Market intelligence

Plastics in Packaging is a business intelligence resource for the international plastics packaging industry. Published continually since 2001, the magazine holds a prime position as the only international publication dedicated exclusively to the plastics packaging market.

The value of plastics packaging to the global economy has been highlighted by Smithers Pira who estimate that the flexibles and rigid plastics sector will reach US$432bn in 2020.

The content of Plastics in Packaging is presented in multiple formats, allowing users to choose the formats that are most convenient for them at any time. Alongside a monthly print magazine and a full digital edition, there are online breaking-news pages linked to a searchable archive of stories. Readers can also choose to receive a weekly e-mail newsletter containing a digest of current stories and guiding them to extended reports on the website and in the magazine.

Plastics in Packaging concentrates exclusively on subjects that are relevant to the plastics packaging industry. Editorial coverage across the electronic and print editions includes analysis, features, international trends, legislation, equipment reviews, comment, material updates and in-depth reports. The online news pages focus on topical and breaking news stories.

Impartiality, accuracy and relevance are continually monitored by an editorial board made up of respected professionals who work within the plastics packaging industry.

“With a strong record of innovation, the global plastics packaging industry continues to grow year-on-year at the expense of other materials. Our global team of reporters has brought you news, analysis, features, comment and in-depth reports since 2001 and our continued exclusive focus on the plastics packaging market means that you can be sure that you are reaching the right people for your business.

It is impossible to live without plastics in the modern world, and our objective is to make it impossible for you to live without Plastics in Packaging as you go about your business activities.”

Steven Pacitti - Editor

THE EDITORIAL BOARD

The Plastics in Packaging editorial board is made up of key figures from the industry – polymer makers, supermarkets, machinery manufacturers, consultants, associations, and packaging manufacturers. This group helps us to get inside the industry.

Edgar Acosta, Syacmora Griswth
Ken Brayere, Former President - Society of Plastics Engineers
George Crochiere, Crochiere & Associates
Keiji Fukue, Toyo Saiken Kaisha
Paolo Galli, Consultant and polymer chemist
Nina Goodrich, PAC and Innovolve Group
Jay Gouliard, Innotrigue B.V
Nicholas Mockett, Moorgate Capital
P V Narayanan, SIES
Mike Neal, Pelcon
Tarmo Raudsep, Borregaard Pte Ltd
Scott Seydel, Seydel Companies
Chandler Stavin, Jordan Manufacturing
Bish Tsai, Americas Technologies
Dan Weissmann, Consultant (formerly director of Development and Application Engineering at Schmalbach-Lubeca Plastics)
Dr Frank Welle, Fraunhofer Institute for Process Engineering & Packaging IW
Randy Yakimishyn, Consultant (formerly StackTeck)
Bill Zito, Consultant (formerly Enconin)

sales@sayers-publishing.com www.plasticsinpackaging.com
RELEVANCE

Sales in the global packaging industry have been growing each year and are expected to be worth around $975bn in 2018. Current predictions suggest that sales will break the one trillion dollar mark some time around 2020.

Plastics in Packaging focuses on the plastics sector of this market – specifically on the manufacture and use of plastics packaging products. In doing so, the magazine and website provide a service to readers who require constant access to a single source of reliable, timely and knowledgeable information that is pertinent to them.

Selling through advertising in Plastics in Packaging is a convenient, certain and easy way of reaching out to plastics packaging professionals. The clearly defined focus on the plastics sector of the packaging market makes it a cost-effective medium for companies with relevant products, materials and services.

EDITORIAL FEATURES 2019

JANUARY
Test and inspection equipment
Thermoforming
Barriers and coatings
Aseptic filling

FEBRUARY
Blow moulding systems
Robots and automation
Retortable packaging

MARCH
Injection moulding systems
Recycling and waste management
Hot-fill technologies

APRIL
Caps and closures (injection and compression)
Auxiliary equipment
Modified atmosphere packaging
Dairy filling

MAY
Merger and acquisitions
Preform production equipment
Bioplastics
Chinaplas issue

JUNE
Colourants, additives and masterbatches
Packaging design
Combi lines
Pouch filling

JULY
Polymer research
Labelling technologies
Aseptic filling

AUGUST
Extrusion technologies for blown and cast film
Conveying and handling (palletisers and depalletisers)
Food filling and packaging

SEPTEMBER
Form, fill and seal equipment
Rigid packaging
Turnkey operations
Pack Expo issue
BrauBeviale issue

OCTOBER
Pharmaceutical and medical packaging
Printing and decorating
Beer and beverages in plastics
K’2019 issue

NOVEMBER
Flexible packaging
Moulds and tooling
Sustainability
Sterilisation systems for plastics packaging

DECEMBER
Raw material supplier outlook
Extrusion equipment
Packaging waste legislation
Machinery showcase
K’2019 review

JANUARY 2020
Injection moulding systems
Barriers and coatings
Hot-fill technologies

FEBRUARY 2020
Test and inspection equipment
Recycling and waste management
Digital printing
Aseptic filling

MARCH 2020
Blow moulding systems
Robots and automation
Retortable packaging

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MAGAZINE ADVERTISING OPPORTUNITIES

**Double Page** 420mm x 280mm (16.5in x 11.02in)*

- 1 insertion €5936
- 4 insertion €5343
- 8 insertion €5046
- 12 insertion €4749

**Full Page** 210mm x 280mm (8.25in x 11.02in)*

- 1 insertion €3256
- 4 insertion €2930
- 8 insertion €2768
- 12 insertion €2605

**Half Page Landscape** 179mm x 120mm (7.05in x 4.75in)

- 1 insertion €1916
- 4 insertion €1725
- 8 insertion €1629
- 12 insertion €1533

**Double Column** 118mm x 244mm (4.65in x 9.61in)

- 1 insertion €2483
- 4 insertion €2235
- 8 insertion €2111
- 12 insertion €1987

**Half Page Vertical** 88mm x 244mm (3.46in x 9.60in)

- 1 insertion €1916
- 4 insertion €1725
- 8 insertion €1629
- 12 insertion €1533

**Single Column** 57mm x 244mm (2.25in x 9.61in)

- 1 insertion €1358
- 4 insertion €1222
- 8 insertion €1154
- 12 insertion €1086

**Single Column Half** 57mm x 120mm (2.25in x 4.75in)

- 1 insertion €777
- 4 insertion €699
- 8 insertion €660
- 12 insertion €621

**Island Advert** 119mm x 179mm (4.69in x 7.05in)

- 1 insertion €2395
- 4 insertion €2156
- 8 insertion €2036
- 12 insertion €1916

* For Double and Full Page advertisements please add 3mm on all sides for bleed

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**Print Format Specification**

**File Format**
PDF files to be supplied to the PDF/X1a [2003] for Coated Fogra 39 preset specification standard. Files to be supplied print ready with fonts embedded / turned to outline and all embedded images to be CMYK.

For PDF/X 1a generation information please go to: http://www.ppa.co.uk/resources/guides-and-standards/production/pass4press/

Other formats accepted: Eps, tif or jpeg format.

All files to be converted to CMYK, fonts turned to outline and all pictures to be embedded and placed at 100% at a minimum resolution of 300dpi.

If QuarkXpress has been used, please ensure that all images and fonts are included.

If an Illustrator file is supplied, please ensure all fonts are turned to outline.

These guidelines are specific to our printer. And we reserve the right to refuse artwork if it does not match the above specifications. And we make no guarantees of quality if not followed.

**Mechanical Data**
Bleed adverts must have 3mm bleed on all sides. All readable images and text must be at least 10mm from the edge of the page.

**Additional Creative Work**

- **Studio time** €65 per hour
- **PDFs** €16
- **Scans** €7

If you require any assistance with your artwork please contact: marks@sayers-publishing.com

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**Directory Listing**

Digital & print directory listing per 12 insertions. (Multiple headings available)

- **One heading** €606
- **Two headings** €945
- **Three headings** €1163
- **Each additional heading** €187

**Logo:**

- One product heading for 12 insertions €553
- Each additional heading €276

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**Product & Services Directory**

**Directory Contact**

Jane Dobson
Tel: +44 (0) 1293 435 106  E-mail: janed@sayers-publishing.com

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sales@sayers-publishing.com  www.plasticsinpackaging.com
ONLINE ADVERTISING

1. Home page top & article page banner
   - Size: 700 x 90 pixels
   - Position: Banner appears on the home page and below all individual news article pages.
   - Type: Shared banner, maximum advertisers 10
   - Rate: €975 pcm per advertiser

2. Right side banner – solus
   - Size: 300 x 250 pixels
   - Position: Banner appears on the home page and on all category heading pages
   - Type: Dedicated banner, maximum one advertiser
   - Rate: €1300 pcm per advertiser

3. Right side banner
   - Size: 300 x 250 pixels
   - Position: Banner appears on the home page
   - Type: Shared banner, maximum advertisers 10
   - Rate: €130 pcm per advertiser

Delivery Address for Files
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