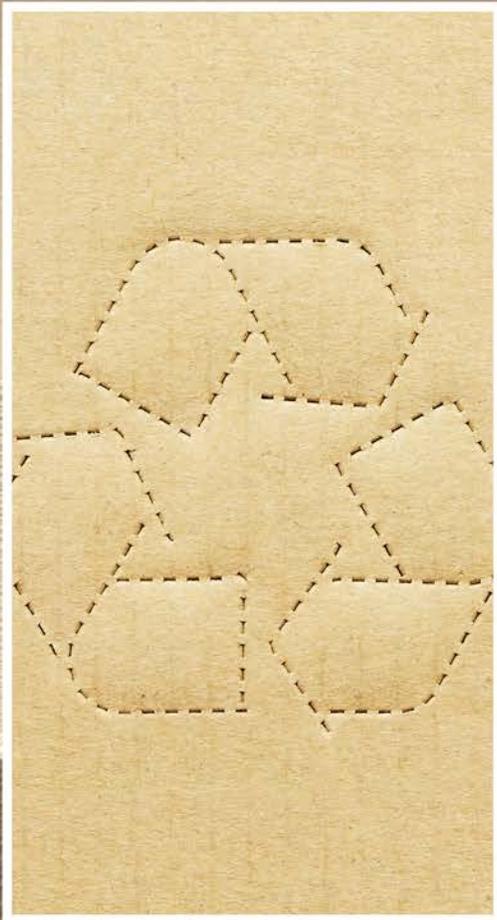


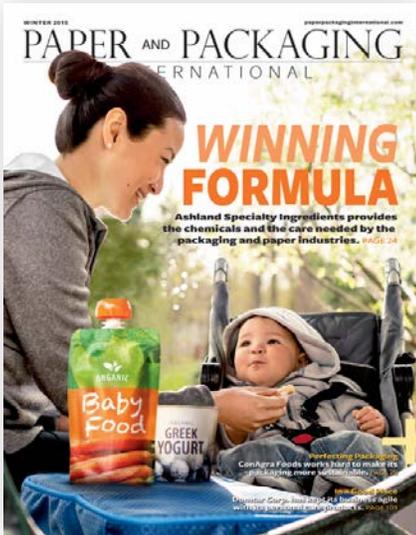
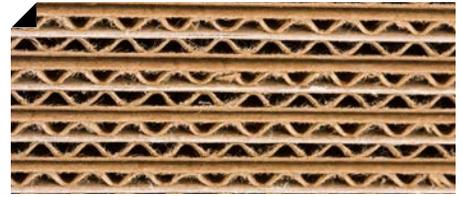
# PAPER AND PACKAGING

## INTERNATIONAL



## 2016 MEDIA KIT

PAPER AND PACKAGING INTERNATIONAL  
79 West Monroe St., Suite 400, Chicago, IL 60603 | Phone: 312.676.1100 | Fax: 312.676.1101



# ABOUT US

Whether consumers are picking up a quick snack at the local convenience store or making a big-ticket purchase such as home electronics, there is a package for every product, and often it is that packaging that helps sell the consumer on that product. Paper and packaging are global industries, accounting for more than a half-trillion dollars in volume annually. From everyday household products to the food we eat, packaging is a fundamental component of both durable and consumable goods.

Not only must this packaging be attractive, practical and not add appreciably to the cost of a product, consumers today also demand that packaging is sustainable. In fact, a recent study noted that sustainable packaging is the fastest-growing portion of the packaging marketplace, projected to exceed \$170 billion globally by mid-decade. Packaging manufacturers are adjusting to this trend with equipment and materials that will satisfy consumers' growing calls for green packaging.

Leaders in this dynamic industry need a comprehensive information source to keep up-to-date with the latest trends and technologies. *Paper and Packaging International* is a must-read trade publication for 139,664 readers – upper-level executives who need to stay ahead of the information curve. In every issue, we follow the paper and packaging supply chains, from pulp mills to the packaging machinery that readies products for display on local shelves.

*Paper and Packaging International* keeps its readers on the cutting-edge of the industry with profiles of successful companies in the equipment and material sectors. The magazine also routinely speaks with end-users who know that successful packaging is absolutely vital in creating or enhancing brand equity and identity. *Paper and Packaging International's* editorial team speaks with these and other experts in the field, and relays the secrets behind their successes.

Russ Gager  
*Editor*



# EDITORIAL CALENDAR

ISSUE	EQUIPMENT	MATERIALS	SPOTLIGHT
SPRING	<p>Converting</p> 	Pulping chemicals	 TAPPI PAPERCON 2016
SUMMER	<p>Robotics</p> 	Resins and Additives	 LABELEXPO AMERICAS 2016
FALL	<p>Bundling and Shrink Wrapping</p> 	Cartons/Corrugated	 PACK EXPO International
WINTER	Controls and Components	TMP vs. GW	 npta National Paper Trade Association



## PUBLICATION SECTIONS

**Equipment and Materials:** From off-the-shelf to custom-made, paper and packaging equipment comes in all shapes, sizes and capabilities. As packaging and paper products become more complex to meet consumer demands for convenience and sustainability, new resins and additives, flexible packaging and packaging made from renewable resources are increasingly common. This section profiles the manufacturers and servicers of the sophisticated machinery that keep companies in the sector moving forward. We also spotlight the leading providers of advanced solutions and materials for those applications.

**Packaging Solutions:** Every major consumer product firm understands the importance of branding. As consumer demands evolve, so must the packaging companies providing products and services to help meet those needs. Our editors highlight the most innovative packaging products and solutions available to meet consumer demands for convenience and functionality, while also discussing industry trends and best-practices in the ever-evolving packaging space.

**Paper Products:** From the forest to the finished product, the paper industry depends on many moving parts to bring paper products to the consumer. In this section, we highlight those different organizations by speaking with the leading executives in all aspects of the paper product lifecycle, while discussing key topics such as sustainability and design.

## ARTICLE SAMPLES

(CLICK BELOW TO SEE PROFILE EXAMPLES)

[GEORGIA-PACIFIC](#)

[CENVEO](#)

[CONAGRA](#)

[KAPSTONE](#)

[GRAPHIC PACKAGING INTERNATIONAL](#)

[NEENAH PAPER](#)

[STOROPACK](#)

[ATLAS HOLDINGS](#)

[CONTRACT PACKAGING ASSOCIATION](#)

[MEADWESTVACO](#)

[GREEN BAY PACKAGING](#)

[WALMART](#)

[DOMTAR](#)

[GOSS INTERNATIONAL](#)

[DOMINO NA](#)

[SIGNODE](#)

[GLATFELTER](#)

[TAPPI](#)



# PROVIDING VALUE-ADD TO FEATURED COMPANIES AND ADVERTISERS

*Our custom publishing opportunities include brochures, newsletters and videography*

SOCIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs



**WE TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER**



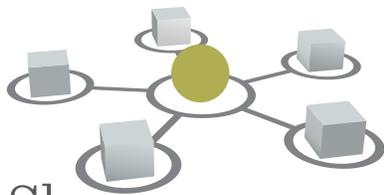
Reach a broader investment community of directors, private investors and commercial/investment banks

// Gain access to *Paper and Packaging International's* comprehensive contact directory for industry-leading and emerging companies



Networking events bring together buyers, sellers and investors

*Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals*



Showcase supply-chain efficiencies

**ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS**



# READERSHIP BREAKDOWN

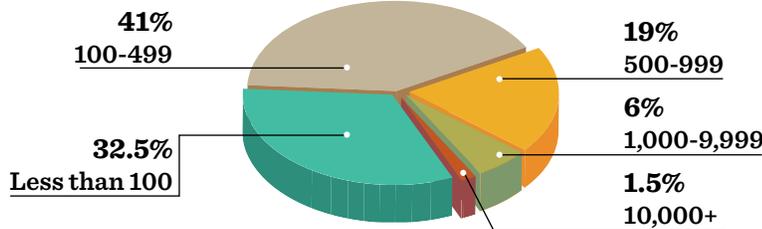
## GLOBAL REACH

United States	75,064
Canada	20,071
Caribbean	3,735
South America	10,324
Other	8,554
<b>TOTAL</b>	<b>117,748</b>

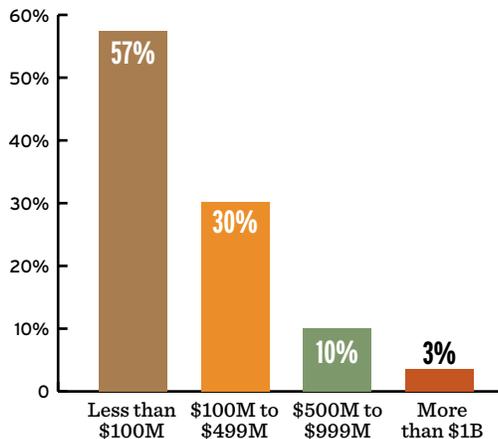
## JOB TITLE

<b>31%</b>	CEO, President, Owner, Managing Director
<b>18%</b>	COO, VP Operations, Operations Director
<b>8%</b>	VP Business Development, VP Sales
<b>5%</b>	Board of Directors, CFO, Individual/ Institutional Investor, Investor Relations
<b>21%</b>	VP Manufacturing, VP Production, VP Quality Control
<b>17%</b>	Purchasing/Materials/Supply Chain Manager

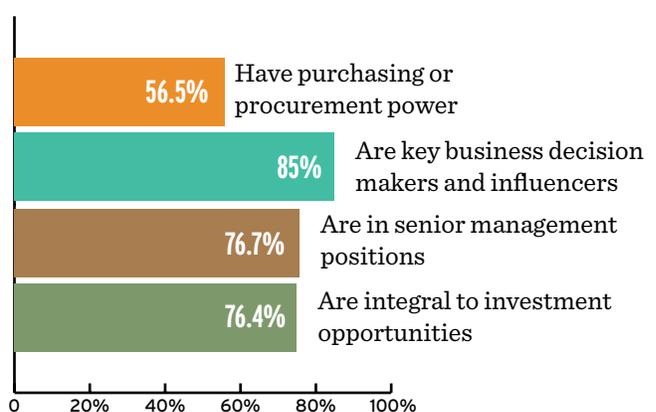
## EMPLOYEE SIZE



## COMPANY REVENUE

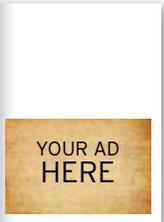
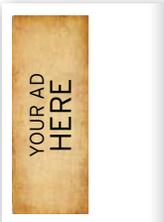
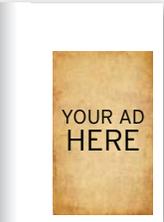


## EXECUTIVE OVERVIEW





# RATES & SPECS



	COLOR	BLACK & WHITE
2-Page Spread	\$15,000	\$14,100
Full-Page	\$9,000	\$8,300
1/2 Horiz. Spread	\$9,000	\$8,300
1/2 Page Island	\$6,800	\$6,200
1/2 Page	\$6,100	\$5,600
1/3 Vertical	\$4,500	
1/4 Page	\$4,100	\$3,800

**DIGITAL FILES:** For all supplied ads, the preferred file format is a high-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, Quark XPress, InDesign CS, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files. Regrettably, we cannot accept any artwork lifted directly from a web site, as the quality is incompatible for print. We also cannot accept supplied ads sent in Microsoft Word, Powerpoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes. All supplied ads must be presented in a manner ready for press. *Paper and Packaging International* magazine does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator. Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 10MB can be sent via e-mail to ads@pmcmg.com. If larger, please email ads@pmcmg.com for information about uploading files to the FTP site or send a CD to 79 West Monroe St., Suite 400, Chicago, IL 60603. If you need our studio to design your ad at no additional cost or have questions or concerns regarding ad material, please e-mail or give us a call.

## ADVERTISEMENT SIZES

Magazine Size	8.375" w X 10.75" h
2 Pg. Spread (bleed)	16.999" w X 11" h
2 Pg. Spread (non bleed)	15.648" w X 9.5" h
Full Page (bleed)	8.625" w X 11" h
Full Page (non bleed)	7.273" w X 9.5" h
1/2 Horiz. Spread (bleed)	16.999" w X 5.501" h
1/2 Horiz. Spread (non bleed)	15.648" w X 4.667" h
1/2 Page Horiz.	7.273" w X 4.667" h
1/2 Page Vert.	3.551" w X 9.5" h
1/2 Page Island	4.667" w X 7.273" h
1/3 vertical	2.305" w X 9.5" h
1/4 Page	3.551" w X 4.667" h

## SPECIAL

Belly Band	\$6,000	2pg Insert	\$9,000
Vendor Focus	\$9,200	4pg Insert	\$12,000

**TERMS AND CONDITIONS:** These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher's approval of the copy and to the space being available. The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised. All copy MUST be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose "generic" advertising for the Advertiser. Time shall be of the essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher. The liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot by law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. Covers, single insertion orders and profile advertisements are non-cancellable.

**CONTRACT ADVERTISERS:** If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, which are non-cancellable), it relinquishes any right to that series discount to which it was previously entitled and advertisements will be invoiced at the appropriate rate.

While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost.

The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher.

Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each full month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.

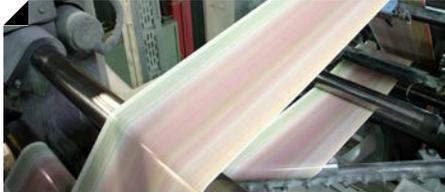
Jurisdiction and venue over any claims arising out of this agreement shall be subject to the exclusive jurisdiction of the Circuit Court of Cook County, Illinois.

**READERSHIP:** The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown of our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is the readership makeup.

### *Are you interested in becoming part of Paper and Packaging International?*

If you would like to be profiled in our magazine, please call 312.676.1239 or email walter.sledz@pmcmg.com. If you would like to submit editorial for consideration, please call (001) 312.676.1125 or email john.krukowski@pmcmg.com.

**Discounts available for 3x and 6x insertions.**



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