

INTERNATIONAL

Bottlers & Packer

www.binstedgroup.com/ibp

FEATURE LIST 2023



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.

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 01/12/2022

Inspection Systems
Warehousing, Logistics, Storage & Handling

FEBRUARY

COPY DATE 06/01/2023

Aseptic Filling & Packaging
Kegs, Keg Filling & Handling Plant

MARCH

COPY DATE 09/02/2023

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

Interpack Preview (1)



APRIL

COPY DATE 09/03/2023

Bottle Cleaning & Drying
Glass Packaging Developments
Interpack Preview (2)



MAY

COPY DATE 06/04/2023

Palletising & Depalletising
Robot Technology

JUNE

COPY DATE 04/05/2023

Maintenance & Cleaning
Milk Packaging Developments

JULY

COPY DATE 08/06/2023

Cans & Canning Equipment
Promotional & Shelf Ready Packaging

AUGUST

COPY DATE 06/07/2023

Anuga Preview (1)
Bottle Closure Developments
Bottle Filling & Capping



SEPTEMBER

COPY DATE 03/08/2023

Anuga Preview (2)
PET Containers & Blowmoulding Machinery
PPMA PPMA Preview
Shrink & Stretch Machinery and Material



OCTOBER

COPY DATE 07/09/2023

BrauBeviale Preview (1)
Carton & Tray Erecting and Sealing
Pasteurising Developments
Promotional & Postal Packaging
Wraparound Case Packing

BrauBeviale2023

NOVEMBER

COPY DATE 05/10/2023

BrauBeviale Preview (2)
Coding & Marking
Multipackaging Developments

BrauBeviale2023

DECEMBER

COPY DATE 09/11/2023

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

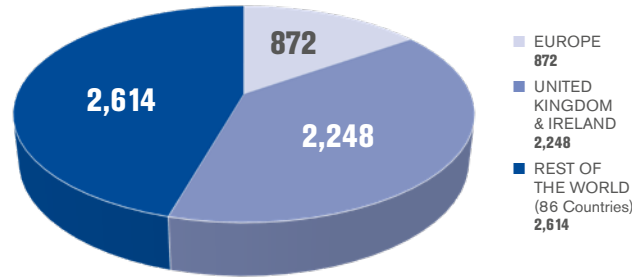
+44 (0)1256 263762

editorial@binstedgroup.com

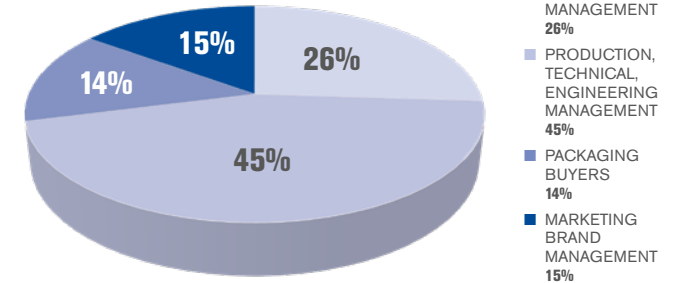
binsted group

CIRCULATION, RATES & FORMATS

INTERNATIONAL BOTTLER & PACKER
Geographic Circulation 5,734



INTERNATIONAL BOTTLER & PACKER
Circulation by Job Title



RATES BY NUMBER OF INSERTS PER YEAR

Format		1	3	6	12
Double Page Spread	Trim: 420 x 280mm (+ 3mm bleed for all edges)	£3,060	£2,900	£2,755	£2,525
Full Page	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1,655	£1,600	£1,545	£1,460
Junior Page	131.5 x 187mm (+ 3mm bleed for all edges)	£1,360	£1,320	£1,275	£1,205
Half Page	Horizontal: 178 x 118mm Vertical: 85.75 x 225mm	£1,215	£1,180	£1,145	£1,100
Quarter Page	Horizontal: 178 x 54.5mm Vertical: 85.75 x 109mm	£1,000	£985	£960	£925
IBP Front Cover	Trim: 210 x 280mm Allow 72mm for IBP banner (Advert area 210 x 208mm) (+ 3mm bleed to left, right and bottom edges)	£2,365			
Inside Front Cover	Trim: 210 x 280mm	£1820			
Outside Back Cover	(+ 3mm bleed for all edges)	£1950			

Subject to Availability

Loose Inserts (Maximum weight 200gsm) –
International: £1,075
UK: £695

Sponsorship Opportunities –

Exclusive page sponsorship opportunities to enhance corporate profile – price on application.

Single or Multiple page Advertorial opportunities available by negotiation.

Classified – for every type of business.

The ideal platform to advertise everything related to beverage packaging.

Full Page: £1,220
Half Page: £700
Quarter Page: £375

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

	Single Column (55 x 69mm)	Double Column (116.5 x 69mm)
1 Entry	£332 per year	£435 per year
3 Entries	£896 per year	£1174 per year
6 Entries	£1690 per year	£2215 per year

All rates GBP £ Sterling and exclusive of VAT

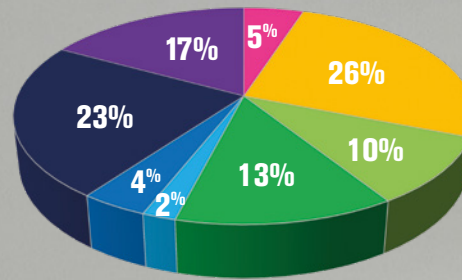
YOUR ADVERT WILL APPEAR IN THE PRINTED MAGAZINE AND ONLINE AT NO EXTRA COST.



ONLINE ADVERTISING AND DIGITAL MAGAZINE ENHANCEMENTS

Digital subscribers receive and read the latest editions first, getting your stories and news to customers quicker.

INTERNATIONAL BOTTLER & PACKER
Circulation by Job Title



- OWNER 5%
- SENIOR MANAGEMENT 26%
- ENGINEERING 10%
- PRODUCTION 13%
- SERVICE 2%
- PURCHASING 4%
- MARKETING 23%
- SALES 17%

Online Distribution
4056
(as at 01/09/22)



DIGITAL BANNER SPONSORSHIP OPPORTUNITIES

Online Magazine Top Banner

Place your banner advert at the top of our online magazines and link to your website or any other URL. Each banner appears for 20 seconds before cycling to the next and there are a maximum of six banner adverts per issue allowing greater exposure.

Banners and links will last for the duration of the issue and cannot be changed mid-issue. Any new adverts or links will be changed at the next available issue.

Online Magazine Introduction Banner

Gain maximum exposure with a Magazine Introduction Banner. Appearing to the left of the front cover of the digital magazine this is a great accompaniment to the cover advert. Only one static banner is available per issue but this will always be visible next to the front cover and can link to any URL provided.

Email Announcement Banner

Once per issue an email is distributed to our registered readers advising that the latest online edition is now available. Within this email you can have an exclusive banner advert that appears at the top of the email. This banner can link to any website but is limited to only one advert per email and is only distributed once per issue.

DIMENSIONS AND REQUIREMENTS



TOP BANNER Width: 400-1200px | Height: 60px | Supplied as JPG or PNG
Confirmed website address for linking



INTRODUCTION BANNER

Width: 300px
Height: 250px
Supplied as JPG or PNG
Confirmed website address for linking



EMAIL BANNER

Width: 468px
Height: 60px
Supplied as JPG or PNG
Confirmed website address for linking

RATES BY NUMBER OF INSERTS PER YEAR

Banner Type	1	3	6	12
Top Banner	£240	£225	£210	£195
Introduction Banner	£265	£250	£235	£220
Email Banner	£275	£260	£245	£230

DIGITAL MAGAZINE ENHANCEMENTS

Editorial Video

Attract instant visibility to your story with a video appearing within your story. It's a great way of showcasing your latest news and developments.
Cost: £125 (in addition to photo charge)

Editorial Link

Link your advert directly to your editorial within the digital magazine.
Cost: £45

CONTACT US TO DISCUSS ADDING VIDEO TO YOUR ADVERT.

ADVERT DIMENSIONS AND FORMATS

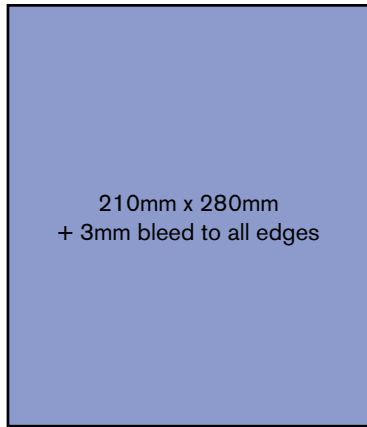
adcopy@binstedgroup.com

INTERNATIONAL BOTTLER & PACKER FILE FORMATS

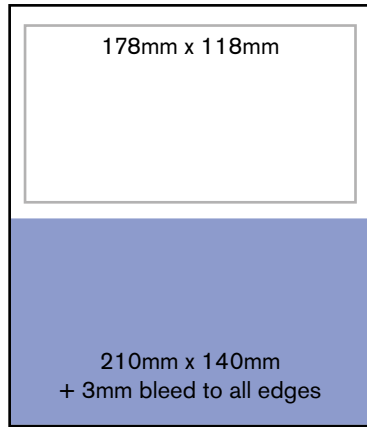
- Adobe PDF (preferred)
- Adobe InDesign
- Adobe Illustrator

Please include all fonts or convert to outlines and ensure all images are high resolution minimum 300dpi in CMYK colour mode.

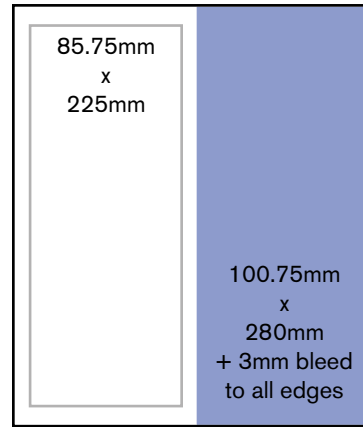
NB All dimensions below are width x height.



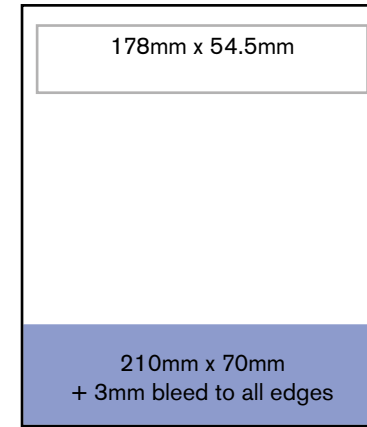
Full Page



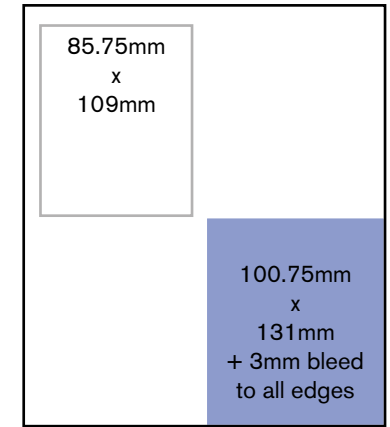
1/2 Page Horizontal (without / with bleed)



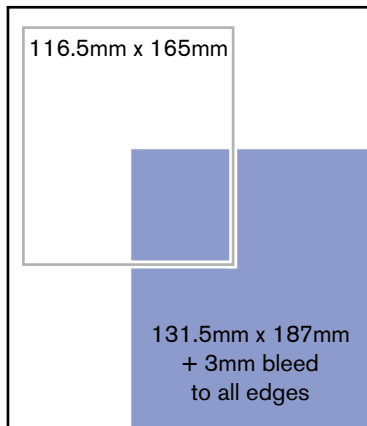
1/2 Page Vertical (without / with bleed)



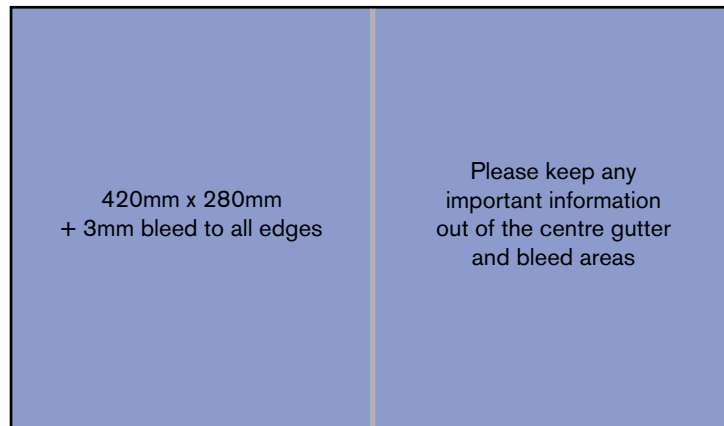
1/4 Page Horizontal (without / with bleed)



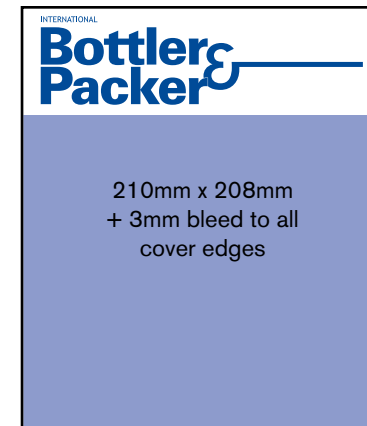
1/4 Page Vertical (without / with bleed)



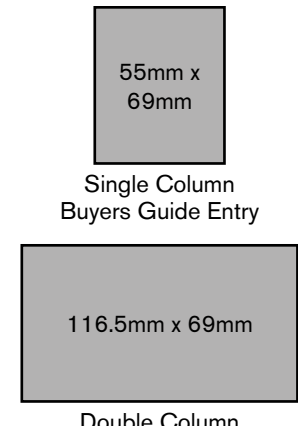
Junior Page (without / with bleed)



Double Page



IBP Front Cover



Double Column
Buyers Guide Entry