

# PACKAGING DIGEST

www.packagingdigest.com

09

## 2009 MEDIA INFORMATION

CONNECTING YOU WITH  
THE PACKAGING COMMUNITY



## Media Network Partnership Solutions to

### MEDIA PRODUCTS

Partnering with *Packaging Digest* gives you access to a powerful media network and a wide range of products that connect you with the top packagers who buy packaging machinery, materials, supplies and services.

#### PRINT

- *Packaging Digest* Magazine
- Annual Products & Suppliers Guide
- Automation in Packaging Supplements
- Special PACK EXPO Show Coverage

#### ONLINE

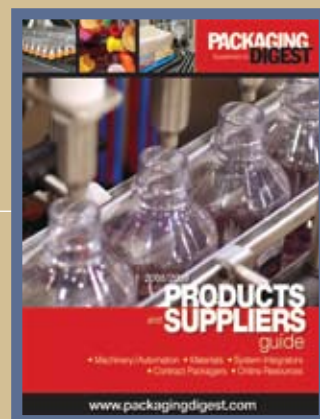
- Packagingdigest.com
- PDSuppliersearch.com
- Digital Editions

#### WEB PRODUCTS

- eLetters - Daily News & Market-Specific
- Industry Leaders Program
- Video Demos
- Webcasts/Podcasts
- eMedia Bulletins
- White Papers
- Blogs

#### MARKETING SERVICES

- Lead Generation
- DM2 List Rentals
- DM2 Database Development
- Research Studies/Surveys
- Custom Publishing



# Support Your Marketing Objectives

## MEDIA SOLUTIONS

Partnering with *Packaging Digest* provides you with a vast network of integrated marketing solutions to help you target an audience/market, meet specific marketing objectives and produce measurable results. Whatever business objectives your company may have, *Packaging Digest* has the audience, products, programs and solutions to help you to connect and network with the industry's most important decision makers.



### BRANDING/AWARENESS/PRODUCT LAUNCHES

Promotional support for your company and product(s) designed to keep a consistent, high-level message in front of your target customers.

- *Packaging Digest* Magazine
- Packagingdigest.com
- Custom Supplements
- Market-Specific eLetters
- Products & Suppliers Guide
- Trade Show Promotion & Support
- Public Relations/Editorial Opportunities



### HIGH VALUE LEAD GENERATION

Leads that deliver highly qualified prospects who have requested to be contacted by you.

- Webcasts/Podcasts
- eMedia Bulletins
- PD Lead Connect Program
- DM2 Decisionmaker Database & Lead Follow-up/Qualification Programs
- Research Studies



### SEARCH ENGINE MARKETING/ONLINE TRAFFIC DRIVERS

Search engine marketing to raise your organic rankings on Google, Yahoo, MSN, etc., and drive qualified web traffic to your online content or website.

- Industry Leaders Program
- PDSuppliersearch.com
- Daily & Market-Specific eLetters
- Custom eLetters



### CUSTOM SERVICES

Programs designed to achieve specific objectives and support your sales and marketing activities.

- Public Relations/Editorial Opportunities
- Proprietary/Industry Research
- Trade Show Promotion & Support
- Print & Electronic Direct Marketing Lists
- DM2 Database Development & Data Enhancement



Solutions

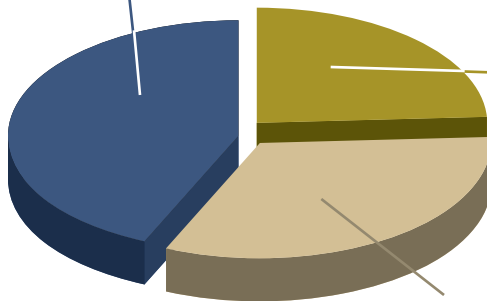
# PACKAGING DIGEST

now coverage research print software show content database mark

## Our Audience...Your Customers... The Most Qualified

The most effective way to reach the packaging community  
Partnering with *Packaging Digest*

90,045 Total Magazine Circulation<sup>1</sup> (100 % buyers)



53,275 Unique Visitors<sup>4</sup>

67,185 Total eNewsletter Subscribers<sup>2</sup> (unduplicated)



### Largest Circulation – 100% Buyers

*Packaging Digest* provides the largest circulation of any industry publication. Advertisers need to reach an audience that can actually buy products, and 100% of *Packaging Digest* subscribers have that authority. No other industry publication can make this claim.

**100% BUYERS**

	<b>Packaging Digest</b>	Packaging World	Food & Beverage Packaging	PMT
Subscribers				
Total Qualified <sup>1</sup>	<b>90,045</b>	84,500	57,000	35,055
Audited Buying Authority <sup>1</sup>	<b>90,045</b>	Not audited	Not audited	Not audited

#### BIGGEST COMPANIES

- 71,544 subscribers are located in companies with 100 or more employees<sup>1</sup>

#### BIGGEST SPENDERS

- 31,673 subscribers purchase over \$1 million in packaging products every year<sup>2</sup>
- 19,236 subscribers work at Fortune 1000 companies<sup>2</sup>

#### UNIQUE AUDIENCE

- 52% of *Packaging Digest* subscribers do not receive any of these publications – Packaging World, Food & Beverage Packaging, PMT<sup>2</sup>



**You wouldn't make a sales call on someone who can't buy your products. Why advertise in industry publications that can't deliver subscribers with audited buying authority?**

<sup>1</sup>Source: *Packaging Digest*, *Packaging World*, *Food & Beverage Packaging*, June 2008 BPA Circulation Statements and *PMT* June 2008, ABC Publisher's Statement

<sup>2</sup>Publishers own data, May 2008

# Packaging Industry Audience

is through an integrated marketing program.  
 gives you access to this vast and powerful audience.

## FORTUNE 1000 COMPANIES

Here is a snapshot of *Packaging Digest's* circulation to some of the most recognized and respected packaging end-user companies. **All recipients have audited buying authority!**

Company	# Of PD Recipients <sup>2</sup>
Abbot Laboratories	269
Anheuser-Busch	160
Baxter International	162
Bristol-Myers Squibb	138
Campbell Soup	172
Coca-Cola/Coca-Cola Enterprises	380
ConAgra Foods	299
Dean Foods	174
Dow Chemical	138
DuPont	212
General Electric	198
General Mills	232
H.J. Heinz	115
Honeywell International	181
International Paper	340
Johnson & Johnson	354
Kellogg	142
Kimberly-Clark	121
Kraft Foods	533
Merck	146
PepsiCo/Pepsi Bottling	604
Pfizer	202
Procter & Gamble	357
Sara Lee	246
Schering Plough	143
Smithfield Foods	118
3M	146
Tyson Foods	337
Wyeth	210
Yum Brands	339

## ONLINE

*Packaging Digest* gives you access to the packaging marketplace through the reach of our electronic media products.

### ENEWSLETTERS

#### Total Circulation

- 67,185 total eNewsletter subscribers<sup>3</sup> (unduplicated)

#### Biggest Companies

- 43,288 eNewsletter subscribers are located in companies with 100 or more employees<sup>3</sup>

#### Biggest Spenders

- 28,130 eNewsletter subscribers purchase over \$1 million in packaging products every year<sup>3</sup>



## Packagingdigest.com TRAFFIC

### 53,275 UNIQUE VISITORS<sup>4</sup>

#### Packagingdigest.com User Profile<sup>5</sup>

- 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 bachelors degree or higher



<sup>1</sup>Publisher's own data, August 2008

<sup>2</sup>Publisher's own data, September 2008

<sup>3</sup>Packaging Digest web usage study, June 2007

## Information and Solutions for Today's

Packaging is evolving at a rapid pace, and for 50 years *Packaging Digest* has been the leader in providing information and solutions to packagers who make buying decisions in the \$450 billion worldwide packaging market. Packaging professionals rely on *Packaging Digest* to stay current, informed and competitive, and *PD* delivers the information in the formats they require. From extensive packaging line feature articles to 24/7 video demos, *Packaging Digest's* integrated media network provides content that is fresh, engaging and relevant to the packaging community. . .in print, online and on-demand.

### ➤ Our Focus: Solutions That Bring Buyers and Sellers Together

- *Packaging Digest* serves the critical information needs of the busy packaging professional and delivers this content in a variety of ways — print, website, eletters, microsites, webcasts, podcasts, videos, white papers, blogs, custom formats and more.
- *PD* delivers compelling content that helps our audience understand the packaging process and offers solutions to do their job better and more efficiently.
- *PD* focuses on the issues of greatest concern to your customers... packaging sustainability, packaging line automation/efficiencies/best practices, new and applied technology, new machinery/materials products and new package designs.
- *PD* creates an interactive packaging community with platforms for connecting and networking with peers and suppliers.
- *PD's* integrated content includes thousands of weblinks to help packaging buyers connect with suppliers directly every day.



### Integrated Content - Print, Online and Digital Editions

#### CONTENT

- Package design trends/New packages
- New machinery/New materials products
- Applied technologies/best practices
- Sustainable packaging
- Automation & controls technology
- System integration
- Packaging manufacturing

#### ANNUAL PRODUCTS & SUPPLIERS GUIDE & PDSUPPLIERSEARCH.COM

Most comprehensive listings of companies and products for packaging machinery, materials, automation and controls; plus system integrators and contract packagers.

#### EXCLUSIVE RESEARCH REPORTS

- Automation in Packaging
- Sustainable Packaging

#### PACK EXPO SHOW COVERAGE

*Packaging Digest's* support of the industry's premier annual trade show includes pre-show, at-show and post-show coverage of PACK EXPO activities including news, events, new products, conference highlights and more.

# Packaging Community

## On-Demand Information – More Information, More Options

### ELETTERS: DAILY PACKAGING NEWS & MARKET-SPECIFIC

The industry's most credible and widely distributed eletters deliver the latest news, technology application solutions, best practice tips, product information and updates.

### DAILY PACKAGING NEWS

Users stay informed with unique and fresh, updated news content every day.

### WEB EXCLUSIVE CONTENT

Authored by *Packaging Digest* editors and industry experts.

### NEW PRODUCTS/VIDEO DEMOS/PHOTO GALLERY

Visual content of the very latest packaging product offerings and video demonstrations, plus a photo library of packaging activities from around the globe.

### BLOGS

Commentary and analysis from *PD* editors and industry experts.

### PODCASTS

Conversations with industry experts at conferences and tradeshows, as well as one-on-one interviews.

### WEBCASTS

In-depth perspectives of key issues and technologies.



### WHITE PAPER LIBRARY

Hundreds of packaging-specific white papers from the industry's leading companies.

### PACKAGING TECHNOLOGY CHANNELS

Drill-down content for key packaging product categories:

- Carton, case packing
- Fill, form/fill/seal
- Flexible packaging
- Labeling
- Package coding
- Packaging handling
- Packaging automation
- Packaging design
- RFID/Smart packaging
- Rigid containers packaging
- Sustainable packaging

### TALKBACK/COMMUNITY INTERACTIVE PLATFORM

A community feature that provides interaction between users, customers and suppliers.

### EDITORIAL ARCHIVES

Content from *Packaging Digest* magazines, supplements and special editions.

### INDUSTRY EVENTS

A complete calendar of important packaging industry tradeshows, conferences, seminars and meetings.

### PACKAGING DIRECTORIES

- PDSuppliersearch.com product and supplier directory
- System integrator directory
- Contract packager directory
- Packaging association directory
- Packaging education directory



### INDUSTRY LEADERS MICROSITES

Critical information adjacent to relevant *Packaging Digest* editorial from leading industry suppliers.

### RELATED INDUSTRIES & FUNCTIONS

Access to content from sister properties in related markets... *Control Engineering*, *Converting*, *Modern Materials Handling*, *Design News*, *Plant Engineering*, *Purchasing* and others.



## Online Products – Awareness • SEO • Traffic

Packagingdigest.com offers the best and most unique opportunities to brand your company online, drive traffic to your website, improve your search engine optimization and deliver highly qualified sales leads. The options presented here outline advertising solutions to help you connect with top packaging decision makers and engage them with your marketing message.

Following is an overview of our online products and advertising solutions capabilities. For detailed information, pricing, availability and custom projects, see our Online Products Guide or contact your PD regional manager.

### WEB ADVERTISING

Available on the home page and most run of site pages.

- A** Leaderboard ad
- B** Skyscraper ad
- C** Boombox ad
- D** Button ad

### EDITORIAL SPONSORSHIPS

Home-page sponsorship opportunities for the most popular clickthrough items.

- E** Search box
- F** Daily news
- G** Current issue
- H** Blogs
- I** Industry events
- J** Polling question

### PRODUCT/VIDEO/WHITE PAPER SPONSORSHIPS

Available on the home page, use these unique sponsorships to announce a new product, showcase your product video or communicate your company's message to engaged packaging professionals.

- K** **Sponsored Links** – Capture home page presence with a product item and link to your website
- L** **Video Demos** – Videos appear on the home page and on the Videos page on the website
- M** **White Papers** – White papers appear on the home page and on the White Papers page on the website

### PACKAGING CHANNEL ADVERTISING

For targeted information, PD offers focused web channels for key technologies:

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

Packaging channels feature exclusive leaderboard, skyscraper, boombox and button ad positions.



### MEDIA SOLUTIONS



• Lead Generation • Community • Peer-Based

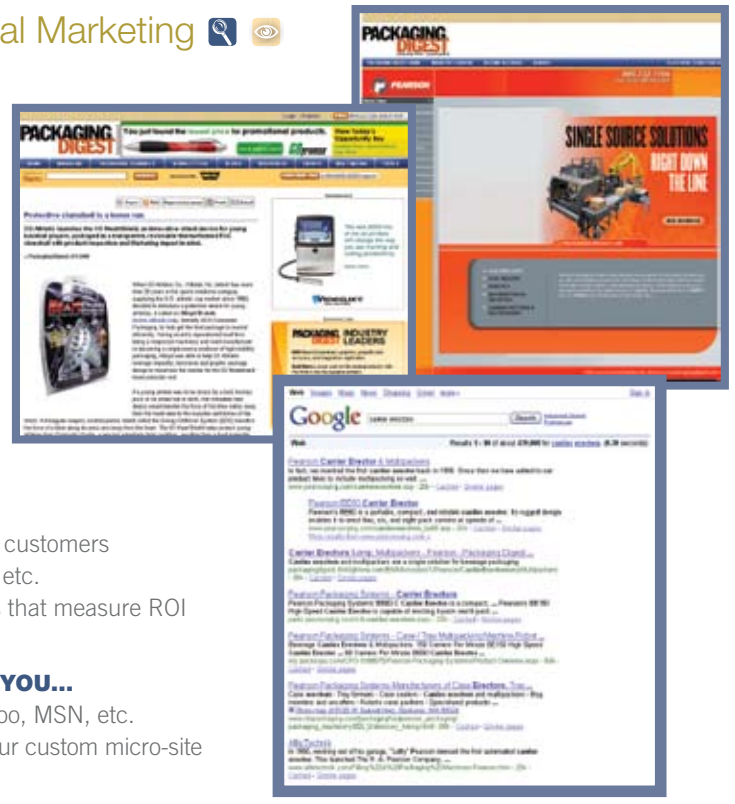
Industry Leaders – Search Engine and Contextual Marketing

**WHAT IS THE INDUSTRY LEADERS PROGRAM?**

Your marketing message appears next to editorially relevant articles on packagingdigest.com

**HOW DOES THE INDUSTRY LEADERS PROGRAM WORK?**

- *Packaging Digest* creates a custom micro-site for you using your information, i.e., website pages, product items, application solutions, white papers, catalogs, etc.
- All information on our micro-site is indexed for keywords and matched against packagingdigest.com taxonomy
- When editorial content is viewed on packagingdigest.com that is relevant to your company's products or services, your message and link appear next to our editorial content.
- Your PD micro-site is also picked up by search engines, often ranked higher than your own website pages
- Viewers can click over to your micro-site generating high-interest potential customers
- Your micro-site can be updated regularly with new products, applications, etc.
- All links on your micro-site are trackable and provide performance metrics that measure ROI for this program.

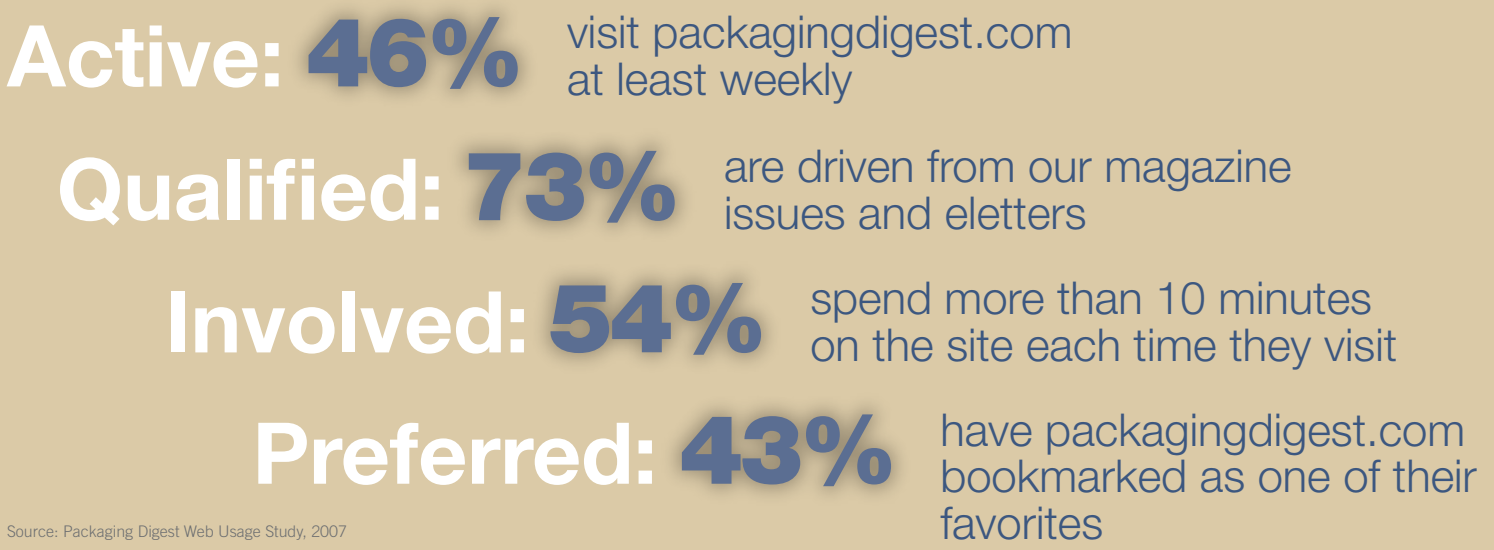


**HERE'S WHAT OUR INDUSTRY LEADERS PROGRAM CAN DO FOR YOU...**

- Search Engine Optimization – Raise your organic rankings on Google, Yahoo, MSN, etc.
- Drive traffic from search engines, *Packaging Digest* relevant editorial and your custom micro-site
- Monitor your online spend with detailed real-time reports

PLUS Industry Leaders is heavily promoted on packagingdigest.com, in our eletters and in the print magazine.

Packagingdigest.com user statistics



Source: Packaging Digest Web Usage Study, 2007

## Online Products – Awareness • SEO • Traffic



### Custom Webcasts

Webcasts are excellent interactive online events that position your company as a thought leader in the packaging industry.

Webcasts are very effective in reaching highly-qualified audiences that seek information, insights and solutions. A webcast partnership with *Packaging Digest* provides a creative way to brand your company and deliver strong ROI through the delivery of high-quality leads.

With custom webcasts, you have the unique ability to deliver your message in a professional format without worrying about production, promotion and registration. *PD* will take care of the details for you.

### CUSTOM WEBCAST INCLUDES:

- 45-minute audio/video/slide presentation led by a PD editor, including sponsor-generated content
- Webcast promotions via *PD* website, eletters and dedicated webcast eblasts
- Sponsor logo on webcast presentation
- Exit survey and polling questions
- Complete contact information for all webcast registrants



### eMEDIA BULLETINS

*Packaging Digest* offers you four lead generation bulletins...

- Packaging Labeling
- Packaging Materials
- Packaging Technology
- Packaging Sustainability

Each bulletin reaches packaging executives with your packaging-related solution, and delivers quality leads directly to you. Taking advantage of permission-based email, this bulletin can deliver sales leads within days of the email blast.

Advertising sponsorships available include RapidRequest and single sponsorship.



### PDSUPPLIERSEARCH.COM - PRODUCTS AND SUPPLIERS ONLINE DIRECTORY

PDSuppliersearch.com, powered by Kellysearch, a worldwide B-to-B search engine that drives visitors to your website through the largest database of suppliers, products and weblinks with over 180,000 product listings and two-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, banner ads and online catalogs. Special print and online ad packages are available.



### CUSTOM PROJECTS

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

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

Sponsorships include marketing support and detailed tracking reports.

## MEDIA SOLUTIONS

• Lead Generation • Community • Peer-Based

eLetters  

*Packaging Digest's* daily/monthly editorial eletters bring the latest news, technology application solutions, best practice tips, product information and updates to the desktops of your customers. These eletters have become an indispensable resource to this active and engaged audience, while providing advertisers with solutions to connect with customers and generate real-time, quick response.



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



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



**FOOD & BEVERAGE PACKAGING**  
 Reaching an audience involved with the largest market for packaging, this eletter keeps readers up-to-date with the latest news, application technologies, new products and events.



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



**PHARMACEUTICAL PACKAGING**  
 Focusing on pharmaceutical packaging, this eletter keeps readers at the heart of this industry with the latest packaging news, application technologies, new products and events.



**SMART & ACTIVE PACKAGING**  
 Covers the latest developments in smart/active packaging such as time/temperature indicators and anti-counterfeit materials/devices and RFID.



**SUSTAINABLE PACKAGING**  
 The hottest topic in packaging today, this eletter provides comprehensive information on trends and news related to sustainable packaging, specifically packaging materials and equipment, package design and cradle-to-cradle issues.



**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.



**NEW PACKAGING PRODUCTS**  
 This product-focused eletter delivers an array of new packaging machinery/equipment, materials and packages/supplies.

eLetter Advertising

- Web ready ads for high-impact branding campaigns
- Text/logo-based sponsor messages that generate high clickthrough rates

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## Marketing Opportunities

*Packaging Digest* offers more solutions – from research to direct mail lists and data enhancement to marketplace advertising – that can help you grow your market and connect with the right packaging audience for your business.

### DIRECT MARKETING LISTS/DATABASE DEVELOPMENT

DM2DecisionMaker, the direct marketing services division, and exclusive list manager for *Packaging Digest* leads the industry in providing highly qualified, direct-response data to B-to-B marketers who target decision makers in niche markets.

Powered by our database of more than 6.2 million North American manufacturing professionals, we deliver multi-channel list rental and integrated marketing services that:

- Enhance your marketing database with current customer information and targeted new prospects
- Drive qualified attendees to your events and tradeshow
- Qualify, develop and manage the leads generated from your marketing programs
- Provide custom market research that results in business intelligence
- Measure your sales and marketing effectiveness and improve your results

What makes us different from other list managers or standard industry data sources is the level and quality of data we collect about the contacts in our database. We go well beyond company level and location data. We know who they are, what they buy and their level of decision-making authority. And this information is your source for targeting the right people with relevant messages and converting them to customers.

Call us today at 800.323.4958 or visit [www.dm2decisionmaker.com](http://www.dm2decisionmaker.com) to meet your next customer.

  
Your Marketing Starts Here.

### RESEARCH SERVICES

Knowing your business means having the very latest market information. *Packaging Digest* offers a comprehensive range of primary and secondary B-to-B research services, including quantitative and qualitative studies in product, marketing and advertising research. We design, manage and execute projects from start to finish, including sample selection, questionnaire design, data tabulation and analysis/presentation of results.

### HARVEY AD READERSHIP STUDIES

Harvey Research ad studies provide in-depth readership evaluation of your print ad via personal face-to-face interviews with *Packaging Digest* 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 magazine ad size customers in the April and November issues.

### MEDIA SOLUTIONS



Branding/Awareness/Product Launches



High Value Lead Generation

# Services & Solutions

For more information about *Packaging Digest's* marketing opportunities, services and solutions, contact your regional manager or visit [www.packagingdigest.com/advertiserinfo](http://www.packagingdigest.com/advertiserinfo).

## REPRINTS

Reprints and eprints are available for *Packaging Digest* editorial articles. For additional information, to obtain a quote or to place an order, contact The YGS Group at 800-290-5460 or [pkgdigest@theygsgroup.com](mailto:pkgdigest@theygsgroup.com).

## MARKETPLACE/CLASSIFIED ADVERTISING

Advertise your machinery, materials, contract packaging, career and business opportunities and auctions to 90,000 qualified buyers. We will work with you to put together the most effective print advertising program to fit your needs. Marketplace ads are available every issue. For ad closing dates, see our 2009 editorial calendar.

## e-MARKETPLACE ELETTER

Have a more immediate need? Use our new e-Marketplace eletter to reach 25,000 packaging decision makers and receive quality leads sent directly to you.

For more information about Marketplace/Classified or e-Marketplace advertising, contact Barbara Levin at 630-288-8474, [blevin@reedbusiness.com](mailto:blevin@reedbusiness.com).

## INTEGRATED INFO SHOWCASE ADVERTISING

Our popular Info Showcase section appears in *Packaging Digest's* monthly issues. It's a great way to introduce new products, distribute sales literature and promote your website. Send us a 50-word description and a 4-color brochure, photo or catalog, and we'll do the production work for you. **BONUS:** Your Info Showcase ad appears on [packagingdigest.com](http://packagingdigest.com) in the digital issue.

## LEAD CONNECT PROGRAM

Lead Connect is a lead generation program that provides you with qualified leads for your products and services. Leads are emailed to advertisers in an easy to use lead package – downloadable or print format ready.

¼-tab page or larger magazine advertisers qualify for this program each time they advertise.

## INTEGRATED CUSTOM PUBLISHING

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

## LOOKING FOR AD RATES AND SPECS?

Contact your *Packaging Digest* regional manager for a customized advertising proposal.

For ad specs, visit our website [www.packagingdigest.com/advertiserinfo](http://www.packagingdigest.com/advertiserinfo).

To submit advertising materials, visit [www.ads4reed.com](http://www.ads4reed.com)

# PACKAGING DIGEST

## 2009 Editorial Calendar

	January	February	March	April	May	June
<b>Closing</b>	12-4-08	1-2-09	2-2-09	3-9-09	4-6-09	5-1-09
<b>ISSUE FEATURE FOCUS</b>	Food & Beverage Packaging Sustainability in Packaging Show Preview: WestPack 2009	Health & Beauty Aids/ Nutraceutical Packaging Show Preview: INTERPHEX 2009	Flexible Packaging Globalization in Packaging Research & Report	Labeling/ Package Printing Automation Research	Packaging Handling & Distribution Show Previews: • EastPack 2009 • Expo Pack Mexico	Plastics in Packaging Sustainability in Packaging
<b>APPLICATION TECHNOLOGIES</b>	<ul style="list-style-type: none"> <li>Automation &amp; Controls</li> <li>Containers</li> <li>Converting</li> <li>Package Design</li> <li>Smart/Secure Packaging</li> </ul>	<ul style="list-style-type: none"> <li>Cartoning</li> <li>Casing</li> <li>Bottling</li> <li>Capping</li> </ul>	<ul style="list-style-type: none"> <li>Automation &amp; Controls</li> <li>Form/Fill/Seal</li> <li>Bagging</li> <li>Labeling</li> <li>Smart/Secure Packaging</li> </ul>	<ul style="list-style-type: none"> <li>Automation &amp; Controls</li> <li>Inspection/Detection</li> <li>Marking</li> <li>Coding</li> </ul>	<ul style="list-style-type: none"> <li>Conveying</li> <li>Palletizing</li> <li>Stretch Wrapping</li> <li>Smart/Secure Packaging</li> </ul>	<ul style="list-style-type: none"> <li>Automation &amp; Controls</li> <li>Containers</li> <li>Filling</li> <li>Feeding</li> </ul>
<b>MACHINERY PRODUCTS</b>	Marking & Coding	Material Handling & Conveying	Cartoning, Casing & Sealing	Controls & Inspection	Labeling & Printing	Filling & Feeding
<b>MATERIALS PRODUCTS</b>	Flexible Packaging	Rigid Containers	Film & Foil	Paper & Paperboard	RFID & Smart Packaging	Bottles & Closures
<b>DESIGN TRENDS</b>	Food/Pet Food	Healthcare	Beverages	Household Products	Personal Care/ Pet Care	Food
<b>SPECIAL INTEREST COLUMNS</b>	<ul style="list-style-type: none"> <li>System Integration</li> <li>Sustainable Packaging</li> </ul>	<ul style="list-style-type: none"> <li>System Integration</li> <li>Sustainable Packaging</li> </ul>	<ul style="list-style-type: none"> <li>System Integration</li> <li>Sustainable Packaging</li> </ul>	<ul style="list-style-type: none"> <li>System Integration</li> <li>Sustainable Packaging</li> </ul>	<ul style="list-style-type: none"> <li>System Integration</li> <li>Sustainable Packaging</li> </ul>	<ul style="list-style-type: none"> <li>System Integration</li> <li>Sustainable Packaging</li> </ul>
<b>TRADE SHOWS/ INDUSTRY EVENTS</b>	INTERPHEX Puerto Rico Jan. 29-30 San Juan, PR	WestPack 2009 Feb. 10-12 Anaheim, CA Flexible Packaging Assn. Annual Meeting Feb. 25-27 Naples, FL	Sustainability in Packaging Conference Mar. 2-4, Orlando, FL SouthPack 2009 Mar. 11-12 Charlotte, NC INTERPHEX 2009 Mar. 17-19 New York, NY			EastPack 2009 Jun. 9-11 New York, NY Expo Pack Mexico Jun. 22-26 Mexico City NPE 2009 Jun. 22-29 Chicago, IL
<b>MARKETING OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>Lead Connect Program</li> <li>Info Showcase</li> <li>Marketplace</li> </ul>	<ul style="list-style-type: none"> <li>Lead Connect Program</li> <li>Info Showcase</li> <li>Marketplace</li> </ul>	<ul style="list-style-type: none"> <li>Lead Connect Program</li> <li>Info Showcase</li> <li>Marketplace</li> </ul>	<b>Harvey Ad Study</b> <ul style="list-style-type: none"> <li>Lead Connect Program</li> <li>Info Showcase</li> <li>Marketplace</li> </ul>	<ul style="list-style-type: none"> <li>Lead Connect Program</li> <li>Info Showcase</li> <li>Marketplace</li> </ul>	<ul style="list-style-type: none"> <li>Lead Connect Program</li> <li>Info Showcase</li> <li>Marketplace</li> </ul>

Suppliers Guide

5-26-09

2009/2010 PRODUCTS & SUPPLIERS GUIDE



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

Listings include:

- Packaging Machinery
- Packaging Materials
- Packaging Suppliers Alphabetical Directory
- System Integrators Geographic & Alphabetical Directories
- Contract Packagers Geographic & Alphabetical Directories

PDSuppliersearch.com

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

July 6-8-09	August 7-6-09	September 8-3-09	October 9-4-09	Show Daily 9-4-09	November 10-5-09	December 11-5-09
<b>Food Packaging</b> <b>Package Security</b> <b>Private Label Packaging</b>	<b>Show Overview: PACK EXPO Las Vegas 2009</b> <b>Pharmaceutical &amp; Medical Packaging</b> <b>Automation Research</b> <b>Show Preview: HBA Global Expo</b>	<b>Show Preview: PACK EXPO Las Vegas 2009</b> <b>Machine Safety</b>	<b>At-Show Issue: PACK EXPO Las Vegas 2009</b> <b>Packaging Machinery</b>	<b>Show Daily PACK EXPO Las Vegas 2009</b>   	<b>Materials &amp; Containers</b> <b>Sustainability Research</b> <b>Brand Protection/ Anti-Counterfeiting</b>	<b>Beverage &amp; Dairy Packaging</b> <b>Automation Research</b> <b>Contract Packaging</b>
<ul style="list-style-type: none"> <li>Automation &amp; Controls</li> <li>Form/Fill/Seal</li> <li>Bagging</li> <li>Wrapping</li> <li>Smart/Secure Packaging</li> </ul>	<ul style="list-style-type: none"> <li>Marking</li> <li>Coding</li> <li>Bottling</li> <li>Capping</li> <li>Package Design</li> </ul>	<ul style="list-style-type: none"> <li>Automation &amp; Controls</li> <li>Materials</li> <li>Material Handling</li> <li>Smart/Secure Packaging</li> </ul>	<ul style="list-style-type: none"> <li>Automation &amp; Controls</li> <li>Inspection/ Detection</li> <li>Motors/Drives</li> <li>Cartoning/ Casing</li> </ul>		<ul style="list-style-type: none"> <li>Labeling</li> <li>Filling</li> <li>Feeding</li> <li>Smart/Secure Packaging</li> </ul>	<ul style="list-style-type: none"> <li>Automation &amp; Controls</li> <li>Form/Fill/Seal</li> <li>Bagging</li> <li>Conveying</li> </ul>
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
Beverages	Cosmetics	Household Products	Food	<b>Published</b> Mon., Oct. 5 Tue., Oct. 6 Wed., Oct. 7	Beverages	Personal Care
<ul style="list-style-type: none"> <li>System Integration</li> <li>Sustainable Packaging</li> </ul>	<ul style="list-style-type: none"> <li>System Integration</li> <li>Sustainable Packaging</li> </ul>	<ul style="list-style-type: none"> <li>System Integration</li> <li>Sustainable Packaging</li> </ul>	<ul style="list-style-type: none"> <li>System Integration</li> <li>Sustainable Packaging</li> </ul>	<b>Distribution</b> <ul style="list-style-type: none"> <li>Show hotels</li> <li>Las Vegas Convention Center entrances and on the show floor</li> </ul>	<ul style="list-style-type: none"> <li>System Integration</li> <li>Sustainable Packaging</li> </ul>	<ul style="list-style-type: none"> <li>System Integration</li> <li>Sustainable Packaging</li> </ul>
		HBA Global Expo 2009 Sept. 15-17 New York, NY	PACK EXPO Las Vegas 2009 Oct. 5-7 Las Vegas, NV	<b>packagingdigest.com</b> <ul style="list-style-type: none"> <li>Digital editions</li> <li>Show Daily Online Live</li> <li>Show Daily News eLetters</li> </ul>		
<ul style="list-style-type: none"> <li>Lead Connect Program</li> <li>Info Showcase</li> <li>Marketplace</li> </ul>	<ul style="list-style-type: none"> <li><b>PACK EXPO Pre-show eLetter</b></li> <li>Lead Connect Program</li> <li>Info Showcase</li> <li>Marketplace</li> </ul>	<ul style="list-style-type: none"> <li><b>PACK EXPO Pre-show eLetter</b></li> <li>Lead Connect Program</li> <li>Info Showcase</li> <li>Marketplace</li> </ul>	<ul style="list-style-type: none"> <li><b>PACK EXPO Post-show eLetter</b></li> <li>Lead Connect Program</li> <li>Info Showcase</li> <li>Marketplace</li> </ul>		<b>Harvey Ad Study</b> <ul style="list-style-type: none"> <li>Lead Connect Program</li> <li>Info Showcase</li> <li>Marketplace</li> </ul>	<ul style="list-style-type: none"> <li>Lead Connect Program</li> <li>Info Showcase</li> <li>Marketplace</li> </ul>

In Every Monthly Issue

**COLUMNS:**

- Comment by John Kalkowski, Editorial Director, *Packaging Digest*
- System Integration by Vance J. VanDoren, Ph.D., P.E.
- Sustainability by Anne Johnson, director of the Sustainable Packaging Coalition

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