



# PROFOOD WORLD™

## 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.....	12
✓	Content.....	17
✓	Print.....	21
✓	Trade Shows.....	23
✓	Leaders in Processing.....	25
✓	Lead Management Tools.....	27
✓	Content Calendar.....	29
✓	Events/Webinars.....	31
✓	Meet the Team.....	33



# About Us

*ProFood World*, a publication of PMMI Media Group, is the fastest-growing media brand for food and beverage processors. Covering food safety, automation, processing, packaging, material handling and sustainability, *ProFood World* meets the needs of professionals across key food manufacturing segments including bakery products, meat and seafood, fresh and frozen foods, grains and nuts, prepared foods, dairy and beverages.

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.

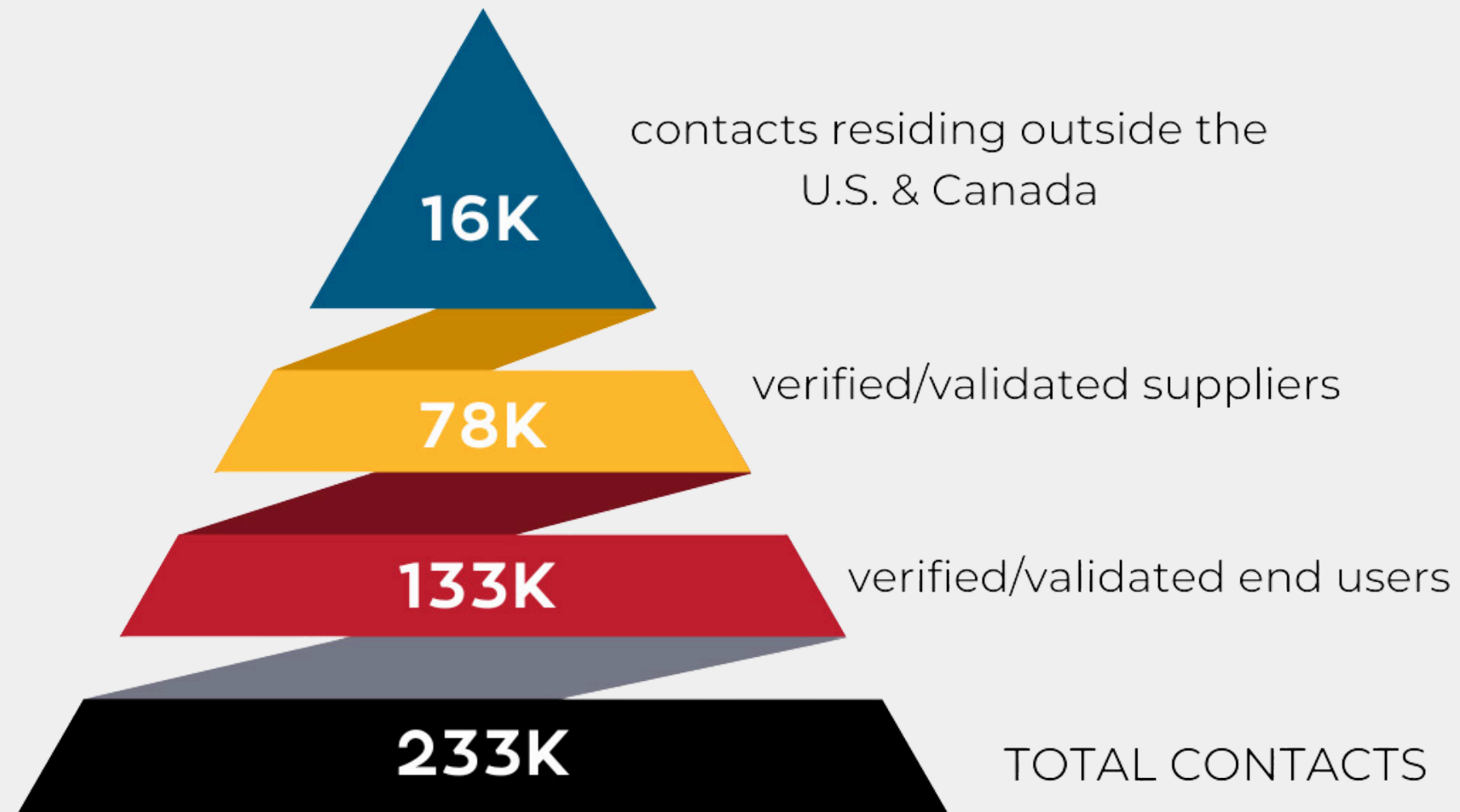
PMMI Media Group publications include *Packaging World*, *ProFood World*, *Healthcare Packaging*, *OEM*, *Contract Manufacturing and Packaging*, and *Mundo EXPO PACK*.





# 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



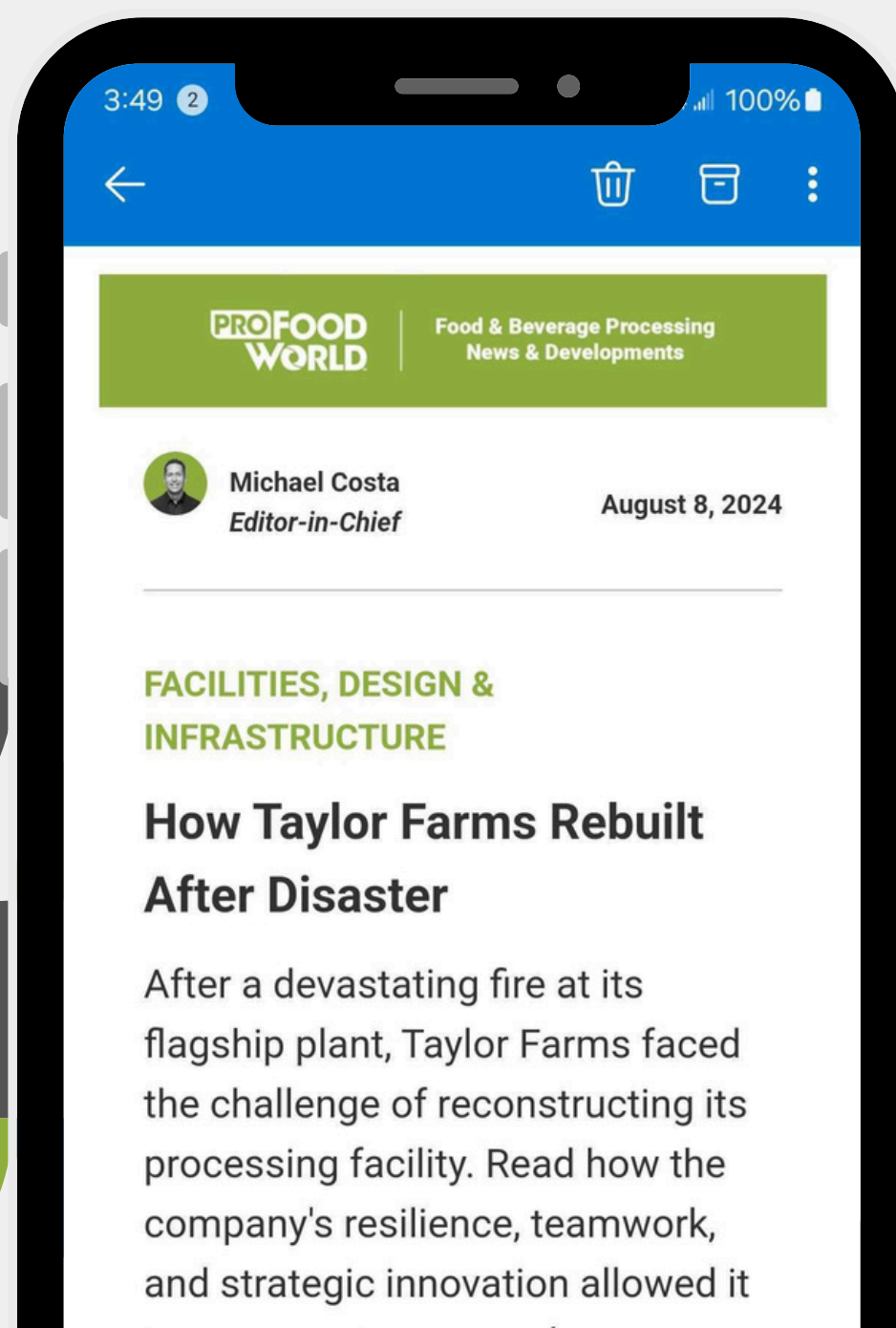
### LATIN AMERICA

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

# We know your audience.

## Let us help them discover you.

ProFood World is the fastest-growing media brand for food and beverage processors. With a total reach of over 120,000 food and beverage processing professionals, ProFood World meets the expanding information needs of manufacturing, engineering, operation and supply chain/logistics executives.



# CIRCULATION

Monthly Web Visitors  
**12K**

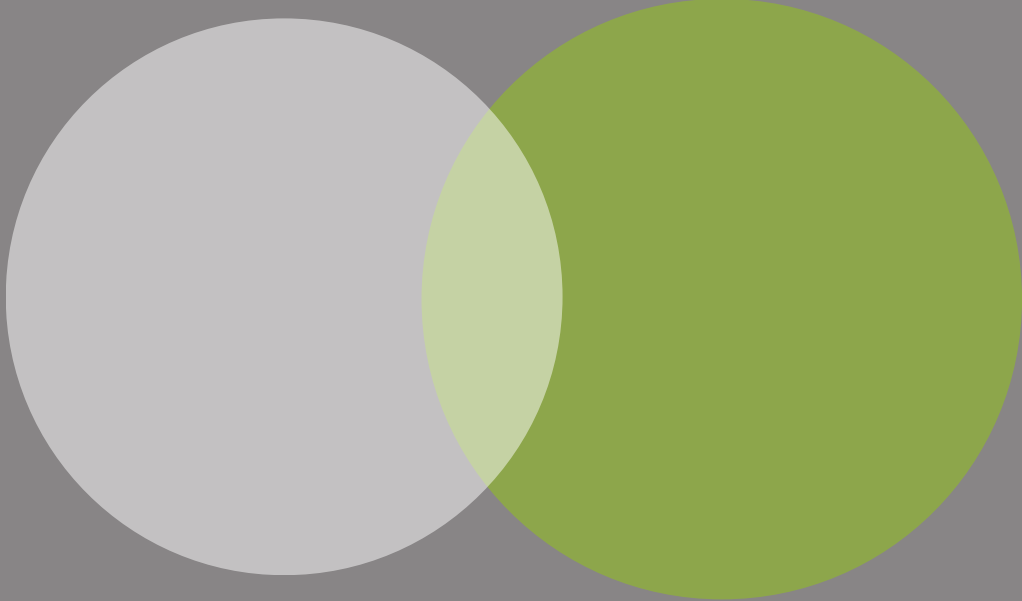
Engaged Email Subscribers  
**34K**

Print Subscribers  
**33K**

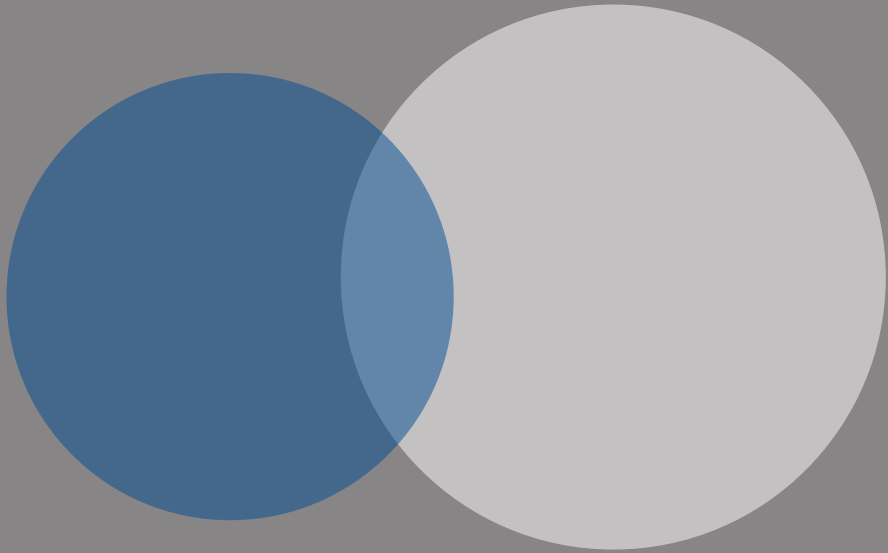
## Audience Overlap



Web vs. Print  
**11%**



Email vs. Print  
**17%**



Web vs. Email  
**24%**



## Audience Breakdown

### Primary Industry

Food/Bev. Manufacturer  
**92%**

Pack./Process. Supplier  
**8%**

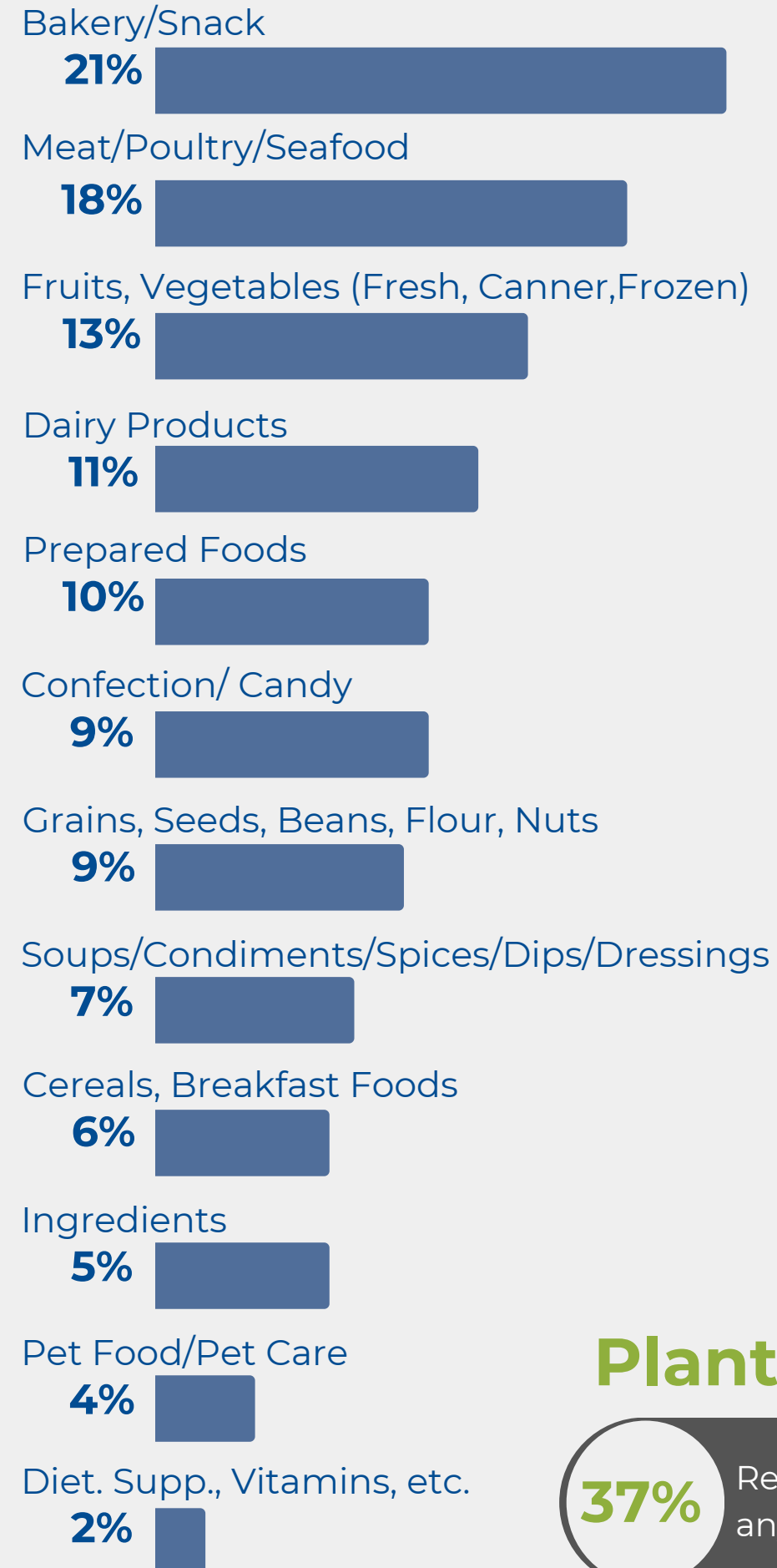
### Annual Revenue

< \$50MM | **59%**

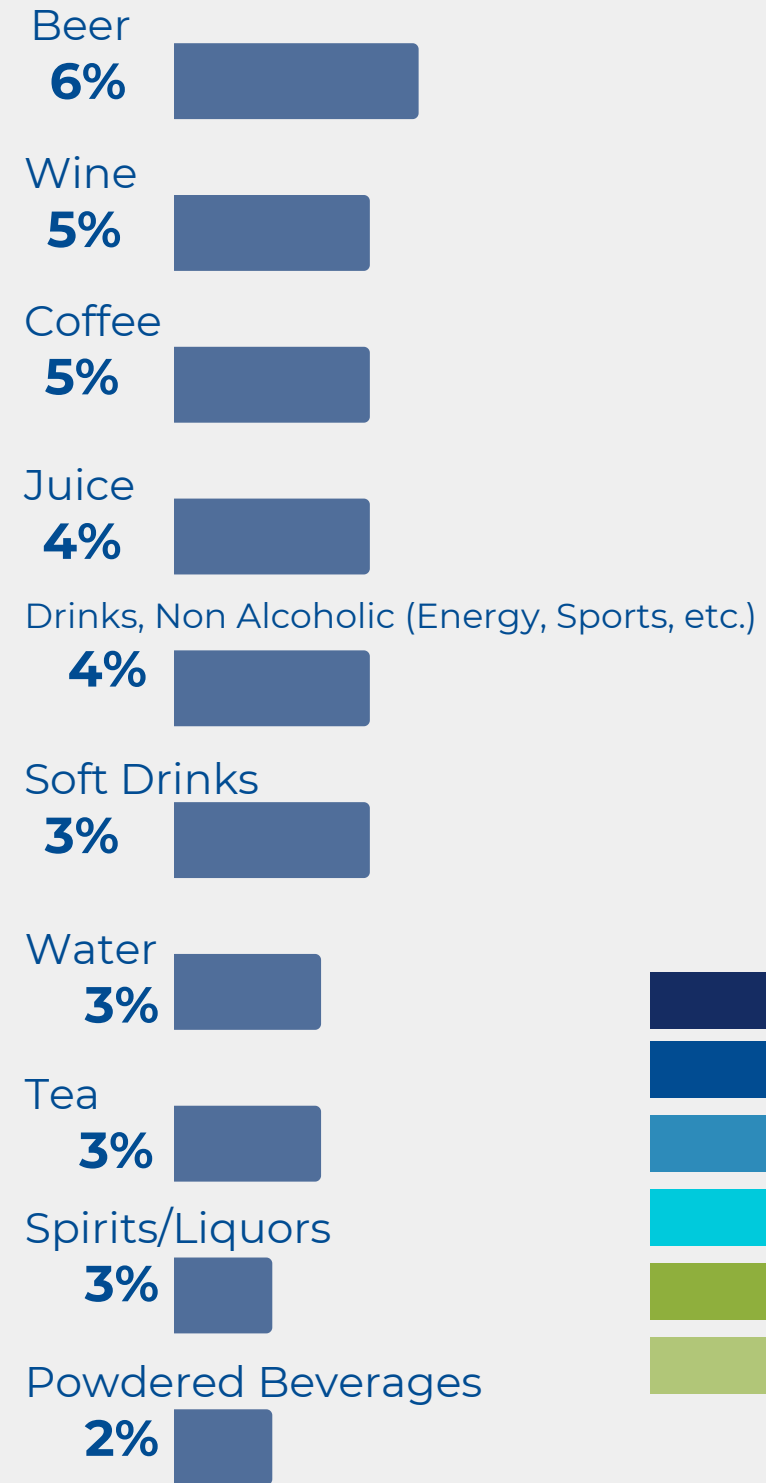
\$50MM - \$1BN | **25%**

< \$1BN | **16%**

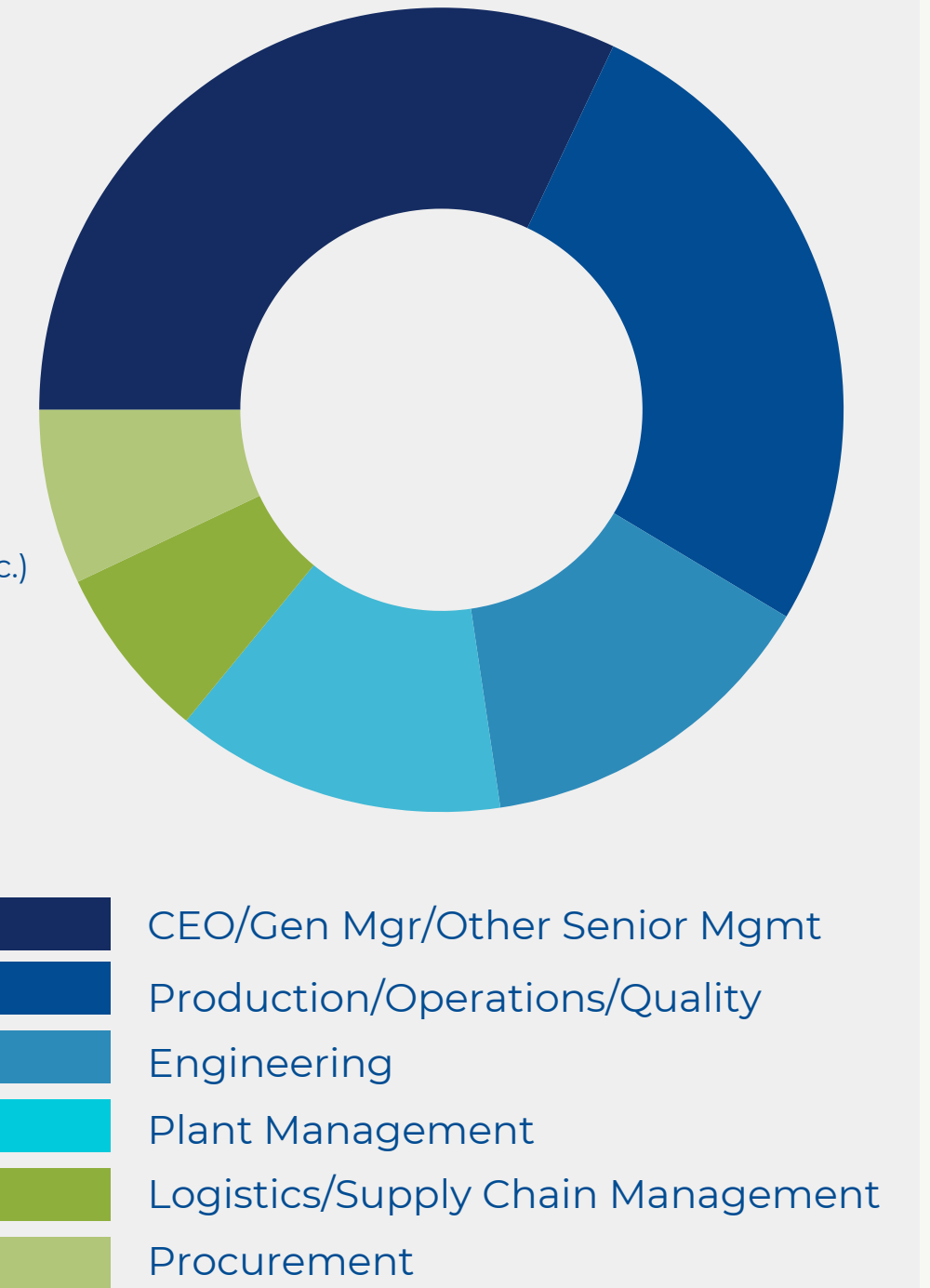
## Food



## Beverage



## Job Duties



## Plant Expansion

**37%**

Readers with plans to build, expand any physical plant infrastructure\*

## Plants

**47%**

Readers with responsibility for more than 1 plant\*

*\*Based on 39% of survey respondents*

# Editorial Advisory Board

ProFood World is honored to have the input of these leading food and beverage manufacturers, as members of our Editorial Advisory Board.



**John Hilker**  
Senior VP, Operations  
Kite Hill



**Jim Prunesti**  
Vice President, Engineering  
Conagra Brands



**Greg Flickinger**  
CEO  
American Botanicals, LLC



**Joe Zembas**  
Director, Engineering and  
Technical Services  
The J.M. Smucker Company



**Mark Shaye**  
Vice President of Engineering  
Ken's Foods, Inc.



**Vince Nasti**  
Vice President, Operations  
Nation Pizza & Foods



**Tony Vandenoever**  
Consultant, Food  
Manufacturing Engineering,  
Waterfall Ventures; Former  
Director, Supply Chain  
Engineering, PepsiCo



**Brooke Wynn**  
Senior Director, Sustainability  
Smithfield Foods



**Lisa Rathburn**  
VP Operations  
T. Marzetti



**Christine Bense**  
Chief Supply Chain Officer  
Turkey Hill



**Diane Wolf**  
Industry Consultant; Former  
VP of Engineering, Global  
Safety, Environmental and  
Sustainability - Kraft Foods





## 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.
- Attendee buying interests collected at PACK EXPO are leveraged year-round to target active buyers.



# Our Readers



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

Marketing Manager  
BluePrint Automation

\*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

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## Digital Solutions

**Drive traffic to your website** from our entire PMMI database, or target by industry, job duty, and buyer interest



# Email

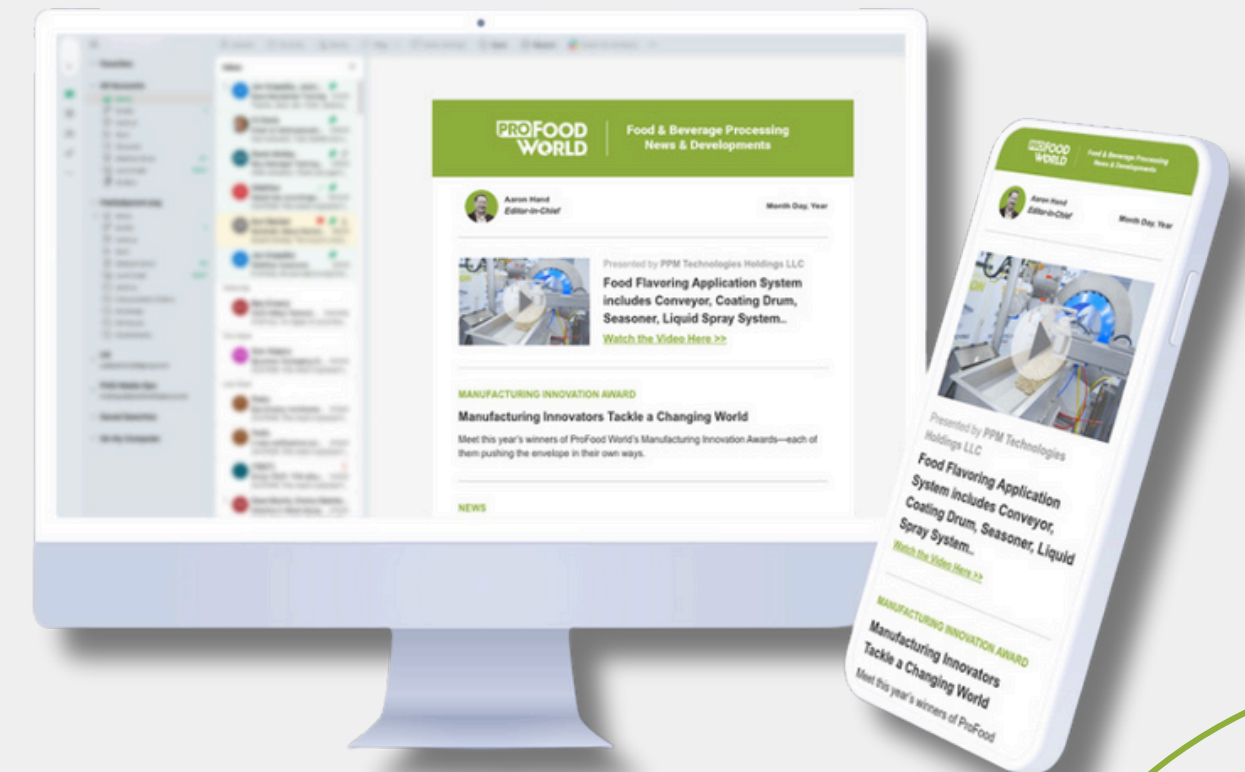
*ProFood World* emails reach over 33,000 engaged processing professionals. Choose from a variety of content types to reach this exclusive audience to generate leads for your sales pipeline.

## Newsletter Sponsorship

*ProFood World* offers single sponsor newsletters featuring industry-focused content from our experienced editorial team. Multi-sponsor email opportunities also available.

## Sponsored Email

Let your content take center stage while leveraging *ProFood World'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

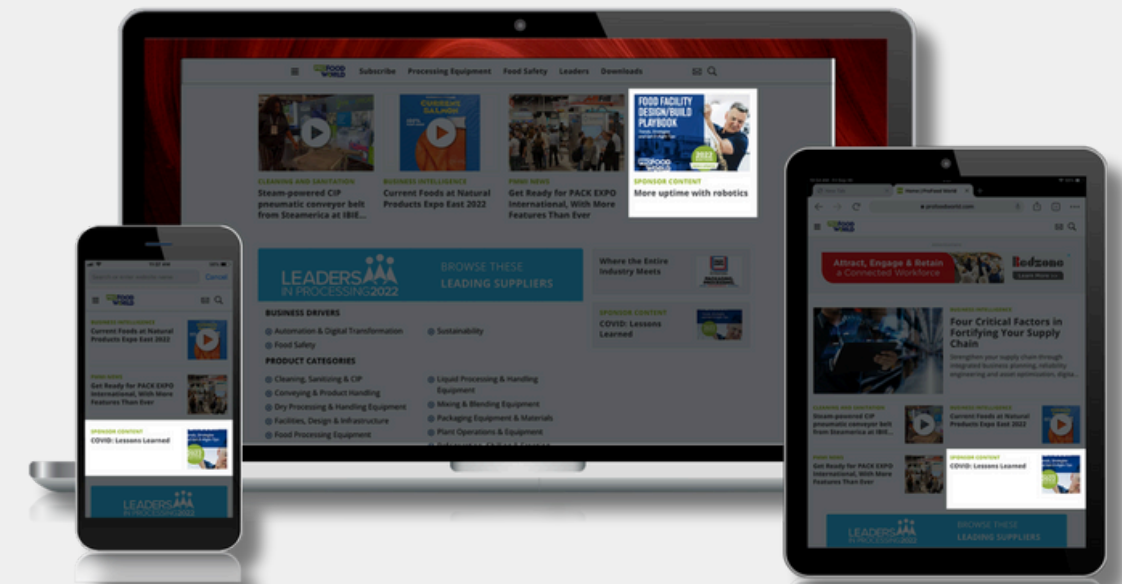
Promote awareness of your brand across [ProFoodWorld.com](https://ProFoodWorld.com) and a network of more than 100,000 verified websites.

### **ProFood World Website**

Reach your target audience with highly visible ads across [ProFoodWorld.com](https://ProFoodWorld.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 in 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

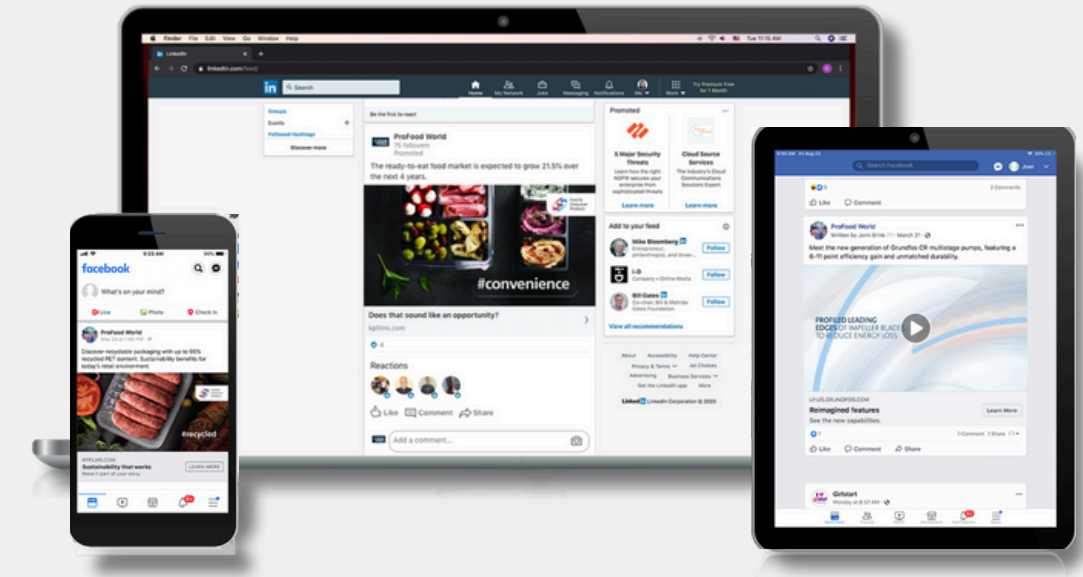
Further extend your message utilizing the PMMI Audience Network across social media platforms.

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
- Vertical market
- 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

Reach our exclusive targeted audience as they're streaming their favorite shows!

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.





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## Content

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





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 by aligning with the hottest topics in the industry and engage prospects when you sponsor or host a webinar with *ProFood World*.

## **ProFood World Webinar**

Tap into our industry expertise and vast database of processing end users when you sponsor a *ProFood World* 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 participate in your own webinar — supported by one of our expert editors. Plus, enjoy leads from multi-channel promotion to boost attendance including newsletters, dedicated emails, web ads on [ProFoodWorld.com](http://ProFoodWorld.com) and social media campaigns.



# E-Books

E-books offer a unique opportunity to directly target decision-makers seeking your products.

Our E-Books are written by our editors and designed to attract food & beverage manufacturers in targeted markets who have plans to invest in equipment, systems or services.

Our expertly crafted content will draw in manufacturers with investment plans, ensuring you connect with the ideal audience at the right time.



## E-Books

<p>Closing 1.13.25</p> <p><b>Food Traceability Programs for FSMA 204 Compliance</b></p>	<p>Closing 4.22.25</p> <p><b>Cleaning and Sanitation Resource-Saving Strategies</b></p>	<p>Closing 7.15.25</p> <p><b>Food Preservation Technologies: Enhancing Shelf Life</b></p>	<p>Closing 10.9.25</p> <p><b>Facility Construction: Strategies to Solve Today's Challenges</b></p>
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# 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.



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## Print

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



## Print Offerings

# 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 issues (6 in total).

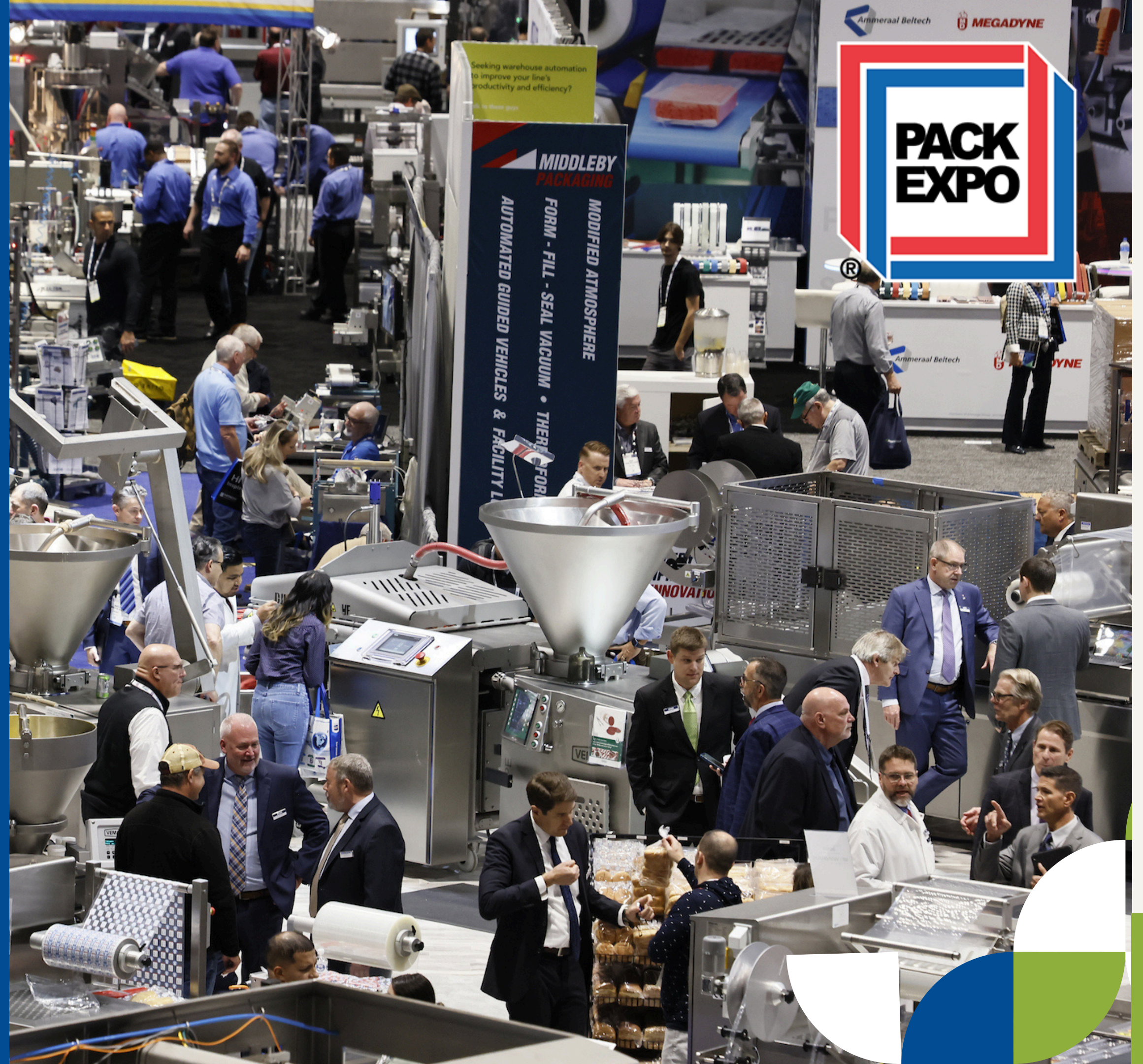
### Targeted direct mail

Reach your preferred, 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

## Processing Showcase

Connect with pre-registered processing attendees in this pre-show issue.

## Facilities + Infrastructure Directory

Reach pre-registrants explicitly expanding their plants in this pre-show guide.

## Game Plan

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

## Second Look

A launchpad into the following year 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 before the show, including buying interest, through social media. Plus, reach all attendees via email.





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## Leaders in Processing

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



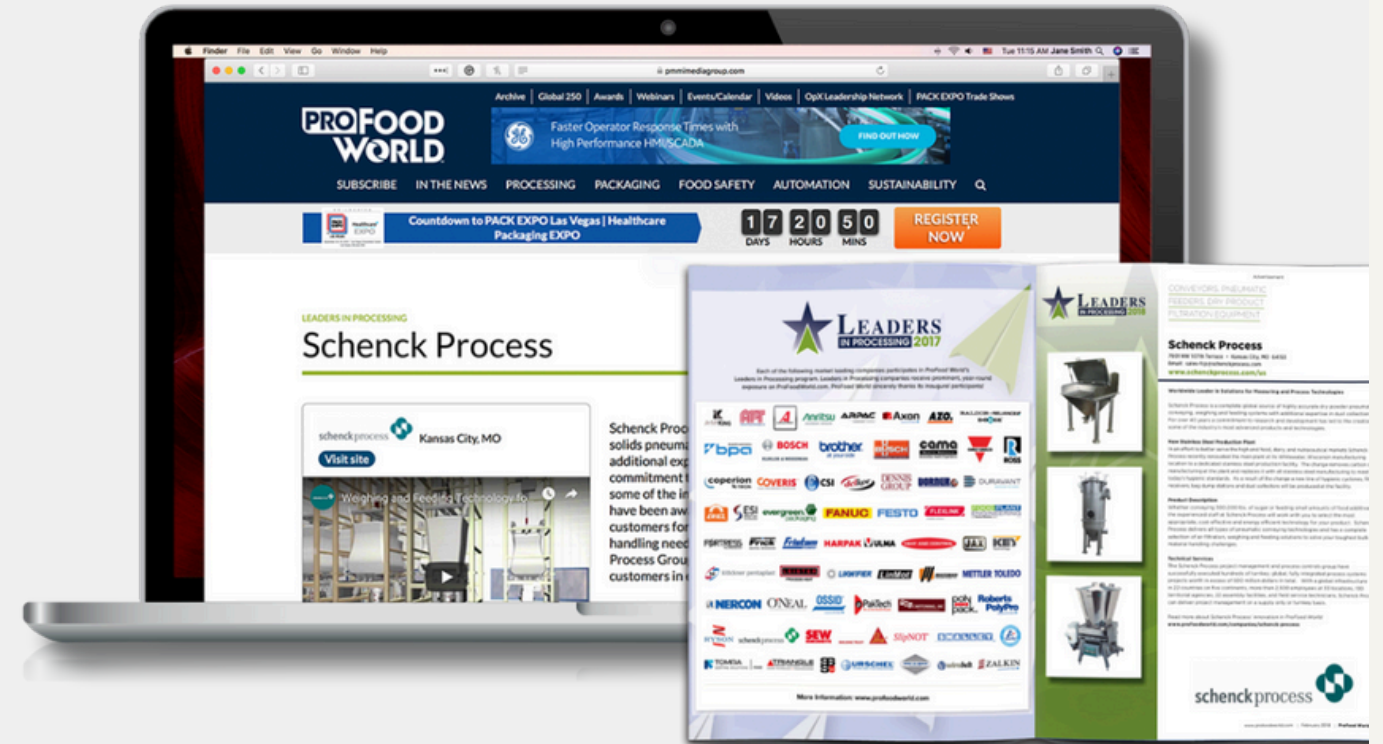
# Leaders in Processing

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

## Key Features

Buyers of processing solutions won't miss you when your company is promoted through:

- Leaders in Processing featured listing on the [ProFoodWorld.com](http://ProFoodWorld.com) homepage, appearing under (up to six) product categories relevant to your company's offerings.
- Listing alongside all [ProFoodWorld.com](http://ProFoodWorld.com) editorial content associated with your chosen product categories.
- Print profile in the exclusive Leaders in Processing section in the February Issue of *ProFood World*. – 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

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# Lead Management Tools

Track and manage  
campaign and content  
metrics

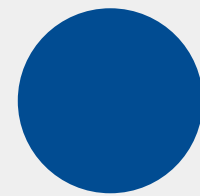


# Campaign & Lead Management Tools

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

## Leadworks

Lead management, campaign performance, reporting and more.

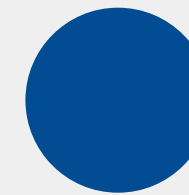


## Converge

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.

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# Content Calendar

**Trending  
industry topics**  
to engage  
*ProFood World*  
readers



# 2025 ProFood World Content Calendar

Issue	Cover Story	Tech Today	Plant Floor New Products	Solutions Features	Special Coverage
<p><b>February</b>                      Ad Close: January 9                      Materials Due: January 16  <i>PE Southeast Show Issue</i></p>	<p><b>Creating Successful Food Safety Traceability Programs for FSMA Compliance</b></p>	<p><b>Freezing &amp; Chilling Equipment</b></p>	<ul style="list-style-type: none"> <li>• High Pressure Processing</li> <li>• Ovens, Dryers and Fryers</li> <li>• Spraying/Washing Equipment and Nozzles</li> <li>• Size Reduction Equipment: Slicers, Cutters, Dicers, Shredders</li> </ul>	<p><b>Liquid Processing Solutions</b></p> <ul style="list-style-type: none"> <li>• Pumps, Valves &amp; Fittings</li> <li>• Process and CIP Sanitation Skids</li> <li>• Flow Meters, Flow Indicators, Metering Systems and Valves</li> </ul>	<p><b>Special Edition Leaders in Processing</b>  <b>PACK EXPO International Innovations Report</b></p>
<p><b>April</b>                      Ad Close: March 6                      Materials Due: March 13</p>	<p><b>How to Choose the Right Automation for Your Operation</b></p>	<p><b>Tools and Strategies for Plant Maintenance: OEE, Remote Monitoring and Predictive/Preventative Maintenance</b></p>	<ul style="list-style-type: none"> <li>• Washing Equipment for Parts, Totes, Bins, Pallets, Pails</li> <li>• Retort/Thermal Processing</li> <li>• Wastewater Treatment and Pollution Control Systems</li> <li>• Pest Control</li> <li>• Depositing and Filling Equipment</li> </ul>	<p><b>Dry Processing Solutions Expanded</b></p> <ul style="list-style-type: none"> <li>• Pneumatic Conveying</li> <li>• Magnetic Separation</li> <li>• Bulk Bag Filling, Conditioning and Discharging</li> <li>• Feeders</li> </ul>	
<p><b>June</b>                      Ad Close: May 8                      Materials Due: May 15</p>	<p><b>Manufacturing Innovation Award Winner</b></p>	<p><b>Technologies in Food Preservation: Enhancing Shelf Life</b></p>	<ul style="list-style-type: none"> <li>• Conveyor and Conveyor Belting</li> <li>• Worker Safety Products</li> <li>• Compressors and Blowers</li> <li>• Hoses/Washdown Stations</li> </ul>	<p><b>Refrigeration &amp; Freezing Solutions</b></p> <ul style="list-style-type: none"> <li>• Cryogenic Freezing and Chilling Equipment</li> <li>• Condensers and Evaporators</li> <li>• Refrigeration Compressors</li> </ul>	
<p><b>August</b>                      Ad Close: July 7                      Materials Due: July 14  <i>PELV Show Issue</i></p>	<p><b>What Food Processors Can Learn from Other Manufacturing Industries</b></p>	<p><b>Power Transmission Equipment – Motors, Drives, Bearing, Gears, Chains</b></p>	<ul style="list-style-type: none"> <li>• Coating and Enrobing Equipment</li> <li>• Forming and Portioning Equipment</li> <li>• Vertical Form, Fill and Seal Equipment</li> <li>• Metal Detectors, Checkweighers and X-Ray Inspection Equipment</li> </ul>	<p><b>Liquid Processing Solutions</b></p> <ul style="list-style-type: none"> <li>• Heat Exchange</li> <li>• Kettles, Tanks &amp; Process Vessels</li> <li>• Mixing, Blending and Homogenizing Equipment</li> </ul>	<p><b>Sustainability Excellence in Manufacturing Award Winner</b></p>
<p><b>October</b>                      Ad Close: August 28                      Materials Due: September 4</p>	<p><b>Effective Strategies for Workforce Engagement</b></p>	<p><b>Water Conservation and Reuse in Food Processing Facilities</b></p>	<ul style="list-style-type: none"> <li>• Pressure, Temperature and Level Measurement</li> <li>• Electrical Components: Fittings, Connectors, Ties, Conduit</li> <li>• Stainless Steel Piping and Fittings</li> <li>• Color Coded Tools – Mops, Bins and Shovels</li> </ul>	<p><b>Dry Processing Solutions</b></p> <ul style="list-style-type: none"> <li>• Minor/Micro Ingredient Handling</li> <li>• Tubular Drag and Chain Conveyors</li> <li>• Airlocks, Bin Activators, Gates/Valves and Dry Conveying Components</li> <li>• Screening Equipment</li> </ul>	<p><b>Manufacturing Innovation Award Finalist</b></p>
<p><b>December</b>                      Ad Close: October 30                      Materials Due: November 6</p>	<p><b>Where Food Processing is Headed in 2026</b></p>	<p><b>Plant Infrastructure – Floors, Drains, Walls &amp; Doors</b></p>	<ul style="list-style-type: none"> <li>• Engine Room: Compressors, Water Heaters and Boilers</li> <li>• Centrifuges and Separators</li> <li>• Batching/Weighing</li> <li>• Lubricants</li> </ul>	<p><b>Refrigeration &amp; Freezing Solutions</b></p> <ul style="list-style-type: none"> <li>• Mechanical Freezing and Chilling Equipment</li> <li>• Cooling/Chilling Equipment</li> <li>• Low-charge Ammonia Systems</li> </ul>	<p><b>Manufacturing Innovation Award Finalist</b></p>

## Events and Event Issues

## Industry Events and \*Bonus Distribution 2025



### PACK EXPO Southeast

March 10-12  
Atlanta, GA



### EXPO PACK Guadalajara

June 10-12  
Guadalajara, MX

#### PELV Processing Showcase Issue\*

Closing: July 30  
Materials: August 6  
Delivers: September 15



### PACK EXPO Las Vegas

Sept. 29-Oct. 1  
Las Vegas, NV

#### FEBRUARY ISSUE:

- **Food Processing Expo** – Feb. 5-6, Sacramento, CA
- **RFA Annual Conference** – Feb. 16-19, Orlando, FL
- **PACK EXPO Southeast** – Mar. 10-12, 2025, Atlanta, GA\*
- **Food Northwest Process & Packaging Expo** – Mar. 19-20, Portland, OR
- **ABA Convention** – Mar. 23-26, Orlando, FL
- **Snaxpo** – Mar. 30-Apr. 1, Orlando, FL
- **CheeseCon** – Apr. 15-17, Madison, WI

#### APRIL ISSUE:

- **Craft Brewers Conference** Apr. 28-May 1, Indianapolis, IN
- **Powder Show** – Apr. 29-May 1, Rosemont, IL\*
- **Food Safety Summit** – May 12-15, Rosemont, IL
- **EXPO PACK Guadalajara** June 10-12, Guadalajara, Jalisco, Mexico\*

#### OCTOBER ISSUE:

- **PACK EXPO Las Vegas** Sep. 29-Oct. 1, Las Vegas, NV.\*
- **EATS (formerly Process Expo)** Oct. 28-30, Chicago, IL

#### DECEMBER ISSUE:

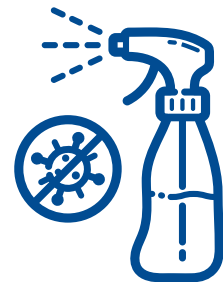
- **International Production & Processing Expo (IPPE)** January 27-29, 2026, Atlanta, GA\*

## Webinars

### FDA FOOD SAFETY MODERNIZATION ACT

#### Creating Successful Food Traceability Programs for FSMA 204 Compliance

Close: January 16  
Broadcast: January 30



#### Resource Saving Strategies for Cleaning and Sanitation

Close: April 10  
Broadcast: April 24



#### Technologies in Food Preservation: Enhancing Shelf Life

Close: July 3  
Broadcast: July 17

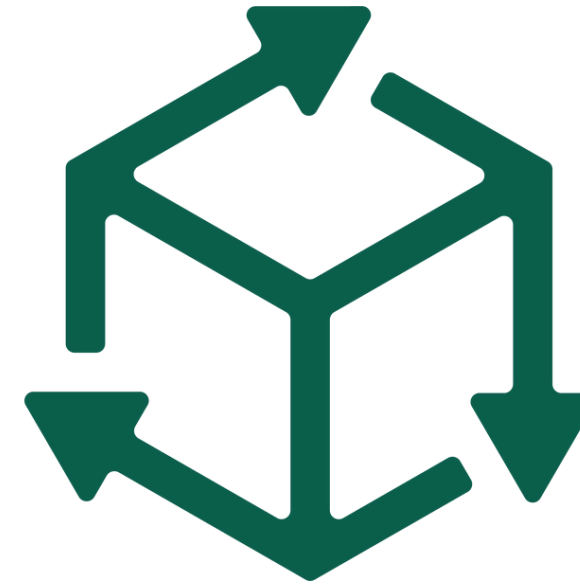


#### Water Conservation & Reuse in Food Processing Facilities

Close: September 4  
Broadcast: September 18

## 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](mailto:Sales@pmmimediagroup.com)



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**Patrick Young**

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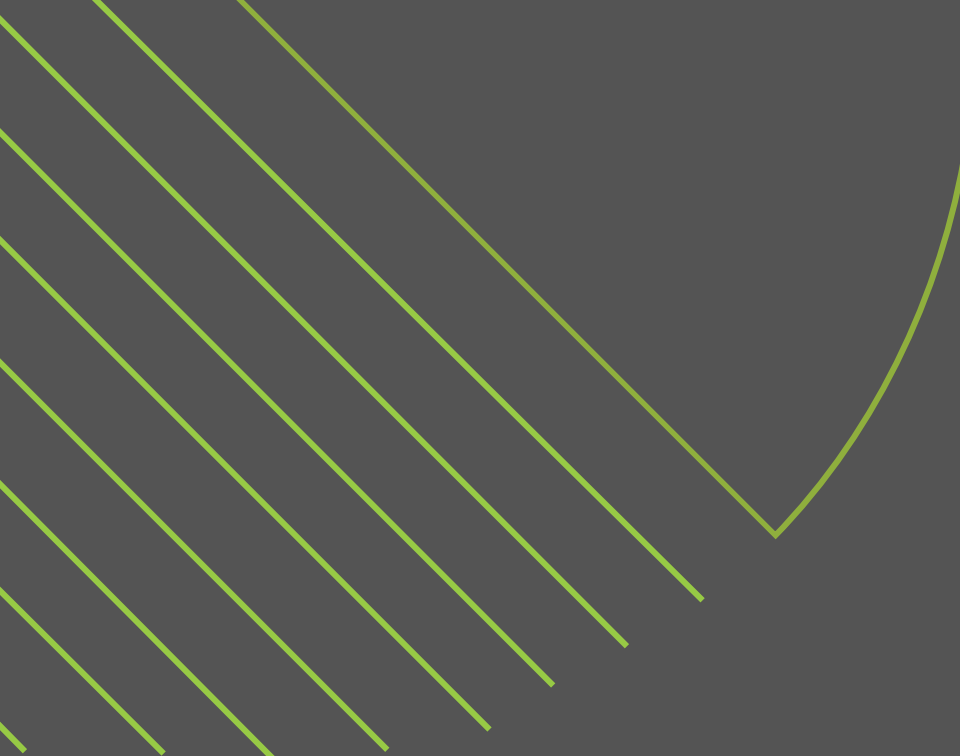
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**Rosa Ott**

Business Development  
Representative  
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# PRO FOOD WORLD™

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

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