THE ONLY WORLD-WIDE CIRCULATED TRADE MAGAZINE EXCLUSIVELY DEDICATED TO THE CORRUGATED INDUSTRY

MEDIA PACK 2022

INTERNATIONAL PAPER BOARD INDUSTRY

Since the 1950s, this magazine has been the 'go to' for the global corrugated packaging industry. With in-plant reports, machinery profiles and much, much more, converters around the world have enjoyed keeping up to speed with all that is new and exciting through the pages of this prestigious title.

From 2022, the magazine – which will remain in print – is moving from 12 issues per year to eight issues. This is not for any other reason than we feel we can bring a more powerful and meaningful magazine to you eight times per year and creating new and exciting content that will make it 'MUST' reading for CEOs, Managing Directors and Plant Managers at box factories everywhere.

NOW EIGHT ISSUES

The magazine, which will be in excess of 120 pages per issue, will be published in the following months/periods.

ISSUE 1: January
ISSUE 2: February
ISSUE 3: March/April
ISSUE 4: May/June
ISSUE 5: July/August
ISSUE 6: September
ISSUE 7: October
ISSUE 8: November/December

Each of these issues will include an **in-depth focus on a process** (see Issue Focus on p2), **company profiles**, **new product features** as well as **in-plant customer testimonials** (see p3). At the end of the year, the eight issues combine to make a complete industry handbook for readers! We will no longer publish news pages, as this will be served daily from our **website** (see p4) and **'new-look' e-newsletters** (see p5).

ISSUE FOCUS

For these reports, each company will be invited to submit a maximum of 750 words and four photos, ensuring multiple pages of editorial for your company and products within the feature article. Link to website at end of article and further contact information. Participation will be invited to those who advertise with us.

ISSUE 1: Corrugator Wet-End Technology, Starch Mixing, Paper

ISSUE 2: Materials Handling, Strapping, Plant Software and Logistics

ISSUE 3: Flexo Printing, Ancillaries and Rotary Die-cutting

ISSUE 4: Speciality Gluers and Quality Inspection

ISSUE 5: Digital Printing and Short Run Boxmaking

ISSUE 6: Corrugator Dry-End Technology and Waste/Scrap Removal/ Baling

ISSUE 7: Litho-Laminating, Corrugator Rolls and Anilox Rolls

ISSUE 8: Flat Bed Die-Cutting and Tooling

COMPANY PROFILE

A three page article, with your full page advertisement on fourth page. HiRes PDF provided for reprint (ideal for expos), social media and website download. You can have one profile per year and there is no cost for the report, as it is included in your advertising page rate. This is only offered to companies who book 4x insertions or more.

Full guidelines available on request

CUSTOMER REPORT

A dedicated three page article, with your full page advertisement on fourth page. We will interview your customer and hear their reasons for choosing your machine or solution. HiRes PDF provided for reprint (ideal for expos), social media or website download. This article will also appear as a feature on our website, **www.thepackagingportal.com** as well as promotion of the feature via our LinkedIn and social media.

The number of customer reports will be directly related to the number of insertions you book in one year. These reports carry no cost, being related to the volume of insertions you book.

NEW PRODUCT RELEASE

A one to two page article about a new machine, system or solution. Choice to run advertisement next to the article for maximum impact. You can have up to two profiles per year and there is no cost for the report, as it is included in your advertising page rate.

ADVERTISING RATES

	FULL PAGE	HALF PAGE
1x	€4,000	€2,200
2x	€3,750	€2,050
4x	€3,500	€1,900
8x	€2,750	€1,650

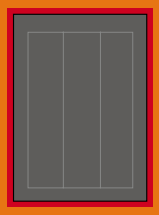
UK CUSTOMERS: VAT will be charged at statutory rate.

MECHANICAL DATA

All dimensions are width by height.

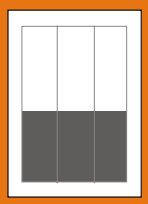
Advert Trim Text Bleed

FULL PAGE – 210 x 280 mm **PLUS 3mm bleed** (216 x 286 mm with bleed)

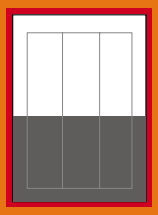


Please keep all critical information out of the bleed area and well away from the trim to avoid information being lost.

1/2 PAGE (H)
170 x 116 mm

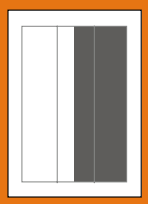


BLEED 1/2 PAGE (H)
210 x 139 mm*

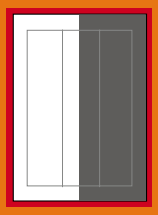


(216 x 145 mm with bleed)

1/2 PAGE (V)
88.5 x 242.8 mm



BLEED 1/2 PAGE (V)
100.5 x 280 mm*



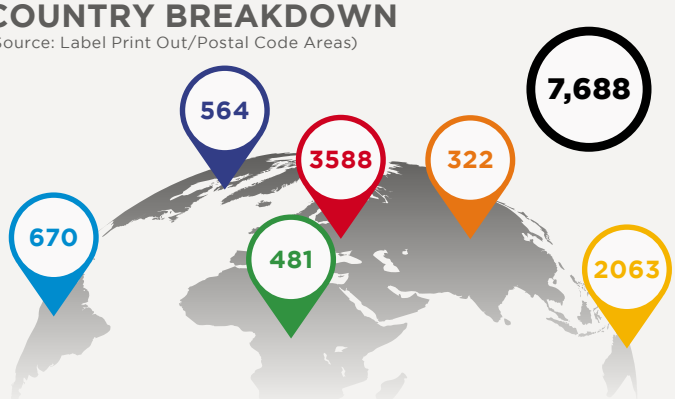
(106.5 x 286 mm with bleed)

FRONT COVER – 210 x 210 mm **PLUS 3mm bleed – right and bottom ONLY** (213 x 213 mm with bleed)

Please keep all critical information out of the bleed area and well away from the trim to avoid information being lost.

COUNTRY BREAKDOWN

(Source: Label Print Out/Postal Code Areas)



Europe
Austria **49**
Belgium **62**
Bosnia Herzegovina **17**
Cyprus **12**
Czech Republic **43**
Eire **72**
France **329**
Germany **373**
Greece **48**
Hungary **87**
Italy **479**
Monaco **9**
Netherlands **72**
Poland **82**
Portugal **44**
Russia **98**
Scandinavia **254**
Slovak Rep **21**
Slovenia **23**
Spain **283**
Switzerland **75**
Turkey **173**
United Kingdom **883**

Middle East
Iran **30**
Iraq **36**
Israel **33**
Jordan **31**
Kuwait **36**
Lebanon **28**
Morocco **36**
Oman **25**
Saudi Arabia **43**
UAE **24**

Africa
Algeria **22**
Angola **22**
Egypt **29**
Ethiopia **26**
Ghana **29**
Kenya **35**
Mauritius **24**
Mozambique **27**
Nigeria **25**
South Africa **119**
Sudan **28**
Tanzania **21**
Uganda **25**
Zambia **27**
Zimbabwe **22**

Far East Asia & Pacific Region
Australia **197**
China **423**
Hong Kong **67**
India **244**
Indonesia **139**
Japan **311**
Korea **78**
Malaysia **131**
New Zealand **63**
Philippines **150**
Singapore **68**
Thailand **192**

South America
Argentina **36**
Brazil **149**
Chile **34**
Colombia **38**
Costa Rica **33**
El Salvador **32**
Equador **31**
Guatemala **28**
Haiti **24**
Honduras **29**
Jamaica **22**
Panama **27**
Peru **38**
Trinidad **16**
Uruguay **33**
Venezuela **37**
Others **63**

North America
USA **310**
Canada **254**

ONLINE ACTIVITIES, BANNERS ON WEBSITE & NEW-LOOK NEWSLETTER

PODCAST

15-20 min video interview and discussion – €400

STANDARD ANIMATED WEB BANNER

728 pixels wide x 90 pixels deep @ 72dpi – €600/month (minimum of three months)

SKYSCRAPER ANIMATED WEB BANNER

206 pixels wide x up to 600 pixels deep @ 72dpi – €850/month (minimum of three months)

NEW-LOOK E-NEWSLETTER

As we use more and more online tools for daily news within the packaging industry, we are offering a twice-weekly e-newsletter to opted-in subscribers. The benefit of the e-newsletter to readers is that it consolidates all the latest news headlines and features, tailored to their industry preference (corrugated, folding carton and recycling).

As of 1st November 2021, we have over 7,985 opted-in subscribers. The open rate of the campaigns, which are every Tuesday and Thursday, is 56.1% (average open rate for non-generic B2B e-newsletters is around 21%!).

CONTENT

- Links to news items, direct to our website
- Precis of feature articles, with link to main feature on our website
- Image of latest podcast, with link to our content on YouTube

ADVERTISING

You have the choice of a standard banner of square block. The adverts will link to your site and you can supply a tracking link if you wish. Minimum of four placements.

STANDARD BANNERS

1200 x 170px
@ 72dpi
€150 per
e-newsletter

SQUARE BLOCK

350 x 350px
@ 72dpi
€150 per
e-newsletter

PLEASE EMAIL DAN BRUNTON **dan@brunton.co.uk**
TO BOOK YOUR ADVERTISING