

OEM 2026 Media Kit

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



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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.

PACKAGING
WORLD®

PROFOOD
WORLD™

Healthcare+
PACKAGING®

OEM
PACKAGING · PROCESSING · AUTOMATION

mundo EXPO PACK
Procesamiento Empaque Automatización

CONTRACT
Manufacturing + Packaging™

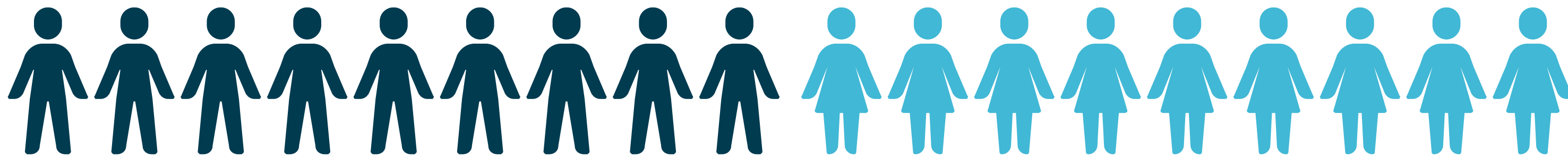




PMMI Media Group's universal audience breakdown

PMMI Media Group's operating database consists of:

42K



Verified/validated Suppliers

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.

CUSTOMER TESTIMONIALS



"We target both end users and OEMs, which is what makes working with PMMI Media Group so effective for our company. PMG allows us to target everyone we need to within one place by utilizing the different audiences available in the different publications."



Allison Wagner, Director, Marketing & Business Strategy,
Morrison Container Handling Solutions



"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



"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

OEM Audience

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

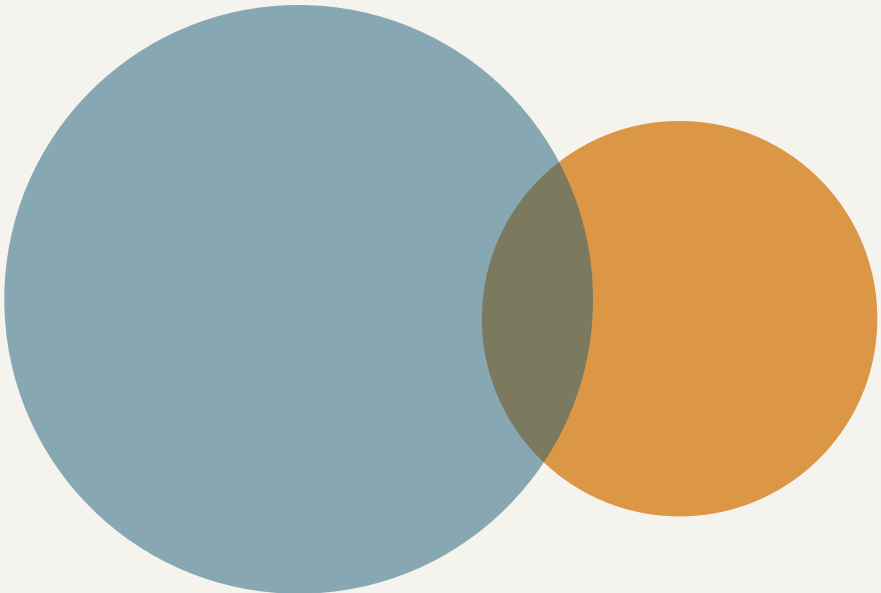
Circulation

Monthly Web Visitors
3K

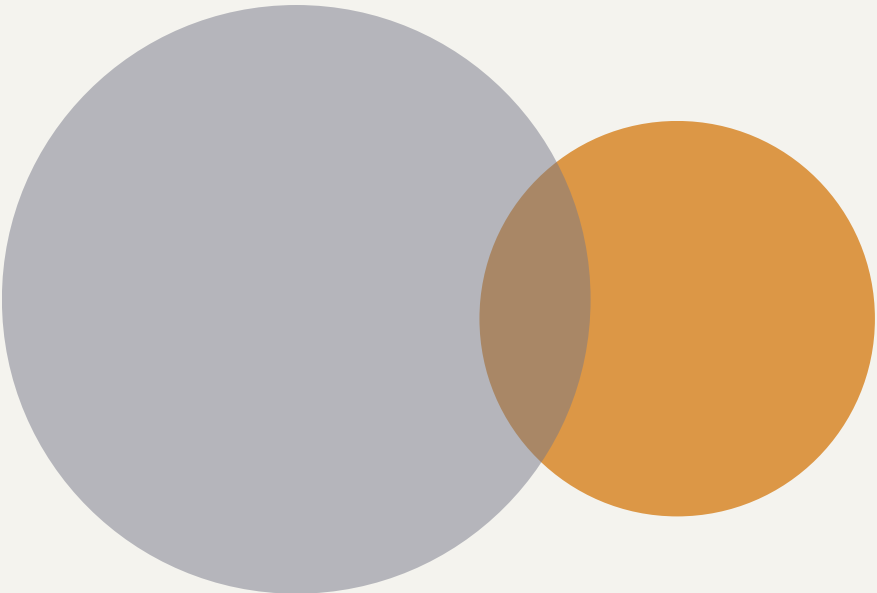
Engaged Email Subscribers
15K

Print Subscribers
16K

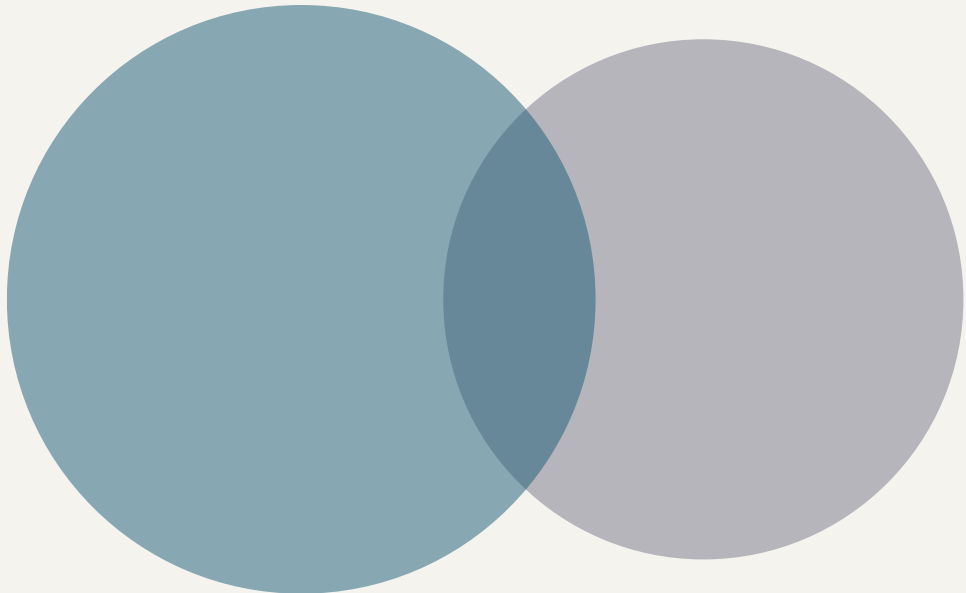
Audience Overlap



Web vs. Print
11%



Email vs. Print
21%



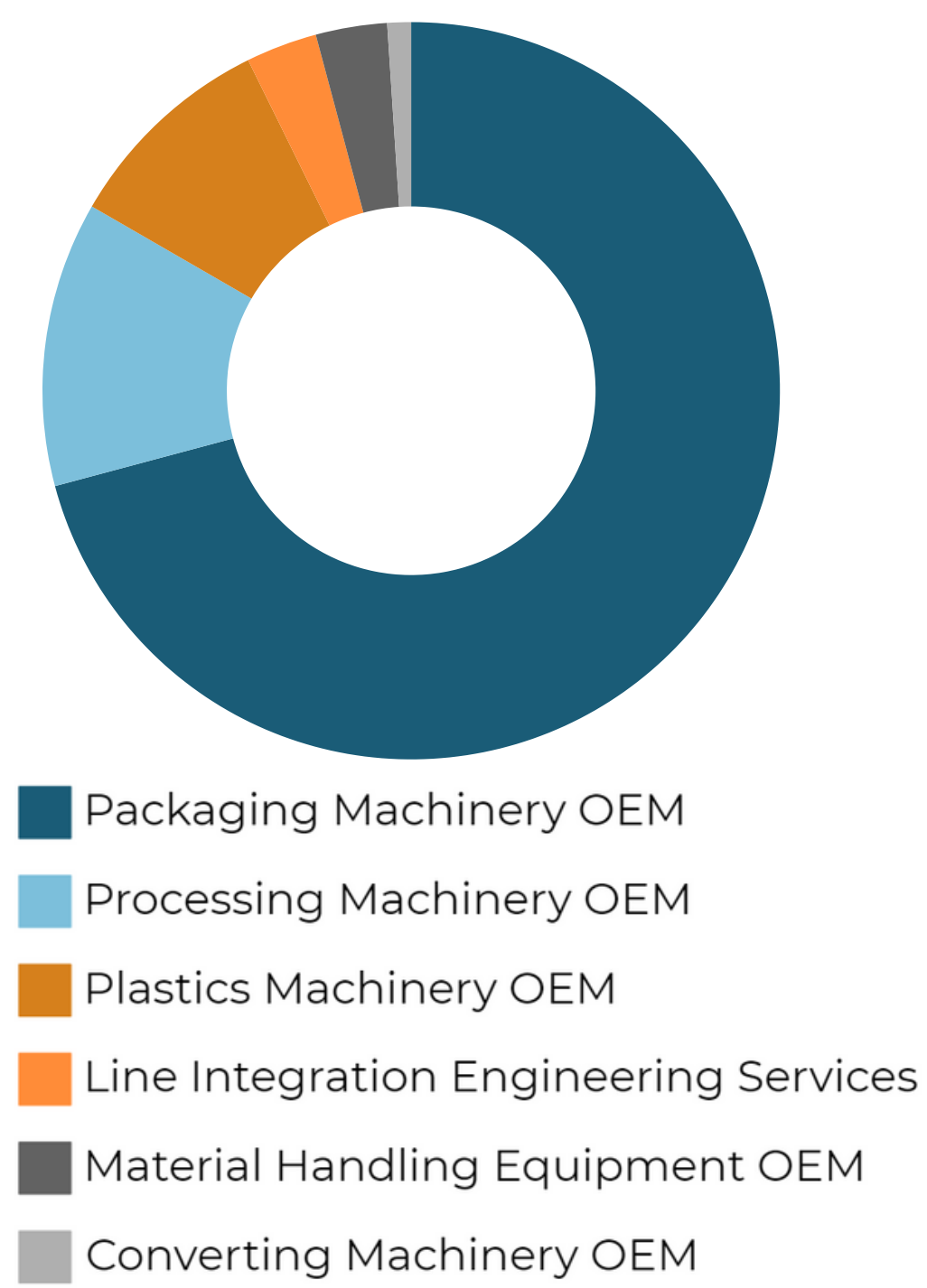
Web vs. Email
19%

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AUDIENCE BREAKDOWN



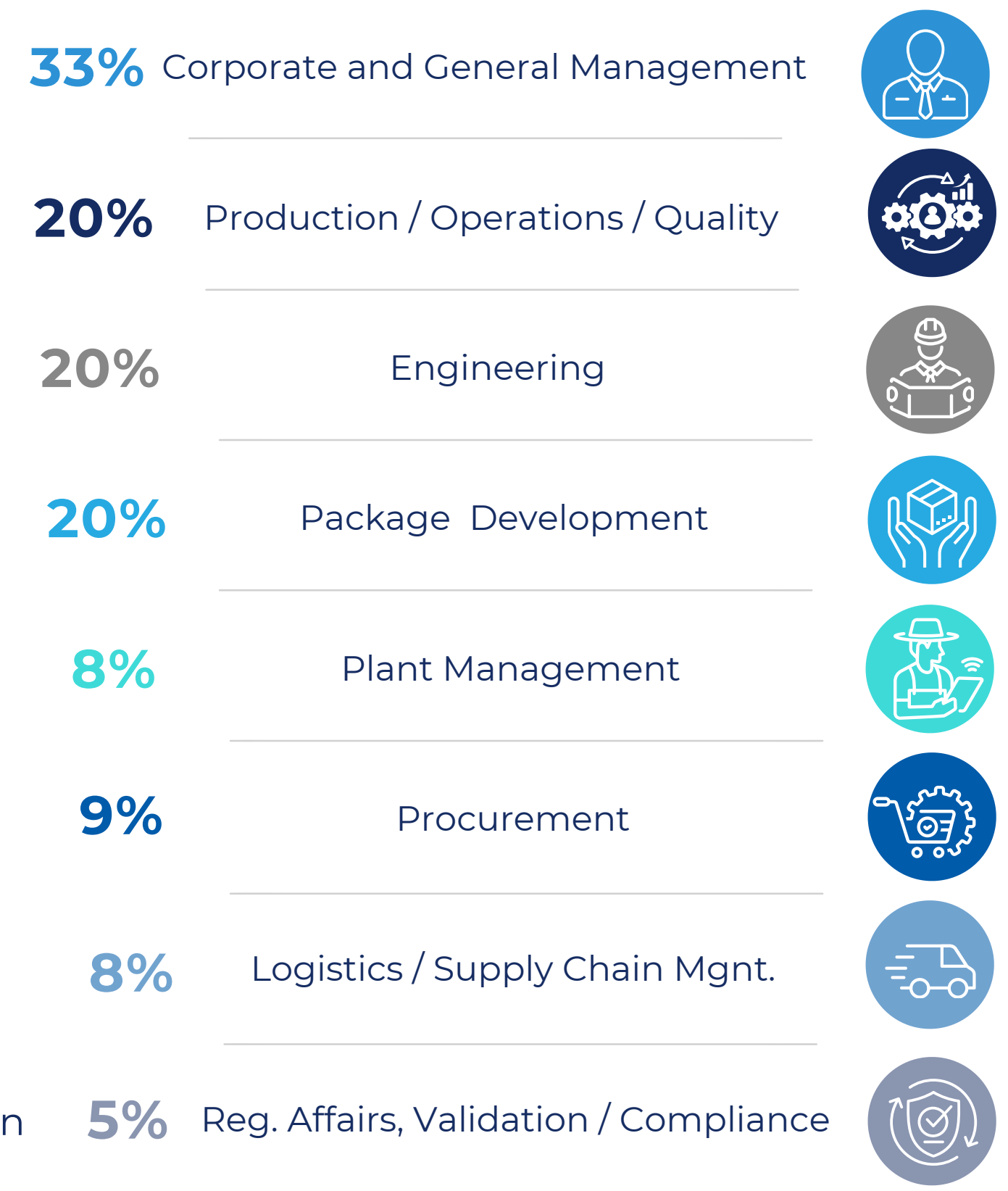
Primary Industry



Plants



Job Duty



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OUR READERS

“ —

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

Marketing Manager
BluePrint Automation



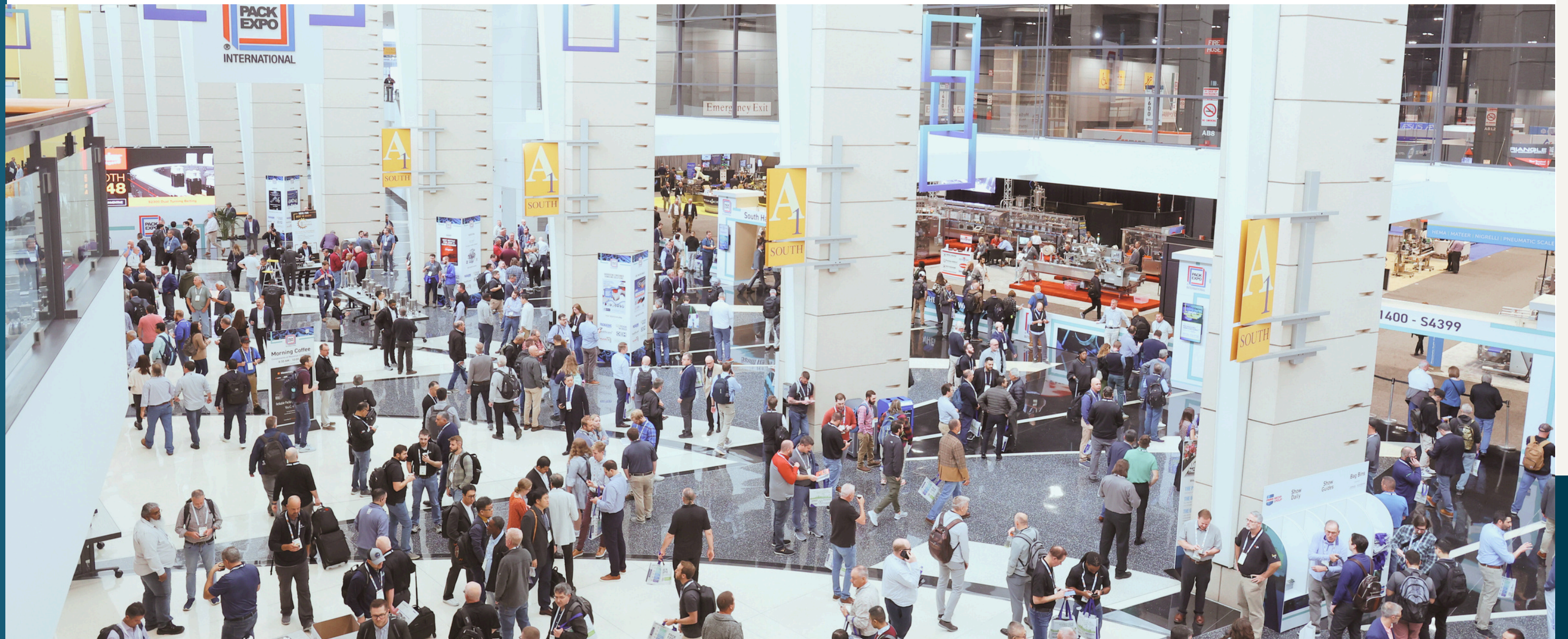
**Sampling of reader companies*

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



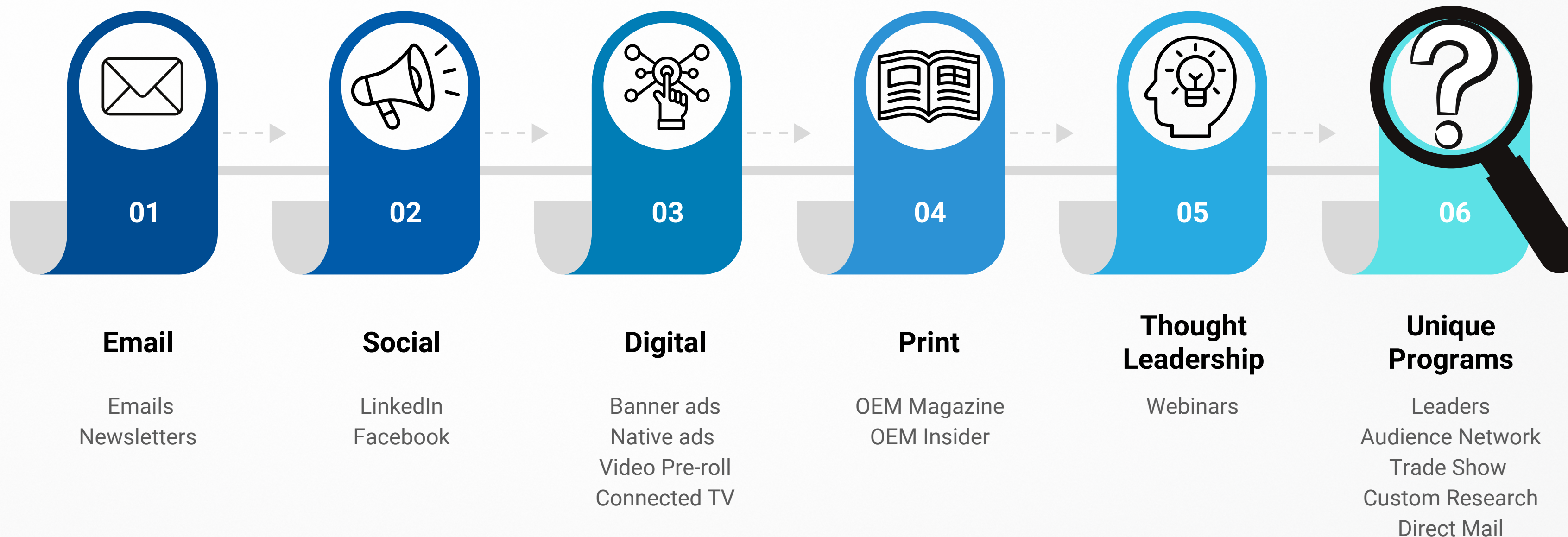


Omnichannel Reach

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

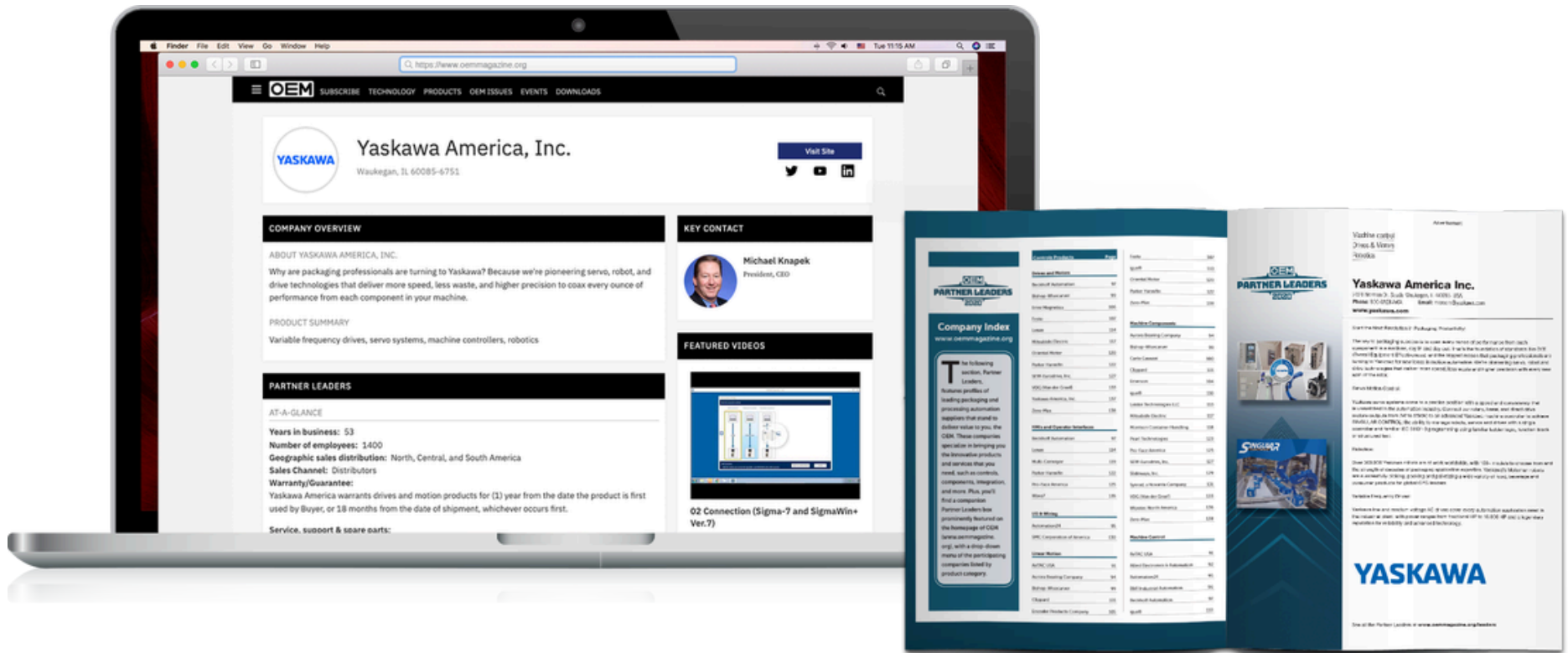
OEM Partner Leaders

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

- **Enhanced Visibility:** Promoted listing on OEMMagazine.org homepage
- **Contextually triggered listings** alongside relevant OEM editorial
- **Performance Tracking:** Access real-time profile views and clicks.
- **Print Presence:** Profile and product ad in the 2026 Partner Leaders Issue
- **Extended Reach:** Banner ads served to OEMMagazine.org 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



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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 an OEM 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

Closing 3.11.26

Designing Equipment That
Addresses Labor Shortage

Closing 6.17.26

Integrating Generative AI into OEM Machinery



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

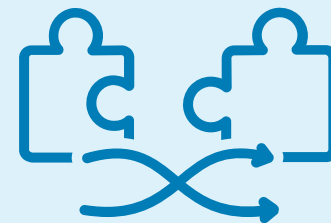
Turn Prospects into Customers

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



Leadworks

Lead management, campaign performance, reporting and more.



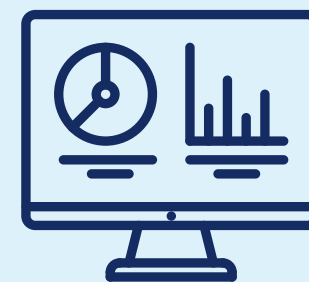
Converge

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.

Magazine

SPRING

- AI
- Machinery/Cybersecurity

Special Section
OEM Partner Leaders

Closing: February 9
Materials: February 16
Delivers: March 30

SUMMER

- Sustainability
- Enhancing Legacy Equipment

Closing: May 6
Materials: May 13
Delivers: June 22

FALL

- Workforce Issues
- Automation
- Robotics

Special Section
OEM Insider

Closing: July 15
Materials: July 22
Delivers: August 31

WINTER

- Remote Monitoring
- Digital Transformation

Closing: October 21
Materials: October 28
Delivers: December 7

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

PACK EXPO International
October 18-21 | Chicago, IL

OEM Insider
Closing: July 15
Materials: July 22
Delivers: August 31

MEET THE ACCOUNT TEAM

Contact your Account Executive or Sales@pmmimediagroup.com



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



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For information on PMMI trade shows, visit PMMI.org

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