

# Packaging World 2025 Media Kit

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

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# About Us

For 30 years, *Packaging World* (PW) has been the go-to media brand for users of packaging equipment, materials and technology. *Packaging World* informs and inspires to help packaging decision-makers do their jobs better. Editorial includes packaging applications, case histories, new products and technologies, package design, automation and other topics of interest to all markets.

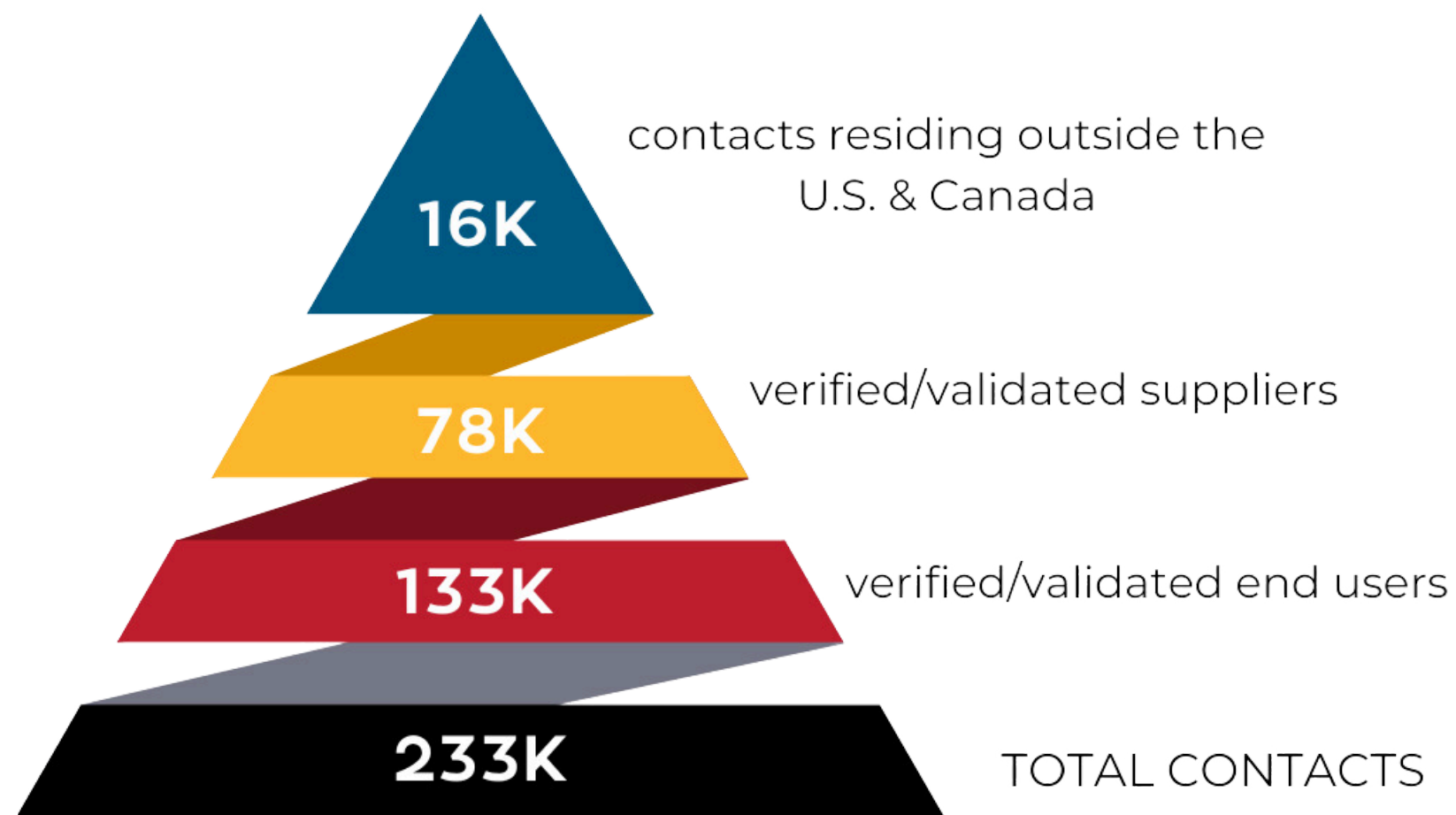
PMMI Media Group brands include *Packaging World*, *ProFood World*, *Healthcare Packaging*, *OEM*, *Mundo EXPO PACK* and *Contract Manufacturing and Packaging*.

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.

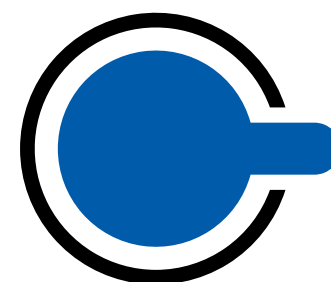


# Universal Audience Breakdown

## PMMI Media Group's operating database consists of:

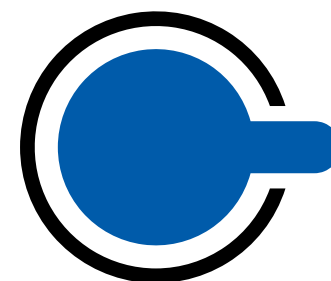


**This is a self-cleaning database** based on a series of pre-defined engagement rules. If a reader stops engaging with our emails or stops attending our shows/events, they are dropped from the database automatically after a period of time.



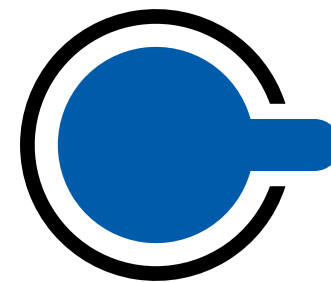
### PACKAGING

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



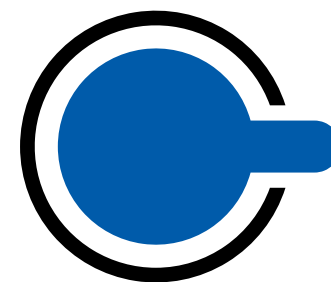
### HEALTHCARE PACKAGING

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



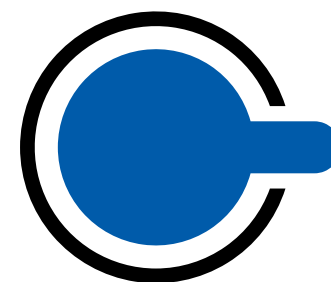
### FOOD & BEVERAGE PROCESSING

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



Great experience with the Packaging World Team. The process was easy, enjoyable and paid dividends! We had several current and new customers reach out to us to (a) let us know how impressive the article / video was and (b) express interest in the application and equipment we were showcasing! Leads! Yes! Thank you!

-Director, Business Development, Tripack LLC.



“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



# Packaging World Audience

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



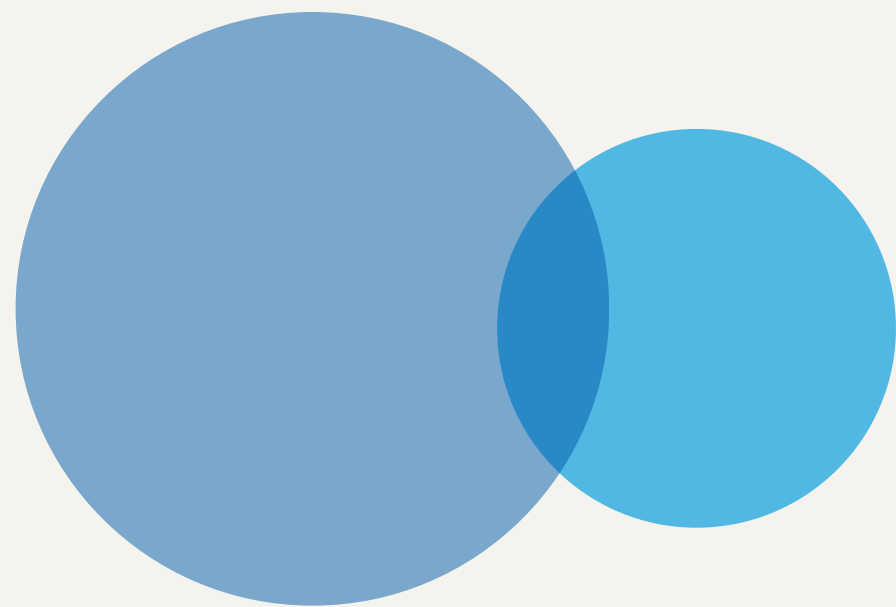
# Circulation

Engaged Email Subscribers - 80K

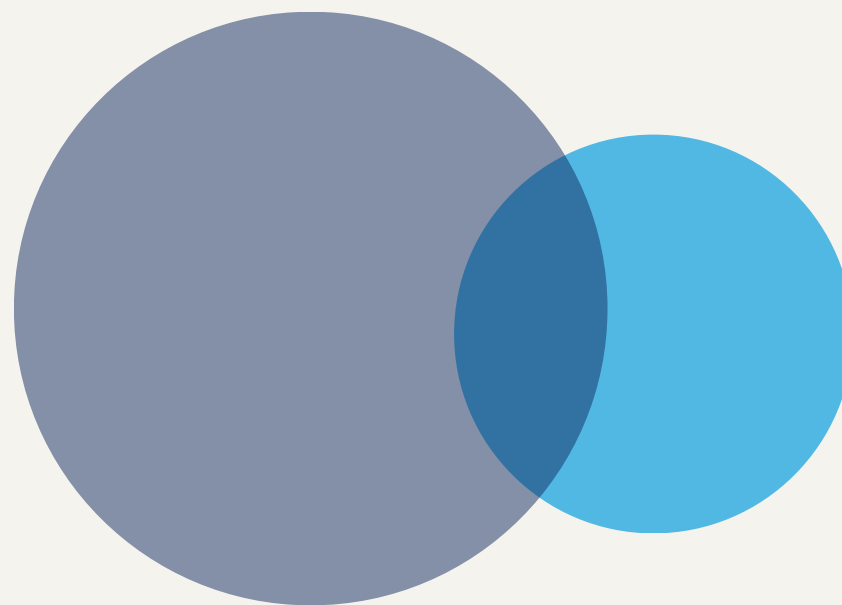
Unique Monthly Web Visitors - 63K

Print Subscribers - 46K

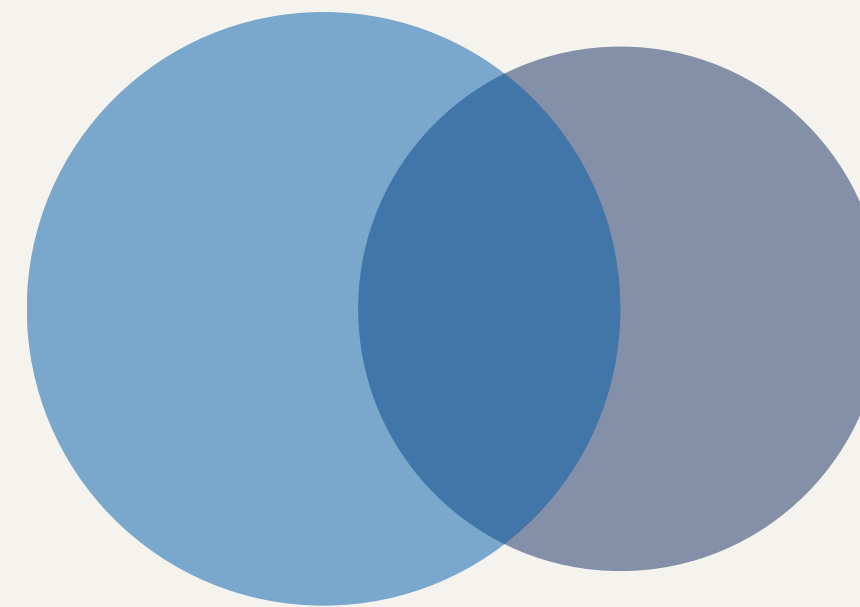
## Audience Overlap



Web vs. Print  
10%



Email vs. Print  
18%



Web vs. Email  
22%

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AUDIENCE  
BREAKDOWN

ANNUAL  
REVENUE

< \$50MM | 45%

\$50MM - \$1BN | 33%

> \$1BN | 22%

Primary Industry



- 52% Food/Beverage Manufacturer
- 26% Other Packaged Products
- 7% Packaging/Processing Supplier
- 6% Cosmetics/Personal Care
- 6% Healthcare

Plants

- 47% Readers with responsibility for more than one plant

Job Duty

36% Corporate and General Management



25% Production / Operations / Quality



21% Engineering



15% Package Development



13% Plant Management



9% Procurement



8% Logistics / Supply Chain Mgnt.



4% Reg. Affairs, Validation / Compliance





## OUR READERS

“ —

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

Marketing Manager  
BluePrint Automation



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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, target by industry, job title, and buyer interest.



# DIGITAL OFFERINGS

## Email

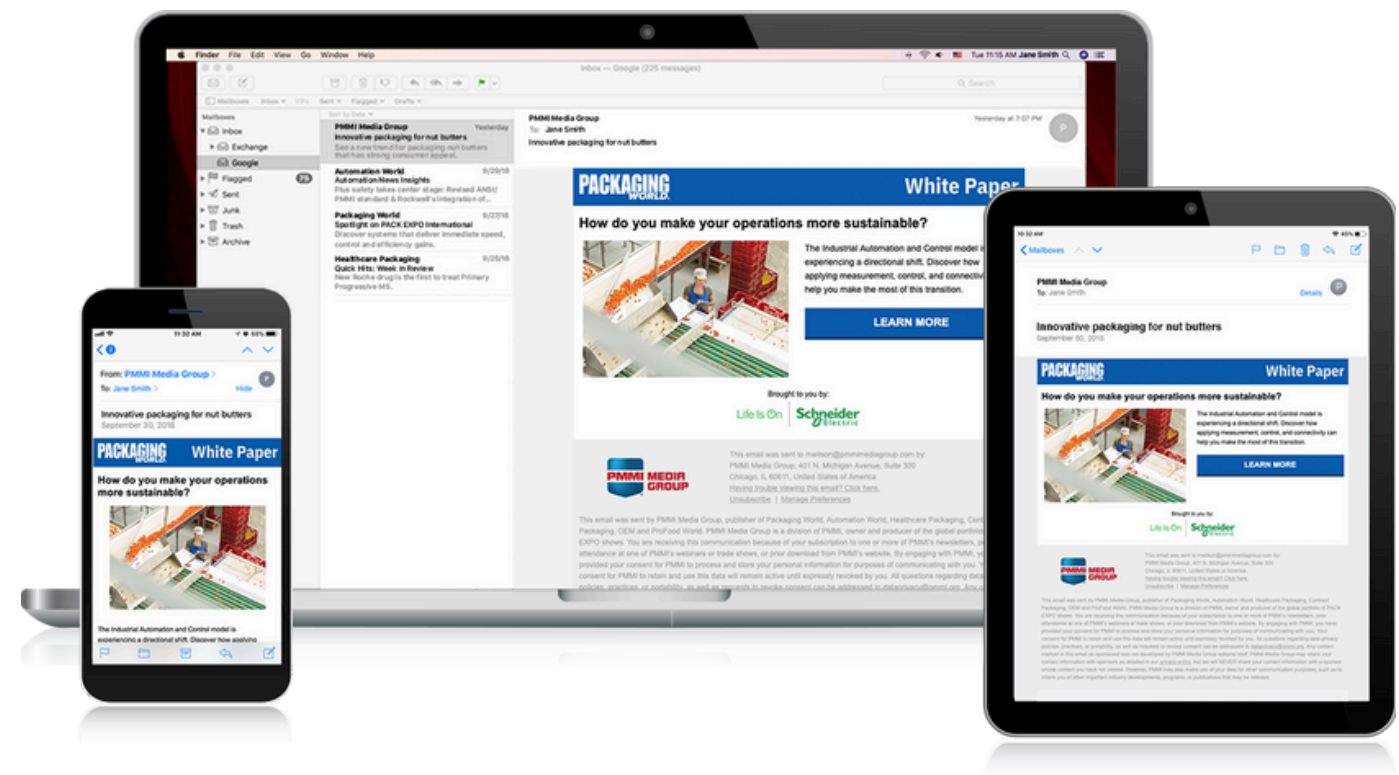
Packaging World emails reach over 80,000 engaged packaging professionals. Choose from a variety of content types to reach this exclusive audience.

### Newsletter Sponsorship

*Packaging World* 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.



# 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

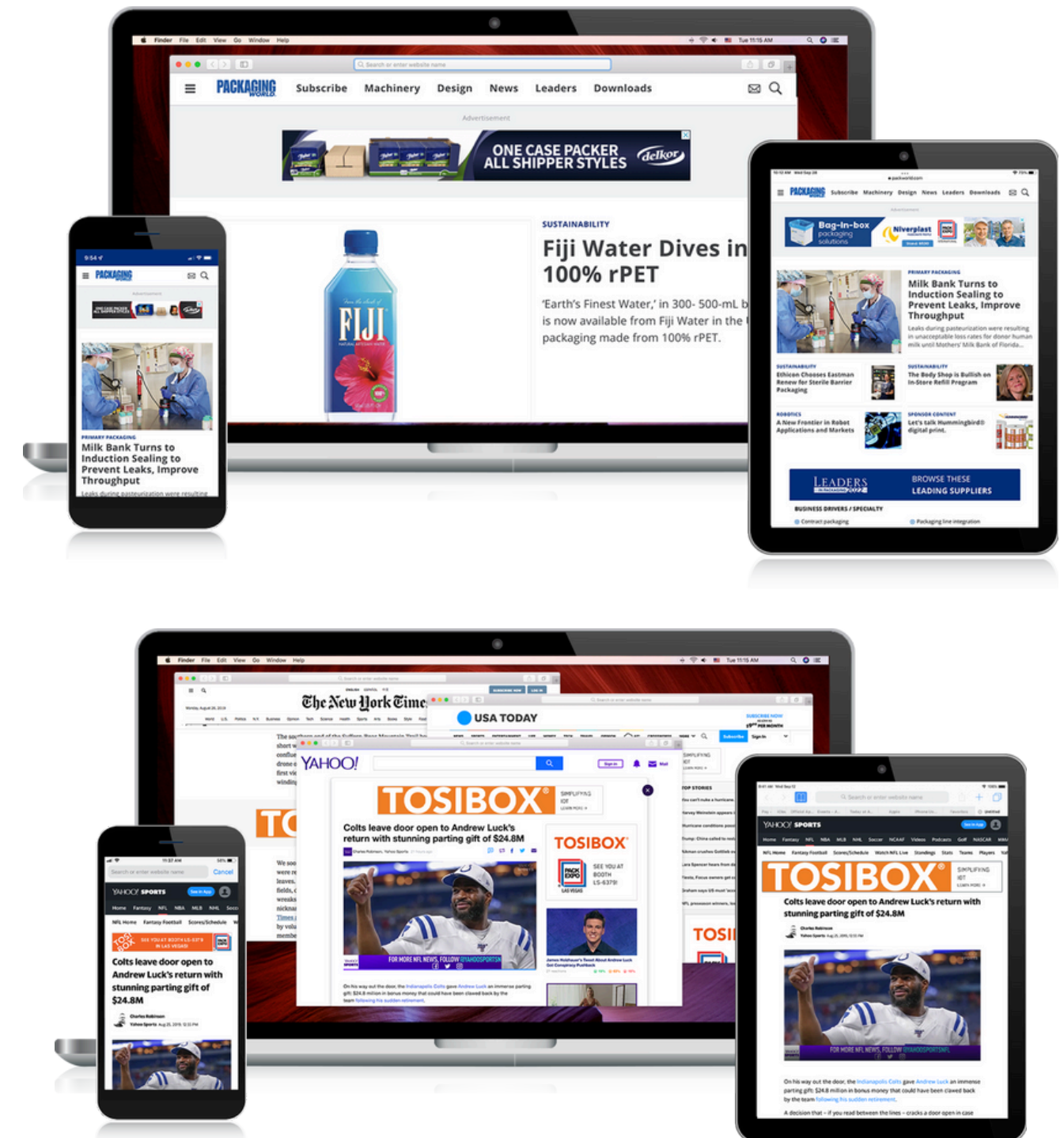
Promote awareness of your brand across Packworld.com and a network of more than 100,000 verified websites.

### Packaging World Website

Reach your target audience with highly visible ads across [packworld.com](http://packworld.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

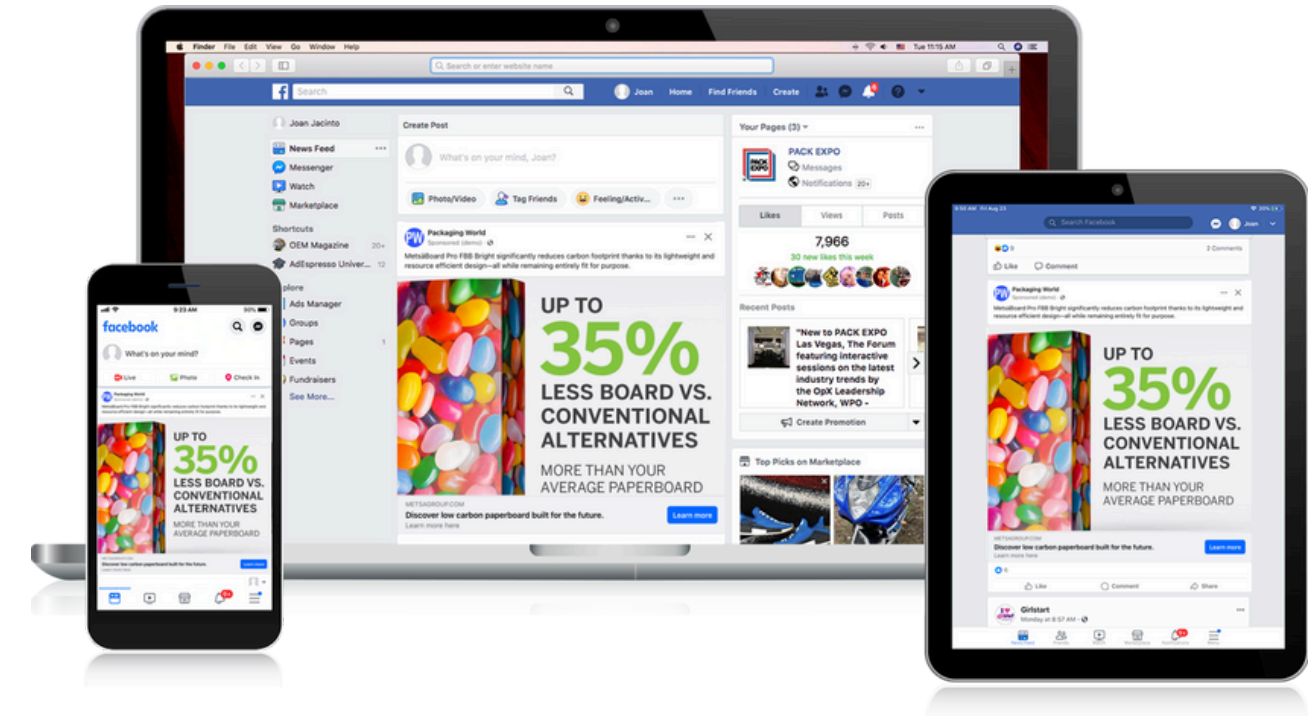
Further extend your message utilizing the PMMI Audience Network across social media platforms.

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
- 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

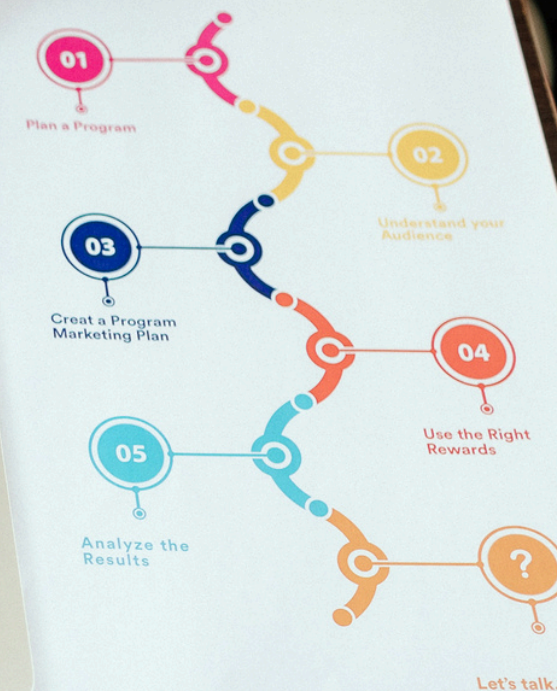
Drive engagement from the most-interested audience with high-value content.

## DISTRIBUTION CHANNELS

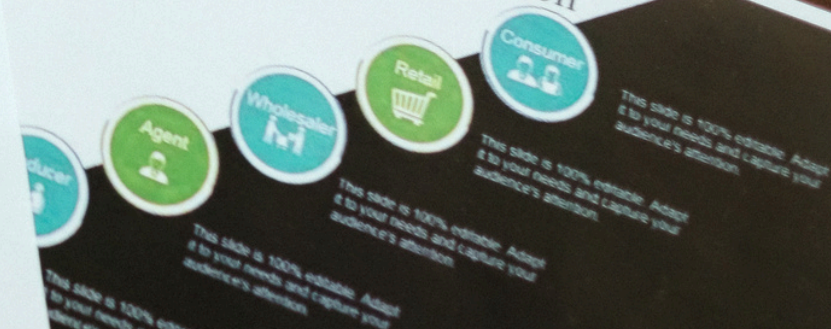
DIRECT DISTRIBUTION

INDIRECT DISTRIBUTION

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## 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

# Engage Your Best Prospects

Captivate prospects by sponsoring or hosting a webinar with *Packaging World*.

## Packaging World Webinar

Tap into our industry expertise and vast database of end users when you sponsor a *Packaging 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 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 PackWorld.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.

**Packaging World E-Books**  
E-books offer a unique opportunity to directly target decision-makers seeking your products. This valuable resource will attract manufacturers across industries 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

Closing 2.10.25	Closing 3.10.25	Closing 4.11.25	Closing 6.23.25	Closing 8.19.25	Closing 8.19.25
Robotics: Reducing Risk in Packaging Robotics Projects	Considerations for Running New-Era Materials on Existing or Older Equipment	End of Line: Palletizing & Load Stabilization	Filling, Capping, & Closing	Conveying, Feeding, & Handling	Robotics: How AI is Revolutionizing Packaging Robots

# CONTENT OFFERINGS

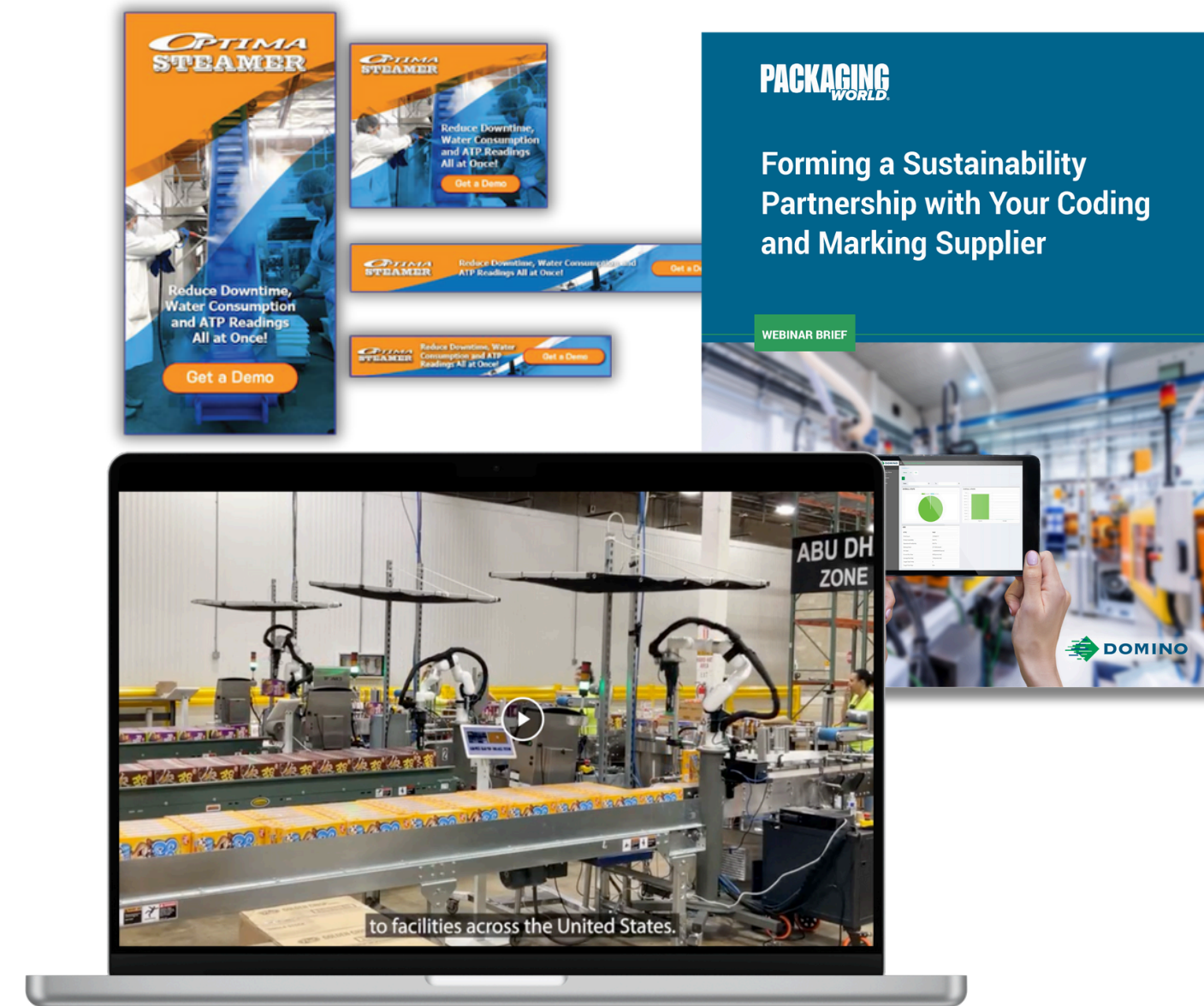
## We're Here to Help

### 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.



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PACKAGING WORLD

# 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.

PACKAGING  
WORLD®

PACKAGING  
WORLD



# 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

## Magazine ads

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

## Supplements

Connect with your preferred audience when your ad is featured in a topic-focused supplement.

## 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.



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# 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 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

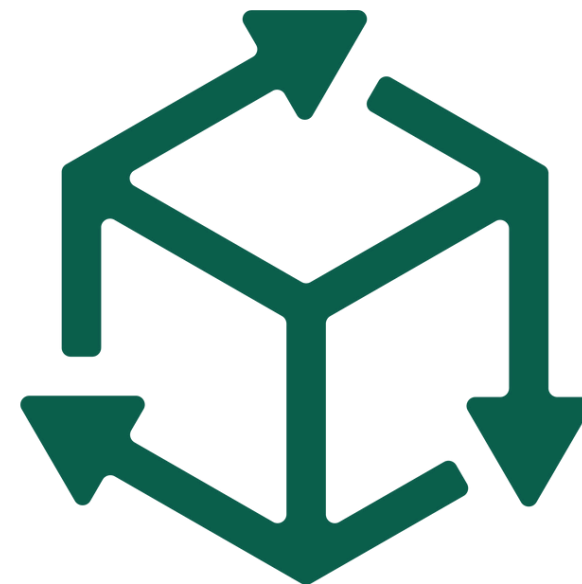
Engage high-intent buyers within a rich content environment that fosters networking and front-facing conversations with brand owners. Position your brand and message at the forefront of innovation and thought leadership with unparalleled visibility and direct access to key decision makers and influencers.





## 2025 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.



**Sustainability  
Central**

### **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 Packaging

Be a leader in your packaging solution vertical. Maximize your message and reach buyers actively researching your solutions in the most valuable year-round multi-channel media program available.



# LEADERS

## Leaders in 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 Packaging featured listing on the Packworld.com homepage, appearing under (up to six) product categories relevant to your company's offerings
- Listing alongside all Packworld.com editorial associated with your chosen product categories
- Print profile and product ad in the exclusive 2026 Annual Resource Guide

### Other Benefits

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





# Campaign and Lead Management Tools

Track and manage campaign and content metrics.





## LEAD MANAGEMENT TOOLS

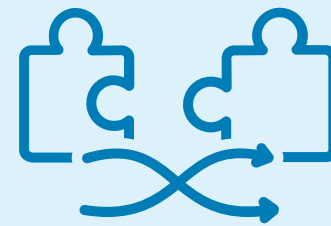
### Turn Prospects into Customers

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



#### **Leadworks**

Lead management, campaign performance, reporting and more.



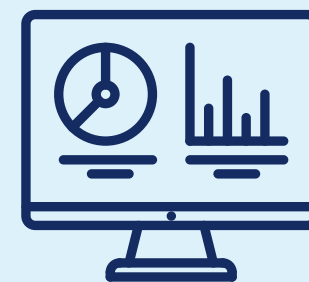
#### **Converge**

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 Packaging World readers.

2025	Packaging World Content Calendar					
Magazine						
• Bonus Distribution						
January/February Annual Outlook Report (AOR) + Smart Packaging (AIPIA) Update  Closing: January 9 Materials: January 13 Delivers: February 24	March/April New Materials, Legacy Equipment  Closing: March 6 Materials: March 13 Delivers: April 21	May/June FMCG Labeling Operations and Walmart’s Item-Level RFID Mandates and Signet Ad Study  Closing: May 1 Materials: May 8 Delivers: June 16	July/August 2D Barcode Revolution: Taking Advantage of New Data Collection  Closing: June 19 Materials: June 26 Delivers: August 4	PELV Show Issue September* Robotics Report + Design for Recyclability: Covering PRS 2025  Closing: July 24 Materials: July 31 Delivers: September 8	October Refillable, Reusable D2C Packaging: Checking in on Consumer Adoption  Closing: September 4 Materials: September 11 Delivers: October 20	November/December Innovations in Linear and Independent Motion Packaging Applications  Closing: October 20 Materials: October 27 Delivers: December 8
	Contract Manufacturing and Packaging					Annual Resource Guide (Leaders) Closing: October 7 Materials: October 14 Delivers: December 8
	Craft Brew Supplement*  Closing: February 13 Materials: February 20 Delivers: March 25	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 & Sustainability Central September 29-October 1   Las Vegas, NV  Sponsorship Deadline July 28	
Webinars						
Flexible Packaging: Considerations for Running New-Era Materials on Existing or Older Equipment  Close: January 14 Broadcast: January 28		Digital Printing: Not Just for Short Run Jobs Anymore  Close: April 8 Broadcast: April 22		2D Barcode Revolution: How Brands can Take Advantage of Exceptional New Data Collection  Close: July 1 Broadcast: July 15		Innovations in Linear and Independent Motion Packaging Applications  Close: November 4 Broadcast: November 18

# MEET THE ACCOUNT TEAM

Contact your Account Executive or [Sales@pmmimediagroup.com](mailto:Sales@pmmimediagroup.com)



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



[sales@pmmimediagroup.com](mailto:sales@pmmimediagroup.com)



[PMMIMediaGroup.com](http://PMMIMediaGroup.com)



500 W. Madison st.,  
Suite 1000, Chicago, IL 60661

For information on PMMI trade shows, visit [PMMI.org](http://PMMI.org)

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