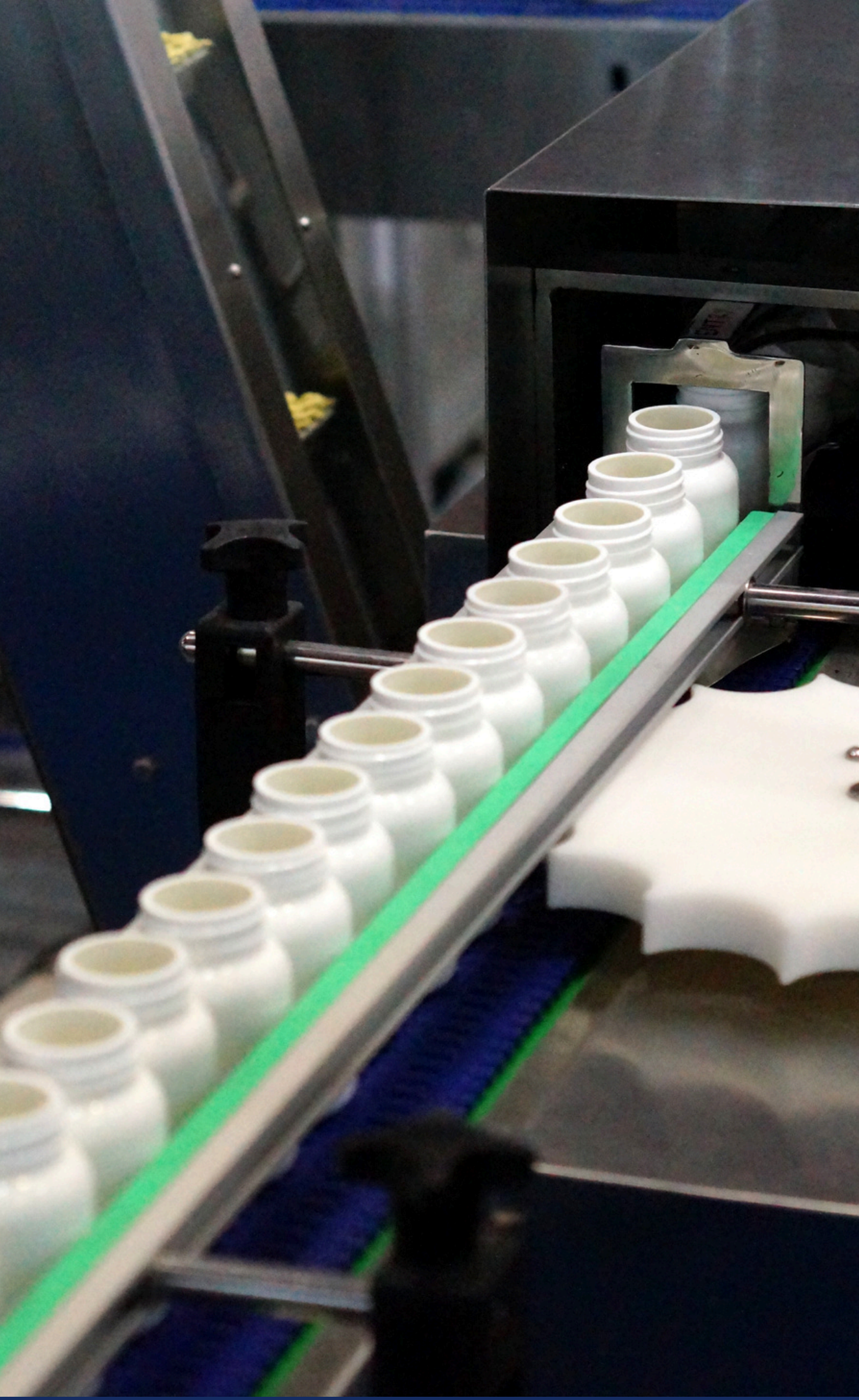


Healthcare Packaging 2025 Media Kit

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



Contents

| | |
|---------------------------------|----|
| ABOUT US | 3 |
| AUDIENCE | 6 |
| DIGITAL | 11 |
| CONTENT | 16 |
| PRINT | 20 |
| TRADE SHOWS | 22 |
| EVENTS | 24 |
| LEADERS IN HEALTHCARE PACKAGING | 26 |
| LEAD MANAGEMENT TOOLS | 28 |
| CONTENT CALENDAR | 30 |
| MEET THE TEAM | 32 |



About Us

Healthcare Packaging (HCP) is the go-to media brand covering life science packaging and logistics and informs professionals who package and ship pharmaceuticals, medical devices, biologics and nutraceuticals. Topics include equipment, materials, package design, serialization, cold chain, logistics, regulations, compliance and timely industry trends.

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

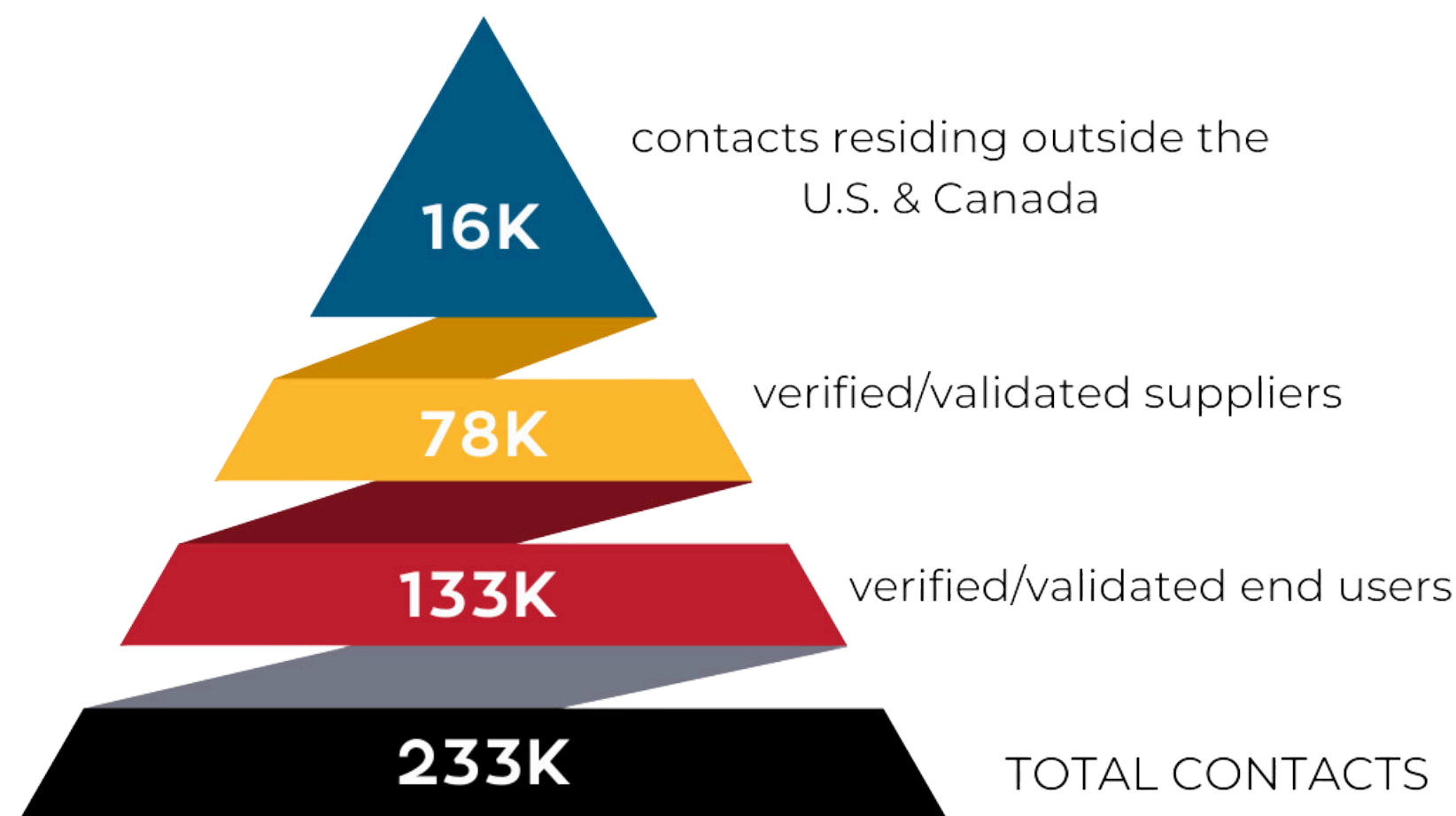
mundo EXPO
PACK
Procesamiento Empaque Automatización

CONTRACT
Manufacturing + Packaging™

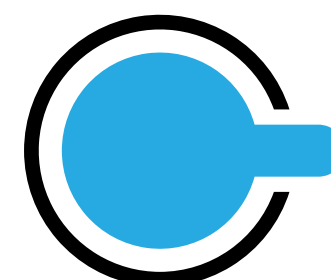


Universal Audience Breakdown

PMMI Media Group's operating database consists of:

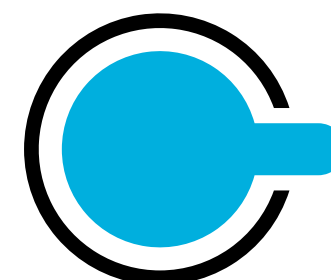


This is a self-cleaning database based on a series of pre-defined engagement rules. If a reader stops engaging with our emails or stops attending our shows/events, they are dropped from the database automatically after a period of time.



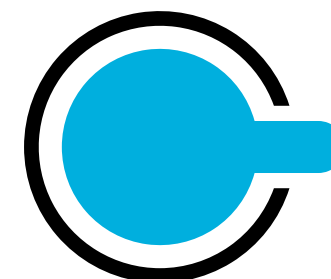
PACKAGING

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



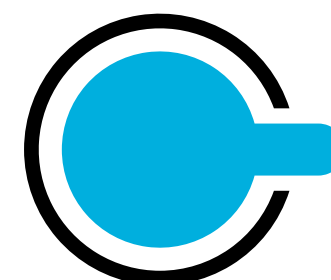
HEALTHCARE PACKAGING

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



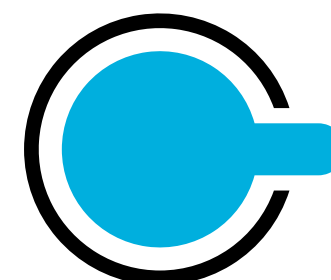
FOOD & BEVERAGE PROCESSING

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



Healthcare Packaging has helped us reach our target in the healthcare industry through publications, online advertisements and email—generating leads and creating general awareness that is very useful for us.

-Sales Manager,
Packworld USA, Ltd.



Leaders in packaging has been a part of our advertising program for several years now. As a manufacturer of child resistant closures, healthcare is definitely a big part of our brand. And we look to a vehicle like leaders in healthcare packaging to help position us as one of the forefront packaging companies and its a great way for those looking fro packaging to specifically find us. Because we do a lot of other closures too, so for us to be able to have our positioning and associate our brand with that is a great opportunity.

-Director of Marketing Communications,
MRP Solutions



“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

Healthcare Packaging Audience

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

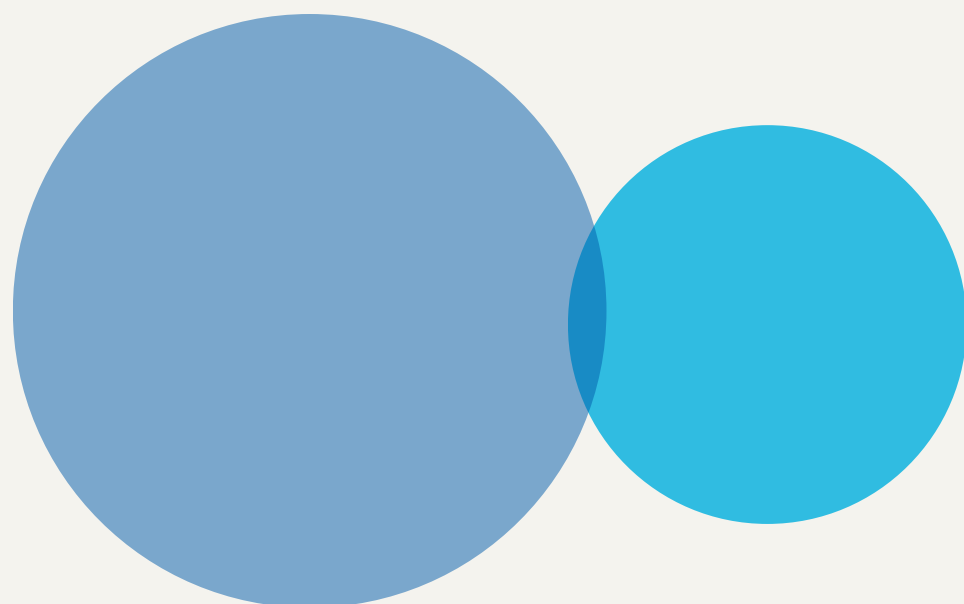
Circulation

Engaged Email Subscribers - 18K

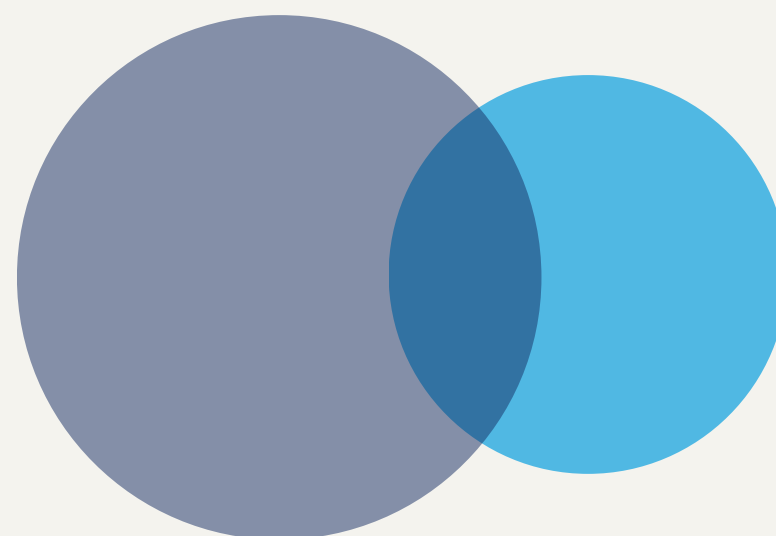
Unique Monthly Web Visitors - 20K

Print Subscribers - 15K

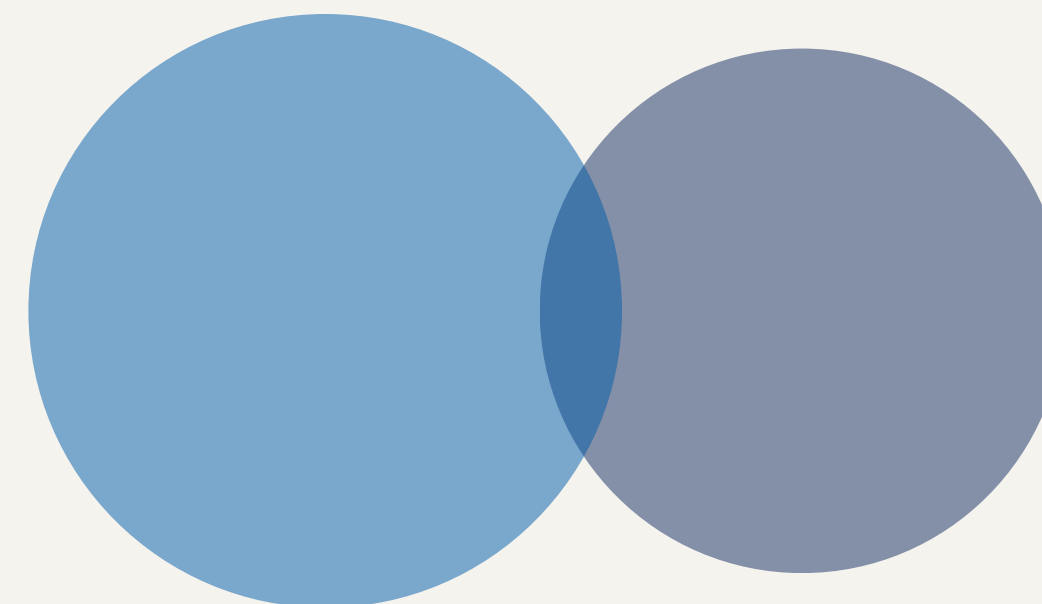
Audience Overlap



Web vs. Print
2%



Email vs. Print
21%



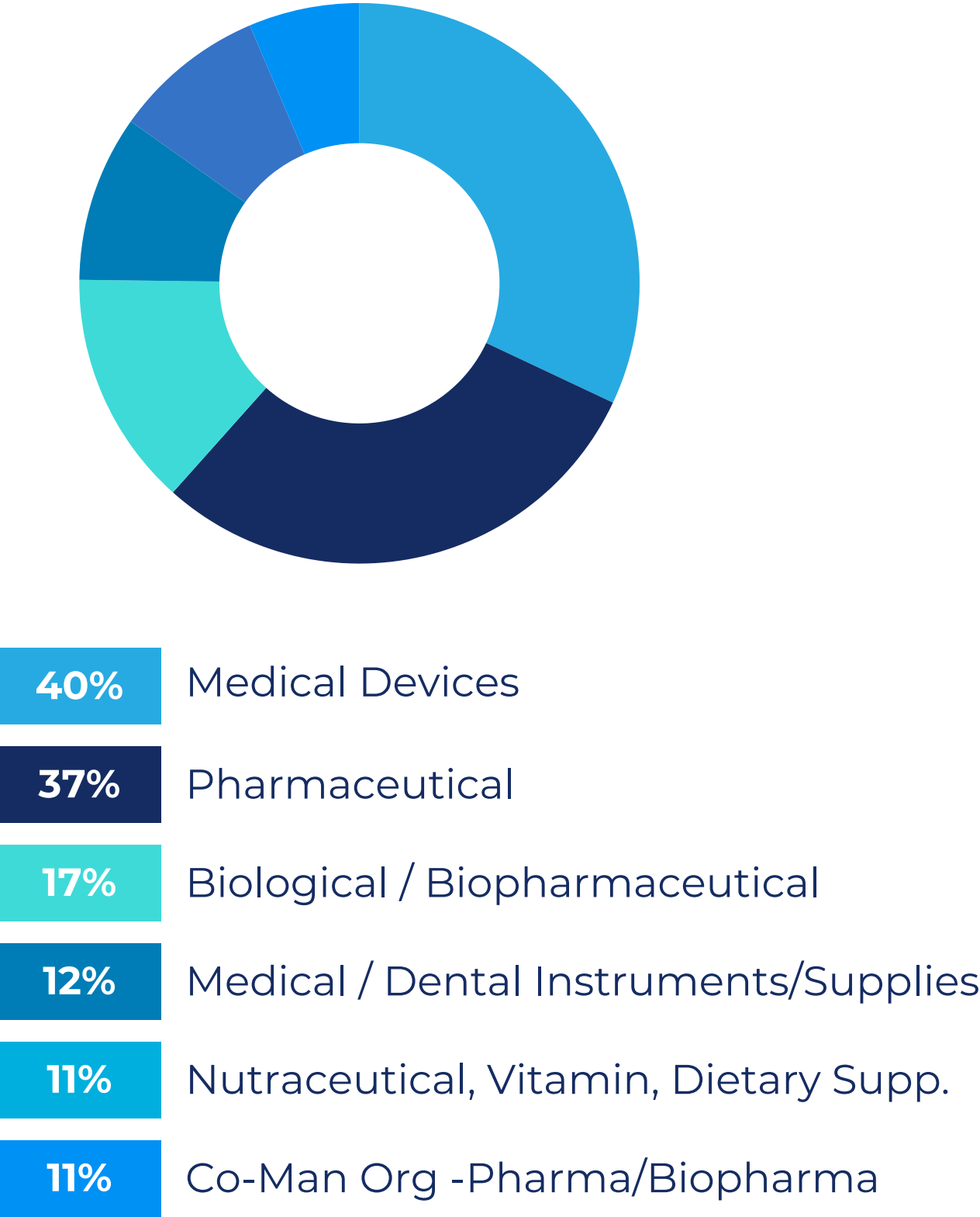
Web vs. Email
6%

AUDIENCE
BREAKDOWN

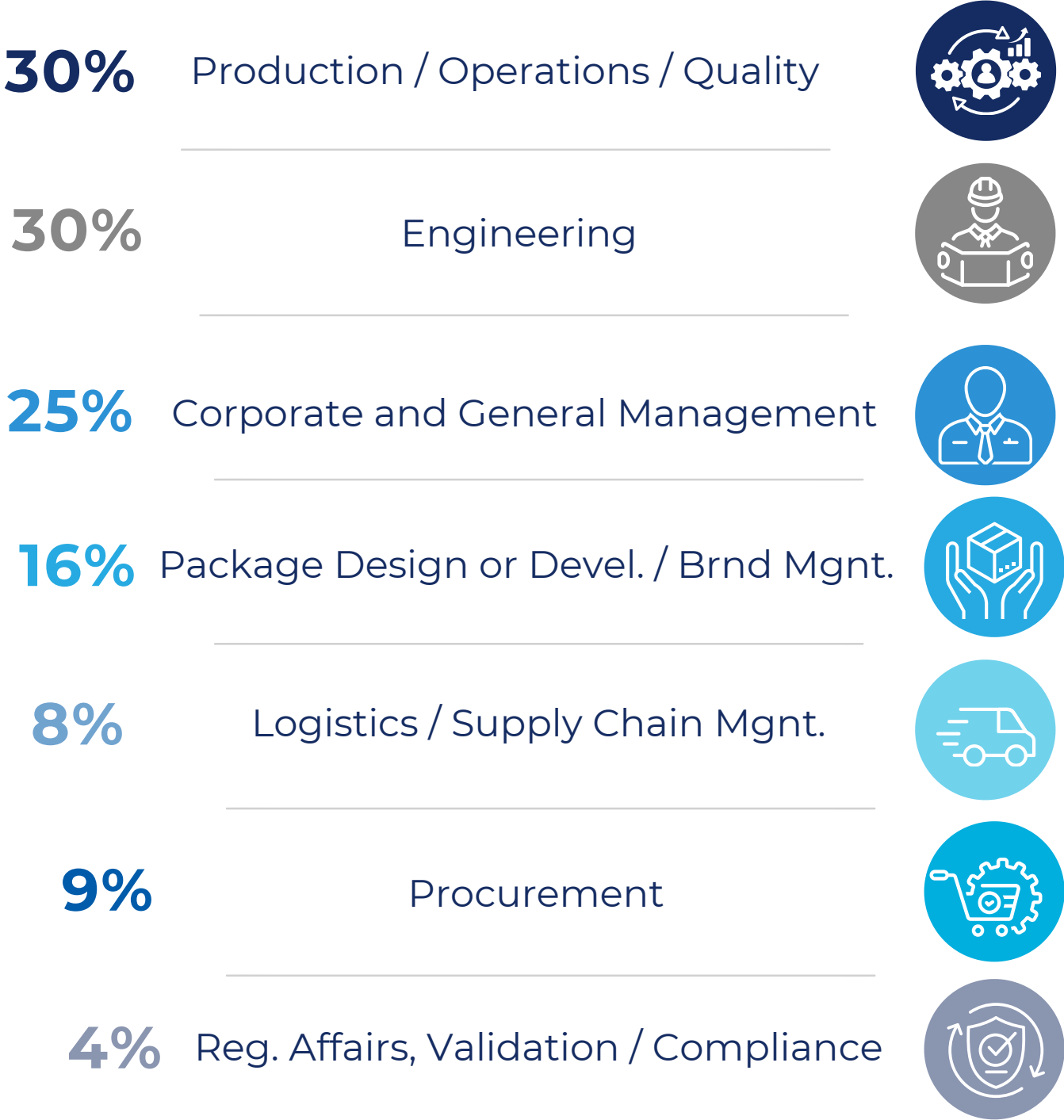
“PMMI Media Group sets the industry standard for audience quality. None can surpass the caliber of their audience.

Marketing Manager
BluePrint Automation

Primary Industry



Job Duty





OUR READERS



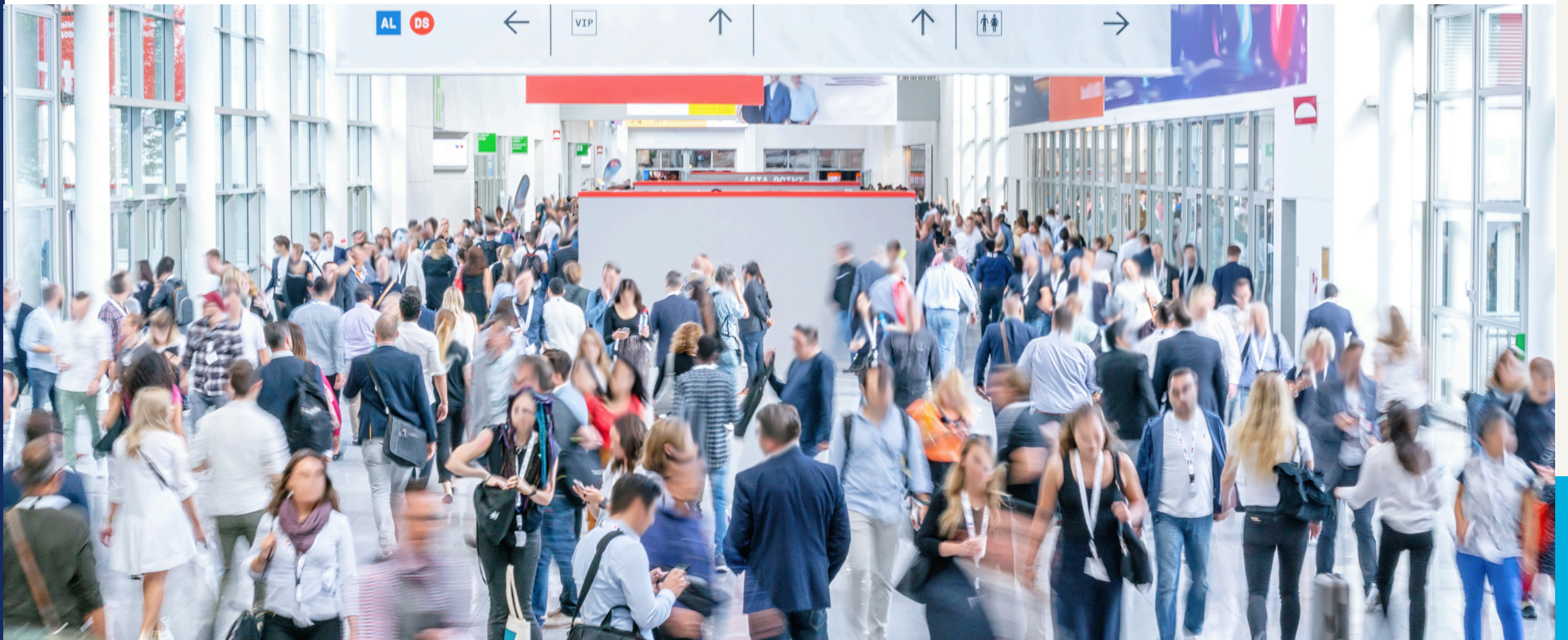
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THE PACK EXPO DIFFERENCE

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.



Email

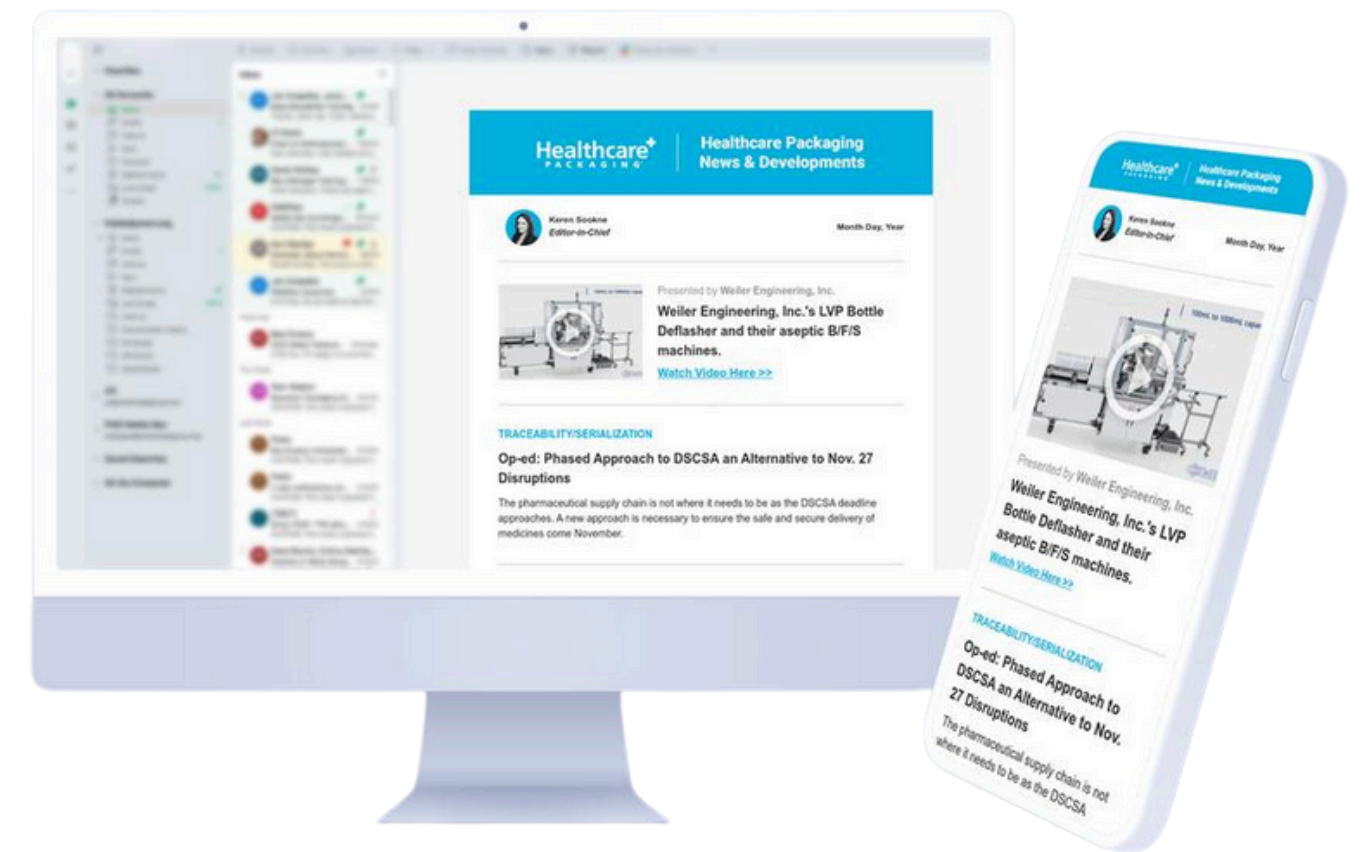
Healthcare Packaging emails reach over 17,000 engaged healthcare packaging professionals. Choose from a variety of content types to reach this exclusive audience.

Newsletter Sponsorship

Healthcare Packaging offers single sponsor newsletters featuring industry-focused content from our experienced editorial team. Multi-sponsor email opportunities are also available.

Sponsored Email

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



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

Website Ads

Promote awareness of your brand across HealthcarePackaging.com and a network of more than 100,000 verified websites.

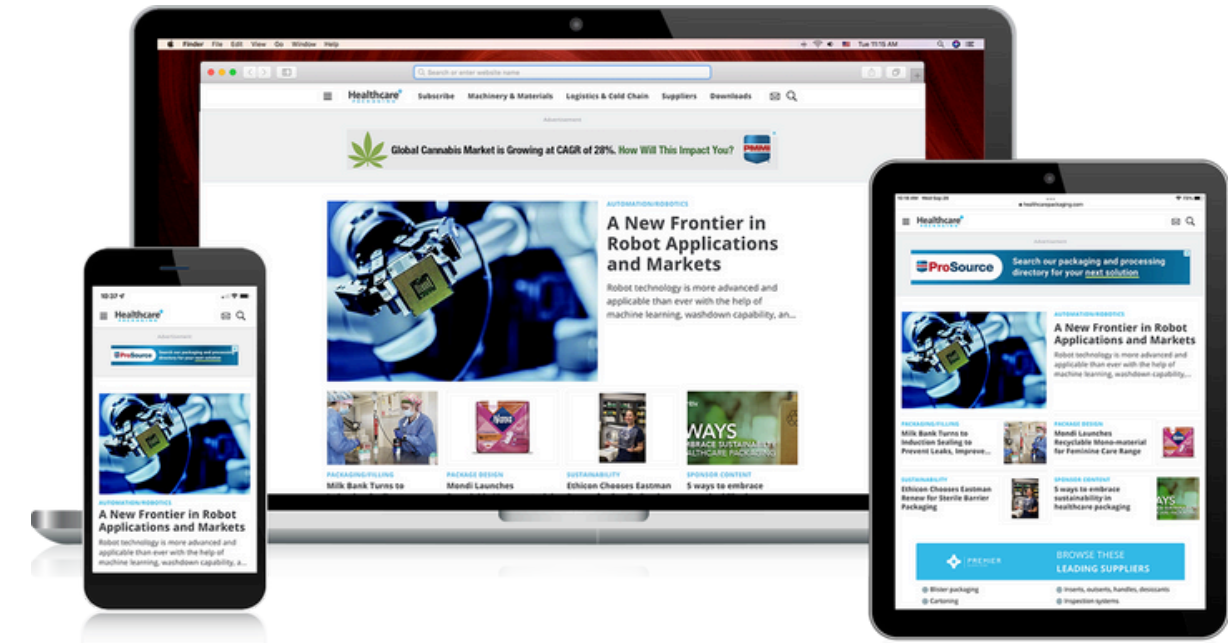
Healthcare Packaging Website

Reach your target audience with highly visible ads across [HealthcarePackaging.com](https://www.healthcarepackaging.com). Choose from traditional **banner ads** or **native ads**, featuring your content within our editorial stream. Plus, ask about our **Category Roadblock**—granting you exclusive promotional rights on every available ad slot on pages tagged with your purchased category.

PMMI Audience Network

Targeted

Refine your reach and extend your message with PMMI Audience Network advertising. Leverage our first-party database of PMMI Media Group subscribers and PACK EXPO attendees to **define your target** audience by industry, role, or buying interest and reach them through **banner, native, or video pre-roll** ads across the web.



Social Media

Targeted

Further extend your message utilizing the PMMI Audience Network across social media platforms.

We create and manage the Facebook or LinkedIn ad campaign and build your ideal target audience directly from our first-party database by:

- Buying interest
- Packaging plant processes
- Job title

When you buy direct from the platform, you are not able to target by packaging buying interest or packaging plant processes. That unique first-party targeting data is only available for campaigns purchased through PMMI Media Group.

We'll provide clicks and impressions for static post or playthrough and impressions for video posts.



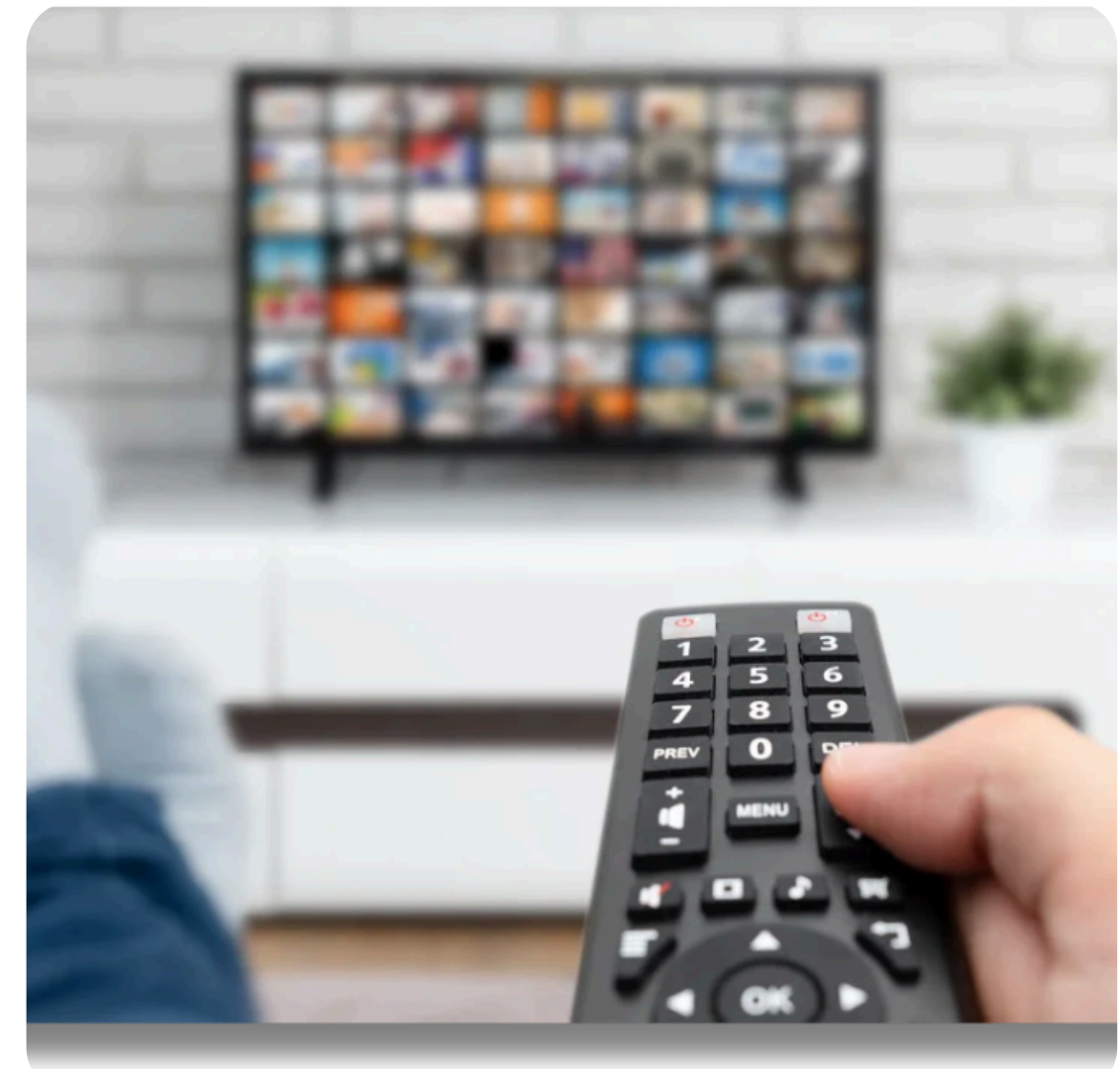
Connected TV

Targeted

Reach our exclusive, captivated audience and your best prospects where they are—streaming their favorite shows on channels like Hulu, Paramount Plus, Roku and more.

Cut through the generic car, insurance and snack food ads and grab prospects' attention with an ad relevant to their everyday job.

Your video ad will have nearly a 100% playthrough, as these ads cannot be skipped when they are served.





Content

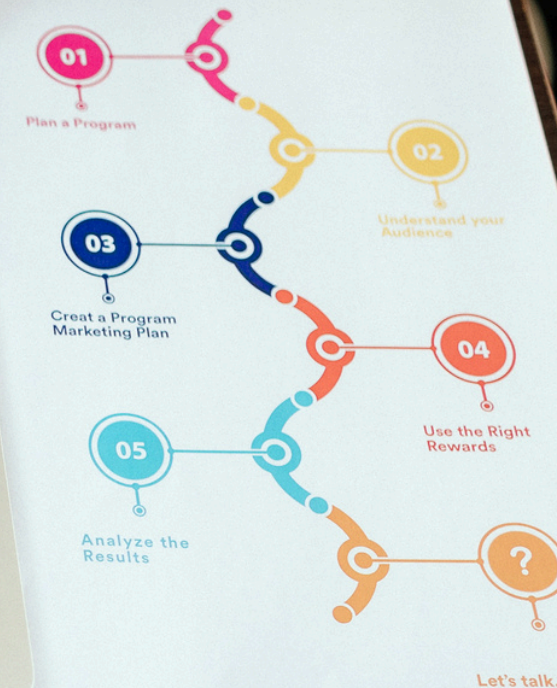
Drive engagement from the most-interested audience with high-value content.

DISTRIBUTION CHANNELS

DIRECT DISTRIBUTION

INDIRECT DISTRIBUTION

5



Channels Of Distribution



• • • CONTENT OFFERINGS

“—

Our webinars with PMMI Media Group put us in front of decision makers and companies seeking automation solutions, yielding tangible results.

Marketing Manager,
Brand and Channel
Vention

Webinars

Elevate your brand and captivate prospects by sponsoring or hosting a webinar with *Healthcare Packaging*.

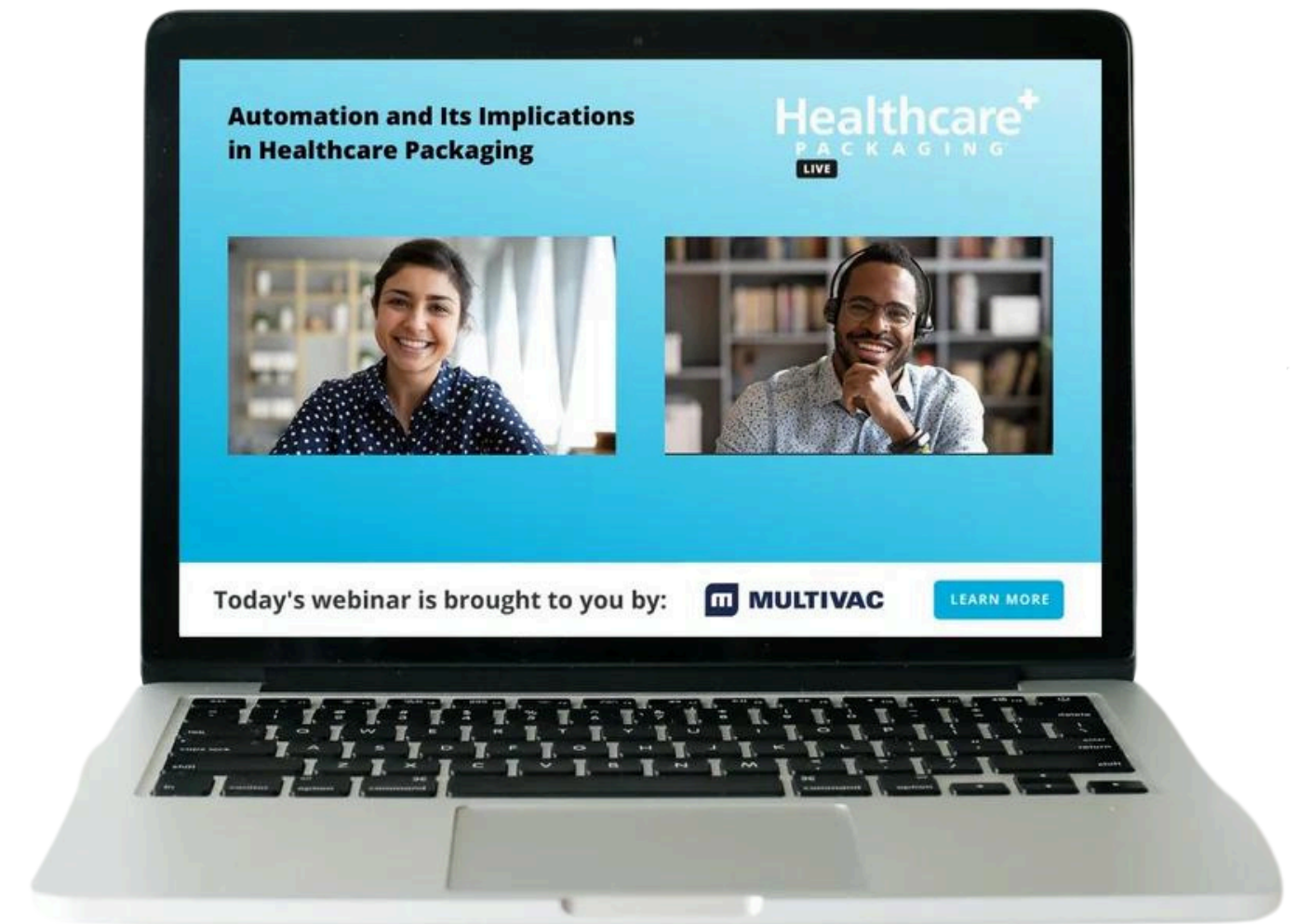
Healthcare Packaging Webinar

Tap into our industry expertise and vast database of end users when you sponsor a *Healthcare Packaging* webinar. All you need to do is supply a logo and company overview that will be featured during the webinar.

Supplier Webinar

Position your company as a thought leader when you host your own webinar—supported by one of our expert editors. Plus, enjoy multi-channel promotion to boost attendance including newsletters, dedicated emails, web ads on HealthcarePackaging.com, and social media campaigns.

You receive contact information for all attendees.



Engage Your Best Prospects

Package This Video Series

Package This, PMMI Media Group's educational video series, is the perfect platform to showcase your solution to first-time buyers and established brands looking to add new packaging solutions to their operations.

Healthcare Packaging E-Books

E-books offer a unique opportunity to directly target decision-makers seeking your products. This valuable resource will attract healthcare manufacturers investing in packaging solutions. Our expertly crafted content will draw in manufacturers with investment plans, ensuring you connect with the ideal audience at the right time.



E-Books

FDA Trends

Closing 4.29.25

Sustainability E-Book:
From Green to Lean

Closing 9.22.25

CONTENT OFFERINGS

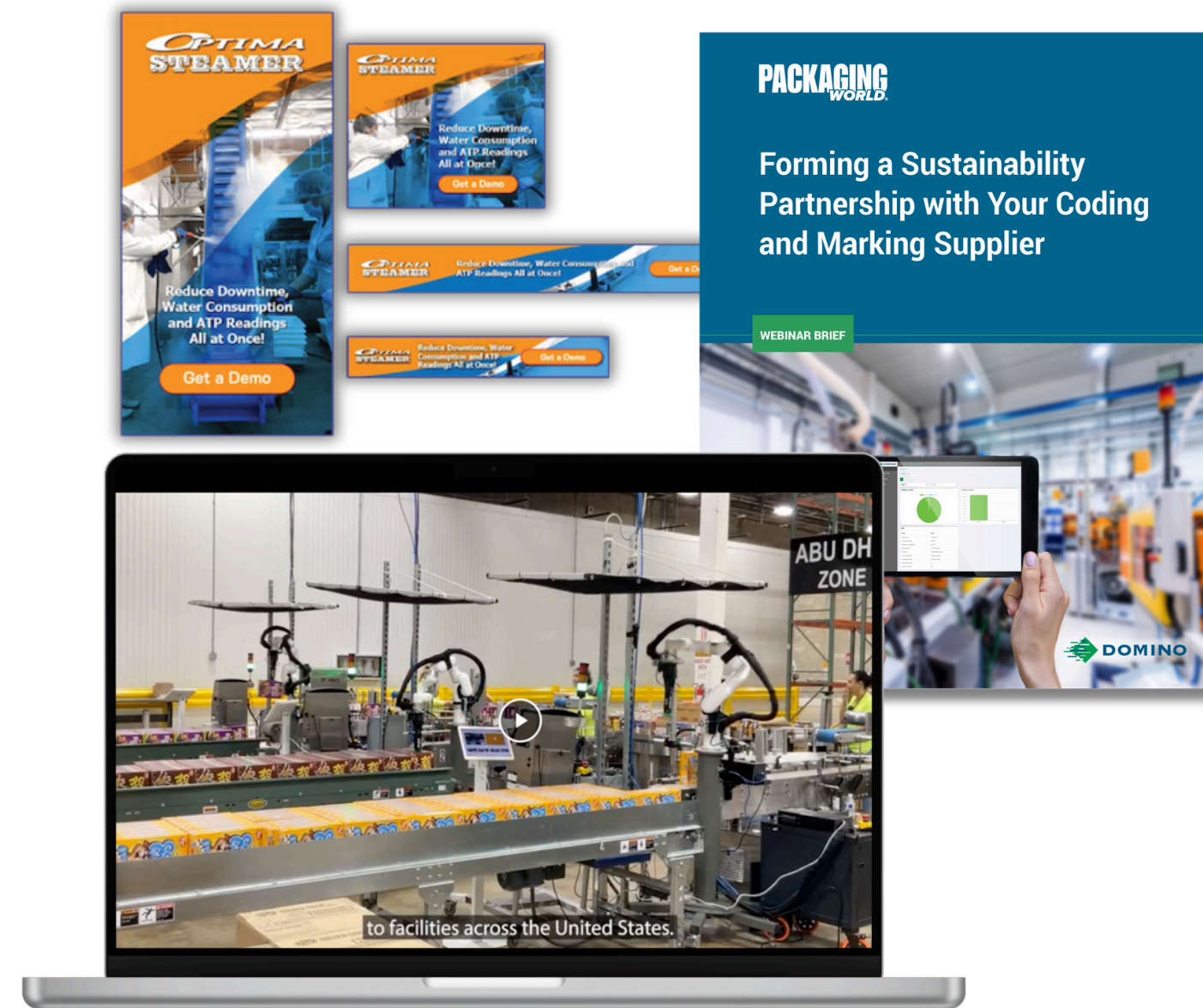
We're Here to Help

Content creation

We can assist you in creating content for white papers, record and edit 4K videos, design banner ads and more.

Custom research

Based on your needs, we conduct a tailored mix of in-person and online research, workshops, and focus groups with your targeted customers.





Print

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

REFILLABLES COME HOME

OTCs and Rx in Stackable Glass,
Compostable Pouches | 22

The Business Effects
of PFAS Regulations | 16

The AI That Drives
Humanoid Robots | 26

Protect Your Sterile
Barrier Rollstock | 34

Challenges in User-
Centered Design | 80

See Special Section | 38



PMI Media Group | www.HealthcarePackaging.com

SPRING 2024

• • •

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 our Leaders in Healthcare Packaging or PACK EXPO Las Vegas issues.

Targeted direct mail

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





Trade Show

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 pharma solutions 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 lobbies.

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.

Advertisers who invest in marketing with PMMI Media Group get nearly double the leads when compared to non-advertisers.
—Average of PEI 2022 and PELV 2023 exhibitor leads



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.



Leaders in Healthcare Packaging

Be a leader in your category(s). Maximize your message and reach buyers actively researching your solutions in the most valuable year-round multi-channel media program available.

Leaders in Healthcare Packaging

This multi-channel, year-round program completes your 2025 marketing plan.

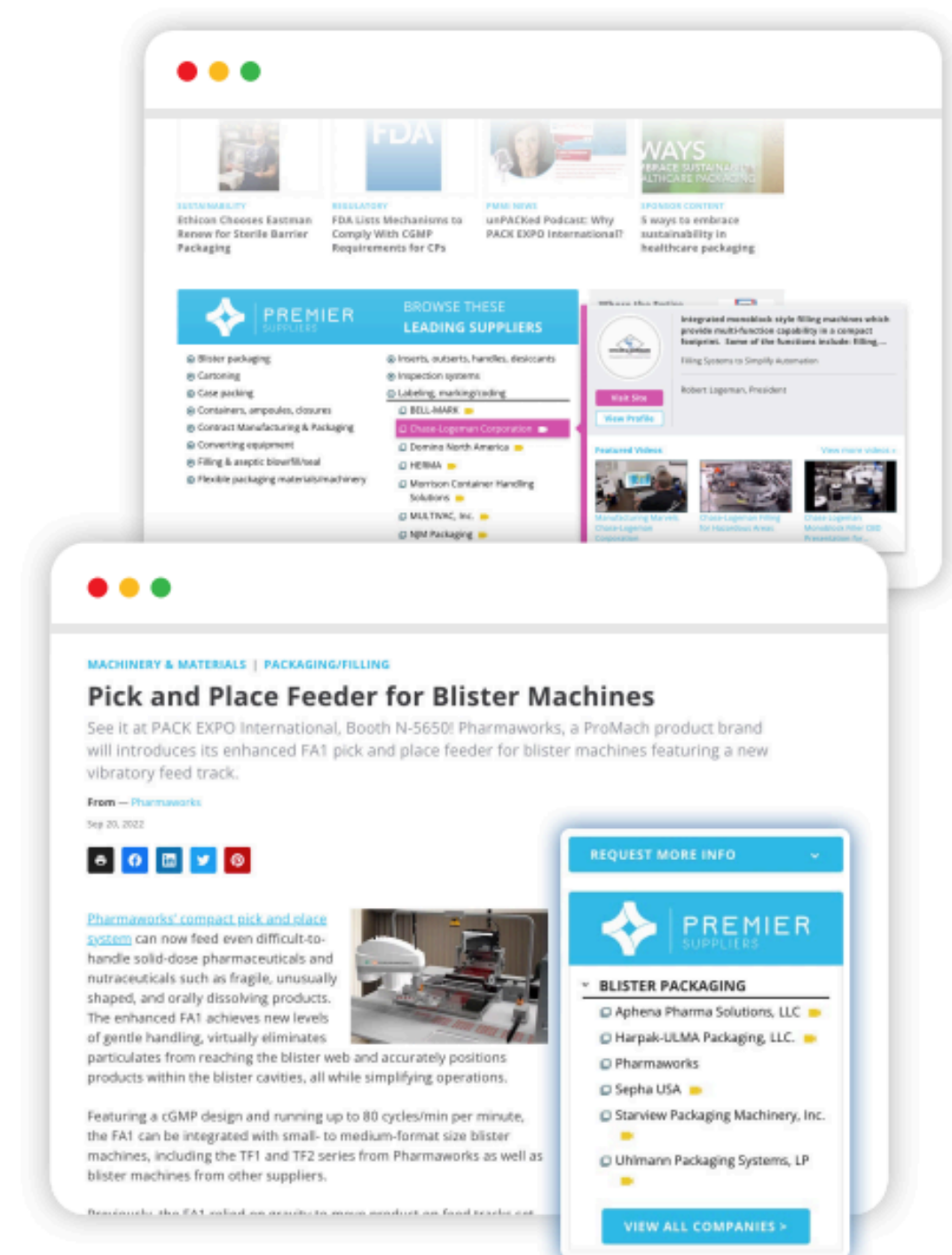
Key Features

Buyers of packaging solutions won't miss you when your listing and profile are promoted through:

- Leaders in Healthcare Packaging featured listing on the HealthcarePackaging.com homepage, appearing under (up to three) product categories relevant to your offerings
- Listing alongside all HealthcarePackaging.com editorial associated with your chosen product categories
- Print profile and product ad in the exclusive Leaders in Healthcare Packaging 2025 Spring Issue

Other Benefits

- Your banner ads served via 3rd-party sites to HealthcarePackaging.com visitors
- Access to real-time profile views and clicks



“PMMI Media Group is the only one-stop advertising option that allows us to reach all of our audiences in an authentic and effective way.

Director, Marketing and Business Strategy
Morrison Container Handling Solutions



Campaign and Lead Management Tools

Track and manage campaign and content metrics.



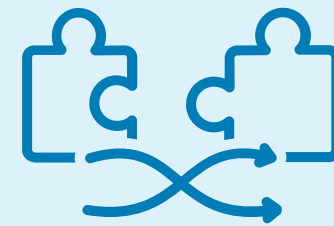
Turn Prospects into Customers

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



Leadworks

Lead management, campaign performance, reporting and more.



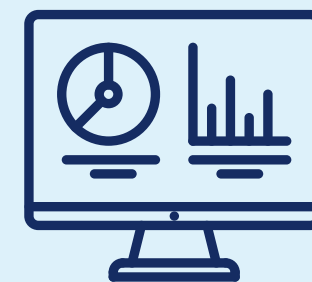
Converge

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
HEALTHCARE PACKAGING READERS.



2025

Content Calendar

Healthcare Packaging Magazine

• Bonus Distribution

Spring Issue

Leaders in Healthcare
Packaging special edition

Pharma/ Med Device
Usability/ Human Factors

Closing: February 24

Materials: March 3

Delivers: April 14

Fall Issue*

PACK EXPO Las Vegas Preview

Serialization/ Traceability
Through the Supply Chain

Closing: July 24

Materials: July 31

Delivers: September 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

Webinars

Medical Device Packaging Recyclability: Opportunities and Challenges

Close: March 12
Broadcast: March 26

Achieving Supply Chain Visibility & Transparency Through New Technologies

Close: July 30
Broadcast: August 13

MEET THE ACCOUNT TEAM

Contact your Account Executive or Sales@pmmimediagroup.com



Rosa Ott
Business Development
Representative
rott@pmmimediagroup.com



Christine Smallwood
Director of Strategic
Accounts
csmallwood@pmmimediagroup.com



Wendy Sawtell
Director of Business
Development
wsawtell@pmmimediagroup.com



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Patrick Young
Account Executive
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Faith Zucker
Account Executive
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PMMI Media Group knows your audience.
Let us help them discover you.



sales@pmmimediagroup.com



PMMIMediaGroup.com



500 W. Madison st.,
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