MEDIA PACK 2027

INTERNATIONAL PAPER BOARD INDUSTRY



‘MUST’ read content for CEOs, Managing Directors and Plant Managers at box factories everywhere.

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.

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

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 opposite), **company profiles**, **new product features** as well as **in-plant customer testimonials** (see p2). The eight issues combine to make a complete online industry handbook for readers! 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: 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 Assurance.

ISSUE 5: Digital Printing and Short Run Boxmaking.

ISSUE 6: Corrugator Dry-End Technology and Waste Handling. **FEFCO Preview, Part 1**.

ISSUE 7: Litho-Laminating, Corrugator Rolls and Anilox Rolls. **FEFCO Preview, Part 2**.

ISSUE 8: Flat Bed Die-Cutting and Tooling.



SPECIAL FEATURES

COMPANY PROFILE

A three-page article plus your full-page ad on page four. You'll also receive a HiRes PDF for reprints (ideal for expos), social media, and your website. One profile per year, at no extra cost, included in your ad rate for companies booking 4+ insertions.

CUSTOMER REPORT

A dedicated three-page customer article, with your full-page ad on page four. We'll interview your customer about why they chose your machine or solution. You'll receive a HiRes PDF for reprints (ideal for expos), social media and your website, and the article will also be featured on **www.thepackagingportal.com** and promoted via our LinkedIn and social channels. The number of customer reports is tied to your annual insertion bookings, at no extra cost.

NEW PRODUCT RELEASE

A one-to-two-page article on your new machine, system or solution, with the option to run your ad alongside it for maximum impact. Up to two profiles per year, at no extra cost, included in your ad rate.

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	HALF PAGE
1x	€4,400	€2,420
2x	€4,125	€2,255
4x	€3,850	€2,090
8x	€3,025	€1,815

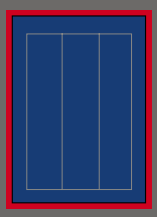
UK CUSTOMERS: VAT will be charged at statutory rate.

MECHANICAL DATA

All dimensions are width by height.

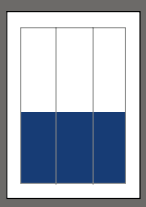
☐ Advert ☐ Trim ▮▮ Text ■ Bleed

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

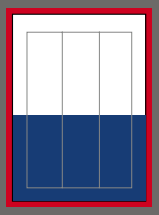


Please keep all critical information out of the bleed area ■ and well away from the trim (**at least 6mm**) to avoid information being lost. ⓘ

1/2 PAGE (H)
170 x 116 mm

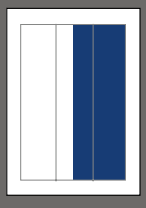


BLEED 1/2 PAGE (H)
210 x 139 mm*

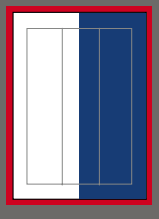


*(216 x 145 mm with bleed)

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)

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 (**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 **38.6%** (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

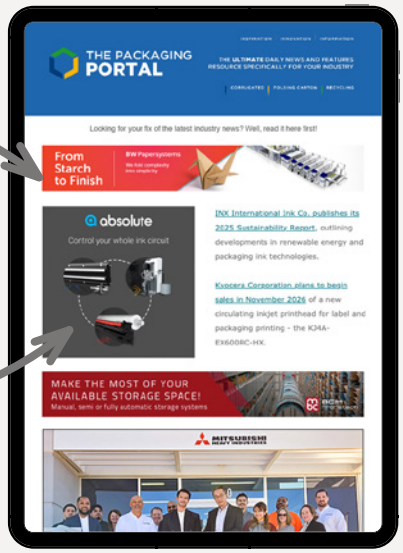
You have the choice of a standard banner of square block. The adverts will link to your site and you can supply a tracking link if you wish. Minimum of four placements.

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