

Packaging World 2026 Media Kit

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.

PACKAGING
WORLD®

PROFOOD
WORLD™

Healthcare⁺
P A C K A G I N G®

OEM
PACKAGING · PROCESSING · AUTOMATION

mundo EXPO
PACK
Procesamiento Empaque Automatización

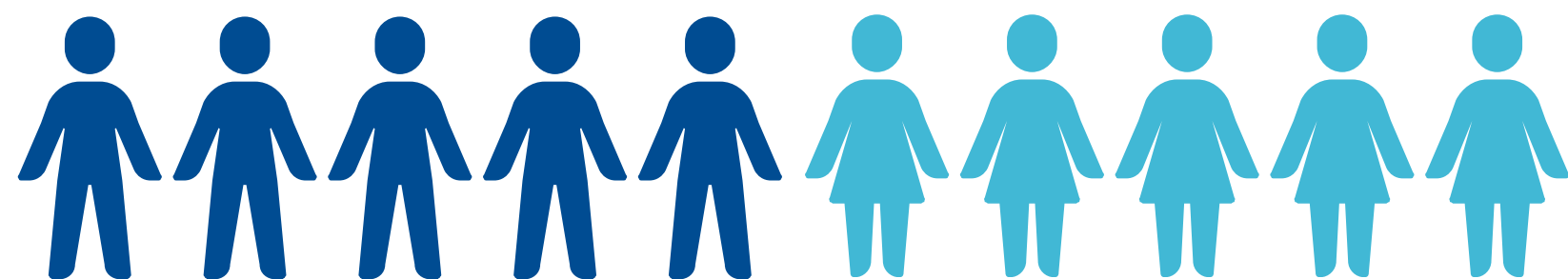
CONTRACT
Manufacturing + Packaging™



Universal Audience Breakdown

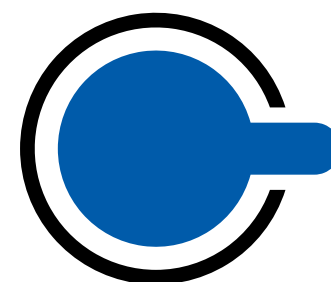
PMMI Media Group's operating database consists of:

150K



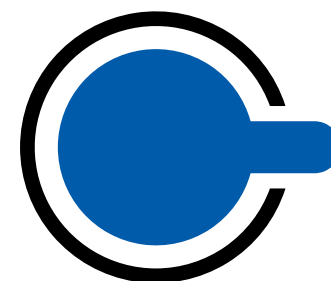
Verified/validated end users

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.



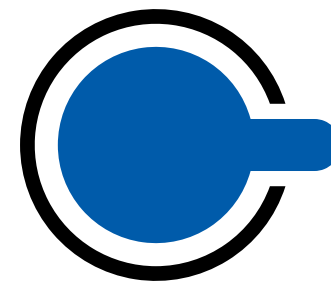
PACKAGING

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



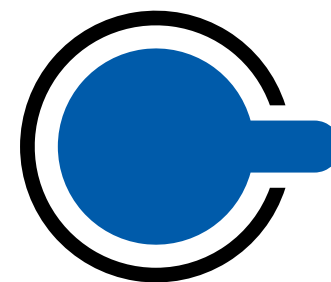
HEALTHCARE PACKAGING

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



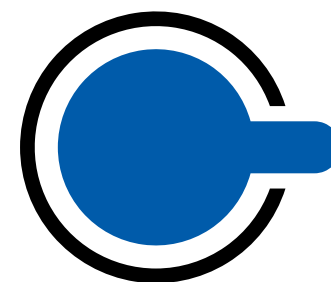
FOOD & BEVERAGE PROCESSING

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're appreciative of the opportunities to work with PMMI Media Group on stories about innovations and projects from our company. These earned media opportunities are a critical part of our marketing mix because they are told through the lens of an editor that highlights what end users want to know while also presenting our company as a solution to the industry at large."



Allison Wagner, Director,
Marketing & Business Strategy,
Morrison Container 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!"



Marc Tredo
Director, Business Development,
Tripack LLC.



"PMMI Media Group understands the importance of quality over quantity and excels in connecting us with this precise audience of industry decision makers."



Sophie Ducharme,
Marketing Manager, Vention



Packaging World Audience

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

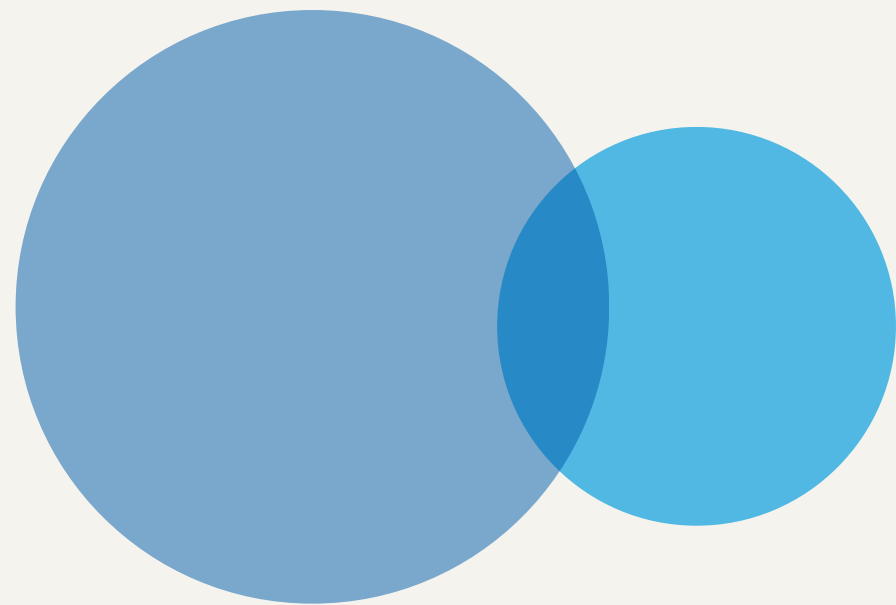
Circulation

Engaged Email Subscribers - 87K

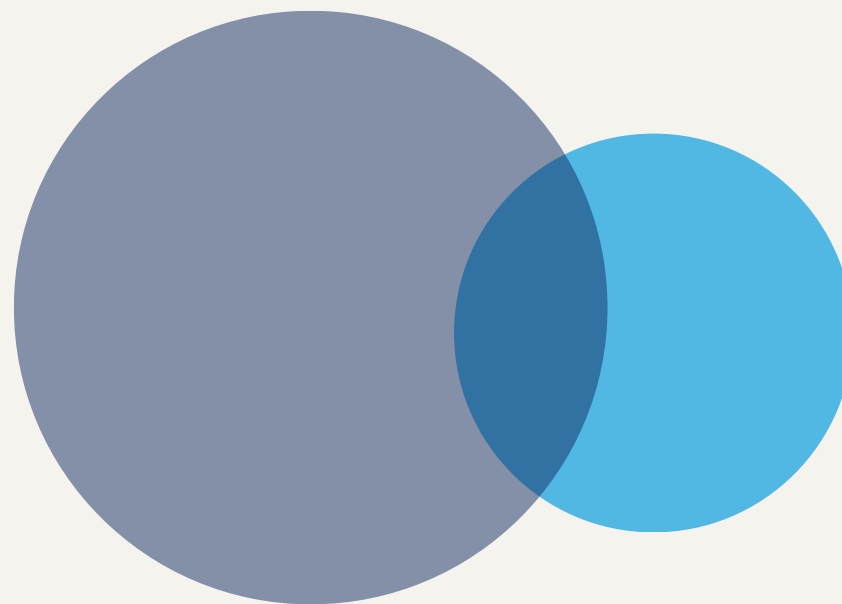
Unique Monthly Web Visitors - 65K

Print Subscribers - 46K

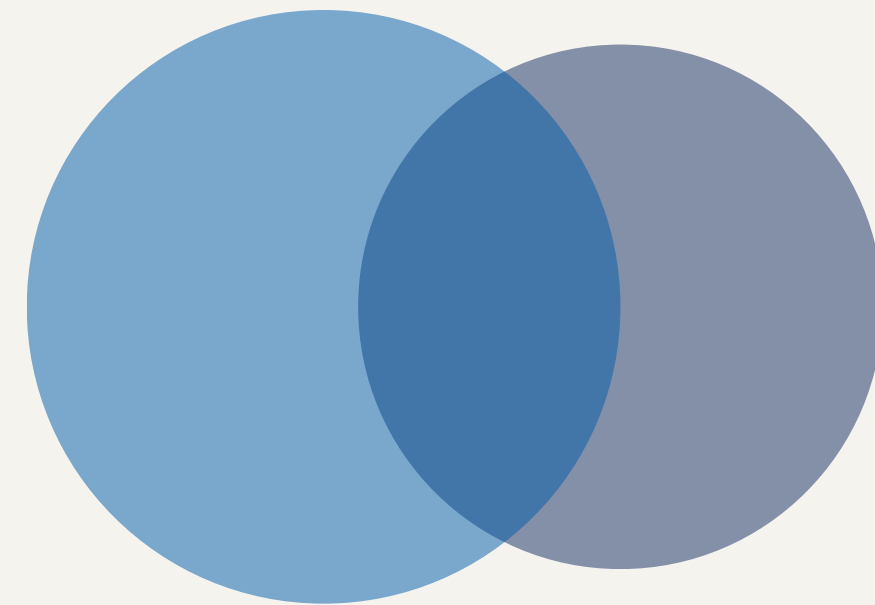
Audience Overlap



Web vs. Print
10%



Email vs. Print
18%



Web vs. Email
22%

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AUDIENCE
BREAKDOWN

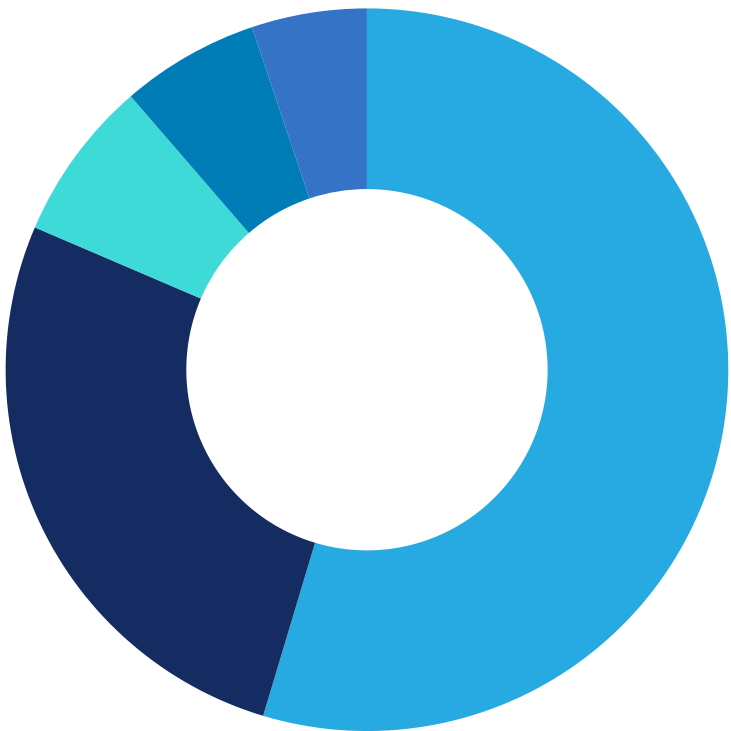
ANNUAL
REVENUE

< \$50MM | 31%

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

> \$1BN | 12%

Primary Industry



- 53% Food/Beverage Manufacturer
- 26% Other Packaged Products
- 7% Packaging/Processing Supplier
- 6% Cosmetics/Personal Care
- 5% Healthcare

Plants

- 48% Readers with responsibility for more than one plant

Job Duty

33% Corporate and General Management



20% Production / Operations / Quality



20% Engineering



20% Package Development



8% Plant Management



9% Procurement



8% Logistics / Supply Chain Mgnt.



5% Reg. Affairs, Validation / Compliance



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AUDIENCE
NETWORK

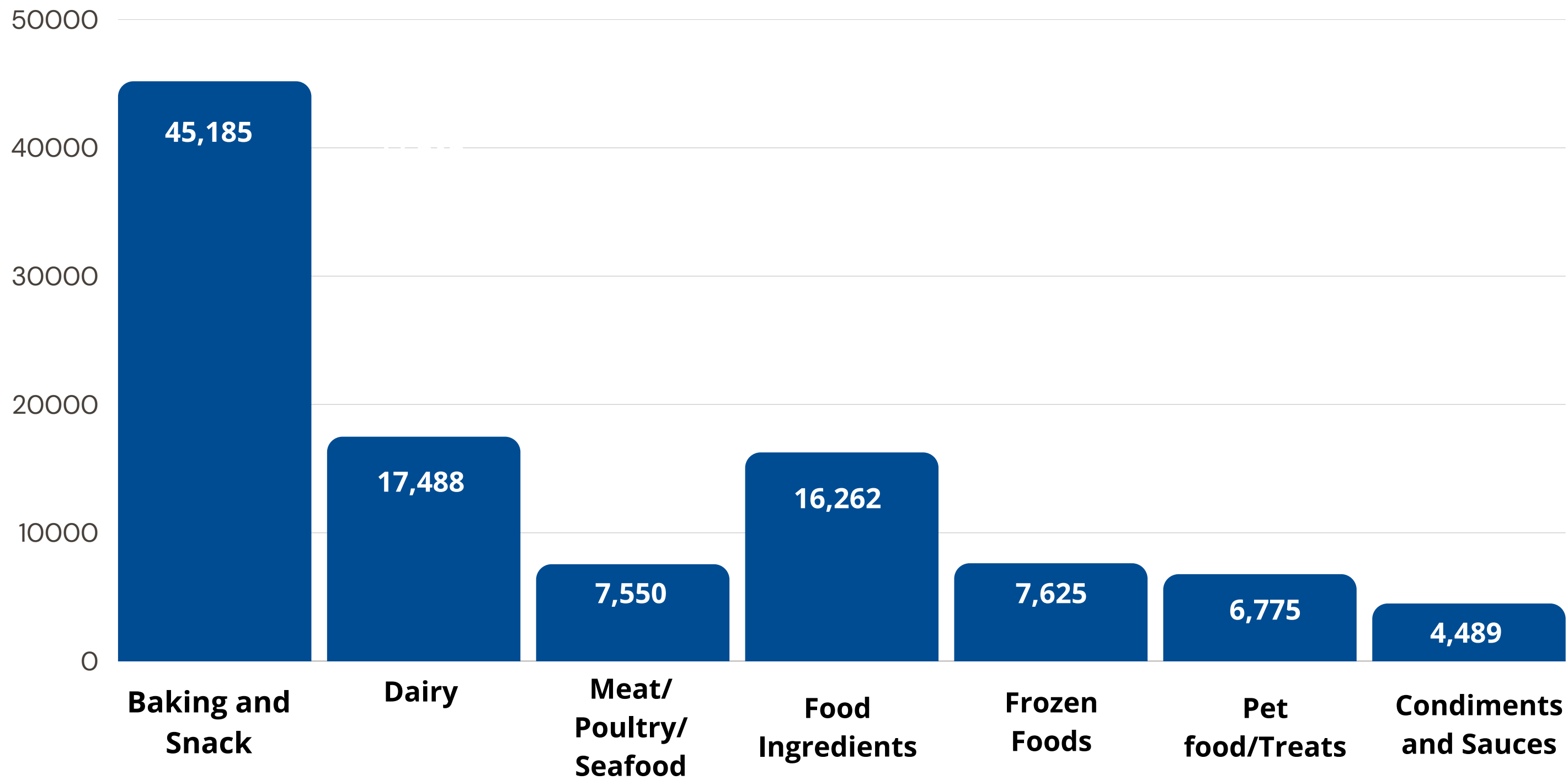
You choose the
audience, we serve
the message.

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



Top Audience Segments - Target via Social & Web

Food and Beverage



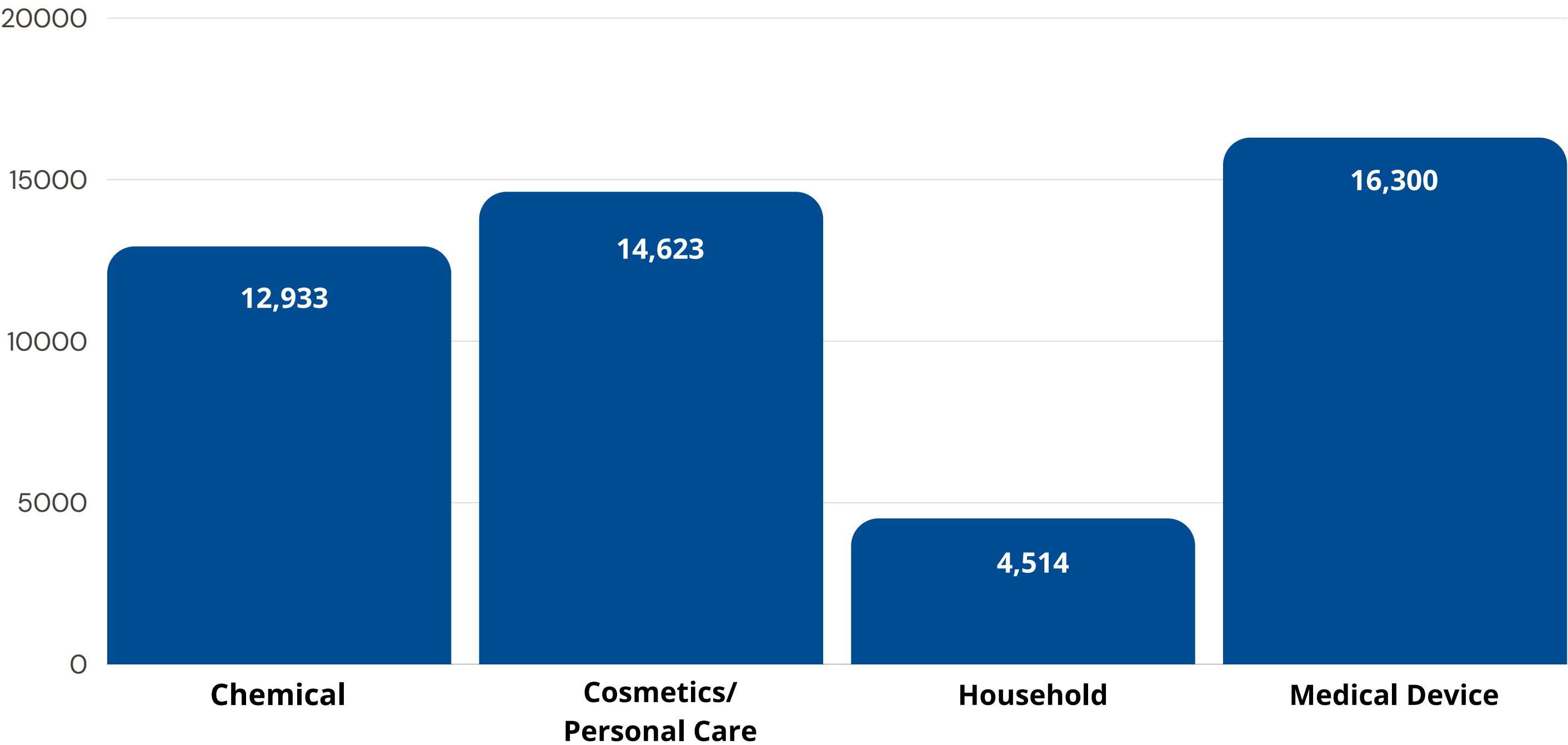
You choose the
audience, we serve
the message.

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



Top Audience Segments - Target via Social & Web

Non-food



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AUDIENCE NETWORK

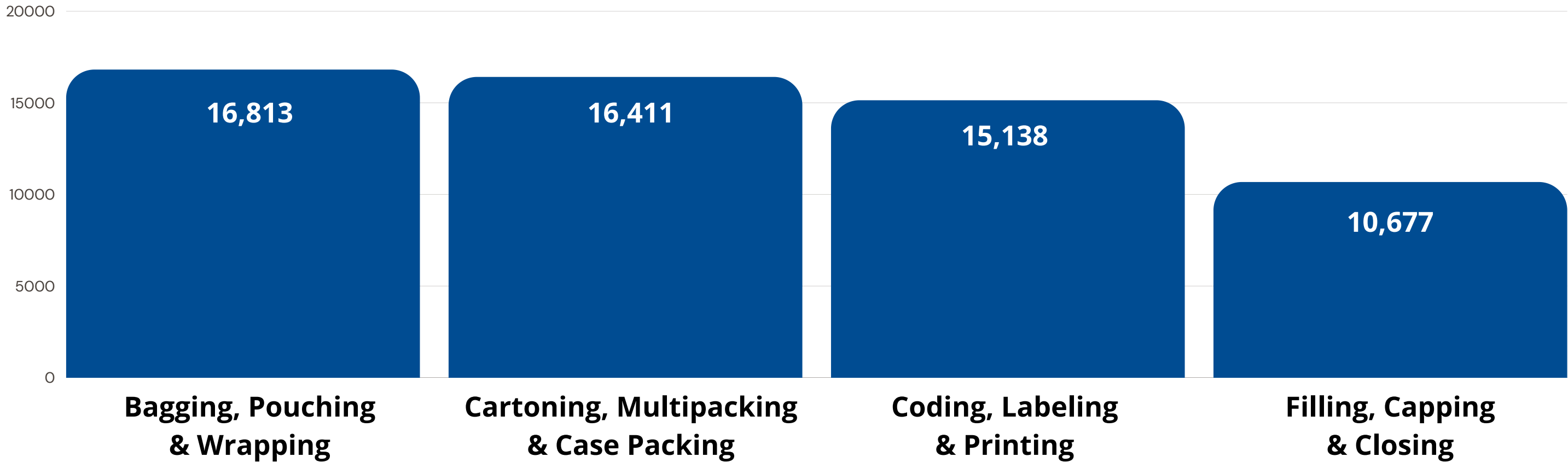
You choose the audience, we serve the message.

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

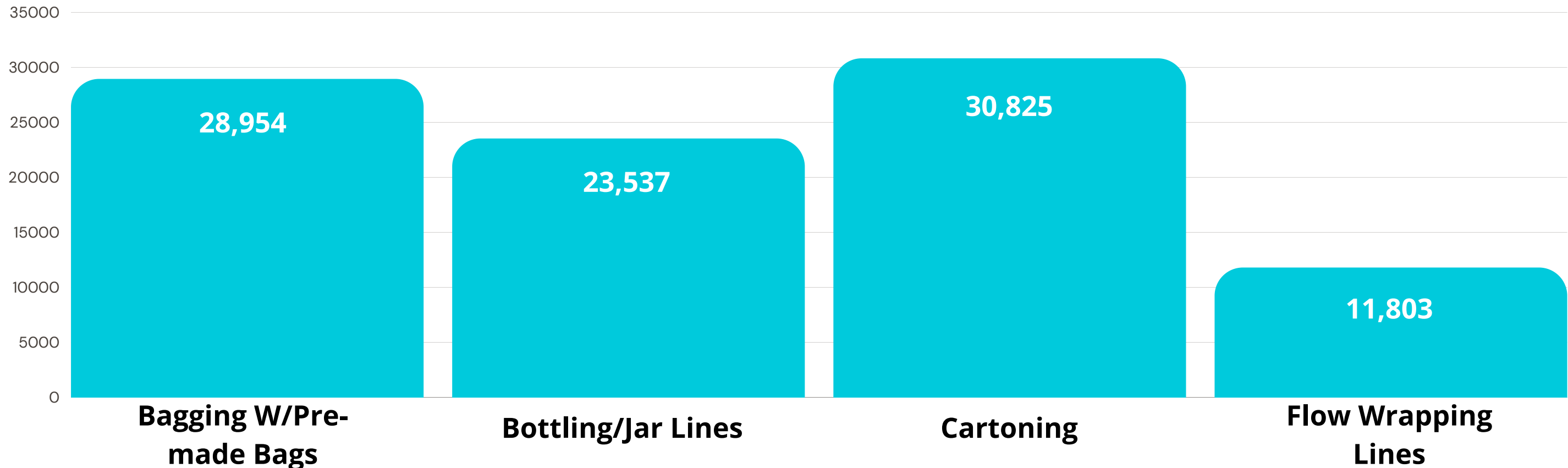


Top Audience Segments - Target via Social & Web

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?



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

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.

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.

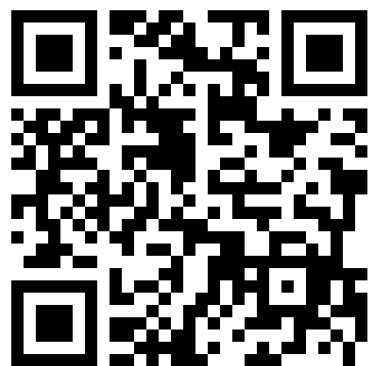
Generate leads

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

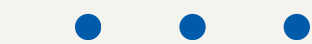


Our first-party data includes all PACK EXPO attendees



- 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



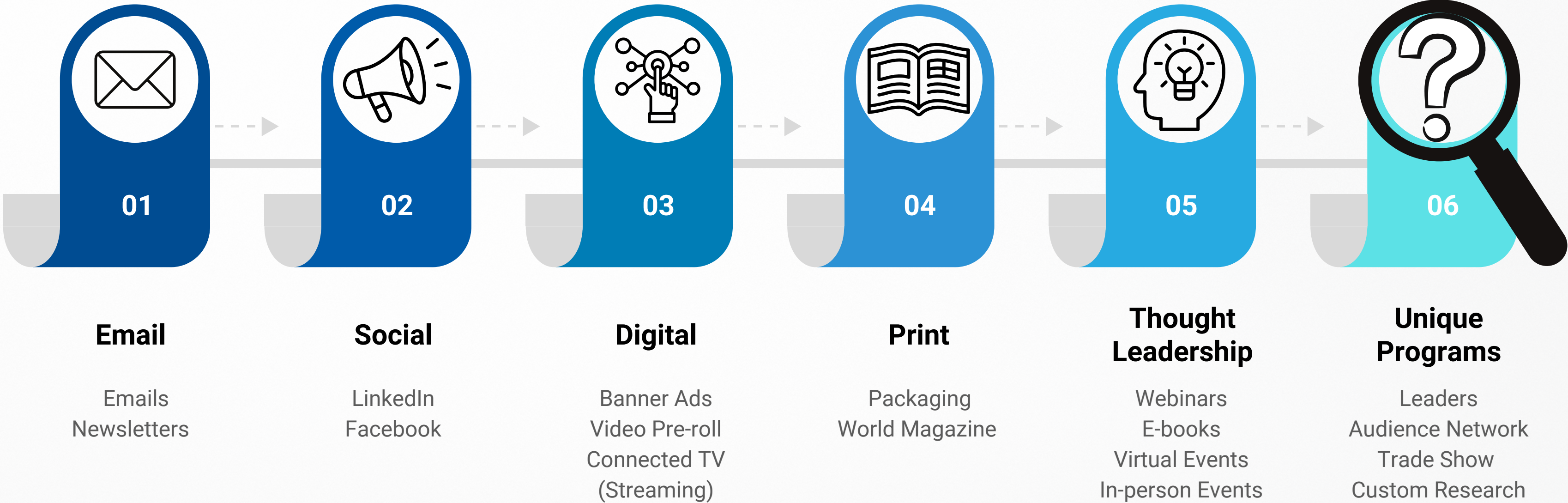


Omnichannel Reach

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

“

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

Leaders in Packaging

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

- **Enhanced Visibility:** Promoted listing on Packworld.com homepage (under up to six categories) and alongside relevant editorial.
- **Contextually triggered listings** alongside relevant Pack World editorial.
- **Performance Tracking:** Access real-time profile views and clicks.
- **Print Presence:** Profile and product ad in the 2026 Annual Resource Guide.
- **Extended Reach:** Banner ads served to Packworld.com visitors on 3rd-party sites.



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.

PACKAGING
WORLD

XLSX

Cobot Palletizers

	A	B	C	D
1	Robot Name	Payload	Horizontal Reach	Company
2	SWIFTI™ CRB 1300 / GoFa 10 and GoFa 12	7-12 kg	900 mm to 1,620 mm reach	<div></div> <div></div>
3	CRA series	3- 20 kg	working envelopes from 620 to 1,700 mm	<div></div>
4	CS620	20 kg	1,800 mm	<div></div>
5	CRX Family	10 kg	up to 1,418 mm	<div></div>

Categories & Dates

MAY Closing 4.14.26	JULY Closing 6.30.26	SEPTEMBER Closing 8.25.26	NOVEMBER Closing 10.27.26
VFFS Baggers with Tool-less / Rapid Changeover	Liner-less Pressure-Sensitive Label Applicators	Fiber-Based Multipack Carriers + Applicator Machinery for Beverage Cans & Bottles	All-in-One Compact Case Packer + Palletizer Cells

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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 Packaging 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 | Packaging World

Closing 2.9.26	Closing 4.28.26	Closing 8.4.26	Closing 10.27.26
The Rise of Modular End-of-Line Systems: A Smarter Strategy for Case Packing and Palletizing	Coding for Circularity: How Printers and Inks Are Evolving for Sustainable Packaging	Designed for the Bin or the Bale? What Really Happens to Your Packaging After Collection	Barrier Breakthroughs: The Science Fueling the Paper Packaging Revolution

Sponsored Webinars | Recyclability Insights

Closing 12.23.25	Closing 2.17.26	Closing 3.31.26	Closing 5.12.26
AI Driven Material Recovery Facilities: Maximizing Recycled Feedstock for Next Gen Circular Packaging	Unlocking Hard to Recycle Materials in Packaging: Scaling Recovery of Flexible Films and Other Challenging Materials	Designing Labels for Recycling: Practical Steps for Brands	Design for Recyclability in Practice: Lessons from Danone and Duracell

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 *Packaging World* E-Books.



E-Books

<p>Closing 1.23.26</p> <p>Optimize Corrugated Usage for Sustainability, Cost Savings, and DIM Weight Savings</p>	<p>Closing 3.20.26</p> <p>The Rise of Modular End-of-Line Systems: A Smarter Strategy for Case Packing and Palletizing</p>	<p>Closing 5.22.26</p> <p>Integrating RFID, QR, and NFC: Is Your Labeling Equipment Ready for the Smart Packaging Revolution?</p>	<p>Closing 10.23.26</p> <p>Barrier Breakthroughs: The Science Fueling the Paper Packaging Revolution</p>
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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.



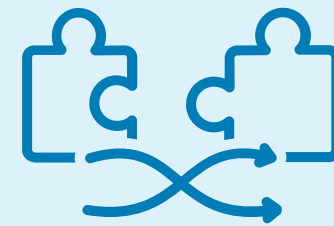
Turn Prospects into Customers

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



Leadworks

Lead management, campaign performance, reporting and more.



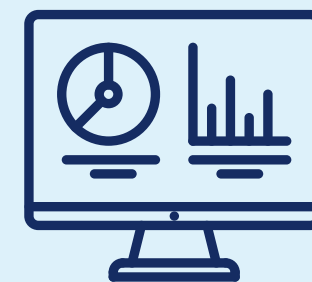
Converge

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	Packaging World Content Calendar					
Magazine						
*Readers Study Conducted for specified Issue.						
• Bonus Distribution						
January/February AOR 2026 + Artificial Intelligenece in Packaging From Equipment to Design (coverage of Rockwell Automation Fair AI Survey _ MES Systems That Improve OEE Closing: January 9 Materials: January 15 Delivers: February 23	March/April Paperization With Barrier Coatings and Barrier Additives Closing: March 5 Materials: March 12 Delivers: April 20	May/June* Accessible, Universal, or Holistic Packaging + SPC Coverage Closing: April 30 Materials: May 7 Delivers: June 15	July/August Interpack Coverage Labeling for a ‘Phygital’ world: 2D barcodes Digital Product Passport, RFID, NFC, and GR Closing: June 18 Materials: June 25 Delivers: August 3	<i>PEI Show Issue</i> September* Designing for Recyclability (PRS Coverage) Robotics Report Closing: August 6 Materials: August 13 Delivers: September 21	October E-comm/D2C Case Size Optimization Package Design, and Right-Sizing Packaging Closing: September 3 Materials: September 10 Delivers: October 19	Annual Resource Guide Leaders Sustainability in coding & marking equipment Closing: October 5 Materials: October 13 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	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		
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			

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.



sales@pmmimediagroup.com



PMMIMediaGroup.com



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

For information on PMMI trade shows, visit PMMI.org

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