

PACKAGING DIGEST

www.packagingdigest.com



blogs

2008 media planner

lead generation

online

multimedia

events

webcasts

print

research

eletters



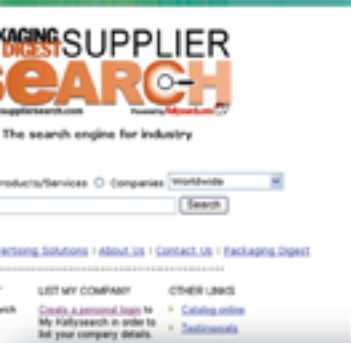


show dailies

database marketing

eletters

videos



For almost 50 years, the *Packaging Digest* brand has provided information and solutions to packagers involved with the \$450 billion worldwide packaging market.

The preferred integrated industry resource, *Packaging Digest* provides the highest level of information to its at-work, decision-making audience with superior print and emedia products, and offers suppliers the most effective access to this vast packaging marketplace.

webcasts

logs

podcasts

PACKAGING
DIGEST

connect

with the packaging community

PRINT

- Packaging Digest Monthly Magazine
- Annual Products & Suppliers Guide
- PACK EXPO Show Dailies

EMEDIA

- www.packagingdigest.com
- PDSuppliersearch.com
- Eletters - Daily Packaging News & Monthly Market-Specific
- Packaging Channel Micro-sites
- PD China Online
- Webcasts/Podcasts
- Blogs
- Videos/Products
- White Papers

MARKETING SERVICES

- Direct Marketing/List Rental
- Database Marketing/Lead Services & Event Marketing
- Research
- Custom Publishing



who we reach — print audience

Packaging Digest provides the largest circulation of any industry publication, and reaches the most sought-after prospects in the big volume packaging markets. PD delivers the most valuable audience for companies looking to sell machinery, equipment, components, automation/controls, materials, containers and services to the packaging market.

Packaging Digest	Packaging World	Food & Drug Packaging	Packaging Machinery Technology (PMT)
Total Qualified Subscribers			
100,735	87,502	55,000	35,084
Buying Authority Subscribers			
98,218	Not reported	Not reported	Not reported
Food & Beverage Subscribers			
50,167	45,614	36,194*	22,744
Drug/Personal Care/Chemical Products Subscribers			
24,636	23,630	18,806	12,340**
Production & Engineering Titles			
46,413	40,115	10,967*	14,074**

Source:

Packaging Digest, *Packaging World* and *Food & Drug Packaging* June 2007 BPA Worldwide Circulation Statements and *Packaging Machinery Technology* March 2007 ABC Publisher's Statement.

**Food & Drug Packaging* Food & Beverage subscribers also include prepared foods & specialties; Production & Engineering titles also include Traffic/Shipping titles (see Paragraph 3a for complete descriptions).

***Packaging Machinery Technology* Drug/Personal Care/Chemical Product subscribers include Chemical/Household, Cosmetics/Personal Care and Pharmaceutical/Medical Devices; Production & Engineering titles include Engineering and Production/Manufacturing.

Packaging Digest delivers MORE circulation and MORE buyers, and reaches the critical decision makers missed by other industry publications

PD specifically invests in **circulation with proven buying power...PD is the ONLY packaging publication that reports audited buying authority**

98,218 subscribers with BPA-audited buying authority...

including **34,975** subscribers who authorize, specify, recommend, approve or purchase **over \$1 million in packaging products every year¹**

PD delivers the **largest overall circulation and largest circulation to key customers...** production/engineering titles, food/beverage packagers, pharmaceutical/personal and household care packagers

PD delivers key audiences including **OEMs, system integrators and contract packagers**

44% of our subscribers do not receive any of these publications — *Packaging World*, *Food & Drug Packaging*, *Packaging Machinery Technology (PMT)* ¹

Source: ¹Publisher's own data, *Packaging Digest* May 2007 circulation file



When you advertise with *Packaging Digest*, your message will be delivered to people who need to see it – important packaging professionals who buy your products.

who we reach —

online audience

Packagingdigest.com delivers your message to thousands of packagers at the right time. These loyal, engaged professionals are packaging industry masters who access the site daily and weekly, and name packagingdigest.com as the source they rely on most for packaging news, new technology/new products, design trends/application stories and to locate vendor/product information.



Go To Site

- **83% visit packagingdigest.com** at least monthly; **46%** at least weekly/daily
- **73% visit packagingdigest.com** from our print magazine and eletters
- **54%** spend more than 10 minutes on the site each time they visit
- **43% have packagingdigest.com** bookmarked as one of their favorites

Some of the top packaging companies who regularly visit packagingdigest.com

- | | | |
|----------------|-------------------|------------------|
| Abbott Labs | Goodyear | PBM Nutritionals |
| Alcon Labs | H.J. Heinz | Pepsi |
| Andres Wines | Hartz | Perdue |
| Anheuser-Busch | Hershey's | Perrier Group |
| Aventis | Honeywell | Pfizer |
| Avon | Hormel Foods | Playtex |
| Baxter | Iams | Procter & Gamble |
| Ben & Jerry | Kellogg's | Purina |
| Blistex | Kikkoman | Quaker Oats |
| Binney & Smith | Kodak | Raytheon |
| Boeing | Kraft | RC Bigelow |
| Bose | Land O'Lakes | Russell Stover |
| Campbell Soup | L'Oreal | Sara Lee |
| Chanel USA | Marzetti | Scotts |
| City Brewery | Mattel | Sherwin-Williams |
| Clorox | Maybelline | Slimfast |
| Coca-Cola | Maytag | Starbucks |
| Con Agra Foods | Melitta | Sunmaid |
| Coors | Merck | Sweet'n Low |
| Coty Inc. | Michelin's | Timex |
| Dannon | Minute Maid | Treetop |
| Del Monte | Monsanto | Tropicana |
| EJ Gallo | Nature's Path | Tyco Healthcare |
| Eli Lilly | Nestle | Tyson |
| Elmer's | Ocean Spray | Unilever |
| Estee Lauder | Optical Solutions | Wausau Paper |
| Frito Lay | Pacific Foods | Wrigley |
| General Mills | Panasonic | Wyeth |
| Gillette | Papa John's | |

With packagingdigest.com, your advertising reaches the RIGHT people at the RIGHT companies.

Packagingdigest.com User Profile

- **65%** have 10+ years of packaging industry experience
- **46%** have worked 10+ years with current employer
- **42%** work in companies with 1,000+ employees
- **76%** are 40+ years old
- **73%** have a bachelor degree or higher

Top Reasons Users Visit packagingdigest.com

- Packaging news
- New product information
- Search for suppliers and products
- Look for design trends/application stories

Source: Packaging Digest Web Usage Study, June 2007

PD's website traffic drivers

- PD's print products
- Search engines, Google, Yahoo, MSN, etc.
- Daily Packaging News eletter
- Monthly eletters
- PDSuppliersearch.com, part of the Kellysearch network
- RSS feeds
- Related industry websites

editorial

With almost 50 years of industry service, *Packaging Digest* has established a formidable and offers you the most trusted and credible editorial environment in print and emedia for

Our Integrated Editorial Focus: Bringing Buyers and Sellers Together

- PD is designed to serve the critical information needs of the busy packaging professional, and delivers the information in a variety of ways—print, website, eletters, webcasts, podcasts, videos, RSS, blogs and custom turnkey formats.
- PD focuses on the issues of greatest concern to your customers...new and applied technology, new machinery/materials products, new package designs and packaging line efficiencies and best practices.
- PD delivers compelling information that helps readers understand the packaging process and offers solutions to do their jobs better and more efficiently.
- PD provides an interactive community with platforms for sharing ideas and opinions with peers and suppliers.
- PD's integrated editorial includes thousands of weblinks to help packaging buyers connect with suppliers directly every day.

PD's compelling editorial line-up available in print, online and digital format each month includes:

- Design trends/new packages
- New machinery products
- New material products
- Applied technology features/best practices
- Automation & controls technology
- System integration
- RFID/Smart packaging technology
- Package manufacturing
- Sustainable packaging



editorial for

bond with your customers that other industry resources can't match—your advertising message.

Integrated Products & Suppliers Guide Published July, 2008

PRINT – Most comprehensive listings for 2,000 companies and 6,000 products for packaging machinery, materials, automation and controls and RFID; plus...system integrators and contract packagers.

ONLINE – PDSuppliersearch.com, powered by Kellysearch, a worldwide B2B search engine that drives visitors to your website through the largest database of suppliers, products and weblinks.

PACK EXPO Show Dailies Published November 9, 10, 11 and 12, 2008

PRINT – Show Dailies are a vital source of up-to-the-minute show information. Printed overnight, PACK EXPO Show Dailies are handed out to attendees at the show and distributed at key show hotels.

EMEDIA – Products include a PACK EXPO show micro-site, pre/post and Show Daily eletters, Show Daily news posted live each show day on packagingdigest.com and Show Daily digital issues.



today's packaging community

08 editorial calendar

JULY PRODUCTS & SUPPLIERS GUIDE

Close date:
6-2-08

January

Close date:
12-3-07

February

Close date:
1-3-08

March

Close date:
2-3-08

April

Close date:
3-3-08

May

Close date:
4-1-08

June

Close date:
5-1-08

In Every Monthly Issue: • New Products • New Machinery • New Materials • Technology... Automation & Controls, Smart &

ISSUE EMPHASIS

Food & Beverage Packaging

Sustainability in Packaging

Show Preview: WestPack 2008

Health & Beauty Aids/ Nutraceutical Packaging

Show Preview: Interpack 2008

Flexible Packaging

Show Preview: INTERPHEX 2008

Labeling, Decorating, Package Printing

Show Preview: Packaging Summit Expo & Conference

Distribution Packaging

Show Preview: EastPack 2008

Plastics in Packaging

Sustainability in Packaging

Show Preview: Expo Pack Mexico

APPLICATION TECHNOLOGIES

- Automation & Controls
- Containers
- Converting
- Package Design
- Smart/Secure Packaging

- Cartoning
- Casing
- Bottling
- Capping

- Automation & Controls
- Form/Fill/Seal
- Bagging
- Labeling
- Smart/Secure Packaging

- Automation & Controls
- Inspection/ Detection
- Marking
- Coding

- Conveying
- Palletizing
- Stretch Wrapping
- Smart/Secure Packaging

- Automation & Controls
- Containers
- Filling
- Feeding

PRODUCT FOCUS - MACHINERY

Marking & Coding

Material Handling & Conveying

Cartoning, Casing & Sealing

Controls & Inspection

Labeling & Printing

Filling & Feeding

PRODUCT FOCUS - MATERIALS

Flexible Packaging

Rigid Containers

Film & Foil

Paper & Paperboard

RFID & Smart Packaging

Bottles & Closures

DESIGN TRENDS

Food/Pet Food

Healthcare

Beverages

Household Products

Personal Care/ Pet Care

Food

SPECIAL INTEREST COLUMNS

- System Integration
- Sustainable Packaging

- System Integration
- Sustainable Packaging

- System Integration
- Sustainable Packaging

- System Integration
- Sustainable Packaging

- System Integration
- Sustainable Packaging

- System Integration
- Sustainable Packaging

TRADE SHOWS/INDUSTRY EVENTS

WestPack 2008

Jan. 29-31
Anaheim, CA

INTERPHEX Puerto Rico

Feb. 14-15
San Juan, PR

Flexible Packaging Assn. Annual Meeting

Mar. 5-7
Orlando, FL

Interpack 2008

Apr. 24-30
Düsseldorf, Germany

Sustainability in Packaging Conference

Mar. 11-13
Orlando, FL

SouthPack 2008

Mar. 19-20, Atlanta, GA

INTERPHEX 2008

Mar. 26-28
Philadelphia, PA

Packaging Summit Expo & Conference

May 13-15
Rosemont, IL

EastPack 2008

Jun. 3-5
New York City

Expo Pack Mexico

Jun. 24-27
Mexico City

MARKETING OPPORTUNITIES

Lead Connect Program

Lead Connect Program

Lead Connect Program

Harvey Ad Study

Lead Connect Program
Info Showcase

Lead Connect Program

Info Showcase

Lead Connect Program

Info Showcase

emedia opportunities

- Daily Packaging News eLetter
- Market-specific Monthly eLetters

Webcast: Sustainability

- Daily Packaging News eLetter
- Market-specific Monthly eLetters

- Daily Packaging News eLetter
- Market-specific Monthly eLetters

- Daily Packaging News eLetter
- Market-specific Monthly eLetters

Webcast: Food & Beverage Packaging

- Daily Packaging News eLetter
- Market-specific Monthly eLetters

- Daily Packaging News eLetter
- Market-specific Monthly eLetters

2008/2009 Products & Suppliers Guide

In Print and Online



- Published annually in July
- 6,000 products
- 2,500 companies

Listings feature:

- Packaging Machinery
- Packaging Materials
- Automation
- Packaging Manufacturers Alphabetical Directory
- System Integrators Geographic & Alphabetical Directories

- Contract Packaging Geographic & Alphabetical Directories

PDSuppliersearch.com Marketing Opportunities

- Website advertising
- Enhanced company profile
- Prioritized company/product listing

July Close date: 6-2-08	August Close date: 7-1-08	September Close date: 8-1-08	October Close date: 9-2-08	NOVEMBER SHOW DAILIES Close date: 10-10-08	November Close date: 10-1-08	December Close date: 11-3-08
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Secure Packaging • Package Design • Package Manufacturing • Industry Calendar • Newsmakers • On packagingdigest.com

Food Packaging Private Label Packaging Package Security	Pharmaceutical & Medical Packaging Machine Safety Show Preview: HBA Global Expo 2008	Show Overview: PACK EXPO International 2008	Show Preview: PACK EXPO International 2008 Packaging Machinery	Show Daily PACK EXPO International 2008  Published: <ul style="list-style-type: none"> • Sun., Nov. 9 • Mon., Nov. 10 • Tue., Nov. 11 • Wed., Nov. 12 Distribution: <ul style="list-style-type: none"> • Show hotels • McCormick Place entrances and on the show floor eMedia packagingdigest.com <ul style="list-style-type: none"> • Digital editions • ShowDaily Online Live • ShowDaily News eLetters 	Materials & Containers Brand Protection/ Anti-Counterfeiting	Beverage & Dairy Packaging Contract Packaging
<ul style="list-style-type: none"> • Automation & Controls • Form/Fill/Seal • Bagging • Wrapping • Smart/Secure Packaging 	<ul style="list-style-type: none"> • Marking • Coding • Bottling • Capping • Package Design 	<ul style="list-style-type: none"> • Automation & Controls • Materials • Material Handling • Smart/Secure Packaging 	<ul style="list-style-type: none"> • Automation & Controls • Inspection/ Detection • Motors/Drives • Cartoning/Casing 		<ul style="list-style-type: none"> • Labeling • Filling • Feeding • Smart/Secure Packaging 	<ul style="list-style-type: none"> • Automation & Controls • Form/Fill/Seal • Bagging • Conveying
RFID	Form/Fill/Seal & Bagging	Motors, Drives, Devices	Marking & Coding		Labeling & Printing	Shrink, Stretch, Wrap
Flexible Packaging	Rigid Containers	Film & Foil	Paper & Paperboard		RFID & Smart Packaging	Bottles & Closures
Cosmetics	Beverages	Household Products	Food		Beverages	Personal Care
<ul style="list-style-type: none"> • System Integration • Sustainable Packaging 	<ul style="list-style-type: none"> • System Integration • Sustainable Packaging 	<ul style="list-style-type: none"> • System Integration • Sustainable Packaging 	<ul style="list-style-type: none"> • System Integration • Sustainable Packaging 		<ul style="list-style-type: none"> • System Integration • Sustainable Packaging 	<ul style="list-style-type: none"> • System Integration • Sustainable Packaging
	HBA Global Expo 2008 Sep. 9-11 New York City	PACK EXPO International 2008 Nov. 9-13 Chicago, IL	PACK EXPO International 2008 Nov. 9-13 Chicago, IL			
Lead Connect Program	Lead Connect Program	Lead Connect Program	Lead Connect Program		Harvey Ad Study	Lead Connect Program
Info Showcase	Info Showcase	Info Showcase	Info Showcase		Lead Connect Program	Info Showcase
Webcast: Pharmaceutical Packaging <ul style="list-style-type: none"> • Daily Packaging News eLetter • Market-specific Monthly eLetters 	<ul style="list-style-type: none"> • Daily Packaging News eLetter • Market-specific Monthly eLetters 	Webcast: Automation <ul style="list-style-type: none"> • Daily Packaging News eLetter • Market-specific Monthly eLetters 	PACK EXPO Pre-Show eLetters <ul style="list-style-type: none"> • Daily Packaging News eLetter • Market-specific Monthly eLetters 		PACK EXPO Post-Show eLetter <ul style="list-style-type: none"> • Daily Packaging News eLetter • Market-specific Monthly eLetters 	<ul style="list-style-type: none"> • Daily Packaging News eLetter • Market-specific Monthly eLetters

emedia

The demand for information on the web and other electronic formats is a constantly evolving process. *Packaging Digest* continues to meet the needs of our online visitors with new and proven electronic products that deliver the information they want.

Here is an overview of PD's most popular emedia products and advertising capabilities. For detailed information, plus pricing and availability for our website, eletters and other web resources, see our Online Products Guide, visit www.packagingdigest.com/advertiserinfo or contact your PD regional manager.

Packagingdigest.com

The industry's leading website with resources unmatched by any other packaging information source offers:

- Daily packaging news
- Packaging industry search engine
- Online exclusive content
- Comprehensive seven-year editorial archive
- New Products/Videos
- Blogs/Podcasts/Webcasts
- White paper library
- Industry events calendar
- PDSuppliersearch.com products and supplier directory
- System integrators directory
- Contract packagers directory
- Packaging associations directory
- Related articles from Reed Business Information
- PD China Online
- Career and marketplace opportunities



Targeted packaging channels

PD's site offers "micro-sites" for key packaging product categories and events with targeted ways to interact with customers who drill down for information. Packaging channels feature product information, editorial articles and columns, related white papers, applicable design trends, industry events and a PDSuppliersearch.com interactive search box. Channels include:

- Carton, case packing
- Fill, form/fill/seal
- Flexible packaging
- Labeling
- Package coding
- Package handling
- Packaging automation
- Rigid containers packaging
- Sustainable packaging
- PACK EXPO show



Packagingdigest.com emedia advertising products

Traffic drivers that send prospects via a web link to your website.

- Leaderboard, skyscraper, boombox and button ads
- Packaging channel ads and sponsorships
- Search sponsorship
- Sponsorships...white papers, daily news, blogs, current issue
- Contextual advertising...your link adjacent to relevant content

Sponsored content/Lead generation advertising packages

Targeted advertising packages deliver traffic and generate leads from customers interested in receiving more information on your company and products.

- Video/Products package
- White Paper package
- Podcast package



PDSuppliersearch.com

PDSuppliersearch.com, powered by Kellysearch, worldwide B2B search engine that drives visitors to your website through the largest database of suppliers, products and weblinks with over 180,000 product listings and 2 million companies worldwide.

- Drives packaging buyers to your listing and website
- Improves your SEO
- Generates inquiries via email, phone and fax

Advertising options include priority listings, banners and online catalogs. Special print and online ad packages available.

Webcasts

Webcasts are excellent interactive online events that bring together suppliers and end-users. They are a cost-effective means of reaching targeted audiences in real-time or on demand, and are a popular way of communicating with busy packaging professionals faced with time constraints.

PD Editorial Webcasts

In 2008, *Packaging Digest* will present four editorial webcasts. Each webcast is hosted by a PD editor and features a panel of industry experts providing our audience with an in-depth perspective on today's packaging issues and technologies.

PD 2008 Webcast Schedule

February – Sustainability in Packaging

July – Pharmaceutical Packaging

May – Food & Beverage Packaging

September – Packaging Automation

Editorial webcast sponsor package includes:

- Recognition on all webcast promotions
- Logo on webcast audio-visual presentation
- Complete contact information for all webcast registrants
- White paper posting
- Exit survey and polling question
- Instant traffic to your website through resource links

Custom Webcasts/Webinars

PD will work with you to develop and promote custom webcasts. By partnering with PD, you have the unique ability to deliver your message in a professional webcast format to a targeted audience without worrying about production, promotion and registration. PD's dedicated webcast coordinator will take care of the details for you.

Webcasts are 45-minute audio/video/slide events, real-time or on-demand production; webinars are 10-15 minute events produced on-demand. All custom webcast/webinar sponsors receive complete contact information for registrants.

Custom Projects

PD has the resources to help you produce a variety of custom online initiatives including:

- Custom eLetters
- Interactive games, quizzes and contests to educate and entertain visitors
- Custom eBooks
- Rich media development

Sponsorships include marketing support and detailed tracking reports.

PD China Online – www.pdchina.com.cn

Reach the fastest growing packaging market with PD China Online. This website provides the critical and hands-on packaging and converting information Chinese packaging/converting buyers and professionals need to be successful in their businesses. PD China Online is an excellent platform to exchange material and machinery trade information from around the world. For more information about advertising on PD China Online, contact your regional sales manager.



eletters

For years, PD editors have brought the latest editorial and product updates to the desktops of your customers. Our free eletters have become an indispensable resource to this active and engaged audience, while providing advertisers with a medium to generate real-time, quick response.



Daily Packaging News

Published every business day

Our daily eletter is the packaging industry's most widely circulated and popular source of daily packaging news, and the single most timely and effective way to put your sales message in front of packaging decision makers.

Monthly eletters that target and reach a specific audience in the most important areas for packaging



Food & Beverage Packaging

Published 1st Wednesday each month

This eletter keeps readers up-to-date with the latest news, applications, new products and events specifically for packaging for the food and beverage markets.



Pharmaceutical Packaging

Published 4th Wednesday each month

Focusing on pharmaceutical packaging, this eletter keeps readers at the heart of this industry with the latest packaging news, applications, new products and events.



New Packaging Products

Published 2nd Wednesday each month

A product-focused newsletter delivers an array of new packaging machinery/equipment, materials and packages/supplies.



Sustainable Packaging

Published 2nd Tuesday each month

Sustainable Packaging provides comprehensive information on trends and news related to sustainable packaging, specifically packaging materials and equipment, package design and cradle-to-cradle issues.



Packaging Design

Published 3rd Tuesday each month

This eletter delivers the latest news, trends and products related to packaging design. Focus is on new packaging materials, sustainability and market insights.



Automation & Controls

Published 3rd Wednesday each month

Manufacturing and engineering insight, case studies, news and automation/controls products specific to packaging processes are delivered in this monthly eletter combining information from *Packaging Digest* and *Control Engineering*.



Smart & Active Packaging

Published 4th Tuesday each month

This eletter covers the latest developments in smart/active packaging such as time/temperature indicators and anti-counterfeit materials/devices and RFID.



RFID in Packaging

Published 1st Tuesday each month

RFID in Packaging delivers the latest news, applications, technical features and product information in radio frequency identification (RFID) in the supply chain and as a means of product security.

Eletter advertising

- Text/logo-based sponsor messages that generate high click-through rates
- Web ready ads (150 x 200 pixels) for high-impact branding campaigns

marketing opportunities, services & solutions

PACKAGING DIGEST

Integrated Marketplace Advertising



PD's Marketplace is a cost-effective way to advertise your machinery, materials, contract packaging, career and business opportunities and auctions. Available in print and online, you receive more inquiries, better inquiries—faster to you. Our production team can make the simplest ad look spectacular. Take advantage of the tremendous reach Marketplace advertising gives you.

Info Showcase Advertising



Info Showcase is a great way to introduce new products, distribute sales literature and promote your website while generating qualified sales leads. Send us a 50-word description and a 4-color brochure, photo or catalog, and we'll do the production work. **BONUS:** Your Info Showcase ad appears **FREE** on packagingdigest.com.

For Marketplace and Info Showcase advertising, contact **Barbara Levin** at 630-288-8474, blevin@reedbusiness.com, or fax 630-288-8750.

Harvey Ad Studies

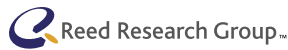
Harvey ad studies provide in-depth readership evaluation of your ad via personal face-to-face interviews with PD readers.

- Receive quantitative ad readership results and qualitative verbatim responses, plus comparative results for ads in the same product group and same size ads.
- **Available to 7x10 or larger ad size customers in April and November issues**

Lead Connect Program

PD's Lead Connect Program provides you with qualified leads for your products and services. For every monthly issue, PD sends its subscribers an email listing advertisers and their advertised product(s) featured in the issue. Leads are instantly generated when a subscriber clicks on your company name, product link or by requesting more information. Leads are emailed to the advertiser in a single, easy-to-use lead package—electronically downloadable or print format ready. Lead Connect Program is available for all 2008 monthly issues. 1/4-tab page or larger advertisers qualify for this program.

Research Services



PD offers a comprehensive range of primary and secondary business-to-business research services, including quantitative and qualitative studies in product, marketing and advertising research. We design, manage and execute projects from beginning to end, including sample selection, questionnaire design, data tabulation and analysis/presentation of results.

Reprints

Reprints and Eprints are available for PD editorial articles. For additional information, to obtain a quote or to place an order, contact Reprint Management Services at 800-290-5460 x100 or pkgdigest@reprintbuyer.com.

Integrated Custom Publishing

PD can help you create a custom publishing piece about your company, products and services. We have experience creating everything, from custom brochures and magazine inserts to custom eletters and Internet micro-sites. Contact us to discuss what we can create for your company.

Direct Marketing Lists



DM2-DecisionMaker is direct marketing to decision makers. We can help you target decision makers in your industry and increase your sales and marketing effectiveness. Our B2B focus, combined with the industry expertise of PD can help you:

- Understand your customers and market needs
- Identify top prospects and new opportunities
- Qualify leads and determine their sales readiness
- Discover buying behavior and gain business intelligence
- Drive quality tradeshow traffic and measure event results
- Deliver your message to pre-qualified decision makers via highly responsive, multi-channel direct marketing lists . . . email, postal and telemarketing

We manage more than 31 million B2B decision maker names, and exclusively manage PD's controlled subscriber file for use in your direct marketing campaigns. DM2 can help you connect with new prospects. Call DM2 today at 800-323-4958 or visit www.dm2decisionmaker.com.

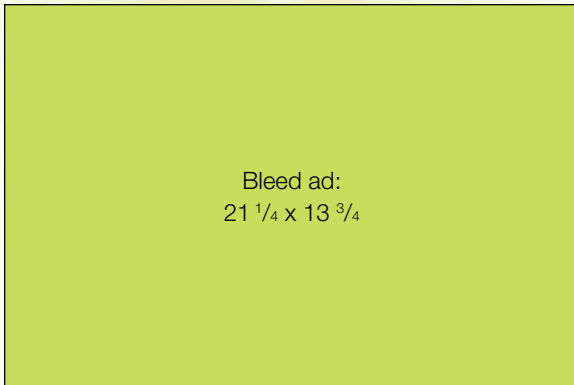
For more information about PD's marketing opportunities, services and solutions, contact your regional sales manager or visit www.packagingdigest.com/info/CA6458293.html

The Reed Advantage

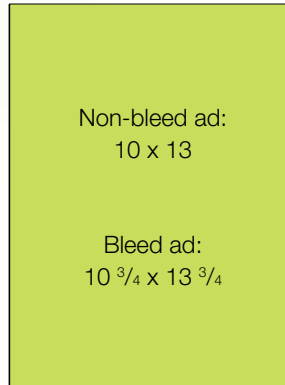
As part of Reed Elsevier (the world's largest business-to-business information provider), only *Packaging Digest* is able to take unique advantage of the relationships, resources and expertise of Reed sister publications and trade shows in related markets (*Converting*, *Modern Materials Handling*, *Control Engineering*, *Design News*, *Plant Engineering*, *Purchasing*, *INTERPHEX*).

ad specifications & instructions

Tab spread



Tab page



Packaging Digest Monthly & Show Daily Issues

Trim Size: 10 1/2" x 13 1/2"

Binding: Saddle-stitched

Inserts - Tab Page

Supplied for stitch-in	10 5/8+4"flap	x 13 3/4
Final trim	10 1/2+flap	x 13 1/2
Supplied for tip-in	10 3/8	x 13 3/4
Final trim for tip-in	10 1/4	x 13 1/2
Trim size	10 1/2	x 13 1/2

Essential material must be kept 1/4" from all trim edges. Allow 1/8" head, foot and outside trim when positioning copy. Saddle stitch has no binding edge (gutter) trim. For more information about inserts, contact production manager.

Info Showcase

Size: 5" x 2"

Materials: Provide photo, color slide or transparency along with 50 words of descriptive copy.

Complete print digital ad specifications/ instructions including Products & Suppliers Guide ad specs are available at: www.packagingdigest.com/advertiserinfo.

Ads4reed

Ads4reed is a convenient digital advertising delivery portal offered exclusively to Packaging Digest/Reed Business Information advertisers. Ads4reed saves you the time and expense of shipping your file(s) for publication. Once your PDF is verified to be compliant, the resulting file will print consistently, no matter where you send it.

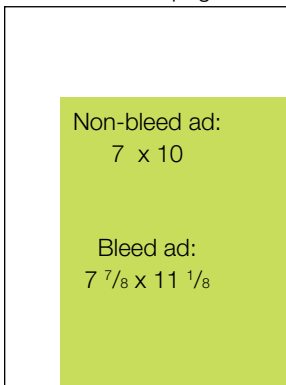
To sign up, visit www.ads4reed.com.

Contact Information

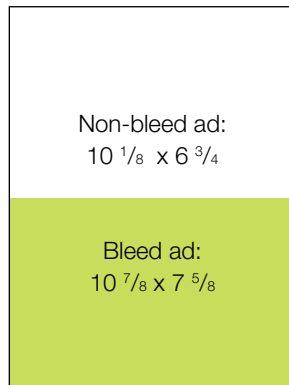
Print

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christina.kayalik@reedbusiness.com
- Send contracts and insertion orders to:
Felecia Stephens, Contract Coordinator
P: 630-288-8086 • F: 303-265-5549
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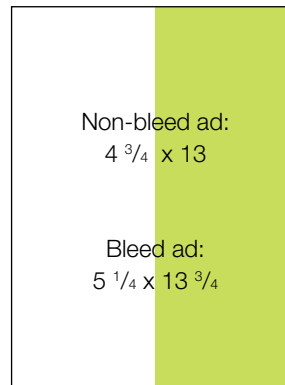
Standard page



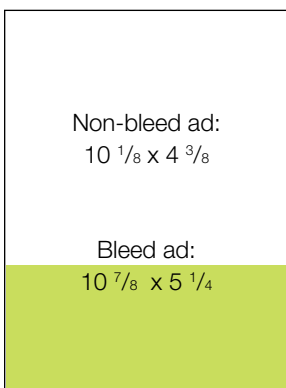
Tab 1/2 horizontal



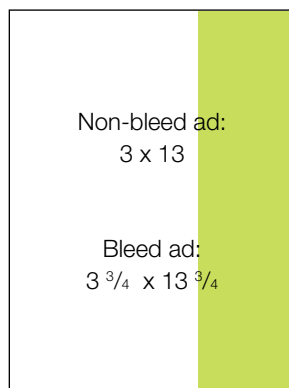
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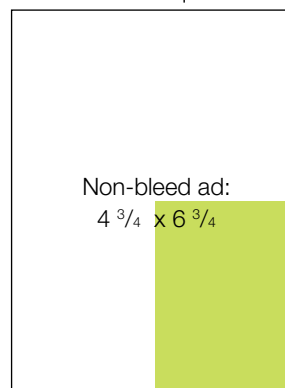
Tab 1/3 horizontal



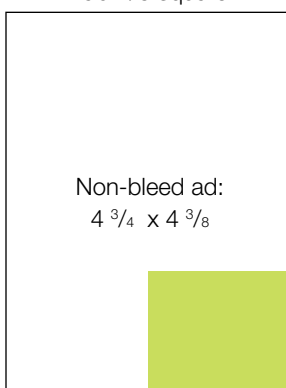
Tab 1/3 vertical



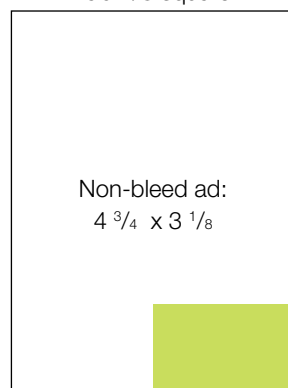
Tab 1/4 square



Tab 1/6 square



Tab 1/8 square



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