

ProFood World 2026 Media Kit

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



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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.

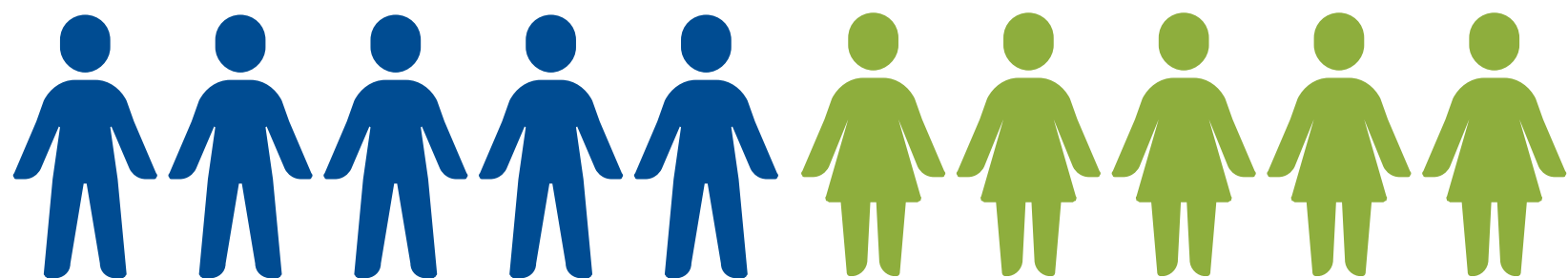
PMMI Media Group publications include *Packaging World*, *ProFood World*, *Healthcare Packaging*, *OEM*, *Contract Manufacturing and Packaging*, and *Mundo EXPO PACK*.



Universal Audience Breakdown

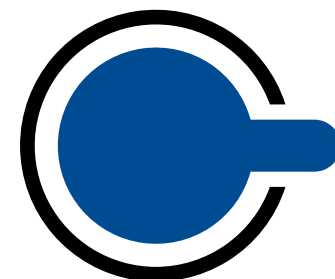
PMMI Media Group's operating database consists of:

150K



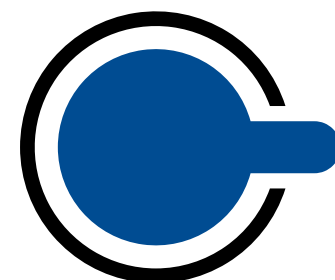
Verified/validated end users

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.



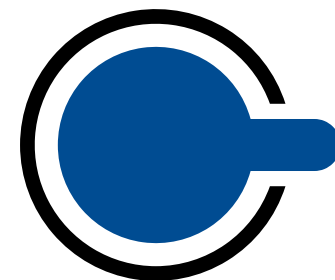
PACKAGING

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



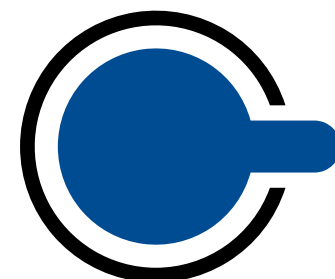
HEALTHCARE PACKAGING

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



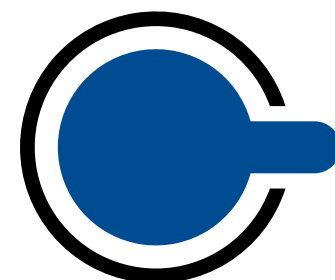
FOOD & BEVERAGE PROCESSING

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've found ProFood World to be an excellent partner in helping us stay connected with key decision-makers in the food industry. Their strong alignment with PMMI and focused industry coverage ensures we're reaching an engaged and relevant audience. Through our collaborations, we've been able to consistently maintain a presence with our target market and reinforce our brand as a leader in food facility solutions."



**-Michele Loppnow, Marketing Director,
ESI Group**



"Thanks to these consistent results and the valuable support we receive, we continue to make ProFood World a key part of our annual marketing strategy, ensuring we connect with the right audience and achieve measurable impact."

-Wendy Andrew, Fristam Pumps USA



"(My sales rep) has been a delight to work with whenever our company is planning a campaign for PACK EXPO. His knowledge of the food packaging industry has been invaluable to us year after year."

**-Raymond Humienny, Food Plant
Engineering, LLC**

ProFood World Audience

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



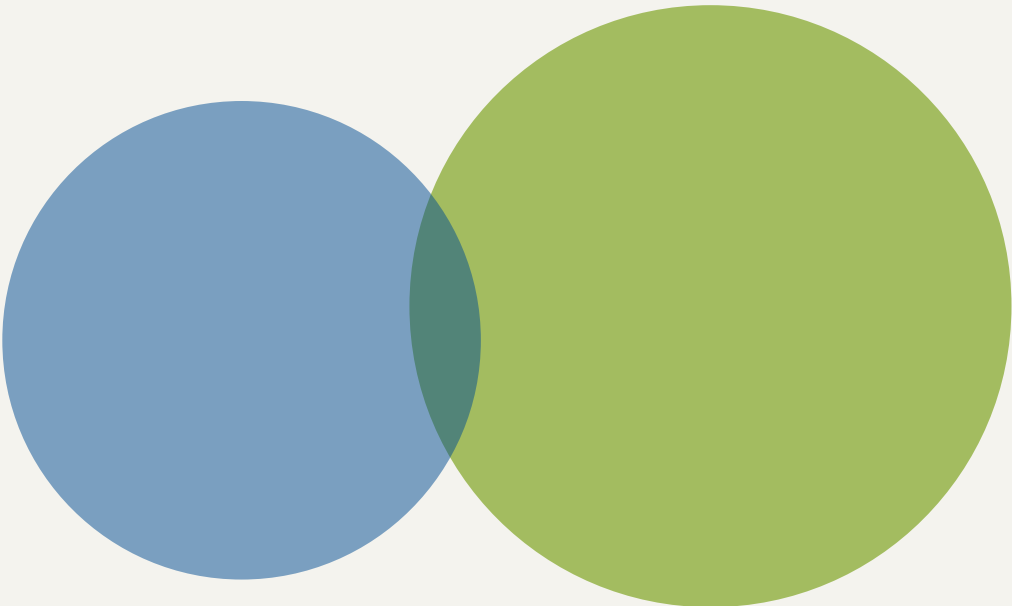
CIRCULATION

Monthly Web Visitors
12K

Engaged Email Subscribers
38K

Print Subscribers
33K

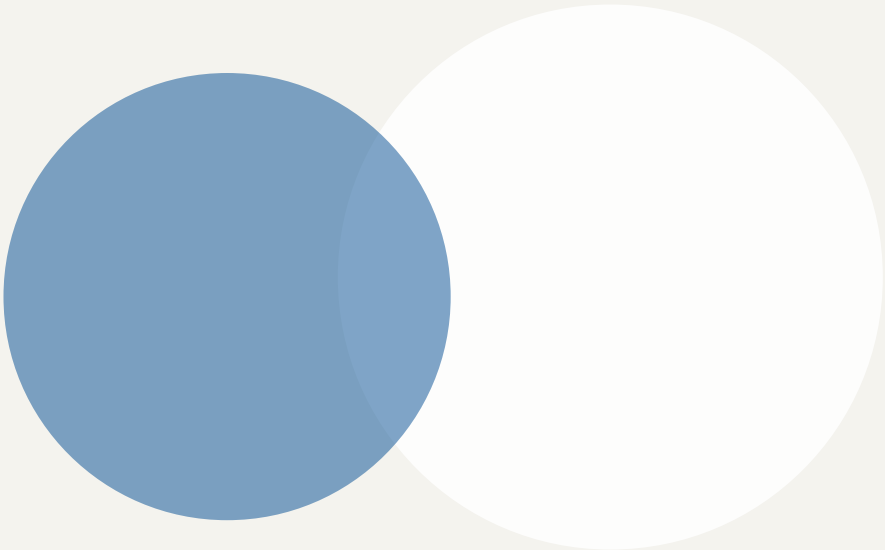
Audience Overlap



Web vs. Print
11%



Email vs. Print
17%



Web vs. Email
24%

Digital Audience Breakdown

Primary Industry

Food/Bev. Manufacturer
88%

Pack./Process. Supplier
7%

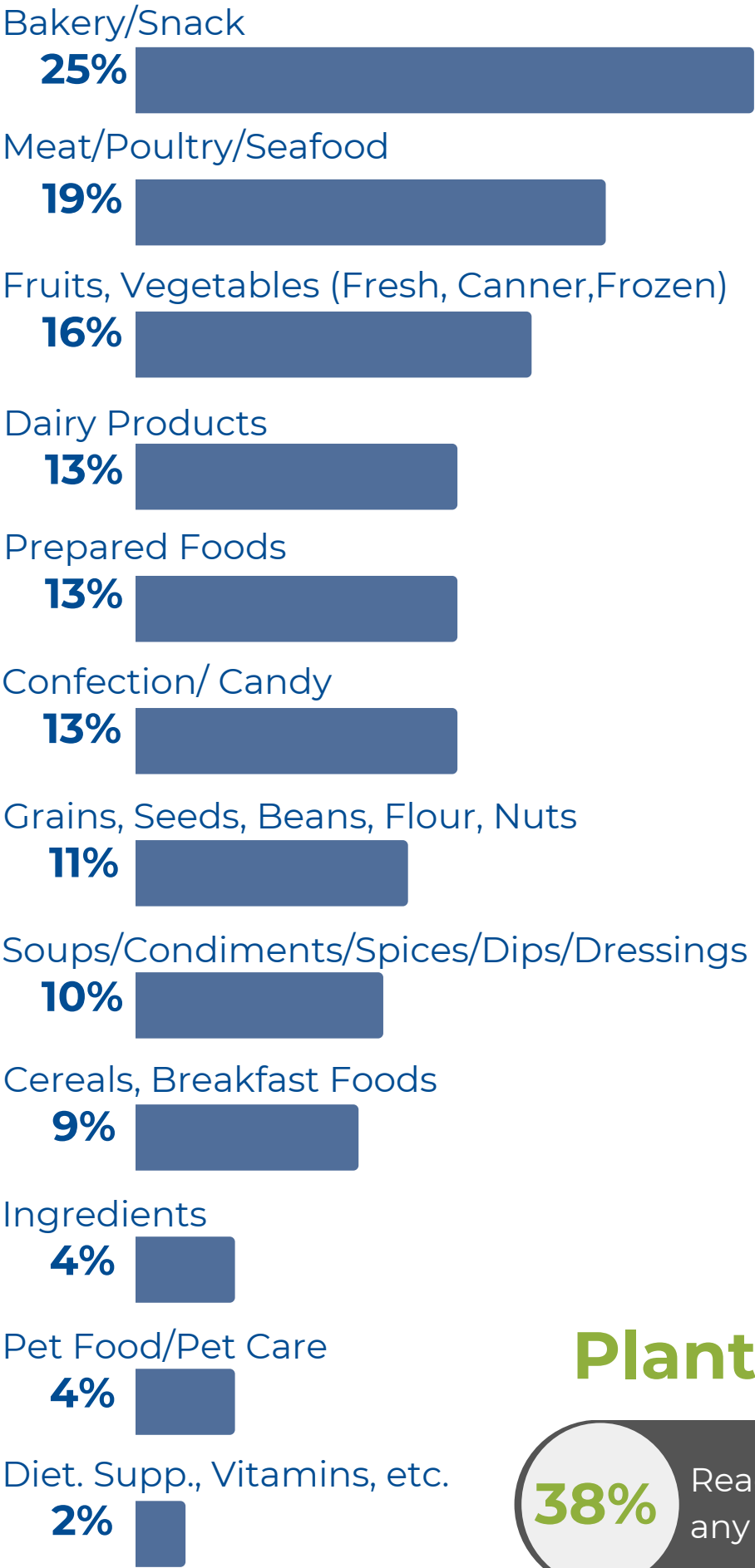
Annual Revenue

< \$50MM | 26%

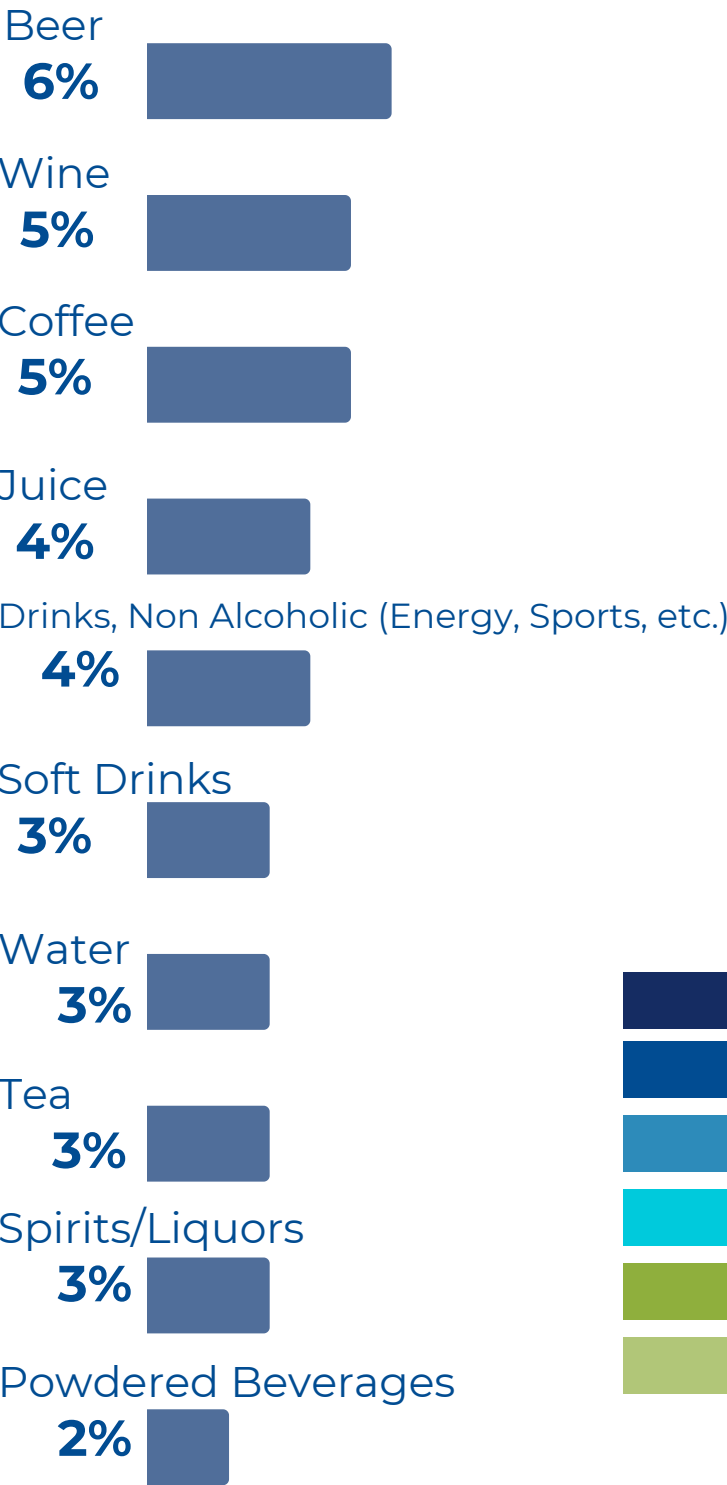
\$50MM - \$1BN | 17%

< \$1BN | 12%

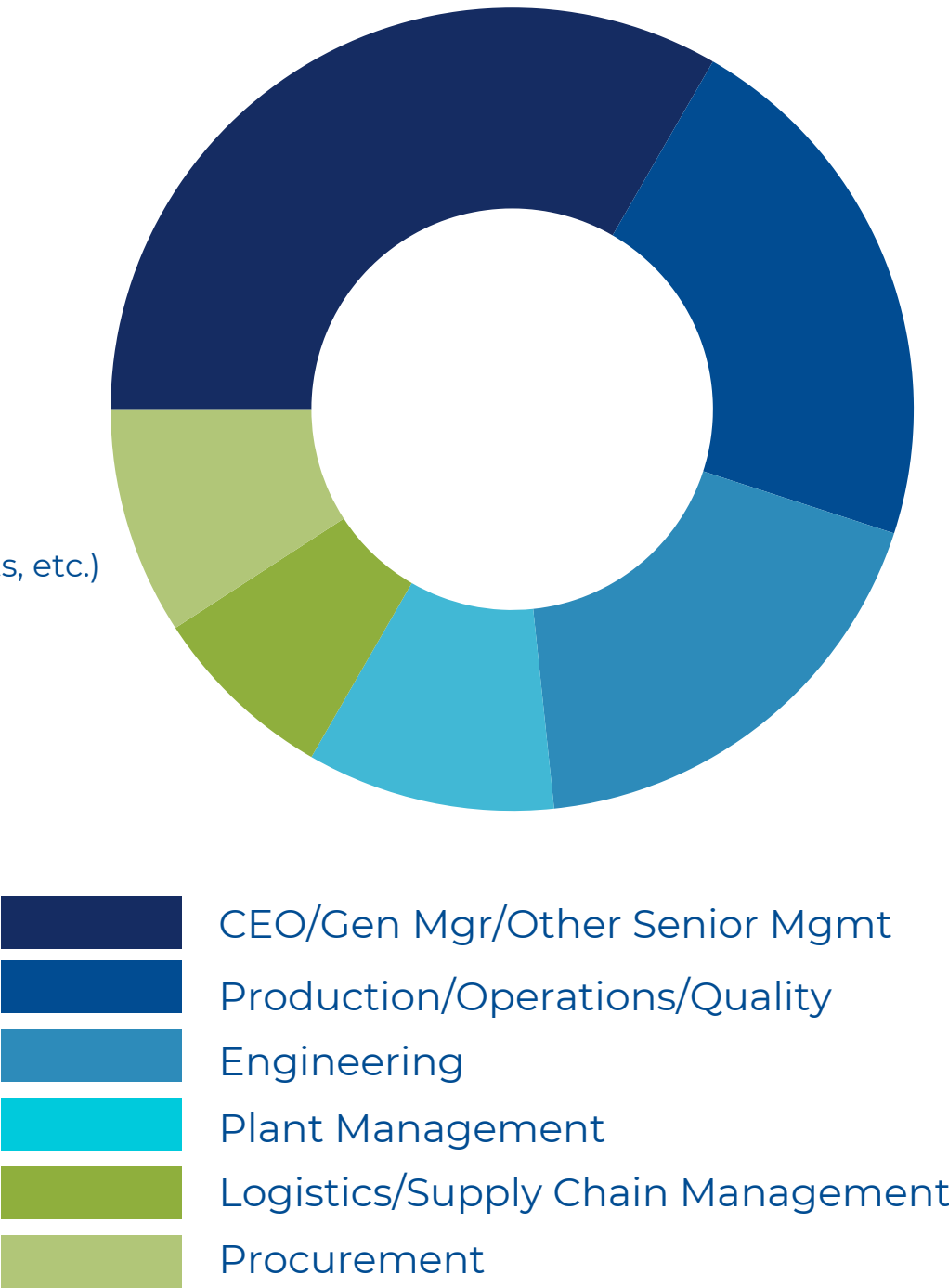
Food



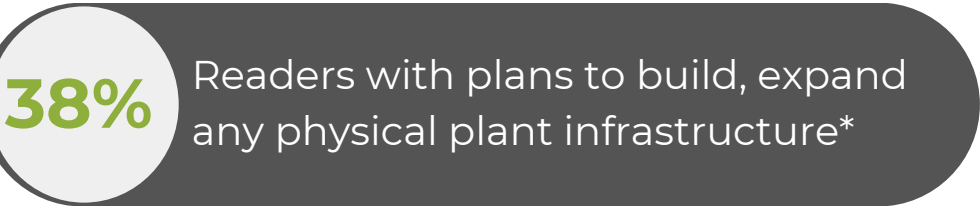
Beverage



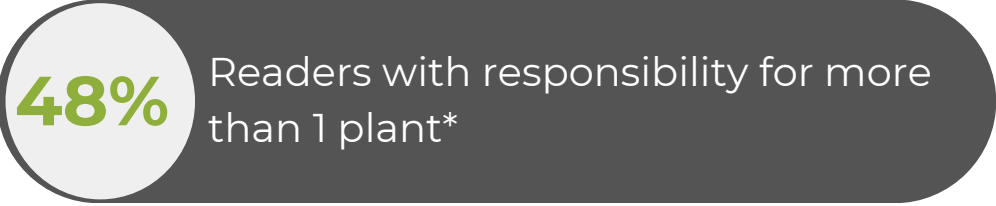
Job Duties



Plant Expansion



Plants



**Based on 39% of survey respondents*



AUDIENCE
NETWORK

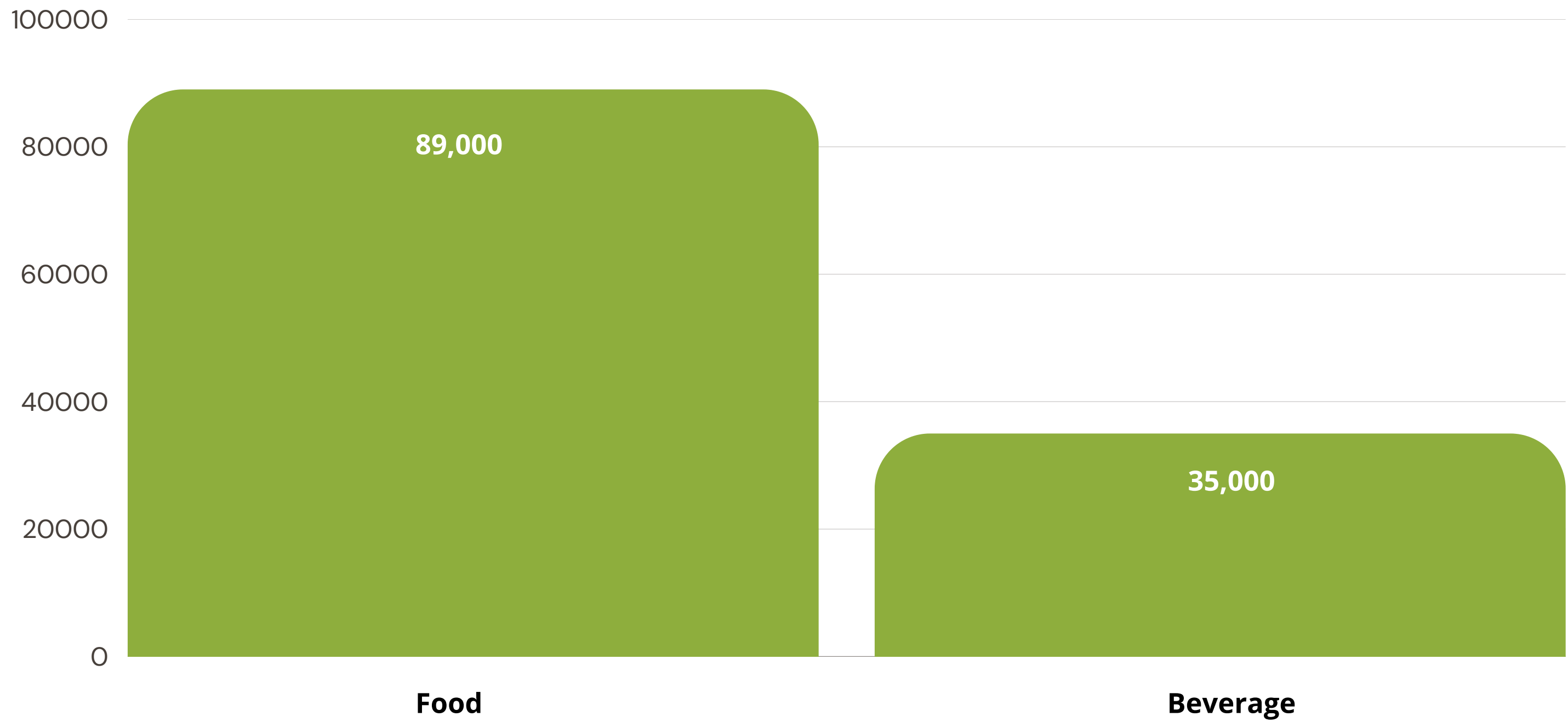
You choose the
audience, we serve
the message.

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



Top Audience Segments - Target via Social & Web

Food & Beverage



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.



Jim Prunesti
Vice President, Engineering
Conagra Brands



Greg Flickinger
CEO
American Botanicals, LLC



Vince Nasti
Vice President, Operations
Great Kitchens



Christine Bense
Chief Supply Chain Officer
Turkey Hill



Brooke Wynn
Senior Director, Sustainability
Smithfield Foods



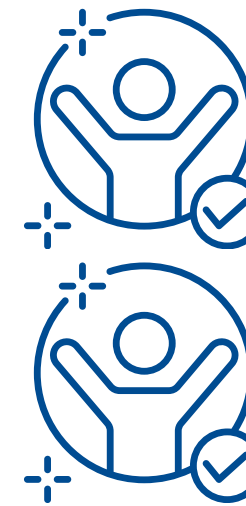
Travis Powell
Engineering Team Leader
Schreiber



Scott Spencer
CEO
Quality Harvest Foods



Tony Vandenoever
Principle Consultant
Waterfall Ventures



Diane Wolf
Independent Food and
Beverage Consultant

John Hilker
Independent Food and
Beverage Consultant

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

See How Your Competition is Gaining Market Share - Request Report

Our competitive analysis reports provide key insights into what your competitors are doing to gain market share.

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

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.

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.

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.

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



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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

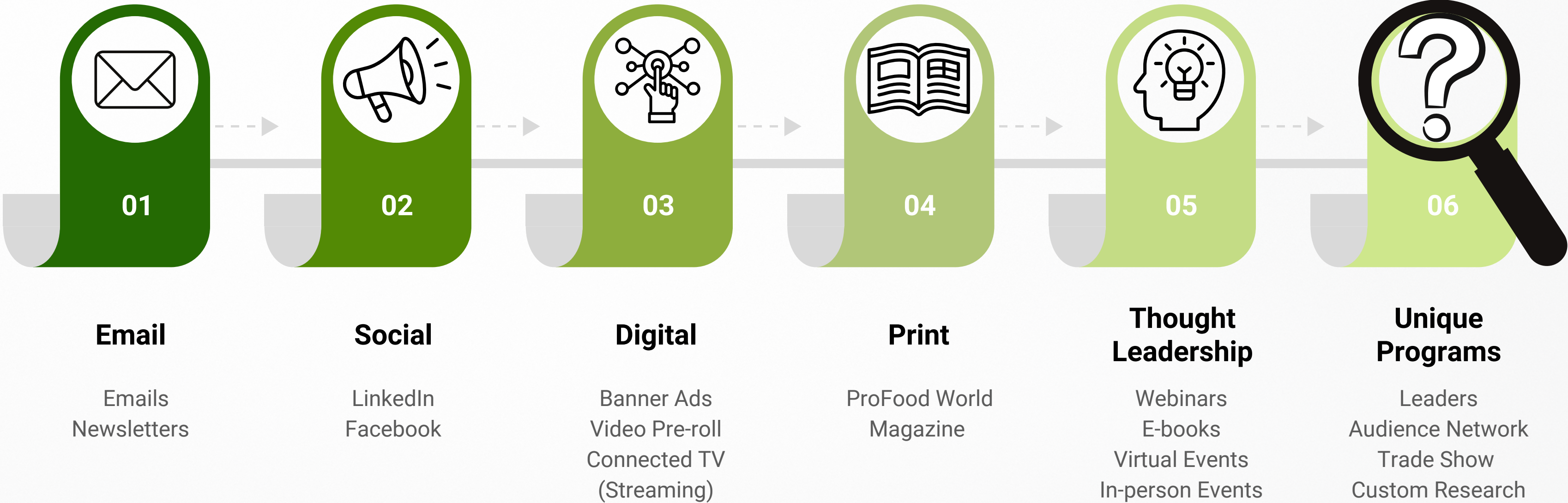


Omnichannel Reach

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

Leaders in Processing

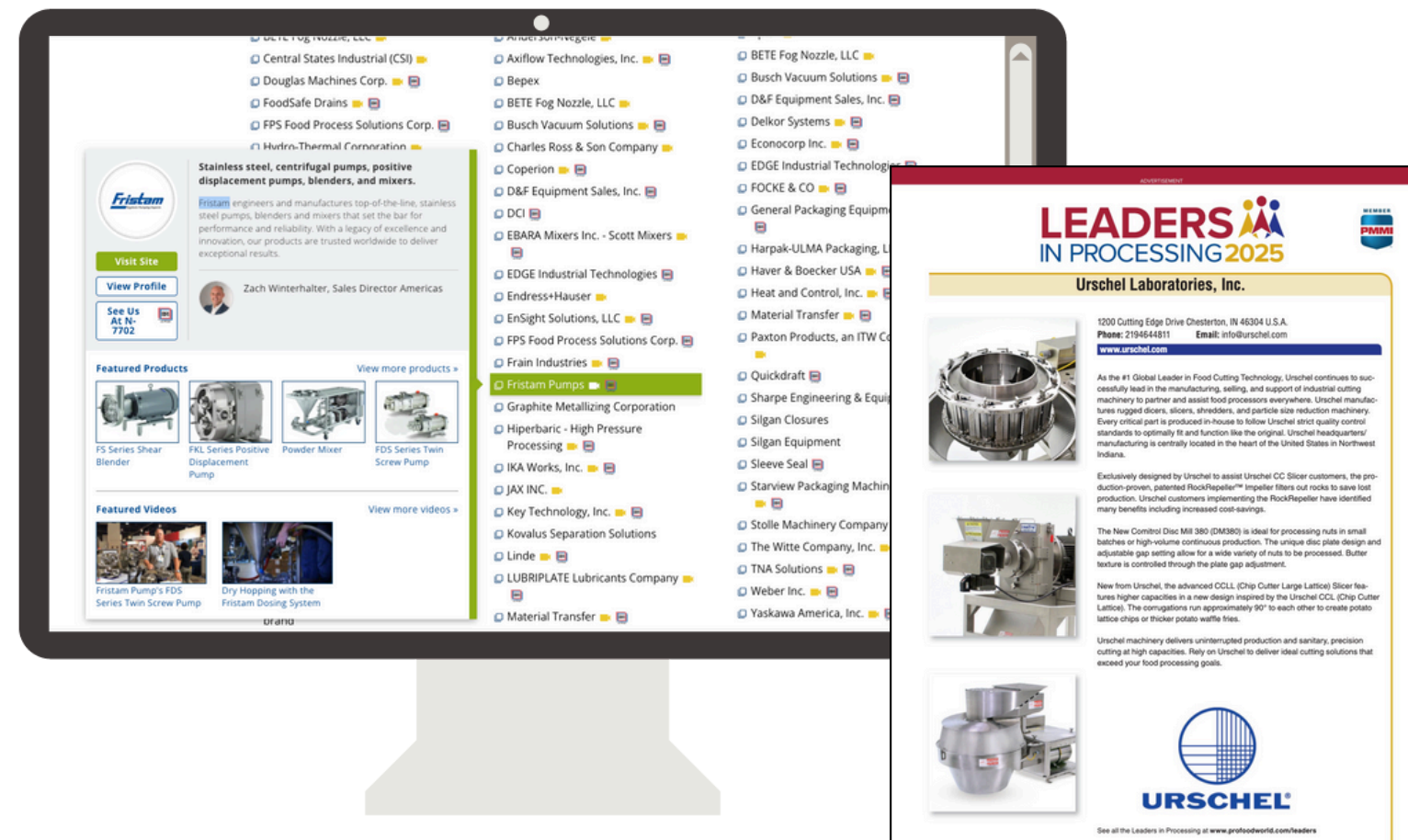
Complete your 2026 marketing with this year-round, multi-channel program:

- **Enhanced Visibility:** Promoted listing on Profoodworld.com homepage (under up to six categories) and alongside relevant editorial.
- **Contextually triggered listings** alongside relevant ProFood World editorial.
- **Performance Tracking:** Access real-time profile views and clicks.
- **Print Presence:** Profile and ad in the exclusive February Leaders in Processing issue.

“

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 a ProFood World 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 3.5.26	Closing 6.11.26	Closing 8.20.26	Closing 10.29.26
Doing More with Lean Manufacturing in Food & Beverage	Trends in Food and Beverage Facility Design	How AI is Transforming Food Safety and Quality Assurance	Energy Efficiency Best Practices in F&B Plants

• • •

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.



Zero/Fast Changeover Case Packers

	A	B	C	D
1	Equipment Name	Changeover Time	Manual vs. Automatic	Company
2	A-B-C Model 600 Robot Packer	Less than 5 min	Manual	_____
3	MYRIAS™ AUTOMATED VARIETY CASE PACKER	Less than 5 min	Automatic	_____
4	Adabot case packer	Less than 3 min	Manual	_____
5	V Series Packer	Less than 5 min	Manual	_____

Categories & Dates

APRIL | Closing 3.24.26

Mobile & Skid-Mounted CIP
Systems for Mid-Size Food Plants

OCTOBER | Closing 10.6.26

3-A-Certified Positive-Displacement Pumps
for High-Viscosity & Particulate Foods

Engage Your Best Prospects

Sponsor a ProFood World E-Book

Increase your high quality lead generation with our expertly written e-books - tailored to engage food and beverage manufacturers actively seeking investments in processing solutions.



E-Books

Closing 2.13.26

Ensuring Smooth
Vertical Startup /
Operational Readiness

Closing 4.17.26

Predictive and Preventive
Maintenance - The Value of
Including Remote
Monitoring in Your Plan

Closing 8.14.26

The Operational Impact of
the Building Envelope

Closing 11.20.26

Mechanical Conveying
Systems Drive Improved
Throughput and Efficiency

• • •

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

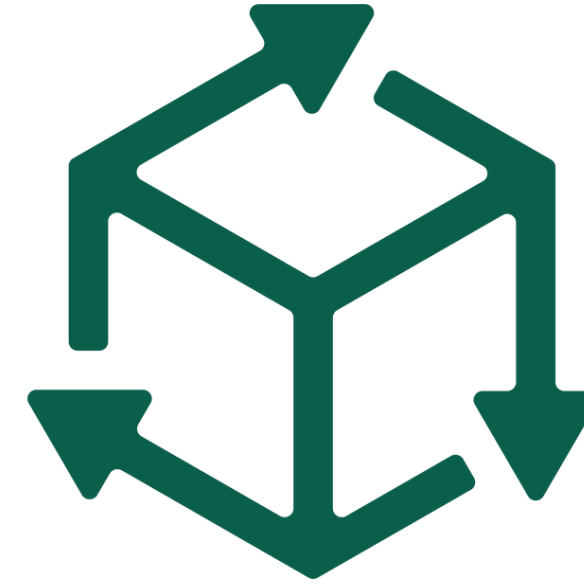
Quality/Marketing Manager,
Precision Automation
Company

Help Attendees Find your Booth

- **PACK EXPO Processing Showcase:** Establish your PACK EXPO presence in this exclusive pre-show issue sent to processing buyers.
- **Facilities + Infrastructure Directory:** Reach pre-registrants explicitly expanding their plants in this pre-show guide.
- **Game Plan:** Drive quality booth traffic with a personalized roadmap for attendees seeking your solutions.
- **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.



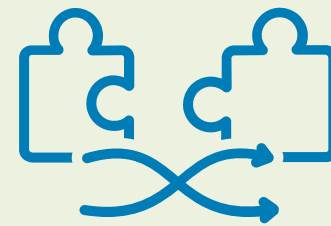
Turn Prospects into Customers

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



Leadworks

Lead management, campaign performance, reporting and more.



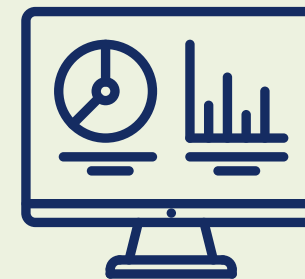
Converge

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 ProFood World Content Calendar

*Readers Study Conducted for specified Issue.

Issue	Cover Story	Tech Today	Plant Floor New Products	Solutions Features	Special Coverage
February Ad Close: January 8 Materials Due: January 15	Strategies for Speedy Line Changes	Data Protection / Cybersecurity	<ul style="list-style-type: none">• High Pressure Processing• Engine Room: Compressors, Water Heaters and Boilers• Centrifuges and Separators• Batching/Weighing• Coating and Enrobing Equipment	Dry Processing Solutions <ul style="list-style-type: none">• Pneumatic Conveying• Magnetic Separation• Bulk Bag Filling, Conditioning and Discharging• Feeders	Special Edition Leaders in Processing
April Ad Close: March 3 Materials Due: March 12	Doing More with Lean	Front-of-Line Robots and Cobots	<ul style="list-style-type: none">• Washing Equipment for Parts, Totes, Bins, Pallets, Pails• Retort/Thermal Processing• Wastewater Treatment and Pollution Control Systems• Pest Control• Depositing and Filling Equipment	Liquid Processing Solutions <ul style="list-style-type: none">• Pumps, Valves & Fittings• Process and CIP Sanitation Skids• Flow Meters, Flow Indicators, Metering Systems and Valves	
June Ad Close: May 7 Materials Due: May 14	Regulatory Impacts One Year Later	Mixing and Blending Equipment	<ul style="list-style-type: none">• Building Control Systems• Worker Safety Products• Compressors and Blowers• Hoses/Washdown Stations• Lubricants	Refrigeration & Freezing Solutions <ul style="list-style-type: none">• Cryogenic Freezing and Chilling Equipment• Condensers and Evaporators• Refrigeration Compressors	
August* Ad Close: July 2 Materials Due: July 10 <i>PEI Show Issue</i>	Trends in F&B Plant Design	AI and Food Safety	<ul style="list-style-type: none">• Pressure, Temperature and Level Measurement• Electrical Components: Fittings, Connectors, Ties, Conduit• Stainless Steel Piping and Fittings• Color Coded Tools – Mops, Bins and Shovels	Dry Processing Solutions <ul style="list-style-type: none">• Minor/Micro Ingredient Handling• Tubular Drag and Chain• Conveyors• Airlocks, Bin Activators,• Gates/Valves and Dry Conveying Components• Screening Equipment	Baxter Ad Study
October Ad Close: August 27 Materials Due: September 3	Automating on a Budget	Water/Energy Conservation	<ul style="list-style-type: none">• Data Management• Conveyor and Conveyor Belting• Forming and Portioning Equipment• Vertical Form, Fill and Seal Equipment• Metal Detectors, Checkweighers and X-Ray Inspection Equipment	Liquid Processing Solutions <ul style="list-style-type: none">• Heat Exchange• Kettles, Tanks & Process Vessels• Mixing, Blending and• Homogenizing Equipment	

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

Processing Showcase Issue*
Closing: August 20
Materials: August 27
Delivers: October 5

Industry Events and *Bonus Distribution 2026

FEBRUARY ISSUE:

- **Food Processing Expo** – Feb. 4-5, Sacramento, CA
- **CheeseExpo** – April 14-16, Madison, WI
- **ABA Convention** – March 23-26, Charlotte, NC

*AUGUST ISSUE:

- **PACK EXPO International** | October 18-21 | Chicago, IL*

APRIL ISSUE:

- **Craft Brewers Conference** April 20-22, Philadelphia PA
- **Food Safety Summit** – May 11-14, Rosemont, IL

*Readers Study Conducted for specified Issue.

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

