



OEM

PACKAGING · PROCESSING · AUTOMATION

2025 Media Kit

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



UPDATED 9.20.24



Contents

About Us.....	3
Audience.....	4
Digital.....	11
Content.....	16
Print.....	19
Partner Leaders.....	22
Lead Management Tool.....	23
Content Calendar.....	25
Events.....	26
Meet the Team.....	27





About Us

OEM is the go-to information resource for packaging and food processing machine builders and is the official publication of PMMI, featuring technologies, applications, products and PMMI news. Edited for professionals in management, manufacturing and business development, *OEM* covers topics such as safety, security, workforce development and line integration.

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 producer of the world-class PACK EXPO portfolio of trade shows.

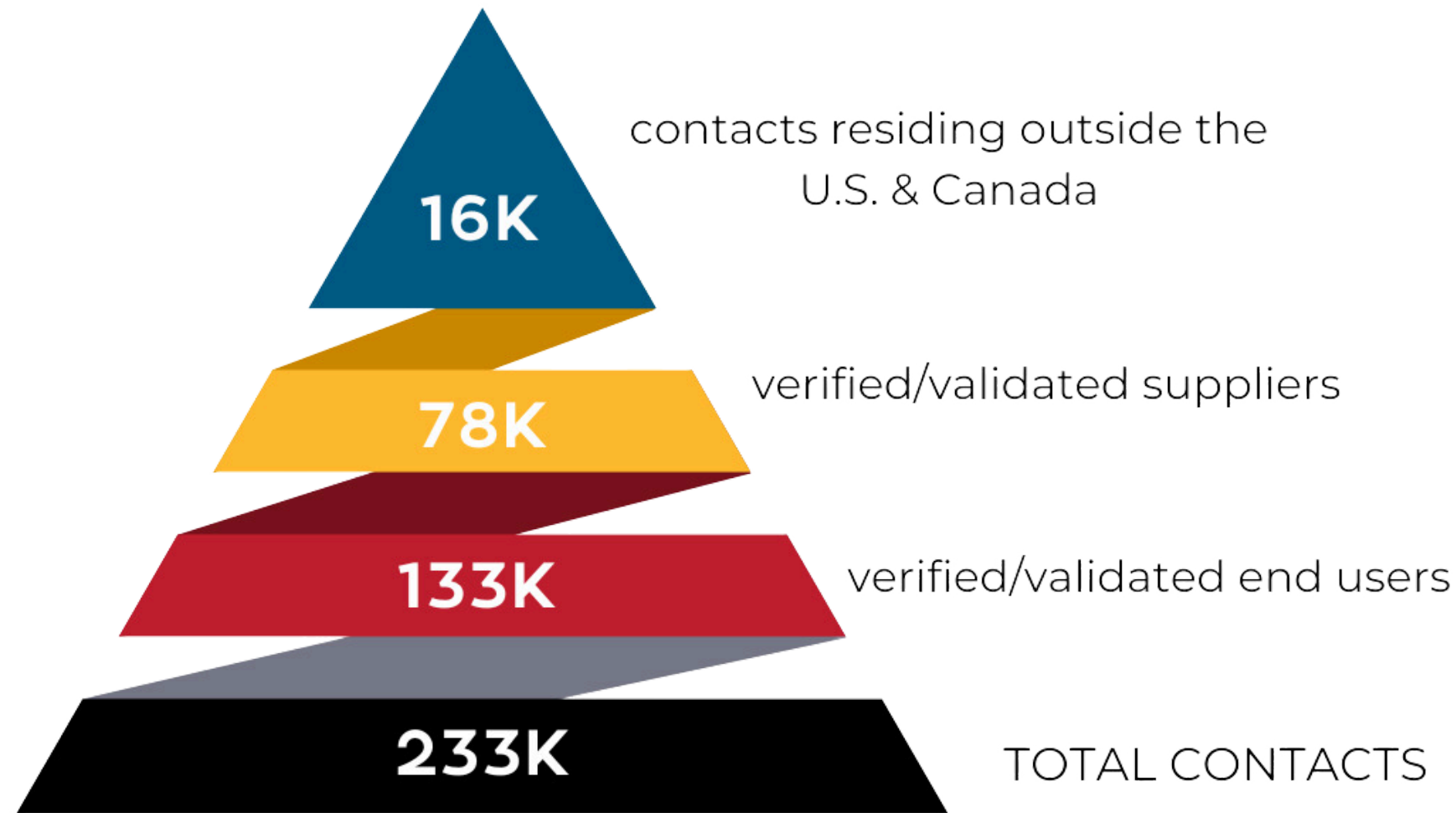
PMMI Media Group publications include *Packaging World*, *ProFood World*, *Healthcare Packaging*, *OEM*, *Contract Manufacturing and Packaging*, and *Mundo EXPO PACK*.



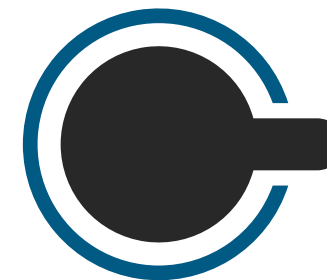


PMMI Media Group's universal audience breakdown

PMMI Media Group's operating database consists of:

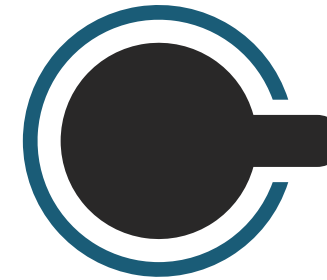


This is a self-cleaning database based on a series of pre-defined engagement rules, which amounts to, if you stop reading our emails and stop attending shows and go dark, you drop out of the database automatically after a period of time, we don't keep or count ghosts! (Unique in publishing)



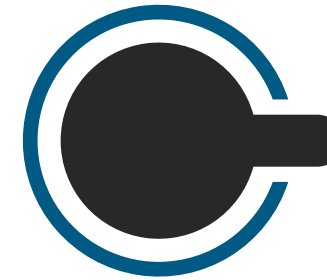
PACKAGING

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



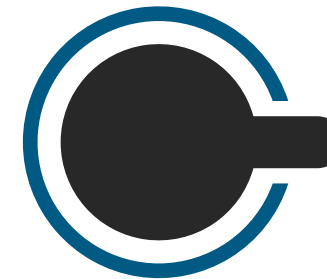
HEALTHCARE PACKAGING

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



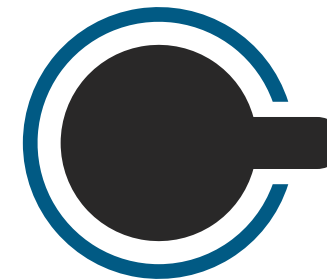
FOOD & BEVERAGE PROCESSING

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

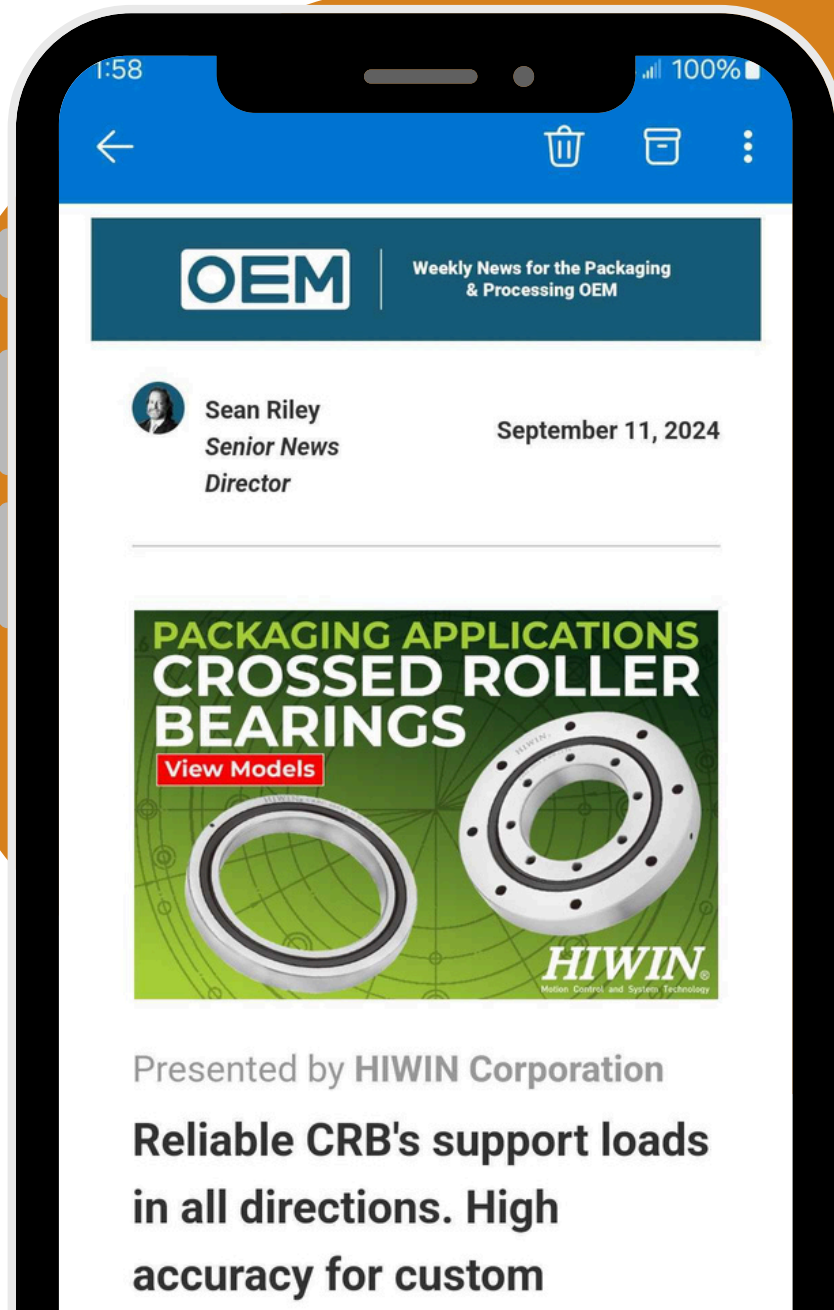


LATIN AMERICA

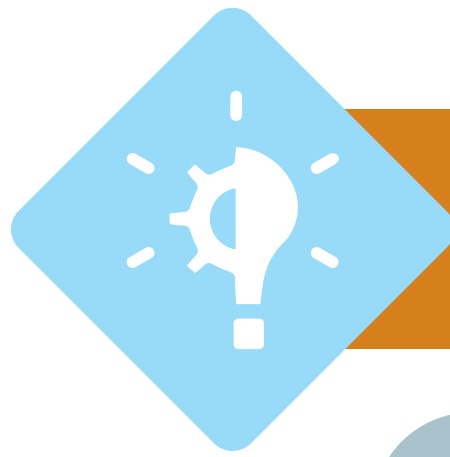
controls, components and technology for manufacturers of packaging and food processing equipment

We know your audience.

Let us help them discover you.



Browse our catalog of solutions to reach North America's largest database of active packaging and processing OEMs – people you can't find anywhere else!



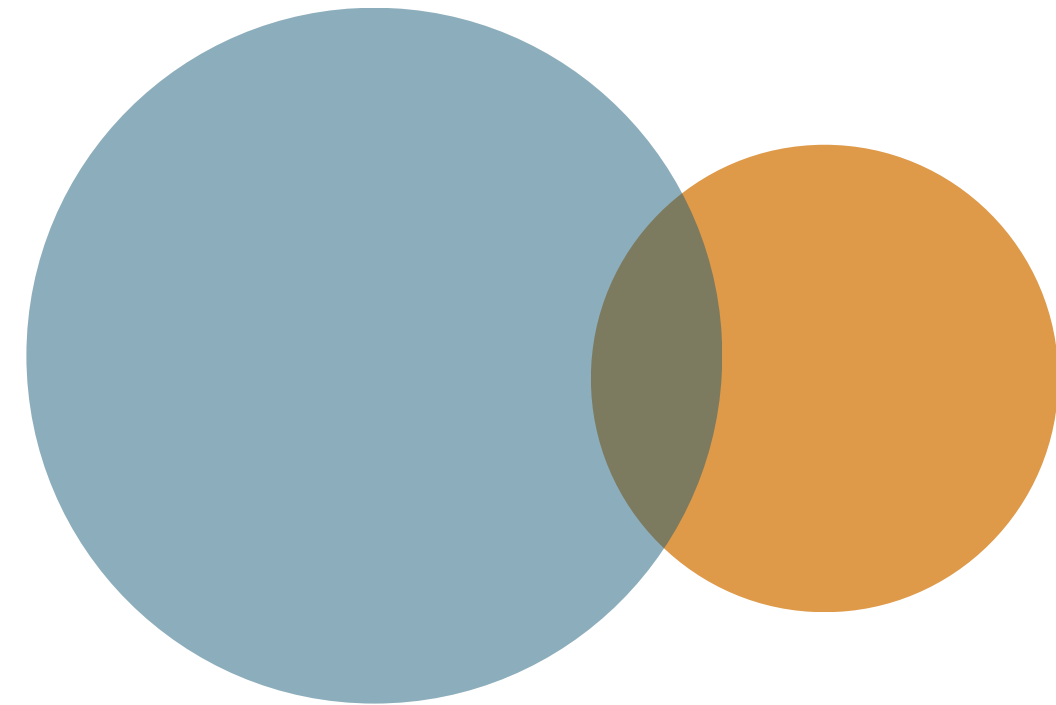
Our Audience Circulation

Monthly Web Visitors
3K

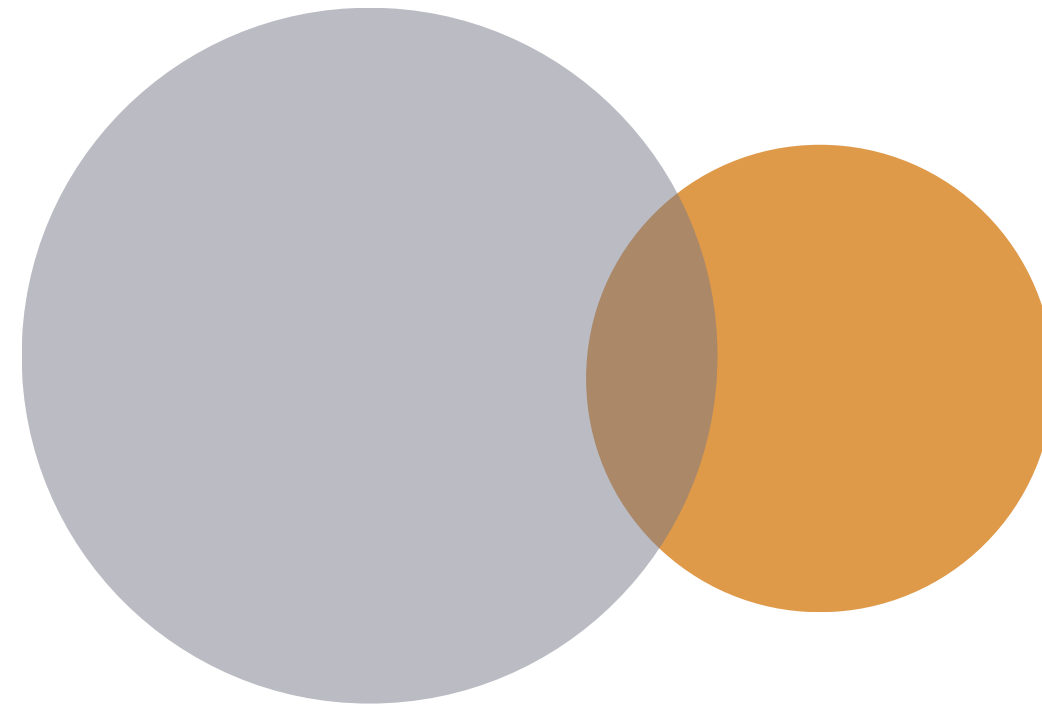
Engaged Email Subscribers
12K

Print Subscribers
16K

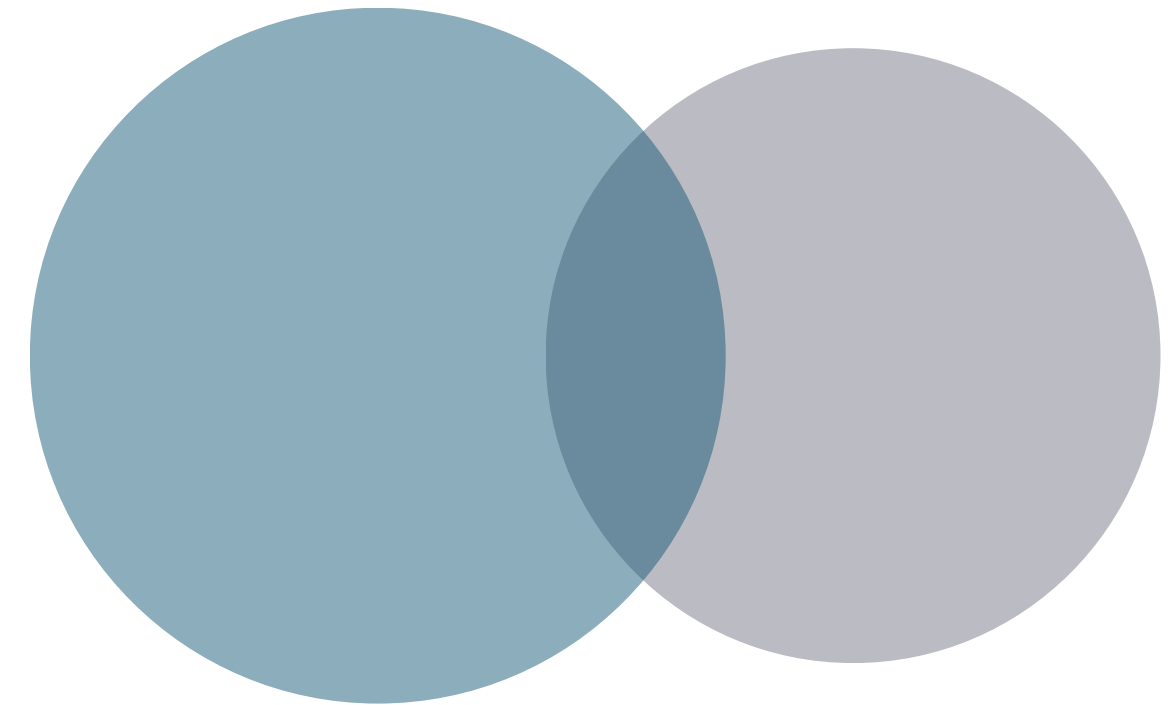
Audience Overlap



Web vs. Print
11%



Email vs. Print
21%

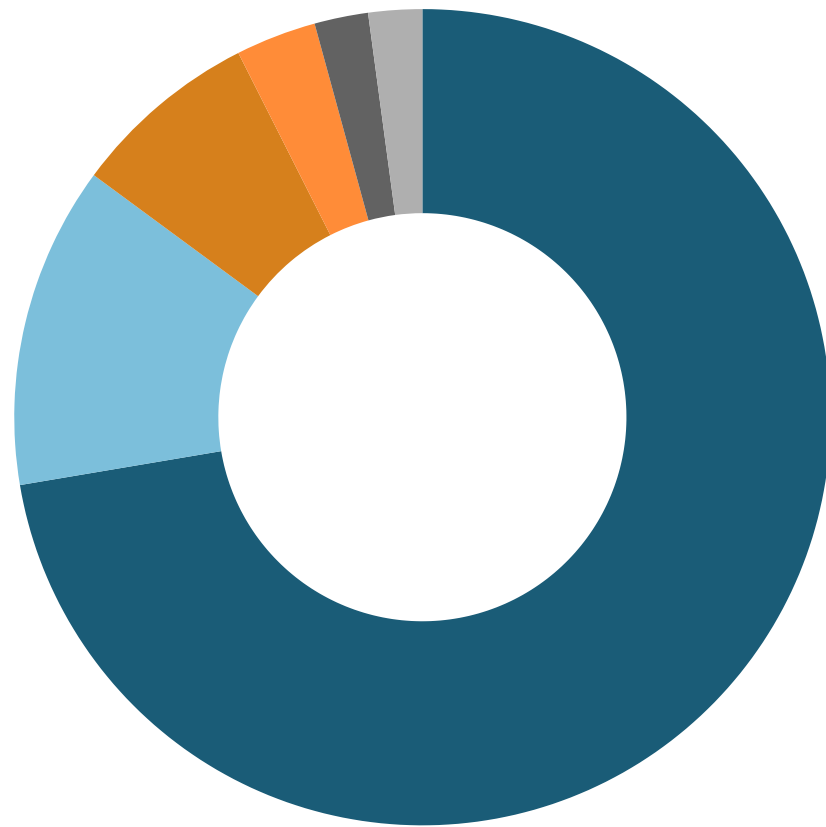


Web vs. Email
19%



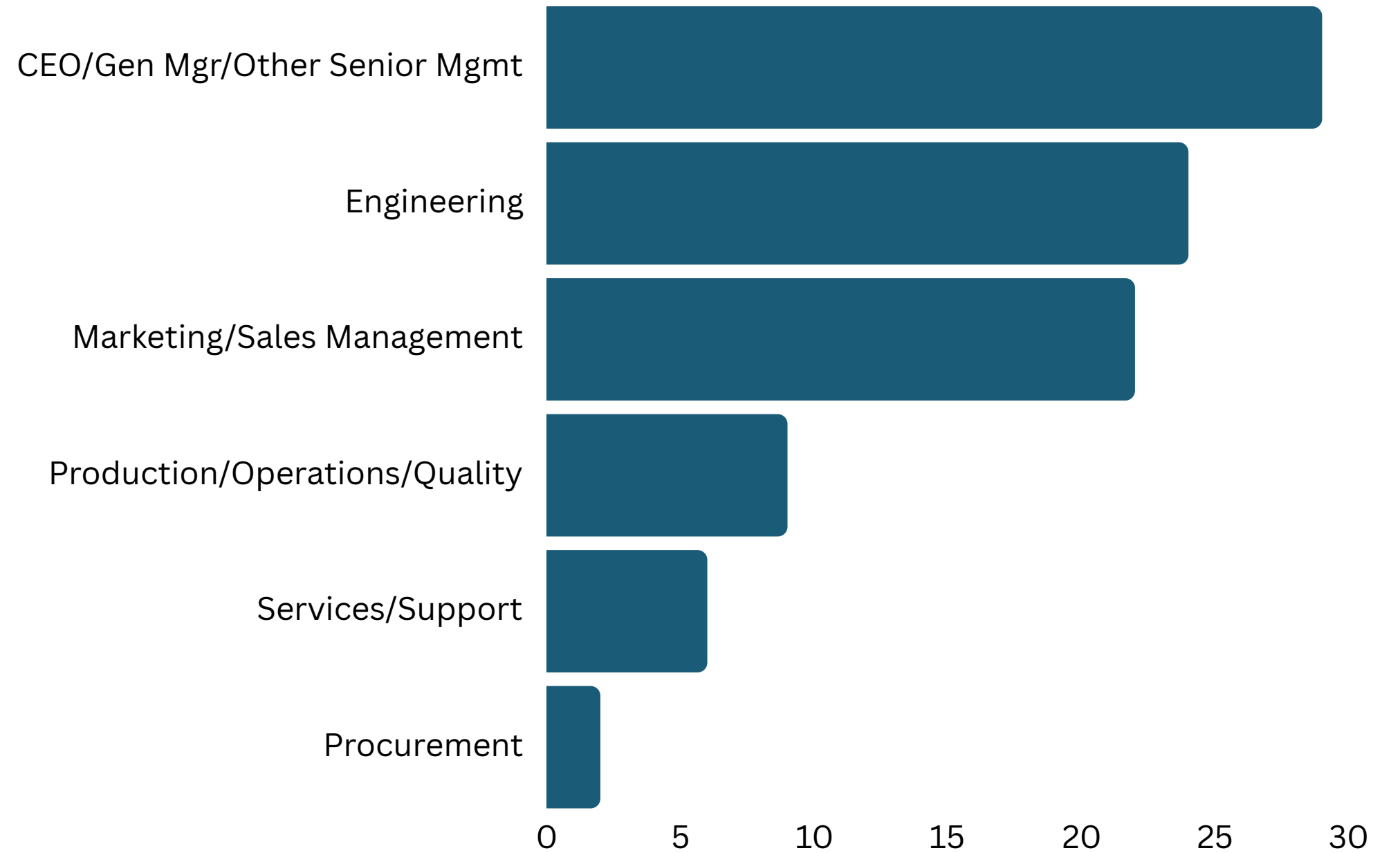
Our Audience Demographics

Primary Industry



- Packaging Machinery OEM
- Processing Machinery OEM
- Plastics Machinery OEM
- Line Integration Engineering Services
- Material Handling Equipment OEM
- Converting Machinery OEM

Job Duty





Our Readers

COESIA[®]

Columbia

delkor

ECONOCORP^{INTL}

 **ID TECHNOLOGY**[®]

 **label-aire**[®]
labeling made easy

 **MASSMAN**
AUTOMATION

A Massman Company

METTLER TOLEDO

MULTIVAC


MORRISON
CONTAINER HANDLING SOLUTIONS[®]

 **Sidel**
Your Future. Our Solutions.

SYNTEGON
PROCESSING & PACKAGING


RYSON

 **WestRock**

OEM reaches companies of all sizes, from startups to household brands.

**Sampling of reader companies*

WHAT DOES A PARTNERSHIP WITH PMG MEAN?

See what customers have to say about our services:



★★★★★

“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



★★★★★

“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



★★★★★

“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

Drive traffic to your website
from our entire OEM database, or target
by industry, job title, and buyer interest

Digital Solutions



Email

OEM emails reach over 12,000 engaged OEMs. Choose from a variety of content types to reach this exclusive audience to generate leads for your sales pipeline.

Newsletter Sponsorship

OEM offers single-sponsor newsletters featuring industry-focused content from our experienced editorial team.

Sponsored Email

Let your content take center stage while leveraging OEM's audience and authority. Promote your video, whitepaper, or other content by utilizing one of our templates or supply your own HTML.





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 OEMmagazine.org and a network of more than 100,000 verified websites.

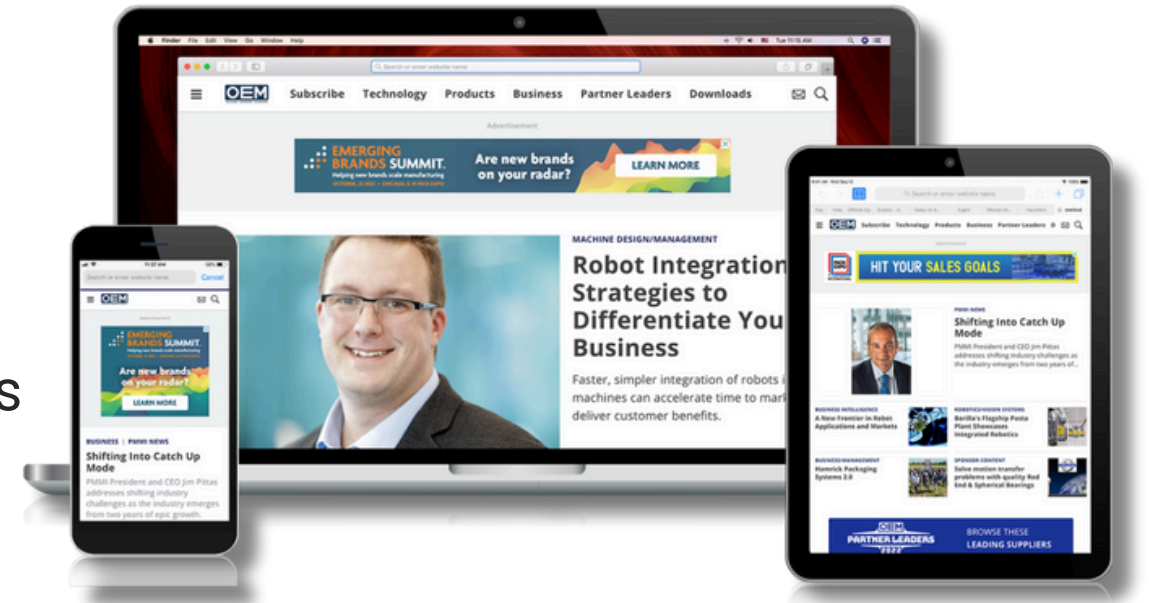
OEM Website

Reach your target audience with highly visible ads across OEMmagazine.org. 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 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

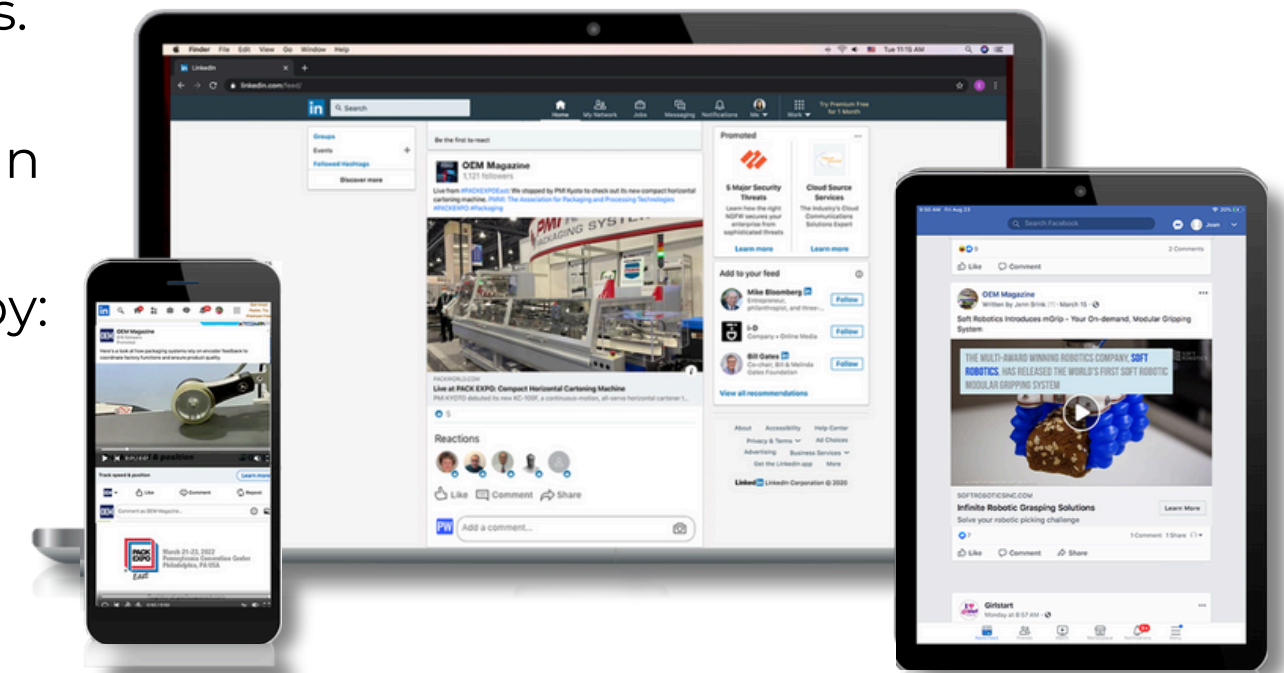
Further extend your message utilizing the PMMI Audience Network across social media platforms.

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 duty

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 the metrics that matter - clicks and impressions for static post or playthrough and impressions video posts.



Connected TV

Targeted

Unlike generic streaming and TV ads, our program targets our relevant industry appropriate audience members while they watch channels like Hulu, Paramount Plus, Roku and more. Reach our audience where they choose to consume content.

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



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

Content



Content

Content creation

From assisting you in creating content for white papers, to recording and editing 4K videos, we are here.

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.



Webinars

Our senior editorial team will carefully curate compelling content and recruit top-notch speakers to discuss the hottest topics in the industry. Gain access to highly engaged and targeted audience leads comprised of packaging and processing professionals who are eager to stay ahead of the curve.

By sponsoring an editorial webinar, you'll align your brand with trusted, educational content that provides valuable insights to your target audience. Establish your company as a leader in the industry and drive brand awareness with this turnkey opportunity.

“

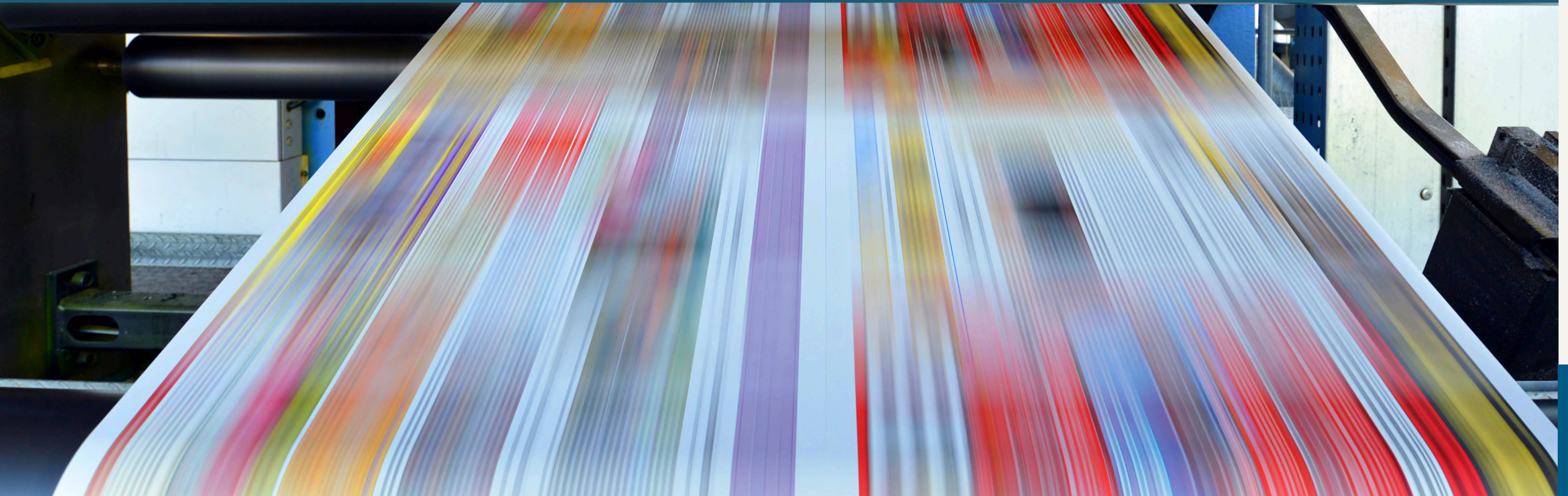
Our webinars with PMMI Media Group put us in front of decision makers and companies seeking automation solutions, yielding tangible results.

Marketing Manager,
Brand and Channel
Venture



Create brand awareness
when you place an ad in our printed
publications

Print



Print Solutions

Print

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

Magazine ads

Run a full-page or fractional print ad in any or all of our quarterly issues.

Targeted direct mail

Reach your preferred, targeted audience with a direct mail campaign of choice.



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

Marketing Manager
BluePrint Automation

A multi-channel, year-round program creating brand awareness and driving traffic to your website

Partner Leaders



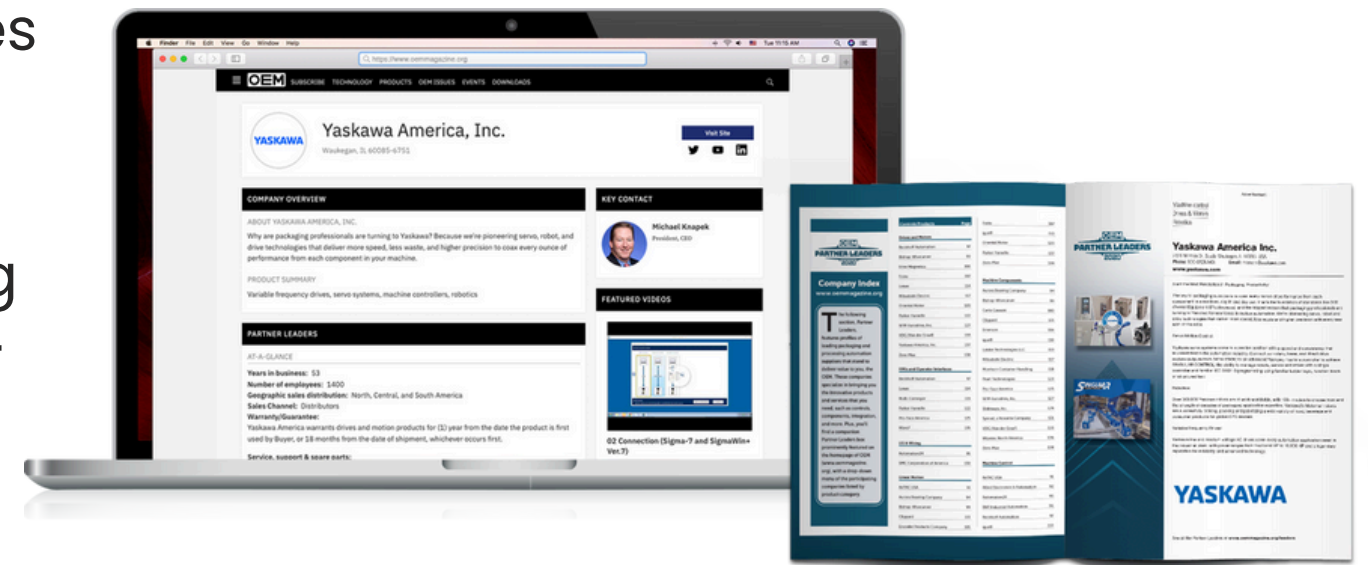
Partner Leaders

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

Key Features

OEMs won't miss you when your company is promoted through:

- Partner Leaders featured listing on the [OEMmagazine.org](https://www.oemmagazine.org) homepage, appearing under (up to three) product categories relevant to your company's offerings.
- Listing alongside all [OEMmagazine.org](https://www.oemmagazine.org) editorial content associated with your chosen product categories.
- Print profile and product ad in the Spring Issue of OEM.
- Up to one full-page print ad in 2025 OEM issues.



“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

Track and manage campaign and content metrics

Lead Management Tools



Campaign & 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 who are part of the PMMI Audience Database on your website after they click.

Content Engagement Reports

Leaders profile engagement metrics, content performance and more.

2025 OEM Content Calendar



Spring

Feature: AI and Manufacturing/Cyber Security

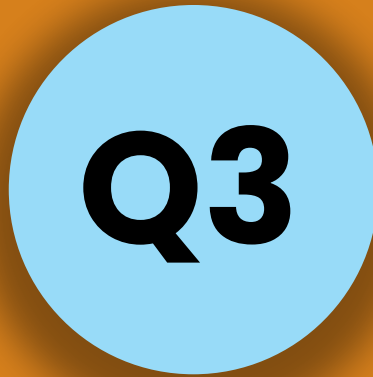
Ad Close: 2/10/25
Materials Due: 2/17/25



Summer

Feature: Sustainability/Global and Local Standards

Ad Close: 5/7/25
Materials Due: 5/14/25



Fall

Feature: The Next Generation Workforce/Robotics

Ad Close: 7/16/25
Materials Due: 7/23/25

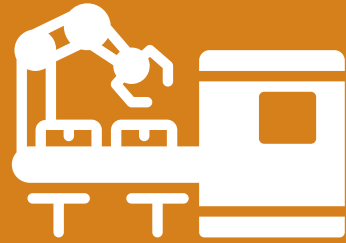


Winter

Feature: Predictive Maintenance/Sales and Marketing

Ad Close: 10/22/25
Materials Due: 10/29/25

2025 Webinars



Connecting Predictive Maintenance Programs and Machine as a Service (MaaS)

Close: April 9
Broadcast: April 23

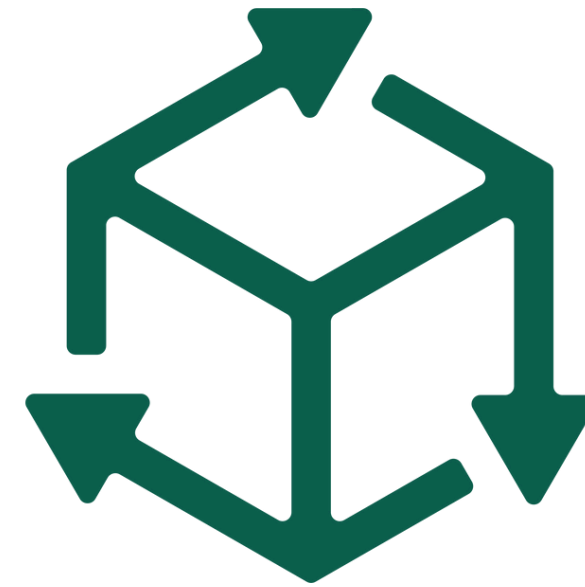


Digitizing Legacy Equipment for Data Collection and Analysis

Close: September 3
Broadcast: September 17

2025 Sister Pub Events

**PACKAGING
RECYCLING
SUMMIT**
PRESENTED BY **PACKAGING
WORLD.**



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.

 **EMERGING
BRANDS CENTRAL**

Emerging Brands Central - September 29 - October 1 | PACK EXPO Las Vegas

Reach a wide audience on the show floor—without blowing your budget—when your brand is seen on a **high-impact panel ad** lining the walls of the Emerging Brands Central stage. Emerging Brands Central is a complimentary educational opportunity for growing brands looking to scale their operations.

Sponsorship Opportunities Available

MEET THE ACCOUNT TEAM

Contact your Account Executive or Sales@pmmimediagroup.com



John Schrei

VP Sales & Marketing
jschrei@pmmimediagroup.com



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



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PMMIMediaGroup.com



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