



PACKAGING • PROCESSING • AUTOMATION

2020 MEDIA GUIDE



The Official Publication of PMMI

OEM is a quarterly business publication written for PMMI members and all manufacturers of packaging, food processing, converting and material handling equipment. Each issue explores technology innovations, offers insight into management pain points and uncovers new OEM opportunities as manufacturing enters the Fourth Industrial Revolution.

Revised 4/3/20



OEM

OEM magazine, the official publication of PMMI reaches machine builders in the packaging and processing marketplace — both members and non-members of PMMI. This is an ideal audience for suppliers of controls and components. *OEM* offers advertisers opportunities to connect via a quarterly print publication, website and digital advertising options. Subscribers benefit by the same editorial excellence found in all PMMI Media Group publications, as well as unmatched lead generation tools.



EDITORIAL COVERAGE

MANAGEMENT – best practices, hiring, training, compensation
MANUFACTURING – components and controls, automation, design
MARKETING – association events, research, business drivers, and trade show news

OEM's Editorial Advisory Board ensures the content stays relevant. The team is made up of industry experts from leading companies who know and understand the unique needs of machine builders.

2019-2020 EDITORIAL ADVISORY BOARD

Dorner
PAC Machinery
Massman Automation Designs
Arrowhead Systems
FOX IV Technology
Plexpack
ARPAC
BluePrint Automation
ADCO Manufacturing
F.R. Drake
Urschel



Stephanie Neil, *Editor-in-Chief*



Natalie Craig, *Managing Editor*



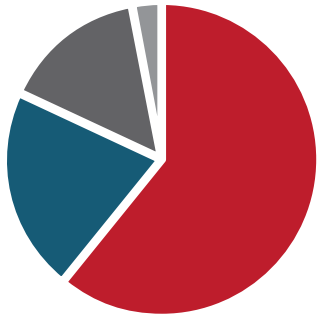
Sean Riley, *Contributing Editor*

OEM magazine's Editor-in-Chief **Stephanie Neil** has been reporting on business and technology for over 20 years and was named Editor in Chief of *OEM* in 2018. She has a wealth of knowledge in CPG, food and beverage, and pharmaceutical manufacturing technologies and covers engineering, trends, and more.

A member of the *OEM* editorial team since 2015, **Natalie Craig** was named Managing Editor in 2018. She enjoys covering new technology and its effect on machine builders, as well as workforce development and culture issues.

A regular contributor to *OEM* magazine, **Sean Riley** is PMMI's Senior Director, Media and Industry Communications. He has over 20 years of experience working with and as a member of the packaging and processing media.

15,000 PRINT CIRCULATION



Print Circulation by Industry

63% packaging machinery OEMs
18% processing machinery OEMs
18% plastics, converting and material handling machinery OEMs
1% other

Industry and Job Title percentages

are based on responses from 75% and 73% of subscribers, respectively.

Print Circulation by Job Title

28% CEO/General Mgr/Other Senior Mgmt
50% Engineering and Production/Operations/Quality
15% Marketing Management
7% Other



Choose an integrated ad program for best reach.

OEM has relatively little overlap between channels. Recent analysis show:

- Print and Web - audience overlap is 14%
- Email and Web - audience overlap is 19%

See current circulation details at: sigma.pmmi.org

EDITORIAL TOPICS

• MACHINE DESIGN

- o Systems
- o Increasing code reusability
- o Machine safety trends, guidelines and regulations

• ENGINEERING TEAM

- o PLCs, PACs, industrial PC control
- o Machine vision, sensors and other online inspection systems
- o Robotics

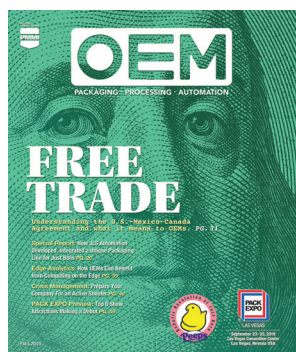
• MANUFACTURING, COMMISSIONING AND FIELD SERVICE

- o Best practices in materials management and continuous process improvement
- o Smoother line commissioning
- o Making a machine that's greater than the sum of its parts

• BUSINESS AND MANAGEMENT

- o Workforce development
- o Strategic planning
- o PMMI News
- o Business intelligence

ADVERTISING OPPORTUNITIES



The OEM brand includes a print magazine and website, and offers suppliers an array of lead-generation and branding tools to reach PMMI's members and other decision-makers who use controls and components.

Our advertising vehicles include:

- Print - published quarterly, with bonus distribution at key events
- OEMMagazine.org - advertisers may also retarget OEMMagazine.org visitors
- PMMI Audience Network - see details below on reaching customized audiences
- Email - nearly 7,000 engaged professionals

Annual Partner Leaders



Partner Leaders is OEM's signature supplier branding program.

To participate, advertisers must run at least one page (or equivalent in fractionals) in OEM in 2019, and schedule their first insertion in the Spring issue. Benefits include a free Company Profile in print and year-round exposure on OEMMagazine.org.

Reserve by February 3rd.

OEM Insider

OEM Insider is a print and digital resource for PACK EXPO International. This special section includes listings of premier controls and components exhibitors; information on where attendees can find "technology in action" at PACK EXPO; and a list of Innovation Stage presentations for OEMs.

Reserve by August 5th.

Product Reference Guide

The Annual Product Reference Guide is a special section in OEM's Winter issue, featuring supplier information arranged by product category and including company and product descriptions. A companion digital edition will also be emailed, with click through contact information shared with advertisers.

Reserve by November 2nd.

PMMI AUDIENCE NETWORK

PMMI Audience Network

Choose a *precisely-defined audience* and connect with your prospects through hundreds of brand-safe websites and/or sponsored social media ads.

Select your audience by:

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

We'll deliver your message with these products:

- **Targeted Branding Ads** - Your Web ad displayed 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
- **Targeted E-blasts, Direct Mail or Covers** - Reach your audience via a dedicated email, traditional direct mail piece or magazine cover.

OEM MAGAZINE 2020 EDITORIAL CALENDAR

SPRING	SUMMER	FALL	WINTER
Publish Date: March Ad Close: 2/3 Materials Due: 2/7	Publish Date: June Ad Close: 4/24 Materials Due: 4/29	Publish Date: September Ad Close: 8/5 Materials Close: 8/10	Publish Date: December Ad Close: 11/2 Materials Close: 11/9
Annual Partner Leaders		OEM Insider	Annual Product Reference Guide
Management Recession planning: Surviving the next economic downturn. Reader Interests: <ul style="list-style-type: none"> • Financial planning • Capital investments • Workforce/downsizing • Consulting services • Mergers/acquisitions 	Management Strategies for shortening lead times. Reader Interests: <ul style="list-style-type: none"> • RFP/PO • Supplier relations • Engineering • Inventory management • FAT/SAT • OEM/CPG partnerships 	Management Integration and aftermarket sales: How to start a new revenue-generating service. Reader Interests: <ul style="list-style-type: none"> • System integration • Service and support • Remote management • Machine-as-a-service • Training 	Management Managing and measuring the modern company culture: Reader Interests: <ul style="list-style-type: none"> • Human resources • Time management • Flexible work hours • Remote workers • Office policies • Office space • Health benefits • GenX, Millennials, GenZ
Technology Cybersecurity: Tools and best practices for securing your business and managing new forms of attacks. Reader Interests: <ul style="list-style-type: none"> • Security policies • Ransomware/malware • Network architecture • Malware software • PLC/Controllers 	Technology Update on PLCs/Control technology Reader Interests: <ul style="list-style-type: none"> • PC-based control • CPUs • Smart devices • Programming 	Technology Managing OEE Reader Interests: <ul style="list-style-type: none"> • Machine metrics • HMIs • Analytics • QR codes on machines • IIoT • SCADA 	Technology Digital twin for the machine Reader Interests: <ul style="list-style-type: none"> • Integration • Automation • Training • Controllers • EOAT • ROI
OEM Profile	OEM Profile	OEM Profile	OEM Profile
Bonus Distribution: PACK EXPO East (March 3-5)	Bonus Distribution:	Bonus Distribution: PACK EXPO/Healthcare Packaging EXPO (Nov. 8-11) PMMI Annual Meeting	

In every issue: Business Intelligence, Voice of the Customer, Application Briefs, Emerging Leaders, Products, Supplier Perspective, Association News and Industry News

OEM Magazine

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