

ProFood World 2027 Media Kit

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



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About Us

ProFood World, a brand of PMMI Media Group, is the go-to source for food and beverage processing professionals. 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 brands include *Packaging World*, *ProFood World*, *Healthcare Packaging*, *OEM*, and *Mundo EXPO PACK*.

PACKAGING
WORLD®

PROFOOD
WORLD™

Healthcare⁺
PACKAGING®

OEM
PACKAGING · PROCESSING · AUTOMATION

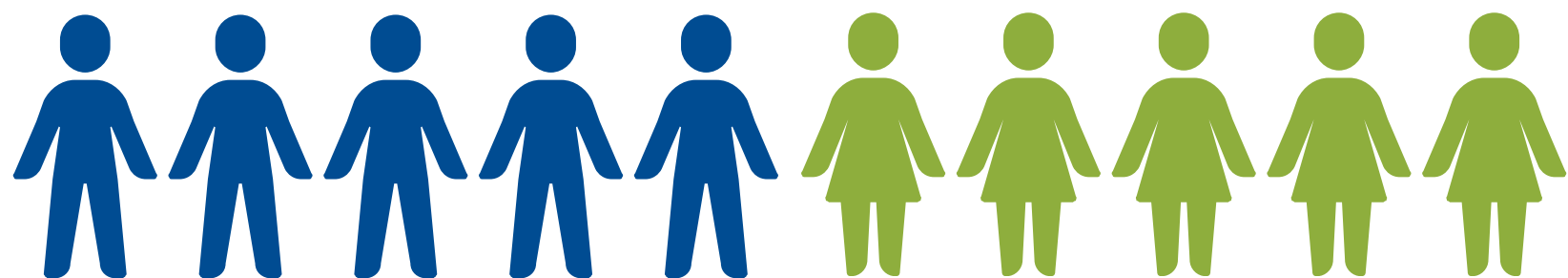
mundo EXPO PACK
Procesamiento · Empaque · Automatización



Universal Audience Breakdown

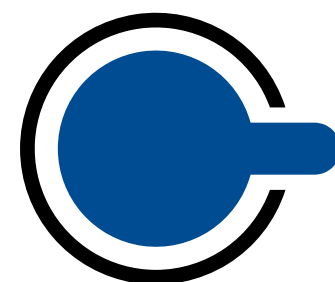
PMMI Media Group's operating database consists of:

150K



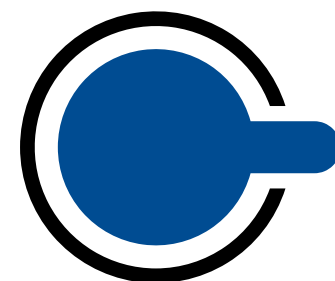
Verified/validated end users

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.



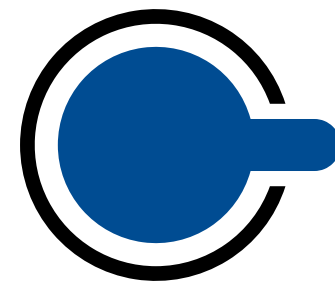
PACKAGING

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



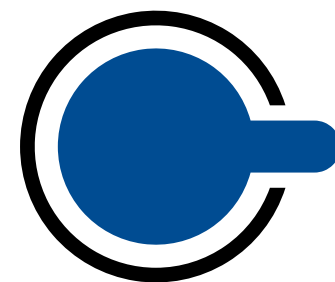
HEALTHCARE PACKAGING

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



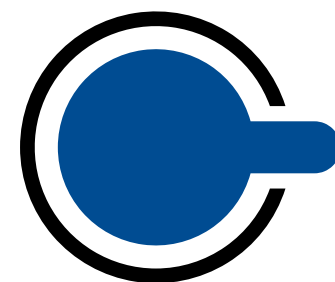
FOOD & BEVERAGE PROCESSING

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



MEXICO/LATIN AMERICA

controls, components and technology for manufacturers of packaging and food processing equipment

CUSTOMER TESTIMONIALS



PMMI Media Group has been a valuable partner in helping ScottPec reach the right audience within the food and meat processing industry. Their targeted media platforms allow us to showcase our equipment and solutions to decision-makers who are actively looking for innovation and reliability. The visibility and credibility gained through PMMI Media Group have helped strengthen our brand presence and support our overall marketing efforts.



-Stephanie Frohling, ScottPec Inc.



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 Pfieffer,
Vice President Business Development,
Edge Industrial Technologies



PMG has been a fantastic partner in helping us home in on our target markets while also breaking into new verticals. Their reach across the food and beverage processing space (including co-packs and co-mans) makes it easier for us to land in front of the right decision-makers.

-Robbie Quinlin, Marketing Manager
Blueprint Automation



ProFood World Audience

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



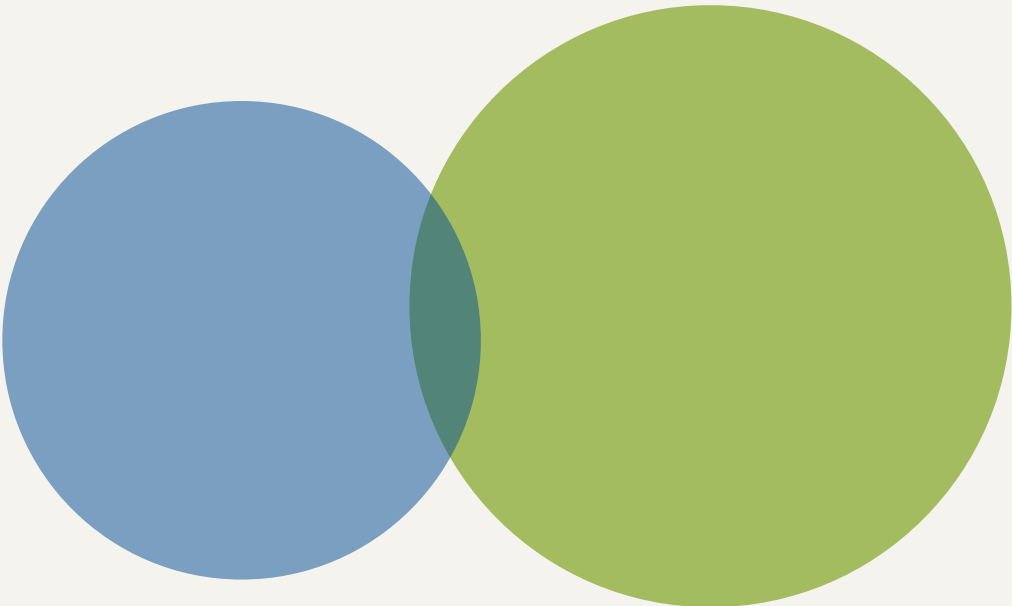
CIRCULATION

Monthly Web Visitors
11K

Engaged Email Subscribers
40K

Print Subscribers
33K

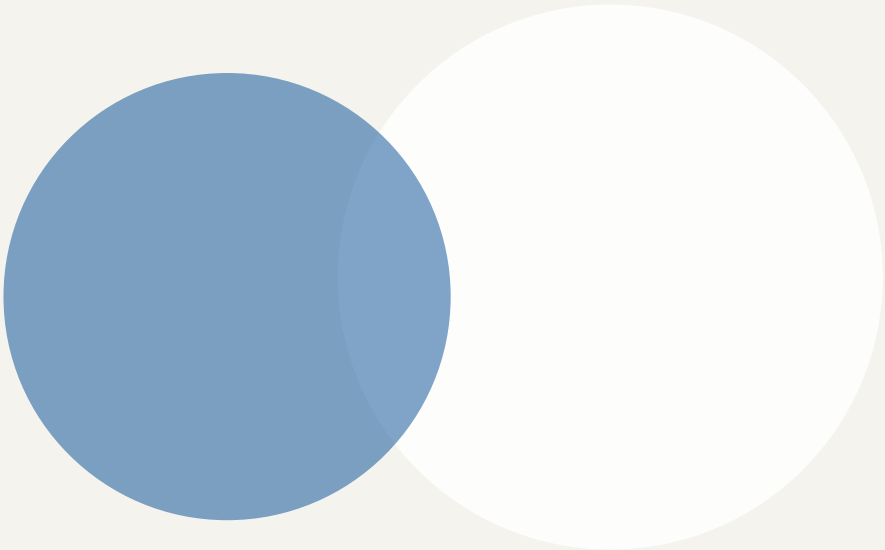
Limited Audience Overlap Among Channels



Web vs. Print
11%



Email vs. Print
17%



Web vs. Email
24%

Digital Audience Breakdown

Primary Industry

Food/Bev. Manufacturer
33%

Pack./Process. Supplier
7%

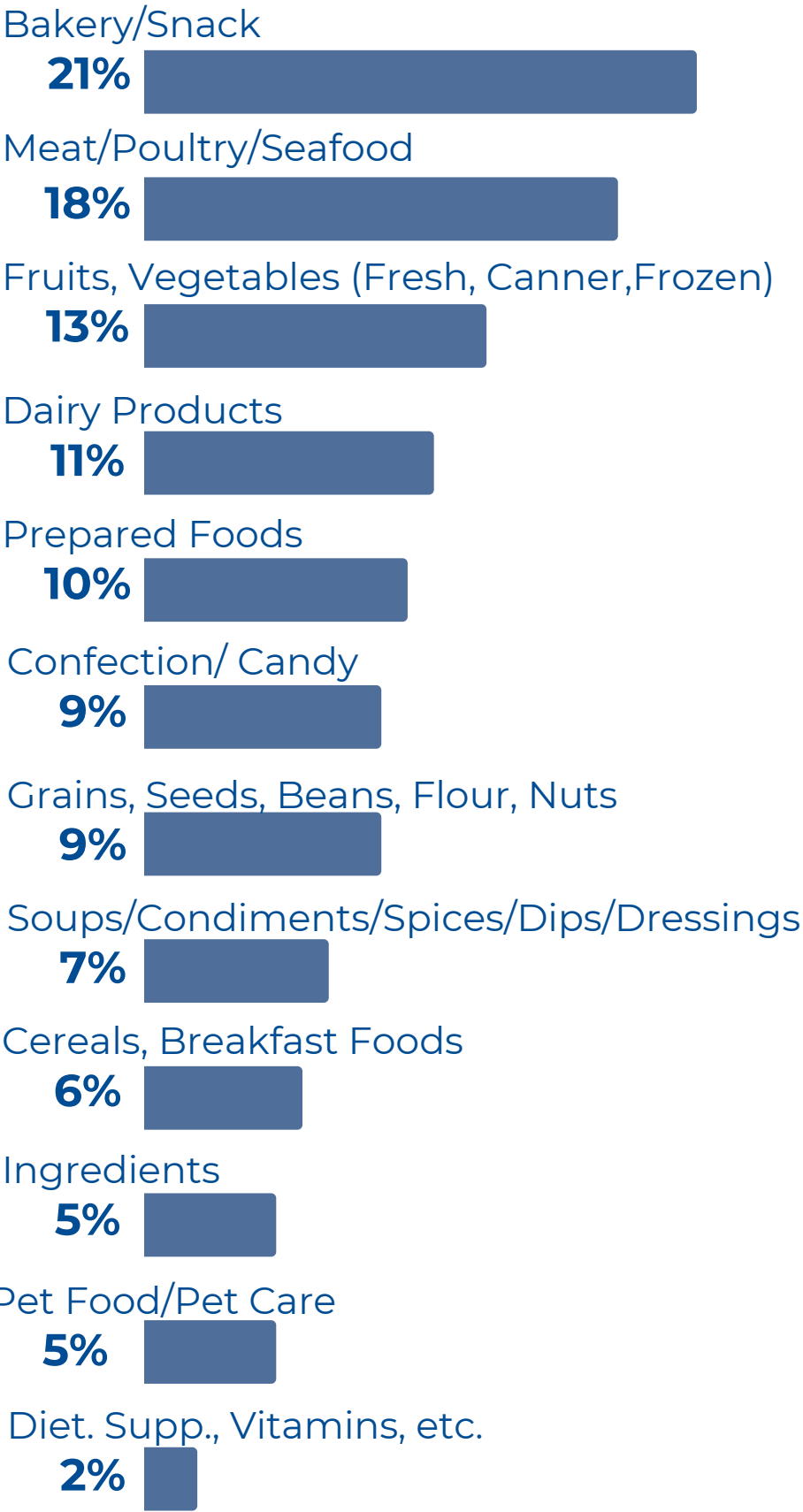
Annual Revenue

< \$50MM | 42%

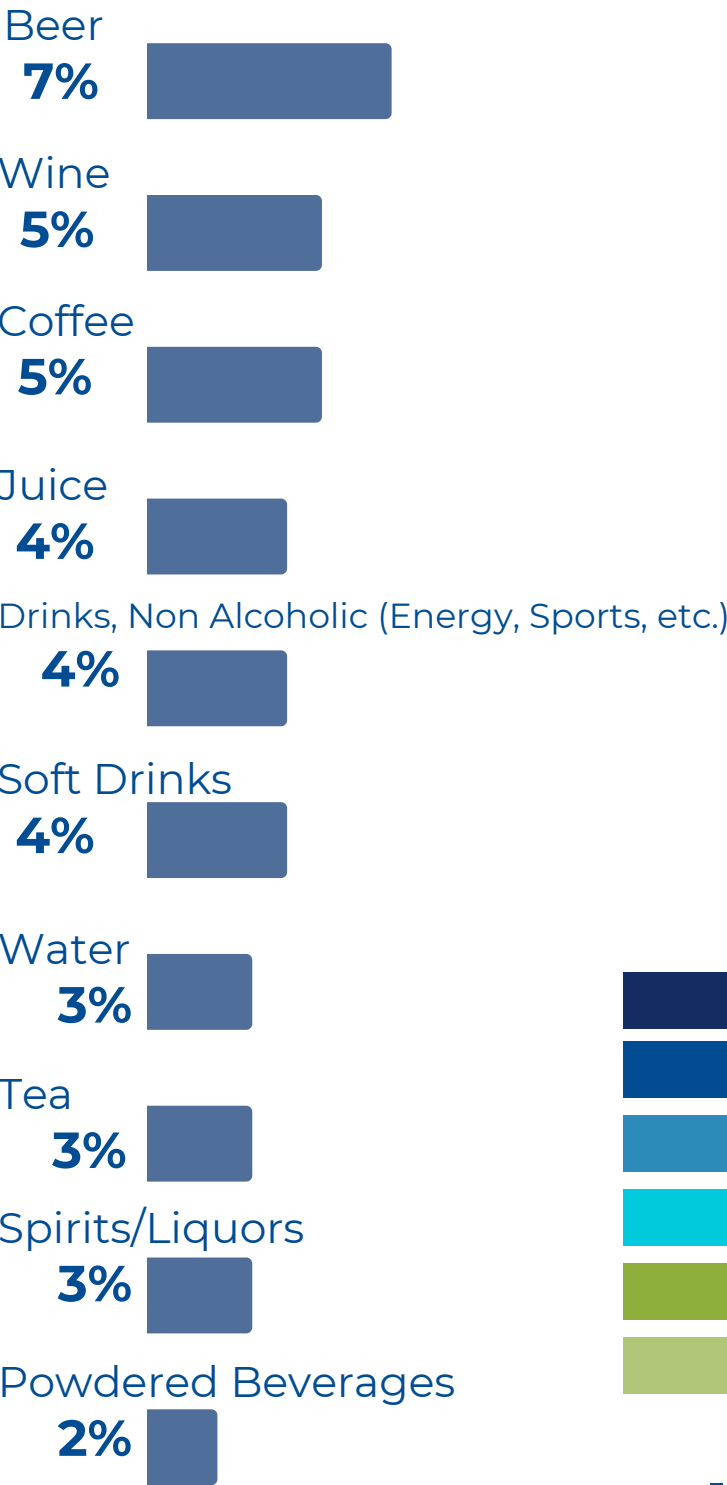
\$50MM - \$1BN | 20%

> \$1BN | 20%

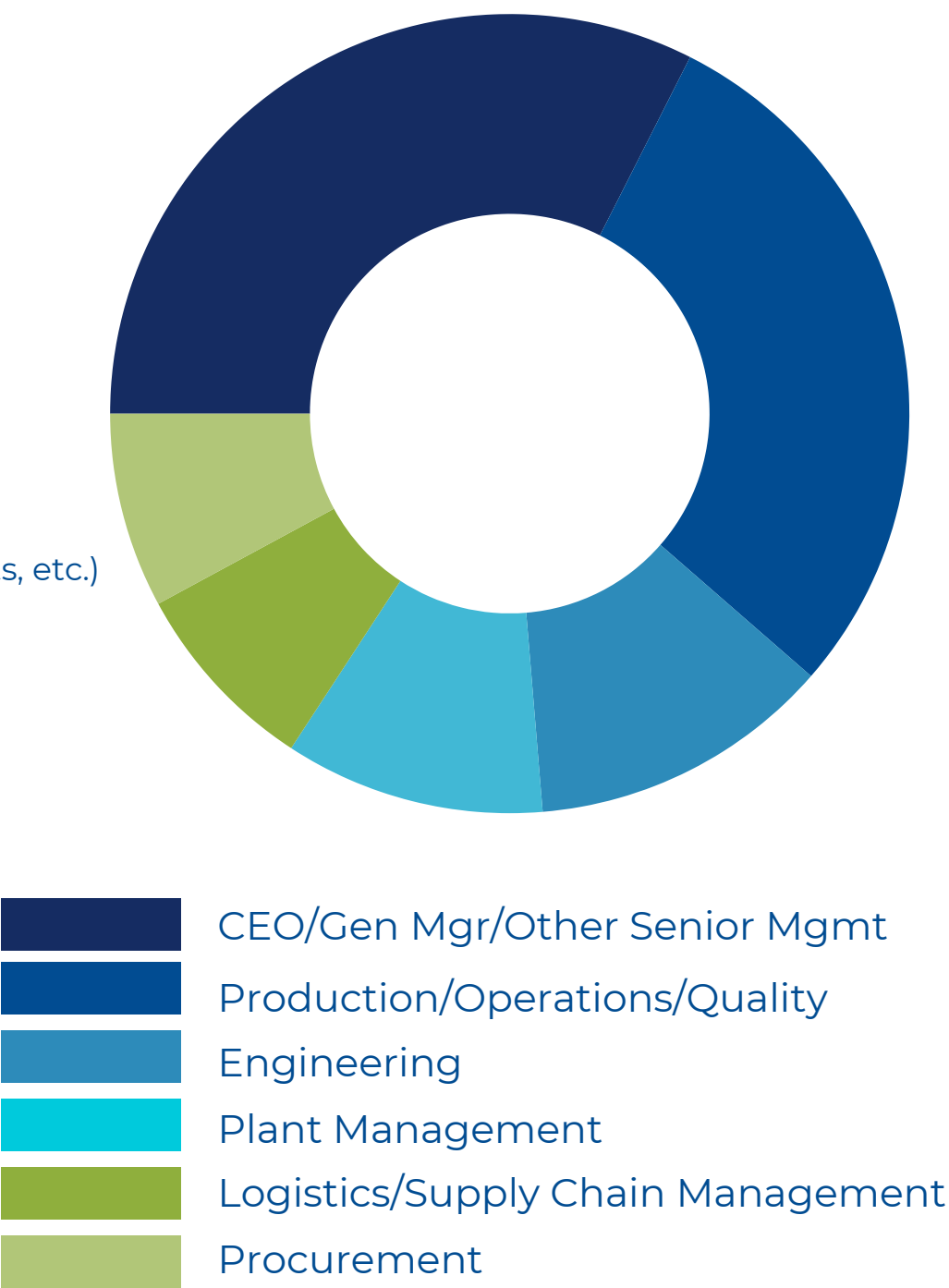
Food



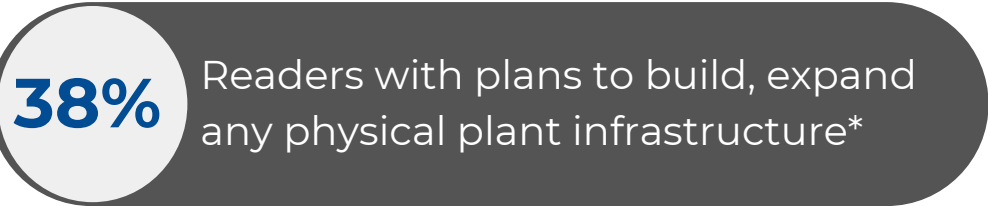
Beverage



Job Duties



Plant Expansion



**Based on 39% of survey respondents*



AUDIENCE
NETWORK

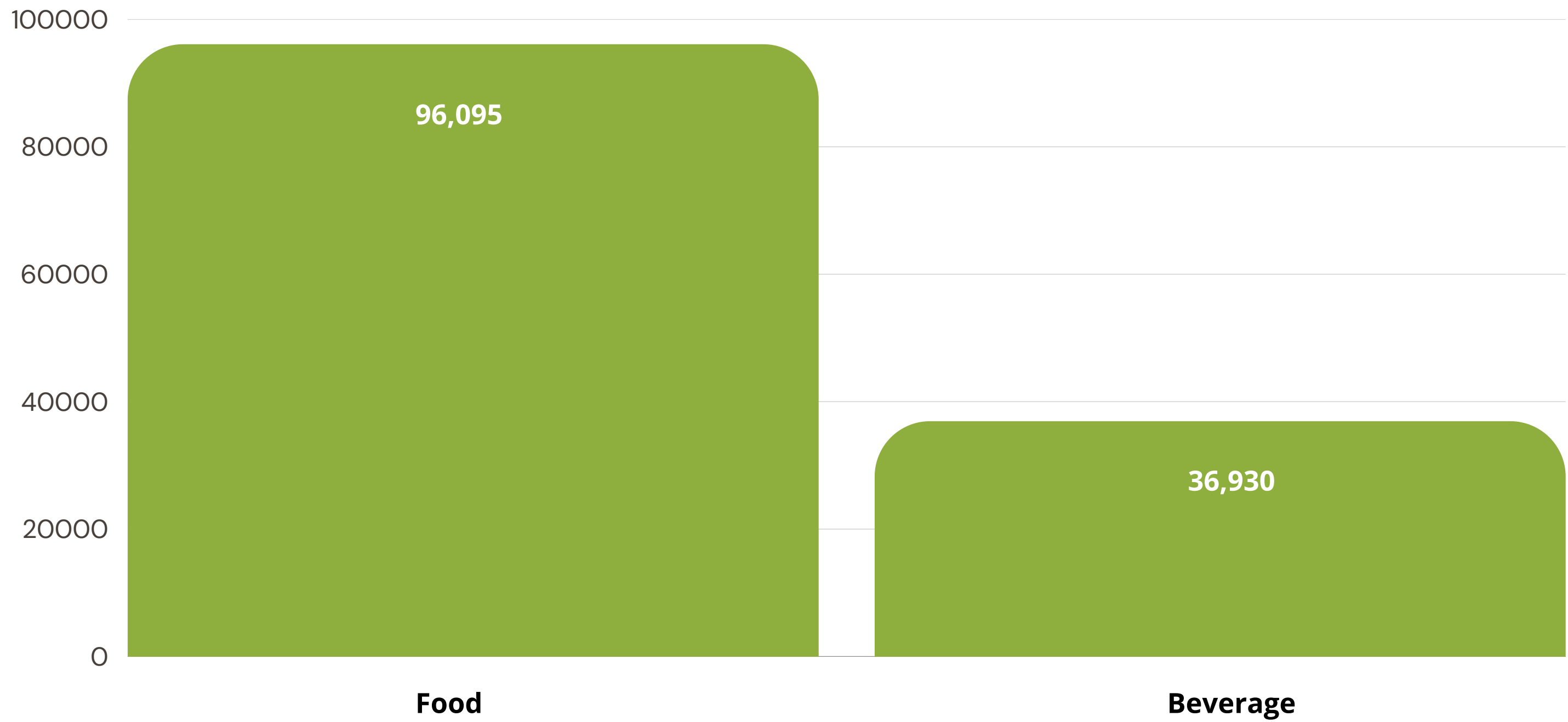
You choose the
audience, we serve
the message.

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



Top Audience Segments - Target via Social & Web

Food & Beverage



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.



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



Vince Nasti
Vice President, Operations
Great Kitchens



Christine Bense
Chief Supply Chain Officer
Turkey Hill



Brooke Wynn
Senior Director, Sustainability
Smithfield Foods



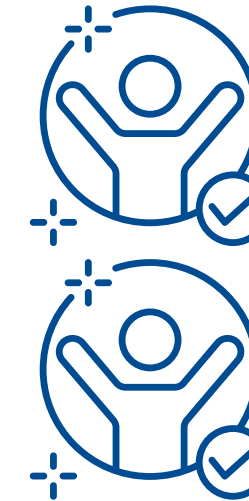
Travis Powell
Engineering Team Leader
Schreiber



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

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?

- Production limitations (throughput)
- Need for new machine capabilities
- Lacking efficiency:
- Machine obsolescence:
- Labor shortages
- Regulatory changes
- Other



View full buying
cycle survey results



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>



Partnering with PMMI Media Group has been instrumental in helping KROHNE effectively reach its target audience in the food and beverage industry. Through PMMI's specialized publications and digital platforms, we've been able to showcase our measurement solutions to a highly engaged and relevant audience.

Marcus Cottone,
Sales Marketing Coordinator,
Krohne

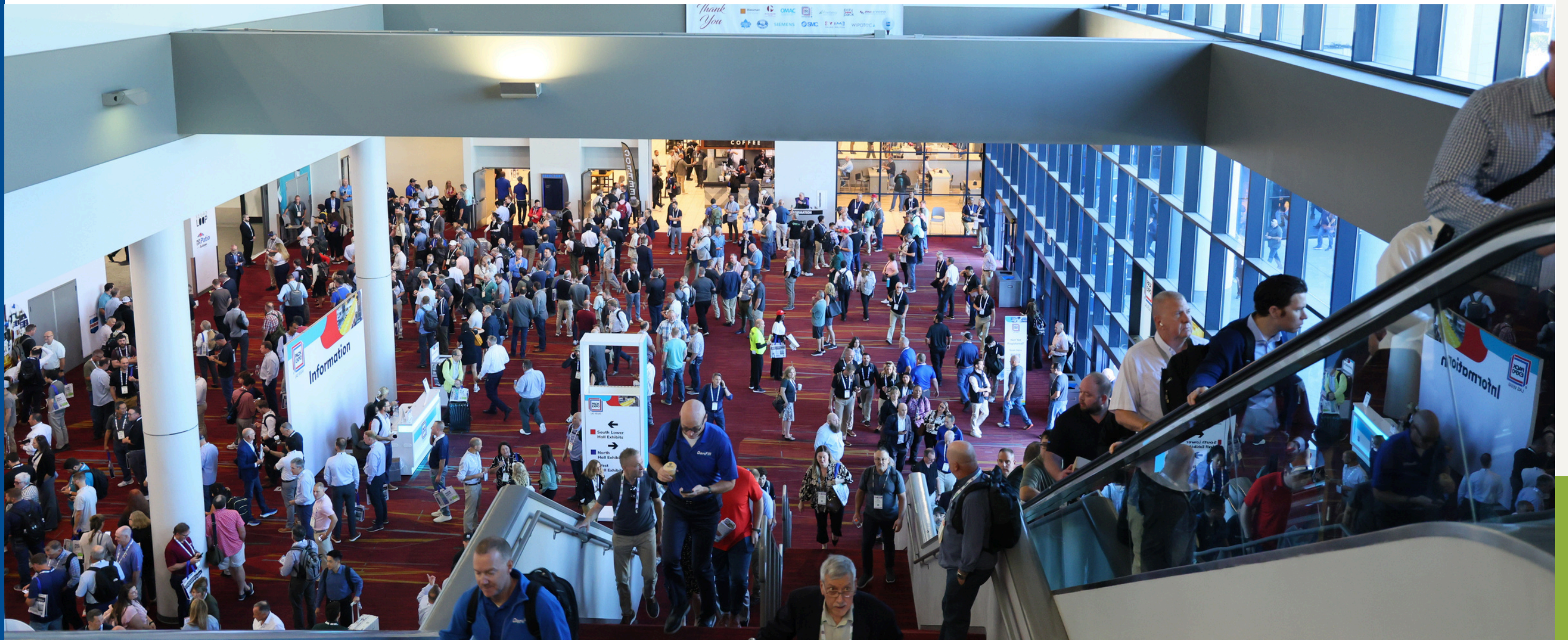


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THE
PACK EXPO
DIFFERENCE

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



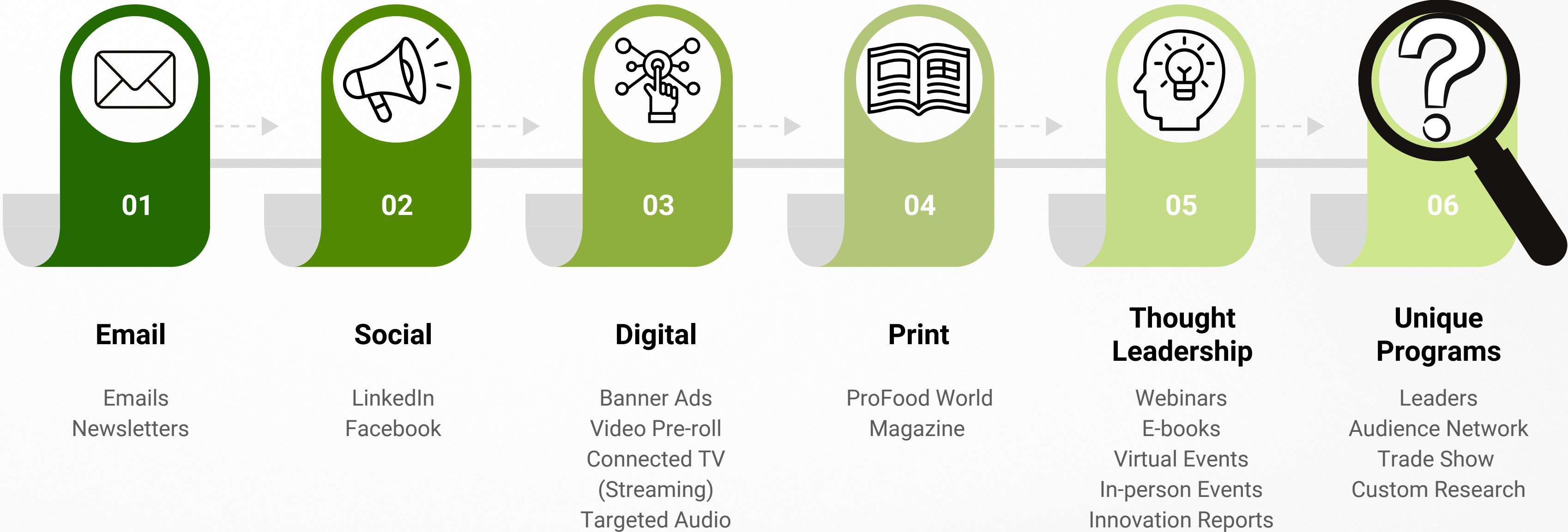
Omnichannel Reach

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

86% of respondents to our 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

“People can look through a database of, you know, verified companies and it has our, our brochures, our catalogs and information for people to see if our, our company is a good fit and they have all of our information in a great database that Pro Food world or CMMI provides for us.

PACK EXPO Las Vegas
2025 Exhibitor

Leaders in Processing

Complete your 2027 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.



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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 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 TBD Released 7.22.27		3-part webinar series on Startups:		
The Skills Gap on the Plant Floor: Why Equipment Is Outpacing People		Closing TBD Released 8.5.27	Closing TBD Released 4.15.27	Closing TBD Released 5.13.27
How to Ensure Tribal Knowledge Doesn't Walk Out the Door with a Retirement		Startup Series #1: The Step Most Plants Skip Before Startup — and Pay for Later	Startup Series #2: The Hidden Cost of 'Good Enough' Startups	Startup Series #3: Closing the Gap Between Startup Reality vs. Corporate Expectations

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.

PROFOOD
WORLD

XLSX

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 4.7.27
May | Release 5.5.27

Snack Seasoning & Coating Systems

August | Closing 8.26.27
September | Release 9.23.27

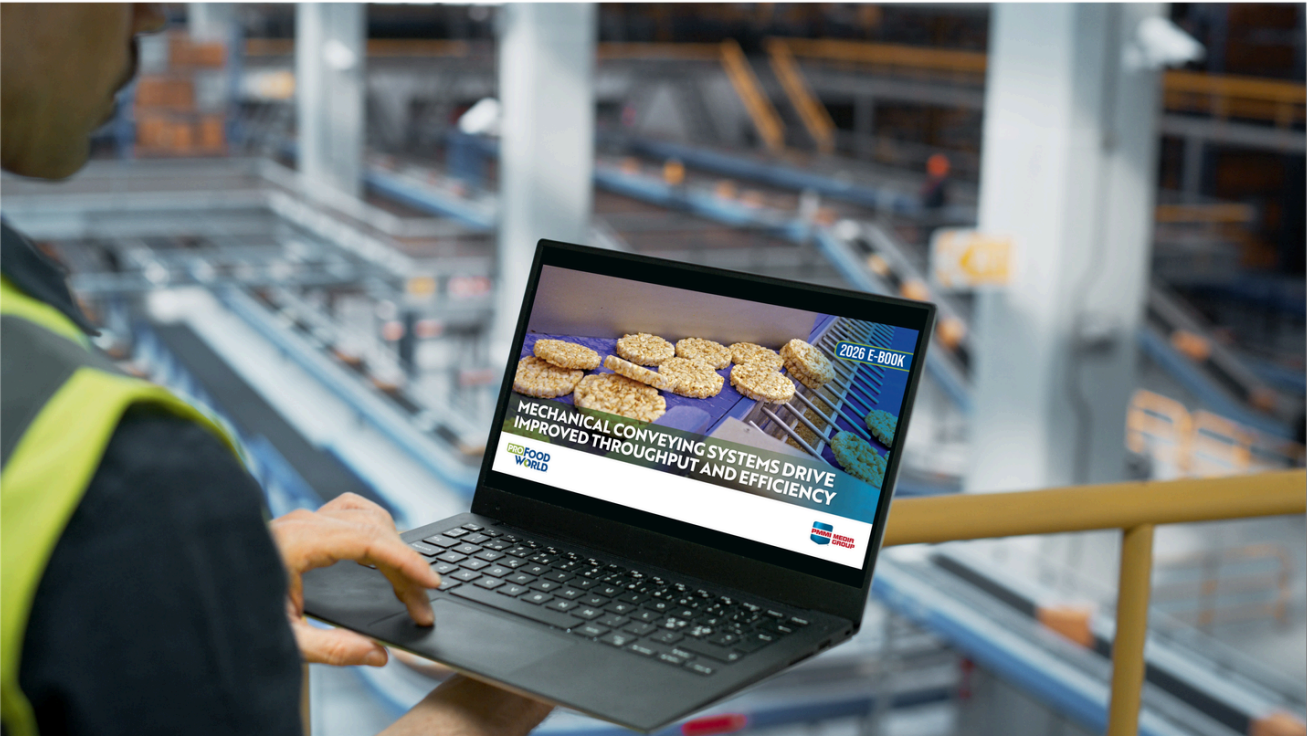
Digitalization companies at PACK
EXPO catered to CPG

September | Closing 9.29.27
October | Release 10.27.27

Gentle Conveying and Product
Handling for Fragile 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.
- **Innovation Reports:** Highlight your processing solutions as a top-of-the-line innovation alongside expert picked equipment from PACK EXPO — used by buyers researching their next purchase.



E-Book Topics

January | Closing 1.22.27
February | Release 2.26.27
**AI on the Plant Floor:
What It Actually Means**

February | Closing 2.4.27
March | Release 3.11.27
**Bridging the Legacy
Equipment and Modern
Demands Gap**

April | Closing 4.15.27
May | Release 5.20.27
**Expand, Upgrade, or
Start Over?**

June | Closing 6.10.27
July | Release 7.15.27
**Changeovers, Waste,
and the Loss You
Can't See**

August | Closing 8.19.27
September | Release 9.23.27
**Why Your Line Runs
at 80% Instead of
100% — and What
Actually Fixes It**

August | Closing 9.2.27
October | Release 10.7.27
**Startup Post-Series
E-Book**

• • •

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

- **Processing 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

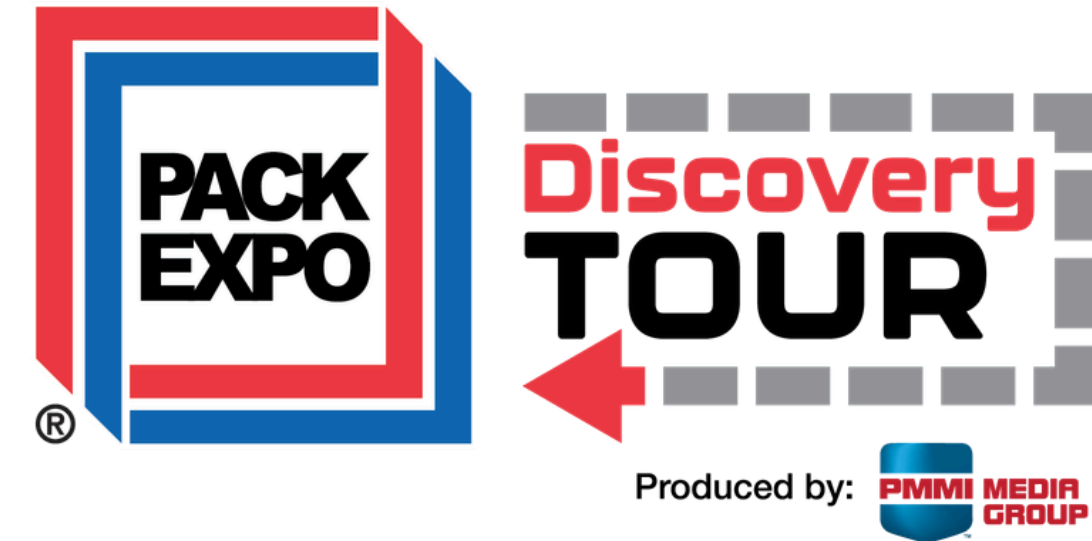
Learn More:



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.





LEAD MANAGEMENT TOOLS

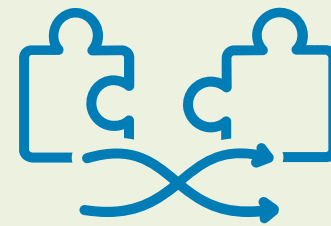
Turn Prospects into Customers

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



Leadworks

Lead management, campaign performance, reporting and more.



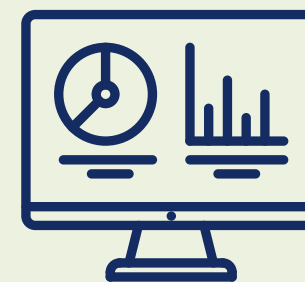
Converge

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 Processing profile insights.

2027 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	Changeover Reduction - Digital recipe management - Electronic work instructions - SMED software tools	Operational Technology Security - OT network segmentation - Secure remote access	- Size Reduction Equipment: Slicers, Cutters, Dicers, Shredders - Conveyor and Conveyor Belting - Forming and Portioning Equipment - Vertical Form, Fill and Seal Equipment - Metal Detectors, Checkweighers and X-Ray Inspection Equipment - Pressure, Temperature and Level Measurement	Liquid Processing Solutions - Heat Exchange - Kettles, Tanks & Process Vessels - Mixing, Blending and Homogenizing Equipment	Case Studies In-Depth Plant Profile Industry Veteran Perspective Packaging Technology
April Ad Close: March 3 Materials Due: March 12	Automation ROI - Where cobots work best in food plants - Robotics beyond end-of-line packaging - The next generation of palletizing	Energy & Resource Management - Real-time energy monitoring - Smart compressed air systems	- Remote Monitoring - Ovens - Dryers and Fryers - Compressors and Blowers - Data Management - Electrical Components: Fittings, Connectors, Ties, Conduit	Dry Processing Solutions - Minor/Micro Ingredient Handling - Tubular Drag and Chain Conveyors - Airlocks, Bin Activators, Gates/Valves and Dry Conveying Components - Screening Equipment	Case Studies In-Depth Plant Profile Industry Veteran Perspective Packaging Technology
June Ad Close: May 7 Materials Due: May 14	Utility Cost Reduction - Water management technologies - Heat recovery systems - Utility analytics software	Industrial Software & Data Systems - SCADA modernization - The convergence of OT and IT	- High Pressure Processing - Batching/Weighing - Engine Room: Compressors, Water Heaters and Boilers - Centrifuges and Separators - Retort/Thermal Processing - Coating and Enrobing Equipment	Refrigeration & Freezing Solutions - Mechanical Freezing and Chilling Equipment - Cooling/Chilling Equipment - Low-charge Ammonia Systems	Case Studies In-Depth Plant Profile Industry Veteran Perspective Packaging Technology
August* Ad Close: July 2 Materials Due: July 10 PEI Show Issue	AI Applications - AI-driven production scheduling - AI governance in food plants	Robotics & Motion Control - Autonomous mobile robots in manufacturing - Servo technology trends - Automated line adjustments	- Washing Equipment for Parts, Totes, Bins, Pallets, Pails - Stainless Steel Piping and Fittings - Wastewater Treatment and Pollution Control Systems - Lubricants - Depositing and Filling Equipment - Color Coded Tools - Mops, Bins and Shovels	Dry Processing Solutions - Pneumatic Conveying - Magnetic Separation - Bulk Bag Filling, Conditioning and Discharging	Case Studies In-Depth Plant Profile Industry Veteran Perspective Packaging Technology
October Ad Close: August 27 Materials Due: September 3	Traceability - Serialization technologies - Warehouse management systems - RFID and next-generation tracking	Smart Manufacturing Systems - Real-time OEE platforms - Production intelligence software	- Building Control Systems - Worker Safety Products - Spraying/Washing Equipment and Nozzles - Hoses/Washdown Stations - Pest Control	Refrigeration & Freezing Solutions - Cryogenic Freezing and Chilling Equipment - Condensers and Evaporators - Refrigeration Compressors	Case Studies In-Depth Plant Profile Industry Veteran Perspective Packaging Technology



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)



PACK EXPO Las Vegas

Sept 27-29 | Las Vegas, NV

Showcase Issue*

Closing: July 22

Materials: July 29

Delivers: September 1

MEET THE ACCOUNT TEAM

Contact your Account Executive or Sales@pmmimediagroup.com



Reggie Lawrence
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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

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