

INTERNATIONAL

# Bottlers & Packer

[www.binstedgroup.com/ibp](http://www.binstedgroup.com/ibp)

## FEATURE LIST 2024



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.

### FEATURES

#### JANUARY COPY DATE 30/11/23

Inspection Systems  
Warehousing, Storage, Logistics  
& Traceability

#### FEBRUARY COPY DATE 04/01/24

Aseptic Filling & Packaging  
Kegs, Keg Filling & Handling Plant  
**Packaging Innovations Preview**

#### MARCH COPY DATE 08/02/24

Container/Closure Unscrambling  
& Feeding  
Conveyors, Belts & Components  
Drives, Controls & Sensors  
**Intralogistics Robotics & Automation Preview**

#### APRIL COPY DATE 07/03/24

Bottle Cleaning & Drying  
Glass Packaging Developments

#### MAY COPY DATE 04/04/24

Palletising & Depalletising  
Robot Technology

#### JUNE COPY DATE 02/05/24

Contract Filling & Packing  
Maintenance & Cleaning / CIP  
Milk Packaging Developments  
**ProPak Asia Preview**  
**FISPAL Tecnologia Preview**

#### JULY COPY DATE 06/06/24

Cans & Canning Equipment  
Change Parts & Components  
Promotional & Shelf Ready Packaging

#### AUGUST COPY DATE 04/07/24

Bottle Closure Developments  
Bottle Filling & Capping

#### SEPTEMBER COPY DATE 01/08/24

PET Containers & Blowmoulding Machinery  
Shrink & Stretch Machinery and Materials

#### **Fachpack Preview** **PPMA Preview**

#### OCTOBER COPY DATE 05/09/24

Carton & Tray Erecting, Packing  
and Sealing  
Pasteurising Developments  
Promotional & Postal Packaging  
Wraparound Case Packing  
**China Brew & Beverage Preview**  
**Brau Preview (1)**

#### NOVEMBER COPY DATE 03/10/24

Coding, Marking, Print & Apply  
Multipackaging Developments  
**Brau Preview (2)**

#### DECEMBER COPY DATE 07/11/24

Adhesives & Application  
Beverage Processing  
Carbon Dioxide, Nitrogen  
& Industrial Gases  
Labelling & Sleeving

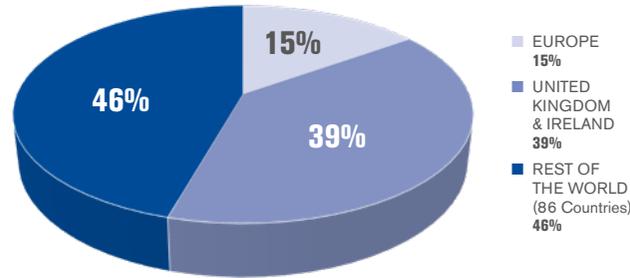


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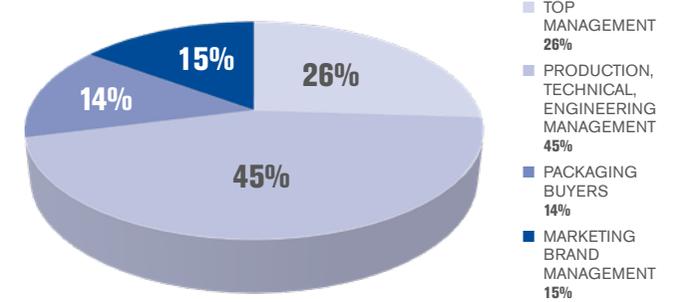
+44 (0)1256 263762 editorial@binstedgroup.com

# READERSHIP, RATES & FORMATS

**INTERNATIONAL BOTTLER & PACKER**  
Geographic Readership



**INTERNATIONAL BOTTLER & PACKER**  
Readership by Job Title



## RATES BY NUMBER OF INSERTS PER YEAR

Format		1	3	6	12
<b>Full Page</b>	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1,655	£1,600	£1,545	£1,460
<b>Junior Page</b>	131.5 x 187mm (+ 3mm bleed for all edges)	£1,360	£1,320	£1,275	£1,205
<b>Half Page</b>	Horizontal: 178 x 118mm Vertical: 85.75 x 225mm	£1,215	£1,180	£1,145	£1,100
<b>Quarter Page</b>	Horizontal: 178 x 54.5mm Vertical: 85.75 x 109mm	£1,000	£985	£960	£925
<b>IBP Front Cover</b>	Trim: 210 x 280mm Allow 70mm for <b>IBP banner</b> (Advert area 210 x 210mm) (+ 3mm bleed to left, right and bottom edges)	£2,365			
<b>Inside Front Cover</b> <b>Outside Back Cover</b>	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1820 £1950			



### 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 beverage packaging.

**Full Page:** £1,220

**Half Page:** £700

**Quarter Page:** £375

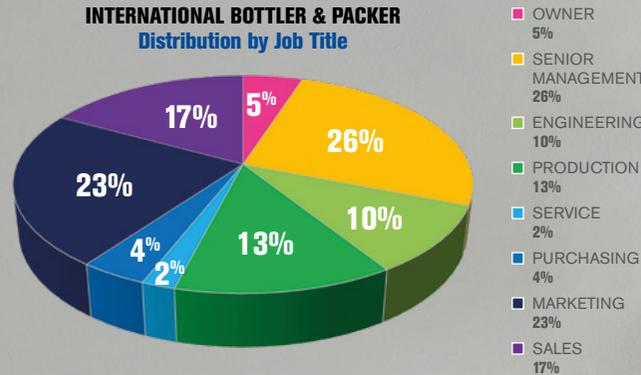
**Buyers Guide –** All year round visibility under your particular section of expertise.

	Single Column (55 x 69mm)	Double Column (116.5 x 69mm)
<b>1 Entry</b>	£332 per year	£435 per year
<b>3 Entries</b>	£896 per year	£1174 per year
<b>6 Entries</b>	£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.



Online Distribution  
**4973**  
(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	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

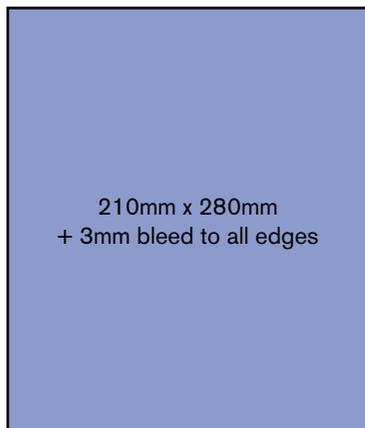
adcopy@binstedgroup.com

## INTERNATIONAL BOTTLER & PACKER FILE FORMATS

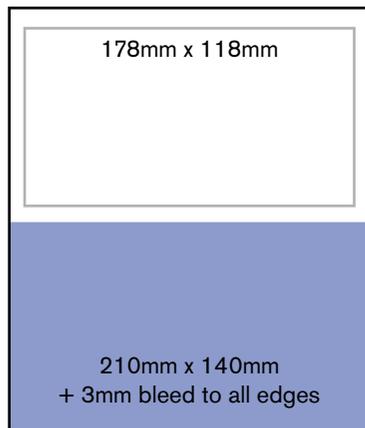
- Adobe PDF (preferred)
- Adobe InDesign
- Adobe Illustrator

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

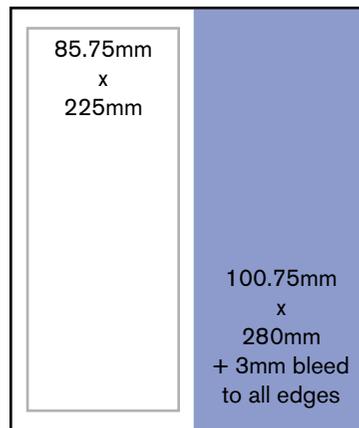
NB All dimensions below are width x height.



Full Page



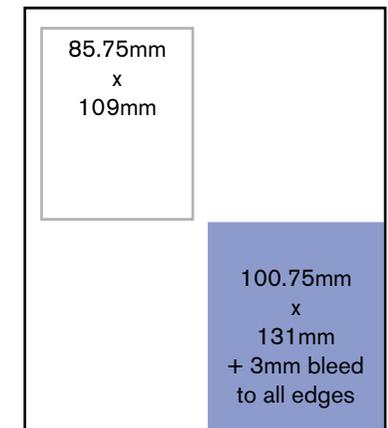
1/2 Page Horizontal (without / with bleed)



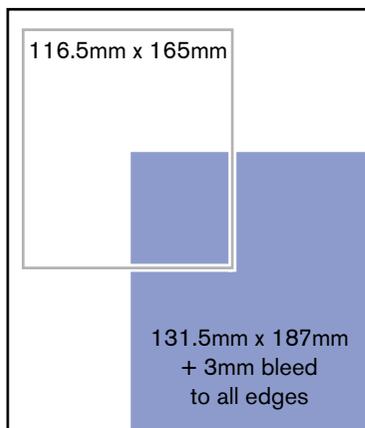
1/2 Page Vertical (without / with bleed)



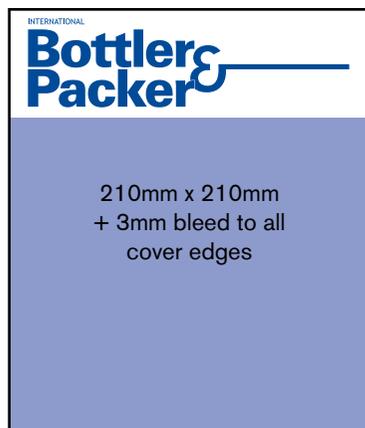
1/4 Page Horizontal (without / with bleed)



1/4 Page Vertical (without / with bleed)



Junior Page (without / with bleed)



IBP 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.**