

CHP

Cosmetics, Healthcare & Pharmaceuticals Packer

www.binstedgroup.com/chp

Packer

INTERNATIONAL

FEATURE LIST 2024



As the leading journal dedicated to the cosmetics, healthcare and pharmaceutical packaging industry, CHP 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 receive your news for inclusion in CHP Packer.

Stories and editorial covering all types of packaging for the cosmetics, healthcare, household and pharma industries, including:

- Aerosol Filling
- Ancillary Components
- Blister Packaging
- Blowmoulding, Container Design & Innovation
- Capping & Closures
- Capsule & Tablet Production
- Checkweighing, Inspection Systems & Counting
- Cleanroom / Controlled Environments
- Coding & Marking
- Container/Closure Unscrambling & Feeding
- Containers & Dispensers
- Conveyors & Handling Plant
- Cosmetic Filling
- End of Line Packaging & Sealing
- Flexible Packaging Materials
- Labelling & Sleeving
- Liquid Processing & Filling
- Palletising & Depalletising
- Robot Technology
- Secondary Packaging & Machinery
- Supply Chain, Logistics & Traceability
- Tamper Evident Systems & Materials
- Vials, Syringes and Filling Systems

EXHIBITION PREVIEWS

Packaging Innovations • Intralogistics Robotics & Automation • Luxe Pack • InnoPack • ProPak Asia • Fachpack • PPMA • ALL4PACK



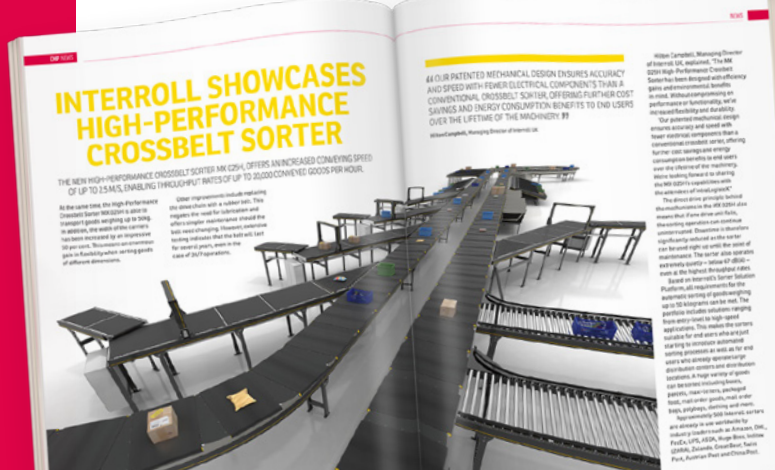
COPY DATES

WINTER	25/01/2024
SPRING	21/03/2024
SUMMER	01/08/2024
AUTUMN	03/10/2024

binsted group

+44 (0)1256 263762 editorial@binstedgroup.com

READERSHIP, RATES & FORMATS



RATES

Format

Full Page	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1,495
Junior Page	131.5 x 187mm (+ 3mm bleed for all edges)	£1,225
Half Page	Horizontal: 178 x 118mm Vertical: 85.75 x 225mm	£1,180
Quarter Page	Horizontal: 178 x 54.5mm Vertical: 85.75 x 109mm	£875
CHP Front Cover	Trim: 210 x 280mm Allow 70mm for CHP banner Advert area 210 x 210mm (+ 3mm bleed to left, right and bottom edges)	£1,750
Inside Front Cover	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1,525
Outside Back Cover	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1,625

Subject to Availability

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 cosmetics, healthcare, household and pharma packaging.

Full Page: £995

Half Page: £595

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
4 Entries	£1690 per year	£2215 per year

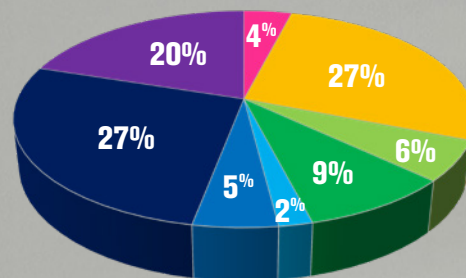
All rates GBP & Sterling and exclusive of VAT

ONLINE ADVERTISING AND DIGITAL MAGAZINE ENHANCEMENTS

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

COSMETICS, HEALTHCARE & PHARMACEUTICAL PACKER

Distribution by Job Title



OWNER
4%

SENIOR
MANAGEMENT
27%

ENGINEERING
6%

PRODUCTION
9%

SERVICE
2%

PURCHASING
5%

MARKETING
27%

SALES
20%

Online
Distribution
4436
(as at 01/05/24)



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 or 600px
Height: 60px or 80px
Supplied as JPG or PNG
Confirmed website address
for linking

RATES PER NUMBER OF INSERTS PER YEAR

Banner Type	1	3	4
Top Banner	£240	£210	£195
Introduction Banner	£265	£235	£220
Email Banner	£275	£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

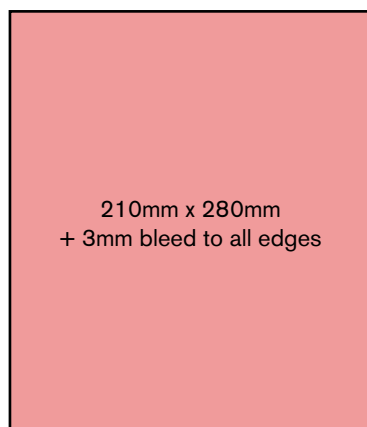
adcopy@binstedgroup.com

COSMETICS, HEALTHCARE & PHARMACEUTICAL PACKER FILE FORMATS

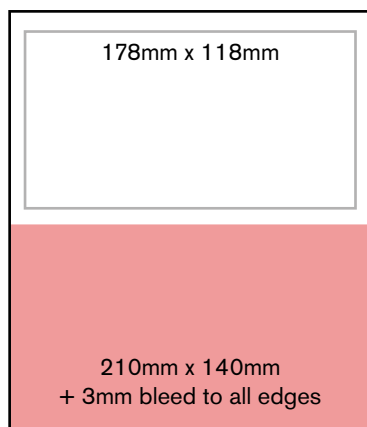
- Adobe PDF (preferred)
- Adobe InDesign
- Adobe Illustrator

Please include all fonts or convert to outlines and ensure all images are high resolution minimum 300dpi in CMYK colour mode. Do not combine or flatten artwork layers.

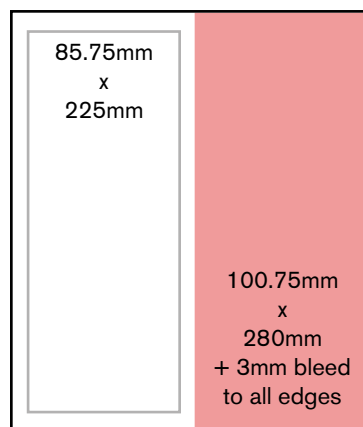
NB All dimensions below are width x height.



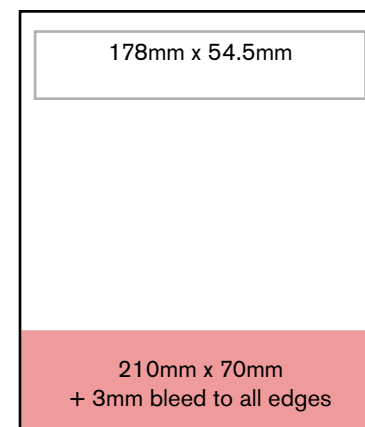
Full Page



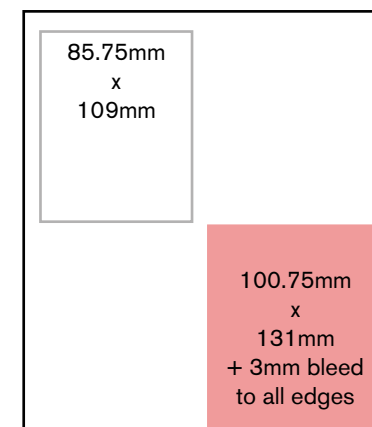
1/2 Page Horizontal (without / with bleed)



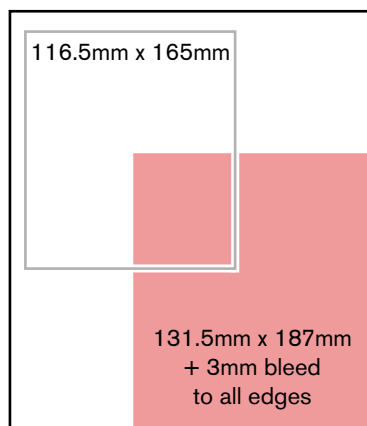
1/2 Page Vertical (without / with bleed)



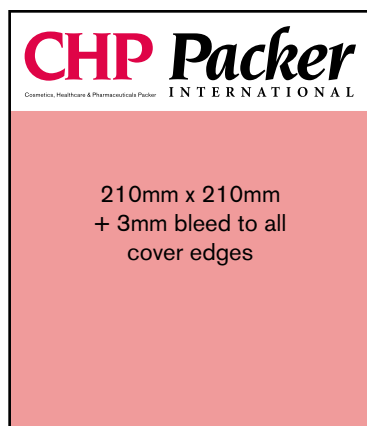
1/4 Page Horizontal (without / with bleed)



1/4 Page Vertical (without / with bleed)



Junior Page (without / with bleed)



CHP Front Cover



Single Column
Buyers Guide Entry



Double Column
Buyers Guide Entry

**IF WE DO NOT RECEIVE YOUR ARTWORK COPY BY THE
MAGAZINE PRODUCTION DATE WE RESERVE THE RIGHT
TO PUBLISH PREVIOUSLY RECEIVED COPY.**