

FOOD PACKER & PROCESSOR INTERNATIONAL

FEATURE LIST 2024



www.binstedgroup.com/fppi

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.

WHAT WE ARE LOOKING FOR...

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

Stories and editorial covering all types of processing and packaging for the food industry, including:

- Adhesives & Application
- Cans & Canning Equipment
- CAP/MAP
- Carton Packing, Sealing & Materials
- Checkweighing
- Chilling & Flash Pasteurising Systems
- Coding & Marking
- Container Design & Forming
- Container/Closure Unscrambling & Feeding
- Contract Packing
- Conveyors, Belts & Components
- Drives, Controls & Sensors
- Filling Machines, Capping & Closures
- Flow Wrapping
- Food Preparation & Processing
- Form/Fill/Seal
- Labelling & Sleeving
- Maintenance & Cleaning
- Metal Detection, X-Ray & Inspection Systems
- Multihead Weighing
- Multipackaging Developments
- Packaging Materials, Containers & F2G
- Palletising & Depalletising
- Parts, Spares & Machine Components
- Print & Apply / Pallet / Weigh Labelling
- Pumps, Valves, Fittings & Pipework
- Ready Meal Packaging
- Robot Technology
- Shrink Wrapping
- Sorting & Counting
- Stretch Wrapping / Pallet Wrapping / Strapping
- Tamper Evident & Security
- Warehousing, Storage, Logistics & Traceability

EXHIBITION PREVIEWS

Packaging Innovations • Intralogistics Robotics & Automation • ProPak Asia
• FISPAL Tecnologia • Fachpack • PPMA



COPY DATES

JAN/FEB	14/12/2023	JULY/AUG	20/06/2024
MAR/APR	22/02/2024	SEPT/OCT	22/08/2024
MAY/JUNE	25/04/2024	NOV/DEC	24/10/2024

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
FPPI Front Cover	Trim: 210 x 280mm Allow 70mm for FPPI 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 food packaging and processing.

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
6 Entries	£1690 per year	£2215 per year

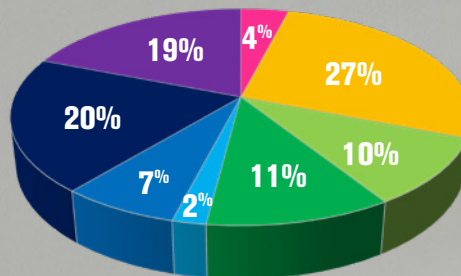
All rates GBP £ Sterling and exclusive of VAT



ONLINE ADVERTISING AND DIGITAL MAGAZINE ENHANCEMENTS

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

FOOD PACKER & PROCESSOR INTERNATIONAL
Distribution by Job Title



- OWNER 4%
- SENIOR MANAGEMENT 27%
- ENGINEERING 10%
- PRODUCTION 11%
- SERVICE 2%
- PURCHASING 7%
- MARKETING 20%
- SALES 19%

Online Distribution
5125
(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 BY NUMBER OF INSERTS PER YEAR

Banner Type	1	3	6
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

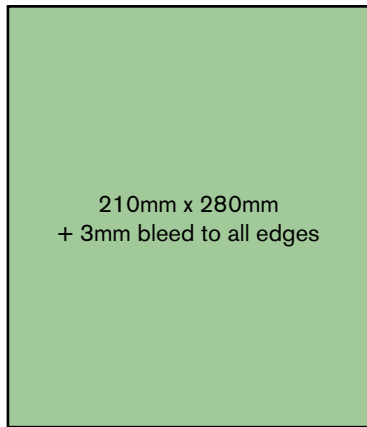
adcopy@binstedgroup.com

FOOD PACKER & PROCESSOR INTERNATIONAL FILE FORMATS

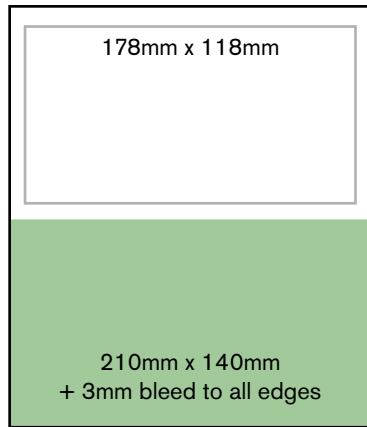
- Adobe PDF (preferred)
- Adobe InDesign
- Adobe Illustrator

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.

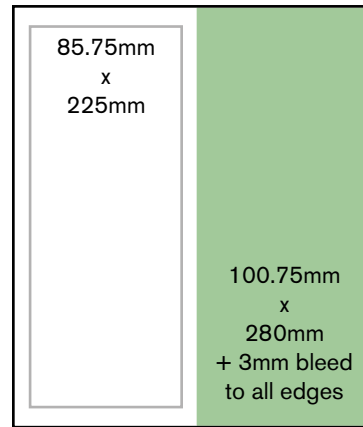
NB All dimensions below are width x height.



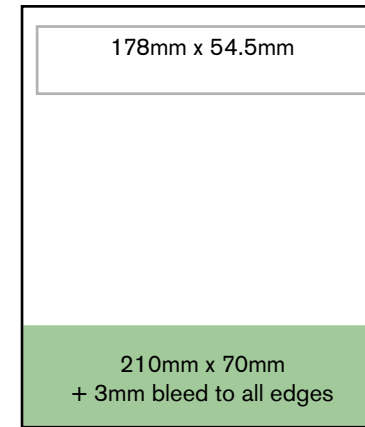
Full Page



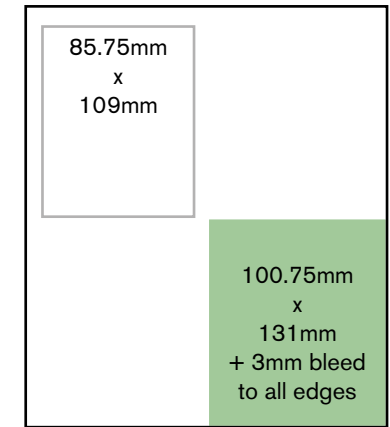
1/2 Page Horizontal (without / with bleed)



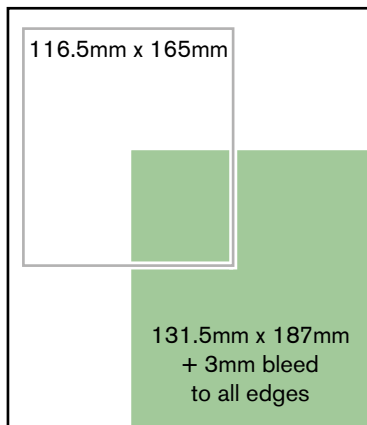
1/2 Page Vertical (without / with bleed)



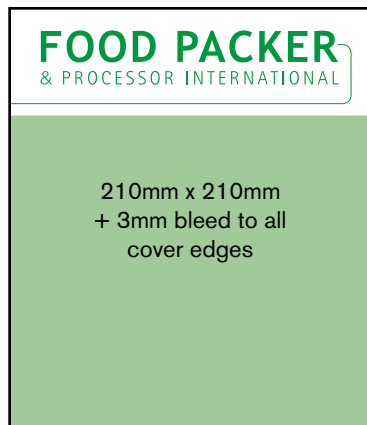
1/4 Page Horizontal (without / with bleed)



1/4 Page Vertical (without / with bleed)



Junior Page (without / with bleed)



FPPI 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.