

PACKAGING WORLD®

the leading media brand for reaching
users of packaging equipment,
materials and technology

MEDIA GUIDE



PACKAGING
WORLD®

CONTENTS

- 4 — Editorial Calendar
- 7 — Leaders in Packaging
- 9 — PACK EXPO *Showcase*
- 10 — PACK EXPO *Game Plan*
- 11 — PACK EXPO *Second Look*
- 12 — EXPO PACK México *Showcase*
- 13 — Print Ad Specs
- 15 — Digital Advertising / PMMI Audience Network
- 18 — Newsletters
- 23 — Sales Team



PACKAGING WORLD: 400,000+ TOTAL REACH

For 25 years – the leading business resource for packaging professionals.

The most experienced packaging journalists, award-winning ad products and unparalleled marketplace reach have made *Packaging World* the number one media choice of companies who sell to the \$500+ billion packaging industry.

Editor in chief **Matt Reynolds, Anne Marie Mohan, Aaron Hand** and Editor Emeritus **Pat Reynolds** offer timely, compelling coverage about the technology, equipment and materials behind the changing world of consumer packaging. Our in-house team is supported by editorial contributions from industry experts like attorney **Eric Greenberg** and consultant **Sterling Anthony**.

Print and online total reach of 400,000+

Reach buyers in food, beverage, pharmaceuticals, consumer products and all packaging related industries via *Packaging World's* print and digital products. Each month, *PW* delivers a total reach of over 400,000 professionals across our magazine, website, email and social media channels. Additionally, our channels have surprisingly little overlap ... choose an integrated program to reach the largest audience.

Learn more about our audience here » zigma.pmmi.org/pw

Print distribution: Optimized with "Active Audience"

Packaging World 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. And, *PW's* entire circulation is audited by BPA, your assurance of value.

Online reach: Target precisely defined audiences with the PMMI Audience Network

Advertisers can now reach micro-targeted audiences across the Web via the PMMI Audience Network. Select from our database of professionals who attend PMMI trade shows, and subscribe and interact with our publications; reach your targeted prospects via 100,000+ brand-safe websites, including Facebook and LinkedIn. Learn more in our Digital Advertising section.

EDITORIAL CALENDAR

JULY 2019 - DECEMBER 2019

ISSUE & CLOSING DATES	EDITORIAL COVERAGE	EQUIPMENT, such as	MATERIALS, such as	BONUS DISTRIBUTION & INDUSTRY EVENTS
JULY Ad closing: 6/10/2019 Materials due: 6/17/2019	Markets: Food and Beverage • Sustainable Packaging • Automation & Controls	thermoforming • marking, coding, labeling • filling, capping, induction sealing • metal detection/check-weighing • converting equipment	cartons/corrugated • flexible packaging • pouches, closures • adhesives/tape • shrink film • inks & additives	
AUGUST Ad closing: 7/10/2019 Materials due: 7/17/2019	Markets: Healthcare, Beauty, Chemicals and Household Products • Robotics • Supplement: Digital Printing for Labels & Packaging	labeling/bar coding • case/tray erecting and sealing • palletizing/ stretchwrapping • conveying	resins and additives • closures • labels/sleeves • rigid containers • decorating	
PACK EXPO SHOWCASE Ad closing: 8/1/2019 Materials due: 8/8/2019	PACK EXPO SHOWCASE Pre-show planner with advance distribution to pre-registrants.	PACK EXPO exhibitors will profile their products and services in this popular pre-show planner.	The <i>Showcase</i> includes useful show information, exhibitor listings, schedules, and more.	PACK EXPO Las Vegas 2019 Sept. 23-25, Las Vegas
SEPTEMBER Ad closing: 8/1/2019 Materials due: 8/8/2019	PACK EXPO LAS VEGAS 2019	Previewing equipment, technology and materials to be at PACK EXPO Las Vegas 2019, plus show information	Don't miss our most exciting issue of the year, including bonus distribution to show attendees in Las Vegas!	PACK EXPO Las Vegas 2019 Sept. 23-25, Las Vegas
OCTOBER Ad closing: 9/9/2019 Materials due: 9/16/2019	Markets: Food and Beverage • Automation & Controls • Shelf Impact!	bar coding/imprinting • palletizing/ stretchwrapping • robotics • case/tray erecting, sealing • labeling • controls/ components	flexible packaging • decorating • cartons/corrugated • shrink film • resins and inks • desiccants • adhesives and tape	
NOVEMBER Ad closing: 10/10/2019 Materials due: 10/17/2019	Markets: Healthcare, Beauty, Chemicals and Household Products • Sustainable Packaging • Biopolymers • 2019 Technology Excellence Awards	weigh/fill • filling, capping, induction sealing • metal detection/check-weighing • marking/coding/labeling	protective packaging pouches, closures, and fitments • adhesives and tape • flexible packaging	
DECEMBER Ad closing: 11/8/2019 Materials due: 11/15/2019	Markets: Food and Beverage • Annual "View from the Top" issue • E-Commerce	palletizing/stretchwrapping • bar coding/imprinting • case/tray erecting, sealing • robotics • labeling	desiccants • resins and inks • flexible packaging pouches, closures, and fitments • adhesives and tape	

PACKAGING WORLD CALENDAR

JANUARY 2020 - JUNE 2020

ISSUE & CLOSING DATES	EDITORIAL COVERAGE	EQUIPMENT, such as	MATERIALS, such as	BONUS DISTRIBUTION & INDUSTRY EVENTS
JANUARY Ad closing: 11/27/2019 Materials due: 12/6/2019	Markets: Food and Beverage • Leaders in Packaging Annual Issue • Automation & Controls • Workforce Development • E-commerce	case/tray erecting, sealing • cartoning • multipacking, bundling, shrink and stretch wrapping • F/F/S and bagging • digital printing	resins/additives • closures • labels/sleeves • rigid containers • point of purchase	The Packaging Conference Feb. 3-5, Austin
FEBRUARY Ad closing: 1/9/2020 Materials due: 1/15/2020	Markets: Healthcare, Health and Beauty, Chemicals and Household Products • Sustainable Packaging • Cannabis Special Report • E-commerce • PACK EXPO East Preview	conveying • capping, filling, induction sealing • marking, coding, labeling • RSS bar coding • machine vision	packaging made from renewable resources • film/ bioplastics • plastic sheet • paperboard, blisters, and cards	CPA Annual Meeting Feb 19-21, Tucson PACK EXPO East March 3-5, Philadelphia FPA Annual Meeting Mar. 4-6, Bonita Springs, FL
PACK EXPO EAST SHOWCASE Ad closing: 1/9/2020 Materials due: 1/15/2020	PACK EXPO East SHOWCASE Pre-show planner with advance distribution to pre-registrants.	PACK EXPO East exhibitors will profile their products and services in this popular pre-show planner.	The Showcase includes useful show information, exhibitor listings, schedules, and more.	PACK EXPO East March 3-5, Philadelphia
MARCH Ad closing: 2/7/2020 Materials due: 2/13/2020	Markets: Food and Beverage • ISTA Package Testing and Certification • Flexible Pkg FPA Awards • Supplement: Packaging for Craft Brewing	bar coding/imprinting • palletizing/stretchwrapping • robotics • case/tray erecting, sealing • labeling • controls/ components	flexible packaging, pouches, closures, and fitments • resins and inks • desiccants • adhesives and tape	
APRIL Ad closing: 3/6/2020 Materials due: 3/13/2020	Markets: Consumer Goods • Automation & Controls • Readex Research: Ad Study • The Packaging Conference • E-commerce • Supplement: Contract Packaging	conveying • multipacking, bundling, and shrink wrapping • metal detection/ checkweighing • cartoning • machine vision	resins/additives • protective packaging • IBCs (returnable containers) • rigid containers • packaging inks	
EPM SHOWCASE Ad closing: 4/10/2020 Materials due: 4/17/2020	Produced by Mundo PMMI: EXPO PACK Mexico SHOWCASE with print and digital distribution	company profiles of EXPO PACK Mexico exhibitors	reach packaging and processing professionals in Latin America	
MAY Ad closing: 4/10/2020 Materials due: 4/15/2020	Markets: Food and Beverage • Shelf Impact! • Digital Printing Special Report • EXPO PACK Mexico Preview • E-commerce	marking, coding, labeling • capping, filling, induction sealing • machine vision • casing	flexible packaging • specialty and shrink films • paperboard, blisters and cards	
JUNE Ad closing: 5/8/2020 Materials due: 5/13/2020	Markets: Healthcare, Beauty, Chemical and Household Products • ISTA Package Testing and Certification • Supplement: E-Commerce	multipacking, bundling, and shrink wrapping • conveying/cartoning • controls/components • F/F/S and bagging	desiccants • labels • protective packaging • rigid containers • plastics	

PACKAGING WORLD EDITORIAL CALENDAR

JULY 2020 - DECEMBER 2020

ISSUE & CLOSING DATES	EDITORIAL COVERAGE	EQUIPMENT, such as	MATERIALS, such as	BONUS DISTRIBUTION & INDUSTRY EVENTS
JULY Ad closing: 6/10/2020 Materials due: 6/15/2020	Markets: Food and Beverage • Sustainable Packaging • Automation & Controls • IoPP Salary Survey • E-commerce • Supplement: Digital Print for Labels and Packaging	thermoforming • marking, coding, labeling • filling, capping, induction sealing • metal detection/check-weighing • converting equipment	cartons/corrugated • flexible packaging • pouches, closures • adhesives/tape • shrink film • inks & additives	
AUGUST Ad closing: 7/10/2020 Materials due: 7/15/2020	Markets: Healthcare, Beauty, Chemicals and Household Products • Robotics • E-commerce • Supplement: Contract Packaging	labeling/bar coding • case/tray erecting and sealing • palletizing/ stretchwrapping • conveying	resins and additives • closures • labels/sleeves • rigid containers • decorating	
SEPTEMBER Ad closing: 8/3/2020 Materials due: 8/7/2020	Markets: Food and Beverage • Automation & Controls • Shelf Impact! • ISTA Package Testing and Certification	bar coding/imprinting • palletizing/ stretchwrapping • robotics • case/tray erecting, sealing • labeling • controls/ components	flexible packaging • decorating • cartons/corrugated • shrink film • resins and inks • desiccants • adhesives and tape	PACK EXPO International 2020 Nov. 8-11, Chicago
PACK EXPO SHOWCASE Ad closing: 8/17/2020 Materials due: 8/24/2020	PACK EXPO SHOWCASE Pre-show planner with advance distribution to pre-registrants.	PACK EXPO exhibitors will profile their products and services in this popular pre-show planner.	The <i>Showcase</i> includes useful show information, exhibitor listings, schedules, and more.	PACK EXPO International 2020 Nov. 8-11, Chicago
OCTOBER Ad closing: 9/8/2020 Materials due: 9/11/2020	PACK EXPO International	Previewing equipment, technology and materials to be at PACK EXPO International, plus show information	Don't miss our most exciting issue of the year, including bonus distribution to show attendees in Chicago!	PACK EXPO International 2020 Nov. 8-11, Chicago
NOVEMBER Ad closing: 10/9/2020 Materials due: 10/14/2020	Markets: Healthcare, Beauty, Chemicals and Household Products • Sustainable Packaging • E-commerce • Supplements: Emerging Brands	weigh/fill • filling, capping, induction sealing • metal detection/check-weighing • marking/coding/labeling	protective packaging pouches, closures, and fitments • adhesives and tape • flexible packaging	
DECEMBER Ad closing: 11/8/2020 Materials due: 11/13/2020	Markets: Food and Beverage • Annual "View from the Top" • ISTA Package Testing and Certification • Supplement: Contract Packaging	palletizing/stretchwrapping • bar coding/imprinting • case/tray erecting, sealing • robotics • labeling	desiccants • resins and inks • flexible packaging pouches, closures, and fitments • adhesives and tape	

LEADERS IN PACKAGING

The **LEADERS IN PACKAGING** program in *Packaging World* offers exceptional print and online branding for suppliers to the packaging marketplace. Participants receive **prominent, year-round exposure** both on Packworld.com and in *Packaging World* print editions.

LEADERS
— IN PACKAGING 2020 —

LEADERS IN PACKAGING (LIP) is *Packaging World's* signature supplier branding program, beginning with January Web and print exposure. To participate, advertisers must run at least two ad pages (or equivalent in fractionals) in *Packaging World* in 2020 and schedule their first insertion in the January issue. (6X "position" advertisers also qualify.)

Participants receive a print and online company profile; company name link on the LIP index on Packworld.com's homepage and relevant article pages; pop-up data card and much more. See details next page.

PROGRAM DEADLINES Reservations due: November 27, 2019
 Materials due: December 6, 2019

SAMPLE LIP CATEGORIES

Machinery

Controls & machine components
Filling/capping-liquid
Labeling
Digital printing
Cartoning
Form/fill/seal
Conveying
Coding/marketing
Robotics
Converting machinery
Palletizing/depalletizing
Case/tray packing
Filling/capping-dry
... and many more

Materials

Plastics / resins
Flexible packaging
Containers
Closures
Cartons & boxes
Blisters/Clamshells
Labels
... and many more

Services:

Package design
Contract packaging
... and more

See all categories and learn more here »
pmmimediagroup.com/pw/leaders-packaging

LEADERS IN PACKAGING

Learn more here » PMMIMediaGroup.com/pw/leaders-packaging

ADVERTISING BENEFITS

MEDIUM	DESCRIPTION	DISTRIBUTION
Print Company Profile	Company Profile in the January issue. Detailed, full-page profile on your company, including company logo. (A PDF of your profile is provided for your own promotions.)	55,000 in January (magazine subscribers)
Print Ad	Leaders in Packaging print ad , containing your company logo	55,000 (magazine subscribers) six times per year (every other month)
Video YouTube Amplify	Drive more views of your YouTube videos with YouTube Amplify	This program pulls from your YouTube library, displaying related videos throughout Packworld.com
Web Home Page Link	Permanent company name link on the Packworld.com home page via an expandable category box. Links directly to your profile.	100,000+ page views over a year
Web Contextual Trigger	Permanent company name link with pop-up data card displayed prominently on category pages and articles that correspond to your product category. Data card contains your logo, photo of key contact (e.g., CEO or VP/Sales & Marketing), editor-written enticement copy, a link to your profile and a link to your website.	Traffic varies by category, but typically 2,000 to 3,000 page views a year from thousands of articles. Entire website receives 74,000 annual visitors each month.
Web Company Profile	Enhanced Company Profile on Packworld.com with your logo, company profile and promotional content about your company.	Up to 500+ page views over a year
Web Leaders in Pkg	Permanent company name link on the "Leaders in Packaging" home page that links direct to your profile.	15,800 page views over a year
Multiple Channel	Your company will be named as a supporter of the Future Leaders in Packaging Scholarship .	Featured in <i>Packaging World</i> , on Packworld.com and distributed nationally

PACK EXPO SHOWCASE

Packaging World's 2020 PACK EXPO SHOWCASE will deliver a reach of over 150,000 touch points, making it an essential part of your PACK EXPO International marketing!

EXPOSURE BEFORE, DURING & AFTER

Leverage your PACK EXPO investment by advertising in this popular pre-show planner, which is the only planner that is mailed to pre-registrants for PACK EXPO International. Loaded with essential show information such as the exhibitor list, the conference schedule and company profiles of advertising exhibitors, the *SHOWCASE* is distributed across multiple channels.



- **25,000 COPIES MAILED:** to pre-registered attendees and qualified *Packaging World* subscribers in advance of the show
- **50,000 EMAIL DISTRIBUTION** of the full digital edition to *Packaging World's* e-database.
- **75,000+ UNIQUE WEB VISITORS** monthly can access the *SHOWCASE* on Packworld.com
- **BONUS DISTRIBUTION** at PACK EXPO International (Nov. 8-11, Chicago)

ADVERTISING BONUSES

- **Specially priced ad rates** ... plus additional discounts for PMMI members and PMMI Media Group advertisers make the *SHOWCASE* a terrific value!
- **Every advertiser receives at least a full-page** of exposure in the *SHOWCASE*. Your *Packaging World* display ad will work seamlessly in the *SHOWCASE* because the dimensions are the same (9 x 10-7/8).
- **Your one-page or two-page units can be used in a variety of ways:**
 - o 2-pages with profile & full-page ad on a spread
 - o 1-page with profile and fractional ad
 - o 1-page with profile plus images and logo

Learn more here » pmmimediagroup.com/pw/pack-expo-showcase

DUE DATES Reservations: August 17, 2020 Materials: August 24, 2020

PACK EXPO GAME PLAN

GAME PLAN is a great way to increase the odds that your prospects will find you at “The Main Event”—PACK EXPO International.



Exhibitors who advertised in *GAME PLAN* **received 97% more booth leads** than companies who didn't participate!

Ad reservations and materials are due September 9, 2020.

TARGETED & PERSONALIZED!

With a show floor of more than 1.2 million net square feet and with 2,500 exhibits, PACK EXPO International attendees will have a lot of territory to cover. *GAME PLAN* makes it easier for them to find the specific products and exhibits they've come to Chicago to see.

***GAME PLAN* is a personalized booth itinerary** for PACK EXPO and Healthcare Packaging EXPO attendees, **customized based on the product categories they're investigating at the show.** As an exhibitor who advertises in *GAME PLAN*, your booth and products will be included in the individual itineraries we create for attendees who have indicated a specific interest in your product categories when they first register for the show.

After the show closes, advertisers will receive summaries of the number of times their particular listing was inserted in print and in PDF format, as well as audience demographics.

- ***GAME PLAN* will be printed and mailed** to all U.S. and Canada end-user attendees who register more than three weeks before the show.
- **Each multi-page booth itinerary** includes floor plans with relevant exhibits highlighted, and a corresponding listing for each exhibit.
- **Your listing** includes booth number, logo and exposure for up to four products with descriptions and photos.
- ***GAME PLAN* will be emailed as a printable PDF** to all pre-registered attendees who register two weeks before the show opens.

Learn more here » pmmimedagroup.com/pw/game-plan



PACK EXPO SECOND LOOK

Want a “second chance” to connect with PACK EXPO attendees who are interested in your category but missed visiting your booth? *SECOND LOOK* gives you another opportunity to get in front of this valuable audience.

Ad reservations and materials are due October 14, 2020.

AUTOMATIC FOLLOW-UP!

For many exhibitors, the hundreds of leads they receive from PACK EXPO are just a fraction of the thousands of buyers in their product categories who attended the show. But with *SECOND LOOK*, you can **reach the attendees who have buying interest in your products – whether or not they visited your booth.**



SECOND LOOK uses variable data printing to “package the content” for attendees based on their interests. Since each edition is personalized by recipient, no two publications will be alike! Best of all, our research shows attendees use and save their copies of *Second Look*!

- **Each *SECOND LOOK* is completely personalized** with product information tailored to the recipient’s interests. Advertisers receive a full page with four product descriptions and images, company information and message area.
- **Distributed two weeks after the show**, *SECOND LOOK* will mail while PACK EXPO is still top of mind to U.S. and Canadian attendees.
- **Proof your product page online:** After you upload your content, you’ll be able to view and approve your category page online.
- **Exclusively for exhibitors:** *SECOND LOOK* is only available for PACK EXPO exhibitors.

Learn more here » pmmimediagroup.com/pw/second-look

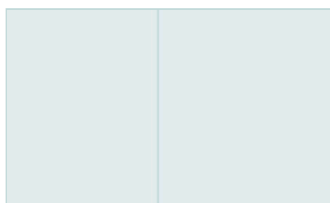
PRINT AD SPECS

Print ad specifications for *Packaging World* print editions are listed below. For ad closing and materials due dates, please see the "Editorial Calendar".

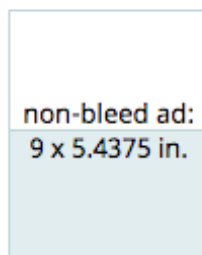
Bleed Ad Dimensions in inches, width by height

two-pg spread	bleed: 18.25 x 11.125	trim: 18 x 10.875	live: 17 x 10.375
full page	bleed: 9.25 x 11.125	trim: 9 x 10.875	live: 8.5 x 10.375
1/2 horiz. spread	bleed: 18.25 x 5.6875	trim: 18 x 5.4375	live: 17.5 x 4.9375
1/2 horizontal	bleed: 9.25 x 5.6875	trim: 9 x 5.4375	live: 8.5 x 4.9375
1/2 island	bleed: 5.375 x 8.625	trim: 5.125 x 8.375	live: 4.625 x 7.875
1/2 vertical	bleed: 4.625 x 11.125	trim: 4.375 x 10.875	live: 3.875 x 10.375
1/3 vertical	bleed: 3.25 x 11.125	trim: 3 x 10.875	live: 2.5 x 10.375
1/3 square	bleed: 5.375 x 5.6875	trim: 5.125 x 5.4375	live: 4.625 x 4.9375
1/3 horizontal	bleed: 9.25 x 3.875	trim: 9 x 3.625	live: 8.5 x 3.125
1/4 page	bleed: 4.625 x 5.6875	trim: 4.375 x 5.4375	live: 3.875 x 4.9375

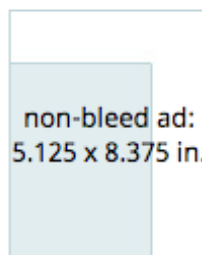
Packaging World's
trim size is
9 in. wide x
10.875 in. tall



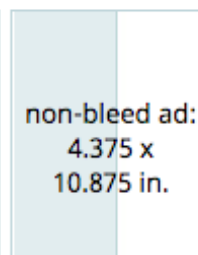
Two-Page Spread



1/2 Horizontal

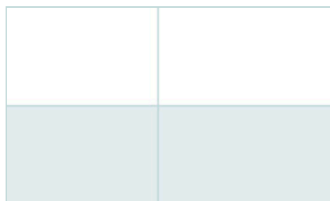


1/2 Island

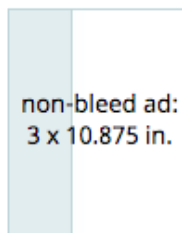


1/2 Vertical

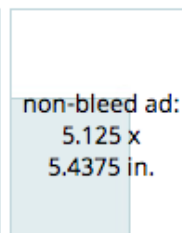
non-bleed ad:
9 in. wide x
10.875 in. tall



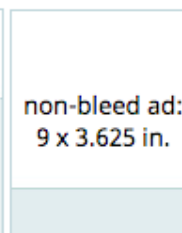
1/2 Page Horizontal Spread



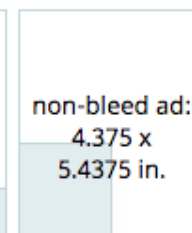
1/3 Vertical



1/3 Square



1/3 Horizontal



1/4 Page

AD CREATION & SUBMISSION

AD CREATION SPECIFICATIONS

All advertising material **MUST** be submitted digitally.

Accepted formats:

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

If your digital file is in a different format than above, please contact Production Manager Lara Krieger (312-222-1010, x1609) 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 300 dpi 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.

AD SUBMISSION GUIDELINES

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

Inserts: Contact *Packaging World* Production Manager Lara Krieger at 312-222-1010, x1609.

Printing Specifications: Follow SWOP recommended standards.

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

Digital Ad Specifications *Packaging 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 above.

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 3 certified proof. If a SWOP certified proof is not submitted with an ad submission, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the 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 & Shipping Information: Advertising production questions can be directed to Lara Krieger, Production Manager at 312-222-1010, ext. 1150, *Packaging World*, 401 N. Michigan Ave., Suite 300, Chicago, IL 60611

DIGITAL ADVERTISING

Packaging World's digital products deliver the content, audience and results that today's industrial marketers demand.

ONLINE BRANDING AND LEAD-GENERATION

For lead generation and broad-based exposure, choose traditional products like Web ads, newsletters and e-blasts. *Packaging World's* quality, original content attracts and engages your customers and prospects. Packworld.com is the world's most visited packaging website, with over a **million unique visitors per year**.

Digital advertising paired with print gives your message the greatest exposure because duplication between *PW's* print subscribers, Website visitors and e-database is surprisingly small. Choose a multi-channel advertising plan when general branding is your goal.

Learn more here » zigma.pmmi.org/pw/index.html

TARGETED PRODUCTS

REACH MICRO-TARGETED AUDIENCES WITH THE PMMI AUDIENCE NETWORK

Now you can reach highly-targeted groups effectively and affordably. PMMI Audience Network products put your message in front of packaging, processing and automation professionals as they browse online. We'll deliver your message via hundreds of thousands of brand-safe websites, as well as Facebook and LinkedIn.

Select your target audience by:

- Industry
- Machinery or material buying interest
- PACK EXPO trade show affiliation
- Plant packaging processes and more

We'll 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 on brand-safe websites

PMMI Audience Network unique benefits:

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

Learn more here » pmmimediagroup.com/pw/audience-network

WEB ADVERTISING



Additional content. See website.

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

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

Learn more here » sigma.pmmi.org/pw/web.html

Reach Packworld Visitors on the Web -

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

Learn more here » pmmimediagroup.com/pw/audience-network

LEAD GENERATION

Packaging World offers the most advanced lead-generation platform available for today's industrial marketers. State-of-the-art reporting and real-time campaign analytics are available via LeadWorks, our proprietary lead management platform, which can automatically filter, classify and deliver lead reports according to your preferences.

Lead reports can be filtered by:

- Geography – identify a sales rep to receive all leads from a state, region or country.
- Industry – provide separate delivery instructions for leads from food & beverage, pharmaceutical or other end user category.
- Frequency – choose to receive leads in real-time, nightly or weekly. (Log into LeadWorks yourself 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. You can see the actual results of your campaign by viewing the critical numbers on screen and in colorful graphs and charts that aggregate results for a wide range of demographics. Or download Excel spreadsheets and graphics to use in your own internal communications.

Real-time data is available by campaign and by company:

- By campaign – view the results of individual e-blasts, newsletters, etc.
- By company – see your complete history of digital advertising with *Packaging World* and compare results by campaign type, date, etc. via your unique "Marketing Program Analysis."










Learn more here » pmmimediagroup.com/pw/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 of send dates. Learn about the **value of engaged audiences** at PMMIMediaGroup.com/engaged-audiences





NOTE: Distribution shown is the guaranteed minimum circulation to our “engaged” list.




See samples and learn more here » PMMIMediaGroup.com/pw/newsletter-comparisons

TRADE SHOW SUPPORT				
NEWSLETTER	DISTRIBUTION	DESCRIPTION	SINGLE SPONSOR	MULTIPLE SPONSORS
Spotlight on PACK EXPO	23,000	Published in the weeks leading up to PACK EXPO, featuring videos and highlights of new equipment and products	Not Available	
Countdown to PACK EXPO	varies	Published weekly in the 8 weeks leading up to PACK EXPO, and sent to pre-registered attendees. Includes event updates and a checklist of “to do” items for attendees. Audience reach and advertising prices increase each week, as the show nears.		Not Available
Live from PACK EXPO	45,000	Published each day of PACK EXPO, featuring videos and highlights of new equipment and products	Not Available	
PACK EXPO Wrap	25,000	Published in the weeks immediately after PACK EXPO, featuring videos and highlights of new equipment and products featured at the show OPTIONAL: 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	
Spotlight on PACK EXPO East	13,000	Published in 2020, in the weeks leading up to PACK EXPO East, featuring videos and highlights of new equipment and products	Not Available	
Spotlight on Interpack	20,000	Published in 2020, in the weeks leading up to Interpack, featuring videos and highlights of new equipment and products	Not Available	
Interpack Wrap	20,000	Published in 2020, in the weeks immediately after Interpack, featuring videos and highlights of new equipment and products featured at the show	Not Available	
Spotlight on EastPack	20,000	Published in 2020, in the weeks leading up to EastPack, featuring videos and highlights of new equipment and products	Not Available	
Spotlight on WestPack	20,000	Published in the weeks leading up to WestPack, featuring videos and highlights of new equipment and products	Not Available	

NEWSLETTER CHOICES






See samples and learn more here » PMMIMediaGroup.com/pw/newsletter-comparisons

BROAD REACH				
NEWSLETTER	DISTRIBUTION	DESCRIPTION	SINGLE SPONSOR	MULTIPLE SPONSORS
New Issue Alert	53,000	Preview of the current issue of <i>Packaging World</i> , with links to articles	Not Available	
Editors' Picks	53,000	Breaking news, Web exclusives, applications-oriented; edited by Ann Marie Mohan		Not Available
Packaging Focus	46,000	Supplier content, including white papers and videos	Not Available	
Packaging Insights	53,000	Packaging tips, intelligence, and best practices; edited by Sterling Anthony		Not Available

PACKAGING MACHINERY				
NEWSLETTER	DISTRIBUTION	DESCRIPTION	SINGLE SPONSOR	MULTIPLE SPONSORS
New Machinery	32,000	The latest new packaging machines; edited by Melissa Larson		Not Available
Machine Automation Insights	31,000	Automation trends impacting packaging machinery; edited by Pat Reynolds. Email audience includes 11,000+ packaging and processing OEM professionals.		Not Available
End-of-Line Strategies	31000	Covering mid- and end-of-line machinery including cartoning, case erecting and packing, multi-packing, palletizing, shrink bundling, stretch wrapping, and coding/marketing for cases and trays		Not Available

NEWSLETTER CHOICES

See samples and learn more » PMMIMediaGroup.com/pw/newsletter-comparisons

SPECIAL INTEREST / PKG DESIGN & DEVELOPMENT				
NEWSLETTER	DISTRIBUTION	DESCRIPTION	SINGLE SPONSOR	MULTIPLE SPONSORS
Quick Hits Newsletter	20,000	A weekly roundup of the most interesting trends, technological advancements and news in the pharma, healthcare and logistics spaces curated by Tim Hayes		Not Available
Healthcare Packaging Focus	18,500	Supplier content, including white papers and videos	Not Available	
Contract Packaging	14,000	Trends, new developments, and new topics; edited by Anne Marie Mohan		Not Available
Contract Packaging Focus	10,000	New videos, white papers & information from CPA members	Not Available	
Shelf Impact!	22,000	Package design and marketing strategies; edited by Anne Marie Mohan		Not Available

LATIN AMERICAN				
NEWSLETTER	DISTRIBUTION	DESCRIPTION	SINGLE SPONSOR	MULTIPLE SPONSORS
Mundo PMMI	65,000	Reach packaging, food processing and automation professionals in Latin America in our Spanish language newsletters. Learn more at PMMIMediaGroup.com/pw/mundo-newsletters		

Newsletter circulation fluctuates; figures updated Summer 2019

TARGETED SUPPLEMENTS

Reach a distinct packaging segment with your print ad in our annual supplements.

Digital Printing for Labels & Packaging -

- distribution to 30,000 qualified packaging professionals in package development and design, R & D, brand management and marketing
- bound separately and tipped into July *Packaging World*
- email distribution of digital edition to 30,000 packaging professionals

Ad reservations due June 10

Learn more » pmmimediagroup.com/pw/digital-printing-supplement



Packaging for Craft Brewing -

- distribution to 2,000 packaging professionals in the craft brewing and beverage industries via *PW's* March issue
- 8,000 additional copies mailed to industry professionals
- email distribution to *PW* digital subscribers

Ad reservations due February 7

Learn more » pmmimediagroup.com/pw/craft-brewing-supplement

Packaging for E-Commerce -

- distribution to 20,000 qualified brand manufacturers, etailers and other professionals
- tipped into the June issue of *Packaging World*
- email distribution of the digital edition to 20,000 packaging professionals



Ad reservations due May 8

Learn more » pmmimediagroup.com/pw/e-commerce-supplement

Contract Packaging -

- reach 20,000 professionals who use contract packaging and related services, plus contract packager and contract manufacturers
- bound separately and tipped into *Packaging World's* April, August and December issues

Learn more » pmmimediagroup.com/cp/contract-packaging

TARGETED COVERS



Reach a distinct packaging segment or market
and leverage the power of print!

Targeted covers - Get your message in front of exactly the right eyes with high impact. We'll feature your company on a custom cover that overlays the original *Packaging World* cover. You'll appear prominently on the industry's top magazine brand, and you'll have the opportunity to design an engaging visual and message that appeals to the desired audience segment. We'll even give you the ability to personalize the cover with each recipient's name and company. Here's how targeted covers work:

- **Choose exactly who you want to reach.** Audience size can range from 1,500 to 5,000 contacts. Select from our database alone, choosing by industry, geographic area or buying interest. Or, we can supplement with:
 - A list of individuals that you provide
 - Specific accounts of interest (account-based marketing approach)
 - A niche group that you would like our audience data experts to discover for you
- **Select the issue** to feature your targeted cover
- **Supply a custom cover design** that speaks to the desired audience, using our guidelines
- **Provide us with your full-page ad** for the backside of your cover.

Learn more here » pmmimediagroup.com/pw/targeted-covers

TARGETED DIRECT MAIL

Targeted Direct Mail - Today's direct mail campaigns are different in many ways from the mass mailings of the past. Precisely-targeted and ideally suited to variable data printing, direct mail can be a highly effective tool in advancing your sales and marketing goals. We provide the highest quality list, filtered by the demographics you identify:

- Choose your audience by industry, buying interest, plant packaging processes and other key demographics.
- We'll confirm the size and send your list directly to your verified third-party mailing house.
- If you don't have a mailing house, we'll send your list to our pre-screened mailing house.
- Need printing? We have fulfillment vendors who are also available to handle the printing of your piece, if desired.

Learn more here » pmmimediagroup.com/pw/targeted-direct-mail

SALES TEAM



Joe Angel
President PMMI Media
Group Publisher,
Packaging World
Chicago office

Publisher

jangel@pmmimediagroup.com
Phone: 312-222-1010 x1140
Fax: 312-222-1310



Wendy Sawtell
VP, Sales
Chicago office

Strategic Accounts

sawtell@packworld.com
Phone: 847-784-0520



Leo Guenther
Regional Manager
St. Augustine, FL, office

AZ, CA, CO, FL, ID, IN, KS, MI, MO,
MT, NM, NV, OK, OH, UT, WI, WY

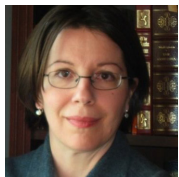
guenther@packworld.com
Phone: 904-940-8989
Fax: 904-940-8990



Ricky Angel
Regional Manager
Chicago office

AR, DE, IL, Southern NJ, NY
(except metro NY City & Long
Island), New England, OR, PA,
Montreal, Quebec and
Toronto, Canada

rangel@pmmimediagroup.com
Phone: 630-805-3892
Fax: 312-222-1310



Christine Smallwood
Regional Manager
Alpharetta, GA, office

AL, GA, KY, LA, MD, MS, NC, SC,
TN, VA, Washington, D.C., WV

csmallwood@pmmimediagroup.com
Phone: 770-664-4600
Fax: 770-664-0770



Liz Tierney
Publisher,
Healthcare Packaging
Chicago office

IA, IL, MN, ND, NE, Northern NJ,
Metro NY City & Long Island

tierney@packworld.com
Phone: 312-222-1010 x1300
Fax: 312-222-1310



Kurt Belisle
Publisher,
Automation World

WA, British Columbia, Canada and
Strategic Automation Accounts

kbelisle@pmmimediagroup.com
Phone: 815- 549-1034
Fax: 312-222-1310



Jim Powers
Regional Manager,
Automation World

Strategic Automation Accounts

jpowers@automationworld.com
Phone: 312- 925-7793
Fax: 312-222-1310



Lara Krieger
Production Manager
Chicago office

Classified Advertising

lkrieger@pmmimediagroup.com
Phone: 800-355-5595, x1609
Fax: 312-222-1310

READER TESTIMONIALS

Packaging World has been the world's leading packaging publication for 25 years! Your message side by side our acclaimed editorial promotes trust in your organization. Recent testimonials from our recent Readex Research study confirm subscriber affinity.

Tell us how useful *Packaging World* is and how you use it in your job:



I read [Packaging World] to look at how others are solving problems ... PW is a trusted source of packaging industry news.

Being the only packaging engineer at my company, this magazine is one of the few avenues I have to looking into and discussing new packaging technologies.

Case studies are critical to influencing users.

Easy to find new vendors through Packaging World.

... gives me lots of information and sometimes helps me figure out solutions to packaging problems.

A great tool that provides good articles and content on a variety of industries.

It's a great source of information and I use it when we're putting projects together ... to show others that there are more options out there worth looking at.

We are in a competitive, regulated industry that mandates certain types of packaging. We need to know what's out there and options to optimize cost savings.

[Packaging World] is a great way to keep up with new technology and equipment.

