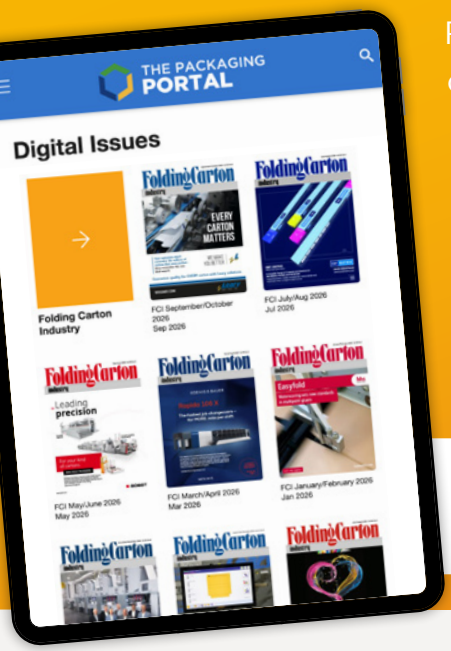
MEDIA PACK 2027

Folding Carton industry



Read by carton makers, cartonboard mills, equipment and machinery suppliers and carton buyers worldwide.

Incorporating News and Comment from Pro Carton, ECMA and the PPC!

PRO CARTON PACKAGING FOR A BETTER WORLD

ECMA

PAPERBOARD PACKAGING COUNCIL

Our interactive issues enable us to embedded your video content, add brochure downloads, slideshows, LinkedIn profiles and more.

www.thepackagingportal.com/digital-issues



2027 PROGRAMME

ISSUE 1: January/February

ISSUE 2: March/April

ISSUE 3: May/June

ISSUE 4: July/August

ISSUE 5: September/October

ISSUE 6: November/December

Each of these issues will include an **in-depth focus on a process** (see Issue Focus opposite). In addition, each issue carries an established schedule of articles of topical relevance to readers, including Corporate Affairs, New Products, Suppliers Guide and Classified Advertising. Daily news will continue to be served from our **website** (see p3) and **e-newsletters** (see p3).

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	Cutting and Creasing Review.
ISSUE 2	Sheetfed Printing Review.
ISSUE 3	Inks, Coatings and Varnishes, Adhesive Applicators and Quality Control.
ISSUE 4	Laminating Reel Fed Printing Review.
ISSUE 5	MIS Systems/Computer Software and Barcoding. **ECMA Congress**.
ISSUE 6	Carton Gluers and Window Patchers.



SPECIAL FEATURES

The following subjects will also be reviewed throughout the year in a series of in-depth articles compiled by our editorial staff and contributors:

- BOARD MILL PROFILES
- CARTON PLANT PROFILES
- EQUIPMENT SUPPLIER PROFILES
- CARTON PEOPLE PROFILES
- CARTON USER PROFILES
- NEW PRODUCTS, EQUIPMENT & SERVICES
- EQUIPMENT INSTALLATION REVIEWS
- PRODUCT REVIEW PROFILES

ONLINE ACTIVITIES, BANNERS ON WEBSITE & NEWSLETTER



THE BRUNTON REPORT

12-20 min bespoke, professional video covering installations, interviews, developments and more – POA

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)



ADVERTISING RATES

	FULL PAGE	1/2 PAGE	1/4 PAGE
1 Insertion	€2420	€1375	€760
2 Insertions	€2340	€1320	€725
3 Insertions	€2270	€1170	€690
6 Insertions	€2035	€1100	€600

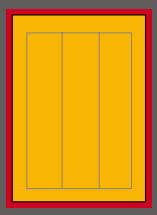
UK CUSTOMERS: VAT will be charged at statutory rate.

MECHANICAL DATA

All dimensions are width by height.

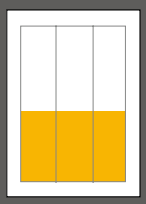
☐ Advert ☐ Trim ▮▮ Text ■ Bleed

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

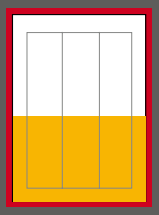


Please keep all critical information out of the bleed area ■ and well away from the trim (**at least 6mm**) to avoid information being lost. ⓘ

1/2 PAGE (H)
170 x 116 mm

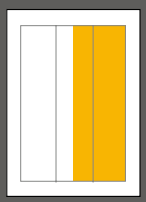


BLEED 1/2 PAGE (H)
210 x 139 mm*

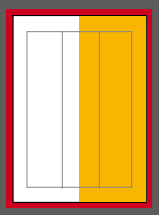


(216 x 145 mm with bleed)

1/2 PAGE (V)
86 x 241.8 mm

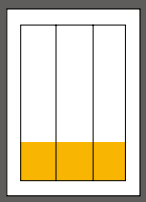


BLEED 1/2 PAGE (V)
100.5 x 280 mm*

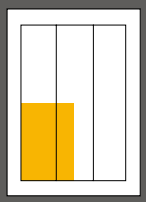


(106.5 x 286 mm with bleed)

1/4 PAGE (H)
170 x 60mm



1/4 PAGE (V)
86 x 116 mm



FRONT COVER – 210 x 219.5 mm
PLUS 3mm bleed – right and bottom ONLY
(213 x 222.5 mm with bleed ⓘ)



Please keep all critical information out of the bleed area ■ and well away from the trim (**at least 6mm**) to avoid information being lost. ⓘ

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.

As of 1st November 2026, the open rate of the campaigns, which are every Tuesday and Thursday, is **38.7%** (average open rate for non-generic B2B e-newsletters is around 6%).

CONTENT

- Links to news items, direct to our website
- Precis of feature articles, with link to main feature on our website
- exclusive videos, with link to our dedicated YouTube channel **THE BRUNTON REPORT**

ADVERTISING

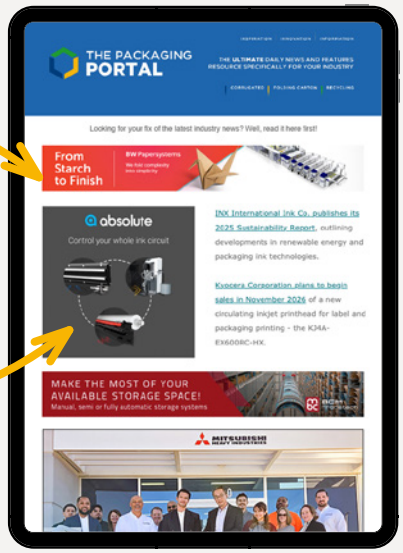
You have the choice of a standard banner of square block. The adverts will link to your site and you can supply a tracking link if you wish. Minimum of four placements.

STANDARD BANNERS

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

SQUARE BLOCK

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





PLEASE EMAIL ANNA HOWELL ON
anna.howell@brunton.co.uk
TO BOOK YOUR ADVERTISING