

# BRAND® PACKAGING

ELEVATING PACKAGING IN THE MARKETING MIX

The **ONLY** magazine that explores  
packaging as a strategic branding tool.



# 2011

INTEGRATED MEDIA PLANNER

PRINT | WEBSITE | E-NEWSLETTERS | EVENTS

# PARTNERING WITH BRANDPACKAGING

> The **ONLY** publication entirely focused on the role of packaging in the consumer product marketing mix.

Packaging is essential in capturing the “first moment of truth” — the three seconds it takes for a consumer to notice a product on the store shelf. That instant presents an incredible marketing opportunity for consumer packaged goods companies when you consider that nearly 70 percent of all purchase decisions are made at the shelf. In fact, nearly half of all packaged goods go to retail without any additional marketing support. The communication of a brand’s values and personality are often delivered exclusively through packaging.

## AUDIENCE

Is comprised of influential marketing, design and executive decision-makers who work at the earliest stages of new packaging, where materials are discussed and supplier input can have an impact on the final package itself.

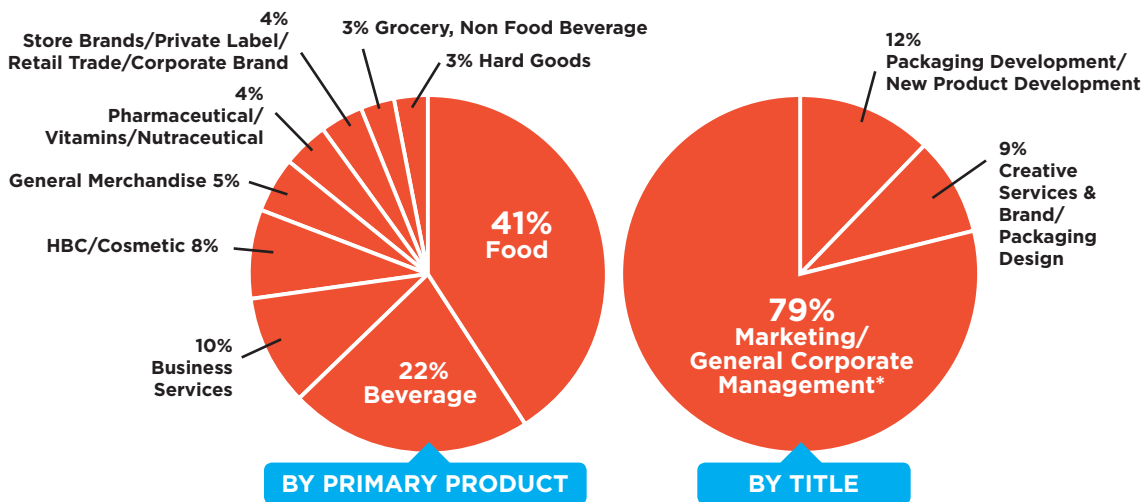
## FOCUS

Is on strategy, development and trends. We take consumer, design and retail insights and material/technology trends and balance them against innovation objectives, consumer research, retail directives and brand marketing goals.

## PURPOSE

Is to provide an open forum of ideas, information and market feedback that mirrors the current successes and opportunities in the consumer packaged goods industry.

## > BRANDPACKAGING AUDIENCE Publisher's Own Data, June 2010



\* Includes: CMO, VP/Director/Manger of Marketing, Group/Brand/Product Manager, Category Manager, Consumer Insights/Marketing Research, Marketing Procurement, Marketing Services, and other marketing personnel, President, Vice President, COO, CEO, CFO, General Manager

### IMPORTANCE OF ADVERTISING IN BRANDPACKAGING\*

**70%** Learned about a company for the first time as a result of seeing their ad in **BRANDPACKAGING**

**57%** Agree advertising in **BRANDPACKAGING** educates and is an important part of the publication

**55%** Read through **BRANDPACKAGING** as much for the advertising as for the articles

+ **BRANDPACKAGING** Advertising Readership Study, January 2009

### AREAS OF PURCHASING INFLUENCE

**90%** of our subscribers recommend or have influence on the decision to purchase services or products for their company in the following areas:†

**74%** Packaging/Brand Services

**66%** Packaging Materials

**50%** Point-of-Purchase Materials/Supplies

**46%** Packaging Supplies

### YOUR ADS GET NOTICED

**96%** of subscribers take one or more actions as a result of receiving **BRANDPACKAGING**, as follows:†

**56%** Visited advertiser website

**43%** Saved ad for future reference

**32%** Discussed ad with someone else in company

**24%** Requested more info from advertiser

**21%** Purchased the advertised product or service

# PACKAGING THAT SELLS<sup>®</sup> CONFERENCE

COMING IN  
**FALL  
2011!**



## FORMAT

An intimate 1.5 day seminar style conference.

## CONTENT

A look at the marketing impact of packaging. Speakers will include well-respected consumer packaged goods brand marketers and other marketing executives, packaging designers, brand consultancies and consumer research gurus.

## AUDIENCE/ATTENDEES

Packaging professionals in the following industries: food, beverage, cosmetics, personal care, electronics, retail, other consumer packaged goods, and more! Target audience is approximately 300-600 people.

## DESIGN GALLERY

A hands-on sneak peek of the packages selected for our celebrated design annual, the **DESIGN GALLERY**. Attendees will be able to view, inspect and judge more than 60 innovative packages from a broad range of product categories.

FOR MORE  
INFORMATION  
ON THIS EVENT  
**VISIT**



**PACKAGING THAT SELLS** bridges package design with brand strategy with real-world examples of the powerful influence packaging has on consumer buying decisions.

## PAST ATTENDEES INCLUDE:

- + Alberto-Culver
- + Blistex
- + Colgate-Palmolive
- + Costco
- + Estee Lauder
- + General Mills
- + Gillette Co.
- + Hewlett Packard
- + Johnson & Johnson
- + Kellogg
- + Kimberly-Clark
- + Kraft Foods
- + Method
- + Nestle
- + Pfizer
- + Pepsi-Cola Company
- + Procter & Gamble
- + Revlon Inc.
- + Sony Electronics
- + Starbucks
- + Target
- + Urban Decay
- + Walgreen's
- + Walt Disney Company

## WHO ATTENDS:

- + Brand Marketers/Managers
- + Retail Marketers
- + Package Designers
- + Package Design Firms
- + Product/Category Managers
- + Innovation Managers
- + Insights/Consumer Researchers

Challenger brands and consumer goods giants have been showing off their creative and strategic prowess at **PACKAGING THAT SELLS** since 2002. The conference has become a go-to source of insights, inspiration and connection-making opportunities for brand marketers and retail brand marketers, and their package design and development teams. **PACKAGING**

> **Position yourself as an industry expert by sponsoring the ONLY event specifically focused on the marketing impact of packaging.**

## > FOR INFORMATION ON TABLETOPS AND CORPORATE SPONSORSHIPS CONTACT:

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[www.packagingthatsells.com](http://www.packagingthatsells.com)

# 2011 EDITORIAL CALENDAR

## JANUARY/FEBRUARY

AD CLOSE: JANUARY 4  
MATERIALS DUE: JANUARY 12

### > COVER STORY THE FUTURE OF RETAIL

The world of retail is evolving before our eyes. We'll take a look at what's happening and what's to come.

**CATEGORY ANALYSIS:**  
Baby Foods

#### **BONUS DISTRIBUTION:**

**WESTPACK** FEB. 8-10, ANAHEIM, CA  
**PACKAGE DESIGN & DEV. SUMMIT EXPO**  
MARCH 1-3, ST. PETERSBURG, FL  
**FLEXIBLE PACKAGING ASSOCIATION  
ANNUAL MEETING** MARCH 9-11, RITZ  
CARLTON GOLF RESORT, NAPLES, FL

**ADVERTISER BONUS:**  
> **Advertising Effectiveness & Benchmark Survey**  
*The January/February issue will be sent to a select group of advertisers to review your ad. See the result generated by your ad. FREE for advertisers.*

## MARCH

AD CLOSE: FEBRUARY 7  
MATERIALS DUE: FEBRUARY 14

### > COVER STORY BRANDS TO WATCH

Short on budgets, but big on creativity, these independent brands are on the verge of getting noticed. We offer inside perspective on how they make the most of limited resources to turn out relevant, well-designed packaging.

**CATEGORY ANALYSIS:**  
Oral Care

#### **BONUS DISTRIBUTION:**

**SUMMIT MEETING OF THE PACKAGING  
INDUSTRY** DATES TBD  
**SOUTH PACK** MARCH 16-17, ORLANDO, FL

**ADVERTISER BONUS:**  
> **Free telemarketed leads**  
*by category through our Lead ADvantage Program.*

## APRIL

AD CLOSE: MARCH 8  
MATERIALS DUE: MARCH 16

### > COVER STORY SUSTAINABLE PACKAGING

An entire issue dedicated to the latest trends and ideas in the ongoing effort to go green. Includes the Sustainable Packaging Design Gallery, our annual look at packaging with a creative impact on the environment.

**CATEGORY ANALYSIS:**  
Confections

#### **BONUS DISTRIBUTION:**

**FMI FUTURE CONNECT**  
DATES TBD

**ADVERTISER BONUS:**  
> **Sustainable Packaging Advertising Package:**  
*Run a full page ad in our April, July and December issues and receive a free full page corporate profile advertorial to run in the April or July issue.*

## JULY

AD CLOSE: JUNE 15  
MATERIALS DUE: JUNE 23

### THE CONSUMER ISSUE

After a couple of tumultuous years, where do consumers stand? And how do brands fit in with the new consumer culture?

**CATEGORY ANALYSIS:**  
Consumer Electronics

**SUSTAINABILITY UPDATE:**  
A mid-year review of the trends and issues impacting sustainable packaging in 2011

**ADVERTISER BONUS:**  
> **Sustainable Packaging Advertising Package:**  
*Run a full page ad in our April, July and December issues and receive a free full page corporate profile advertorial to run in the April or July issue.*

## AUGUST

AD CLOSE: JULY 5  
MATERIALS DUE: JULY 13

### THE TECHNOLOGY ISSUE

We'll look at innovative materials, shopper technologies and packaging innovations that are driving relevant shopper and consumer experiences.

**CATEGORY ANALYSIS:**  
Beverages

**PTS PREVIEW:**  
We'll look at the brands and topics headlining our much-anticipated Packaging that Sells conference

**ADVERTISER BONUS:**  
> **Packaging That Sells/Pack Expo Advertising Package:** *Run a full page ad in our August, September/October and November issues and receive a free full page corporate profile advertorial to run in the August, September/October or November issue.*

## SEPTEMBER/OCTOBER

AD CLOSE: AUGUST 15  
MATERIALS DUE: AUGUST 23

### THE DESIGN ISSUE

Design has become a key differentiator for consumer brands. We'll look at the ways design can inform your brand. How does it aid brand strategy? How can it build loyalty with consumers?

**CATEGORY ANALYSIS:**  
Pet Care

**BONUS DISTRIBUTION:**  
**PACK EXPO INTERNATIONAL**  
SEPT. 26-28, LAS VEGAS, NV  
**BRANDPACKAGING THAT SELLS  
CONFERENCE** - TBA

**ADVERTISER BONUS:**  
> **Packaging That Sells/Pack Expo Advertising Package:** *Run a full page ad in our August, September/October and November issues and receive a free full page corporate profile advertorial to run in the August, September/October or November issue.*

MAY/JUNE  
AD CLOSE: MAY 16  
MATERIALS DUE: MAY 23



## BRANDINNOVATORS

BRANDPACKAGING recognizes the industry's rising stars in our BRANDINNOVATORS special edition. It's our annual look at the influentials who are keeping packaging at the forefront of brand marketing.

**CATEGORY ANALYSIS:**  
Confections

**BONUS DISTRIBUTION:**

LUXE PACK MAY, 2011

EASTPACK JUNE 7-9, NEW YORK, NY

IFT ANNUAL MEETING & FOOD EXPO  
JUNE 11-15, NEW ORLEANS, LA

# BRAND<sup>®</sup> PACKAGING

ELEVATING PACKAGING IN THE MARKETING MIX

## IN EVERY ISSUE

### BRAND PROFILES

A detailed profile of a consumer packaged goods company and its key marketing and brand design executives. Past profiles include Target, Procter & Gamble, The Coca-Cola Company, TerraCycle and Safeway.

### NEXT + NOW

This front-of-book section highlights trends, business intelligence and insights in bite-size portions.

### BRAND NEW

Our makeover column features dramatic rebranding initiatives where packaging is central to the strategy. Bookmark <http://brandnew.brandpackaging.com>

### JUST OUT

We take a global look at the most innovative new packages, and tell you why they matter. Bookmark <http://justout.brandpackaging.com>

### THE BOTTOM LINE

A monthly department that takes a case study approach to advocate the business value of design.

### FEATURED ON [www.brandpackaging.com](http://www.brandpackaging.com)

- + Online-only features
- + Daily new products coverage
- + Expert opinions on issues of the day
- + Design firm directory
- + Sustainable design gallery

NOVEMBER  
AD CLOSE: OCTOBER 5  
MATERIALS DUE: OCTOBER 13

## > COVER STORY GLOBALIZATION

Is the world still flat? Brands are rethinking whether it's best to act big or small, global or local. We'll look at where things stand and offer advice on how to navigate the murky waters.

**CATEGORY ANALYSIS:**  
Snack foods

**BONUS DISTRIBUTION:**

PLMA PRIVATE LABEL TRADE SHOW  
DATES TBD

### ADVERTISER BONUS:

> **Packaging That Sells/Pack Expo Advertising Package:** Run a full page ad in our August, September/October and November issues and receive a free full page corporate profile advertorial to run in the August, September/October or November issue.

> **Free telemarketed leads** by category through our Lead ADvantage Program

DECEMBER  
AD CLOSE: NOVEMBER 1  
MATERIALS DUE: NOVEMBER 9

## DESIGN GALLERY 2011

**DESIGN GALLERY** is a design annual unlike any other. Not just a study in good design, it's a look at how strategic package design makes strong shelf impact, meets consumer, shopper and retailer needs and conveys the brand story.

### FEATURES:

60 innovative packages in a variety of product categories and material types—flexible, paperboard, glass, metal, and rigid plastic.

A global perspective of packaging launched in 2011

Directory of brand identity and package design firms.

*Full page advertisers in this issue get upgraded animated ad on online edition.*

An indispensable resource and source of inspiration for brand owners and their package design and development teams.



# ONLINE & E-MEDIA ADVERTISING

## Multimedia Advertiser Program Lower Combined Rates!

Spend **\$24,000** or more in print and electronic marketing products and earn **15%** off the published/earned rate. Our comprehensive market reach through print and electronic products allows you this exclusive opportunity to cost-effectively market your company. Contact your **BRANDPACKAGING** rep for more details.

AD TYPE	AD SIZE
Top Horizontal Banner	468 x 60 pixels
Top Vertical Banner	120 x 240 pixels
Skyscraper	120 x 600 pixels
Expandable Skyscraper	120 x 600 pixels (expands to 300 x 600 pixels)
Sponsored Editorial (Ad Within a Feature)	300 x 250 pixels
Advertising Video	275 x 250 pixels
Page Peel	150 x 150 pixels (expands to 600 x 600 pixels)
Over-the-Page	120 x 60 pixels resting area (expands to 600 x 400 pixels)

### DIGITAL EDITION

A growing percentage of subscribers prefer to have their magazine delivered digitally. For savvy marketers, digital delivery offers a number of lead-generating marketing opportunities, including digital edition notification e-mail sponsorship and a wide variety of attention-grabbing, interactive digital advertisement enhancements.

### VIDEO

Position your company as a cutting-edge provider of industry-leading information! Short video clips offer an opportunity to introduce your latest products and services, recap trade show exhibits, provide demonstrations or present educational information.



### PODCASTS

Your audio message heard online or downloaded to an MP3 player.



[www.brandpackaging.com](http://www.brandpackaging.com)

Just as **BRANDPACKAGING** offers subscribers solutions to make packaging part of an integrated brand strategy, we also consult with our advertisers to help you build a fully integrated marketing communications program designed to maximize exposure and ROI and make your brand top-of-mind with brand owners.

## WEBINAR SPONSORSHIPS



**GENERATE QUALITY LEADS**



**BUILD BRAND AWARENESS**



**POSITION YOUR COMPANY AS AN INDUSTRY LEADER**

You can't meet face-to-face with every industry decision-maker, but you can interact with them through a **BRANDPACKAGING** Webinar. You chose the content and the speakers and we will market and execute your event. Sponsors receive a complete database of all registrants, branding on the many pre-webinar promotions, three custom questions on the registration page and more.

FOR MORE INFORMATION CONTACT:

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## UNWRAPPED E-NEWSLETTER

**BRANDPACKAGING's** bi-monthly e-newsletter delivers targeted content on consumer and retail trends, packaging concepts and innovations, and brand case studies and profiles to 13,500\* consumer packaged goods and retail professionals.

\*Publisher's Own Data, June 2010

AD TYPE	AD SIZE
Top Horizontal Banner	468 x 60 pixels
Top Vertical Banner	120 x 240 pixels
Skyscraper	120 x 600 pixels
Tile Button	125 x 125 pixels
Banner	468 x 60 pixels
Text Ad	6 lines of text

## UNPARALLELED ACCESS TO PACKAGING INDUSTRY PROFESSIONALS

CONNECT WITH INDUSTRY PROFESSIONALS WHEREVER THEY ENGAGE

A mix of media – print and online ad products across multiple publications and Websites.

+ **A custom marketing solution** – determined by who you need to reach, with simplified billing

+ **Control and ROI** – you set the budget; we'll define the deliverables with metrics you can measure

## MAKING THE COMPLEX CLEAR.

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

**Clear Seas**  
RESEARCH  
Making the complex clear

To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact:

Beth Surowiec at (248) 786-1619 or  
surowiecb@clearseasresearch.com  
[www.clearseasresearch.com](http://www.clearseasresearch.com)

## CUSTOM MEDIA DIVISION PERSONALIZED MEDIA SOLUTIONS

Is your organization thinking about starting its own magazine, website, white paper? How about creating an advertorial, blog, podcast or coffee break video program to engage your audience? Let us do all the work for you, from start to finish. Our **CUSTOM MEDIA GROUP** combines our media staff experts with **BRANDPACKAGING's** readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace.



FOR MORE INFORMATION CONTACT:

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## LIST RENTAL

**BRANDPACKAGING's** subscriber list is available for rent. You can make customized selections by title, industry, location, etc. to meet your specific needs.

FOR MORE INFORMATION CONTACT:

FOR POSTAL INQUIRES AT:

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## RATES & SPECIFICATIONS

### > MECHANICAL INFORMATION

**Trim Size:** 8-7/8" X 10-3/4"  
**Printing:** Body forms and covers heat-set web offset.  
**Binding:** Saddle-stitched. Jogs to head.  
**Paper Stock:** Body 40 lb Coated Stock. Cover 80 lb Coated Stock

### > PRODUCTION INFORMATION SWOP SPECIFICATIONS APPLY.

**> Digital File Submission:** All materials submitted electronically are subject to review by the production department. Macintosh formatted CDs are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Production Manager at (248) 244-6481 for specifications and directions for uploading ads.

**The following must accompany any ad sent electronically or on disk:**

**> Ad Materials:** High Resolution PDF-X1a files with fonts and images embedded, CMYK, 300 DPI. Advertisers must provide a go-by for identification purposes.

**> Certified Color Press Proof:** All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.

**> Production Charges:** Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

**> Material Storage:** Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

### > TERMS & CONDITIONS

**Payment & Terms:** Invoices are payable in U.S. Funds only, Net 30 days. 1.5% per month service charge thereafter (.5% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.



Helping People Succeed in Business  
with Superior Information

### > CONTACT US

### > ADVERTISING SPACE SIZES

SIZE	NON-BLEED INCHES (WIDTH X DEPTH)	SIZE	BLEED INCHES (WIDTH X DEPTH)
FULL PAGE	7-3/4" x 10"	SPREAD	18" x 11"
1/2 PAGE (VERT.)	3-3/4" x 10"	FULL PAGE	9-1/8" x 11"
1/2 PAGE (VERT.)	7-3/4" x 4-7/8"	1/2 PAGE (VERT.)	4-1/4" x 11"
		1/2 PAGE (VERT.)	9-1/8" x 5-3/8"

Above sizes allow for 1/8" bleed on all sides.  
Trim size is 8-7/8" X 10-3/4".  
Total advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.

### > B/W RATES

	3x	6x	12x	18x	24x
1 PAGE	\$5,690	\$5,270	\$4,750	\$4,480	\$4,200
1/2 PAGE	3,440	3,160	2,730	2,450	2,190
COVER 2*	8,610	8,010	7,490		
COVER 3*	8,310	7,850	7,350		
COVER 4*	8,780	8,180	7,660		

\*Includes Bleed and Color

### > INSERT RATES

Contact Publisher for more information.

### > ADDITIONAL COLOR CHARGES

4-COLOR OR 3-COLOR PROCESS <i>Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.</i>	SPECIAL COLOR <i>Rate is for any special color and black.</i>
PER PAGE.....\$2,180	PER PAGE.....\$1,610
PER SPREAD.....\$3,670	PER SPREAD.....\$2,880
PER 1/2 PAGE.....\$1,410	PER 1/2 PAGE.....\$1,210

### > BRANDRESOURCES

Promote your design service, brand identity service, packaging material, marketing service or web site. Business card size ads are 3-1/2" wide x 2" high and include 4-color.

	1x	3x	6x	10x
PER AD	\$782	\$535	\$484	\$427

All BrandResources ads are payable with copy and are non-commissionable.

### SHIP MATERIALS, INSERT SAMPLES, INSERTION ORDERS, ETC. TO:

**BNP Media**  
Att: Jeff Bagwell, Production Manager  
2401 W. Big Beaver Rd., Suite 700  
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