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, Sycamore Growth
Ken Braney, former President - Society of Plastics Engineers
George Crochiere, Crochiere & Associates
Keiji Fuku, Toyo Seikan 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, Petcore
Tarmo Raudsepp, Borouge Pte Ltd
Scott Seydel, Seydel Companies
Chandler Slavin, Dordan Manufacturing
Boh Tsai, America Technologies
Dan Weissmann, Consultant (formerly director of Development and Application Engineering at Schmalbach-Lubeca Plastics)

Dr Frank Welle, Fraunhofer Institute for Process Engineering & Packaging IVV
Randy Yakimishyn, Consultant (formerly StackTeck)
Bill Zito, Consultant (formerly Enercon)
Plastics in Packaging has a print circulation list of more than 7,000 and an estimated worldwide readership in excess of 20,000. The website currently records more than 5,900 active users to the daily news service and the weekly newsletter. Website visitors read more than five pages per visit and spend around two minutes on each page.

Readers of the print and digital editions work in companies involved with resin manufacturing, plastics formulation, substrates, container and film production, packaging machinery, print and brand ownership.

With such an extensive reach into a focussed market, Plastics in Packaging is the ideal publication for advertisers who wish to target decision makers whose businesses involve the manufacture or use of plastics packaging.

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.
## MAGAZINE ADVERTISING OPPORTUNITIES

### Double Page
- Size: 420mm x 280mm (16.5in x 11.02in)*
- 1 insertion: €5936
- 4 insertion: €5343
- 8 insertion: €5046
- 12 insertion: €4749

### Full Page
- Size: 210mm x 280mm (8.25in x 11.02in)*
- 1 insertion: €3256
- 4 insertion: €2930
- 8 insertion: €2768
- 12 insertion: €2605

### Half Page Landscape
- Size: 179mm x 120mm (7.05in x 4.75in)
- 1 insertion: €1916
- 4 insertion: €1725
- 8 insertion: €1629
- 12 insertion: €1533

### Double Column
- Size: 118mm x 244mm (4.65in x 9.61in)
- 1 insertion: €2483
- 4 insertion: €2235
- 8 insertion: €2111
- 12 insertion: €1987

### Half Page Vertical
- Size: 88mm x 244mm (3.46in x 9.60in)
- 1 insertion: €1916
- 4 insertion: €1725
- 8 insertion: €1629
- 12 insertion: €1533

### Island Advert
- Size: 119mm x 179mm (4.69in x 7.05in)
- 1 insertion: €2395
- 4 insertion: €2156
- 8 insertion: €2036
- 12 insertion: €1916

### Double Column Half
- Size: 118mm x 120mm (4.65in x 4.75in)
- 1 insertion: €1358
- 4 insertion: €1222
- 8 insertion: €1154
- 12 insertion: €1086

### Quarter Page Landscape
- Size: 179mm x 57mm (7.05in x 2.25in)
- 1 insertion: €1018
- 4 insertion: €916
- 8 insertion: €865
- 12 insertion: €814

### Single Column
- Size: 57mm x 244mm (2.25in x 9.61in)
- 1 insertion: €777
- 4 insertion: €699
- 8 insertion: €660
- 12 insertion: €621

### Single Column Half
- Size: 57mm x 120mm (2.25in x 4.75in)
- 1 insertion: €493
- 4 insertion: €447
- 8 insertion: €416
- 12 insertion: €385

## 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.
- Other formats accepted: Eps, tif or jpeg format.

### 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
- Scans: €7 per scan

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

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## PRODUCT & SERVICES DIRECTORY

### 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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## DIRECTORY CONTACT

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**Priyancka Kapadia:** pri@sayers-publishing.com
- Brian Lynch: brian@sayers-publishing.com

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ONLINE ADVERTISING

WEBSITE HOME PAGE

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

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