

OEM 2027 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 the producer of the world-class PACK EXPO portfolio of trade shows.

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

PACKAGING
WORLD®

PROFOOD
WORLD™

Healthcare+
PACKAGING®

OEM
PACKAGING · PROCESSING · AUTOMATION

mundo EXPO PACK
Procesamiento · Empaque · Automatización

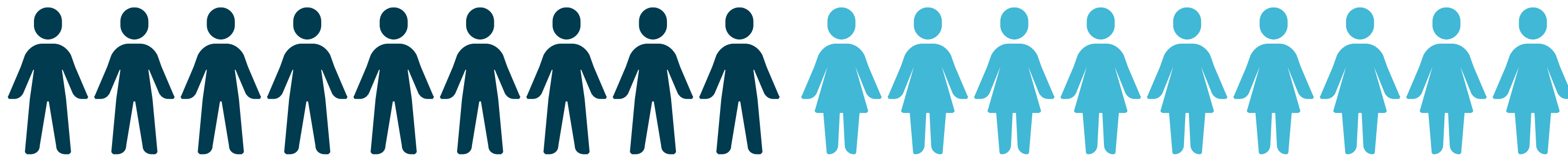




PMMI Media Group's OEM Audience Breakdown

PMMI Media Group's operating database consists of:

42K



Verified/validated OEMs

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



We've enjoyed working with both the paid media and editorial teams at PMMI Media Group throughout the years and value their combination of exceptional products, comprehensive services, deep market knowledge, and incredible team members.

Ray Kondrocki, President, Kondracki Group



For us, reaching qualified and industry-specific prospects is key. Trying to find those in the vastness of the internet is tricky, so knowing that our message will be seen by people who could benefit from our products is key.

Audrey Brewer, Marketing Manager
WEIMA America

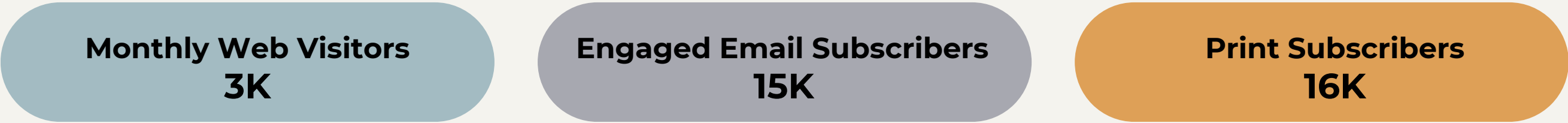


OEM Audience

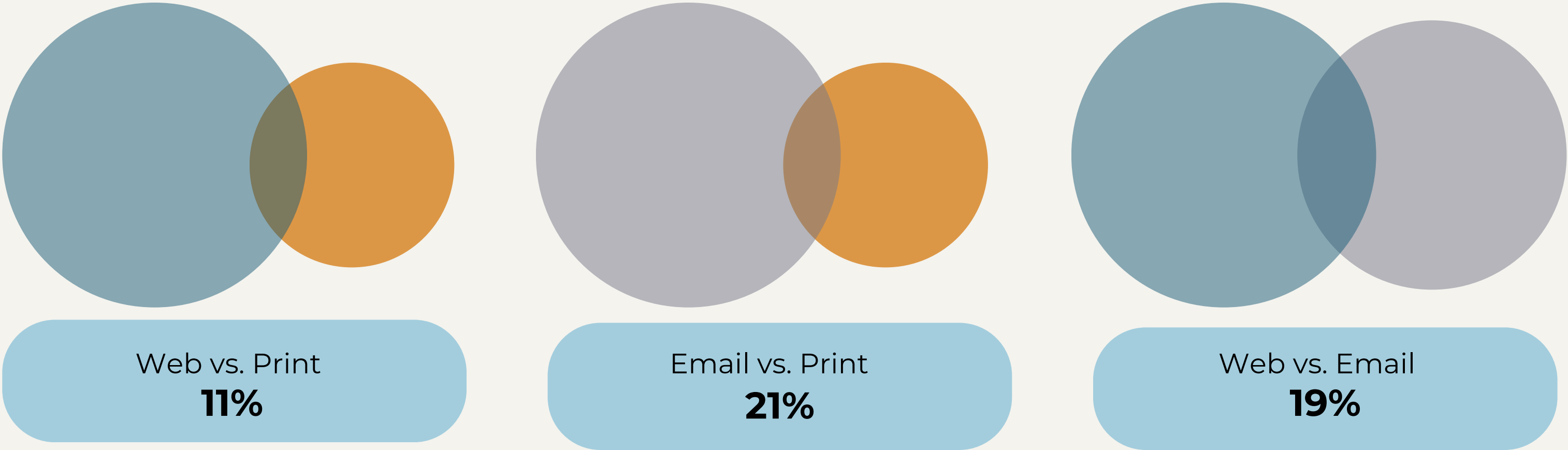
We know your audience. Let us help them discover you.



Circulation



Limited Audience Overlap Among Channels



AUDIENCE
BREAKDOWN

ANNUAL
REVENUE

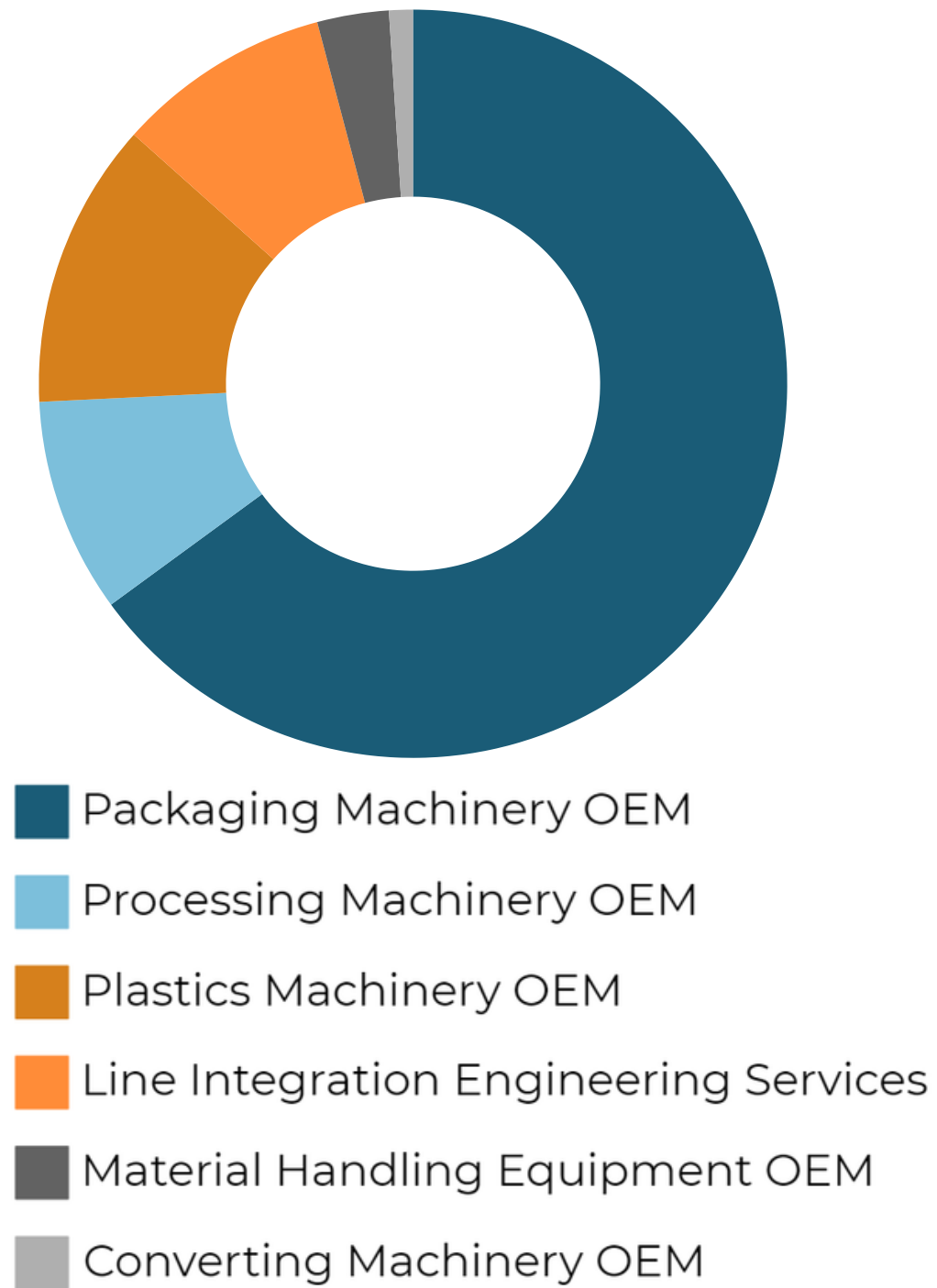
<\$10MM | 32%

\$10-20MM | 17%

\$20-50MM | 16%

> \$50MM | 35%

Primary Industry



Job Duty

41% Corporate and General Management



29% Engineering



13% Marketing/Sales Management



8% Production/Operations/Quality



5% Service/Support



OUR READERS

“PMMI Media group has been the best source of qualified leads!

Brooke Kuzmich,
Marketing & Trade Show Manager
Econocorp

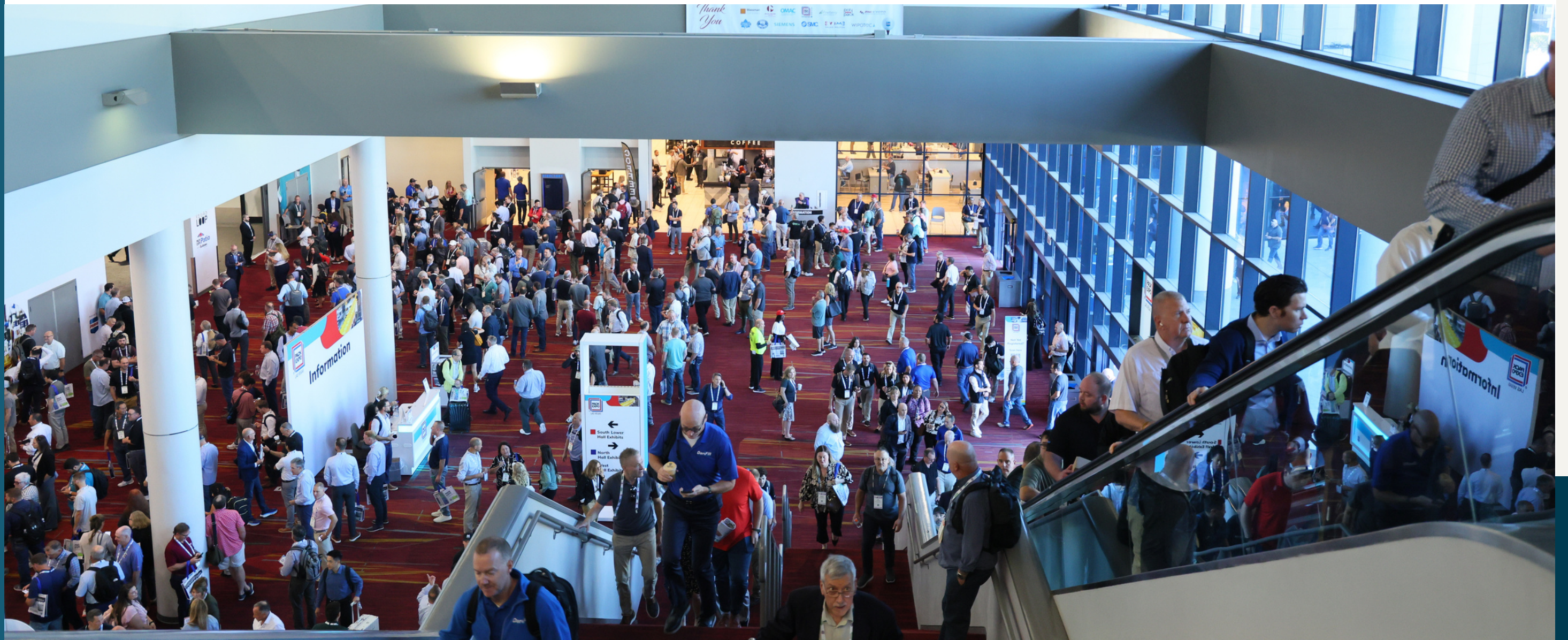


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THE
PACK EXPO
DIFFERENCE

Our first-party data includes all PACK EXPO attendees



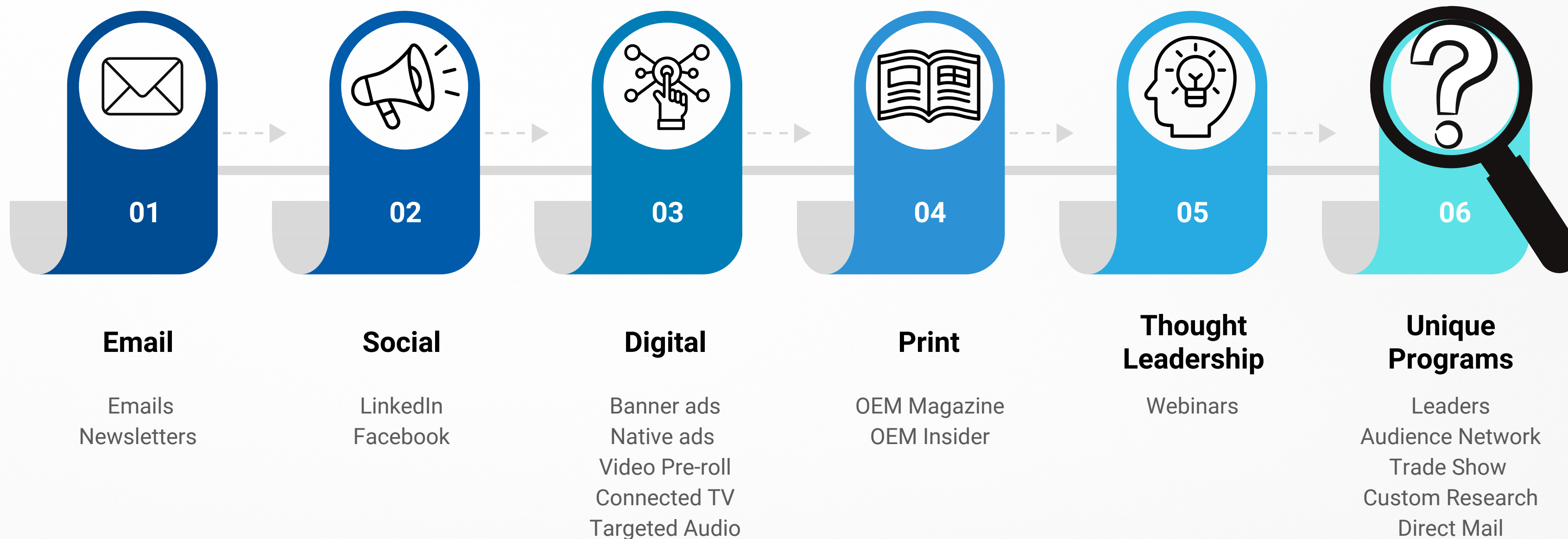
- PACK EXPO keeps our audience fresh with a **74% first-time attendee rate**
- We target PACK EXPO attendees year-round based on the buying interest indicated when they registered for the show



Omnichannel Reach

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

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

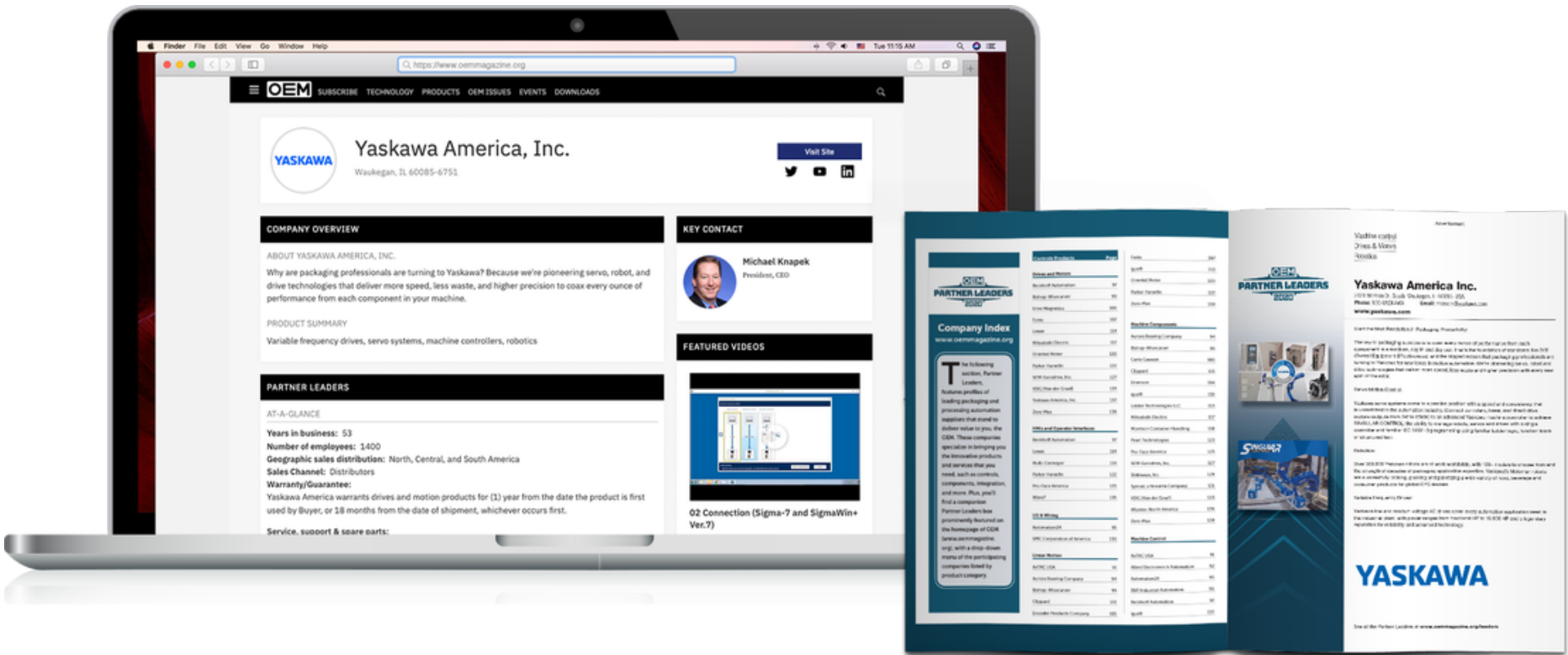
OEM Partner Leaders

Complete your 2027 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 2027 Partner Leaders Issue
- **Extended Reach:** Banner ads served to OEMMagazine.org visitors on 3rd-party sites.

“I feel OEM magazine is my go-to research center when combined with ProSource. I can learn the latest innovations companies are offering, as well as be exposed to technology trends.

Perry Hudson,
Marketing Manager, Packaging
Pepperl+Fuchs



• • •

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 TBD
Released 3.24.27

AI on Machine Design

Closing TBD
Released 6.30.27

Unlocking Short or Shorter Lead Times

Closing TBD
Released 11.3.27

Motion Technologies Enter a New Phase

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.



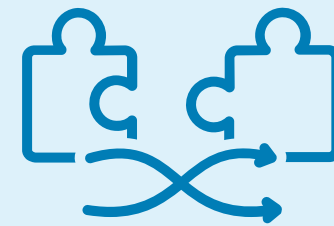
Turn Prospects into Customers

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



Leadworks

Lead management, campaign performance, reporting and more.



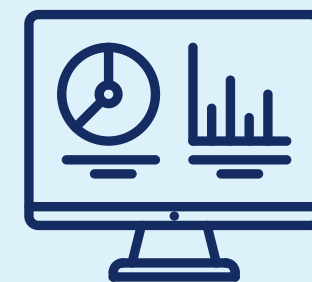
Converge

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, and content performance.

OEM Content Calendar

Magazine

SPRING

- AI in Manufacturing
- Machinery Design - Automation

Closing: February 3
Materials: February 10
Delivers: March 1

SUMMER

- Sustainability
- Minimizing Lead Times

Closing: May 5
Materials: May 12
Delivers: June 1

FALL

- Upskilling the Workforce
- Robotics

Closing: July 21
Materials: July 28
Delivers: September 1

WINTER

- Machine Design - Motion Controls
- Digital Transformation

Closing: October 20
Materials: October 27
Delivers: December 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

(Dates Subject to Change)

PACK EXPO Las Vegas
September 27-29 | Las Vegas, NV

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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PMMIMediaGroup.com



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For information on PMMI trade shows, visit PMMI.org

