

# FOOD & BEVERAGE

Market Insights to Packaging Solutions **PACKAGING**

# 2014

## INTEGRATED MEDIA PLANNER

**45,000\***  
WITH EVERY  
ISSUE!

Bringing You  
the Largest  
Food & Beverage  
Packaging  
Subscriber  
Circulation!

1. Compared to Packaging Digest, June 2013 BPA Brand Report and Packaging World Dec 2012 BPA Brand Report  
\*Dec - 2013 BPA Brand Report



- ROBOTICS IN PACKAGING** - March/September
- PACKAGES OF THE YEAR** - April
- TOP 50 FOOD PACKAGERS** - June/July
- PACK EXPO PLANNER** - September
- THE PACKAGING GUIDE** - December

### NEW in 2014

- **The Packaging Guide** (pg. 3)
- **30 Years in Packaging** (pg. 3)
- **PMMI Corner Monthly Column** (pg. 3)
- **PACK EXPO** show page on [www.foodandbeveragepackaging.com](http://www.foodandbeveragepackaging.com) (pg. 7)
- **Best of Food & Beverage Packaging Conference** (pg. 8)

## FOOD & BEVERAGE PACKAGING DELIVERS YOUR AUDIENCE



Source: Reader Preference/Profile Survey – April 2013



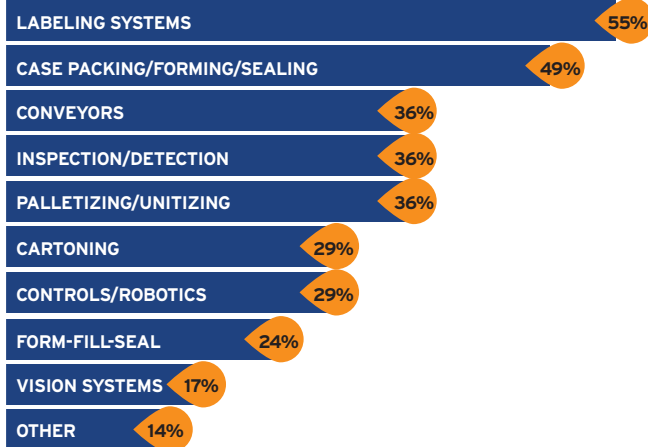
Source: Reader Preference/Profile Survey – April 2013



Source: Reader Preference/Profile Survey – April 2013

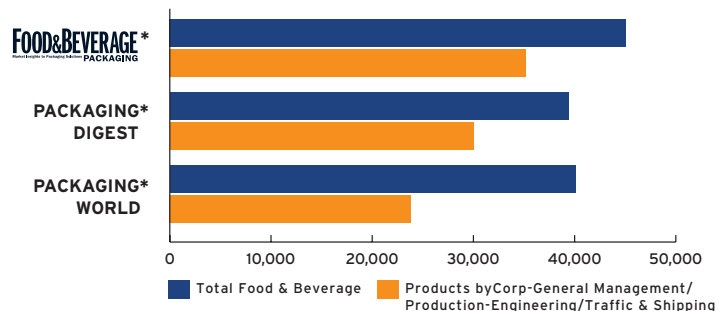


### Q Which of the following does your company plan on purchasing within the next 12 months? (Select all that apply)



Source: Reader Preference/Profile Survey – April 2013

### We have the largest food and beverage circulation!



\* Dec 2013 FBP BPA Brand Reports; Dec 2012 PW BPA Brand Report; June 2013 PD BPA Brand Report  
 Total Qualified circulations: FBP (45,000), PD (80,048), PW (65,399).  
 Subscriber subtotals for food & beverage categories: FBP (45,000), PD (39,175), PW (40,419).  
 Food & Beverage Products by Corp-Mgmt, Production-Engineering and Traffic & Shipping:  
 FBP (36,889), PD (30,233), PW (23,352)

# THE Packaging GUIDE

www.thepackagingguide.com



**AD CLOSE DATE:** SEPT 5, 2014

**LAUNCHING:** DEC 2014

This new reference tool is the industry's only hardbound directory listing equipment suppliers to the pharmaceutical, food and beverage packaging industries along with converters. Catalog space guarantees year-round exposure to 30,000 of your key customers and prospects and ensures universal access to your important product information.

**The Packaging Guide brings your company and product information to the forefront at the all important time of need - THE TIME TO BUY!**

Ad Space Unit	Width	Depth
1 page - B&W	7"	9 <sup>7</sup> / <sub>8</sub> " Trim: 8"x10 <sup>3</sup> / <sub>4</sub> "
Inside Front Cover	8 <sup>3</sup> / <sub>4</sub> "	11" (bleed) Trim: 8"x10 <sup>3</sup> / <sub>4</sub> "
Foot Stopper	7 <sup>9</sup> / <sub>15</sub> "	1/2" Images must be black
Spine 4-color customized	varies	2"
Front Cover Tiles	1"	2"

The Packaging Guide accepts only full-page, black & white pages.

**BLEEDS:** Not accepted on black & white pages.

**COLORS:** Inside front cover & inserts - color accepted.



## JANUARY

### 30 YEARS IN PACKAGING

The packaging industry has undergone monumental changes in the past 30 years, affecting containers, materials, equipment but also how consumers shop and products are transported. *Food & Beverage Packaging* and *Packaging Strategies* are combining to publish this landmark, one-time print edition, featuring a look back at where the packaging industry has come, a timeline and future forecasts. This exclusive publication is certain to be referenced repeatedly by industry decision-makers.

This issue will go to *Food & Beverage Packaging's* 45,000\* subscribers and 10,000\*\* *Packaging Strategies* subscribers.

Contact your sales representative to see what sponsorships and/or ad space is best for your company!



## APRIL

### THE BEST OF FOOD & BEVERAGE PACKAGING

Gain an invaluable perspective of one of the industry's only conference devoted to food and beverage packaging, *Best of Food & Beverage Packaging*.

This issue features new technologies, product innovations and ideas shaping the largest sector of the packaging industry as well as in-depth coverage of the conference.

#### Do you have an award-winning packaging?

Our April cover story showcases Packages of the Year nominations, highlighting the food and beverage packages recently launched among the most innovative and successful CPGs in the industry. Nominated packages will be on display at the conference and the winners also have the opportunity to present these trailblazing packages live at Best of Food and Beverage Packaging Conference. Winners will be announced in the June/July issue.



\*Dec 2013 BPA Brand Report \*\*Publisher's Own Data

## PMMI CORNER FULL-PAGE AD POSITION

Premium full-page ad position available across from this monthly column to any PMMI member company. Each month we offer our readers exclusive packaging trends, studies, figures and innovations straight from PMMI, the industry's most recognized association. Various writers from PMMI share their insights in this informative column, **exclusive to *Food and Beverage Packaging***.

YOUR AD TO APPEAR HERE!



# FOOD&BEVERAGE 2014 Editorial Calendar

Market Insights to Packaging Solutions **PACKAGING**

	JAN	FEB	MAR	APR	MAY
<b>DEADLINES</b>					
<b>SPACE RESERVATION</b>	■ DEC 13	■ JAN 13	■ FEB 14	■ MAR 12	■ APR 16
<b>AD MATERIALS</b>	■ DEC 19	■ JAN 20	■ FEB 27	■ MAR 28	■ APR 25
<b>COVER STORY</b>	<b>30 YEARS IN PACKAGING</b> <ul style="list-style-type: none"> <li>Interviews with influential leaders</li> <li>Timeline of key packaging events</li> <li>Future forecasts</li> <li>Top packages, technologies and trends over the past three decades</li> <li>Changes in packaging materials, containers &amp; equipment and More!</li> </ul>	<b>BEVERAGE BREAKTHROUGHS OF THE YEAR</b> <ul style="list-style-type: none"> <li>Top brands</li> <li>Most innovative packages</li> <li>Newest technologies</li> </ul>	<b>ROBOTICS IN PACKAGING</b> <ul style="list-style-type: none"> <li>Casing and unitizing</li> <li>Upstream-Pick and place</li> <li>Downstream-Palletizing</li> <li>Case study examples</li> </ul>	<b>PACKAGES OF THE YEAR</b> <ul style="list-style-type: none"> <li>New packages that earned top awards</li> <li>Convenient, user-friendly ideas</li> <li>New technology and innovations</li> </ul>	<b>FLEXIBLE PACKAGING</b> <ul style="list-style-type: none"> <li>Pouches</li> <li>Machinery</li> <li>Sustainability</li> </ul>
<b>PLANT MACHINERY &amp; EQUIPMENT</b>		■ Case Forming/Packing/Sealing	■ Labeling	■ Material Handling/Conveyors	■ Inspection-Detection
<b>MATERIALS &amp; CONTAINERS</b>		■ Sustainable Materials	■ Films	■ Beverage Multipacks	■ Tamper Evident: Shrink Sleeves/Seals/Bands
<b>SUPPLIER PRODUCT FOCUS</b>		■ Vertical & Horizontal Form-Fill-Seal	■ Robotics & Automation	■ Labeling, Coding & Marking	■ Filling & Closing
<b>MARKET TRENDS</b>		■ Dairy	■ Snack Foods	■ Produce	■ Pet Food
<b>WEBINAR TOPICS/SPONSORSHIPS</b>		■ Sustainable Packaging in Food/Bev		■ Trends in PET	
<b>BONUS DISTRIBUTION</b>	<b>WestPack 2014</b> Feb 11-13 Anaheim, CA	<b>Snaxpo</b> March 1-4 Dallas, TX  <b>FPA Annual Meeting</b> March 4-6 Scottsdale, AZ	<b>SouthPack 2014</b> April 15-16 Orlando, FL  <b>Food Safety Summit</b> April 8-10 Baltimore, MD   March 13 Green Bay, WI	 Minneapolis, MN	 June 11-14 St. Petersburg, FL  <b>International Dairy-Deli-Bakery</b> June 1-3 Denver, CO
<b>FREE ADVERTISER BONUS!</b> BUY 1/2-PAGE OR LARGER		<b>FREE!</b> PRODUCT eBLAST	<b>FREE!</b> 180 X 150 WEBSITE BANNER AD	<b>FREE!</b> PRODUCT IMAGE/ 25-WORD DESCRIPTION AND A LINK eBLAST	<b>FREE!</b> SOCIAL MEDIA LOGOS/DESCRIPTIONS
	<b>BUY ONE GET ONE FULL-PAGE ADS</b>	<b>FREE!</b> ONLINE VIDEO FOR MONTH	<b>FREE!</b> 125X125 eNEWSLETTER AD		



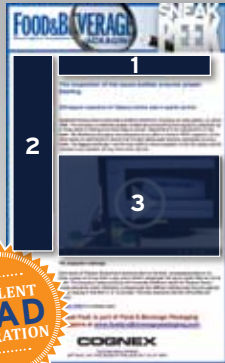
# FOOD&BEVERAGE PACKAGING 2014 Lead Generation Opportunities

Market Insights to Packaging Solutions

## EDITORIAL SNEAK PEEK eBLAST (MONTHLY)

Sponsor a Sneak Peek eBlast with any article each month and engage our subscribers before the hot story breaks in the print issue. Receive **LEAD** data and contact information from subscribers who clicked on your ad or article. Sneak Peek eBlasts are sole sponsored for greater visibility.

- 1. Banner ad:** 468 X 60 pixels
- 2. Skyscraper:** 120 X 600 pixels
- 3. Supplied Video** (optional)



## MUST SEE PRODUCTS & SERVICES eBLAST (QUARTERLY)

Be a part of what's new in the market while promoting your product or service. The Must See Products & Services eBlast is deployed quarterly (March, June, Sept., Dec.) to thousands of our subscribers! Your ad includes a company logo and/or product image, 50-word write-up, contact info and link to your website.

**This LEAD generation tool provides you with the contact information of subscribers who clicked on your link.**



## FOOD & BEVERAGE PACKAGING INSIGHTS eNEWSLETTER (WEEKLY)



*Food & Beverage Packaging Insights* updates our 14,731\* eNews subscribers on the latest breaking news, trends and initiatives in the food and beverage industry.

- 1. Top Banner:** 468 X 60 pixels
- 2. Skyscraper:** 120 X 600 pixels
- 3. Product ad:** JPG or GIF image, 100 word description and a link.
- 4. Tile/Button:** 120 X 60 pixels
- 5. Article Sponsorship:** 300 X 250 pixels

\*Dec 2013 BPA Brand Report

## SHOW FLOOR eNEWSLETTERS

**Food and Beverage Packaging takes you to the hottest industry tradeshow of 2014!**

Daily eNewsletter sponsorships are available for our new show, Best of Food & Beverage Packaging, and PACK EXPO guiding readers through the show floor and offering insights on visible trends and technologies at the event. Reach your customers each morning as the show starts and receive **LEAD** information from subscribers who clicked on your link. Each show offers exclusive sponsorships!

- **Logo:** 2" X 2" linked back to your website
- **Skyscraper Ad:** 120 X 600 px, 256 colors or less, 72 dpi, 40K or less and URL link
- **2 Banner Ads:** 468 X 60 px, 256 colors or less, 72 dpi, 40K or less and URL link
- **2 Product Images:** 2" X 2", 72 dpi, 100 Word Description for each
- **Supplied Video** (optional)



## CUSTOM eNEWSLETTERS

Let *Food & Beverage Packaging* help you create a co-branded eNewsletter customized to your needs. Our orangetap content marketing group can help you develop compelling custom eNews content and design through our experienced creative and editorial teams. Select your targeted audience and *Food & Beverage Packaging* will deliver it. A custom eNewsletter can take your company to the next level with these key benefits:

- Including editorial or educational content in an eNewsletter can help position your company as an industry thought leader and connect with readers in your company's voice.
- Editorial content creates greater reader engagement and longer dwell time.
- Subscribers trust *Food & Beverage Packaging*. They're more likely to open emails from our publication and consider our endorsements or recommendations.

**Contact your sales representative for more information.**



Delivered in Portuguese to top packaging professionals in Brazil four times a year, this eNewsletter includes the latest news, relevant to Brazil, in packaging across all industries. Global market studies, CPG news, new product information and industry trends are also highlighted.

**Get your message into this booming market.**

**Reserve your sponsorship in the following eNews release dates!**

March • June/July • September • December



## WEBSITE



1. **Leaderboard:**  
728 X 90 pixels
2. **Medium Rectangle:**  
300 X 250 pixels
3. **Small Rectangle:**  
180 X 150 pixels
4. **Wide Skyscraper**  
(not shown):  
160 X 600 pixels

## PACK EXPO SHOW PAGE ON [www.foodandbeveragepackaging.com](http://www.foodandbeveragepackaging.com)

Our new PACK EXPO show page is a one stop shop for all news, products and announcements surrounding PACK EXPO. The show page includes a show countdown, conference schedule, exhibitor information and more.

Exclusive ad units available include Leaderboard, Skyscraper and Medium Rectangle.

*Own all or just certain ad units!*



## WEBINARS

Our educational Webinars increase brand awareness and interest in your products while our dedicated team builds attendance and manages every detail.

### WEBINAR BENEFITS

- Establish your brand as a thought leader
- Receive qualified registration leads with demographics
- Engage a captive audience with Q&A sessions, polling and survey reporting
- Promotions – print, online, newsletter, emails and social media

Anyone can produce a webinar. But only *Food & Beverage Packaging* offers the expertise, audience and tools to help your webinar succeed.

### OUR INDUSTRY LEADING WEBINARS DRAW BIG NUMBERS!

- 200 Attendees • 400 Registrants

Source: 2013 BNP Media Corporate Webinar Averages

**Topics Include:** Sustainable Packaging, Trends in PET, Pouches/Flexible Packaging, Coding/Marking/Labeling, Robotics, Conveyors & Efficiencies or any specific topic of your choice.

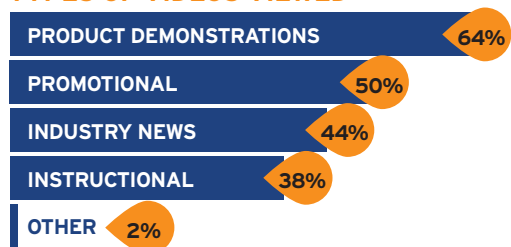
## VIDEOS



*of Food & Beverage Packaging subscribers viewed online packaging industry videos in the past 6 months*

Source: Reader Preference/Profile Survey – April 2013

### TYPES OF VIDEOS VIEWED



Source: Reader Preference/Profile Survey – April 2013  
Multiple responses allowed

### PROMOTE YOUR VIDEO IN NUMEROUS WAYS!

- On our website
- In our eNewsletters
- In the Digital Edition email notification
- Quarterly Must See eBlasts
- Video Sneak Peek

**CONTACT YOUR SALES REP FOR DETAILS.**

### VIDEO SPONSORSHIP

A Packaging Minute with Liz is *Food & Beverage Packaging's* weekly video series designed to offer packaging news, product information, upcoming events and more. **These videos average 60\* unique clicks.** Talk to your sales rep today to sponsor this video series.

\*Publisher's own data



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### DIGITAL EDITION SPONSORSHIPS

Generate **NEW LEADS** by sponsoring the popular *Food & Beverage Packaging* Digital Edition each month.

Delivered to thousands of subscribers, sponsorships include your full-page ad adjacent to the cover and your logo included on the cover note, toolbar and drop-down menu.



	(NON-BLEED) INCHES (WIDTH X DEPTH)	(BLEED) INCHES (WIDTH X DEPTH)
SPREAD	NA	16.25" x 11"
FULL-PAGE	7" x 10"	8.25" x 11"
2/3-PAGE	4.5" x 10"	5.1875" x 11"
1/2-PAGE (VERT.)	3.375" x 10"	4" x 11"
1/2-PAGE (HORIZ.)	7" x 4.875"	8.25" x 5.375"
1/2-PAGE (ISLAND)	4.5" x 7.5"	
1/3-PAGE (VERT.)	2.25" x 10"	
1/3-PAGE (SQUARE)	4.5" x 4.875"	
1/3-PAGE (HORIZ.)	7" x 3.375"	
1/4-PAGE (SQUARE)	3.375" x 4.875"	
1/4-PAGE (HORIZ.)	7" x 2.375"	

Above sizes allow for .125" bleed on all sides.  
Gutter bleed only - each side 7.625" x 10"

» Ship Materials, Insert Samples, Insertion Orders, etc. to:

**FOOD & BEVERAGE PACKAGING**  
2401 W. Big Beaver, Suite 700  
Troy, MI 48084  
Attn: Vince Miconi

### STRUGGLING TO PRODUCE FRESH WEBSITE CONTENT?

**YOU'RE NOT ALONE.**

#### CONTENT DEVELOPMENT

Written by us, owned by you. Orangetap connects your brand with BNP Media's editorial and publishing resources to help you plan and create fresh, unpublished industry-relevant content for your website every single month.



orangetap

To learn more about our services or to quote out a project, contact our content marketing strategies team:

**KIM PAULSON** Content Marketing Planner  
paulsonk@bnpmedia.com | 248-225-9177

### MAKING THE COMPLEX CLEAR

Your industry-focused market research partner - providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations



Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups or bulletin boards); we present results that are easily understood, insightful and actionable.

**GET STARTED NOW.**

**BETH SUROWIEC** (248) 786-1619  
surowiecb@clearseasresearch.com  
[www.clearseasresearch.com](http://www.clearseasresearch.com)

### ALSO AVAILABLE!



#### TABLETOP EXHIBITS AVAILABLE!

#### THE BEST OF FOOD & BEVERAGE

**PACKAGING CONFERENCE | May 2014**  
See the much anticipated presentation of the winners of *Food & Beverage Packaging's* Packages of the Year live at the event.

**EMILY PATTEN**  
event sales manger  
(847)-405-4045  
pattene@bnpmedia.com



eXTRA eNEWSLETTER SPONSORSHIPS



This free, value-packed resource, delivered to over 2,000 of our valuable packaging subscribers, features the latest industry news, social media feeds, opinions from our editors and article links from *Packaging Strategies* and other BNP Media publications.

### FORMING VALUABLE PARTNERSHIPS & ALLIANCES

