Media Information

2019/20

Informing, inspiring and connecting the packaging community
Why use PackagingNews.co.uk and Packaging News magazine for your message?

Welcome to Packaging News where you can explore the many options available to help you connect your business with buyers across the packaging supply chain through our industry-leading range of print, digital and live event channels.

Key figures

››› 10,100

PackagingNews ABC-audited circulation*

››› 56,993

PackagingNews.co.uk average monthly unique users
(source: Google Analytics, January-October 2019)

››› 126,038

PackagingNews.co.uk average monthly page impressions (source: Google Analytics, January-October 2019)

Based up to October 2019

*Audit Bureau of Circulation certificated

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This document last updated – December 2019
Consultations get mixed responses as Gove departs

Deposit return: the future?

Blue sea thinking

Market features and special reports

Our features section offers the best analytical writing in the industry with market reports and in-depth explorations of specific markets and trends – the Packaging News features line-up is the most varied in the industry.

Our regular market features – Category Focus and Supplier Analysis – examine how the industry is responding to consumer demands as well as the challenges businesses face over the course of the year. New technologies, formats and materials are under the microscope and these features speak to packaging experts in the field – from technologists and designers to business owners and consultants.

In addition, we examine the live issues facing the packaging industry through our special reports. Past topics include Brexit, the circular economy and rise of e-commerce. Roundtable panel discussions allow industry leaders to debate the key subjects while Packaging News is also ramping up its industry research with our readership on a raft of topics from sustainability to investment.

The Contract Packer & Fulfilment

In three issues a year, Packaging News rounds up the latest developments and trends in the contract packing and fulfilment sectors. Our Market Analysis feature speaks to businesses on trading conditions, while a business making waves in the sector is profiled. There’s also a round-up of the latest news. The Contract Packer & Fulfilment is published in association with the British Contact Manufacturers and Packers Association (BCMPA).

For more details on planned features for 2020, see the features list on page 16.
Packaging News magazine

Market your business to your target audience

Display

- Display advertising in Packaging News is all about putting your brand in the forefront of our readers’ minds. Running alongside Packaging News’ market-leading editorial content, display advertising is the most prominent way in print of aligning your brand with the top media brand in the packaging industry.

  - Display advertising is appropriate for businesses looking to grow or gain market share through increasing their brand awareness; to launch or promote specific products or materials; to promote rebrands; and much more.

Options

- Display advertising is available in double-page spreads, single, half and quarter pages, quarter-page strip adverts and junior pages.

Solutions

- Packaging News’ Solutions section is a showcase between the magazine’s editorial and classified sections that gives you a cost-effective opportunity to guarantee your article will be published in your chosen issue. As the client, you have the opportunity to explain the product or launch in your own words but in a standardized box style that is familiar to our readers. Solutions boxes also give readers full contact details.

Options

- Single solutions boxes cover a sixth of a page; double boxes cover a third of a page.

Advertorial

- Advertorials in Packaging News are for companies looking to guarantee high-impact and in-depth coverage of their company or product. The articles – usually a single page or double-page spread – promote the benefits of your company or product in a style close to editorial but separated from PN’s fully independent editorial coverage through a number of design elements.

  - Advertorial pieces are written by the client and edited and designed by the Packaging News team. In addition, we place a digital copy of your advertorial on the homepage of www.packagingnews.co.uk.

Options

- Advertorial pieces are available as single pages or double-page spreads.

Classified and Where to Buy

- Packaging News’ classified section is the biggest in the industry and is the first place our readers go to find suppliers of services, products, materials, equipment and more. When readers turn to Packaging News’ Classified and Where to Buy sections, they are in the right frame of mind to buy; they simply want to find a supplier. Classified advertising in Packaging News gives you a long-term and cost-effective presence in the magazine. And of course, you control the spend in this section thanks to the range of sizes available.

Options

- The Classified section includes larger insertions in full-, half-, quarter- and eight-page sizes while the Where to Buy section carries smaller ads that are sold in a variety of sizes based on column centimetres.

  - The Contract Packer & Fulfilment. In 2018 Packaging News and the BCMIA agreed to create an advertising section entirely dedicated to BCMIA members. It has been a great success with many members taking advantage of the special low rate offer from just £95.

Options

- The Classified section includes larger insertions in full-, half-, quarter- and eight-page sizes while the Where to Buy section carries smaller ads that are sold in a variety of sizes based on column centimetres.

  - The Contract Packer & Fulfilment. In 2018 Packaging News and the BCMIA agreed to create an advertising section entirely dedicated to BCMIA members. It has been a great success with many members taking advantage of the special low rate offer from just £95.

Options
Display advertising on PackagingNews.co.uk fulfils the same functions as print display advertising – brand awareness for your company, product or service. For the biggest impact, advertisers opt for the two largest creatives – the MPU and leaderboard slots – to communicate a clear and strong message to an audience of 56,993 unique visits per month. For a more cost-effective but lower-impact campaign, button ads are available in the right-hand ad column.

Options

* The MPU and Leaderboard slots are sold on the basis of a cost per 1,000 impressions with a recommended minimum of 30,000 impressions, allowing you to control your share of voice during your campaign.

Contact  alaina.algar@emap.com / +44 (0)20 8253 8656

Packaging News TV

We now have a dedicated portal for all our videos – from editor vlogs to exhibition overviews. It’s also a place to showcase and communicate your product, pack, event or company with our audience. Content is produced by our highly skilled in-house multimedia team to an agreed brief. It’s then broadcast to our audience through a range of channels.

Options

* Corporate videos, case studies, interviews, show reviews, product showcases and more.

Email news bulletins

* PackagingNews.co.uk’s range of daily and weekly email news bulletins delivers the most relevant stories direct to our readers’ inboxes. Bulletins on the weekly schedule include:
  * Daily News Bulletin – covering news from across the industry, delivered every lunchtime;
  * Equipment Bulletin – every Monday morning, bringing news of new installations and orders as well as new product launches;
  * The Career Wrap – every Tuesday morning, delivering news of the latest movers and jobs from Packaging News Jobs;
  * The Gallery – every Wednesday morning, The Gallery brings the week’s best new designs and packs.

Bespoke mailers

* Bespoke mailers give advertisers the option to create their own bulletin to send to those in our audience who have agreed to receive third-party communications. The audience is selected through our ABC profile and gives you the control of who you want to target. Ideal for talking directly to a highly targeted audience about a certain topic, drive traffic to your site or promote an event or product.

Options

* Ability to select a highly-targeted audience and create your own bulletin.

Bullets

* Advertising on Packaging News’ wide range of daily and weekly bulletins is the most cost effective way to have a huge presence to an audience who have opted in to receive the information. Sold on tenancy basis, with MPUs, leaderboards and buttons available as well as overall sponsorship, our bulletins offer strong brand awareness and the chance of click through to your site.

Options

* Sponsorship of daily or weekly bulletins; advertising in MPU, leaderboard or button positions.

40,933

Average new unique users on packagingnews.co.uk from January-August 2019 (source: Google Analytics)
With an average online audience of more than 28,000 unique users each month, there is no better place online to find the ideal candidate for your post than with Packaging News.

For recruiters, Packaging News Jobs offers the ability to create, edit and post job adverts, manage applications and even pay by credit card directly through the site. For regular recruiters or those looking to recruit for multiple positions, we are able to offer packages of job credits and access to the CVs of registered jobseekers.

Jobseekers, meanwhile, are able to create a personal profile, upload their CV, search for jobs by function, salary, location or market and can automatically receive job alerts for new positions matching their own skills.

The Career Wrap

As well as promoting jobs through PackagingNews.co.uk and our range of daily and weekly news bulletins, in 2012 Packaging News launched The Career Wrap, a dedicated weekly bulletin for jobseekers. Every Tuesday, the bulletin delivers a range of the hottest new jobs available across packaging as well as bringing updates on the industry’s movers and new appointments. Recruiters looking to give their position a boost have the opportunity to guarantee their position on The Career Wrap, while sponsorship and display advertising positions are also available.

For details on all the options for recruiting new staff through Packaging News Jobs contact natalie.packham@emap.com +44 (0)20 8253 8710

Job advertising in print

It’s not all about online – every month, Packaging News magazine carries more packaging jobs than any other title on the market. The recruitment section is set alongside the Careers editorial section, which features on the inside back cover of the magazine and includes the ‘On the Move’ feature covering moves and appointments and ‘Insight’, a short interview with a recent mover. Two options are available here to put your job in front of PN’s fully ABC-audited circulation of 10,100 subscribers. First are display advertising positions, covering a full-, half- or quarter-page. Like display positions in the News, Design and Features sections of the magazine, these offer a high-impact, high-exposure route to market for you to promote your position. Alternatively, the Jobs of the Month spread offers anyone advertising a position online a cost-effective option to ensure their job will be promoted in the print edition too.
Packaging News Supplier Network

Lead generation and content marketing

**Powerful content marketing**

- The *Packaging News Supplier Network* offers a powerful content marketing and lead generation platform to connect companies across the supply chain with potential customers.
- Launched in late 2016, the *Packaging News Supplier Network* includes a directory of member companies and allows them the opportunity to add extra content to promote and position their products and services, such as product pages, case studies, white papers, videos and company news.

**Key facts**

- The *Packaging News Supplier Network* offers a growing directory of top suppliers of packaging products, materials, services and products;
- Suppliers can add a range of add-on content pages, such as product pages, case studies, videos, photos and company news;
- White paper add-on pages allow companies to run lead-generation campaigns, creating qualified sales leads for your team to follow up;
- Content and new company profiles are promoted every Friday morning in an email to more than 6,800 opted-in subscribers;
- All content is easily searchable by keyword, content type or company;
- To promote the service further, every editorial page on www.packagingnews.co.uk features the Supplier of the Week, a Featured White Paper and a range of other links to the Supplier Network;
- Full reports available on-demand on the performance of your pages on visits, clicks and time spent on pages.

To build your profile on the *Packaging News Supplier Network* contact alaina.algar@emap.com +44 (0)20 8253 8656

We are also able to build bespoke packages to suit your budget and objectives. For further details and to discuss your requirements, please contact Alaina Algar on +44 (0)20 8253 8656 or visit www.packagingnews.co.uk/supplier-network

### Online rates

<table>
<thead>
<tr>
<th>Display Rates Full Colour</th>
<th>Standard £249/year</th>
<th>Premium £499/year</th>
<th>Power £899/year</th>
</tr>
</thead>
<tbody>
<tr>
<td>365-day listing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>300-word company description</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Online enquiry form</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full company contact details</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media links</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Add content pages to listing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Button ad on <em>Packaging News</em> site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Top banner on Supplier Network</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Supplier of the Week</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

We offer three packages for the *Packaging News Supplier Network*:

- **Standard**: £249/year
- **Premium**: £499/year
- **Power**: £899/year

<table>
<thead>
<tr>
<th>Package</th>
<th>365-day listing</th>
<th>300-word company description</th>
<th>Online enquiry form</th>
<th>Full company contact details</th>
<th>Company Logo</th>
<th>Social media links</th>
<th>Add content pages to listing</th>
<th>Button ad on <em>Packaging News</em> site</th>
<th>Top banner on Supplier Network</th>
<th>Supplier of the Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Premium</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Power</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Shoppers prefer paper-based packaging.

Spreadmarker & bellybands

- The spreadmarker (left) is a high impact print solution that demands the attention of a reader. The spreadmarker wraps around the magazine and is securely gummed to inside advertising pages within Packaging News. This means the reader is taken straight to your campaign. Although two-page campaigns work best, we can also use the spreadmarker to take the reader to a one page advert or advertorial (See page 7).

- The bellyband (right) is a value high impact solution which wraps the magazine closed, drawing attention to itself because of this. The reader has to remove the bellyband to open the magazine. This makes sure your promotional campaign is noticed.

Inserts and special creatives

- Packaging News can offer a range of creative printed promotional solutions for you to gain maximum impact with your audience. Coverwraps, our highest-impact solution (pictured below), give you the chance to brand the outside front and back cover of the magazine; while bellybands give you a front cover position and give you the opportunity to direct the reader to a spread featuring your product or service inside the magazine. Inserts, meanwhile, are the ideal way to get samples of your pack or copies of your corporate or promotional literature into the hands of our readers. Other options – including tipped-on samples, pull-out sections and much more – are available.

For more details please don’t hesitate to contact the Packaging News team.
Introduction to the Awards

The UK Packaging Awards is the biggest and most well-respected awards programme in the UK packaging market. The Awards celebrate the very best businesses, individuals and packaging projects in the industry.

The Awards’ credibility has been built on two pillars. Firstly, the exceptional quality of the judging which regularly features UK and global heads of packaging from top retailers and brands including Tesco, Marks & Spencer, Reckitt Benckiser, Waitrose, Müller, Mars, Morrisons, Nestlé and many more. Every one of more than 250 entries is put through its paces by the judges in a robust judging process.

The second pillar is the great night out that the UK Packaging Awards has become. Hosted by Packaging News at the Grosvenor House Hotel on London’s Park Lane, the event is the essential date in the industry’s calendar. The event continues to grow and is now hosted in the Grosvenor’s Great Room with nearly 800 attendees celebrating the top achievers in the sector.

Sponsorship opportunities

Options to promote your company around the UK Packaging Awards include category and event sponsorship. Sponsorship offers you the chance to align your brand with the very best UK packaging can offer in your chosen field. Sponsorship packages include:

- an extended promotional campaign leading from the launch of entries in February up to the Awards dinner in November;
- branding on all literature to entrants, judges and guests around the event;
- tickets to the event;
- the opportunity to present your chosen Award to the winner, who is revealed on the night;
- a reserved VIP networking area on the night of the Awards;
- and much more.

We are also able to offer packages including:

- sponsorship of areas of the night’s entertainment;
- sponsorship of samples or gifts for attendees;
- sponsored labels on wine or water bottles.

Please contact the team to discuss the options for you to align your brand with the top UK awards programme for packaging.

For details on sponsorship opportunities please contact
steve.perry@emap.com
+44 (0)20 8253 8702
2020 Features List

Key features and themes for the year to come

Key contacts
To discuss your advertising requirements, please contact:
Steve Perry
Senior Account Manager
steve.perry@emap.com
020 8253 8702
For editorial enquiries, please contact:
Philip Chadwick
Editor
philip.chadwick@emap.com
020 8253 8646

January 2020
Category Focus
Chilled and frozen food
Supplier Analysis/Metal Technology Focus/Project Profile
Quality control, inspection and detection
Show preview
ADF PCD Paris

February 2020
Category Focus
Refillable packaging
Supplier Analysis
Corrugated – retail ready/point of sale
Technology Focus/Project Profile
Weighing/filling
Supplement
The Contract Packer
Show preview – Packaging Innovations

March 2020
Category Focus
Confectionery
Supplier Analysis
Rigid plastic
Technology Focus/Project Profile
Capping, lidding and sealing
Special Report
Finance for equipment
Show Preview
Foodex 2020

April 2020
Category Focus
E-commerce
Supplier Analysis
Glass packaging
Technology Focus/Project Profile
Thermoforming
Show preview
Interpack

May 2020
Category Focus
Protective packaging
Supplier Analysis
Bio packaging/compostable
Technology Focus/Project Profile
Pallet stretch wrapping
Special report
Sustainability – carbon reduction
Show preview
Drupa

June 2020
Category Focus
Intelligent and active packaging
Supplier Analysis
Labels
Technology Focus/
Supplement
The Contract Packer

July 2020
Category Focus
Pharmaceutical
Supplier Analysis
Flexibles
Technology Focus/Project Profile
Product identification, coding and marking
Special Report
Sustainability – the threat of ‘greenwash’
Ad recall survey

August 2020
Category Focus
Soft drinks
Supplier Analysis
Corrugated – e-commerce and supply chain
Technology Focus/Project Profile
Label applicators/print and apply systems
Special feature
UK Packaging Awards shortlist

September 2020
Category Focus
Openability
Supplier Analysis
Cartons
Technology Focus/Project Profile
Robotics, pick and place and conveyors
Supplement
The Contract Packer

October 2020
Category Focus
Personal care and cosmetics
Supplier Analysis
Foodservice
Technology Focus/Project Profile
Die-cutters and folder-gluers
Special report
Sustainability – recyclable packaging

November 2020
Category Focus
Alcoholic beverages
Supplier Analysis
Contract packing
Technology Focus/Project Profile
Printing technology
Show preview
All4Pack

December 2020
Category Focus
Foodservice
Supplier Analysis
Pallets and logistics
Technology Focus/Project Profile
Blister packaging and counting
Special feature
UK Packaging Awards
Winners

NB. The features list is subject to change without notice. If in doubt, please contact the PN team

Features explainer
Category Focus
Each month’s Category Focus will be an in-depth examination across three pages of the packaging trends, innovations and challenges in a particular end-user market.

With a focus on the demands from brand owners and retailers in each market, each feature will look at the materials, formats and graphics trends shaping packaging for the market. It will also consider trends, supply chain issues and the opportunities and challenges for suppliers to that market.

Supplier Analysis
Supplier Analysis examines the issues that packaging manufacturers face in a particular sector. Five or six companies each month will be profiled and asked questions specific to their company and to the sector in general.

Technology Focus
Our monthly analysis of the technology looks at developments in a particular sector of the machinery, technology or material market.

Project Profile
Project Profile examines a packaging equipment investment and explains the background to the project, how it was implemented and the results.

Special Report
Most months, Packaging News runs a feature analyzing a particular trend in the packaging supply chain; this is selected close to the time of publication and can cover anything from business issues such as M&A trends to the latest in smartphone technology for packaging.

Design case studies
We look in-depth at an innovative new pack design and tell the story behind the project from the brand owner and designer’s point of view.

Profile
We interview an industry personality making waves in the packaging sector.
## Rate Card

Rates for promotion across the portfolio

### Print rates

#### Display Rates Full Colour

<table>
<thead>
<tr>
<th>Insertions</th>
<th>1-3 insertions</th>
<th>3-6 insertions</th>
<th>6-9 insertions</th>
<th>9-12 insertions</th>
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</thead>
<tbody>
<tr>
<td>Double page spread -</td>
<td>£5,689</td>
<td>£5,120</td>
<td>£4,608</td>
<td>£4,147.2</td>
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<tr>
<td>Full page -</td>
<td>£3,162</td>
<td>£2,845</td>
<td>£2,561</td>
<td>£2,305</td>
</tr>
<tr>
<td>Half Page -</td>
<td>£2,098</td>
<td>£1,888</td>
<td>£1,699</td>
<td>£1,529</td>
</tr>
<tr>
<td>Quarter page -</td>
<td>£1,433</td>
<td>£1,289</td>
<td>£1,160</td>
<td>£1,044</td>
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<tr>
<td>Junior Page</td>
<td>£2,518</td>
<td>£2,266</td>
<td>£2,039</td>
<td>£1,835</td>
</tr>
</tbody>
</table>

Quarter-page Strip advert on editorial page £1,795

#### Advertorials

Prices on request

#### Inserts

<table>
<thead>
<tr>
<th></th>
<th>Up to 10g</th>
<th>20g</th>
<th>30g</th>
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</thead>
<tbody>
<tr>
<td>Loose</td>
<td>£2,591</td>
<td>£3,618</td>
<td>£4,302</td>
</tr>
<tr>
<td>Bound-in</td>
<td>£3,640</td>
<td>£4,185</td>
<td>£5,097</td>
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</table>

#### Solutions

<table>
<thead>
<tr>
<th></th>
<th>Double</th>
<th>Single</th>
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<tbody>
<tr>
<td></td>
<td>£441</td>
<td>£276</td>
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</tbody>
</table>

#### BCMPA Page

<table>
<thead>
<tr>
<th></th>
<th>Large</th>
<th>Double Regular</th>
<th>Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£300</td>
<td>£160</td>
<td>£95</td>
</tr>
</tbody>
</table>

### Online rates

#### CPM

- MPU - £71 per 1,000 impressions
- Leaderboard - £66 per 1,000 impressions
- Companion - £88 per 1,000 impressions
- Combination - £66 per 1,000 impressions
- Button - £34 per 1,000 impressions

#### TENANCY PER WEEK

- MPU - £1,500
- HPTO - £2,964
- Wallpaper - £1,716
- Flip MPU - £1,500

#### Email Bulletins

#### Daily Bulletin

- Sponsorship - £3,310/month
- MPU - £2,469/month
- Leaderboard - £2,049/month
- Button - £420/month

#### Weekly Bulletins

- Sponsorship - £2,259/month
- MPU - £1,728/month
- Leaderboard - £1,434/month
- Button - £294/month

#### Third-party emails

- First 1,000 names - £819
- Per 1,000 names thereafter - £729

#### WTB

SCC - £22
Online creative specifications

While every effort is made to keep these specs accurate and up to date, additional work may be necessary to make your creative work in the environment in which it has been booked.

### General Creative Guidelines

- **Non acceptable ads**: We do not accept ads which mimic Metropolis Business Information editorial content or style
- **Animation length**: The shorter of three rotations or 15 seconds
- **Frequency Capping**: Ad capping will be controlled through our Adserver and not by any third party server. (Only recommended for welcome ads)
- **Interactivity**: All interactivity must be user initiated: audio off as default, click to turn on. Collapsed on load, expand on rollover, contract on roll off
- **URLS**: The URL must be provided separately for any ads delivered as .gif, .jpg

### Display Units – see next page for ad dimensions by site – DEADLINE creative due five working days before

<table>
<thead>
<tr>
<th>Format category</th>
<th>Min Pixel Size (before expansion)</th>
<th>Max Pixel Size (before expansion)</th>
<th>File Types</th>
<th>Max File Size</th>
<th>Audio initiation</th>
<th>Max Pixel Size (after expansion)</th>
<th>Expandable initiation</th>
<th>Restrictions</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPU</td>
<td>300x250</td>
<td>300x250</td>
<td>Non expanding: .jpg / .gif / .swf with back up .gif / Third party tags</td>
<td>Site served: 49kb Third-party served: 39kb initial with up to 1mb streamed</td>
<td>User Initiated (on Click)</td>
<td>600x250</td>
<td>Expand: User initiated on mouse rollover Retract: on mouse roll-off</td>
<td>Not all sites take larger sizes, please see site/creative size chart below for exact ads per site. Expanding MPUs left. Only one expandable on a page at one time Site served expandables must be provided as the retracted and expanded in .jpg or .gif *Expandable ads require 5 days implementation time</td>
</tr>
<tr>
<td>Double MPU</td>
<td>300x600</td>
<td>300x600</td>
<td>.jpg, .gif, inline html (videos)</td>
<td>200KB</td>
<td>n/a</td>
<td>n/a</td>
<td>Expand in right gutter only</td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>728x90</td>
<td>.jpg, .gif</td>
<td>850x700</td>
<td>n/a</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Side-kick</td>
<td>400x700</td>
<td>n/a</td>
<td>.jpg, .gif, inline html (videos)</td>
<td>200KB</td>
<td>n/a</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banderole and trigger image</td>
<td>770x250</td>
<td>n/a</td>
<td>.jpg or .gif</td>
<td>100KB</td>
<td>n/a</td>
<td>n/a</td>
<td>Opens on click</td>
<td>1 Link</td>
</tr>
<tr>
<td></td>
<td>35x250</td>
<td>n/a</td>
<td>.jpg or .gif</td>
<td>100KB</td>
<td>n/a</td>
<td>n/a</td>
<td>Opens on click</td>
<td></td>
</tr>
<tr>
<td>Flip expandable</td>
<td>900x500</td>
<td>n/a</td>
<td>.jpg or .gif</td>
<td>100KB</td>
<td>n/a</td>
<td>n/a</td>
<td>Opens on click</td>
<td>1 Link</td>
</tr>
<tr>
<td></td>
<td>300x250</td>
<td>n/a</td>
<td>.jpg or .gif</td>
<td>100KB</td>
<td>n/a</td>
<td>n/a</td>
<td>Opens on click</td>
<td></td>
</tr>
<tr>
<td>Tile</td>
<td>150x150</td>
<td>n/a</td>
<td>.jpg or .gif</td>
<td>100KB</td>
<td>n/a</td>
<td>n/a</td>
<td>Opens on click</td>
<td></td>
</tr>
</tbody>
</table>

### Important:

**PLEASE MAKE SURE ALL YOUR CONTENT IS SENT IN A ZIP FILE TO AVOID CORRUPTION OF YOUR CREATIVE AND ITS DATA**
While every effort is made to keep these specs accurate and up to date, additional work may be necessary to make your creative work in the environment in which it has been booked.

### Display Units – DEADLINE creative due five working days before

<table>
<thead>
<tr>
<th>Format category</th>
<th>Min Pixel Size (before expansion)</th>
<th>Max Pixel Size (before expansion)</th>
<th>File Types</th>
<th>Max File Size</th>
<th>Audio initiation</th>
<th>Max Pixel Size (after expansion)</th>
<th>Expandable initiation</th>
<th>Restrictions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content banner</td>
<td>680x100</td>
<td>n/a</td>
<td>Non expanding: .jpg / .gif / .swf with back up .gif / Third party tags</td>
<td>200KB</td>
<td>User Initiated (on Click)</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Under nav</td>
<td>1220x65</td>
<td>n/a</td>
<td>.jpg or .gif</td>
<td>100KB</td>
<td>Opens on click</td>
<td>n/a</td>
<td>n/a</td>
<td>Does not support HTML5 or HTML.</td>
</tr>
</tbody>
</table>

### Video Units – DEADLINE creative due 10 working days before due date

<table>
<thead>
<tr>
<th>Format category</th>
<th>Aspect Ratio</th>
<th>File types</th>
<th>Max File size</th>
<th>Audio initiation</th>
<th>Max Pixel Size (after expansion)</th>
<th>Expandable initiation</th>
<th>Extra Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video MPU</td>
<td>Preferably consistent with display unit dimensions</td>
<td>youtube link, mov , .mpeg4, .mp3, .mp2, .wmv, .avi</td>
<td>n/a</td>
<td>Automatic</td>
<td>n/a</td>
<td>n/a</td>
<td>Company logo and URL</td>
</tr>
<tr>
<td>In-read Video</td>
<td>16.9</td>
<td>youtube link, mov , .mpeg4, .mp3, .mp2, .wmv, .avi</td>
<td>2mb</td>
<td>Automatic</td>
<td>n/a</td>
<td>n/a</td>
<td>Title and URL</td>
</tr>
</tbody>
</table>

### Wallpapers – DEADLINE creative due 10 working days before due date

<table>
<thead>
<tr>
<th>Format category</th>
<th>Recommended size</th>
<th>File types</th>
<th>Max File size</th>
<th>Restrictions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper/Skin/Background</td>
<td>Width 1920px</td>
<td>.gif or .jpg</td>
<td>Site served: 60kb</td>
<td>Image only, i.e. no flashing or animation. Image must concentrate on being most elaborate in areas it will be seen. Image must be WHITE where text is likely to be shown; a gradient of colour to white is recommended on edges and centre. Some pages are long so it must be specified to Metropolis if you wish the image to repeat downwards or show a background colour in unused space (default background colour is white, the preferred method of giving an alternative colour is a css colour code). Wallpapers CAN be clickable. It is important to build the wallpaper according to how the site is displayed, and allow sufficient time for testing. Image can be accept on a URL or an actual file. *This unit must be provided five working days before live date</td>
</tr>
</tbody>
</table>

**IMPORTANT:** PLEASE MAKE SURE ALL YOUR CONTENT IS SENT IN A ZIP FILE TO AVOID CORRUPTION OF YOUR CREATIVE AND ITS DATA

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**Packaging News**
Online creative specifications

While every effort is made to keep these specs accurate and up to date, additional work may be necessary to make your creative work in the environment in which it has been booked.

<table>
<thead>
<tr>
<th>Format category</th>
<th>Pixel Size</th>
<th>File types</th>
<th>Max File size</th>
<th>Audio initiation</th>
<th>Max Time on page</th>
<th>Frequency</th>
<th>File Type info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Page/Overlay</td>
<td>640x500</td>
<td>.jpg or .gif</td>
<td>79kb</td>
<td>User Initiated (on Click)</td>
<td>15 seconds</td>
<td>1 per user per session (Emap defines length of session as 1 day)</td>
<td>.jpg or .gif and click through URL must be supplied. A customised “skip this ad” .gif image may be provided by the advertiser, as long as the function of the image is clear (i.e. to skip the ad), size min 100x100 with text 16px high. We CANNOT accept third party tags for main creative or skip button</td>
</tr>
<tr>
<td>Sponsored website story</td>
<td>140x140</td>
<td>.jpg or .gif</td>
<td>Headline and eight words</td>
<td>Content and 30 words</td>
<td>URL please supply</td>
<td>Tenancy</td>
<td>We CANNOT accept third party tags for main creative or skip button</td>
</tr>
</tbody>
</table>

**IMPORTANT:** PLEASE MAKE SURE ALL YOUR CONTENT IS SENT IN A ZIP FILE TO AVOID CORRUPTION OF YOUR CREATIVE AND ITS DATA
Wallpaper and Under Nav specifications

While every effort is made to keep these specs accurate and up to date, additional work may be necessary to make your creative work in the environment in which it has been booked.

Wallpaper (top & sides) - Goal post format

DEADLINE creative due 10 working days before

Advert Creative - Single image:

- width: 1920 px
- height: 1080 px (do not let information and important content drop below the 500px down as there is a risk of this being cut off the bottom of the screen)

Top / Header part:

- height: 150 px

AV site content width is 1220 px

Bottom part of advert should be fading to the Website’s background colour (white):

- hex: ffffff
- rgb: 255, 255, 255

Link for the advert’s landing page (URL):

- text in "http://www.yourwebsitename.com/landing-page/" format

Tips:

- fading can be more creative than just a horizontal line.
- important content should be kept within the top 130px banner and within the 77px either side of the website. Information outside of this runs a risk of getting cut off or lost depending on the size of the monitor the website is viewed on.

Takeover:

- Leaderboard x1
- MPU x3
- Double MPU x1
- Content banner x1

Under Nav

To create the under nav please take part of the background wallpaper from 50px down.

The width will be the same size as the overall wallpaper. Keep text content within the 1220px area.

- width: 1920 px
- height: 65 px

IMPORTANT: PLEASE MAKE SURE ALL YOUR CONTENT IS SENT IN A ZIP FILE TO AVOID CORRUPTION OF YOUR CREATIVE AND ITS DATA
Overview:

- Try not to look away content inside images, please use normal text wherever possible.
- Don’t use a single image for your entire email as they have a very high spam rating and are unlikely to be received by most recipients.
- Text/image ratio should be at least 70:30.
- Avoid the use of background images as these are ignored by some email clients.
- Avoid using URLs as text, see Metripole2 instead at [http://www.metripole2.co.uk/](http://www.metripole2.co.uk/)
- Videos are not supported in emails. We can place an image with a play button that leads to the video link.
- Animated images (gifs) can be accepted but need to be provided by the client.
- You may provide a snippet/preheader for your email, if you do not, we will place a default one.

### Image Sizes

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>640 x 100-150</td>
<td>Gif/Png/jpg</td>
</tr>
<tr>
<td>MPU</td>
<td>300 x 250</td>
<td>Gif/Png/jpg</td>
</tr>
</tbody>
</table>

We recommend images that are no more than 300-400px high. Max file size per image is 200kb.

### Subject Lines

- Subject lines need to be optimised, aim for under 5 words, or max 90 characters (readers usually only see 38-47 characters)
- Avoid using exclamation marks, lots of symbols, or repeating symbols, e.g. !!! ... ???
- Avoid using Capitalisation of all words or CAPS
- They should be relevant to the email, descriptive but short, and compelling but vague enough to interest the reader to click through

### Timeline

The SLA is that we are to receive all content 5 working days before the due date and time.

Content must be provided as a HTML document in a zipped file. We will add a branded header image, footer and view in browser links. Images should be hosted by the client on their server when possible, otherwise images must be provided separately. We do however offer a service where we can build the HTML email for you from scratch.

**Please note:** you will not be able to re-use the HTML carrying the official branding of emap or any images hosted by emap that are referencing to our servers.

### Solus Emails - Email Campaign Guidelines:

#### Dimensions & Size

<table>
<thead>
<tr>
<th>Email campaign width</th>
<th>Campaigns should be 600-640 pixels wide, we cannot send emails smaller or wider than this. There is no height restriction, however, please do not create really long emails.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email size in KB</td>
<td>The size of the email should not exceed 80 KB. Exceeding 80 KB will mean that the email will not display at all for certain email clients and devices.</td>
</tr>
</tbody>
</table>

#### Images

<table>
<thead>
<tr>
<th>Images of the email</th>
<th>HTML File should be supplied with externally hosted images if possible. This avoids us having to edit the HTML in-house and any accidental damage that may be caused in the process. Otherwise images must be provided separately.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image sizes</td>
<td>Images should ideally not be larger than the width of the email itself when uploaded to the hosting platform/supplied to us. We recommend images that are no more than 300-400px high.</td>
</tr>
<tr>
<td>Background images</td>
<td>Avoid the use of background images as these are ignored by some email clients.</td>
</tr>
<tr>
<td>Animated images</td>
<td>Animated images (gifs) can be accepted but need to be provided by the client.</td>
</tr>
<tr>
<td>Text to images ratio</td>
<td>For B2B emails the ratio between text to images in an email should be 70:30. This ensures the email is still readable for recipients with image blocking and decreases spam the spam rating.</td>
</tr>
</tbody>
</table>

**IMPORTANT:** PLEASE MAKE SURE ALL YOUR CONTENT IS SENT IN A ZIP FILE TO AVOID CORRUPTION OF YOUR CREATIVE AND ITS DATA
## Email specifications

<table>
<thead>
<tr>
<th>Single image for emails</th>
<th>We cannot send emails that are composed only of images because they have a very high spam rating and are unlikely to be received by most recipients.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Content</td>
<td>Please use readable text wherever possible. Try not to lock away content inside images.</td>
</tr>
<tr>
<td>Email Header</td>
<td></td>
</tr>
<tr>
<td>Email Snippet</td>
<td>You may provide a snippet for your email, if you do not, we will place a default one.</td>
</tr>
<tr>
<td>Email Footer</td>
<td>Do not use “amend your preferences” or “unsubscribe” links in the HTML. We will add our own footer which contains these links.</td>
</tr>
<tr>
<td>Email Coding</td>
<td></td>
</tr>
<tr>
<td>Use in-line styles</td>
<td><code>&lt;style&gt;&lt;/style&gt;</code> - Style tags should not be placed in the body of the html.</td>
</tr>
<tr>
<td>External source codes</td>
<td>No external JavaScript or CSS style sheets should be used in the HTML.</td>
</tr>
<tr>
<td>Web forms</td>
<td>Web forms are not supported in emails.</td>
</tr>
<tr>
<td>Videos</td>
<td>Videos are not supported in emails.</td>
</tr>
</tbody>
</table>

### Email Tracking

| Tracking pixels         | No tracking pixels should be used within the HTML                                                                  |
| URLs with redirects     | Providing URLs with redirects means that our tracking will not work on those URLs. So please always supply the final URLs in your Jira tickets. |
| Ad Server links         | Do not provide links from your Ad server, we do not support these.                                                  |

### Best practices

| URLs                     | Avoid using URL’s as text, use Metropolis instead of http://www.metropolis.co.uk/                                  |
| Subject lines            | These should be short, informative and recognisable – aim for fewer than 5 words. Subject lines should also not exceed a max. of 90 characters (readers usually only see 38-47 characters). |
| CTA’s                    | Fewer prominent CTA’s lead to higher clickthrough rates than a bigger amount of less prominent ones.              |
| Text                     | Aim for 500 characters minimum. Use a minimum of 14px text size for body text, 22px for headings.                  |

### Timelines

| Deadline for email       | The SLA is that we are to receive it 3 working days before the due date and time. This is especially important for any HTML provided without externally hosted images. Any HTML provided later than stated in the SLAs cannot be guaranteed to run on the specified date. |

---

*All of these points will increase your deliverability, readability and open rates.*

If your HTML does not meet these requirements, it will be rejected, and your email may not be delivered on time.

---

**IMPORTANT:** PLEASE MAKE SURE ALL YOUR CONTENT IS SENT IN A ZIP FILE TO AVOID CORRUPTION OF YOUR CREATIVE AND ITS DATA
Recruitment

Rates for advertising on PN’s market-leading recruitment platform

Print and online rates

Print and online packages (1 month)

- **The Total Reach Package**  £949
  This package is ideal for hard to fill positions, offering promotion online and in Packaging News magazine
  - Hot Job online listing for one month
  - Job appears at top of results for all relevant jobseeker searches
  - Quarter-page, half-page or full-page advertisement in the next available issue of Packaging News magazine
  - Full social media support with posting on Twitter and LinkedIn
  - Full page advertisement in print

Print and online package (3 months)

- **Frequent Recruiter Package**  £4,500
  Our ideal package for recruitment agencies and companies with multiple positions to fill
  - Minimum three-month contract at £1,500 per month
  - Two Hot Jobs per month
  - 10 Standard Jobs per month
  - One quarter-page print ad per month
  - This package costs £1,500 per month with a three-month contract.

Online-only packages (1 month)

**JOB POSTINGS**

- **Standard Job – online only**  £299
  Promote your job with a standard job listing
  - On site for four weeks
  - Listing includes your company logo
  - All jobs are sent to relevant jobseekers through the Packaging News Jobs ‘Jobs by Email’ system

- **Hot Job – online only**  £449
  Enhance visibility and response for your ad with a Hot Job
  - The package is the same as the Standard Job, plus...
  - Job appears in Featured Jobs box on homepage of jobs.packagingnews.co.uk
  - Job appears in The Career Wrap jobs newsletter for four weeks
  - Job appears on Packaging News editorial website on all pages
  - Job appears above standard jobs in results of relevant jobseeker searches on jobs.packagingnews.co.uk

- **Job of the Week – online only**  £599
  Our highest-impact online-only package, offering everything in the Hot Job, plus...
  - Job appears at the top of all relevant job searches
  - Job appears as Job of the Week on ‘The Career Wrap’ jobs newsletter for at least one week
  - Job appears as ‘Job of the Week’ (MPU ad) on editorial newsletters for one week

- **CV search – online only**  £249
  Search Packaging News Jobs’ extensive database of CVs
  - Access to the CV database for one month

- **Additional job booked at the same time**  £200
  Inclusion in ‘Jobs of the month’ in print + Standard Job listing (includes logo)

- **Key word sponsorship – per word/phrase**  £50

Online-only packages (3 months)

- **Featured Recruiter**  £299
- **Leaderboard**  £750
- **MPU**  £500
- **Home page buttons**  £150
- **Wallpaper**  £1000

Branding opportunities (per month)

- **Targeted email campaigns**  £250
- **Top Job on The Career Wrap – weekly job bulletin**  £250
- **Job on The Career Wrap – weekly job bulletin**  £100
- **HTML targeted email per 1,000**  £500

Contact  natalie.packham@emap.com / +44 (0)20 8253 8710

Online-only packages (1 month)

- **Job of the Week – online only**  £599
  - Job appears at the top of all relevant job searches
  - Job appears as Job of the Week on ‘The Career Wrap’ jobs newsletter for at least one week
  - Job appears as ‘Job of the Week’ (MPU ad) on editorial newsletters for one week

- **CV search – online only**  £249
  - Access to the CV database for one month

- **Additional job booked at the same time**  £200
  - Inclusion in ‘Jobs of the month’ in print + Standard Job listing (includes logo)

- **Key word sponsorship – per word/phrase**  £50

Branding opportunities (per month)

- **Targeted email campaigns**  £250
- **Top Job on The Career Wrap – weekly job bulletin**  £250
- **Job on The Career Wrap – weekly job bulletin**  £100
- **HTML targeted email per 1,000**  £500

Prices correct as of October 2019

Packaging News

Jobs advert positions

Technical specifications

on request

For all enquiries, please contact Natalie Packham on 020 8253 8669
or email natalie.packham@emap.com
### Key information on how to submit your artwork

**Contact:** julian.cresswell@emap.com

All advert sizes quoted are in height in mm (first) x width in mm (second)

### Dimensions

<table>
<thead>
<tr>
<th>Size</th>
<th>Height x Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eighth Page</td>
<td>60mm x 100mm</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>125mm x 100mm</td>
</tr>
<tr>
<td>Half Vertical</td>
<td>260mm x 100mm</td>
</tr>
<tr>
<td>Half Horizontal</td>
<td>125mm x 204mm</td>
</tr>
<tr>
<td>Full text area</td>
<td>260mm x 204mm</td>
</tr>
</tbody>
</table>

### Classified

- Classified Advertising is booked in variable sizes. Generally this is measured as Depth in cm x no of Column Widths. One cm = 10mm.
- 2 Column: 100mm wide
- 4 Column: 203mm wide
- Full Page: 254mm x 203mm
- ½ Page Horizontal: 123mm x 203mm
- ½ Page Vertical: 254mm x 100mm
- ¼ Page Vertical: 123mm x 100mm

### Where to Buy

- 1 Column - 34mm
- eg. In Where to Buy, a 5 x 1 size = 500mm x 34mm

### Display

#### Double Page Spread

- Trim: 295mm x 450mm wide
- Bleed (+5mm): 305mm x 460mm width

#### Full Page (single)

- Trim: 295mm x 225mm wide
- Bleed: 305mm x 235mm wide

#### Half-Page (no bleed sizes available)

- Horizontal: 135mm x 205mm wide
- Vertical: 275mm x 100mm wide

#### Quarter-Page (no bleed sizes available)

- Horizontal: 70mm x 205mm wide
- Vertical: 135mm x 100mm wide

#### Eighth-Page

- Landscape: 35mm x 205mm wide

### Recruitment

#### Composite adverts

- (height x width)
  - Half Landscape: 90mm x 124mm wide
  - Half Portrait: 183mm x 60mm wide

### Copy Requirements

#### File format

- PDF files: print-ready version 1.4 (Please note the industry standard for pdf is 1.4. Files supplied differently may not be compatible with our workflow).
- All files must contain images at 300 dpi. Files must be supplied in a CMYK format and have all fonts and images embedded.
- All files should be Mac compatible.
- PPA ‘pass4press’ guidelines are available through the PPA’s website: http://www.pass4press.com

### Digital file transfer methods

- Files by Mb and under can be sent via email to julian.cresswell@emap.com
- Files can be supplied by file transfer.

#### Hard copy proofs

- If colour proofs are to be supplied for colour matching on press, please ensure those are supplied one week prior to publication. The proof must be generated from the file provided. It must be 100% of final size and be a true representation of the file. If a proof is not supplied then Packaging News will not take responsibility for any colour inaccuracies.
- Please note, we work with the ISO Fogra 39L coated profile and require a high resolution colour proof to ISO12647 standard.

### Terms and conditions

**Cancellations**

Packaging News is published by emap, a division of Metropolis International Group. (the Company) reserve the right without giving notice to the party booking the advertising space (the Buyer):

1. to refuse or cancel any advertisement without giving any reason therefor;
2. to make corrections or alterations it considers necessary or desirable in an advertisement (whether to conform it to the style and subject matter of the publication or otherwise);
3. to alter, cancel or postpone publication date(s). In such cases the Company will return any money paid by the Buyer in respect of an advertisement(s) which do not appear, and in the case of an order for a series of advertisements the Buyer will not be liable for the difference for the rate between the entire series specified in the order and the usual rate for the number of advertisements which have appeared when cancellation occurs.

Cancellations and transfers can only be accepted if requested by the Buyer in writing, and if the request is received by the Company not less than two months before copy date in the case of annual or monthly publications or six weeks before copy date in case of weekly publications or (in either case) as specified in the publication’s rate card.

If the Buyer cancels the balance of an order, he relinquishes any right to any series discount to which he was previously entitled, and must pay for the relevant advertisements at the appropriate rate set out in the rate card for the number of advertisements which have appeared when the cancellation takes effect.

**Agencies**

At the time advertising space is ordered by the Buyer, if the Buyer is an advertising agency or media buyer and does not disclose:

1. the name of its advertiser client, and/or
2. the goods and/or services which are to be the subject of the advertisement(s) for that space;
the Company may at any time refuse to accept and/or publish, or suspend the advertisement(s) the Buyer proposes for such space, and in such circumstances neither the Buyer nor the advertiser shall have any claim against the Company in respect of such refusal or suspension, and if the space is not filled by the Company, the Buyer shall be responsible for any loss suffered by the Company.

For full terms and conditions please contact the sales team +44 (0) 20 8253 8715