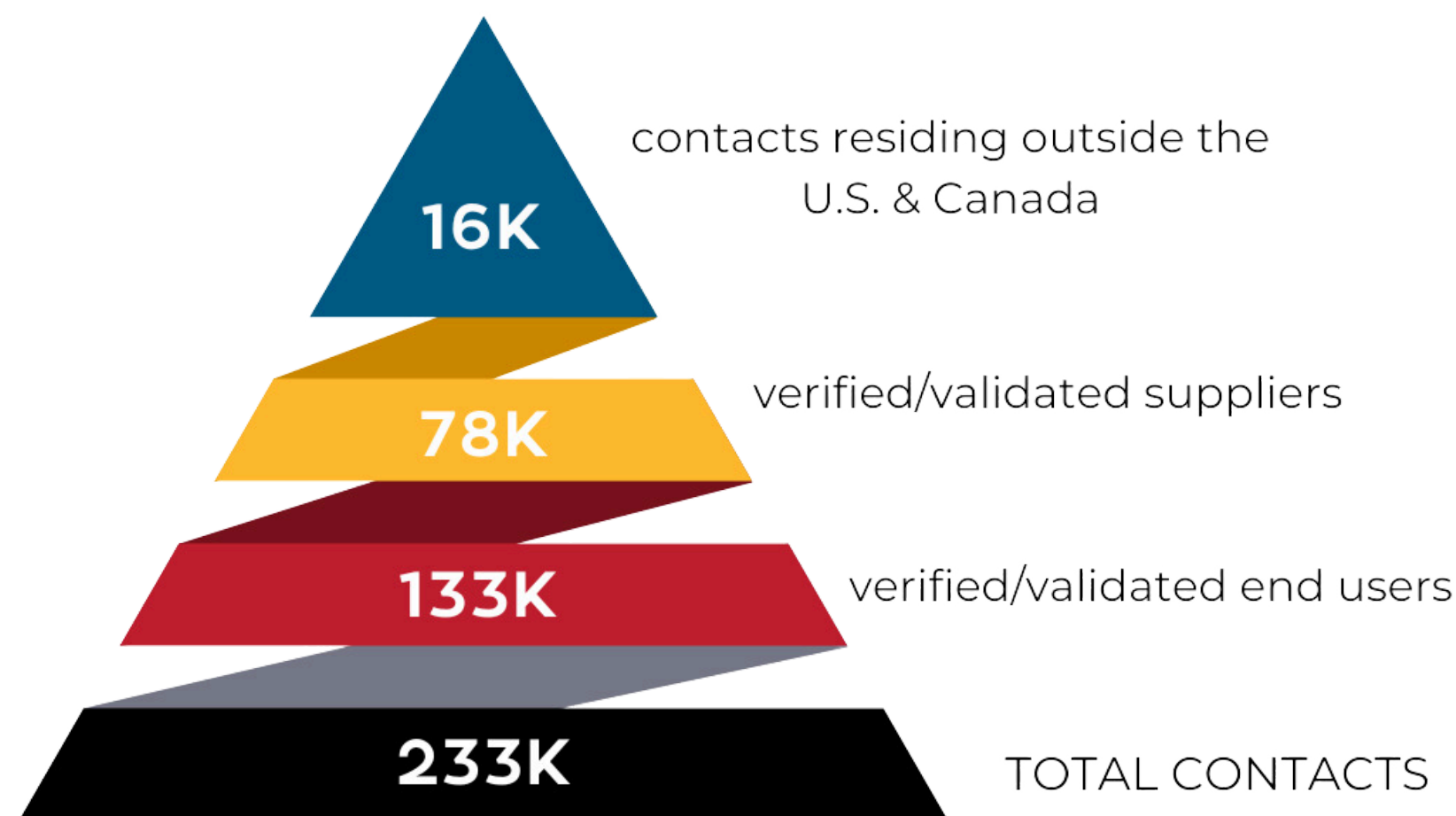
mundo EXPO
PACK
Procesamiento Empaque Automatización

CONTRACT
Manufacturing + Packaging™

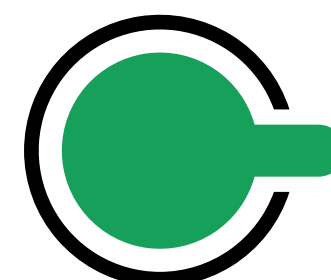


Universal Audience Breakdown

PMMI Media Group's operating database consists of:

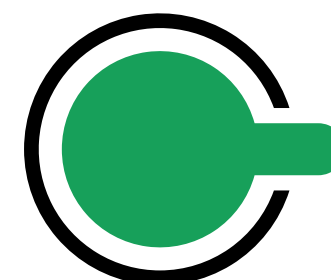


This is a self-cleaning database based on a series of pre-defined engagement rules. If a reader stops engaging with our emails or stops attending our shows/events, they are dropped from the database automatically after a period of time.



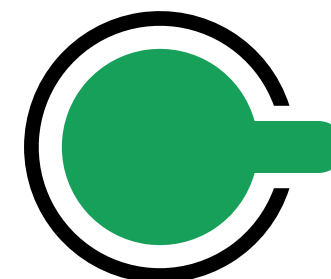
PACKAGING

packaging equipment, strategies and material innovations for all end-user markets



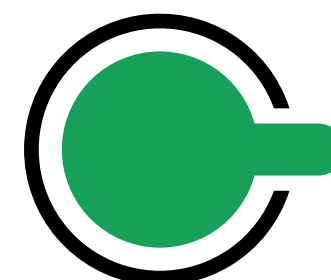
HEALTHCARE PACKAGING

packaging and logistics for pharmaceuticals, biologics, medical devices and nutraceuticals



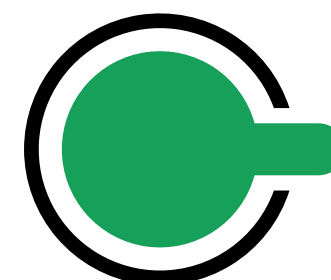
FOOD & BEVERAGE PROCESSING

equipment, materials and processes for food manufacturers across all market segments



MACHINE BUILDERS

controls, components and technology for manufacturers of packaging and food processing equipment



LATIN AMERICA

controls, components and technology for manufacturers of packaging and food processing equipment

CUSTOMER TESTIMONIALS



“What I love the most about working with PMMI Media Group is that I can reach my target audiences in effective, diverse ways while working with people who know the industry and know my business. We have a partnership that you just don't find in most advertising and client relationships. We've grown for decades utilizing PMMI Media Group as a large part of our marketing mix.”

-Director, Marketing & Business Strategy, Morrison Container Handling Solutions



“PMG provides a combination of broad and targeted options for our clients in both the digital and print spaces. They tend to have more targeting options than other publications. They continually develop new products and services to help our clients reach their audiences. Naturally, they also have more options for targeting attendees at the family of PACK EXPO shows.”

-President, Kondracki Group



“Every fall, I sit down with my PMMI Media Group account executive to plan our media investment for the following year. I walk away from this meeting feeling refreshed and confident. With a solid, effective plan in place, I know our marketing efforts will be maximized throughout the year. This partnership is truly invaluable and unmatched.

-Marketing Manager, BluePrint Automation



CM+P Audience

We know your audience. Let us help them discover you.



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AUDIENCE
BREAKDOWN

“PMMI Media Group sets the industry standard for audience quality. None can surpass the caliber of their audience.”

Marketing Manager
BluePrint Automation

Primary Industry



- 53% Food/Beverage Manufacturer
- 21% Other Packaged Products
- 7% Cosmetics/Personal Care
- 5% Life Sciences
- 4% Packaging/Processing Supplier

Contract Manufacturing and Packaging’s audience is exclusively made up of contract manufacturers and packagers, including Contract Packaging Association members.

Job Duty

39% Corporate and General Management



23% Engineering



18% Production / Operations / Quality



14% Package Design or Devel. / Brnd Mgnt.



12% Plant Management



10% Procurement



7% Logistics / Supply Chain Mgnt.



4% Reg. Affairs, Validation / Compliance



Our first-party data includes all PACK EXPO attendees



- PACK EXPO keeps our audience fresh with a **43% first-time attendee rate**
- We target PACK EXPO attendees year-round based on the buying interest indicated when they registered for the show



Digital

Drive traffic to your website from the entire PMMI database, or target by industry, job title, and buyer interest.

DIGITAL OFFERINGS

“PMMI Media Group sets itself apart from other advertisers by providing a wide range of audiences that can be easily segmented. This enables us to choose broad or specific targeting based on each campaign's requirements, ensuring we reach the right audience for maximum effectiveness.

Marketing Coordinator
Columbia/Okura LLC

Email

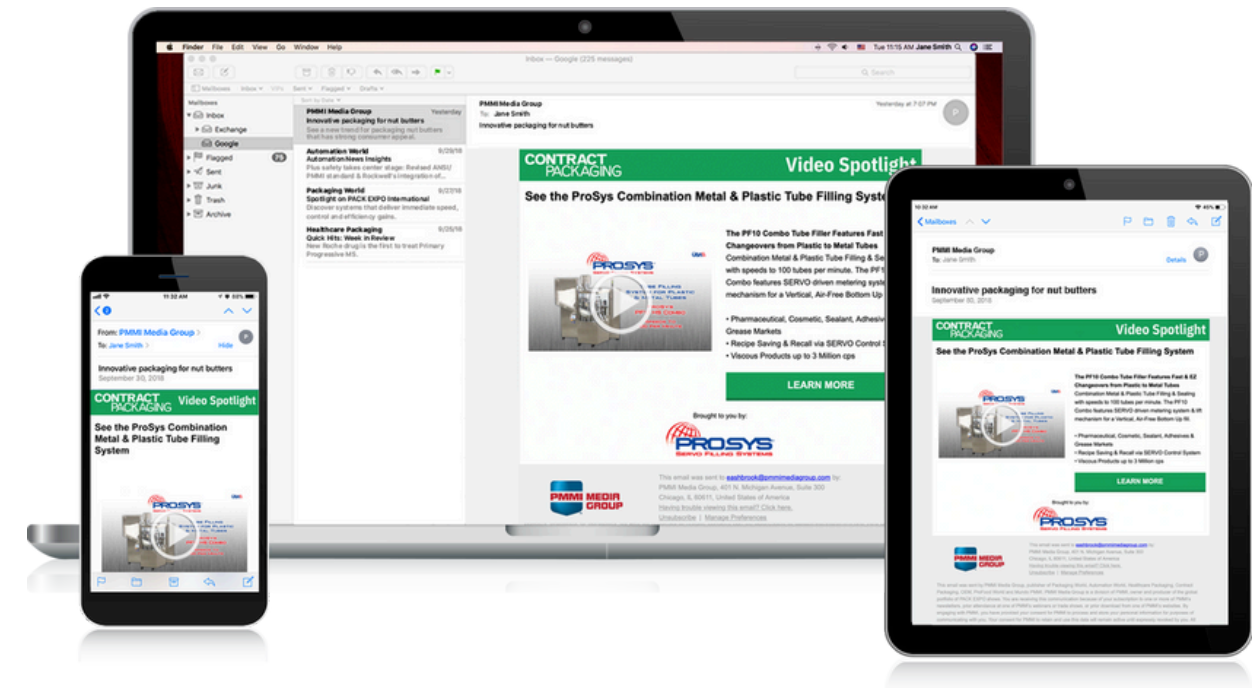
Contract Manufacturing and Packaging emails reach over 24,000 engaged contract packagers and end users. Choose from a variety of content types to reach this exclusive audience.

Newsletter Sponsorship

Contract Manufacturing and Packaging offers single-sponsor newsletters featuring industry-focused content from our experienced editorial team. Multi-sponsor email opportunities are also available. Generate leads for anyone who clicks on your ads.

Sponsored Email

Deliver a powerful, exclusive message that generates leads to create sales opportunities for your team and/or pipeline.



CONTRACT

CONTRACT

Manufacturing + Packaging™

www.packworld.com March/April 2024

Navigating the Digital Frontier

Express leads the way through robotics, digitization, the future of contract packaging **p. 6**

- 3** Navigating the World of Robots
- 9** Flexibility Leads Co-packer to a Decade of Success
- 10** Robots Help Meal Kit Company Keep Pace With Ambitious Production Goals
- 15** Prepare for EPR Regulations and Trends Affecting the Industry

Print

Elevate your brand's visibility with a high-impact print advertisement. Access key decision makers and build tangible, memorable relationships alongside cutting-edge content.

CONTRACT
Manufacturing + Packaging™

PMI MEDIA GROUP

Consolidated Mills'
Liquid Filling

PMI MEDIA GROUP

• • •

PRINT OFFERINGS

78%
of readers like
reading content in
a print magazine.

“ —
I have always
enjoyed and
continue to enjoy
print magazines.

Packaging World 2024
Signet AdImpact study

Print

Magazine ads

Reach prospects through a full-page or fractional print ad in any or all of our three issues throughout the year.

Targeted direct mail

Cut through the email clutter and reach a targeted audience with a direct mail campaign of choice.



Trade Shows

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

• • •

TRADE SHOW OFFERINGS

“Thanks to PMMI Media Group's Game Plan and Second Look, we were able to make the most of our investment at PACK EXPO. The pre-show guide drove targeted traffic to our booth, while the post-show guide helped us stay top of mind with our ideal attendees.

Marketing Manager
BluePrint Automation

PACK EXPO Showcase
Attendees look to the PACK EXPO Showcase to make plans for the upcoming event. This exclusive issue features profiles of participating exhibitors and establishes your presence at the show.

Game Plan
Make your booth a destination. Target PACK EXPO attendees looking for you with a personalized roadmap. Game Plan increases your booth traffic with quality visitors and creates more meaningful conversations at your booth.

Second Look
A launchpad into 2025 that reaches thousands of buyers interested in your products or services. Contact people in the peak of purchase mindset who are in a buying position and searching for your solutions and products.

Show Daily
Grab attendee attention first-thing in the morning as they're planning their booth visits for the day—printed the night before each day of the show and distributed on shuttle buses and hotel lobbys.

Social media and email
Target specific segments of attendees by their buying interest before the show through social media. Plus, reach all attendees via email.





Events

Engage high-intent buyers within a rich content environment that fosters networking and front-facing conversations with brand owners. Position your brand and message at the forefront of innovation and thought leadership with unparalleled visibility and direct access to key decision makers and influencers.



Packaging Recycling Summit - June 25-27 | Dallas, TX

Today's CPG companies are eager to find solution providers who can advance their success in the circular supply chain. Connect with these decision-makers and other packaging recycling stakeholders at the Packaging Recycling Summit.



Sustainability Central - September 29 - October 1 | PACK EXPO Las Vegas

When you're a sponsor of PACK EXPO International's Sustainability Central, you'll connect with an audience discovering every dimension of sustainability including fresh perspectives from industry trailblazers, innovative strategies, and powerful insights. Position your brand as leader in sustainability.



Campaign and Lead Management Tools

Track and manage campaign and content metrics.





LEAD MANAGEMENT TOOLS

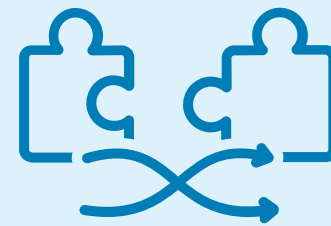
Turn Prospects into Customers

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



Leadworks

Lead management, campaign performance, reporting and more.



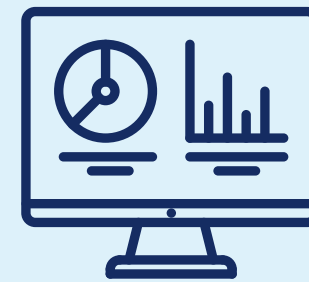
Converge

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



Scout

Track buyers who are part of the PMMI Audience Database on your website after they click.



Content Engagement Reports

Profile engagement metrics, content performance. Plus, Leaders in Packaging profile insights.



Content Calendar

Trending industry topics to engage Contract Manufacturing and Packaging readers.



2025

Content Calendar

Contract Manufacturing and Packaging Magazine

• Bonus Distribution

March/April

Closing: February 3
Materials: February 10
Delivers: April 21

July/August*

Closing: June 2
Materials: June 9
Delivers: August 4

November/December

Closing: October 3
Materials: October 10
Delivers: December 8

Events and Event Issues

PACK EXPO Southeast
March 10-12 | Atlanta, GA

Showcase Issue*
Closing: January 9
Materials: January 13
Delivers: February 24

EXPO PACK Guadalajara
June 10-12 | Guadalajara, MX

Show Issue*
Closing: April 1
Materials: April 8
Delivers: May 12

Packaging Recycling Summit
June 25-27 | Dallas, TX

Sponsorship Deadline
April 30

PACK EXPO Las Vegas
September 29-October 1 | Las Vegas, NV

Showcase Issue*
Closing: July 30
Materials: August 6
Delivers: September 11

Emerging Brands Central
September 29-October 1 | Las Vegas, NV

Sponsorship Deadline
July 28

MEET THE ACCOUNT TEAM

Contact your Account Executive or Sales@pmmimediagroup.com



Rosa Ott
Business Development
Representative
rott@pmmimediagroup.com



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



sales@pmmimediagroup.com



PMMIMediaGroup.com



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Suite 1000, Chicago, IL 60661

For information on PMMI trade shows, visit PMMI.org

Packaging World
ProFood World
Healthcare Packaging
OEM
Mundo EXPO PACK
Contract Manufacturing and Packaging

