

Healthcare Packaging 2027 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 information source for 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*, and *Mundo EXPO PACK*.

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

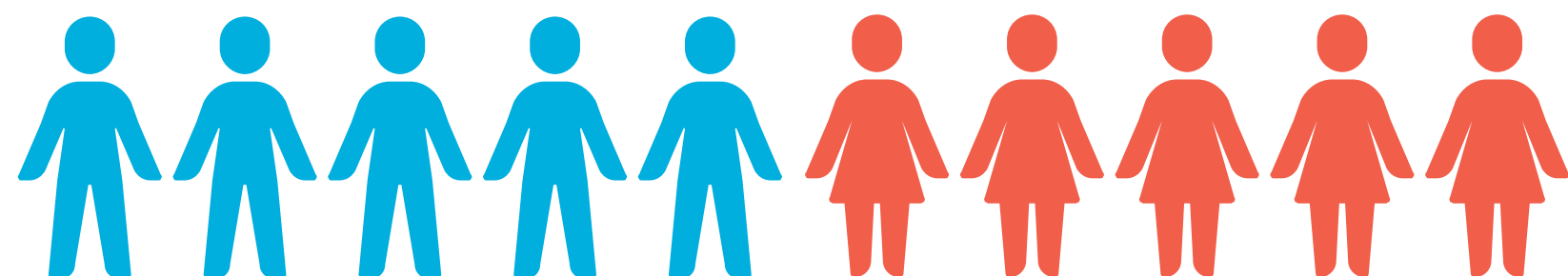
CONTRACT
Manufacturing + Packaging™



Universal Audience Breakdown

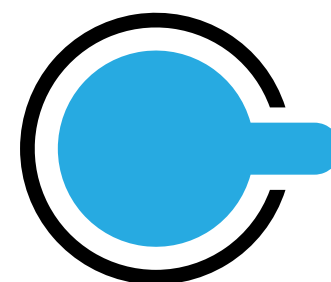
PMMI Media Group's operating database consists of:

150K



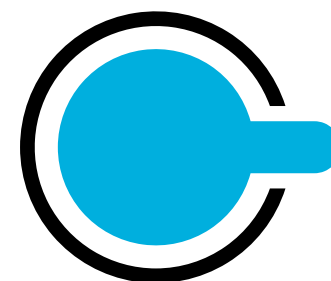
Verified/validated end users

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.



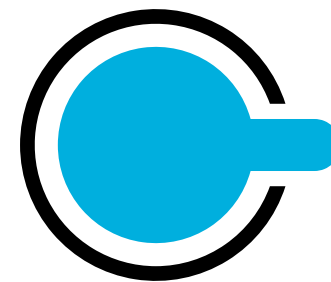
PACKAGING

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



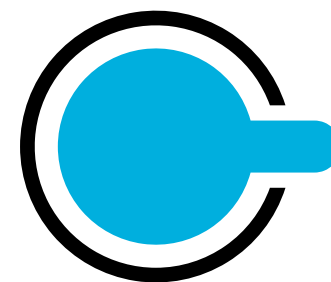
HEALTHCARE PACKAGING

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



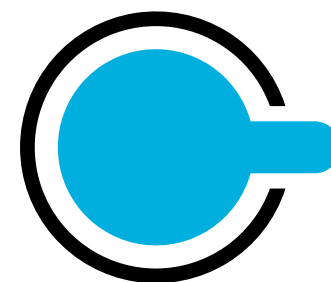
FOOD & BEVERAGE PROCESSING

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



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.



PMMI Media Group has helped us position our content to better reach our Printing/Marking/Coding customers who are now using our recently released TRP, programmable Tru-TracPro Encoder.

Tim Kelly, Global Marketing Manager,
Encoder Product Company



Healthcare Packaging Audience

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



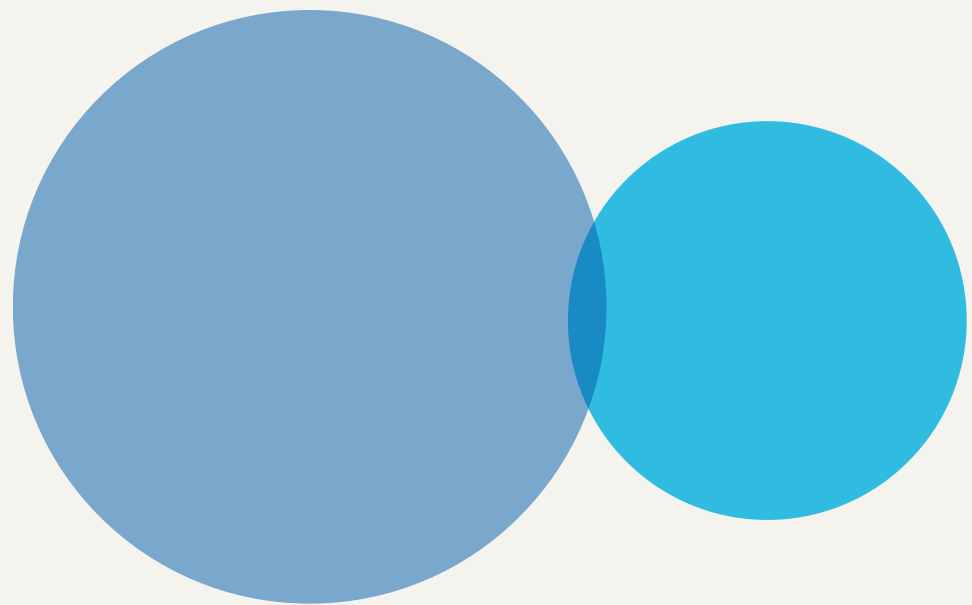
Circulation

Engaged Email Subscribers - 18K

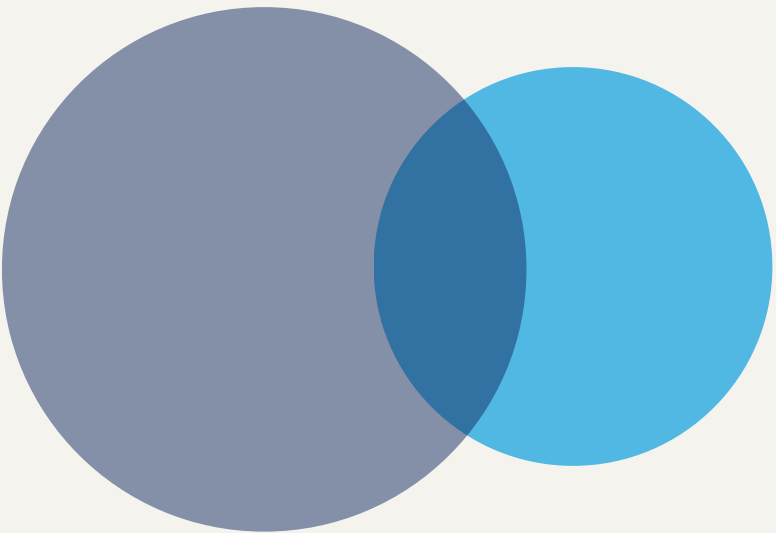
Unique Monthly Web Visitors - 14K

Print Subscribers - 15K

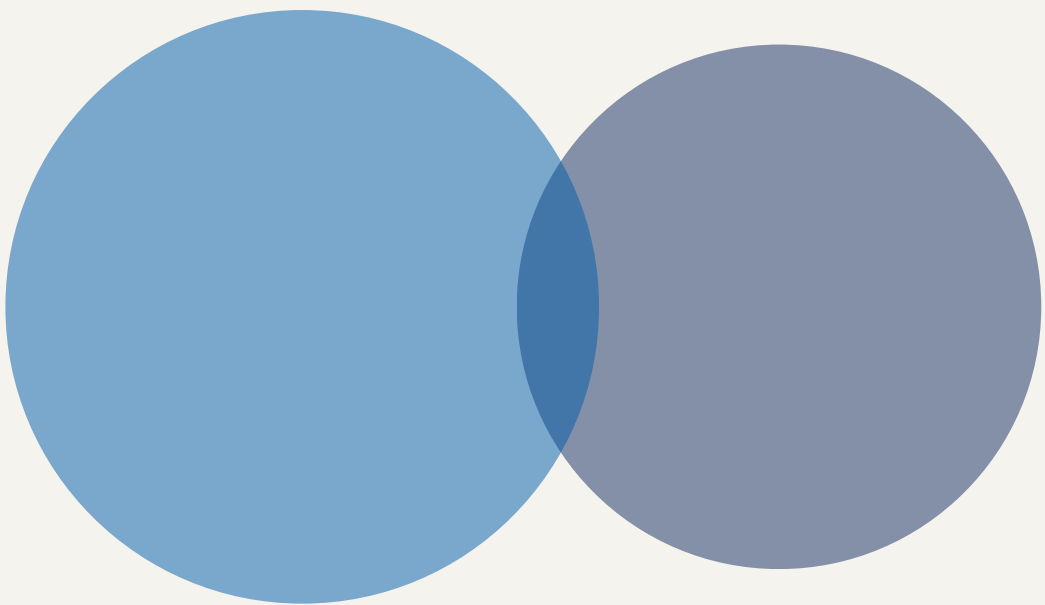
Limited Audience Overlap Among Channels



Web vs. Print
7%



Email vs. Print
13%



Web vs. Email
18%

AUDIENCE
BREAKDOWN

Primary Industry



41%	Medical Devices
38%	Pharmaceutical
18%	Biological / Biopharmaceutical
12%	Medical / Dental Instruments/Supplies
12%	Nutraceutical, Vitamin, Dietary Supp.
9%	Contract Manufacturing Org - Pharma/Biopharma

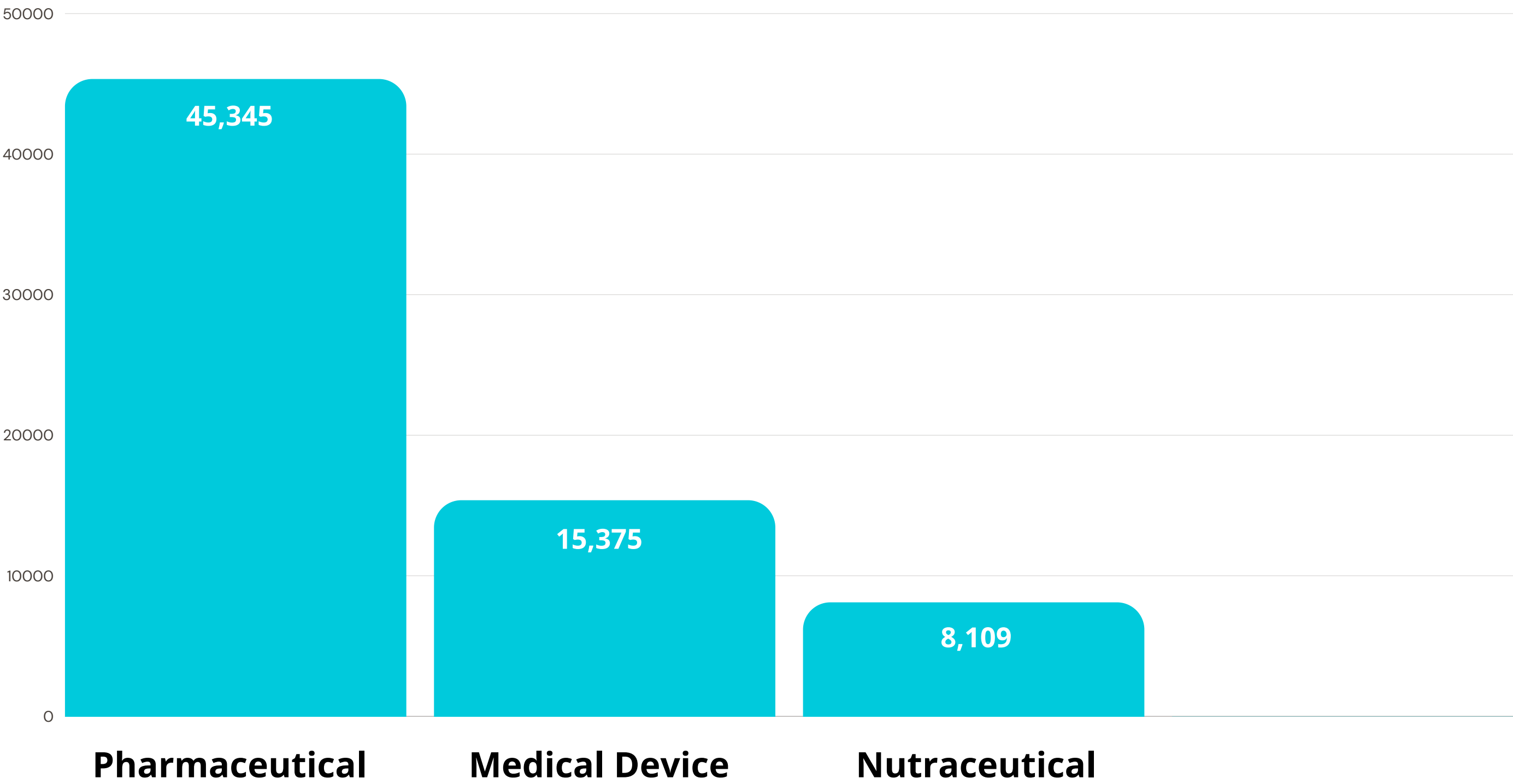
Job Duty

35%	Engineering
26%	Production / Operations / Quality
22%	Corporate and General Management
14%	Package Design or Devel. / Brnd Mgnt.
9%	Logistics / Supply Chain Mgnt.
9%	Procurement
5%	Reg. Affairs, Validation / Compliance



Audience Members By Segment - Sample

Healthcare



PAN -
AUDIENCE
BREAKDOWN

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



• • •

AUDIENCE NETWORK

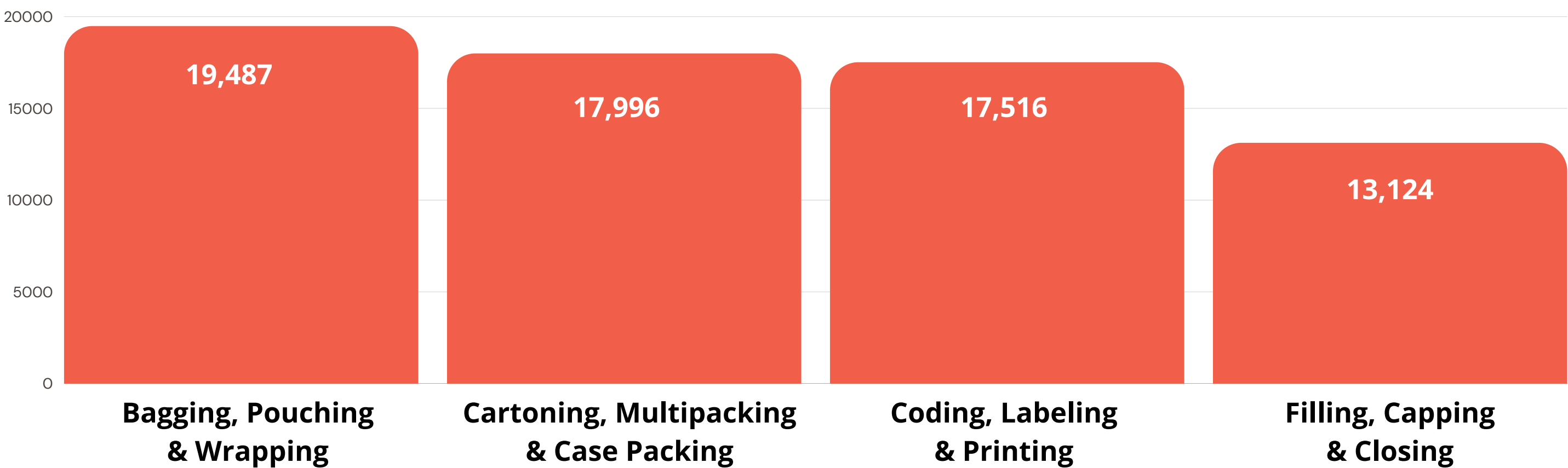
You choose the audience, we serve the message.

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

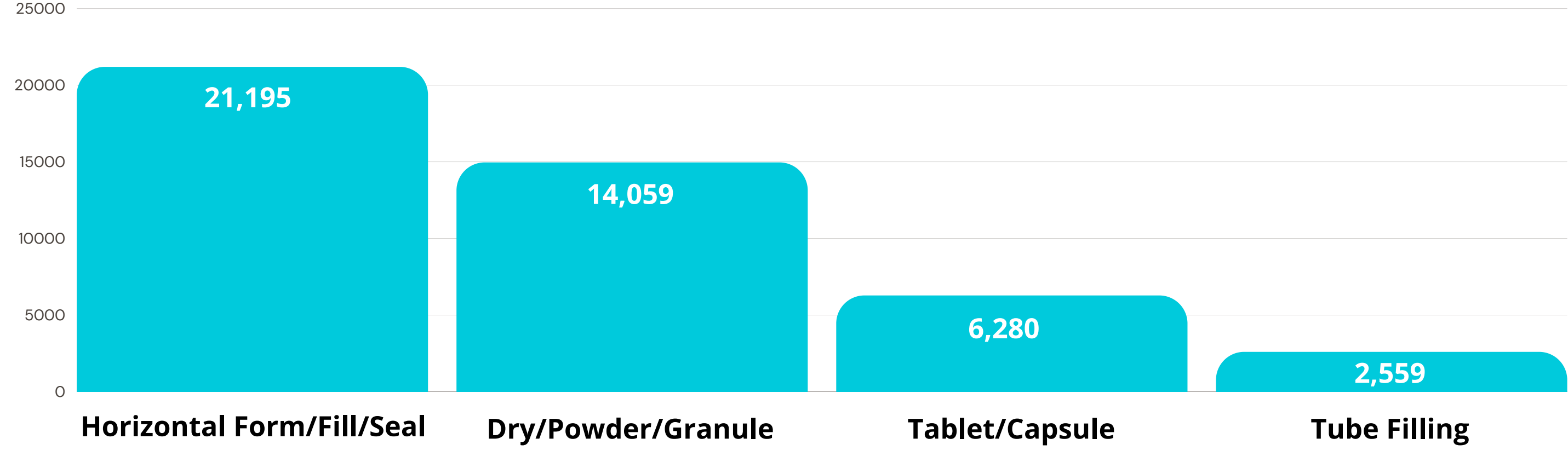


Top Audience Segments - Target via Social & Web

Buying Interest

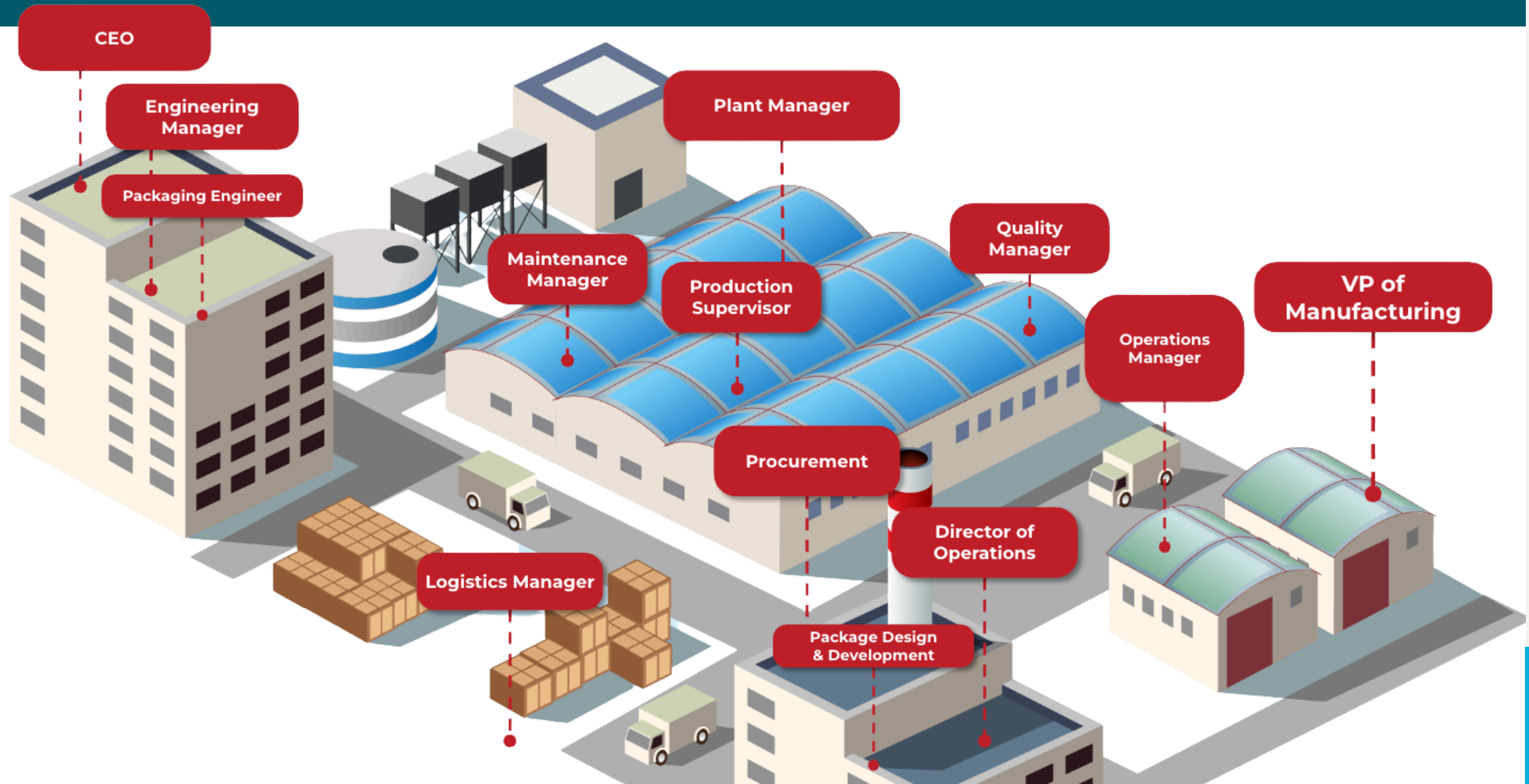


Packaging Plant Processes



Reach Every Role

Finding CPG buyers is difficult because manufacturing roles often overlap. PMMI Media Group provides the only database that maps these complex decision-making teams.

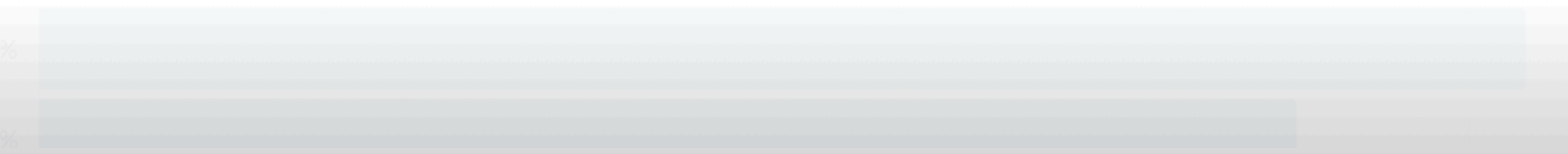


Buying Cycle Research

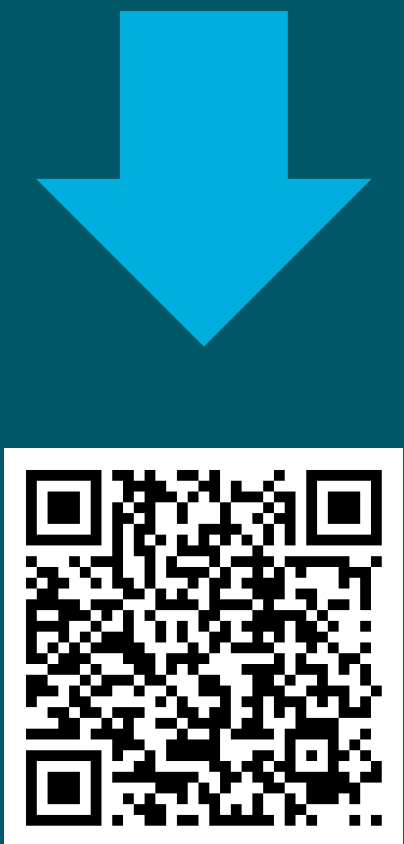
Want to better understand the equipment buying cycle of your best prospects? Through PMMI Media Group’s exclusive end user research, you will discover key insights to help propel your brand forward.

Why Organizations Buy New Equipment

What prompts businesses to consider a new equipment purchase?



View full buying
cycle survey results



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





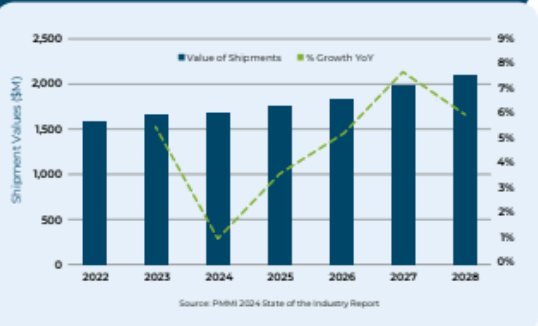
77 leading solutions suppliers in the **bagging, pouching, and wrapping** equipment sector already trust PMMI Media Group to deliver their message to key prospects in the industry.

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 has been the best source of qualified leads!

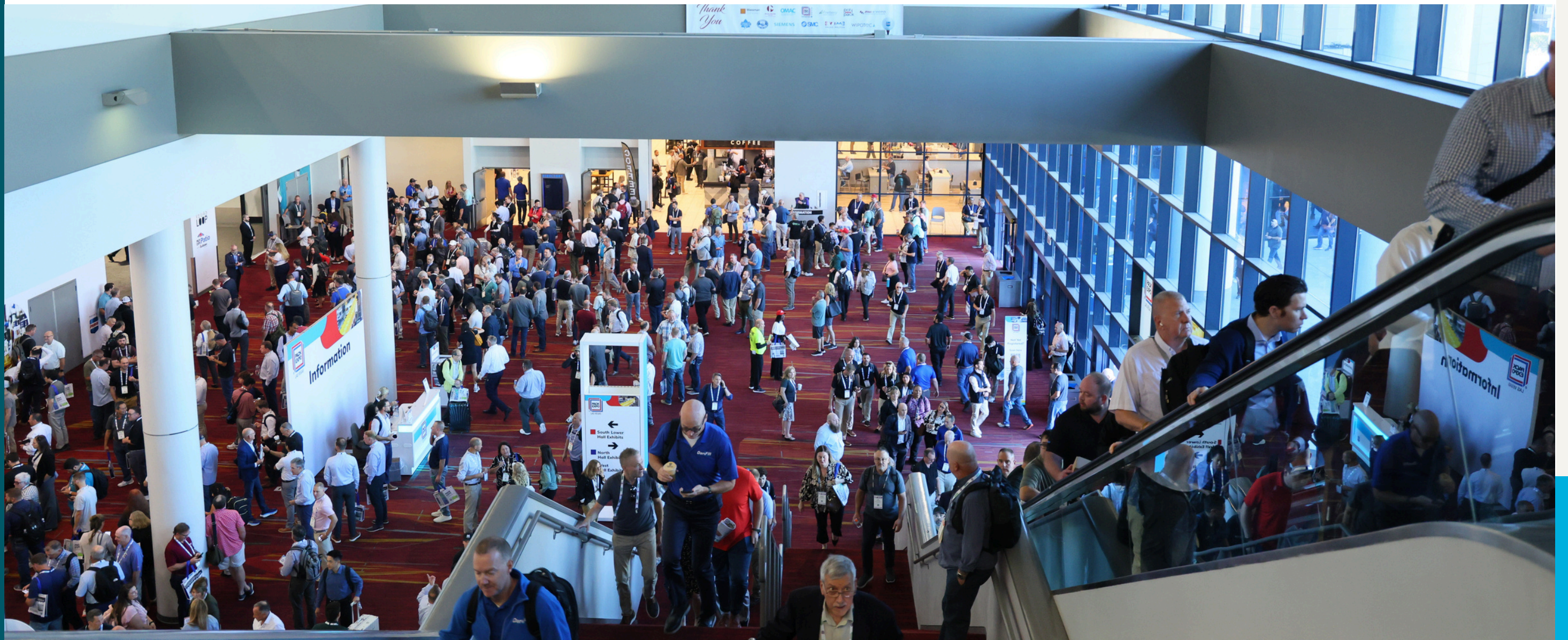
Brooke Kuzmich,
Marketing & Trade Show Manager
Econocorp



Our first-party data includes all PACK EXPO attendees



- PACK EXPO keeps our audience fresh with a **74% first-time attendee rate**
- We target PACK EXPO attendees year-round based on the buying interest indicated when they registered for the show



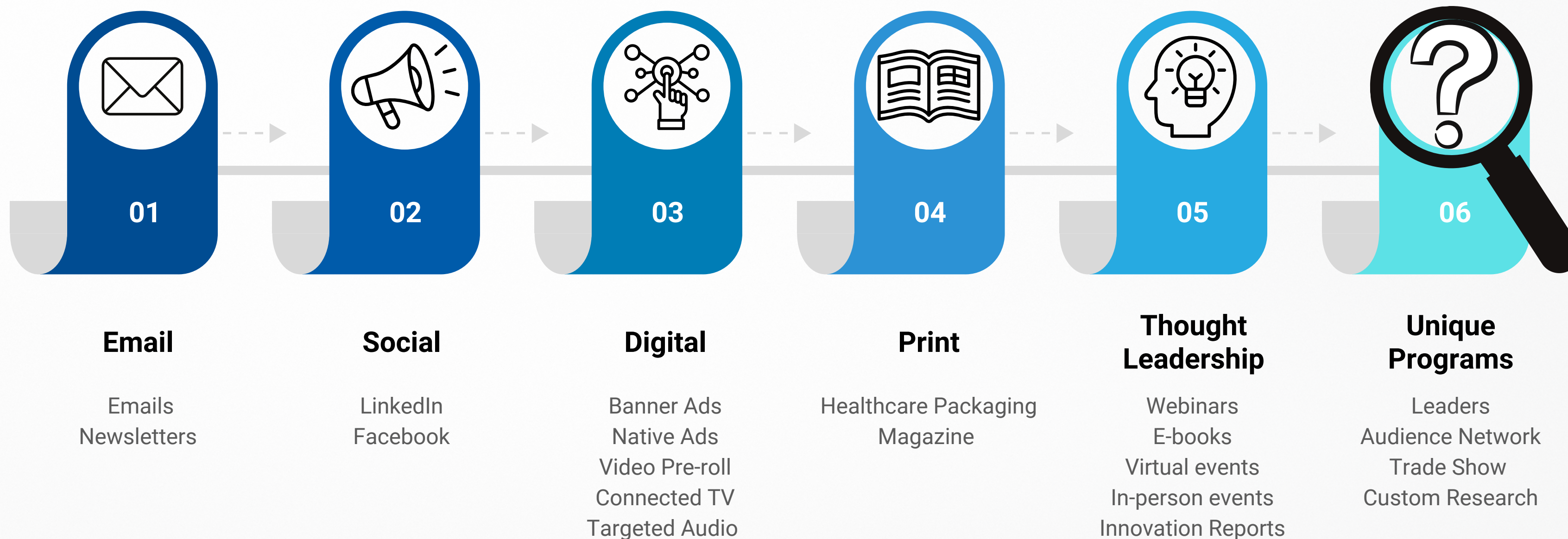
Omnichannel Reach

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

86% of respondents to the 2025 Buying Cycle Study say seeing a brand multiple times is important in creating credibility — influencing their final purchasing decision.



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



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.

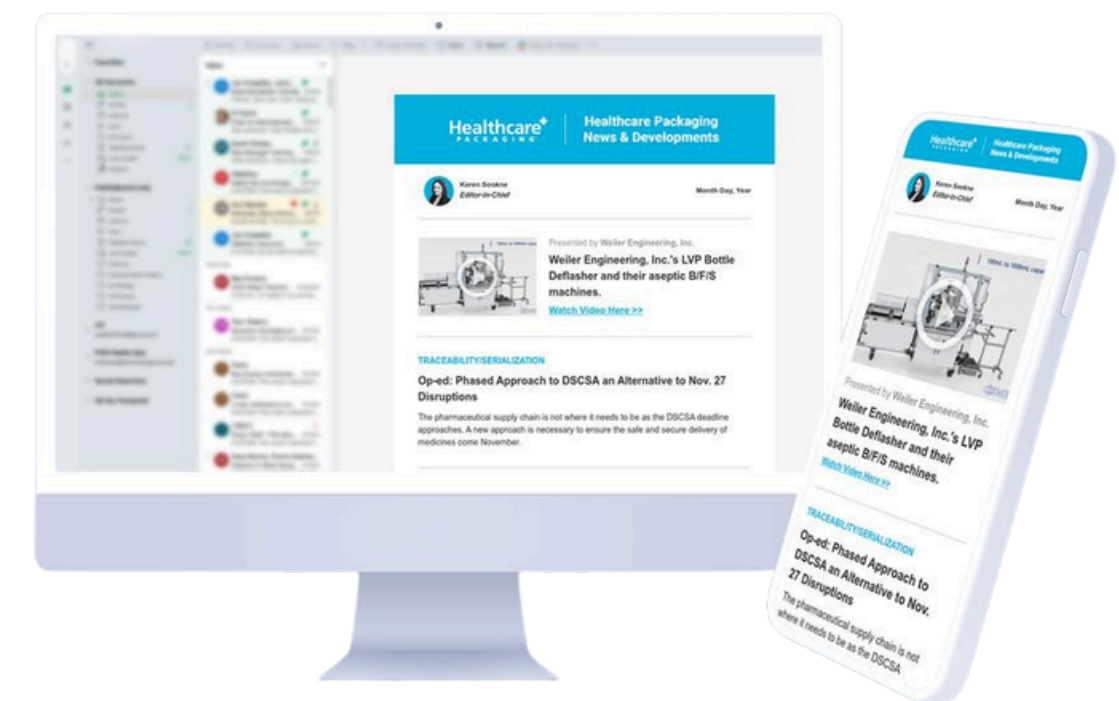
OPERATING: Recently active

SUNSET: Long-term inactive

Leaders in Healthcare Packaging

Complete your 2027 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 2027 Leaders in Healthcare Packaging issue.
- **Extended Reach:** Banner ads served to healthcarepackaging.com visitors on 3rd-party sites.



Through PMMI Media Group's platforms, we've been able to connect directly with our ideal audience and showcase our capabilities to the right decision-makers.

David Grenwis
Marketing Manager
Delta Modtech

• • •

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:



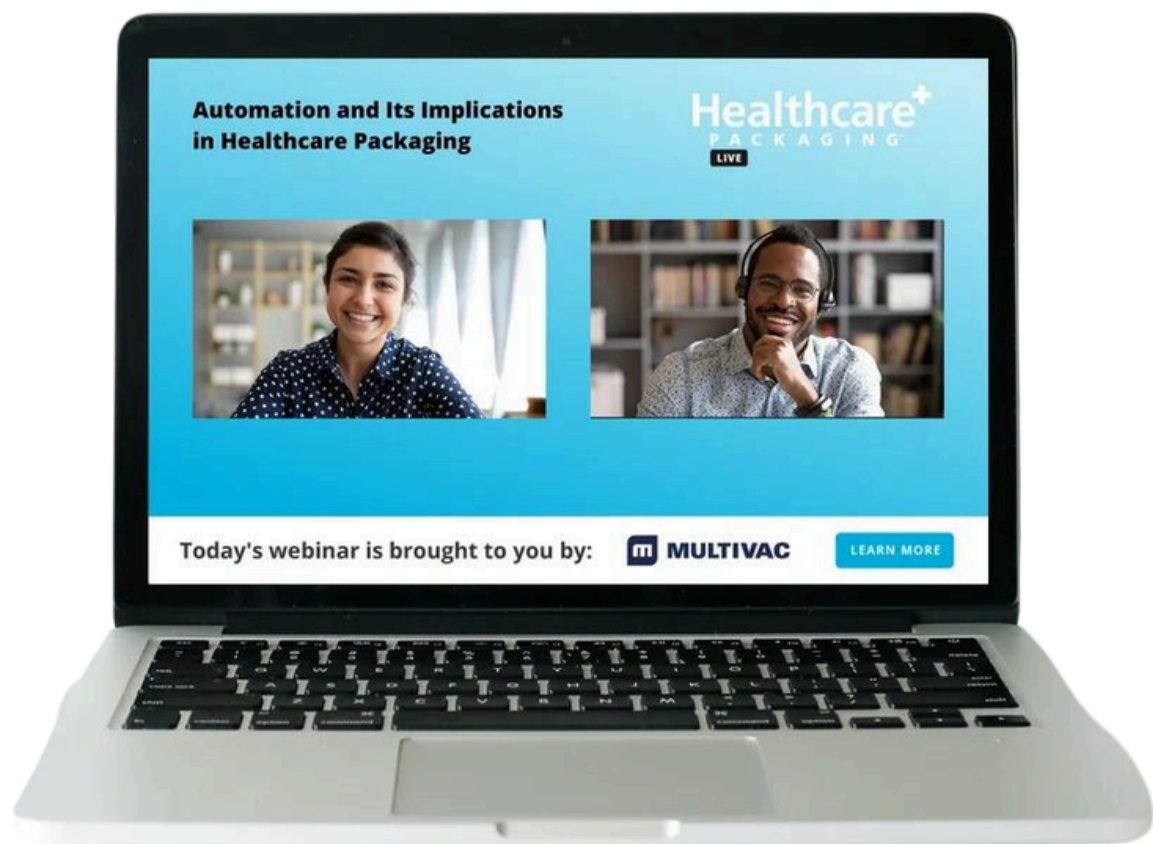
Engage Your Best Prospects

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

3-part webinar series on the 12-Digit NDC Rule:			
Closing TBD Released 9.1.27 Traceability: What It Means for the Manufacturer, the Supply Chain, and the Consumer	Closing TBD Released 4.14.27 Understanding the FDA's 12-Digit NDC Rule: What Pharma Teams Need to Know	Closing TBD Released 5.12.27 Packaging, Labeling, and Barcode Challenges in the Transition to 12-Digit NDCs	Closing TBD Released 6.9.27 Building a Long-Term Readiness Strategy for the 12-Digit NDC Transition

RESEARCHED
LISTS

“ —

Delta ModTech has worked with PMMI Media Group to reach a highly relevant packaging and converting audience. Their channels help us stay visible with the right decision makers and keep our solutions in front of customers who are actively evaluating equipment and services.

David Grewis
Marketing Manager,
Delta Modtech

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

March Closing 3.26.27 April Release 4.23.27 Sustainable Healthcare & Medical Device Packaging Suppliers	September Closing 9.13.27 October Release 10.11.27 Cobot Palletizers	September Closing 9.20.27 October Closing 10.18.27 Pharmaceutical Smart & Active Packaging	November Closing 11.08.27 December Release 12.6.27 Blister Machines for Life Science
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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.
- **Innovation Reports:** Highlight your equipment or materials as a top-of-the-line innovation alongside expert picked solutions from PACK EXPO — used by buyers researching their next purchase.



E-Book Topics

March | Closing 3.24.27
April | Release 4.28.27

**The New Era of Sustainability
in Life Sciences**

June | Closing 6.4.27
July | Release 7.9.27

NDC Post-Series eBook

September | Closing 9.15.27
October | Release 10.20.27

**Connected Care: Use Cases of
Smart Packaging and Digital
Traceability in Healthcare**

• • • TRADE SHOW OFFERINGS

“ (Game Plan) kept attendees laser focused with a handy, customized agenda that lists who to visit and where to find them. In a sea of over 5,000 exhibitors, all fighting for attendees' attention, standing out is important, and GamePlan helped Sonoco Alloyd achieve just that.

Kim Sanderson
Senior Marketing Associate,
Sonoco Alloyd

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 & More:** Connect with specific attendee segments before the show through targeted social media, email campaigns, and other high-value content solutions
- **Ahead of the Pack:** These engaging pre-show promotional videos are promoted on YouTube and Facebook, hosted on the official PACK EXPO YouTube channel, and grouped by product category to ensure that your message reaches the right buyers at the right time.



• • •

TRADE SHOW OFFERINGS

“ I will be watching the website next year, stalking it, so that I can be included.

Dee Brewer (Attendee)
Teasdale Latin Foods

Learn More:



Discovery Tours

Make **Direct connections** with **senior-level decision-makers** and **first-time buyers** of packaging and processing solutions, the PACK EXPO Discovery Tours are a curated, expert-led experience that simplifies the show for busy attendees.

Tour stops include relevant companies within specific solution categories — ensuring that you receive high-intent leads brought right to your booth.





Packaging World Forum - | Chicago, IL

Highlight your expertise in a two-day forum convened by PMMI and IoPP to advance peer-level dialogue among packaging professionals - covering topics around EPR & compliance issues, Retail & ecommerce dynamics, and operational agility.

Unlike some other conferences, PWF is purpose-built for depth and connection: smaller in scale, selective in attendance, and structured around substantive exchange rather than product promotion.



Sustainability Central - | PACK EXPO Las Vegas

When you're a sponsor of PACK EXPO Vegas' 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.



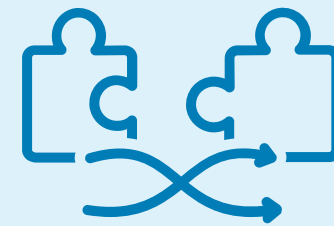
Turn Prospects into Customers

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



Leadworks

Lead management, campaign performance, reporting and more.



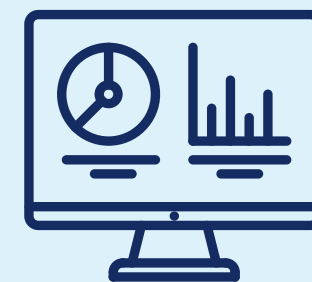
Converge

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 Healthcare Packaging profile insights.

2027

Content Calendar

Healthcare Packaging Magazine

• Bonus Distribution

Spring Issue

Leaders in Healthcare
Packaging Special Edition

Breakthroughs in Sustainable
Solutions in Life Sciences:
Exploring What’s New

Closing: March 4

Materials: March 11

Delivers: April 1

Fall Issue*

PACK EXPO International Preview

Labeling Considerations for
Adherence, Safety, and
Traceability

Closing: July 8

Materials: July 15

Delivers: September 1

Events and Event Issues

PACK EXPO Southeast

April 12-14 | Atlanta, GA

Showcase Issue*

Closing: February 4

Materials: February 11

Delivers: March 1

EXPO PACK Guadalajara

June 8-10 | Guadalajara, MX

Show Issue*

Closing: April 1

Materials: April 8

Delivers: May 11

(Subject to Change)

Packaging World Forum

June 16-17 | Chicago, IL

Sponsorship Deadline

TBD

PACK EXPO Las Vegas

Sept 27-29 | Las Vegas, NV

Showcase Issue*

Closing: July 22

Materials: July 29

Delivers: September 1

Sustainability Central

Sept 27-29 | Las Vegas, NV

Sponsorship Deadline

TBD

Sponsored Webinars

Closing TBD
Released 9.1.27

**Traceability: What It Means for the
Manufacturer, the Supply Chain, and the
Consumer**

3-part webinar series on the 12-Digit NDC Rule:

Closing TBD
Released 4.14.27

**Understanding the FDA's 12-Digit NDC Rule:
What Pharma Teams Need to Know**

Closing TBD
Released 5.12.27

**Packaging, Labeling, and Barcode
Challenges in the Transition to 12-Digit
NDCs**

Closing TBD
Released 6.9.27

**Building a Long-Term Readiness
Strategy for the 12-Digit NDC
Transition**

MEET THE ACCOUNT TEAM

Contact your Account Executive or Sales@pmmimediagroup.com



Reggie Lawrence
Vice President, Sales
rlawrence@pmmimediagroup.com



Wendy Sawtell
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Development
wsawtell@pmmimediagroup.com



Christine Smallwood
Director of Strategic
Accounts
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Courtney Nichols
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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

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mundo EXPO
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