

# Bottlers & Packer

## 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

**COPY DATE 8/12/2016**

Inspection Systems  
Warehousing, Logistics, Storage & Handling

#### FEBRUARY

**COPY DATE 12/01/2017**

Aseptic Filling & Packaging  
Kegs, Keg Filling & Handling Plant

**easyFairs** EasyFairs Preview

#### MARCH

**COPY DATE 16/02/2017**

Conveyors, Wear Strips & Guide Rails  
Container Unscrambling & Handling  
Drives & Controls

**interpack** Interpack Preview i

#### APRIL

**COPY DATE 16/03/2017**

Glass Packaging Developments  
Bottle Cleaning & Drying

**interpack** Interpack Preview ii

#### MAY

**COPY DATE 13/04/2017**

Palletising & Depalletising  
Robot Technology

#### JUNE

**COPY DATE 18/05/2017**

Milk Packaging Developments  
Maintenance & Cleaning

#### JULY

**COPY DATE 15/06/2017**

Cans & Canning Equipment  
Promotional & Shelf Ready Packaging

**drinktec** Drinktec Preview i

#### AUGUST

**COPY DATE 13/07/2017**

Bottle Filling & Capping  
Bottle Closure Developments

**drinktec** Drinktec Preview ii

#### SEPTEMBER

**COPY DATE 17/08/2017**

PET Containers & Blowmoulding Machinery  
Shrink & Stretch Machinery and Material

**PPMA** SHOW 2017 Preview

BBI Conference Issue

#### OCTOBER

**COPY DATE 14/09/2017**

Pasteurising Developments  
Wraparound Case Packing  
Carton & Tray Erecting and Sealing

#### NOVEMBER

**COPY DATE 12/10/2017**

Multipackaging Developments  
Coding & Marking

#### DECEMBER

**COPY DATE 16/11/2017**

Labelling & Sleeving  
Adhesives & Application  
Carbon Dioxide Producing Plant  
Beverage Processing



# CIRCULATION, RATES & FORMATS

As the leading journal dedicated to the beverage packaging industry, International Bottler & Packer prides itself on being the first with breaking news in the industry.

## INTERNATIONAL BOTTLER & PACKER Total Circulation 5,237

EUROPE 814
UNITED KINGDOM & IRELAND 2,121
REST OF THE WORLD (84 Countries) 2,302

Online Readership 2,484  
As at 06/10/2016

## INTERNATIONAL BOTTLER & PACKER Circulation by Job Title

TOP MANAGEMENT 26%
PRODUCTION, TECHNICAL, ENGINEERING MANAGEMENT 45%
PACKAGING BUYERS 14%
MARKETING BRAND MANAGEMENT 15%

## RATES BY NUMBER OF INSERTS IN A YEAR

Format		1	3	6	12
<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	£2,450
<b>Full Page - Full Colour</b>	Trim 210 x 280mm Full Page Bleed: 216 x 286mm (includes 3mm bleed for all edges)	£1,605	£1,555	£1,500	£1,420
<b>Full Page - Mono</b>		£1,055	£1,005	£950	£870
<b>Half Page - Full Colour</b>	Half Page Horizontal: 178 x 115mm Half Page Vertical: 83 x 229mm (will accept 83 x 254mm)	£1,180	£1,105	£1,115	£1,070
<b>Half Page - Mono</b>		£630	£600	£565	£520
<b>Quarter Page - Full Colour</b>	Quarter Page Horizontal: 178mm x 70mm	£975	£955	£935	£900
<b>Quarter Page - Mono</b>	Quarter Page Vertical: 83mm x 115mm	£425	£405	£385	£350
<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>	Trim 210 x 280mm	£1,765			
<b>Outside Back Cover</b>	Full Page Bleed: 216 x 286mm (includes 3mm bleed for all edges)	£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 beverage packaging.  
**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