

# Healthcare Packaging 2026 Media Kit

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





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# 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<sup>+</sup>**  
PACKAGING®

**OEM**  
PACKAGING · PROCESSING · AUTOMATION

**mundo** EXPO  
PACK  
Procesamiento · Empaque · Automatización

**CONTRACT**  
Manufacturing + Packaging™

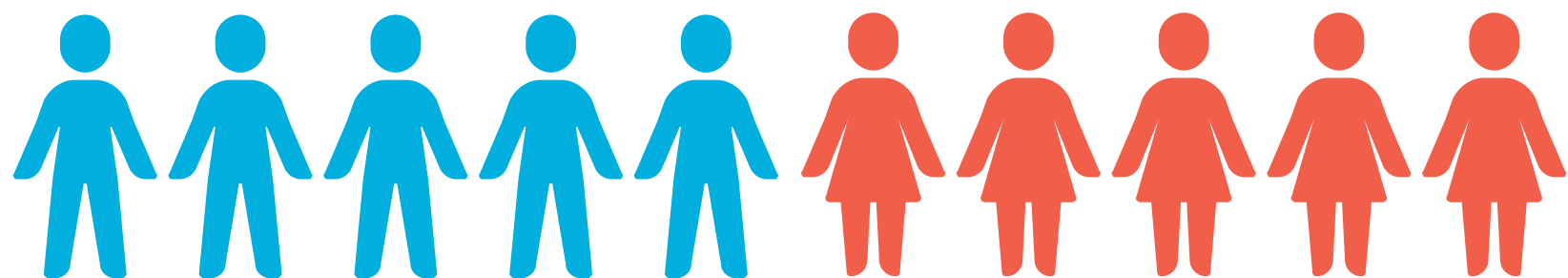




# Universal Audience Breakdown

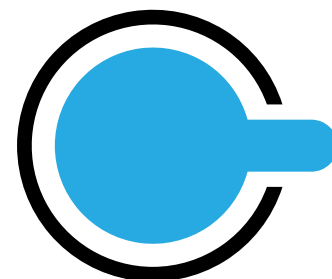
**PMMI Media Group's operating database consists of:**

150K



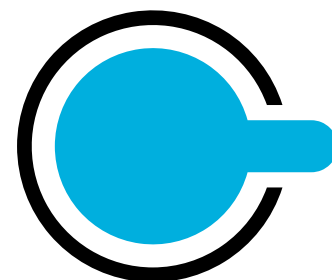
**Verified/validated end users**

**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.



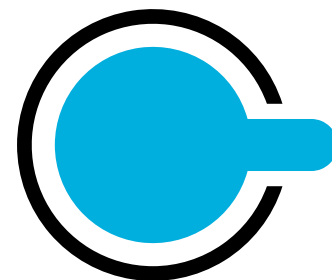
## **PACKAGING**

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



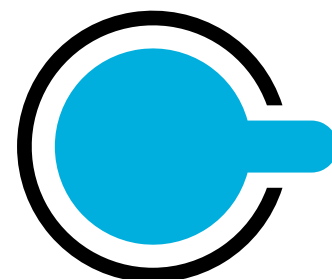
## **HEALTHCARE PACKAGING**

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



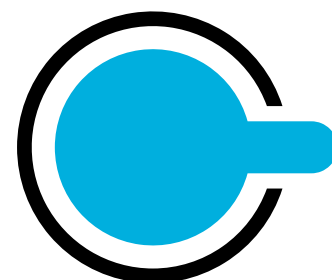
## **FOOD & BEVERAGE PROCESSING**

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



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.



Aimee Weber,  
Director of Marketing Communications,  
MRP Solutions



PMMI Media Group has helped us reach our target in healthcare industry through publications, online advertisements, e-blasts, to help generate leads and create general awareness that is very useful for us.

Brandon Hozier, Sales Manager,  
Packworld USA, Ltd.



What I love most about using PMMI Media is we are able to target our message to the right markets and the people that we want to highlight our message given the products that we're trying to get the word out for... PMMI allows us to target to the right people and the right companies based on the different categories that they offer for manufacturers like us."

Kim Sanderson, Senior Marketing Associate,  
Sonoco





# Healthcare Packaging Audience

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

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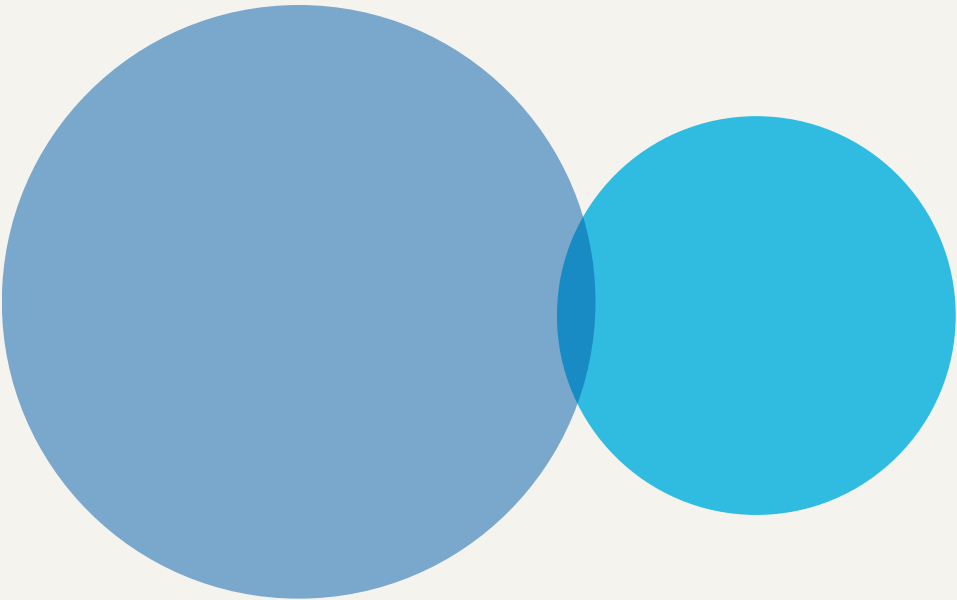
# Circulation

Engaged Email Subscribers - 18K

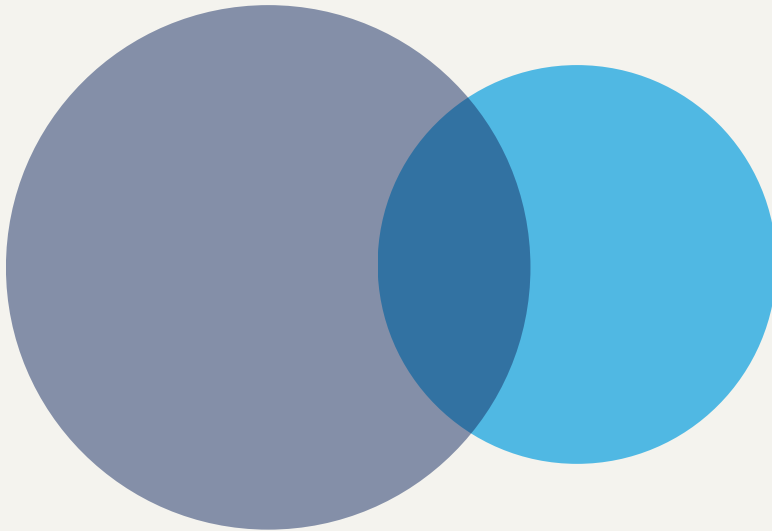
Unique Monthly Web Visitors - 15K

Print Subscribers - 15K

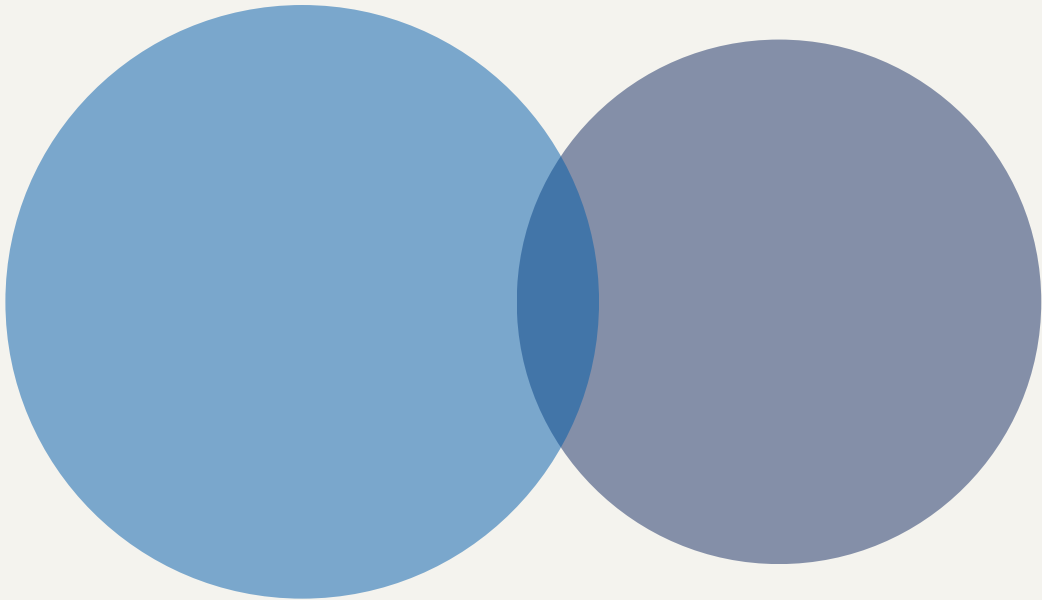
## Audience Overlap



Web vs. Print  
7%



Email vs. Print  
13%



Web vs. Email  
18%

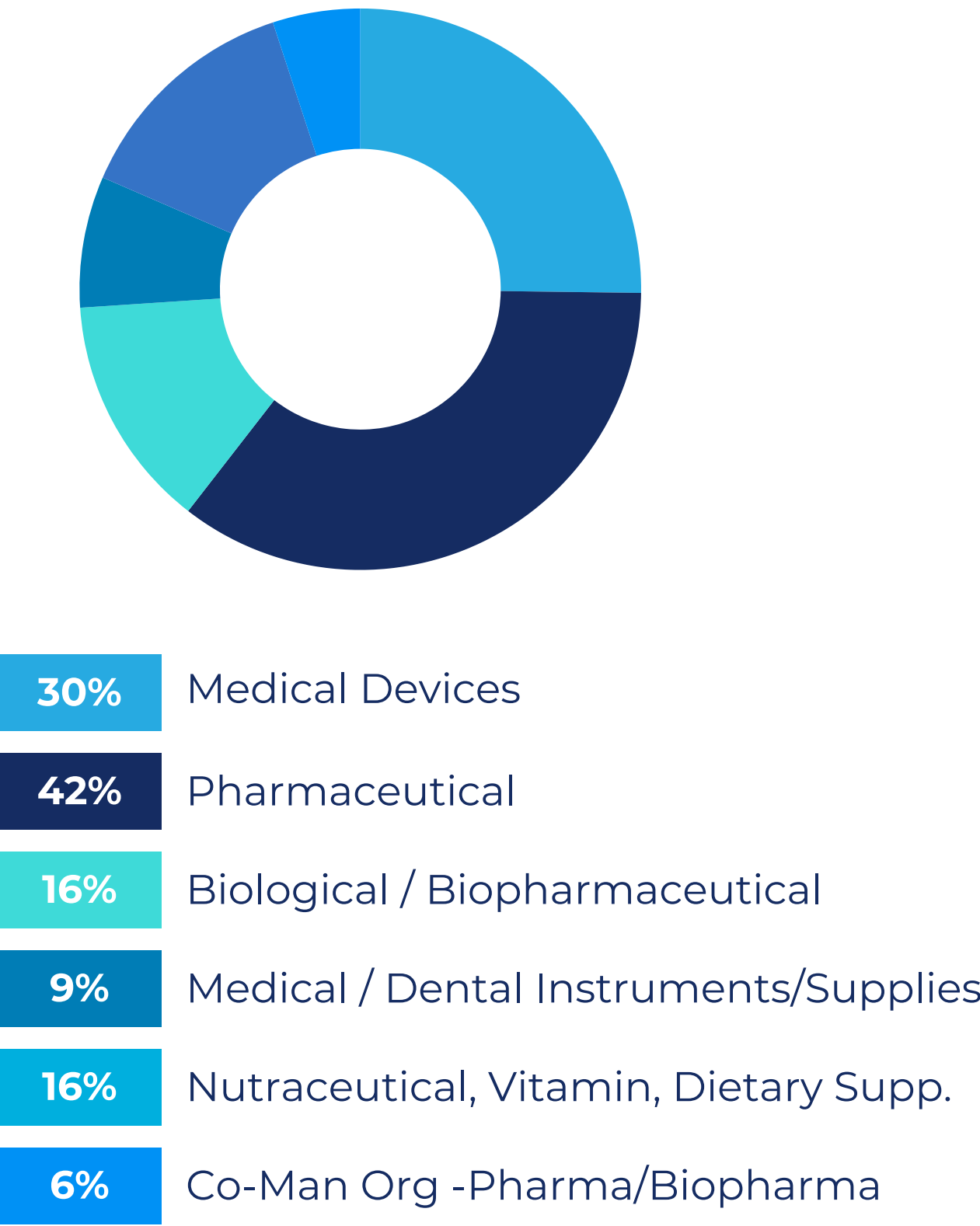
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## AUDIENCE BREAKDOWN

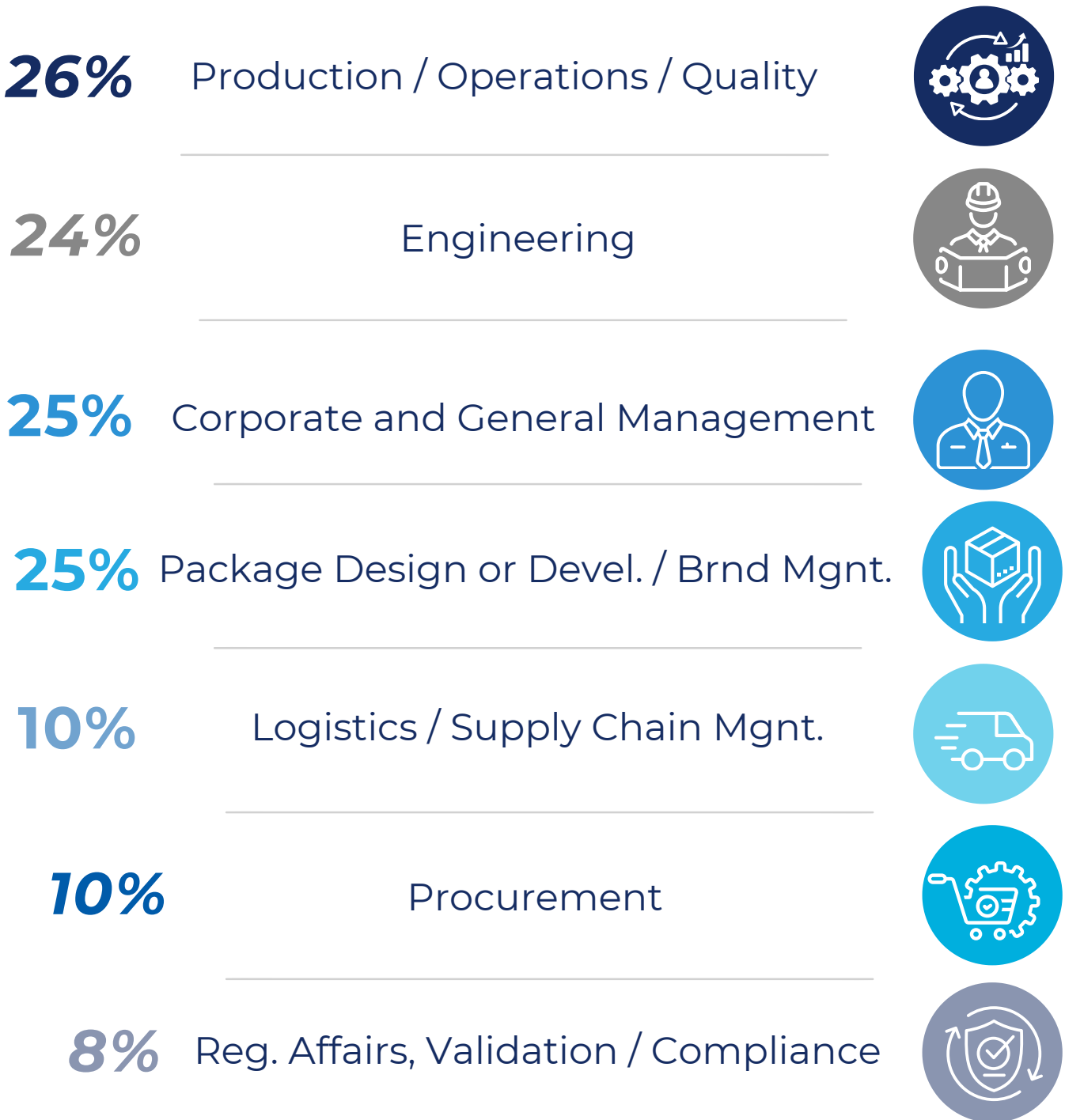
“PMMI Media Group sets the industry standard for audience quality. None can surpass the caliber of their audience.”

Marketing Manager  
BluePrint Automation

## Primary Industry



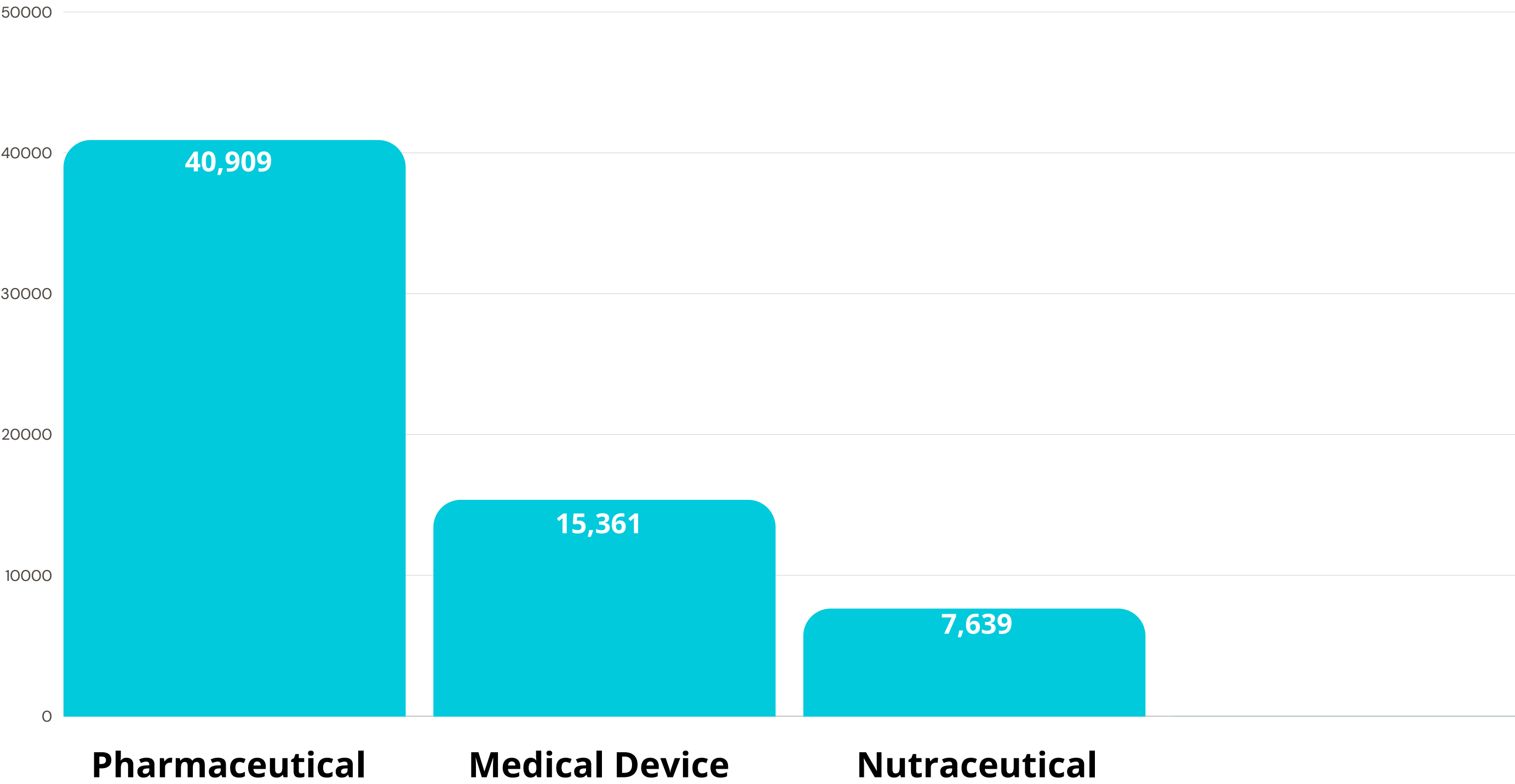
## Job Duty





# Audience Members By Segment - Sample

## Healthcare



PAN -  
AUDIENCE  
BREAKDOWN

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



• • •

AUDIENCE NETWORK

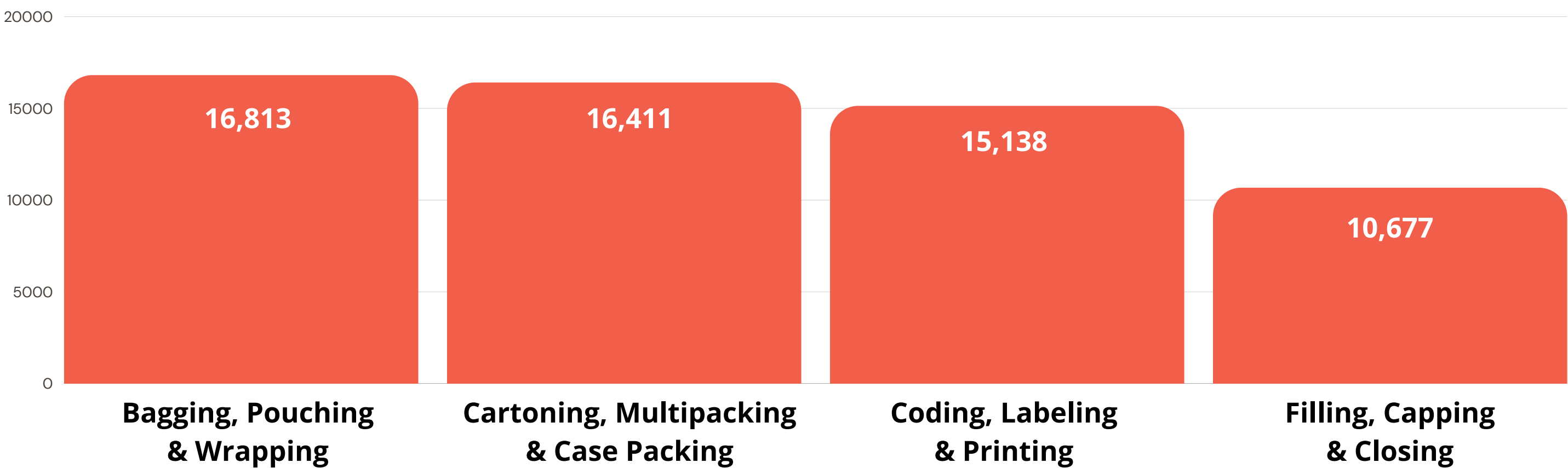
You choose the audience, we serve the message.

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

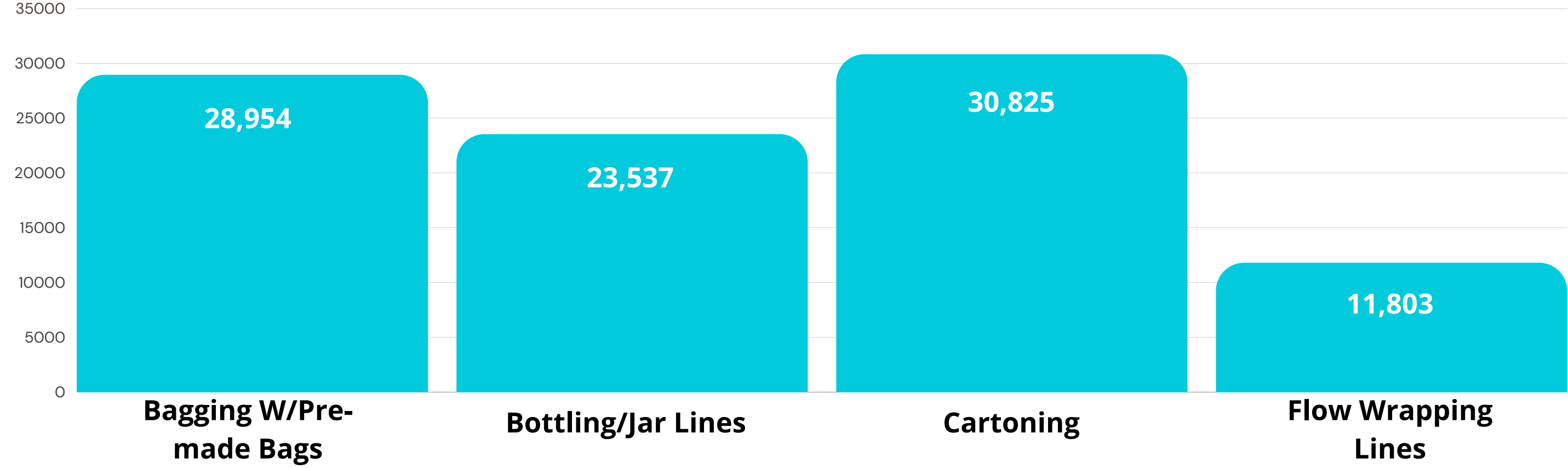


# Top Audience Segments - Target via Social & Web

## Buying Interest



## Packaging Plant Processes





View full buying  
cycle survey results



# Buying Cycle Research

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?



# 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

COMPETITIVE  
ANALYSIS  
REPORTS

REQUEST A CAR  
REPORT FOR  
YOUR CATEGORY





**77** leading solutions suppliers in the **bagging, pouching, and wrapping** equipment sector already trust PMMI Media Group to deliver their message to key prospects in the industry.

In 2025, the US bagging, pouching, and wrapping equipment sector is expected to reach a value of nearly \$1.8B, reflecting a growth rate of 2% from the previous year. By 2028, the projected shipments value is \$2.1B.

**CONSIDER THIS:** Even a 1% swing in market share can add upwards of \$20M in revenues each year for the next three years.



Year	Shipment Value (\$M)	% Growth YoY
2022	1,500	0%
2023	1,600	7%
2024	1,700	6%
2025	1,800	6%
2026	1,900	6%
2027	2,000	5%
2028	2,100	5%

Source: PMMI 2024 State of the Industry Report

**See the proof**

Dive deeper when you request a complimentary **comprehensive competitive analysis report**, featuring key metrics from 77 suppliers—including a company list. Flip over to see report details and key segments.

**Reveal the future of your business**

Pull the sides to see how companies in the **bagging, pouching, and wrapping** equipment sector are advancing their market share.

**Unlocking growth opportunities for packaging and processing suppliers**

As the market leading B2B media company, **PMMI Media Group** connects packaging and processing suppliers with over **150,000** verified CPG end-users looking for packaging and processing solutions like yours.

**Reach the right audience**

Effectively connect with key contacts within our database actively researching solutions in your category.

**Generate leads**

Enhance brand recognition and turn prospects into customers through comprehensive, multi-channel campaigns.

**The industry go-to**

PMMI Media Group brands are the go-to resource for CPG packaging and processing professionals exploring the latest industry trends.

See Audience Breakdown: <https://pmmi.media/PAN>







# OUR READERS



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

Marketing Manager  
BluePrint Automation





# 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



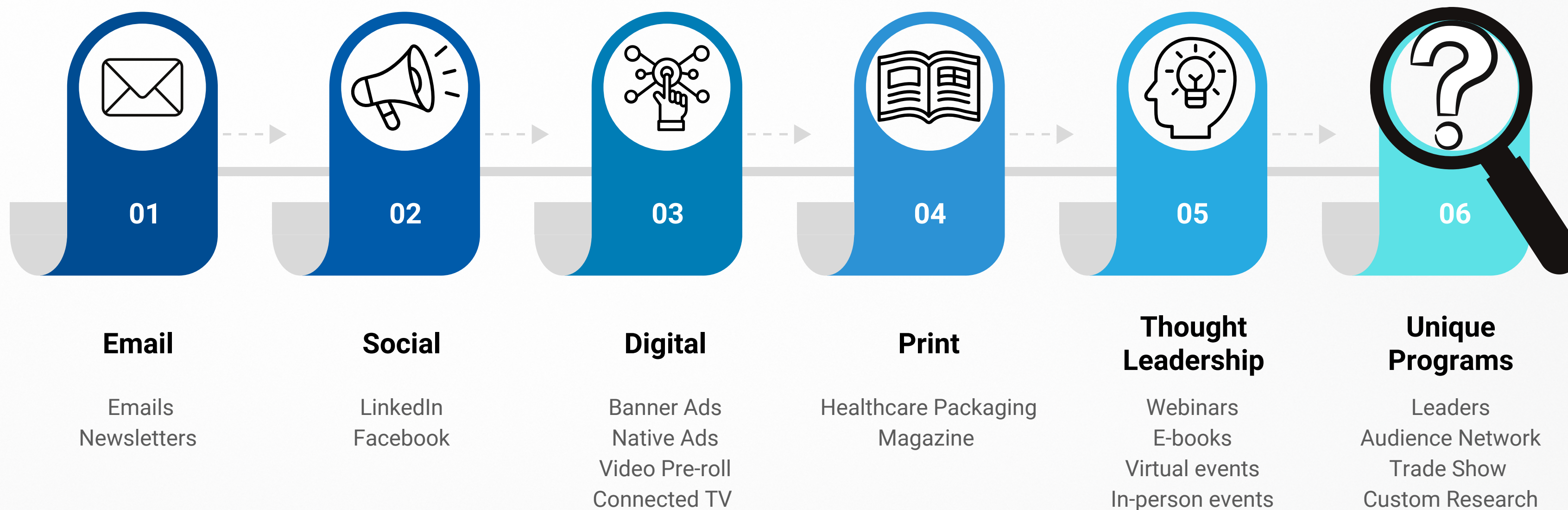


# Omnichannel Reach

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

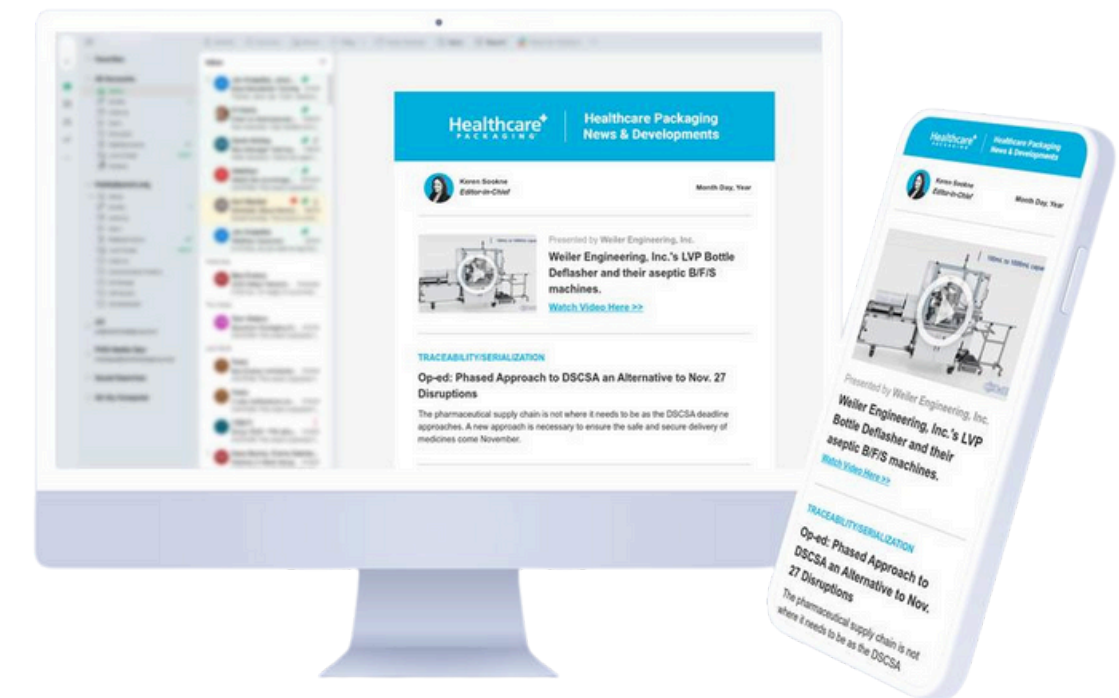
**SUNSET:** Long-term inactive



# Leaders in Healthcare Packaging

Complete your 2026 marketing with this year-round, multi-channel program:

- **Enhanced Visibility:** Promoted listing on healthcarepackaging.com homepage.
- **Contextually triggered listings** alongside relevant Healthcare Packaging editorial
- **Performance Tracking:** Access real-time profile views and clicks.
- **Print Presence:** Profile and product ad in the 2026 Leaders in Healthcare Packaging issue.
- **Extended Reach:** Banner ads served to healthcarepackaging.com visitors on 3rd-party sites.



“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

• • •

# WEBINARS

“ —

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

Learn More:



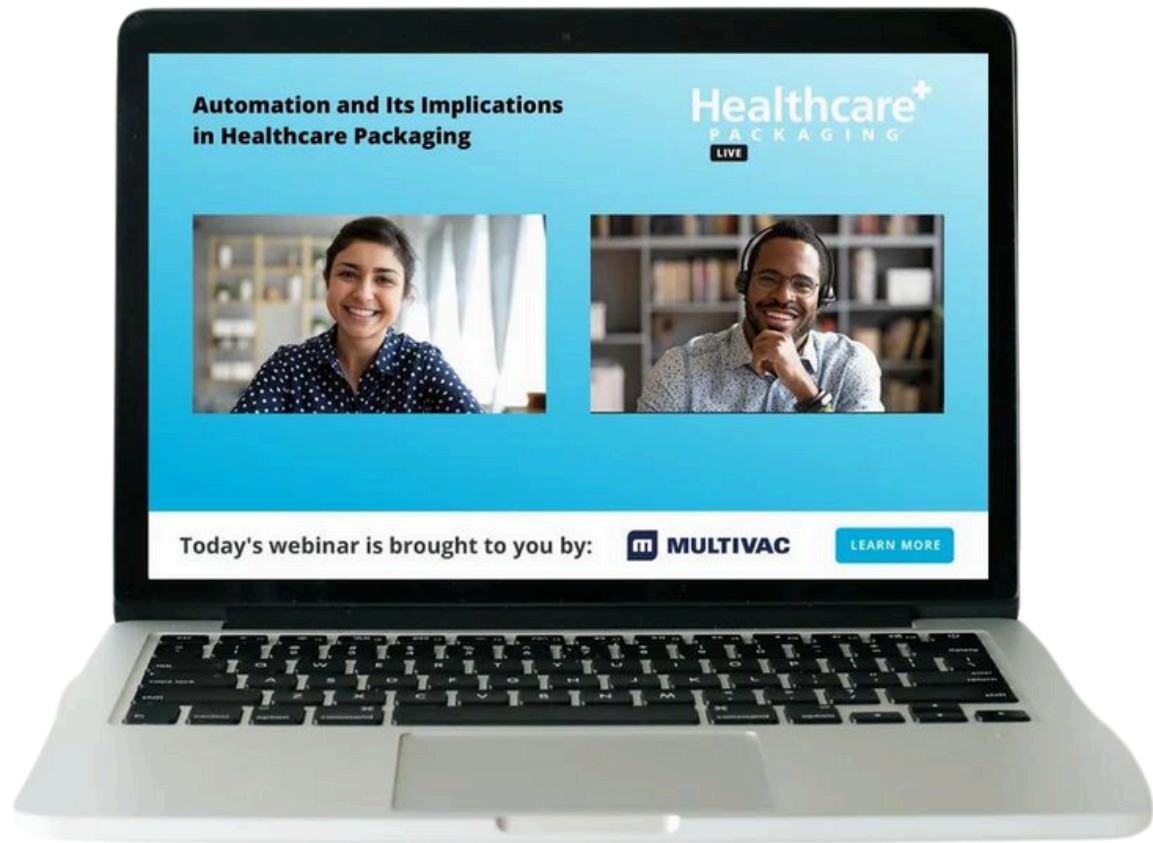
# Engage Your Best Prospects

## Sponsor a Healthcare Packaging Webinar

Leverage our expertise and audience. Provide your logo and overview for prominent visibility. Collect attendee contact information.

## Host a Webinar

Lead the conversation with editorial support and comprehensive promotion. Collect attendee contact information.



## Sponsored Webinars

<p>Closing 1.21.26</p> <p>Powering the Next Generation of Pharma with RFID: Unlocking Compliance, Efficiency, and Traceability in Labeling</p>	<p>Closing 5.13.26</p> <p>Cold-Chain Packaging: New Technology Ensuring Safe Transit for Temperature-Sensitive Biologics</p>	<p>Closing 8.5.26</p> <p>Balancing Sustainability &amp; Patient Adherence in Pharma/ Med Device</p>	<p>Closing 10.14.26</p> <p>AI and Machine Learning in Today's Next-Gen Pharmaceutical Packaging/ Filling Equipment</p>
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RESEARCHED  
LISTS

“ I like this style article. If I am actively looking for a partner, this helps.

Researched Lists Reader

The Easiest Way for  
Buyers to Find You

Researched Lists

Generate high quality leads from qualified prospects by cutting through the noise with these editorial curated, premium supplier roundups - built through expert input and topic-driven research. These research lists present readers with relevant, credible solutions options without the hassle.

Healthcare+  
PACKAGING

XLSX

Mono-Material, Barrier Pouches

	A	B	C	D
1	Solution	Raw vs. Finished	Material	Company
2	Recyclable mono PP spouted pouch	Finished	PP	
3	AmPrima, AmFiber	Finished	PE, fiber	
4	Recycle Ready Pouches	Finished	PE	
5	oneBARRIER line of both paper and OPE film	Raw	PE, fiber	
6	PP monomaterial	Finished	PP	

Categories & Dates

JANUARY | Closing 1.6.26

Vision Inspection Systems for  
Primary & Secondary Pharma Packs

APRIL | Closing 4.7.26

DSCSA-Ready 2D Data-Matrix Coders with  
On-Line Vision Verification

JULY | Closing 7.7.26

Non-Contact Flow-Meter Fillers for  
Aseptic Biologics & Vaccines

## Engage Your Best Prospects

- **Package This:** Showcase your solutions to new and established packaging buyers via PMMI Media Group's educational videos. Each episode of the series is focused on a packaging solution.
- **E-Books:** Increase your high quality lead generation by connecting with manufacturers investing in packaging solutions through targeted, topic-based Healthcare Packaging E-Books.



## E-Books

Closing 5.15.26

Balancing Sustainability & Patient Adherence in Pharma/ Med Device

Closing 8.21.26

Advancements in blister packaging and the next-gen equipment that powers them



• • •

## 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

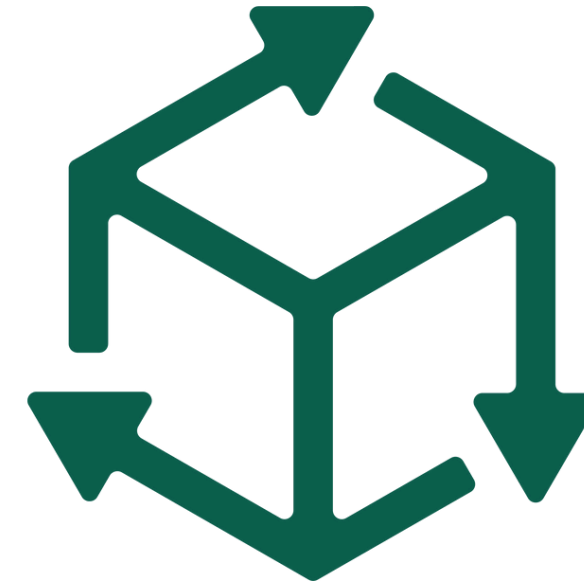
Quality/Marketing Manager,  
Precision Automation  
Company

# 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

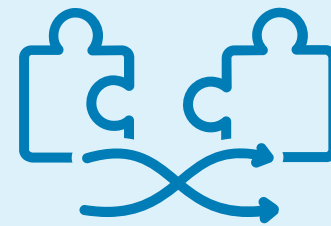
# Turn Prospects into Customers

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



### Leadworks

Lead management, campaign performance, reporting and more.



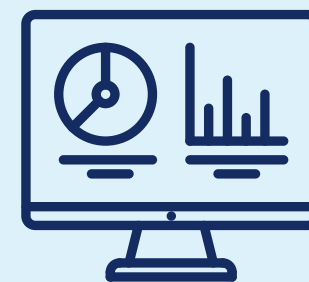
### Converge

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.



2026

# Content Calendar

## Healthcare Packaging Magazine

• Bonus Distribution

### Spring Issue

Leaders in Healthcare  
Packaging Special Edition

Balancing Sustainability &  
Patient Adherence in  
Pharma/Med Device Packaging

**Closing:** February 23

**Materials:** March 2

**Delivers:** April 13

### Fall Issue\*

PACK EXPO International Preview

New Technology in the Life  
Sciences Space: AI, Machine  
Learning, & More

**Closing:** August 6

**Materials:** August 13

**Delivers:** September 21

## 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

## Sponsored Webinars

Closing 1.21.26

Powering the Next Generation of Pharma with  
RFID: Unlocking Compliance, Efficiency, and  
Traceability in Labeling

Closing 5.13.26

Cold-Chain Packaging: New  
Technology Ensuring Safe Transit for  
Temperature-Sensitive Biologics

Closing 8.5.26

Balancing Sustainability & Patient  
Adherence in Pharma/ Med Device

Closing 10.14.26

AI and Machine Learning in Today's Next-Gen  
Pharmaceutical Packaging/ Filling Equipment

# MEET THE ACCOUNT TEAM

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



**Wendy Sawtell**  
Director of Business  
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[wsawtell@pmmimediagroup.com](mailto:wsawtell@pmmimediagroup.com)



**Christine Smallwood**  
Director of Strategic  
Accounts  
[csmallwood@pmmimediagroup.com](mailto:csmallwood@pmmimediagroup.com)



**Leo Guenther**  
Account Executive  
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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



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



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