

INTERNATIONAL

# Bottler & Packer

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

As one of the leading trade journals dedicated to the beverage processing and packaging industries, International Bottler & Packer prides itself on being the first with breaking news in the industry.

IBP also regularly features key news from the drinks industry, making sure that readers are fully aware of the latest updates in this important sector.

## WHAT WE ARE LOOKING FOR...

News and developments in the beverage industry for machinery, services, packaging and product launches.

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, charged at GBP £115 per photo, should be at least 300 dpi.

We would be delighted to receive your editorial submissions for International Bottler & Packer.



## MEDIA INFORMATION 2027

Throughout 2026 and 2027 we proudly start the 100th anniversary year of **International Bottler & Packer**.



It has been an honour to serve as a trusted source throughout this momentous journey, reporting on an ever-changing industry. This would not have been possible without the support of our contributors and loyal readers.

Encompassing all sectors of the beverage industry from processing, packing, logistics and dispensing, International Bottler & Packer is the platform for sharing your news, product launches and success stories.

Each issue delivers global coverage, reporting on the diverse and dynamic areas affecting this specific, yet evolving industry.

Stories and news covering areas including:

- Adhesives & Application
- Aseptic Filling & Packaging
- Beverage Processing
- Bottle Closures
- Bottle Filling & Capping
- Cans & Canning Equipment
- Carbon Dioxide, Nitrogen & Industrial Gases
- Carton & Tray Erecting, Packing and Sealing
- Change Parts & Components
- Coding, Marking, Print & Apply
- Container / Closure Unscrambling & Feeding
- Contract Filling & Packing
- Conveyors, Belts & Components
- Dairy Innovations
- Dispensing Systems
- Drives, Controls & Sensors
- Glass Packaging
- Inspection Systems
- Kegs, Keg Filling & Handling Plant
- Labelling & Sleeveing
- Maintenance & Cleaning / CIP
- Multipackaging Machinery & Packs
- Pasteurising, Heating & Cooling
- PET Containers & Blowmoulding Machinery
- Promo & Shelf Ready Packaging / Displays
- Robotics
- Shrink & Stretch Machinery and Materials
- Sustainability
- Warehousing, Storage, Logistics & Traceability
- Wraparound Case Packing



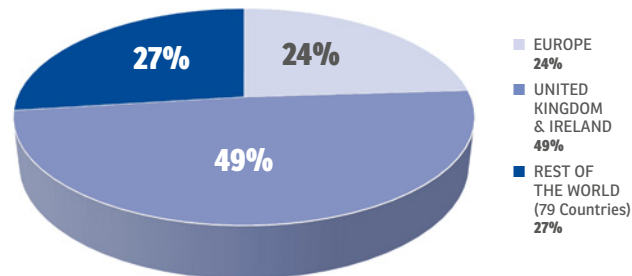
### COPY DATES

|                                                             |            |
|-------------------------------------------------------------|------------|
| <b>JANUARY</b> • Paris Packaging Week Preview               | 17/12/2026 |
| <b>FEBRUARY</b> • Packaging Innovations / Empack Preview    | 21/01/2027 |
| <b>MARCH</b> • BeerX Preview • IFE Preview                  | 18/02/2027 |
| <b>APRIL</b> • Packaging Première Preview                   | 18/03/2027 |
| <b>MAY</b> • Propak Asia Preview                            | 22/04/2027 |
| <b>JUNE</b> • AllForPack Emballage Preview • Fispal Preview | 20/05/2027 |

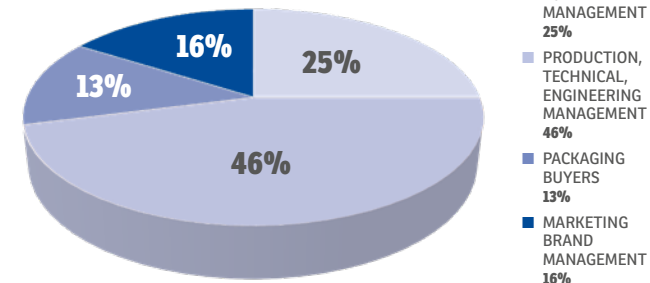
|                                                                                                                                                          |            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>JULY</b>                                                                                                                                              | 21/06/2027 |
| <b>AUGUST</b> • Automate UK Preview I                                                                                                                    | 15/07/2027 |
| <b>SEPTEMBER</b> • Automate UK Preview II • Anuga Preview • BrauBeviale Preview I • FACHPACK Preview • London Packaging Week Preview • PACK EXPO Preview | 23/08/2027 |
| <b>OCTOBER</b> • BrauBeviale Preview II • UK Packaging Expo Preview I                                                                                    | 16/09/2027 |
| <b>NOVEMBER</b> • BrauBeviale Preview III • UK Packaging Expo Preview II                                                                                 | 14/10/2027 |
| <b>DECEMBER</b>                                                                                                                                          | 18/11/2027 |

# READERSHIP, RATES & FORMATS

**INTERNATIONAL BOTTLER & PACKER**  
Geographic Readership



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



## RATES

### Format

|                                         |                                                                                                                                |               |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|---------------|
| <b>Full Page</b>                        | Trim: 210 x 280mm (+ 3mm bleed for all edges)                                                                                  | <b>£1,555</b> |
| <b>Junior Page</b>                      | 131.5 x 187mm (+ 3mm bleed for all edges)                                                                                      | <b>£1,280</b> |
| <b>Half Page</b>                        | Horizontal: 178 x 118mm<br>Vertical: 85.75 x 225mm                                                                             | <b>£1,155</b> |
| <b>Quarter Page</b>                     | Horizontal: 178 x 54.5mm<br>Vertical: 85.75 x 109mm                                                                            | <b>£960</b>   |
| <b>IBP Front Cover</b>                  | Trim: 210 x 280mm<br>Allow 70mm for <b>IBP banner</b><br>Advert area 210 x 210mm (+ 3mm bleed to left, right and bottom edges) | <b>£2,365</b> |
| <b>Inside Front Cover</b>               | Trim: 210 x 280mm (+ 3mm bleed for all edges)                                                                                  | <b>£1,820</b> |
| <b>Outside Back Cover</b>               | Trim: 210 x 280mm (+ 3mm bleed for all edges)                                                                                  | <b>£1,950</b> |
| <b>Full Page Advertorial</b>            | 400-550 words, 2 Colour Photos<br>Company Logo and Full Contact Details                                                        | <b>£560</b>   |
| <b>Full Page Advertorial with Video</b> | 400-550 words, 2 Colour Photos,<br>1 Video (max. suggested length 4 minutes)<br>Company Logo and Full Contact Details          | <b>£685</b>   |

Multiple Page Advertorials available please enquire for pricing



### Sponsorship Opportunities –

Exclusive page sponsorship opportunities to enhance corporate profile (price on application): Contents, Exhibitions & Events, News and other regular sections.

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

|                  | Single Column<br>(55 x 69mm) | Double Column<br>(116.5 x 69mm) |
|------------------|------------------------------|---------------------------------|
| <b>1 Entry</b>   | <b>£332 per year</b>         | <b>£435 per year</b>            |
| <b>3 Entries</b> | <b>£896 per year</b>         | <b>£1174 per year</b>           |
| <b>6 Entries</b> | <b>£1690 per year</b>        | <b>£2215 per year</b>           |

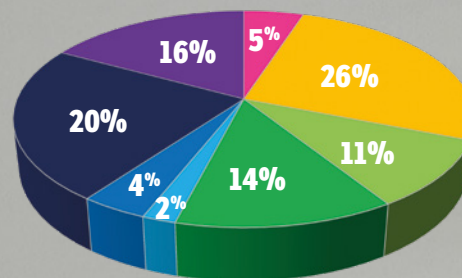
All rates GBP £ Sterling and exclusive of VAT



# ONLINE ADVERTISING AND DIGITAL MAGAZINE ENHANCEMENTS

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

INTERNATIONAL BOTTLER & PACKER  
Distribution by Job Title



- OWNER 5%
- SENIOR MANAGEMENT 26%
- ENGINEERING 11%
- PRODUCTION 14%
- SERVICE 2%
- PURCHASING 4%
- MARKETING 20%
- SALES 16%

Online  
Distribution  
**5451**  
(as at 19/10/26)



## 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: 600px  
Height: 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

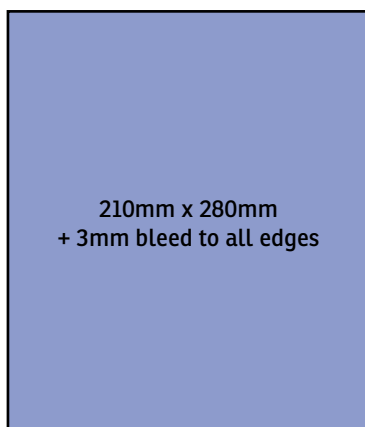
adcopy@binstedgroup.com

## INTERNATIONAL BOTTLER & PACKER FILE FORMATS

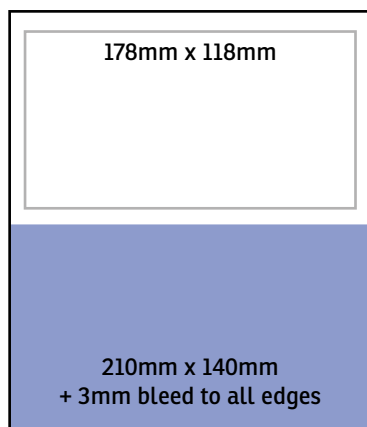
- Adobe PDF (preferred)
- Adobe InDesign
- Adobe Illustrator

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.

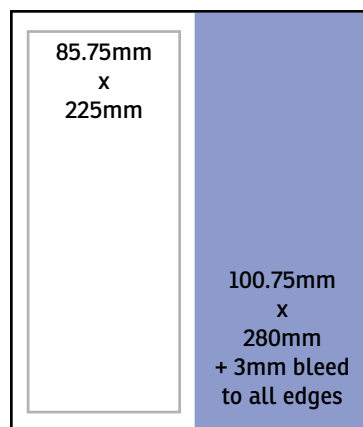
NB All dimensions below are width x height.



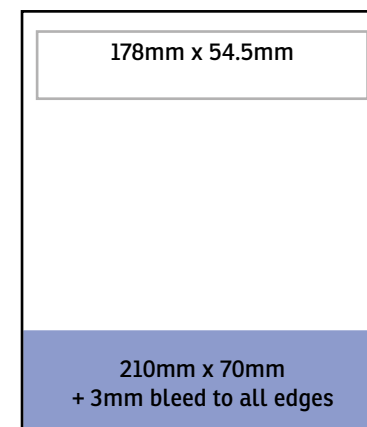
Full Page



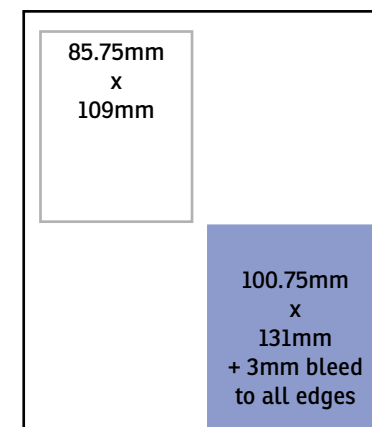
1/2 Page Horizontal (without / with bleed)



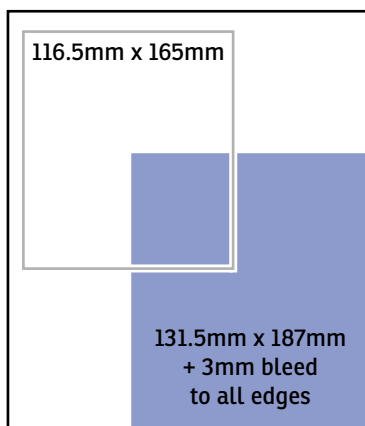
1/2 Page Vertical (without / with bleed)



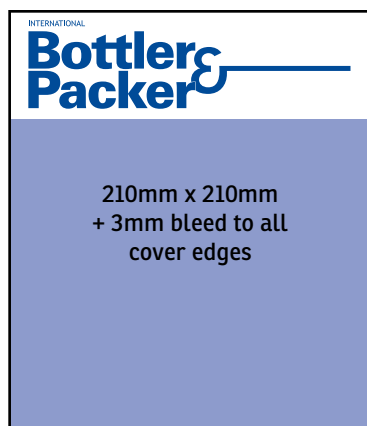
1/4 Page Horizontal (without / with bleed)



1/4 Page Vertical (without / with bleed)



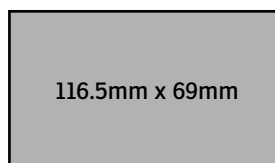
Junior Page (without / with bleed)



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.**

