

Bottlers & Packer

Feature List 2018

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 7/12/2017

Inspection Systems
Warehousing, Logistics, Storage & Handling

FEBRUARY

COPY DATE 18/01/2018

Aseptic Filling & Packaging
Kegs, Keg Filling & Handling Plant

easyFairs EasyFairs Preview

MARCH

COPY DATE 16/02/2018

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

APRIL

COPY DATE 15/03/2018

Glass Packaging Developments
Bottle Cleaning & Drying

MAY

COPY DATE 12/04/2018

Palletising & Depalletising
Robot Technology

JUNE

COPY DATE 17/05/2018

Milk Packaging Developments
Maintenance & Cleaning

JULY

COPY DATE 14/06/2018

Cans & Canning Equipment
Promotional & Shelf Ready Packaging

AUGUST

COPY DATE 12/07/2018

Bottle Filling & Capping
Bottle Closure Developments

SEPTEMBER

COPY DATE 16/08/2018

PET Containers & Blowmoulding Machinery
Shrink & Stretch Machinery and Material

PPMA SHOW 2018 Preview

BBI Conference Issue

OCTOBER

COPY DATE 13/09/2018

Pasteurising Developments
Wraparound Case Packing
Carton & Tray Erecting and Sealing

NOVEMBER

COPY DATE 18/10/2018

Multipackaging Developments
Coding & Marking

DECEMBER

COPY DATE 15/11/2018

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 5,363

| |
|--|
| EUROPE 822 |
| UNITED KINGDOM & IRELAND 2,130 |
| REST OF THE WORLD (84 Countries) 2,411 |

Online Readership 2,763
As at 05/10/2017

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 |
|-----------------------------------|---|--------|---------------------------------|--------|--------|
| Double Page Spread | Trim 420 x 280mm Full Page Bleed: 426 x 286mm (includes 3mm bleed for all edges) | £2,970 | £2,820 | £2,675 | £2,450 |
| Full Page - Full Colour | Trim 210 x 280mm Full Page Bleed: 216 x 286mm (includes 3mm bleed for all edges) | £1,605 | £1,555 | £1,500 | £1,420 |
| Full Page - Mono | | £1,055 | £1,005 | £950 | £870 |
| Half Page - Full Colour | 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 |
| Half Page - Mono | | £630 | £600 | £565 | £520 |
| Quarter Page - Full Colour | Quarter Page Horizontal: 178mm x 70mm | £975 | £955 | £935 | £900 |
| Quarter Page - Mono | Quarter Page Vertical: 83mm x 115mm | £425 | £405 | £385 | £350 |
| Front Cover | 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 | | | |
| Inside Front Cover | Trim 210 x 280mm | £1,765 | | | |
| Outside Back Cover | Full Page Bleed: 216 x 286mm (includes 3mm bleed for all edges) | £1,895 | | | |
| Online Banner Advertising | 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.

| | Single Column | Double Column |
|---------------------|-----------------|-----------------|
| 1 Entry with logo | £ 322 per annum | £ 422 per annum |
| 3 Entries with logo | £ 870 per annum | £1140 per annum |
| 6 Entries with logo | £1642 per annum | £2152 per annum |

All rates exclusive of VAT