

Contract Manufacturing and Packaging 2026 Media Kit

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



Contents

ABOUT US	3
AUDIENCE	6
BUYING CYCLE STUDY	12
COMPETITIVE ANALYSIS REPORTS	13
OFFERINGS OVERVIEW	17
DATABASE ORGANIZATION	20
TRADE SHOW OFFERINGS	21
EVENTS	22
CUSTOM RESEARCH	23
CONTENT CALENDAR	25
MEET THE TEAM	26



CONTRACT PACKAGING +
MANUFACTURING

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, and analysis.

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

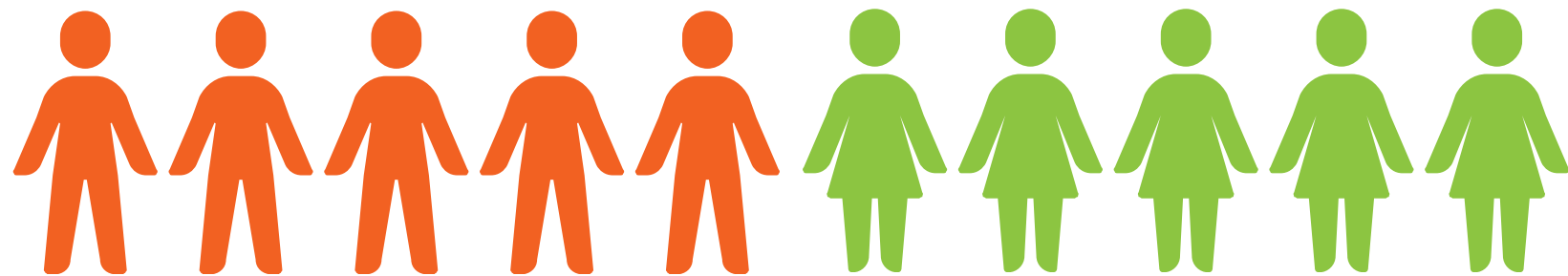
CONTRACT
Manufacturing + Packaging™



Universal Audience Breakdown

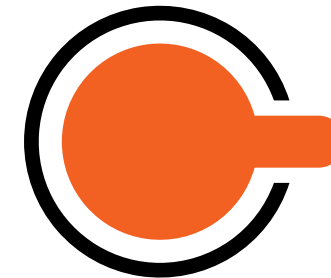
PMMI Media Group's operating database consists of:

150K



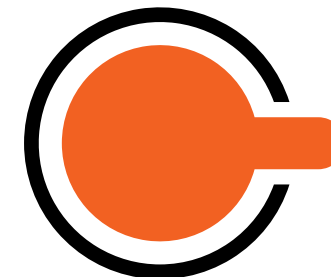
Verified/validated end users

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.



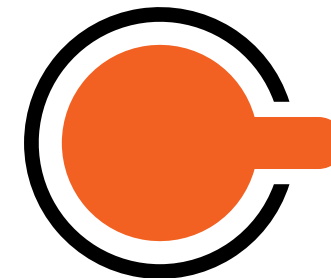
PACKAGING

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



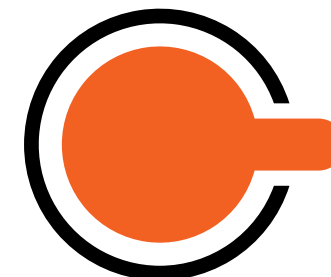
HEALTHCARE PACKAGING

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



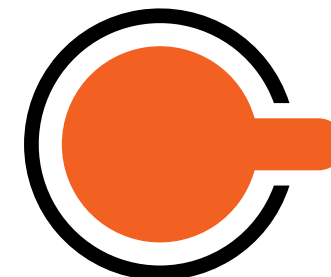
FOOD & BEVERAGE PROCESSING

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



"We have always relied on the products offered by PMMI media group to allow us to reach our relatively small sector of the packaging industry. Our account manager Leo Guenther has been a great resource for helping us select the items that work best for us considering our budget is fairly small."



--Matthew Rigsby, Marketing Manager, Prosysfill



"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."

-Ray Kondrocki, President, Kondracki Group



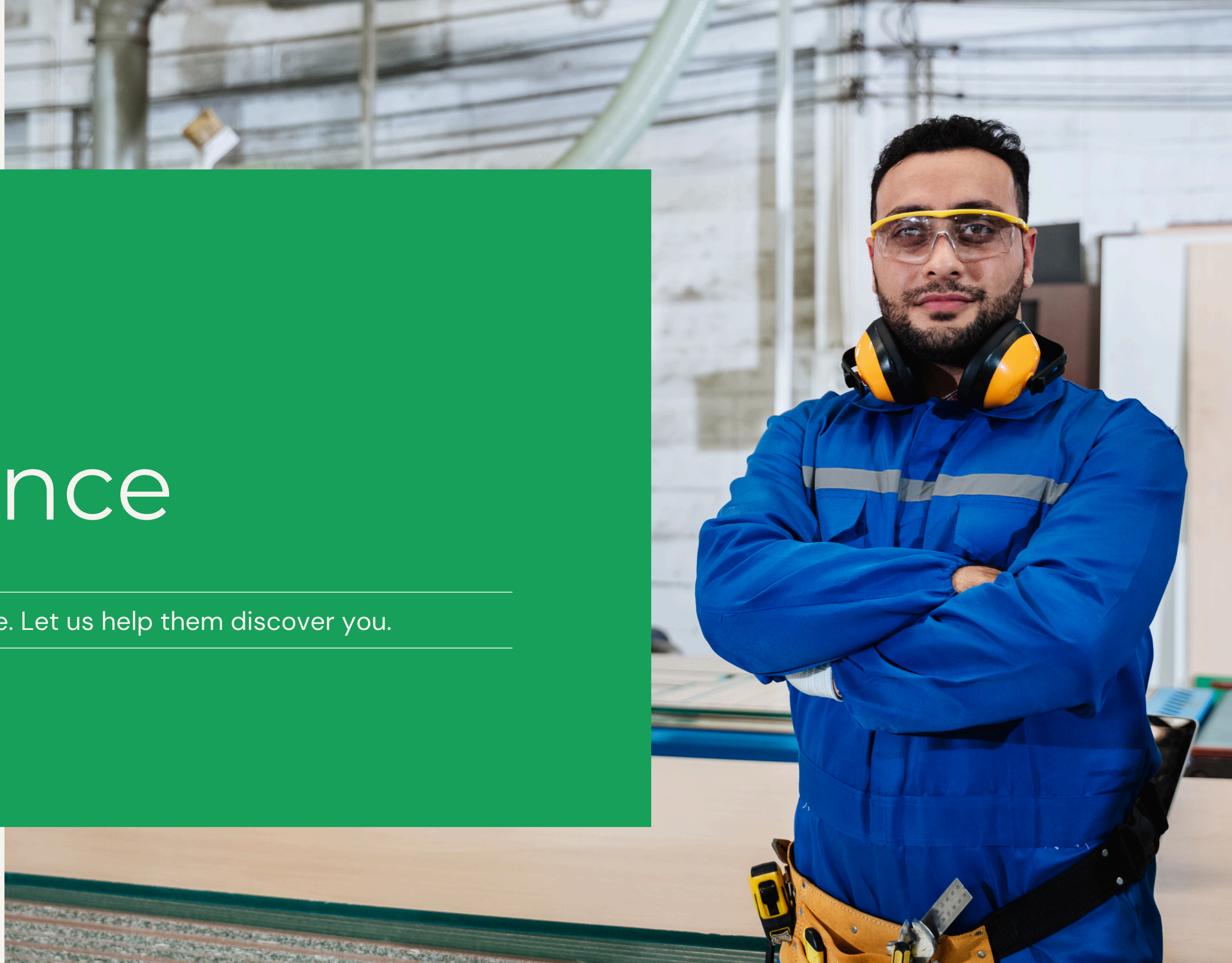
"PMMI Media Group is an integral part of our marketing planning at Formic. It provides us the best way to engage our audience of CPG manufacturers that we are supporting to have success with automation."

-Shawn Fitzgerald, Chief Marketing Officer, Formic



CM+P Audience

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



Circulation



27K

Engaged Email Subscribers



15K

Print Subscribers

• • •

AUDIENCE BREAKDOWN

“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

Primary Industry



52%	Food/Beverage Manufacturer
22%	Other Packaged Products
7%	Cosmetics/Personal Care
5%	Life Sciences
11%	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

36% Corporate and General Management



21% Engineering



20% Production / Operations / Quality



21% Package Design or Devel. / Brnd Mgnt.



9% Plant Management



11% Procurement



9% Logistics / Supply Chain Mgnt.



5% Reg. Affairs, Validation / Compliance





AUDIENCE
NETWORK

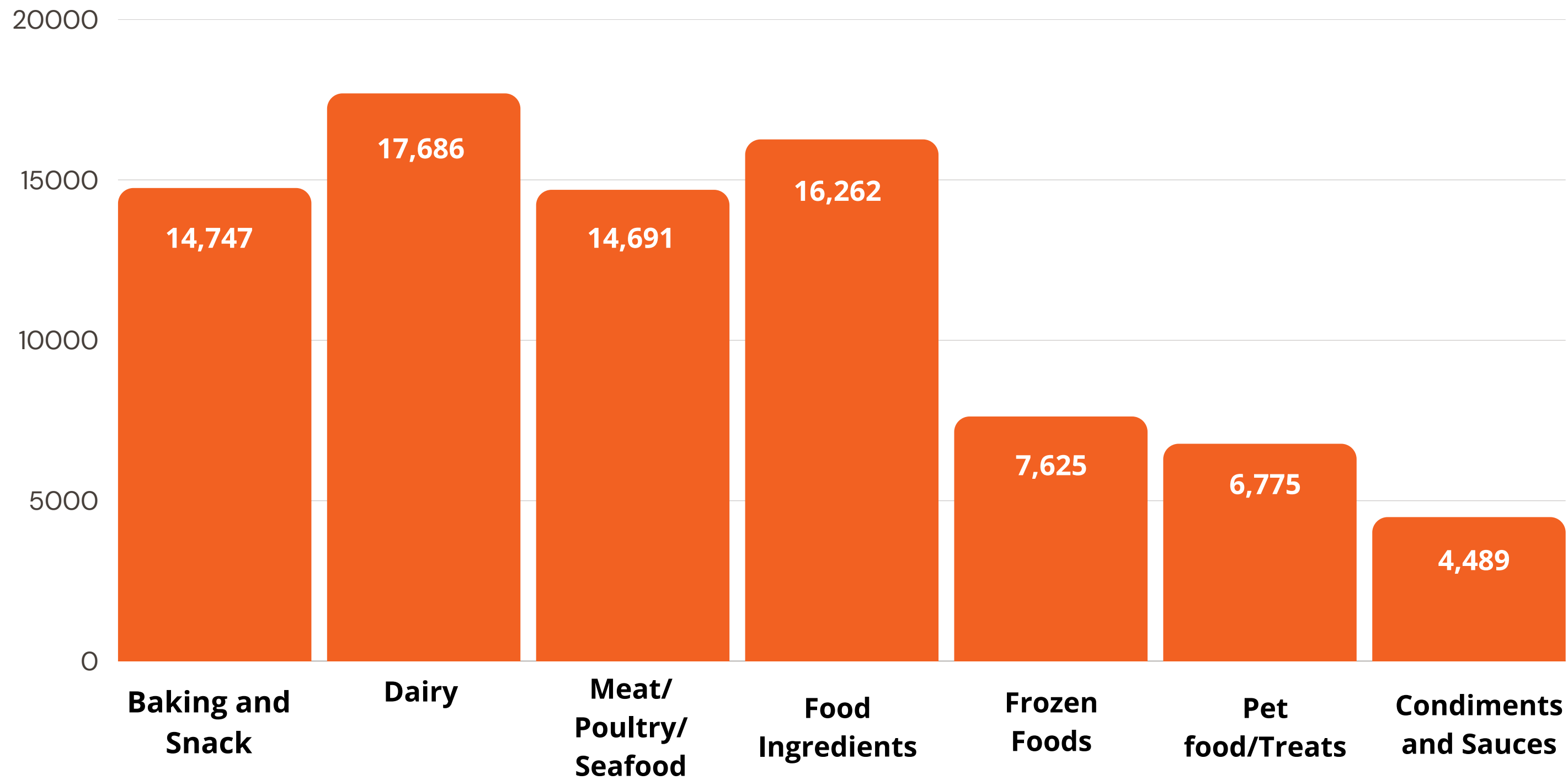
You choose the
audience, we serve
the message.

Are you looking to
reach a different
Audience segment?
See full list here:



Top Audience Segments - Target via social & Web

Food and Beverage





AUDIENCE
NETWORK

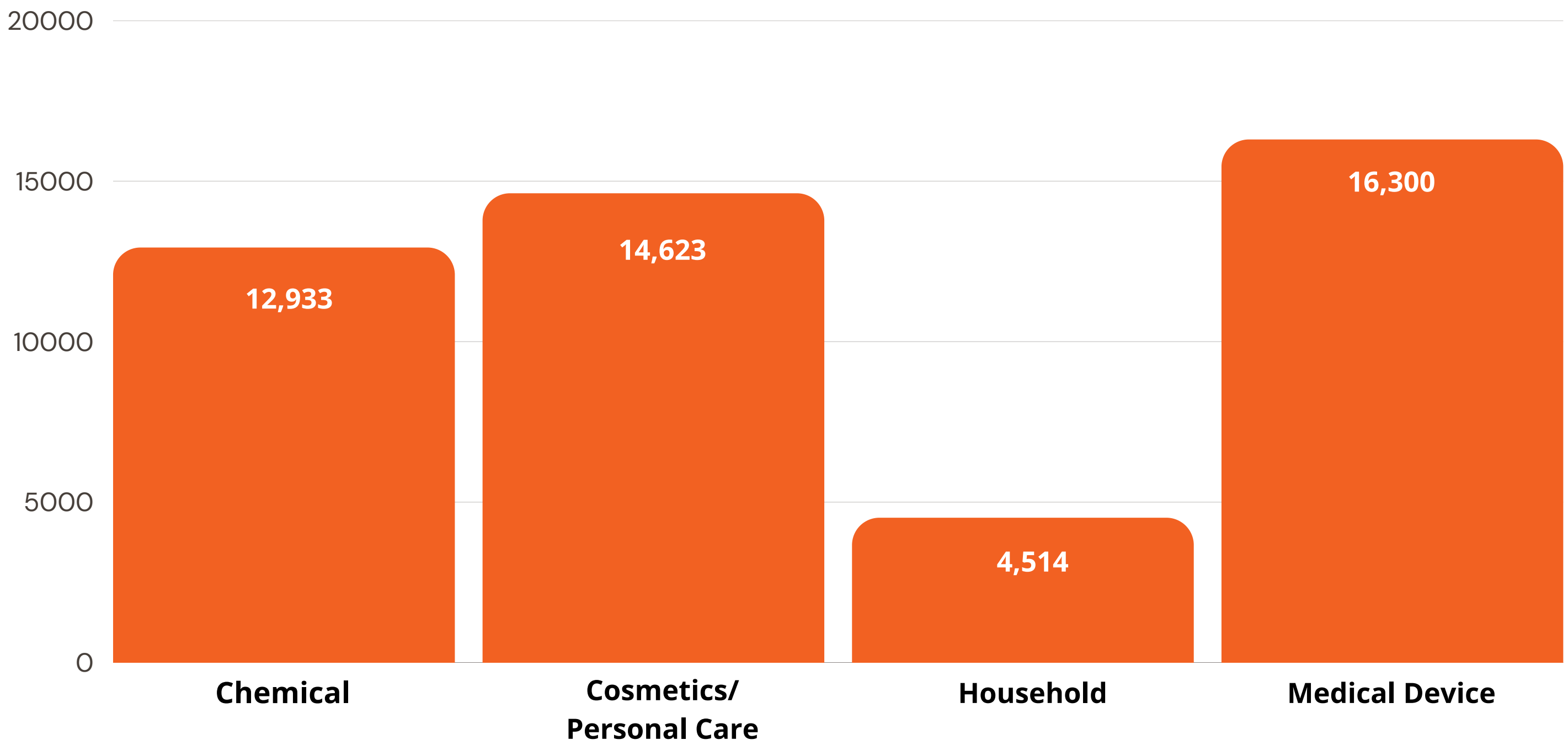
You choose the
audience, we serve
the message.

Are you looking to
reach a different
Audience segment?
See full list here:



Top Audience Segments - Target via social & Web

Non-food





AUDIENCE
NETWORK

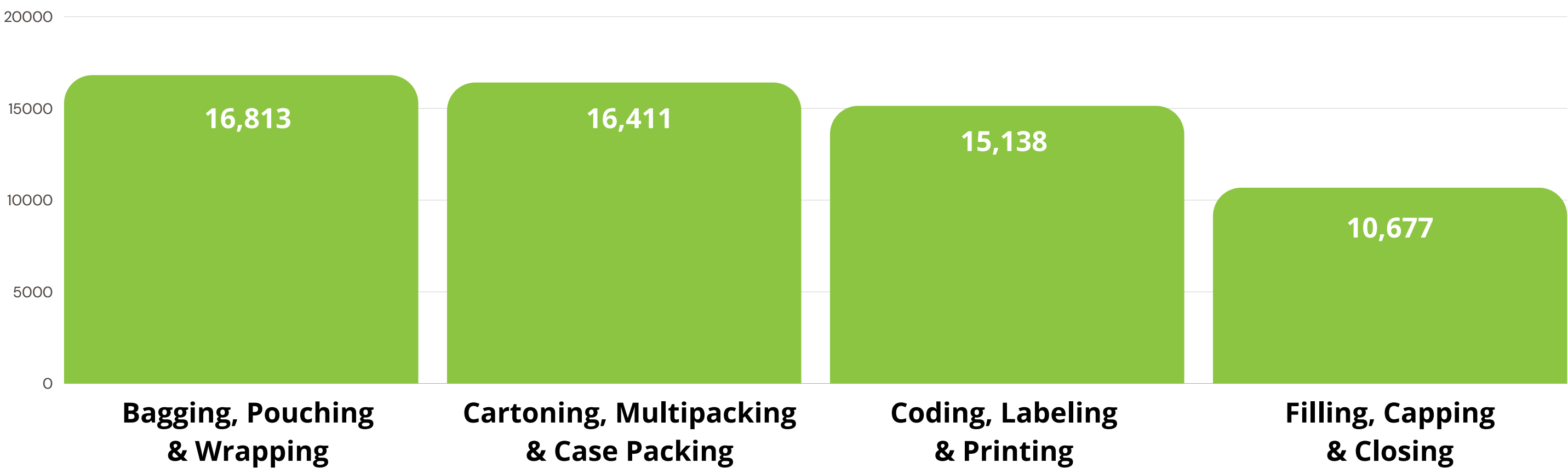
You choose the
audience, we serve
the message.

Are you looking to
reach a different
Audience segment?
See full list here:

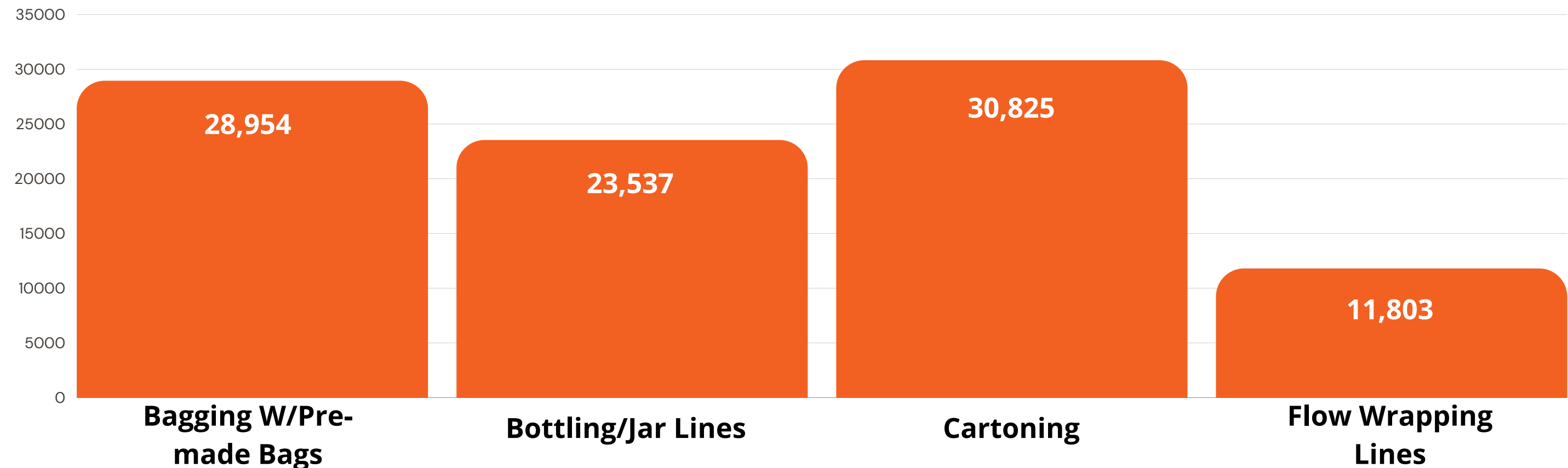


Top Audience Segments - Target via Social & Web

Buying Interest



Packaging Plant Processes



View full buying
cycle survey results



Buying Cycle Survey

Want to better understand the equipment buying cycle of your best prospects? Through PMMI Media Group’s exclusive end user research, you will discover key insights to help propel your brand forward.

Why Organizations Buy New Equipment

What prompts businesses to consider a new equipment purchase?



COMPETITIVE ANALYSIS REPORTS

REQUEST A CAR REPORT FOR YOUR CATEGORY



See How Your Competition is Gaining Market Share - Request Report

Our competitive analysis reports provide key insights into your competitors, reach by product category, and marketing performance.

Download a report from the following categories:

- Processing Equipment
- Conveying, feeding and handling
- Bagging, pouching and wrapping
- Coding, labeling and printing
- Filling, capping and closing
- Inspection/Testing Equipment
- Cartoning, multipacking and case packing
- Palletizing and Load Stabilization
- Flexible packaging and labeling
- Latin American Suppliers



OUR READERS

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

Marketing Manager
BluePrint Automation



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

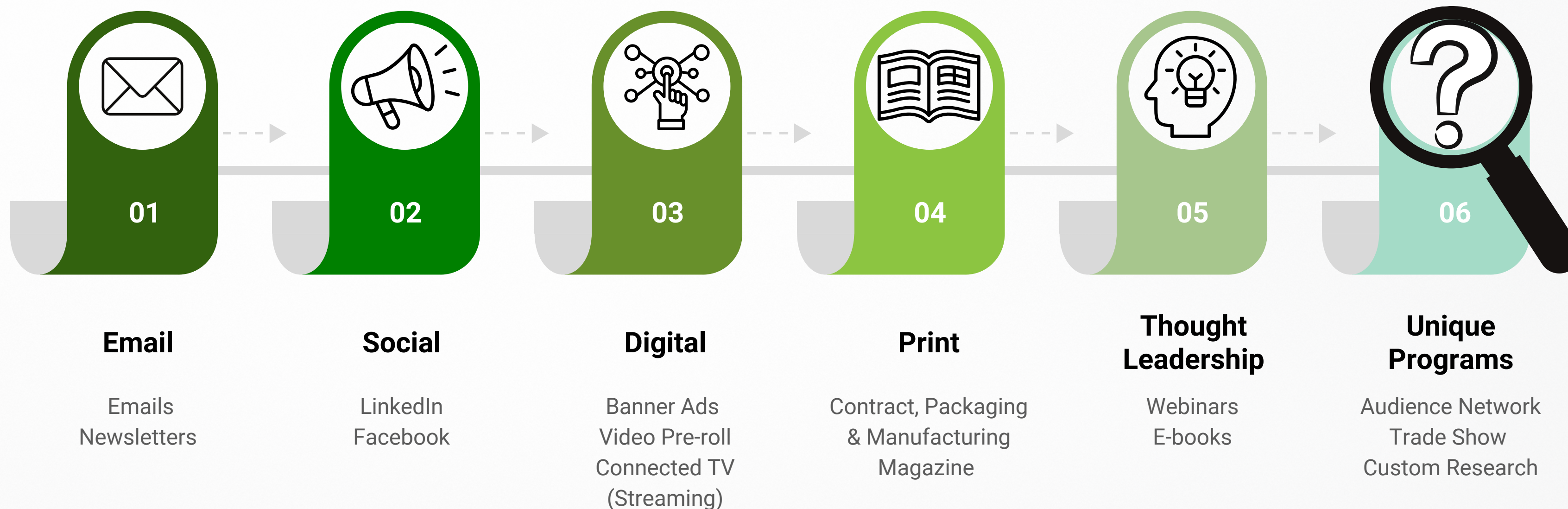


Omnichannel Reach

Transform this audience from prospect to customer when you engage them through web, social, email, & print campaigns.



OFFERING OVERVIEW





TARGETED
OUTREACH

Find your Audience
Segment



PMMI Media Group Audience Network

Reach the right prospects, including key decision makers, with PMMI Media Group’s targeted audience network. Our database is carefully vetted by our audience engagement team to ensure you receive both quantity and quality for your lead generation.

Channels:

- Social Media (LinkedIn, Facebook)
- Banner ads
- Native Ads
- Targeted Audio
- Connected TV



Something's not quite right here. Can you find the flaw?

85%

PMMI Member
Suppliers Listed their
top priority as finding
new customers

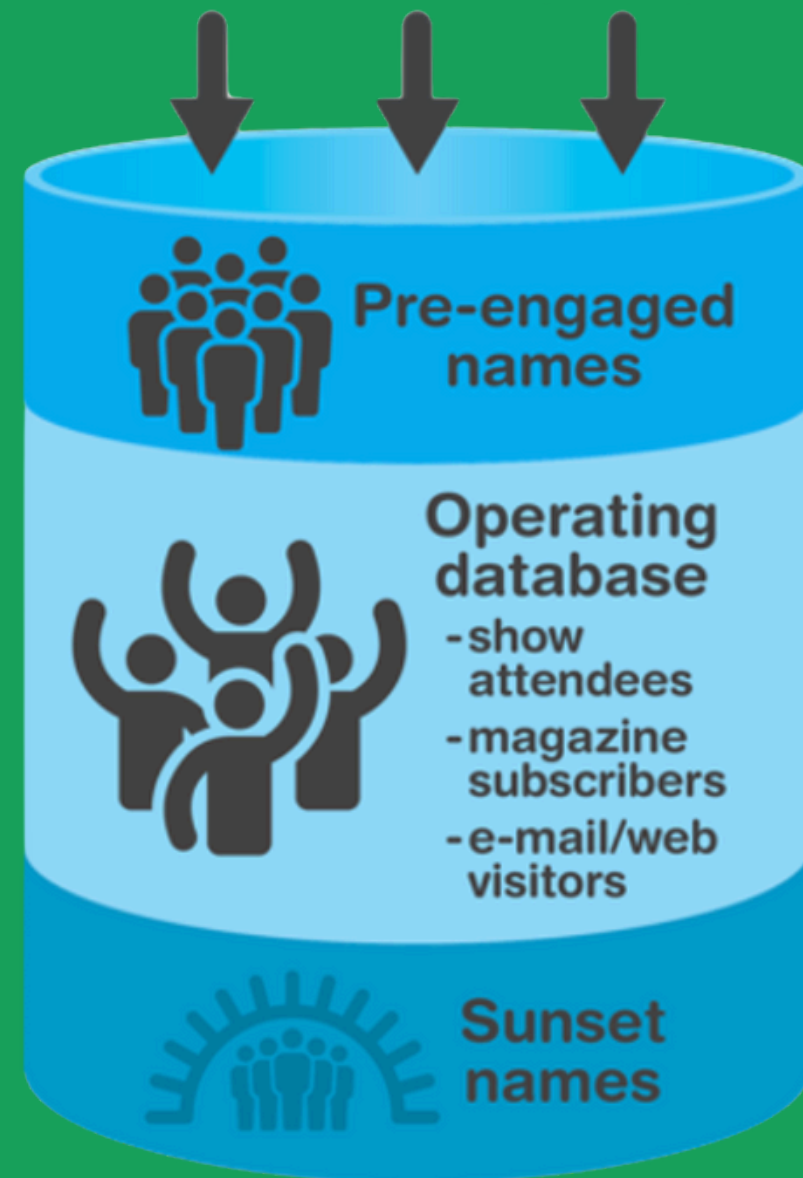
95%

But most (95%)
primarily using
in-house lists

If you're wondering **where new leads are coming from, you're right!** By primarily emailing to in-house lists, suppliers limit their chances of acquiring new leads.

Here's how we keep our database up-to-date

New names we are proactively targeting



PMMI Database Organization

PRE-ENGAGED: awaiting interaction; transition to active upon engagement.

OPERATING: Recently active

SUNSET: Long-term inactive

• • •

TRADE SHOW OFFERINGS

“Game Plan has been very helpful because it enables PACK EXPO attendees to choose our company from a set list of categories and designate our booth as a "must visit" when planning for the show.- add packexpo quote

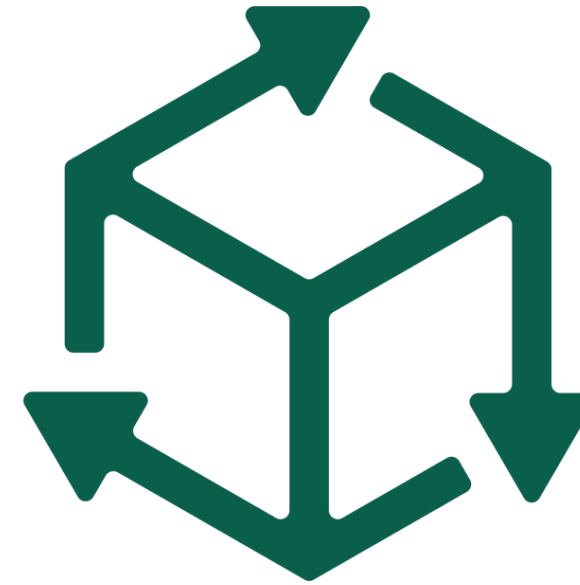
Quality/Marketing Manager,
Precision Automation
Company

Help Attendees Find your Booth

- **PACK EXPO Showcase:** Establish your PACK EXPO presence in this exclusive pre-show exhibitor profile issue.
- **Game Plan:** Drive quality booth traffic with a personalized roadmap for attendees seeking your solutions.
- **Second Look:** Capitalize on post-show engagement and reach buyers who missed your booth post show.
- **Show Daily:** Be one of the first things attendees see each morning of PACK EXPO.
- **Social Media & Email:** Connect with specific attendee segments before the show through targeted social media and email campaigns.
- **Discovery Tours:** Be a tour stop for first-time PACK EXPO attendees looking for packaging and materials solutions.



2026 EVENTS



Packaging Recycling Summit - June 15-17 | Rosemont, IL

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 - October 18-21 | PACK EXPO International

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.

Sponsorship Opportunities Available



CUSTOM RESEARCH

Learn More:



We're Here to Help

PMMI Media Group Custom Research: Gain invaluable audience insights through tailored research, including market perceptions, pain points, and thought leadership. We combine in-person and online research, workshops, and focus groups, leveraging our proprietary customer database for unparalleled access to key decision-makers.





LEAD MANAGEMENT TOOLS

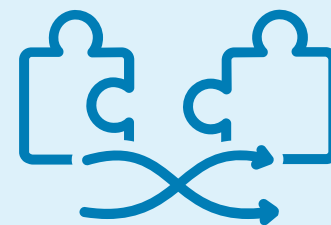
Turn Prospects into Customers

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



Leadworks

Lead management, campaign performance, reporting and more.



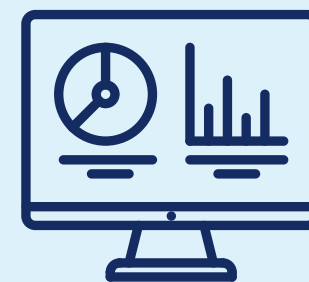
Converge

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

Contract Manufacturing & Packaging

March/April

Closing: January 30
Materials: February 6
Delivers: April 20

July/August*

Closing: May 29
Materials: June 5
Delivers: August 3

Events and Event Issues

PACK EXPO East
February 17-19 | Philadelphia
Showcase Issue*
Closing: December 15, 2025
Materials: December 22, 2025
Delivers: January 30

EXPO PACK Mexico
June 2-5 | Mexico City, MX
Show Issue*
Closing: April 1
Materials: April 8
Delivers: May 11

Packaging Recycling Summit
June 15-17 | TBD
Sponsorship Deadline
April 30

PACK EXPO International
October 18-21 | Chicago, IL
Showcase Issue*
Closing: August 21
Materials: August 26
Delivers: October 2

Sustainability Central
October 18-21 | Chicago, IL
Sponsorship Deadline
August 20

MEET THE ACCOUNT TEAM

Contact your Account Executive or Sales@pmmimediagroup.com



Wendy Sawtell
Director of Business
Development
wsawtell@pmmimediagroup.com



Christine Smallwood
Director of Strategic
Accounts
csmallwood@pmmimediagroup.com



Leo Guenther
Account Executive
lguenther@pmmimediagroup.com



Brian Gronowski
Account Executive
bgronowski@pmmimediagroup.com



Patrick Young
Account Executive
pyoung@pmmimediagroup.com



Aleks Dorcean
Account Executive
aapkarian@pmmimediagroup.com



Jake Brock
Account Executive
jbrock@pmmimediagroup.com



Faith Zucker
Account Executive
zuckerf@pmmimediagroup.com



Rosa Ott
Business Development
Representative
rott@pmmimediagroup.com



Raquel Serrano Sargent
Business Development
Representative
rserranosargent@pmmimediagroup.com



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

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



sales@pmmimediagroup.com



PMMIMediaGroup.com



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

For information on PMMI trade shows, visit PMMI.org

