

PackagingNews



Media Information 2013

Informing, inspiring and connecting the packaging community

Welcome to Packaging News

At the heart of the vibrant and diverse packaging supply chain

Packaging is one of the most vibrant, creative, diverse and, in uncertain economic times, resilient businesses in the UK and global economy.

With a supply chain covering retail, major brand owners, product and pack manufacturers, design and branding, logistics, contract packing and material supply – and more – it's also a business with a broad and demanding range of information needs.

Packaging News sits at the heart of that supply chain. Through a wide portfolio of products, covering printed and digital media and live events, *Packaging News* connects the industry, bringing buyers, specifiers, designers, manufacturers and suppliers of every imaginable type of packaging product together in a single community.

With a fully-requested and independently-audited print circulation of 10,011, and an online audience averaging more than 43,000 users every month, *Packaging News* offers advertisers the biggest, most influential and most transparent audience of any UK packaging title.

At the centre of *Packaging News*' approach is an absolute commitment to delivering the

content that our readers want, when they want it and in whatever medium they choose.

Whether it is daily business news online, in-depth coverage of new packaging projects in print, special interest reports on the iPad, digital design galleries, printed show guides, video tours of factories, face-to-face conferences with the biggest influencers in the business or the latest new jobs, *Packaging News* works every day to give our readers the critical information they need to inform, challenge and inspire them in their business lives.

More importantly, with the biggest and best-connected editorial team of any UK packaging title, our readers know that they can trust the information they get from *Packaging News*.

With a highly loyal and engaged readership and a wide range of products, *Packaging News* offers a huge variety of advertising, sponsorship and promotional opportunities to help businesses grow sales to the packaging sector.

Whether it is editorial coverage or promotional activity, my team and I will be delighted to discuss your requirements and find the opportunities to suit your business.

When it comes to packaging, we've got it covered.

Josh Brooks is brand director of Packaging News



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Key figures

» **10,011**

Packaging News' ABC-audited circulation

» **43,225**

PackagingNews.co.uk average monthly unique users (source: Google Analytics, January-October 2012)

» **143,811**

PackagingNews.co.uk average monthly page impressions (source: Google Analytics, January-October 2012)

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Packaging News magazine

Packaging's widest, most up-to-date and most incisive editorial

News

◆ Every issue of *Packaging News* kicks off with a round-up of the biggest stories across the packaging world in the last month. From the financial performance of the biggest packaging suppliers to game-changing government policies and trend-setting new packaging technologies and formats, *Packaging News* covers it here.

Special features include 'The Big Question', our regular feature gathering opinions on the biggest question of the month from four industry players; the International news page, covering stories from across the globe; and The Month in Packaging, a bite-size round-up of developments across the market; and Analysis, an in-depth treatment of one of the month's leading stories.

Design

◆ The monthly Design section covers news and views on all aspects of packaging design and development. From the latest agency news to trends in graphic and structural design, new pack formats and materials, and reviews of new packaging, the section is designed to both inform and inspire anyone involved in packaging development.

Regular features in the Design section include Shelf Review, which considers the on-shelf impact of a particular pack; Branding, a one-page gallery of new design; and Case Study, a full-page exploration of the story behind a particular pack's development.



25%
PN readers at retailers
and brand owners

49%
PN readers at packaging
suppliers (source: ABC)



Comment

◆ Packaging raises endless debates and *Packaging News*' Comment section aims to bring these to the fore. With regular writer Des King and Josh Brooks as well as a host of contributors, the section offers the most incisive viewpoints on the industry. It is also home to Inbox, a round-up of the month's letters, emails and online comments on the sector's hottest topics; plus the results of *Packaging News*' monthly online reader poll.

Equipment

◆ *Packaging News*' Equipment section covers news from the packaging machinery sector, with a particular focus on the latest new products and investments across both packaging suppliers and the brands and retailers who use packaging.

Every month, the regular Project Profile takes a behind-the-scenes look at a packaging-related investment project; while the three-page Buyers' Guide feature gives the lowdown on developments in a particular area of equipment, from flow-wrappers to printing presses and from thermoformers to palletisers.



Features

◆ From interviews with the biggest names in packaging and show previews to international market reports and in-depth explorations of specific markets and trends, *Packaging News*' features line-up is the most varied in the industry.

For 2013, *Packaging News* will be launching a major new Cover Feature format. The feature, covering at least four pages, will look in-depth each month at the forces at work in a particular product category. New materials, technologies and formats will be under the microscope; while the key debates in the sector will be examined from the points of view of both packaging buyers and suppliers. Each month's Cover Feature will also showcase some of the best new packs in a given market.

Packaging News magazine

Advertising solutions to hit your target audience

Display

◆ Display advertising in *Packaging News* is all about putting your brand in the forefront of our readers' minds. Running alongside *Packaging News*' market-leading editorial content, display advertising is the most prominent way in print of aligning your brand with the top media brand in the packaging industry.

Display advertising is appropriate for businesses looking to grow or gain market share through increasing their brand awareness; to launch or promote specific products or materials; to promote rebrands; and much more.

Options

◆ Display advertising is available in double-page spreads, single, half and quarter pages, quarter-page strip adverts and junior pages.

»
60%
PN readers with buying influence for machinery (source: ABC)

Solutions

◆ *Packaging News* Solutions section is a showcase between the magazine's editorial and classified sections that gives you a cost-effective opportunity to guarantee your article will be published in your chosen issue. As the client, you have the opportunity to explain the product or launch in your own words but in a standardized box style that is familiar to our readers. Solutions boxes also give readers full contact details.

Options

◆ Single solutions boxes cover a sixth of a page; double boxes cover a third of a page.



Classified and Where to Buy

◆ *Packaging News*' classified section is the biggest in the industry and is the first place our readers go to find suppliers of services, products, materials, equipment and more. When readers turn to *Packaging News*' Classified and Where to Buy sections, they are in the right frame of mind to buy; they simply want to find a supplier. Classified advertising in

Packaging News gives you a long-term and cost-effective presence in the magazine. When you place an ad, it is for a minimum of 12 months, ensuring that readers interested in your product or service are sure to find you at the time they are looking. And of course, you control the spend in this section thanks to the range of sizes available.

Options

◆ The Classified section includes larger insertions in full-, half-, quarter- and eighth-page sizes, while the Where to Buy section carries smaller ads that are sold in a variety of sizes based on column centimetres.



Advertorial

◆ *Packaging News* will run a maximum of two advertorial articles in each issue. Advertorials in *Packaging News* are for companies looking to guarantee high-impact and truly in-depth coverage of their company or product. The articles, usually a single page or a double-page spread, promote the benefits of your company or product in a style close to editorial, but separated from PN's fully independent editorial coverage through a number of design elements. Advertorial pieces are written by the client and then edited and designed by the *Packaging News* editorial team.

Options

◆ Advertorial pieces are available as single pages or double-page spreads.



PackagingNews.co.uk

Daily news, email and multimedia

PackagingNews.co.uk

◆ PackagingNews.co.uk is the industry's first port of call for daily news across packaging, both in the UK and international markets. With up to 10 new articles, each one written by our team of journalists and contributors, posted on the site every day, it is unrivalled in its coverage of developments across the supply chain. Every day, we cover business news from packaging suppliers, new pack designs and formats, news from brands and retailers affecting the industry as well as political and legislative issues.

Online display advertising

◆ Display advertising on PackagingNews.co.uk fulfils the same functions as print display advertising – brand awareness for your company, product or service. For the biggest impact, advertisers opt for the two largest creatives – the MPU and leaderboard slots – to communicate a clear and strong message to an audience of more than 40,000 visitors. For a more cost-effective but lower-impact campaign, button ads are available in the right-hand ad column.

Options

- ◆ The MPU and leaderboard slots are sold on the basis of a cost per 1,000 impressions (minimum 30,000).
- ◆ Buttons are sold on a tenancy basis and rotate with other buttons on the site.



Packaging News TV

Packaging News TV is the new way to communicate about your product, pack, event or company with our audience. Content is produced by our highly skilled in-house video journalist to an agreed brief and is then broadcast to our audience through a range of channels.

Options

- ◆ Options include corporate videos, case study pieces, interviews, show reviews, product showcases and more.



Email news bulletins

◆ PackagingNews.co.uk's range of daily and weekly email news bulletins delivers the most relevant stories direct to our readers' inboxes. Bulletins on the weekly schedule include:

- ◆ **Daily News Bulletin** – covering news from across the industry, delivered every lunchtime
- ◆ **Equipment Bulletin** – every Monday morning, bringing news of new installations and orders as well as new product launches
- ◆ **The Career Wrap** – every Tuesday morning, delivering news of the latest movers and jobs from Packaging News Jobs
- ◆ **The Gallery** – every Wednesday morning, The Gallery brings the week's best new designs and packs
- ◆ **Environment Bulletin** – delivered on Thursday morning, covering sustainability-related news
- ◆ **International Bulletin** – delivered on Friday morning, covering the biggest packaging stories from around the world



Bespoke mailers

◆ Bespoke mailers give advertisers the option to create their own bulletin to send to those in our audience who have agreed to receive third-party communications. The audience is selected through our ABC profile and gives you the control of who you want to target. Ideal for talking directly to a highly targeted audience about a certain topic, drive traffic to your site or promote an event or product.

Options

- ◆ Ability to select a highly-targeted audience and create your own bulletin.

Bulletins

◆ Advertising on *Packaging News*' wide range of daily and weekly bulletins is the most cost effective way to have a huge presence to an audience who have opted in to receive the information. Sold on tenancy basis, with MPUs, leaderboards and buttons available as well as overall sponsorship, our bulletins offer strong brand awareness and the chance of click through to your site.

Options

- ◆ Sponsorship of daily or weekly bulletins; advertising in MPU, leaderboard or button positions

» **43,225**

Average monthly unique users on PackagingNews.co.uk, January-October 2012 (source: Google Analytics)



Packaging News Jobs

Connecting candidates and employers

Packaging News Jobs online

◆ With an average online audience of more than 43,000 unique users each month, there is no better place online to find the ideal candidate for your post than with *Packaging News*.

For recruiters, Packaging News Jobs offers the ability to create, edit and post job adverts, manage applications and even pay by credit card directly through the site. For regular recruiters or those looking to recruit for multiple positions, we are able to offer packages of job credits and access to the CVs of registered jobseekers.

Jobseekers, meanwhile, are able to create a personal profile, upload their CV, search for jobs by function, salary, location or market and can automatically receive job alerts for new positions matching their own skills.

The site is also used by the biggest companies in the business with names such as Unilever, Mars, Amcor, Dyson, Britton, Contego Packaging and many more using Packaging News Jobs to advertise their positions during 2012.



Job advertising in print

◆ It's not all about online - every month, *Packaging News* magazine carries more packaging jobs than any other title on the market. The recruitment section is set alongside the Careers editorial section, which features on the inside back cover of the magazine and includes the 'On the Move' feature covering moves and appointments and 'Insight', a short interview with a recent mover. Two options are available here to put your job in front of PN's fully ABC-audited circulation of 10,011 subscribers. First are display advertising positions, covering a full-, half- or quarter-page. Like display positions in the News, Design and Features sections of the magazine, these offer a high-impact, high-exposure route to market for you to promote your position. Alternatively, the Jobs of the Month spread offers anyone advertising a position online a cost-effective option to ensure their job will be promoted in the print edition too.

»
5.07
Average minutes that visitors spend on Packaging News Jobs website on each visit (source: Google Analytics)

The Career Wrap

◆ As well as promoting jobs through PackagingNews.co.uk and our range of daily and weekly news bulletins, in 2012 *Packaging News* launched The Career Wrap, a dedicated weekly bulletin for jobseekers. Every Tuesday, the bulletin delivers a range of the hottest new jobs available across packaging as well as bringing updates on the industry's movers and new appointments. Recruiters looking to give their position a boost have the opportunity to guarantee their position on The Career Wrap, while sponsorship and display advertising positions are also available.



Specials and supplements

Creative solutions and in-depth reports

PowerBook & Directory

◆ Published every year, the *Packaging News PowerBook & Directory* is the industry's one-stop guide to suppliers of products and services in every area of packaging. As well as listing contact details for more than 3,000 companies, the *PowerBook & Directory* also includes a Who's Who-style guide to the 100 people

For advertisers, the *PowerBook & Directory* offers a year-round channel to people buying packaging products and services. Promotional and advertising options include sponsorship of the whole publication; full- and half-page display advertising; advertorials; and enhanced listing to make sure that your company stands out from the page.



PackBook

◆ Published for the first time in 2012, the PackBook is the ultimate new annual guide to packaging materials, formats and technologies shaping packaging decisions. For advertisers, the PackBook offers a cost-effective way to put information on your product into the hands of your buyers; in a format that is designed for them to keep for the full year. Advertising options include advertorials on your products and services; display advertising; and sponsorship.



The Contract Packer

◆ *Packaging News* launched *The Contract Packer* magazine, in association with the British Contract Manufacturers' and Packers' Association, in June 2012. The title has been launched to connect brands and retailers with the outsourcing partners in the contract packing industry. The title features the latest news from the contract packing sector as well as comment, profiles, interviews and features.

For advertisers, it offers a route both for the vitally important contract packing sector to reach its target audience, and for suppliers to the sector to reach contract packers. *The Contract Packer* is distributed to *Packaging News*' full print circulation in February, June and October.

Inserts and special creatives

◆ *Packaging News* can offer a range of creative printed promotional solutions for you to gain maximum impact with our audience. Coverwraps, our highest-impact solution, give you the chance to brand the outside front and back cover of the magazine; while bellybands give you a front cover position and give you the opportunity to direct the reader to a spread featuring your product or service inside the magazine. Inserts, meanwhile, are the ideal way to get samples of your pack or copies of your corporate or promotional literature into the hands of our readers. Other options including tipped-on samples, pull-out sections and much more are available.

For more details and to discuss your special creative requirements, please don't hesitate to contact the *Packaging News* team.



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Packaging News issues every year - more than any competitor title



UK Packaging Awards

Celebrating the sector's very best

Introduction to the Awards

◆ The UK Packaging Awards launched in 2006 and has become the biggest and most well-respected awards programme in the UK packaging sector. The Awards celebrate the very best performance in both business and packaging development in the UK marketplace.

The Awards' credibility has been built on two pillars. First is the exceptional quality of the judging panel, which regularly features UK and global heads of packaging from top retailers and brands including Sainsbury's, Asda, Marks & Spencer, Unilever, Reckitt Benckiser and many more. Every one of more than 250 entries every year is put through its paces by the judges, in a highly transparent and robust judging process.

Second is the great night out that the UK Packaging Awards has become. Hosted by *Packaging News* at the London Hilton on Park Lane, the event is the essential date in the industry's calendar. Indeed, the event has grown every year since it first took place in 2006 and in 2012 the November dinner saw a record of more than 700 attendees celebrating the top achievers in the sector.

2012 brought another innovation for the UK Packaging Awards, as it teamed up with the Pira Packaging Summit to create an essential two-day event for everyone interested in the trends and forces at work in the business of packaging. The Pira Packaging Summit brings together top packaging executives from across Europe to discuss the issues facing packaging suppliers and takes place at the London Hilton in the two days leading up to the UK Packaging Awards.



Sponsorship opportunities

◆ Options to promote your company around the UK Packaging Awards include category and event sponsorship, as well as the opportunity to place samples in the 'Bag of the Night', which every guest at the event receives.

Sponsorship offers you the chance to align your brand with the very best UK packaging can offer in your chosen field. Sponsorship packages include:

- ◆ an extended promotional campaign leading from the launch of entries in February up to the Awards dinner in November
- ◆ branding on all literature to entrants, judges and guests around the event
- ◆ tickets to the event
- ◆ the opportunity to present your chosen Award to the winner, who is revealed on the night
- ◆ a reserved VIP networking area on the night of the Awards
- ◆ and much more.

We are also able to offer packages including:

- ◆ sponsorship of areas of the night's entertainment
- ◆ sponsorship of samples or gifts for attendees
- ◆ sponsored labels on wine or water bottles

Please contact the team to discuss the options for you to align your brand with the top UK awards programme for packaging.



» **702**

Attendees at the UK Packaging Awards in 2012 - up from 631 in 2011 and 492 in 2010



Conferences and shows

Live events to bring the packaging sector together

Packaging for Retail Success

◆ Communicating the benefits and possibilities of packaging to the new product development community is a key aim of many in the packaging supply chain. That's why, in 2011, *Packaging News* partnered with the Quality Food Awards (QFA) to launch Packaging for Retail Success, a one-day conference designed to join the dots between packaging design and development, new product development, the retail environment and the consumer.

The event takes place in the daytime before the QFA dinner and in its first two editions has featured speakers from the London 2012 Olympics, Asda, Sainsbury's, Coca-Cola, Unilever and Nestle as well as packaging and retail researchers, designers and manufacturers.



Trade show partnerships

◆ As well as running its own events, *Packaging News* partners with the top UK and international packaging trade shows to help promote the shows and their exhibitors to the visitors.

We are the official media partner for easyFairs' UK packaging events which run under the Packaging Innovations banner at the Birmingham NEC at the start of the year and at the Business Design Centre in London in the autumn. As well as putting on programmes of high-profile speakers at the shows, *Packaging News* produces the official Show Guide for each event; these are distributed at the shows and to *Packaging News*' full audience and are an excellent advertising opportunity for anyone exhibiting at the events.

In addition, in 2013 *Packaging News* will be a media partner for a range of events including Pro2Pac, North Print & Pack and Total 2013. We will be supporting the shows with our range of online, print and live activities, including show preview email bulletins, printed show previews, talks and seminars at the events and review articles.

Packaging News will also have a presence at some of the biggest international packaging shows including K2013, Labelexpo, easyFairs' shows across Europe and more.



Webinars

◆ In the online world, *Packaging News* webinars offer the opportunity to share your expertise on a topic of your choosing with a relevant audience, to facilitate the debate on that topic and to position your company as the leading authority in the field. Webinars are also an excellent medium for lead generation for your business. As well as promoting the webinar to our audience to encourage participants, *Packaging News* is able to organise and host the event for you.

» **150** Attendees at Packaging for Retail Success «



Pira Packaging Summit

◆ In 2012, Smithers Pira teamed up with *Packaging News* to collocate its annual Pira Packaging Summit with the UK Packaging Awards. The partnership created an essential two-day event in the packaging calendar; with the Summit covering many of the challenges facing packaging, and the Awards celebrating the sector's successes. The partnership will continue in 2013 and sponsorship opportunities are available, as well as invaluable networking and insights for delegates.

2013 Features List

Key features and themes for the year to come

January 2013

Cover feature Food packaging

Equipment Buyers' Guide Quality control, inspection and detection

Regulars General feature, Design case study, Profile, Project Profile

February 2013

Cover feature Soft drinks packaging

Equipment Buyers' Guide Filling equipment

Regulars General feature, Design case study, Profile, Project Profile

Show preview easyFairs Packaging Portfolio, Birmingham NEC

Supplement The Contract Packer

Supplement easyFairs Packaging Portfolio Show Guide

March 2013

Cover feature Chilled and frozen food packaging

Equipment Buyers' Guide Capping, lidding and sealing

Regulars General feature, Design case study, Profile, Project Profile

Show preview Pro2Pac

April 2013

Cover feature Personal care and cosmetics packaging

Equipment Buyers' Guide Form, fill and seal

Regulars General feature, Design case study, Profile, Project Profile

Supplement Insiders' Guide to... Print Innovations and detection

May 2013

Cover feature Foodservice and on-the-go packaging

Equipment Buyers' Guide Pallet stretch wrapping

Regulars General feature, Design case study, Profile, Project Profile

Show preview North Print & Pack

Supplement PowerBook & Directory 2013

June 2013

Cover feature Pharmaceutical packaging

Equipment Buyers' Guide Robotics, pick and place and conveyors

Regulars General feature, Design case study, Profile, Project Profile

Show preview Total Processing & Packaging show preview

Supplement The Contract Packer

July 2013

Cover feature Tea, coffee and hot drink packaging

Equipment Buyers' Guide Product identification, coding and marking

Regulars General feature, Design case study, Profile, Project Profile



August 2013

Cover feature Secondary packaging, retail ready and point of sale

Equipment Buyers' Guide Thermoforming and blow/injection moulding

Regulars General feature, Design case study, Profile, Project Profile

September 2013

Cover feature Retailer own-label packaging

Equipment Buyers' Guide Label applicators/ print and apply systems

Regulars General feature, Design case study, Profile, Project Profile

Show preview LabelExpo

Special feature UK Packaging Awards 2013 shortlist

Supplement Rising Stars

October 2013

Cover feature Luxury packaging

Equipment Buyers' Guide Die-cutters and folder-gluers

Regulars General feature, Design case study, Profile, Project Profile

Show preview Packaging Innovations London

Show preview K2013

Supplement The Contract Packer

Supplement easyFairs Packaging Innovations London Show Guide

November 2013

Cover feature Alcoholic beverages packaging

Equipment Buyers' Guide Printing presses

Regulars General feature, Design case study, Profile, Project Profile

December 2013

Cover feature Confectionery packaging

Equipment Buyers' Guide Blister packaging and counting

Regulars General feature, Design case study, Profile, Project Profile

Special feature UK Packaging Awards winners

Supplement PackBook

NB. The features list is subject to change without notice. If in doubt, please contact the PN team

Features explainer

Cover feature

A major new format for 2013, each month's cover feature will be an in-depth examination across at least four pages of the packaging trends, innovations and challenges in a particular end-user market.

With a focus on the demands from brand owners and retailers in each market, each feature will look at the materials, formats and graphics trends shaping packaging for the market; as well as consumer trends, supply chain issues and the opportunities and challenges for suppliers to that market.

Equipment Buyers' Guide

The flagship feature of our monthly Equipment section looks at developments in a particular sector of the machinery market and includes case studies, star products and news on the latest trends and issues in that sector.

Design case study

Each month, we look in-depth at an innovative new pack design and tell the story behind the project from the brand owner and designer's point of view.

Profile

Every month, *Packaging News* interviews an industry personality who is making waves in the packaging sector to find out what makes them, and their businesses, tick.

General feature

In most month issues, *Packaging News* runs a feature analysing a particular trend in the packaging supply chain; this is selected close to the time of publication and can cover anything from business issues such as M&A trends to the latest in smartphone technology for packaging.

Project Profile

Part of the dedicated Equipment section, Project Profile examines a packaging equipment investment and explains the background to the project, how it was implemented and the results.

Supplements and special reports

Throughout the year, *Packaging News* produces guides and previews to the trade shows as well as in-depth reports on specific areas of interest; planned supplements for 2013 include an Insiders' Guide to... Print for Packaging, the PowerBook & Directory and The Contract Packer.

Rate Card

Rates for promotion across the portfolio

Print rates

Display Rates Full Colour

- ▶ Double page spread - **£6,449**
- ▶ Full page - **£3,583**
- ▶ Half Page - **£2,378**
- ▶ Quarter page - **£1,625**
- ▶ Quarter-page Strip advert on editorial page **£1,950**
- ▶ Junior Page on editorial page **£2,853**

Advertorials

- ▶ Double page spread advertorial **£8,240**
- ▶ Page advertorial **£4,478**

Inserts

	Up to 10g	11-20g	21-30g
Loose	£2,350	£3,280	£3,900
Bound-in	£3,300	£3,795	£4,620

Classified

- ▶ Full Page **£1485**
- ▶ Half page **£853**
- ▶ Quarter page **£469**
- ▶ Minimum 12 month commitment (per insertion)

Where to buy

SCC - £19 minimum 3cm by 1 column
12 months commitment

Auctions

- ▶ Full page **£2,100**
- ▶ ½ page **£1,144**
- ▶ ¼ page **£623**

Solutions

- ▶ Double box **£400**
- ▶ Single box **£250**



Packaging News Jobs

- ▶ Full page - **£2100**
- ▶ Half page - **£1144**
- ▶ Quarter page - **£624**
- ▶ Inclusion in 'Jobs of the Month' - **£175**

Specials and live events

- ▶ Contract Packer - **POA**
- ▶ Show Guide - **POA**
- ▶ Round table - **POA**
- ▶ UK Packaging Awards sponsorship - **POA**
- ▶ Packaging for Retail Success sponsorship - **POA**

Online rates

Display

- ▶ MPU - **£65**
- ▶ Leaderboard - **£60**
- ▶ Button - **£30**
- ▶ Rates cost per 1,000. Minimum 30,000
- ▶ Overlay - **£6,500 pcm**

Cost above are based on per 1000 impressions and minimum of 30,000 page impression to be booked in any one campaign

Email Bulletins

Daily Bulletin

- ▶ Sponsorship - **£3150**
- ▶ MPU - **£2350**
- ▶ Leaderboard - **£1950**
- ▶ Button - **£400**

Weekly Bulletins

- ▶ Sponsorship - **£2150**
- ▶ MPU - **£1645**
- ▶ Leaderboard - **£1365**
- ▶ Button - **£280**

Bespoke mail out - **£700** per first 1,000 names - **£780** per 1000 names thereafter.

Digital specials

- ▶ Webinars - **POA**
- ▶ White Papers - **POA**
- ▶ Packaging News TV - **POA**
- ▶ Forums - **POA**
- ▶ iPad edition sponsorship - **POA**



Packaging News Jobs

Job postings

- ▶ Branded job listing - **£299**
- ▶ Additional job booked at the same time - **£200**

Upgrades

- ▶ Featured job - **£100**
- ▶ Premium job upgrade - **£299**
- ▶ Top Job - **£299**
- ▶ Key word sponsorship - **£100** for 10 words/phrases

Branding opportunities

- ▶ Featured Recruiter **£299** per month
- ▶ Leaderboard - **£750 pcm**
- ▶ Home page MPU - **£500 pcm**

Email campaigns

Career Wrap

- ▶ Job of the week on Career Wrap - **£250**
- ▶ Job on Career Wrap - **£100**
- ▶ HTML targeted email - **£500** per 1,000

Advertising specifications

Key information on how to submit your artwork

Print specifications

Contact: julian.cresswell@metropolis.co.uk

All advert sizes quoted are in height in mm (first) x width in mm (second) Dimensions

Classified

Classified Advertising is booked in variable sizes. Generally this is measured as Depth in cm x no of Column Widths. One cm = 10mm.

2 Column	100mm wide
4 Column	203mm wide
Full Page	254mm x 203mm
½ Page Horizontal	123mm x 203mm
½ Page Vertical	254mm x 100mm
¼ Page Vertical	123mm x 100mm

Where to Buy

1 Column - 34mm
eg. in Where to Buy, a 5 x 1 size
= 50mm x 34mm

Display

DPS	(supply as 2 single pages)
Type	275mm high x 205mm width
Trim	295mm high x 225mm width
Bleed	305mm high x 235mm width

Full Page

Type	275mm high x 205mm width
Trim	295mm high x 225mm width
Bleed	305mm high x 235mm width

Half-Page

Horizontal	135mm high x 205mm width
Vertical	275mm high x 100mm width

Quarter-Page

Horizontal	70mm high x 205mm width
Vertical	135mm high x 100mm width

Eighth-Page

Landscape	35mm high x 205mm width
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Recruitment

Banner Page

Eighth Page	60mm x 100mm
Quarter Page	128mm x 100mm
Half Vertical	246mm x 100mm
Half Horizontal	115mm x 203mm
Full text area	247mm x 203mm

Strap Page

Eighth Page	60mm x 100mm
Quarter Page	128mm x 100mm
Half Vertical	260mm x 100mm
Half Horizontal	128mm x 203mm
Full text area	260mm x 203mm

Column widths:

2 columns	100mm
4 columns	203mm

Please note all recruitment ads must be in accordance with the Employment Equality (Age) Regulations 2006. For guidance visit www.acas.org.uk or call 08457 47 47 47

A5 advert spec

Full page	(height x width)
Trim	210mm x 148mm
Bleed	216mm x 154mm
Type	200mm x 138mm

Composite adverts (height x width)

Half Landscape	90mm x 124mm
Half Portrait	183mm x 60mm

Copy Requirements

File format

- PDF files: print-ready version 1.3 (Please note the industry standard for pdf is 1.3. Files supplied as 1.4 may not be compatible with our workflow and will require vigilant checking on proof return as they fall outside of the PPA guidelines).
- All files must contain images at 300 dpi. Files must be supplied in a CMYK format and have all fonts and images embedded.

- All files should be Mac compatible.
- PPA 'pass4press' guidelines are available through the PPA's website: <http://www.pass4press.com>

Digital file transfer methods

- Files 8mb and under can be sent via email to julian.cresswell@metropolis.co.uk
- Files can be supplied on disc.

Hard copy proofs

- If colour proofs are to be supplied for colour matching on press, please ensure those are supplied one week prior to publication. The proof must be generated from the file provided, it must be 100% of final size and be a true representation of the file. If a proof is not supplied then *Packaging News* will not take responsibility for any colour inaccuracies.
- Please note, we work with the ISO Fogra 39L coated profile and require a high resolution colour proof to ISO12647 standard.

Online specifications

MPU	300 x 250	Max file size 30k
Leaderboard	728 x 90	Max file size 30k
Button	125 x 125	Max file size 15k

File format

Rich media and non-rich media adverts need to adhere to the specifications above. Creative can be supplied in gif or swf (flash) formats.. Only non-rich media creative (ie. gif) is sent out on Bulletins.

Rich Media: .swf (flash)

When supplying rich media adverts you must also supply an alternative gif. Embedded in the swf (flash), must be the following action script (set as an expression on the button), not the click through URL (please supply this separately). This ensures that the click-through opens in a new window and we can track clicks: `on (release) { getURL (clickTAG, "_blank") }` Please also supply us with the link where you want click-throughs to be directed.

Terms and conditions

Cancellations

Packaging News and its owner Metropolis Business Media (the Company) reserve the right without giving notice to the party booking the advertising space (the Buyer):
1) to refuse or cancel any advertisement without giving any reason therefor;
2) to make corrections or alterations it considers necessary or desirable in an advertisement (whether to conform it to the style and subject matter of the publication or otherwise);
3) to alter, cancel or postpone publication date(s).

In such cases the Company will return any money paid by the Buyer in respect of an advertisement(s) which do not appear, and in the case of an order for a series of advertisements the Buyer will not be liable for the difference for the rate between the entire series specified in the order and the usual rate for the number of advertisements which have appeared when cancellation occurs.

Cancellations and transfers can only be accepted if requested by the Buyer in writing, and if the request is received by the Company not less than two months before copy date in the case of annual or monthly publications or six weeks before copy date in case of weekly publications or (in either case) as specified in the publication's rate card.

If the Buyer cancels the balance of an order, he relinquishes any right to any series discount to which he was previously entitled, and must pay for the relevant advertisements at the appropriate rate set out in the rate card for the number of advertisements which have appeared when the cancellation takes effect.

Agencies

At the time advertising space is ordered by the Buyer, if the Buyer is an advertising agency or media buyer and does not disclose:
(1) the name of its advertiser client, and/or
(2) the goods and/or services which are to be the subject of the advertisement(s) for that space; the Company may at any time refuse to accept and/or publish, or suspend the advertisement(s) the Buyer proposes for such space, and in such circumstances neither the Buyer nor the advertiser shall have any claim against the Company in respect of such refusal or suspension, and if the space is not filled by the Company, the Buyer shall be responsible for any loss suffered by the Company.

For full terms and conditions please contact the sales team



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2 ROBERT STREET
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METROPOLIS



Metropolis Business Media

