



Innovation and Technology for  
Global Food and Beverage Processing

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# 2020 MEDIA GUIDE



# CONTENTS

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- 3 — Meet *ProFood World***
- 4 — *ProFood World* Audience**
- 6 — 2020 Editorial Calendar**
- 10 — Leaders In Processing**
- 12 — Lead Generation**
- 13 — Newsletter Outreach**
- 14 — E-Blast Options**
- 15 — Web Display Ads**
- 16 — PMMI Audience Network**
- 17 — PACK EXPO International Products**
- 18 — Sales Team**
- 19 — Rates**
- 22 — Print Ad Specs**

# PROFOOD WORLD

## COVERING INNOVATION AND TECHNOLOGY FOR GLOBAL FOOD AND BEVERAGE PROCESSING

Food manufacturing professionals look to *ProFood World* to stay on top of the fast-moving food and beverage processing industry with the most relevant industry news and developments.

The *ProFood World* brand includes the breaking news and topical editorial site ProFoodWorld.com, a print publication produced six times each year and weekly newsletters. *ProFood World* meets the expanding information needs of manufacturing, engineering, operation and supply chain/logistics executives in the global food and beverage processing industry.

The industry's most experienced journalists are reporting on news, trends, products and technologies in food safety, automation, processing, packaging, material handling and sustainability. *ProFood World* offers timely, original and informed content to engage your best customers and prospects.



### **Patrick Young, Publisher**

Patrick has 35 + years of sales and management experience in the food/beverage publishing industry. He has been Publisher of *ProFood World* for the past 3 years. Prior to June 2016 he was Publisher of BNP Media's *Food Engineering Magazine* and related media products. Patrick will be working closely with PMMI's ProFood Tech trade show team.



### **Joyce Fassl, Editor-in-Chief**

Joyce has covered the food and beverage processing industry for more than 30 years. As one of the industry's most respected journalists, Joyce' joined PMMI Media Group in 2016, launching Joyce's Voice weekly e-newsletter ([profoodworld.com/newsletter-registration](http://profoodworld.com/newsletter-registration)) with 20,000+ subscribers and *ProFood World's* bimonthly print publication with 30,000+ BPA-audited subscribers. Joyce has a journalism degree from Penn State University. Previously, she was editor-in-chief of *Food Engineering* magazine and program director for *Food Engineering's* Food Automation & Manufacturing Conference.



### **Maya Norris, Managing Editor**

Maya joined the *ProFood World* team in 2017 with over 19 years of experience as an editor and writer and an MS from Northwestern University's acclaimed Medill School of Journalism. Her experience and knowledge of the B to B marketplace ensure continued editorial excellence for the *ProFood World* brand.



### **Aaron Hand, Editor at Large**

Aaron Hand has nearly three decades of experience in B to B publishing, and was most recently Executive Editor for *Automation World*, a position he held since 2013. In his new role as Editor at Large for PMMI Media Group, Aaron will report on a wide variety of industry developments including advancements in packaging for consumer products and pharmaceuticals, food and beverage processing and industrial automation.



### **Carolyn Dress, Regional Sales Manager**

Carolyn has over 20 years of business-to-business media sales and management experience and joined PMMI Media Group in 2015 as Director, Business Development, and was part of the 2016 launch of *ProFood World*. Prior positions held in food industry media include *Food Engineering*, *Refrigerated Frozen Foods* and Publisher of *Dairy Foods* and *Chain Leader* magazines.



### **Brian Gronowski, Regional Sales Manager**

Brian has three decades of experience in business-to-business media consultation, having spent the his entire career working with suppliers to the food and beverage industry. Brian focuses on business development and sales strategy for current and potential advertisers in *ProFood World*.



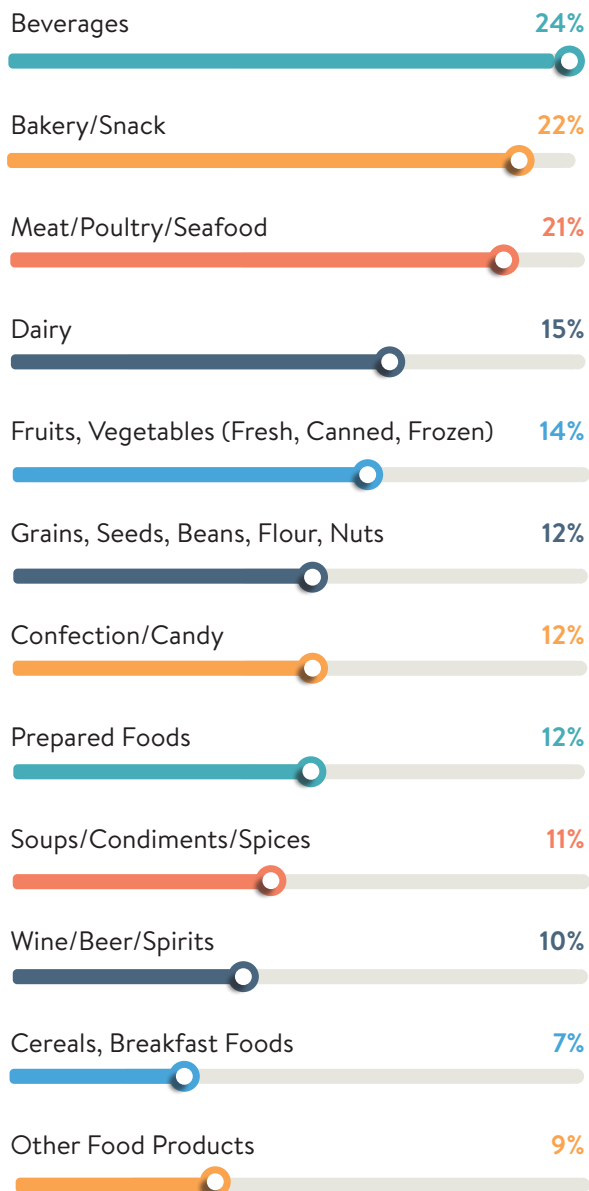
### **Claudia Smith, Brand Operations Manager**

Claudia is a business-to-business publishing veteran who has been with PMMI Media Group for nearly 20 years. She oversees a variety of digital media and operational projects and supports the *ProFood World* team and brand. Claudia also administers operations for PMMI Media Group's office in Chicago.

# PROFOOD WORLD AUDIENCE

## INDUSTRIES

### FOOD & BEVERAGE



*ProFood World* magazine reaches 35,000 U.S. food and beverage processing professionals across the \$765+ billion dollar industry. Informed, original content, written and edited by experienced food industry journalists attracts the attention of your best customers and prospects.

Our audience development program is powered by PMMI Media Group's renowned team of circulation experts, who are leveraging the databases of PMMI Media Group and PMMI, the Association for Packaging and Processing Technologies, producers of the PACK EXPO portfolio of trade shows, including ProFood Tech.

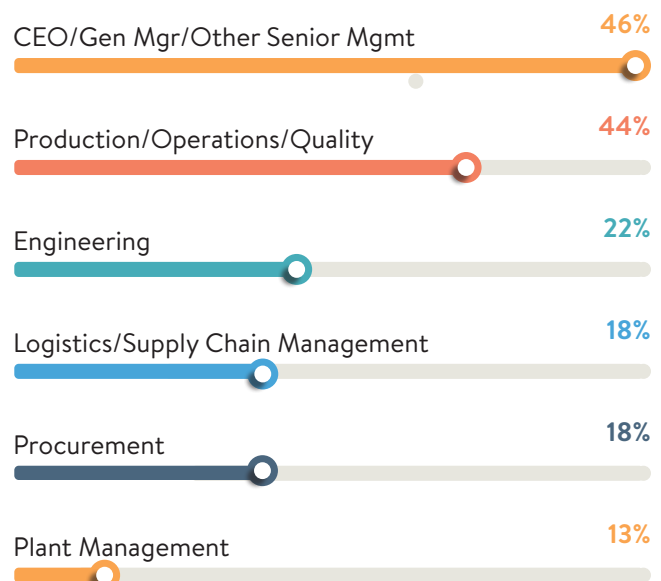
Connect with professionals who specify and use your equipment, products, technology and services in the key food & beverage manufacturing market.

See *ProFood World's* audience dashboard here: [sigma.pmmi.org/pfw](https://sigma.pmmi.org/pfw)

**BPA Worldwide Member**

Note: Individuals may select more than one industry and job duty

## JOB DUTIES

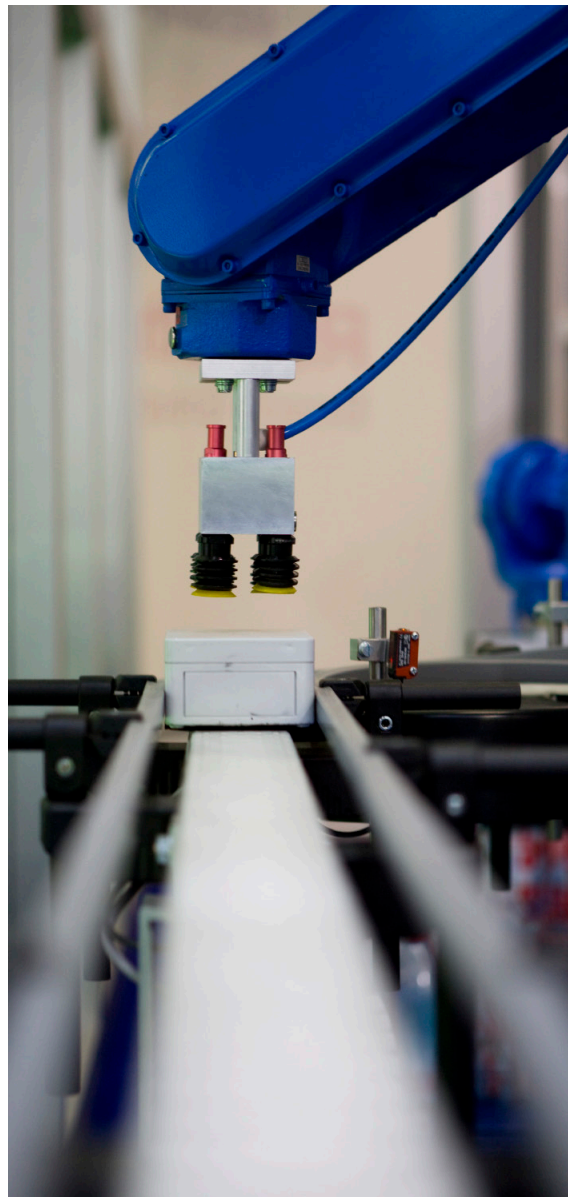


# ACTIVE AUDIENCE

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*ProFood World* now allocates up to 30% of its print circulation for “high-value” prospects who are added directly to the magazine circulation list. Called Active Audience, this group includes current PACK EXPO registrants, individuals at trending companies and professionals in hot markets.

Active Audience recipients are verified end-users, so you can be assured your message is reaching the individuals who are best positioned to buy. The balance of our subscribers – 70% or greater – are qualified direct request subscribers.



# 2020 EDITORIAL CALENDAR

**FEBRUARY / Ad closing: 1/13/20**

**Cover Story *PFW Exclusive* - Using Automation to Improve Efficiency**

SKU proliferation, mass customization, e-commerce and complex supply chains require food and beverage manufacturers to employ tools such as predictive maintenance software, digital twins, cloud computing, augmented and virtual reality to improve their operations.

**Features**

**PACK EXPO Las Vegas in Review - PMMI Media Group Exclusive**

A review of the innovations of top-tier suppliers, PACK EXPO Las Vegas will welcome 30,000 attendees and feature 2,000+ exhibitors.

**Tech Today:** Freezing and Cooling

**Dry Processing Solutions—Dust Hazard Mitigation; Air Filtration Equipment; Air Compressors:**

Case studies and new machinery announcements will be highlighted in this special section.

**Departments**

**Case Study:** Throughput, efficiency, quality and safety issues will be addressed in machinery application stories

**Packaging Technology:** The latest news in product launches, materials and equipment

**Plant Floor New Products:** Lubricants; Size Reduction Equipment; High Pressure Processing Equipment

**Expert Columnist:** Contract Manufacturing

**OpX Intel:** *PFW Exclusive* - Workforce Engagement

**Industry Events and Bonus Distribution (\*):**

Northwest Food & Beverage World, February 17-19, 2020 in Spokane, Washington

Contract Packaging Association Annual Meeting, February 19-21, 2020 in Tucson, Arizona

\*PACK EXPO East, March 3-5, 2020 in Philadelphia, Pennsylvania

**APRIL / Ad closing: 3/13/20**

**Cover Story *PFW Exclusive* - Implementing a Defensive Food Safety Plan**

Transparency, traceability, proper training, allergen control, preventive controls, brand protection and related technology solutions will be covered in this *PFW* exclusive article.

**Features**

**Tech Today Special Supplement:** Pest Control

**Dry Processing Solutions - Bulk Bag Filling Machinery; Conditioning and Monitoring Equipment; Bins and**

**Feeders:** Multiple case studies and new machinery announcements will be highlighted in this special section.

**Special Supplement:** Craft Brewers Packaging and Processing Technologies

**Departments**

**Case Study:** Throughput, efficiency, quality and safety issues will be addressed in machinery application stories

**Packaging Technology:** The latest news in product launches, materials and equipment

**Plant Floor Products:** Flow, Level, Temperature and Pressure Measurement Equipment; Motors, Bearings and Drives

**Expert Columnist:** Food Safety

**OpX Intel:** *PFW Exclusive* - Clean-in-Place Guidelines



# 2020 EDITORIAL CALENDAR

**JUNE / Ad closing: 5/8/20**

**Cover Story *PFW Exclusive* - Manufacturing Innovator of the Year J.M. Smucker - Longmont, CO**

*ProFood World* will honor one major new project or plant that embodies significant manufacturing advancements. Entries will be judged on innovation in packaging, processing, automation, overall efficiency and cost savings, food safety, sustainability, and workforce development and engagement.

Visit [profoodworld.com-mia](http://profoodworld.com-mia) for entry forms. Deadline for award entries is January 17, 2020.

**Features**

**Tech Today:** Sensors

**Dry Processing Solutions—Mixing and Blending Equipment; Minor and Micro Ingredient Handling; Pneumatic Conveying Systems:** Case studies and new machinery announcements will be highlighted in this special section.

**Departments**

**Case Study:** Throughput, efficiency, quality and safety issues will be addressed in machinery application stories.

**Packaging Technology:** The latest news in product launches, materials and equipment

**Plant Floor Products:** Heat Exchange Equipment; Stainless Steel Piping and Fittings; Electrical Components: Conduits, Connectors and Ties

**Expert Columnist:** Employee Recruitment, Retainment and Education

**OpX Intel:** *PFW Exclusive* - Total Cost of Ownership

**AUGUST / Ad closing: 7/15/20**

**Cover Story *PFW Exclusive* - Protecting the Planet**

*ProFood World* honors sustainability achievements in manufacturing operations with its 6th annual Sustainability Excellence in Manufacturing Awards. The awards recognize manufacturing plants for driving improved performance through sustainability and honor companies and individuals that go beyond environmental compliance. Entries are due January 24, 2020.

**Features**

**Best-in-Class Plant Profile:** This article provides an inside look at a top manufacturing facility's technology innovations, sanitary design, data collection, efficient processes, workforce development and more.

**Tech Today:** Pumps and Valves

**Special International Powder & Bulk Solids Pre-show Report Featuring Expanded Dry Processing Solutions Coverage: Screening and Filtration Equipment; Volumetric Feeding Equipment**

Case studies and new machinery announcements will be highlighted in this special section.

**Departments**

**Case Study:** Throughput, efficiency, quality and safety issues will be addressed in machinery application stories.

**Packaging Technology:** The latest news in product launches, materials and equipment.

**Plant Floor New Products:** Spraying and Washing Equipment; Baking, Cooking and Frying Equipment; Wastewater Treatment and Pollution Control Systems

**New Expert Columnist:** Tech Perspective - An inside look at up and coming manufacturing technology

**OpX Intel:** *PFW Exclusive* - Request for Proposal

**Industry Events and Bonus Distribution (\*):**

\*International Powder & Bulk Solids Exhibition & Conference, October 6-8 in Rosemont, Illinois

# 2020 EDITORIAL CALENDAR

OCTOBER / Ad closing: 9/14/20

## Cover Story **PFW Exclusive** - Global 250 Food and Beverage Manufacturers

As economic conditions, consumer demands and customer pressures remain in high focus, this article will cover the strategies and challenges of the world's leading 250 food and beverage manufacturing companies. Readers will have the ability to search exclusive research online by market sector, country, brands and more.

### Features

**Getting the Most Out of Existing Facility and Machinery Assets:** As processors are faced with growing SKUs, more flexible line changeovers and limited space, using existing footprint and machinery is a must. This feature article will include success stories as well as best practices from engineering consulting firms.

**PACK EXPO International Preview:** Showcasing the innovations of top-tier suppliers, PACK EXPO International expects 50,000 attendees and 2500+ exhibitors.

**Tech Today:** Inspection, Vision and Leak Detection Systems

**Dry Processing Solutions—Level Detection and Measurement Equipment; Magnetic Separation Equipment; Baghouse Control and Diagnostic Systems:** Case studies and new machinery announcements will be highlighted in this special section.

### Departments

**Case Study:** Throughput, efficiency, quality and safety issues will be addressed in machinery application stories.

**Packaging Technology:** The latest news in product launches, materials and equipment

**Plant Floor Products:** Weighing and Filling Equipment; Kettles, Tanks and Process Vessels; Metal Detectors/Checkweighers; Connectors and Ties

**Expert Columnist:** Food Safety

**OpX Intel:** **PFW Exclusive** - Asset Reliability

## Industry Events and Bonus Distribution (\*):

\*PACK EXPO International, November 8-11, 2020 in Chicago, Illinois

DECEMBER / Ad closing: 11/11/20

## Cover Story **PFW Exclusive** - Best-in-Class Plant Profile - Lotus Bakery - Mebane, NC

*ProFood World* editors take an inside look at one of the industry's top food and beverage manufacturing facilities in terms of technology innovations, sanitary design, data collection and usage, changeover speed, efficient processes, workforce development and more.

### Features

**Site Selection:** With the proliferation of fresher food and the need for a highly skilled workforce, proper site selection is paramount for greenfield projects. This feature article will update the latest benefits from economic development firms and provide advice from engineering and construction consultants.

**Tech Today:** Cleaning and Sanitation/CIP

**Dry Processing Solutions—Weighing and Batching Equipment; Rotary Airlock Feeders; Vacuum Pumps and Blowers:** Case studies and new machinery announcements will be highlighted in this special section.

### Departments

**Case Study:** Throughput, efficiency, quality and safety issues will be addressed in machinery application stories.

**Packaging Technology:** The latest news in product launches, materials and equipment

**Plant Floor New Products:** Conveyors and Conveyor Belting; Mixing and Blending Equipment; Centrifuges and Separation Equipment

**New Expert Columnist:** Tech Perspective - An inside look at up and coming manufacturing technology

**OpX Intel:** **PFW Exclusive** - Factory Acceptance Testing



# PROFOOD WORLD

## EDITORIAL ADVISORY BOARD

### Thank you to *ProFood World's* 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.

For additional information about the board, please contact Editor-in-Chief Joyce Fassl at [jfassl@pmmimediagroup.com](mailto:jfassl@pmmimediagroup.com).



**John Hilker**  
Senior Vice President  
The C.F. Sauer Company



**Jim Prunesti**  
Vice President, Engineering  
Conagra Brands



**Greg Flickinger**  
Senior Vice President  
Green Thumb Industries



**Joe Zembas**  
Director, Engineering and Technical Services  
The J.M. Smucker Company



**Mark Shaye**  
Vice President of Engineering  
Ken's Foods, Inc.



**Hendrik Eyselee**  
Director of Engineering and Tech Services  
Kraft Foods



**Vince Nasti**  
Vice President, Operations  
Nation Pizza & Foods



**Tony Vandenoever**  
Director, Supply Chain Engineering  
PepsiCo



**Bill Gill**  
Assistant Vice President, Envi. Affairs  
Smithfield Foods



**Lisa Rathburn**  
VP Engineering  
T. Marzetti



**Christine Bense**  
Chief Operating Officer  
Ventura Coastal

**Diane Wolf, Industry Consultant,**  
Former VP of Engineering, Global Safety,  
Environmental and Sustainability  
Kraft Foods

# LEADERS IN PROCESSING



## LEADERS IN PROCESSING 2020

**Leaders in Processing** (LIP) is *ProFood World's* signature supplier branding program, offering excellent print and online branding for suppliers to the food and beverage processing marketplace. Participants receive **prominent, year-round exposure** on ProFoodWorld.com and in print.

Leaders in Processing 2020 begins in February, with reservations due by January 13, 2020. To participate, advertisers must run at least one ad page (or equivalent in fractionals) with *ProFood World* in 2020 and schedule their first insertion in the *ProFood World* February issue.

Don't miss this opportunity to position your company in front of food and beverage processing professionals **as they are searching for solution providers.**

### Program deadlines:

Reservations: January 13  
Materials: January 17

### Contact our team to reserve your spot!

Patrick Young	610-251-2579 or <a href="mailto:pyoung@pmmimediagroup.com">pyoung@pmmimediagroup.com</a>
Carolyn Dress	312-856-4237 or <a href="mailto:cdress@pmmimediagroup.com">cdress@pmmimediagroup.com</a>
Brian Gronowski	440-564-5920 or <a href="mailto:bgronowski@pmmimediagroup.com">bgronowski@pmmimediagroup.com</a>
George Shurtleff	1-800-355-5595, x 1170 or <a href="mailto:gshurtleff@pmmimediagroup.com">gshurtleff@pmmimediagroup.com</a>

# LEADERS IN PROCESSING

To see samples visit: [pmmimediagroup.com/pfw/leaders-processing](http://pmmimediagroup.com/pfw/leaders-processing)

## ADVERTISER BENEFITS FOR LEADERS IN PROCESSING

MEDIUM	DESCRIPTION	DISTRIBUTION
Print	<b>Print recognition</b> Our February issue will feature a list of all participating companies; each company will also receive a <b>Company Profile page</b> .	35,000 distribution
Print	<b>Leaders in Processing print ad</b> , containing your logo, published in <i>ProFood World</i> .	35,000 distribution
Home Page	Permanent <b>company name link</b> on the ProFoodWorld.com home page via an expandable Leaders in Processing category box. Links directly to your Company Profile and includes your Pop-up Data card. (See descriptions below.)	ProFoodWorld.com homepage
Web	Year-long exposure with a <b>Company Profile</b> page on ProFoodWorld.com, featuring company and product descriptions, images, and links to videos, product info and other content.	ProFoodWorld.com
Web	Scrolling over your company name in the LIP category box triggers a <b>Pop-up Data Card</b> , which contains your logo, photo of key contact, product photos, enticement copy, videos, and a link to your company profile and website.	ProFoodWorld.com
Contextually Triggered	Your company will be included in the LIP category box on <b>category pages</b> and <b>article pages</b> on ProFoodWorld.com that correspond to your product category.	Throughout the ProFoodWorld.com site; traffic varies by category.
Web	Drive more views of your YouTube videos with <b>YouTube Amplify</b> , displaying related videos throughout ProFoodWorld.com.	This program pulls from your YouTube library.
Web and Print	<b>Leaders in Processing logo</b> - Promote your involvement with this LIP graphic for participating companies.	Add to your website, newsletters, print ads and collateral

# LEAD GENERATION

## ADVANCED B2B TECHNIQUES

PMMI Media Group was among the first B2B publishers to offer lead-generation advertising in 2004. Today our digital products offer state-of-the-art reporting, including real-time campaign analytics. LeadWorks, our proprietary lead management platform, can automatically filter, classify and deliver lead reports according to your preferences.

**LEADWORKS**, our proprietary lead management software, allows you to easily track your campaign and pull reports when it is complete.

### LEADS REPORTS FILTERED BY:

- **Geography** - identify a sales representative to receive all leads from a particular state, region or country
- **Industry** - provide separate delivery instructions for leads from food & beverage, pharmaceutical, or another end-user category
- **Frequency** - choose to receive leads in real-time, nightly or weekly. (Log into LeadWorks anytime for real-time information.)

### EXCLUSIVE CAMPAIGN ANALYTICS!



You'll love our real-time, comprehensive campaign analytics in a variety of easy-to-consume formats. View data on screen via colorful graphs and charts that aggregate results for a wide range of demographics. Download excel docs or images to add to your own communication.



### REAL-TIME DATA!

- **By campaign** - view the results of individual e-blasts, newsletters, etc.
- **By company** - see your complete history of digital advertising with *ProFood World* and compare results by campaign type, date, etc. This is called a "Marketing Program Analysis" report.

# NEWSLETTER CHOICES

Newsletters put your message in front of qualified packaging professionals and individuals who have signed up for specific editions. Reserve early for the best selection

BROAD REACH				
NEWSLETTER	DISTRIBUTION	DESCRIPTION	SINGLE SPONSOR	MULTIPLE SPONSORS
Joyce's Voice	22,000+	Editor Joyce Fassl's signature weekly, covering the latest news and developments; this newsletter is available in exclusive editions.		Not Available
ProFood Focus	22,000+	Sponsor-supplied content; white papers, videos, etc.	Not Available	

TRADE SHOW SUPPORT				
NEWSLETTER	DISTRIBUTION	DESCRIPTION	SINGLE SPONSOR	MULTIPLE SPONSORS
Spotlight on PACK EXPO	22,000+	Published in the weeks leading up to PACK EXPO, featuring videos and highlights of new equipment and products.	Not Available	
PACK EXPO Wrap	22,000+	Published in the weeks immediately after PACK EXPO, featuring videos and highlights of new equipment and products featured at the show. <b>OPTIONAL UPGRADE:</b> We will professionally shoot a video at your booth and send it via the newsletter. You get to keep the video for your website.	Not Available	

See samples and learn more: [pmmimediagroup.com/pfw/newsletter-comparisons](http://pmmimediagroup.com/pfw/newsletter-comparisons)

Newsletter Ad Specs: [pmmimediagroup.com/pfw/newsletter-ad-specs](http://pmmimediagroup.com/pfw/newsletter-ad-specs)

# E-BLAST OPTIONS

See audience details at: <http://zigma.pmmi.org/pfw/email.html>

Emails with educational content make great call-to-action items. *ProFood World* lets you use a variety of types of content for lead generation. Connect with customers and prospects via a dedicated message sent to a targeted portion of our e-database. You can use *ProFood World's* e-blast templates, or you can supply us with your finished HTML document.

CALL-TO-ACTION	E-BLAST DESCRIPTION
White Paper	White paper hero shot and download button in a <i>PFW</i> template
Video	Video screen shot and "watch video" button in a <i>PFW</i> template
Product update	Product screen shot and "learn more" button in a <i>PFW</i> template
Multiple Videos	Four video screen shots and "watch video" button in a <i>PFW</i> template
YouTube Videos	Four video screen shots with "see video" buttons that link directly to YouTube; <i>PFW</i> template with YouTube branding
Advertiser Supplied HTML	Advertiser supplies finished HTML; <i>PFW</i> deploys. See our HTML requirements.
Case study	Advertiser supplies case study article; <i>PFW</i> deploys. *Option to upgrade to Video Case Study
Custom E-Blast	Advertiser supplies content; <i>PFW</i> deploys in our template.

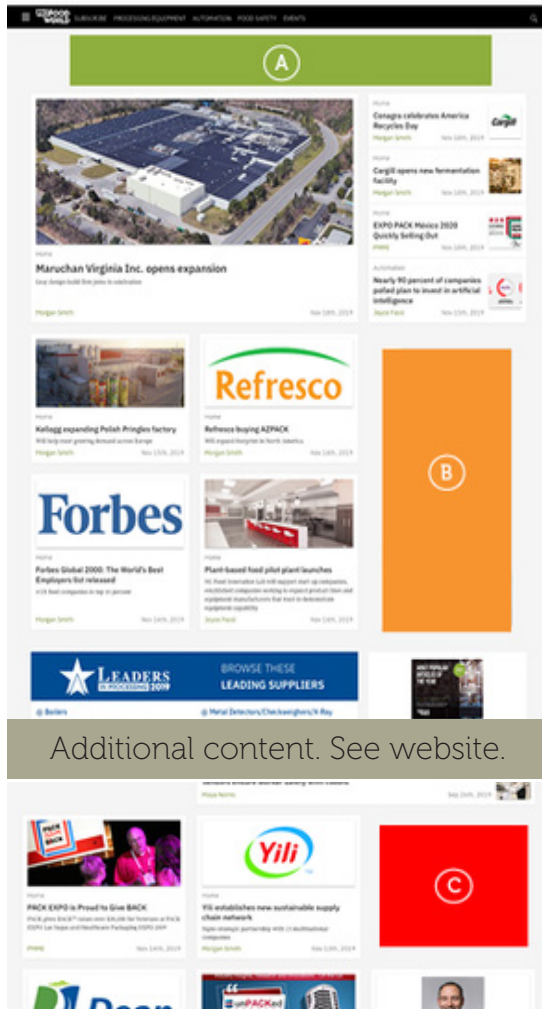
Our e-blast templates accommodate videos and white papers and offer third party credibility with *ProFood World* branding. You'll receive instant lead-generation from our engaged audience of food and beverage manufacturers. Plus, these leads are exclusively yours.

See e-blast samples here:  
[pmmimediagroup.com/pfw/e-blast-options](http://pmmimediagroup.com/pfw/e-blast-options)

E-blast specs:  
[pmmimediagroup.com/pfw/e-blast-specs](http://pmmimediagroup.com/pfw/e-blast-specs)



# WEB DISPLAY ADS



## LEADERBOARD (A)

Location: Horizontal at top of page

Dimensions (px):  
728 x 90 (medium)  
970 x 90 (large)  
320 x 50 (mobile)

## SKYSCRAPER (B)

Location: Vertical right rail of page

Dimensions (px):  
300 x 600

## MEDIUM IMU (C)

Location: Alternates between two positions in the river of news

Dimensions (px):  
300 x 250

## FLEXI

Location: Alternates among all three positions (Leaderboard, Skyscraper and IMU)

Dimensions (px):  
All

**Profoodworld.com** delivers the global packaging marketplace, connecting your message with buyers of machinery and materials around the world.

**Learn more here »** [zigma.pmmi.org/pfw/web.html](http://zigma.pmmi.org/pfw/web.html)

### Reach *ProFood World* Visitors on the Web -

We can retarget visitors to Profoodworld.com, displaying your banner ad to them on over 100,000 brandsafe websites.

**Learn more here »** [pmmimediagroup.com/pfw/audience-network](http://pmmimediagroup.com/pfw/audience-network)

# PMMI AUDIENCE NETWORK

**Reach targeted prospects online in a whole new way!** The PMMI Audience Network offers affordable and effective options for getting in front of precisely-targeted groups of processing, packaging and automation professionals as they browse online. Define your audience by buying interest, industry, job function, geography and much more. Choose from our vast e-database of contacts, including professionals who subscribe to our magazines and newsletters and attend PMMI trade shows.

We'll deliver your message to your micro-targeted group via hundreds of thousands of brand-safe websites, as well as Facebook and LinkedIn.

## **Select your audience by:**

- Industry
- Job duty
- Buying interest
- PACK EXPO trade show affiliation
- Plant processes and more.

Choose to deliver your message with these products:

**Targeted Branding Ads** - Web display ads or Native ads, appearing on brand safe Websites

**Targeted Social Media Ads** - Sponsored Posts or Videos on Facebook and LinkedIn

**Targeted Video Pre-Roll** - appearing across the Web before videos offered by brand safe sites

Ask your sales representative about how you can package all of these products into our Single Audience Multi-Touch Campaign.

## **PMMI Audience Network product unique benefits:**

- No waste – you pick the exact recipients to see your message
- Access to PMMI's vast database
- Processing and packaging contacts are validated
- All contacts are U.S. and Canada, unless you explicitly request international reach

**Learn more at:** [pmmimediagroup.com/pfw/audience-network](http://pmmimediagroup.com/pfw/audience-network)

# PACK EXPO PRODUCTS

*ProFood World* offers you a variety of print and digital options for connecting with PACK EXPO International 2020 attendees. You can learn more about these exclusive products on our marketing site at [PMMIMediaGroup.com](http://PMMIMediaGroup.com).

## **Before the show:**

**Game Plan** – This personalized walking guide features your booth location and products in the individual itineraries of those attendees who have indicated *interest in your product category or categories* during registration. Reach your potential buyers with *Game Plan*.

**Spotlight on PACK EXPO** – Promote your presence before the show by advertising in our exclusive PACK EXPO e-newsletter, reaching processing and packaging professionals from our e-database. Ad inventory is limited, reserve your space now!

**PACK EXPO SHOWCASE** – Spark the interest of pre-registered attendees weeks before the show opens, in our exclusive *PACK EXPO SHOWCASE* print issue. Bonus distribution at PACK EXPO is included. Distribution includes circulation before the show, email distribution of the digital version, at-show distribution and a year-round posting of the digital edition on [Packworld.com](http://Packworld.com).

## **PMMI Audience Network for PACK EXPO**

This pre-show product allows you to reach targeted, pre-registered attendees. Select your list by industry, buying interest or plant packaging process and connect with your potential customers who are registered for PACK EXPO via Facebook and thousands of brand-safe websites. Learn more about our Audience Network on page 18.

## **After the show:**

**PACK EXPO Wrap** – This e-newsletter features videos and highlights of the best innovations from PACK EXPO, and helps you generate additional leads, post-show. It is published in the weeks immediately following the event.

**Second Look** – Our proprietary software mines the “big data” from the show to create a targeted list of attendees with buying interest for your specific product category. *Second Look* is a great way to connect with individuals who may not have stopped by your booth, as well as those who did. The printed post-show guide is mailed to potential buyers two weeks after the show closes.

C O - L O C A T E D



November 8–11, 2020 • McCormick Place  
Chicago, Illinois USA

# SALES TEAM



**Patrick Young**  
Publisher,  
*ProFood World*

AZ, CA, CT, DE, ID, MD, NJ, NM,  
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and British Columbia, Canada

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**Brian Gronowski**  
Regional Sales Manager

AL, AR, FL, GA, KY, LA, MA, ME, MI,  
MS, NC, NH, NY (excl. NYC and LI),  
OH, OK, Western PA, RI, SC, TN,  
TX, UT, VT, WV, Eastern Canada

bgronowski@pmmimediagroup.com  
Phone: 440-564-5920



**Wendy Sawtell**  
Vice President, Sales

Strategic Accounts

wsawtell@pmmimediagroup.com  
Phone: 847-784-0520  
Fax: 312-222-1310

# ADVERTISING RATES

**PRINT DISPLAY ADVERTISING** (All prices net | 10% discount applies to PMMI members)

	<b>One</b>	<b>Three</b>	<b>Six</b>
Full Page	\$4,250	\$4,033	\$3,825
2-page spread	\$7,450	\$7,050	\$6,683
2/3-page	\$3,850	\$3,633	\$3,450
1/2-page horizontal	\$3,400	\$3,233	\$3,066
1/2-page island	\$3,400	\$3,233	\$3,066
1/2-page island spread	\$4,650	\$4,400	\$4,175
1/2-page vertical	\$3,400	\$3,233	\$3,066
1/3-page horizontal	\$2,600	\$2,450	\$2,316
1/3-page vertical	\$2,600	\$2,450	\$2,316
1/4-page	\$2,100	\$2,000	\$1,883
1/2-page spread	\$4,650	\$4,400	\$4,175

## **Premium Positions\*\***

Outside Back Cover	\$5,725
Inside Front Cover	\$5,675
Inside Back Cover	\$4,490

## **PACK EXPO Print Products**

Game Plan 1 category	\$3,028
Game Plan inside back cover	Contact Sales Rep
Game Plan outside back cover	Contact Sales Rep
Showcase 1 page	\$4,000
Showcase 2 page	\$6,400
Second Look 1 page	\$3,925
Second Look inside back cover	Contact Sales Rep
Second Look outside back cover	Contact Sales Rep

# ADVERTISING RATES

**DIGITAL ADVERTISING** (All prices net | 10% discount applies to PMMI members)

## **E-NEWSLETTER**

Joyce's Voice	\$3,650
<i>ProFood</i> Focus	\$1,500

## **E-BLAST**

Case Study	\$3,650
Product	\$3,650
Supplied HTML	\$4,250
Tech Minute	\$4,750
Video	\$3,700
White Paper	\$3,650
Custom E-Blast	\$3,650
E-blast Extension	\$725

## **WEBINARS (consult publisher for specific package details)**

Option 1	\$7,000
Option 2	\$8,900
Option 3	\$13,000

## **ONLINE DISPLAY**

IMU	\$2,050
Flexi	\$1,200
Leaderboard	\$1,300

## **PACK EXPO International Products**

PACK EXPO Wrap	\$2,000
PACK EXPO Wrap with booth video	\$3,900
Spotlight on PACK EXPO	\$2,000
PMMI Audience Network for PACK EXPO	Contact Publisher



# ADVERTISING RATES

**DIGITAL ADVERTISING** (All prices net | 10% discount applies to PMMI members)

## **PMMI Audience Network Print and Digital**

### **ONLINE DISPLAY ADS**

Up to 50k impressions	\$2,300
100k impressions	\$3,450
200k impressions	\$5,450
400k impressions	\$9,300

### **NATIVE ADS**

Up to 20K impressions	\$2,300
50k impressions	\$3,450
100k impressions	\$5,450

### **VIDEO PRE-ROLL ADS**

Up to 20k views	\$2,300
40K views	\$3,450
80k views	\$5,450
160k views	\$9,300

### **FACEBOOK VIDEO**

<5,000 views, 1-2 week campaign	\$1,950
5K-15K view, 1-2 week campaign	\$3,000
15k+, 1-2 week campaign	\$4,000

### **FACEBOOK ADS**

Audience under 5,000	\$1,950
Audience 5k-15k	\$3,000
Audience 15k+	\$4,000

### **LINKEDIN ADS**

All audience sizes	\$4,000
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### **DIRECT MAIL**

Up to 7,500	\$1,750
Additional 1,000 names	\$250

# PRINT AD SPECS

PROFOOD WORLD			
Ad Shape	Bleed Dimensions (W x H - Inches)	Trim Size (W x H - Inches)	Safe Area (W x H - Inches)
Two Page Spread	18.25 x 11.125	18 x 10.875	17.5 x 10.375
1/2 Horizontal Spread	18.25 x 5.6875	18 x 5.4375	17.5 x 4.9375
Full Page (Includes Cover Tip On)	9.25 x 11.125	9 x 10.875	8.5 x 10.375
2/3 Vertical	5.375 x 11.125	5.125 x 10.875	4.625 x 10.375
1/2 Vertical	4.625 x 11.125	4.375 x 10.875	3.875 x 10.375
1/2 Horizontal	9.25 x 5.6875	9 x 5.4375	8.5 x 4.9375
1/2 Island	5.375 x 8.625	5.125 x 8.375	4.625 x 7.875
1/3 Vertical	3.25 x 11.125	3 x 10.875	2.5 x 10.375
1/3 Horizontal	9.25 x 3.875	9 x 3.625	8.5 x 3.125
1/3 Square	5.375 x 5.6875	5.125 x 5.4375	4.625 x 4.9375
1/4 Page	4.625 x 5.6875	4.375 x 5.4375	3.875 x 4.9375

**Printing, binding methods:** Printed offset and perfect-bound.

**Inserts:** Contact *ProFood World* Production Manager George Shurtleff at 312-222-1010, ext. 1170 or gshurtleff@pmmimediagroup.com.

**Printing specifications:** Follow SWOP recommended standards.

**Artwork:** Any necessary artwork or copy preparation will be billed to advertiser.

**Digital Ad Specifications** *ProFood World* is printed computer-to-plate (CTP). Ad material should be submitted in a digital (or electronic) format and must comply with the specifications that follow.

**Accepted document formats:** Properly produced PDFs are strongly encouraged. Documents saved as an EPS are also accepted. Please see additional details at right.

**Fonts:** All fonts should be embedded or outlined.

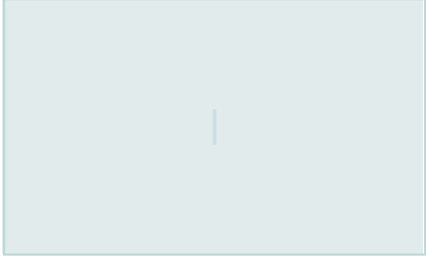

**Images:** Make sure all images are CMYK and the file is fully flattened.

**Proof:** In compliance with PMMI Media Group policy, you are required to submit a SWOP certified proof. By choosing not to supply a SWOP certified proof with your ad submission, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from your supplied digital file.

**Submit your ad via our online ad portal, Send My Ad.** We will set you up with a Send My Ad profile so you can easily submit your ad(s) through a direct materials upload link.

**Contact and Shipping Information and Production Questions:** George Shurtleff, Production Manager at 312-222-1010 x1170. Advertising materials should be sent to: *ProFood World*, 401 N. Michigan Ave., Suite 300, Chicago, Illinois 60611, Attn: George Shurtleff.

# PRINT AD SPECS

<p><i>ProFood World's</i> trim size is 9 in. wide x 10.875 in. tall</p>		<p>non-bleed ad: 9 x 5.4375 in.</p>	<p>non-bleed ad: 5.125 x 8.375 in.</p>	<p>non-bleed ad: 4.375 x 10.875 in.</p>
	Two-Page Spread	1/2 Horizontal	1/2 Island	1/2 Vertical
<p>non-bleed ad: 9 in. wide x 10.875 in. tall</p>		<p>non-bleed ad: 5.125 x 10.875 in.</p>	<p>non-bleed ad: 3 x 10.875 in.</p>	<p>non-bleed ad: 5.125 x 5.4375 in.</p>
Full Page	1/2 Page Horizontal Spread	2/3 Vertical	1/3 Vertical	1/3 Square

**Submit your ad via our online ad portal, Send My Ad.** We will set you up with a Send My Ad profile so you can easily submit your ad(s) through a direct materials upload link.

## Accepted formats:

- High-resolution PDF (300 dpi, CMYK), saved in X1:A format
- High-resolution (300dpi, CMYK) TIFF or EPS file

If your digital file is in a different format than above, please contact Production Manager George Shurtleff at [gshurtleff@pmmimediagroup.com](mailto:gshurtleff@pmmimediagroup.com) to verify acceptability.

## When creating your digital ad:

1. Embed all fonts or outline them.
2. Make sure all RGB and spot colors are converted to CMYK.
3. Do not use JPEG compression or native Photoshop files.
4. Make sure all images within the ad are 300dpi and CMYK.
5. When creating a bleed advertisement, make sure all important material is within the live space and that the bleed size extends on all sides of the ad.



[www.ProFoodWorld.com](http://www.ProFoodWorld.com)

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**Healthcare<sup>+</sup>**  
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PMMI Media Group, 401 N Michigan Ave. Suite 300, Chicago, IL 60611

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