

# FOOD PACKER & PROCESSOR INTERNATIONAL

## Feature List 2017

### What we are looking for...

Our features consist of: case studies, recent installation stories, product development, interviews, industry opinion etc.

The word count should ideally fall between 400 and 1200 words and accompanying images should be at least 300 dpi.

We would be delighted to hear from you about any of the mentioned features.



### JANUARY/FEBRUARY

COPY DATE 20/12/2016

Form/Fill/Seal  
CAP/MAP  
Flow Wrapping  
Tamper Evident & Security  
Maintenance & Cleaning

**easyFairs** EasyFairs Preview

### MARCH/APRIL

COPY DATE 02/03/2017

Shrink & Stretch Machinery and Materials  
Cans & Canning Equipment  
Ready Meal Packaging  
Chilling Systems

**interpack** Interpack Preview

### MAY/JUNE

COPY DATE 04/05/2017

Conveyors  
Drives & Controls  
Filling & Capping  
Food Preparation & Processing

### JULY/AUGUST

COPY DATE 29/06/2017

Carton & Tray Erecting  
Multihead Weighing  
Sorting & Counting  
Checkweighing

**PPMA** SHOW 2017 Preview i

### SEPTEMBER/OCTOBER

COPY DATE 31/08/2017

Palletising & Depalletising  
Robot Technology  
Metal Detection, X-Ray & Inspection Systems  
Warehousing, Storage & Logistics

**PPMA** SHOW 2017 Preview ii

### NOVEMBER/DECEMBER

COPY DATE 02/11/2017

Labelling & Sleeving  
Coding & Marking  
Multipackaging Developments  
Adhesives & Application  
Packaging Materials & Containers



# CIRCULATION, RATES & FORMATS

The food packaging and processing industry has come under much scrutiny in recent years, and it has been our job at Food Packer & Processor International to keep track of, and report on, the major pressing issues concerning the industry.

## GEOGRAPHIC CIRCULATION Total Circulation 4,892

REST OF THE WORLD 401
EUROPE 1,371
UNITED KINGDOM & IRELAND 3,120

Online Readership 2,122  
As at 06/10/2016

## FOOD PACKER & PROCESSOR INTERNATIONAL Circulation by Job Title

TOP MANAGEMENT 11%
PRODUCTION, TECHNICAL, ENGINEERING MANAGEMENT 43%
PACKAGING BUYERS 26%
MARKETING BRAND MANAGEMENT 20%

## RATES BY NUMBER OF INSERTS IN A YEAR

Format		1	3	6
<b>Double Page Spread</b>	Trim 420 x 280mm Full Page Bleed: 426 x 286mm (includes 3mm bleed for all edges)	£2,970	£2,820	£2,675
<b>Full Page - Full Colour</b> <b>Full Page - Mono</b>	Trim 210 x 280mm Full Page Bleed: 216 x 286mm (includes 3mm bleed for all edges)	£1,605 £1,055	£1,555 £1,005	£1,500 £950
<b>Half Page - Full Colour</b> <b>Half Page - Mono</b>	Half Page Horizontal: 178 x 115mm Half Page Vertical: 83 x 229mm (will accept 83 x 254mm)	£1,180 £630	£1,105 £600	£1,115 £565
<b>Quarter Page - Full Colour</b> <b>Quarter Page - Mono</b>	Quarter Page Horizontal: 178mm x 70mm Quarter Page Vertical: 83mm x 115mm	£975 £425	£955 £405	£935 £385
<b>Front Cover</b>	Trim 210 x 280mm and allow IBP banner 80mm. (Advert area 200 x 210mm plus 3mm bleed left, right and bottom) Full Page Bleed: 216 x 286mm (includes 3mm bleed for all edges)	£2,295		
<b>Inside Front Cover</b> <b>Outside Back Cover</b>	Trim 210 x 280mm Full Page Bleed: 216 x 286mm (includes 3mm bleed for all edges)	£1,765 £1,895		
<b>Online Banner Advertising</b>	468 x 60 px: Supplied as JPG, or Flash 10	£200	Multiple entries on application	

### Subject to Availability

**Circulation: INTERNATIONAL: Loose: £1,040 / Bound: £1,250 UK: Loose: £675**  
**Inserts** – up to 200gsm, single sheet

**Sponsorship Opportunities** – We offer exclusive page sponsorship opportunities to enhance corporate profile – price on application. Advertorial opportunities for a Double Page Spread by negotiation.

**Classified** – for every type of business. The ideal platform to advertise everything related to food packaging and processing.  
**Full Page: £1,220 Half Page: £610 Quarter Page: £305 Per Single Column Centimetre: £27**

**Buyers Guide** – All year round visibility under your particular section of expertise.

- 1 Entry with logo    **£ 322 per annum**
- 3 Entries with logo   **£ 870 per annum**
- 6 Entries with logo   **£1642 per annum**

All rates exclusive of VAT