

Packaging World 2027 Media Kit

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



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About Us

For over 30 years, *Packaging World* (PW) has been the go-to media brand for end users of packaging equipment, materials and technology. *Packaging World* informs and inspires packaging professionals to do their jobs better. Coverage 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*, 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⁺
P A C K A G I N G®

OEM
PACKAGING · PROCESSING · AUTOMATION

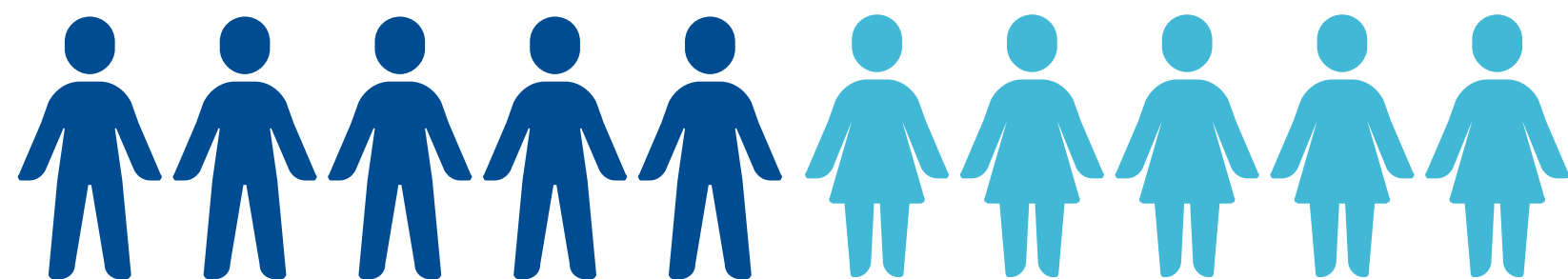
mundo EXPO PACK
Procesamiento · Empaque · Automatización



Universal Audience Breakdown

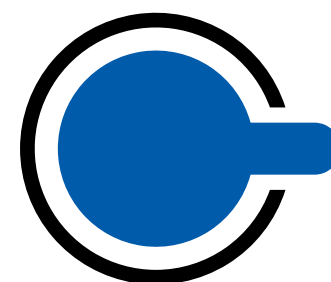
PMMI Media Group's operating database consists of:

150K



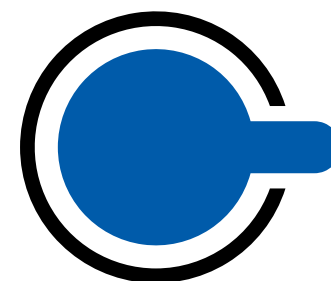
Verified/validated end users

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.



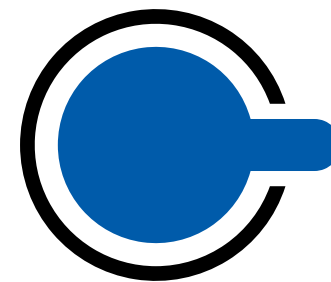
PACKAGING

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



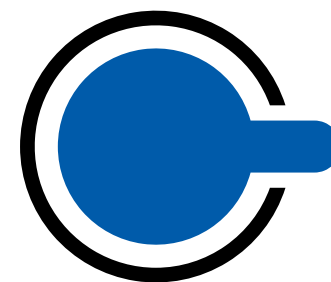
HEALTHCARE PACKAGING

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



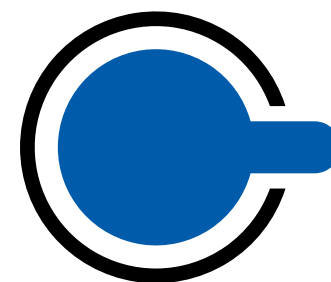
FOOD & BEVERAGE PROCESSING

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



PMMI Media Group has been an invaluable partner in helping Antares Vision Group connect with our target audience. Through strategic third-party LinkedIn ads, presence at key packaging events, and well-placed print and email advertising, they've amplified our brand visibility and driven engagement across the industries we serve.



Fiona Nicklen,
Marketing Communications Manager
Antares Vision Group



PMMI Media Group and their publications ProFood World and Packaging World are great lead generators for us. They are the only publications that pass along genuine worthwhile leads and we are looking to increase what we do through PMMI Media Group.

Eric Pfeiffer,
Vice President Business Development,
Edge Industrial Technologies



PMMI Media group is always helpful for content creation and making sure ads are timely and meaningful. Packaging World is a staple for packaging OEMs and best in class for the industry.

Sean Spees, Director of Sales
JLS Automation



Packaging World Audience

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



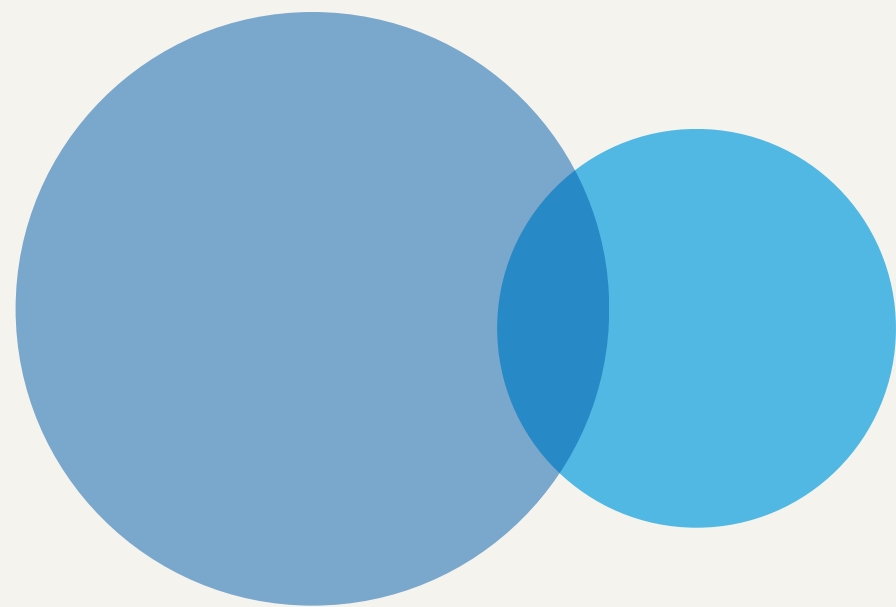
Circulation

Engaged Email Subscribers - 89K

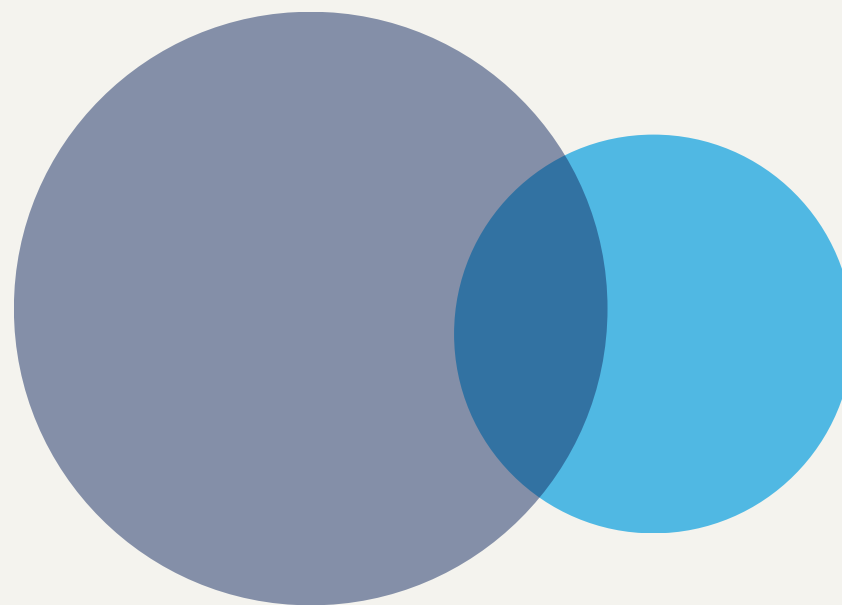
Unique Monthly Web Visitors - 78K

Print Subscribers - 46K

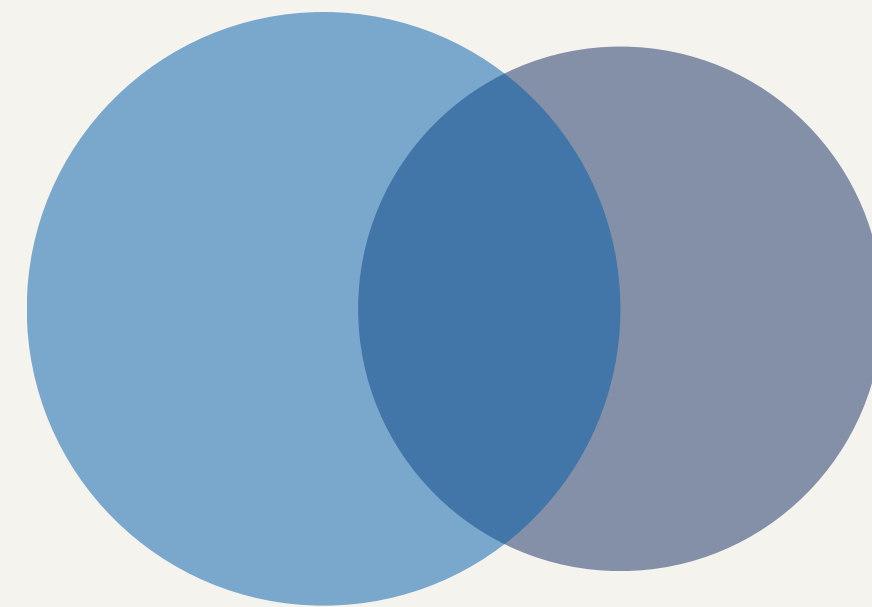
Limited Audience Overlap Among Channels



Web vs. Print
10%



Email vs. Print
18%



Web vs. Email
22%

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AUDIENCE
BREAKDOWN

ANNUAL
REVENUE

< \$50MM | 42%

\$50MM - \$1BN | 20%

> \$1BN | 17%

Primary Industry



- 55% Food/Beverage Manufacturer
- 27% Other Packaged Products
- 6% Cosmetics/Personal Care
- 5% Packaging/Processing Supplier
- 5% Healthcare

Plants

- 50% Readers with responsibility for more than one plant

Job Duty

40% Corporate and General Management



30% Production / Operations / Quality



22% Engineering



13% Package Development



12% Plant Management



9% Procurement



7% Logistics / Supply Chain Mgnt.



4% Reg. Affairs, Validation / Compliance



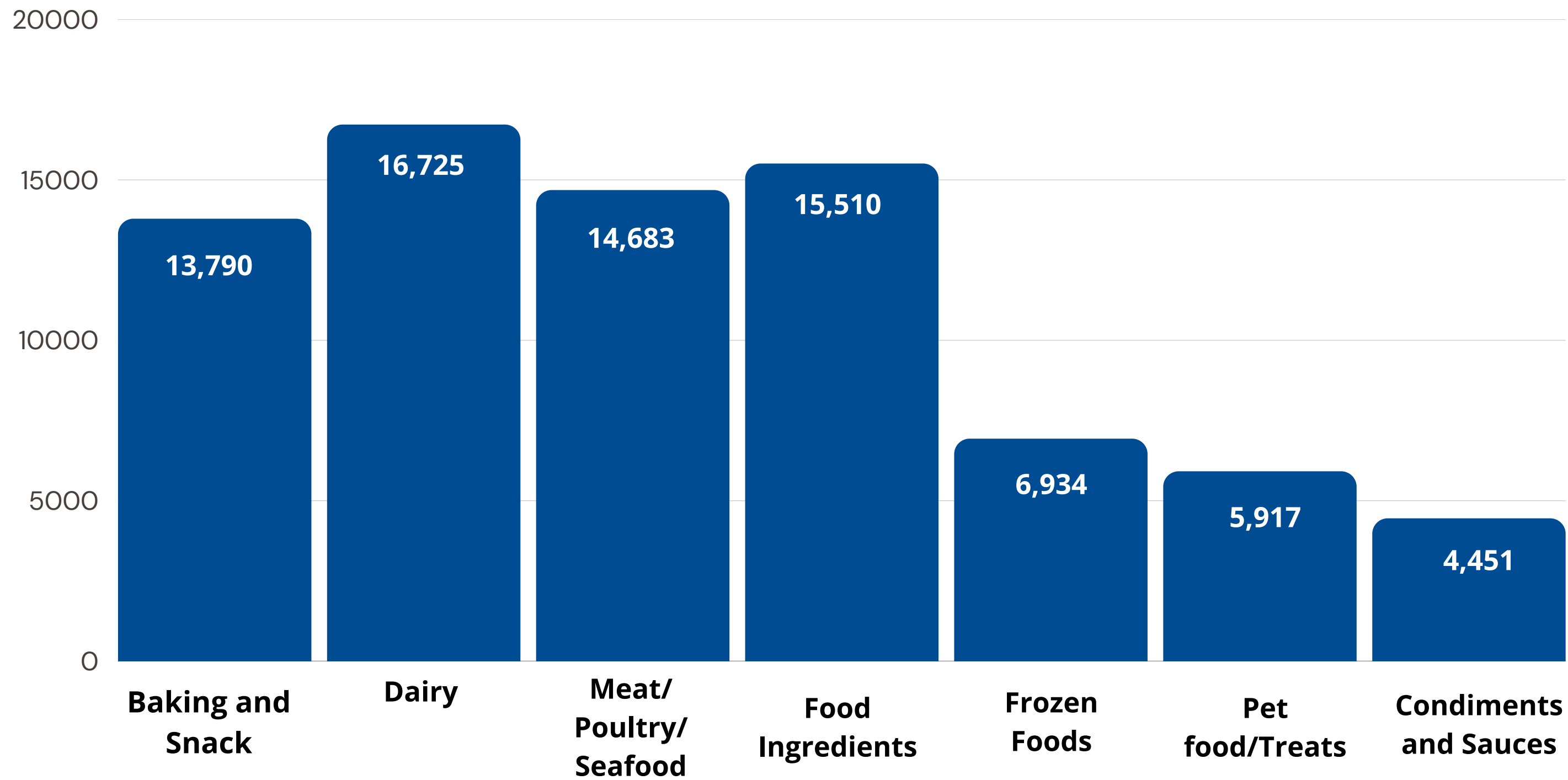
You choose the audience, we serve the message.

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



Top Audience Segments - Target via Social & Web

Food and Beverage



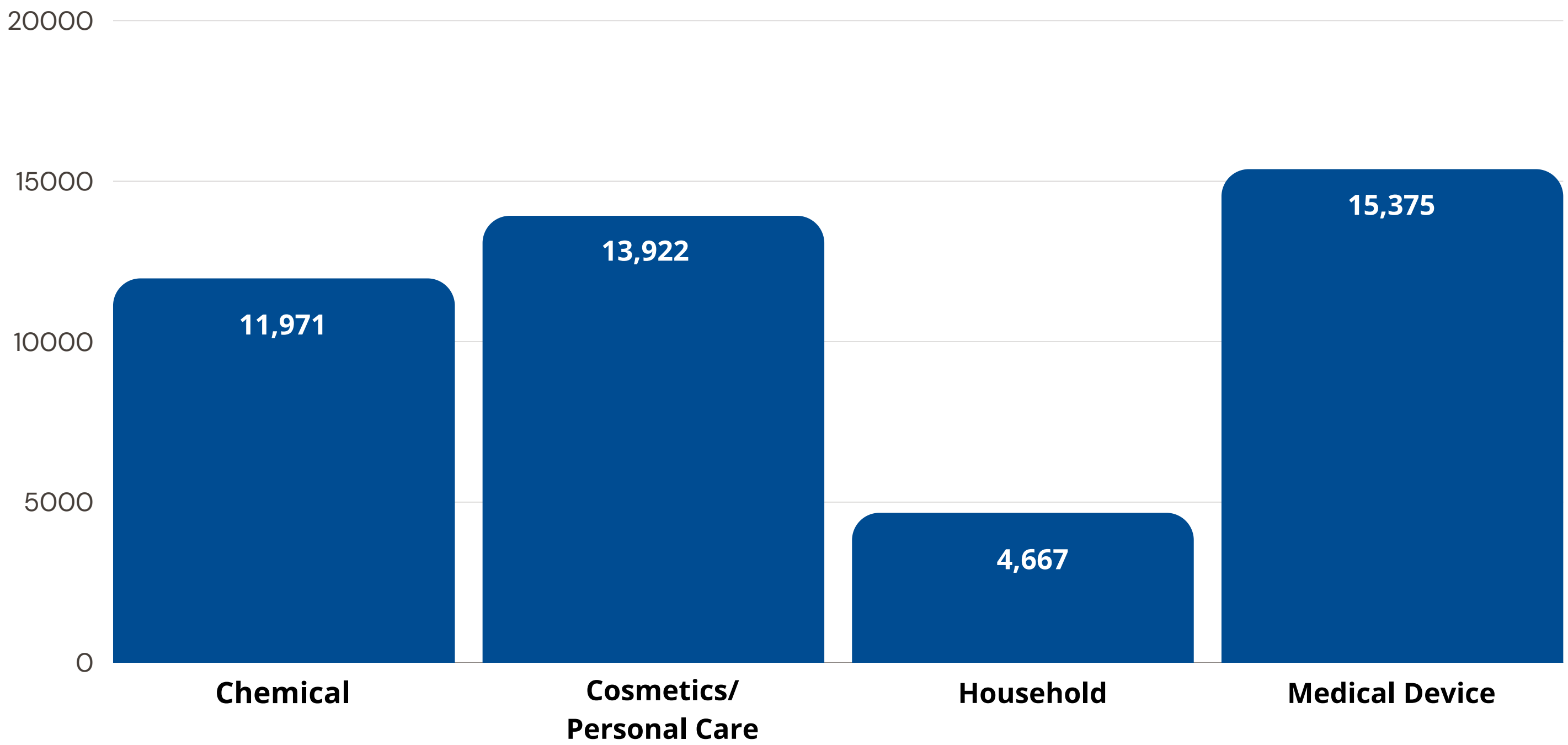
You choose the audience, we serve the message.

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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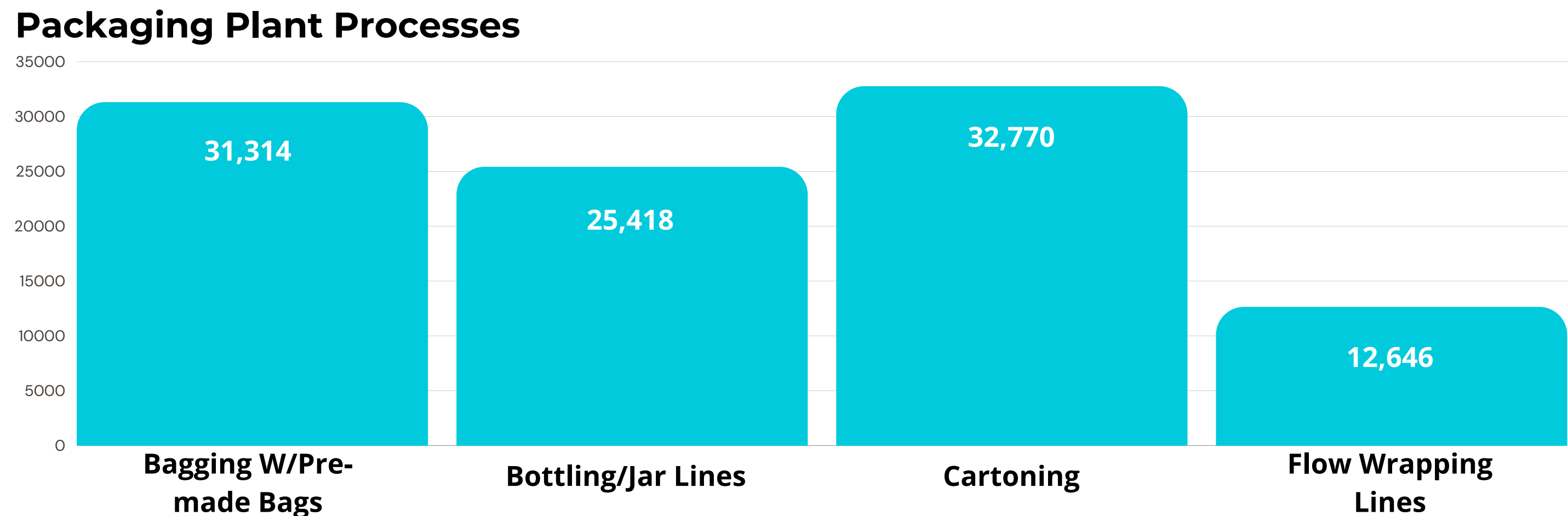
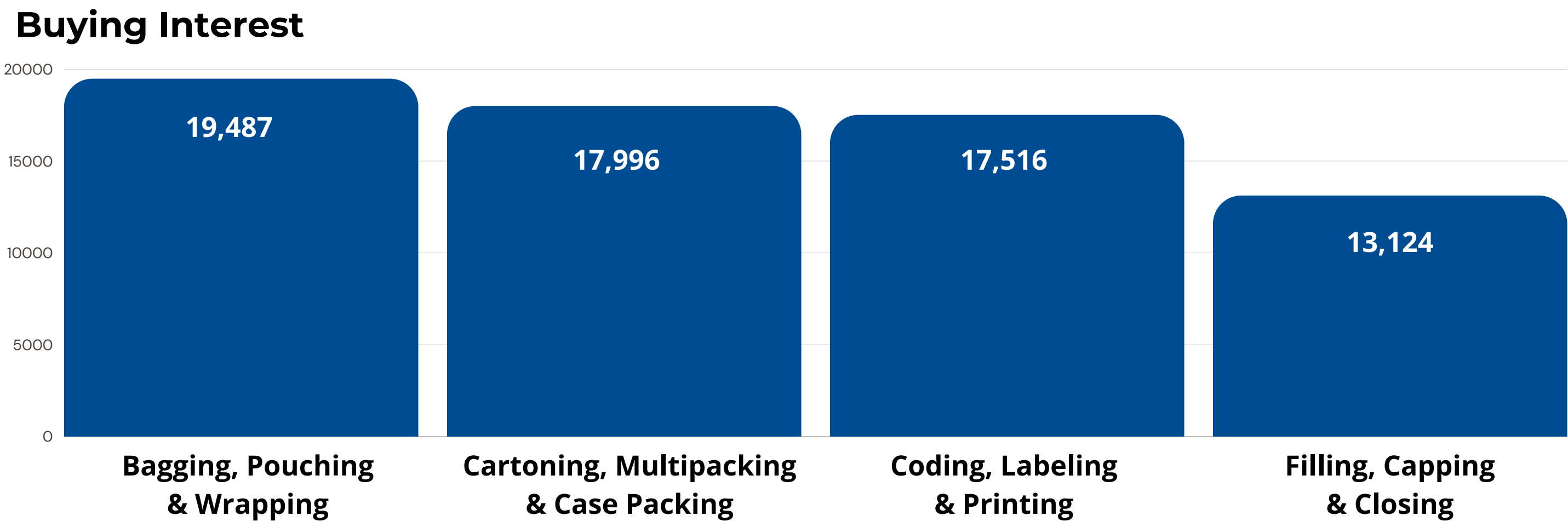
AUDIENCE NETWORK

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



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 Survey

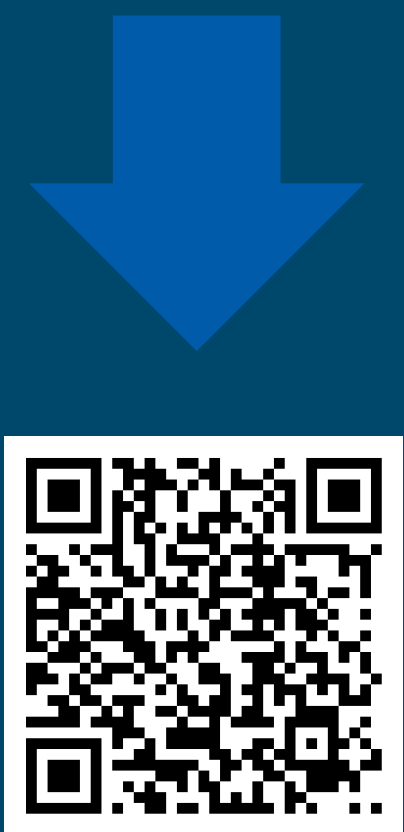
Want to better understand the equipment buying cycle of your best prospects? Through PMMI Media Group’s exclusive end user research, you will discover key insights to help propel your brand forward.

Why Organizations Buy New Equipment

What prompts businesses to consider a new equipment purchase?



View full buying
cycle survey results



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>



Food & Beverage CPGs

Food & Beverage CPGs

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

Brooke Kuzmich,
Marketing & Trade Show Manager
Econocorp



Non-Food & Non-Beverage CPGs



• • •
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



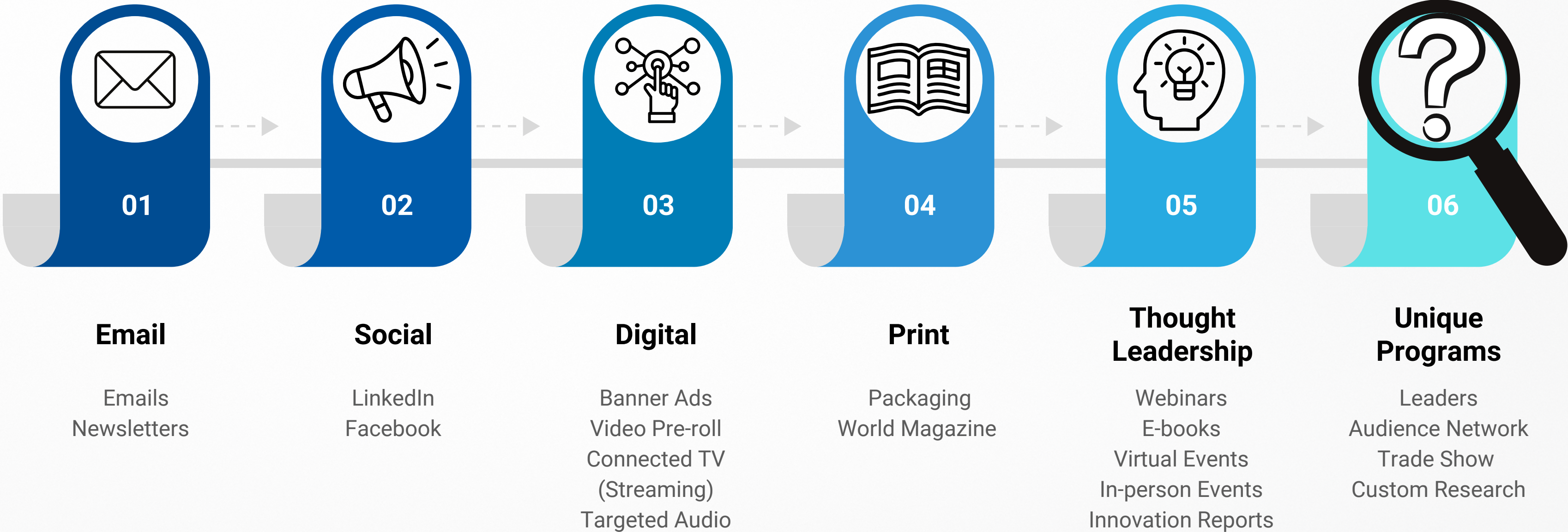
Omnichannel Reach

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

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 Packaging

Complete your 2027 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 2027 Annual Resource Guide.
- **Extended Reach:** Banner ads served to Packworld.com visitors on 3rd-party sites.



“PMMI’s marketing programs offer a multifaceted approach to connecting with our end-users, and the user-friendly online lead dashboards provide clear visibility into the effectiveness and impact of each campaign.

Scott Dilner
Director of Marketing,
Fristam Pumps

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.

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	
3	CRA series	3- 20 kg	working envelopes from 620 to 1,700 mm	
4	CS620	20 kg	1,800 mm	
5	CRX Family	10 kg	up to 1,418 mm	

Categories & Dates

January | Closing 1.19.27
February | Release 2.26.27
**Zero/fast changeover
case packers**

June | Closing 6.23.27
July | Release 7.21.27
**Retail Multipack
Systems for Cups, Tubs,
& Bottles 2-4 count**

August | Closing 8.16.27
August | Release 9.13.27
**Flexible Packaging Filling
Machines for Liquids**

August | Closing 8.26.27
September | Release 9.23.27
**Digitalization
companies at PACK
EXPO catered to CPG**

September | Closing 9.13.27
October | Release 10.11.27
Cobot palletizers

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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.

Sophie Ducharme
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.

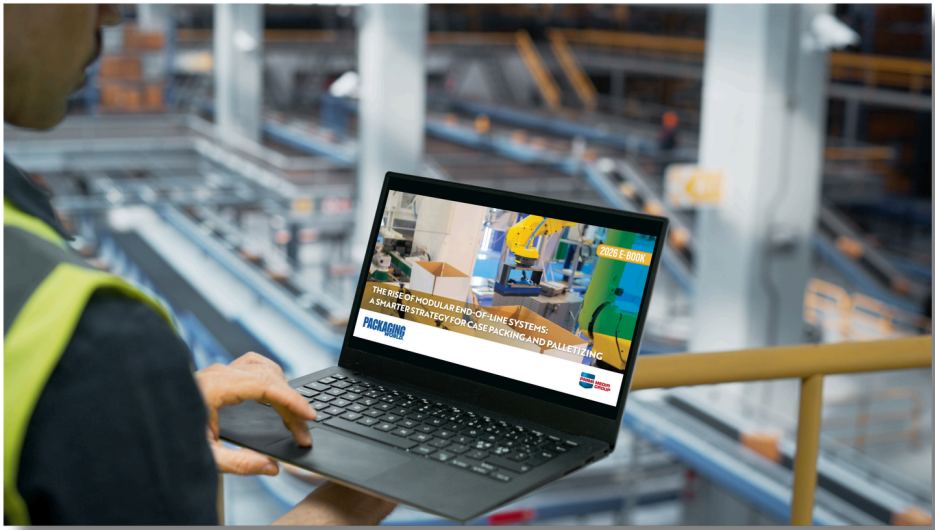


Sponsored Webinars

3-part webinar series on AI:						
Closing TBD Released 4.27.27	Closing TBD Released 5.11.27	Closing TBD Released 6.8.27	Closing TBD Released 8.17.27	Closing TBD Released 1.19.27	Closing TBD Released 2.2.27	Closing TBD Released 3.16.27
EPR Compliance: EPR Is Here — But the Rules Aren't Clear	Flexible Film in Flux: What CPGs Should Design for Amid Conflicting Recycling Pathways	Smart Packaging Beyond the Pilot: Where Connected Packaging Is Delivering Value	The Tribal Knowledge Crisis in Packaging Operations: When the Experts Leave	AI Series #1: The Tribal Knowledge Crisis — Can AI Help Capture What Experienced Operators Know?	AI Series #2: AI and Packaging Performance: Separating Real Optimization from Buzzwords	AI Series #3: What Does AI Actually Mean on a Packaging Line?

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
- **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 3.3.27
April | Release 4.7.27
AI Post-Series
(follows AI Webinar Series)

May | Closing 5.24.27
June | Release 6.28.27
Flexible Film in Flux

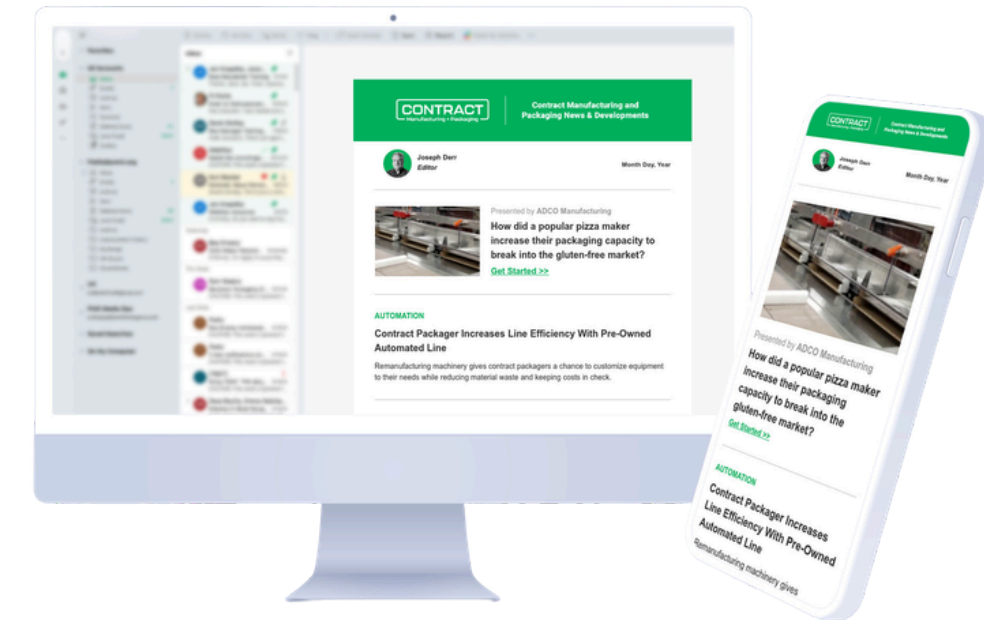
June | Closing 6.25.27
July | Release 7.30.27
Smart Packaging
Beyond the Pilot

August | Closing 8.11.27
September | Release 9.15.27
Engineering Lightweight
Packaging: Designing for
Strength, Efficiency, and Scale

October | Closing 10.5.27
November | Release 11.9.27
Obsolescence: Running
on Borrowed Time

Engage Contract Manufacturing & Packaging Professionals

- **Newsletters:** Deliver your message straight to the industry's most valuable Contract Packaging & Manufacturing buyers through our trusted email newsletters.
- **Packaging World Magazine:** Be seen by qualified contacts in the Packaging World section for Contract, Manufacturing & Packaging solutions.
- **Editorial Webinars:** Leverage our expertise and audience. Provide your logo and overview for prominent visibility. Collect attendee contact information. Be positioned as a thought leader.
- **Supplier Webinars:** Lead the conversation with editorial support and comprehensive promotion. Collect attendee contact information.
- **Innovation Report:** 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.



Webinar Topics

March | Closing 3.25.26

SKU Proliferation: Who's Really Paying for It?

• • • 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

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

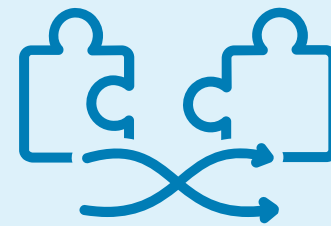
Turn Prospects into Customers

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



Leadworks

Lead management, campaign performance, reporting and more.



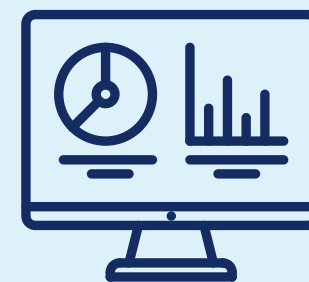
Converge

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.

2027	Packaging World Content Calendar					
Magazine						
*Readers Study Conducted for specified Issue.						
• Bonus Distribution						
January/February AOR 2027 + Artificial Intelligence in Packaging AI Survey MES Systems That Improve OEE From Equipment to Design Closing: January 8 Materials: January 14 Delivers: February 22	March/April Operations Resilience: Workforce, Equipment & Knowledge AI-Driven Operations Workforce Transformation Closing: March 4 Materials: March 11 Delivers: April 19	May/June* Flexible Packaging & Sustainability EPR Compliance Lightweighting Flexible Film Design Closing: April 29 Materials: May 6 Delivers: June 14 Baxter Ad Research Study	July/August Smart & Connected Packaging Sunrise 2027 2D Barcodes Digital Product Passport, RFID, NFC Closing: June 10 Materials: June 17 Delivers: July 26	PEI Show Issue September* Flexible Film: Design, Recyclability & Performance PACK EXPO Las Vegas Show Coverage & Preview Closing: July 22 Materials: July 29 Delivers: September 7	November Equipment, Operations & Risk Robotics Report E-Commerce / D2C Closing: September 22 Materials: September 29 Delivers: November 8 Baxter Ad Research Study	Annual Resource Guide Leaders Sustainability in Coding & Marking Equipment Closing: October 5 Materials: October 13 Delivers: December 7 Industry Leader Profiles
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		

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
PACKAGING · PROCESSING · AUTOMATION

mundo EXPO
PACK™