

THE ONLY WORLD-WIDE CIRCULATED TRADE MAGAZINE
EXCLUSIVELY DEDICATED TO THE CORRUGATED INDUSTRY

MEDIA PACK 2025

INTERNATIONAL PAPER BOARD

INDUSTRY

Since the 1950s, this magazine has been the 'go to' for the global corrugated packaging industry. With in-plant reports, machinery profiles and much, much more, converters around the world have enjoyed keeping up to speed with all that is new and exciting through the pages of this prestigious title.

From 2022, the magazine - which has remained in print - moved from 12 issues per year to eight issues. This is not for any other reason than we feel we can bring a more powerful and meaningful magazine to you eight times per year and creating new and exciting content that will make it 'MUST' reading for CEOs, Managing Directors and Plant Managers at box factories everywhere.



NEW!

INTERACTIVE FORMAT

Watch embedded video content, download brochures, view slideshows, LinkedIn profiles and more in our online page-turning issues.

2025 PROGRAMME

- ISSUE 1:** January
- ISSUE 2:** February
- ISSUE 3:** March/April
- ISSUE 4:** May/June
- ISSUE 5:** July/August
- ISSUE 6:** September
- ISSUE 7:** October
- ISSUE 8:** November/December

Each of these issues will include an **in-depth focus on a process** (see Issue Focus opposite), **company profiles, new product features** as well as **in-plant customer testimonials** (see p2). The eight issues combine to make a complete industry handbook for readers! Daily news will continue to be served from our **website** (see p4) and **e-newsletters** (see p4).

ISSUE FOCUS

For these reports, each company will be invited to submit a maximum of 750 words and four photos, ensuring multiple pages of editorial for your company and products within the feature article. Link to website at end of article and further contact information. Participation will be invited to those who advertise with us.

- ISSUE 1:** Corrugator Wet-End Technology, Starch Mixing, Paper.
- ISSUE 2:** Materials Handling, Strapping, Plant Software and Logistics.
- ISSUE 3:** Flexo Printing, Ancillaries and Rotary Die-cutting.
CCE Preview.
- ISSUE 4:** Speciality Gluers and Quality Assurance.
- ISSUE 5:** Digital Printing and Short Run Boxmaking.
- ISSUE 6:** Corrugator Dry-End Technology and Waste/Scrap Removal/Baling.
FEFCO Preview, Part 1.
- ISSUE 7:** Litho-Laminating, Corrugator Rolls and Anilox Rolls.
FEFCO Preview, Part 2.
- ISSUE 8:** Flat Bed Die-Cutting and Tooling.



COMPANY PROFILE

A three page article, with your full page advertisement on fourth page. HiRes PDF provided for reprint (ideal for expos), social media and website download. You can have one profile per year and there is no cost for the report, as it is included in your advertising page rate. This is only offered to companies who book 4x insertions or more.



CUSTOMER REPORT

A dedicated three page article, with your full page advertisement on fourth page. We will interview your customer and hear their reasons for choosing your machine or solution. HiRes PDF provided for reprint (ideal for expos), social media or website download. This article will also appear as a feature on our website, **www.thepackagingportal.com** as well as promotion of the feature via our LinkedIn and social media.

The number of customer reports will be directly related to the number of insertions you book in one year. These reports carry no cost, being related to the volume of insertions you book.



NEW PRODUCT RELEASE

A one to two page article about a new machine, system or solution. Choice to run advertisement next to the article for maximum impact. You can have up to two profiles per year and there is no cost for the report, as it is included in your advertising page rate.



ADVERTISING RATES

	FULL PAGE	HALF PAGE
1x	€4,400	€2,420
2x	€4,125	€2,255
4x	€3,850	€2,090
8x	€3,025	€1,815

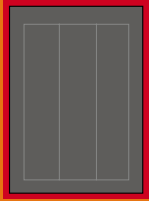
UK CUSTOMERS: VAT will be charged at statutory rate.

MECHANICAL DATA

All dimensions are width by height.

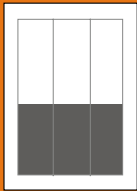
■ Advert ■ Trim ■ Text ■ Bleed

FULL PAGE - 210 x 280 mm **PLUS 3mm bleed** (216 x 286 mm with bleed ⓘ)

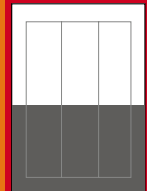


Please keep all critical information out of the bleed area ■ and well away from the trim to avoid information being lost.

1/2 PAGE (H)
170 x 116 mm

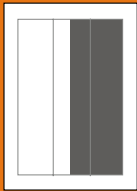


BLEED 1/2 PAGE (H)
210 x 139 mm*

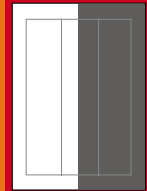


*(216 x 145 mm with bleed)

1/2 PAGE (V)
86 x 241.8 mm

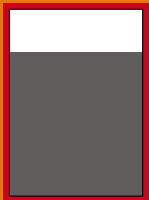


BLEED 1/2 PAGE (V)
100.5 x 280 mm*



*(106.5 x 286 mm with bleed)

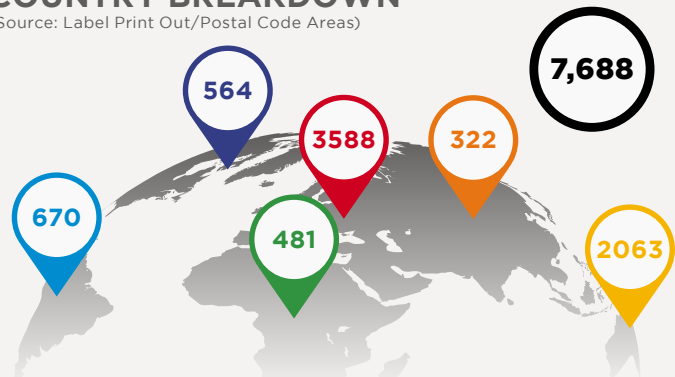
FRONT COVER - 210 x 210 mm
PLUS 3mm bleed - right and bottom ONLY
(213 x 213 mm with bleed ⓘ)



Please keep all critical information out of the bleed area ■ and well away from the trim to avoid information being lost.

COUNTRY BREAKDOWN

(Source: Label Print Out/Postal Code Areas)



Europe

Austria 49
Belgium 62
Bosnia Herzegovina 17
Cyprus 12
Czech Republic 43
Eire 72
France 329
Germany 373
Greece 48
Hungary 87
Italy 479
Monaco 9
Netherlands 72
Poland 82
Portugal 44
Russia 98
Scandinavia 254
Slovak Rep 21
Slovenia 23
Spain 283
Switzerland 75

Turkey

Turkey 173
United Kingdom 883

Middle East

Iran 30
Iraq 36
Israel 33
Jordan 31
Kuwait 36
Lebanon 28
Morocco 36
Oman 25
Saudi Arabia 43
UAE 24

Africa

Algeria 22
Angola 22
Egypt 29
Ethiopia 26
Ghana 29
Kenya 35
Mauritius 24

Mozambique

Mozambique 27
Nigeria 25
South Africa 119
Sudan 28
Tanzania 21
Uganda 25
Zambia 27
Zimbabwe 22

Far East Asia & Pacific Region

Australia 197
China 423
Hong Kong 67
India 244
Indonesia 139
Japan 311
Korea 78
Malaysia 131
New Zealand 63
Philippines 150
Singapore 68
Thailand 192

South America

Argentina 36
Brazil 149
Chile 34
Colombia 38
Costa Rica 33
El Salvador 32
Equador 31
Guatemala 28
Haiti 24
Honduras 29
Jamaica 22
Panama 27
Peru 38
Trinidad 16
Uruguay 33
Venezuela 37
Others 63

North America

USA 310
Canada 254

ONLINE ACTIVITIES, BANNERS ON WEBSITE & NEWSLETTER

THE BRUNTON REPORT

12-20 min bespoke, professional video covering installations, interviews, developments and more - POA



STANDARD ANIMATED WEB BANNER

728 pixels wide x 90 pixels deep @ 72dpi - €600/month (minimum of three months)

SKYSCRAPER ANIMATED WEB BANNER

206 pixels wide x up to 600 pixels deep @ 72dpi - €850/month (minimum of three months)



E-NEWSLETTER

As we use more and more online tools for daily news within the packaging industry, we are offering a twice-weekly e-newsletter to opted-in subscribers. The benefit of the e-newsletter to readers is that it consolidates all the latest news headlines and features, tailored to their industry preference (corrugated, folding carton and recycling).

As of 1st November 2021, we have over 14,685 opted-in subscribers. The open rate of the campaigns, which are every Tuesday and Thursday, is 42.1% (average open rate for non-generic B2B e-newsletters is around 19%!).

CONTENT

- Links to news items, direct to our website
- Precis of feature articles, with link to main feature on our website
- exclusive videos, with link to our dedicated YouTube channel **THE BRUNTON REPORT**

ADVERTISING

You have the choice of a standard banner of square block. The adverts will link to your site and you can supply a tracking link if you wish. Minimum of four placements.

STANDARD BANNERS

1200 x 170px
@ 72dpi
€150 per e-newsletter

SQUARE BLOCK

350 x 350px
@ 72dpi
€150 per e-newsletter



PLEASE EMAIL DAN BRUNTON dan@brunton.co.uk
TO BOOK YOUR ADVERTISING