

BRAND
PACKAGING
WHERE DESIGN AND STRATEGY MEET

The **ONLY** magazine that explores

PACKAGING



as a strategic branding tool.

2012

INTEGRATED MEDIA PACKAGE

PRINT · WEBSITE · ENEWSLETTERS · EVENTS

PRINT

- > **NEW** Brandbook in June/July Issue
- > **NEW** November Issue on Luxury Packaging
- > **NEW** Department - Material Update

eMedia

- > **NEW** Exclusive Webinar Sponsorships
- > **NEW** eNewsletter Redesign
- > **NEW** Social Media Sponsorships
- > On-line Sponsorships
- > **NEW** Exclusive Podcast Sponsorships
- > **NEW** Packaging That Sells Video Recap Sponsorships
- > **NEW** Virtual Trade Show

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 package design.

FOCUS

Is on strategy, development and trends. We balance consumer, design & retail insights with material/technology trends 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.

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

90% of our subscribers recommend or have influence on the decision to purchase services or products for their company.

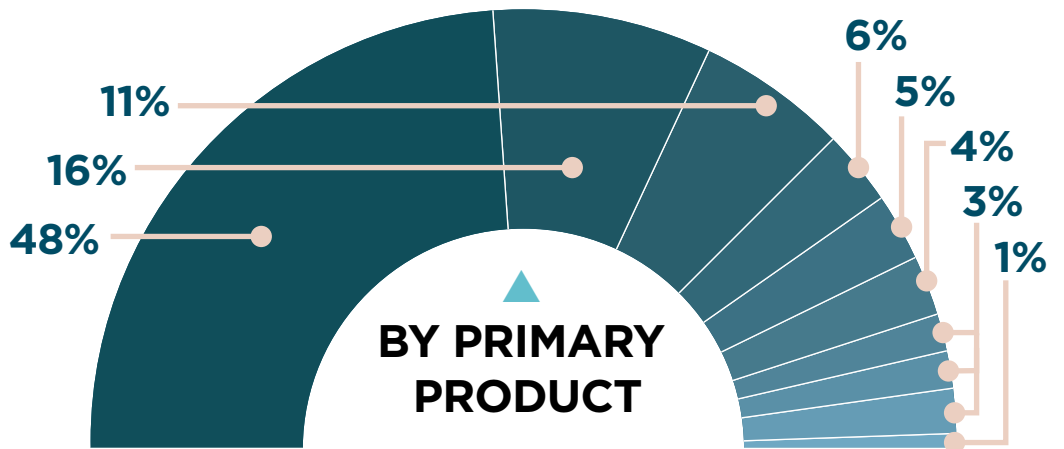
86% of subscribers take action as a result of receiving **BRANDPACKAGING**.

87% of **BRANDPACKAGING** subscribers have read an issue within the last 6 months.

Source: 2011 **BRANDPACKAGING** Reader Preference/Profile Study

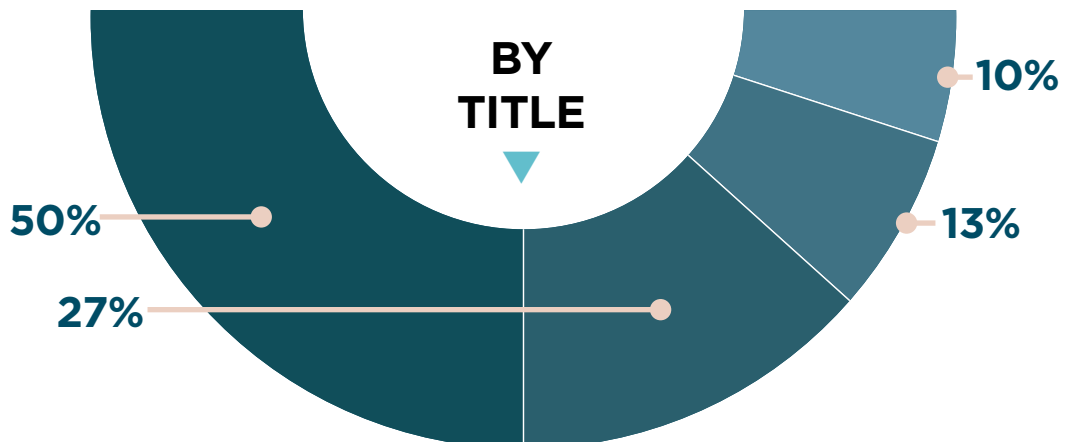
BRANDPACKAGING AUDIENCE

PUBLISHER'S DATA, DECEMBER 2010



48% FOOD > 16% BEVERAGE > 11% BUSINESS SERVICES > 6% PHARMA/VITAMIN > 5% HBC/COSMETIC/PERSONAL > 4% GROCERY, NON FOOD BEVERAGE > 3% GENERAL MERCHANDISE > 3% PRIVATE LABEL/STORE BRANDS > 3% CONSUMER ELECTRONICS > 1% OTHER

50% GENERAL CORPORATE MANAGEMENT* > 27% MARKETING > 13% PACKAGING DEVELOPMENT > 10% CREATIVE SERVICE & BRAND/PACKAGING DESIGN



* INCLUDES: CMO, VP/DIRECTOR/MANAGER 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

PACKAGING THAT SELLS CONFERENCE 2012

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, retail brand marketers and their package design and development teams. **PACKAGING THAT SELLS** bridges package design brand strategy with real-world examples of the powerful influence packaging has on consumer buying decisions.



**POSITION YOURSELF AS AN
INDUSTRY EXPERT BY SPONSORING
THE ONLY EVENT SPECIFICALLY
FOCUSED ON THE MARKETING
IMPACT OF PACKAGING.**

WWW.PACKAGINGTHATSELLS.COM



INSIGHTS

Tap into the thinking of senior-level marketers and designers who are giving talks on the most compelling issues of the day, then get a behind-the-scenes look into the packaging launches that are driving big changes.

INSPIRATION

Get hands-on with our Design Gallery, a curated display of the most interesting global packages to come out in the past year, and discover an amazing array of packaging resources and service-providers in our sponsor zone.

CONNECTION

Meet and mingle with marketers and designers from around the globe, with meal breakouts, networking breaks, free-flowing cocktail hours and more. Don't forget to opt-into our LEAP workshop: A brand-owners-only session where you can discuss and solve your most pressing business challenges with your peers!

PAST ATTENDEES INCLUDE:

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

EDITORIAL CALENDAR 2012

**JAN
FEB**

AD CLOSE
> JAN 10
MATERIALS DUE
> JAN 18

THEME

> **TRENDS**

Key insights into the marketing, design, retail and consumer trends that will shape 2012, with advice on getting them right for your brand.

ADDITIONAL CONTENT

> **Brands to Watch**

MATERIAL UPDATE
> **Specialized Substrates (effects)**

BONUS DISTRIBUTION

> **WestPack**
Feb. 14-16, Anaheim, CA

> **Flexible Packaging Association Annual Meeting**
Feb. 22-24, Scottsdale, AZ

> **Structural Packaging Summit**
Feb. 28-Mar. 1, St. Augustine, FL

ADVERTISING BONUS

> **FREE Advertising Effectiveness Study**

MAR

AD CLOSE
> FEB 8
MATERIALS DUE
> FEB 15

THEME

> **RETAIL**

Driven by technology and changing consumer behaviors, physical stores are in the midst of fundamental change. We'll look at who's doing it well in retail and why it matters.

ADDITIONAL CONTENT

> **Store Brands**

CATEGORY ANALYSIS
> **Homecare**

ADVERTISING BONUS

> **Lead Advantage Program**
• FREE Sales Leads
• Buy one ad, get one FREE

APR

AD CLOSE
> MAR 9
MATERIALS DUE
> MAR 16

THEME

> **SUSTAINABILITY**

An entire issue devoted to the latest ideas in sustainability, along with the Sustainable Packaging Design Gallery — our annual review of packaging with a creative impact on the environment.

ADDITIONAL CONTENT

> **Sustainable Directory**

MATERIAL UPDATE
> **Papers/Paperboard**

BONUS DISTRIBUTION

> **FMI Future Connect**
May 1-3, Dallas, TX

> **South Pack**
May 2-3, Charlotte, NC

ADVERTISING BONUS

> **Advertise in Apr. and Jul. and receive a FREE Corporate Profile or Company Advertorial**

> **FREE 300x100 banner ad in our Sustainability eNewsletter by advertising in the April issue**

MAY

AD CLOSE
> APR 10
MATERIALS DUE
> APR 17

THEME

> **BRAND INNOVATORS**

We're championing the marketers and designers at the forefront of dramatic changes in brand packaging; past honorees from PUMA, Amazon, Target, Method, Coca-Cola and Kimberly-Clark.

ADDITIONAL CONTENT

> **Innovation**

CATEGORY ANALYSIS
> **OTC/Pharma**

BONUS DISTRIBUTION

> **Food Packaging & Technology Summit**
May 15-17, Chicago, IL

> **EASTPACK**
May 22-24, Philadelphia, PA

> **Luxe Pack 2012**
TBD

ADVERTISING BONUS

> **Advertise in May and Jun./Jul. and receive 50% off a mock cover placement**

**JUN
JUL**

AD CLOSE
> JUN 6
MATERIALS DUE
> JUN 13

THEME

> **BRANDBOOK**

A one-stop resource for brand marketers and designers alike, with a comprehensive design firm directory and how-to features on managing package design.

ADDITIONAL CONTENT

> **Directory**

MATERIAL UPDATE
> **Metal**

BONUS DISTRIBUTION

> **Global Pouch Forum**
June 6-8, Ft. Lauderdale FL

> **IFT Annual Meeting & Food Expo**
June 25-28, Las Vegas, NV

ADVERTISING BONUS

> **Lead Advantage Program**
• FREE Sales Leads

> **Advertise in June/July, November and December and receive a FREE custom eblast to a targeted list of up to 2,000.**

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 (RE)NEW

Our makeover column features dramatic rebranding initiatives where packaging is central to the strategy.

AUG

AD CLOSE
> JUL 11
MATERIALS DUE
> JUL 18

THEME

> **CONSUMER/SHOPPER ISSUE**
Consumer and shopper culture is in a seemingly permanent state of change. We look at where things stand and how brands can maintain their relevance.

ADDITIONAL CONTENT

> **Research and Insights**

MATERIAL UPDATE

> **Flexible Plastic**

PTS PREVIEW

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

ADVERTISING BONUS

> Advertise in Aug., Sep. and Oct. PTS issues and receive 10% off a standard table-top sponsorship for Packaging That Sells Conference

>> **PACKAGING CONNECTIONS** The Virtual Expo and Conference • Wednesday, August 22, 2012 <<

SEP

AD CLOSE
> AUG 7
MATERIALS DUE
> AUG 14

THEME

> **THE DESIGN ISSUE**
From the tactical to the strategic, we'll explore the latest in design and the role it's playing in advancing brand business strategies.

CATEGORY ANALYSIS

> **HBA**

BONUS DISTRIBUTION

> **Packaging That Sells**
Dates TBD

> **Sustainable Packaging Forum 2012**
Dates TBD

ADVERTISING BONUS

> Buy one ad, get one FREE if you advertise in both the Sep. PTS and Oct. Pack Expo issues

OCT

AD CLOSE
> SEP 10
MATERIALS DUE
> SEP 17

THEME

> **MATERIALS/TECHNOLOGY**
New materials and technologies are making an impact in packaging. We'll look at ways to harness these innovations for more exciting shopper and consumer experiences.

ADDITIONAL CONTENT

> **Sustainability Update**
> **PTS Wrap Up**

MATERIAL UPDATE

> **Rigid Plastic**

BONUS DISTRIBUTION

> **Pack Expo International**
Oct. 28-31, Chicago, IL

ADVERTISING BONUS

> Advertise in the Pack Expo issue and receive a FREE Corporate Profile Ad

NOV

AD CLOSE
> OCT 10
MATERIALS DUE
> OCT 17

THEME

> **LUXURY**
Luxury goods are evolving, shedding their 80s-style excesses and adopting more discreet, authentic personalities to offer indulgent experiences. Where does packaging fit in? We'll take a look.

MATERIAL UPDATE

> **Beverage**

BONUS DISTRIBUTION

> **PLMA Private Label Trade Show**
Dates TBD

> **Packaging Outlook Summit**
Dates TBD

ADVERTISING BONUS

> Advertise in Nov. & Dec. and receive a FREE vertical banner ad on brandpackaging.com for both months

> Advertise in Nov. & Dec. and receive a 10% discount off a full-page in the Dec. Design Gallery issue

DEC

AD CLOSE
> NOV 9
MATERIALS DUE
> NOV 16

THEME

> **DESIGN GALLERY 2012**
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.
- > A global perspective of packaging launched in 2012.
- > Directory of brand identity and package design firms.
- > Full-page advertisers in this issue get upgraded animated ad on online edition.



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

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

BRANDPACKAGING

eMEDIA

BRANDPACKAGING is not just a magazine. Let us help expand the creativity and interactivity of your company's message with our attention grabbing eMedia capabilities. Innovative products such as eNewsletters, Webinars, rich media, social media, podcasts, digital editions, email marketing, a fully functioning video production department and more will help showcase your products and services and create a new level of brand awareness.

NEW! NEXT-GENERATION WEBINARS

Interact with your audience on a whole new level!

Now in addition to our traditional Webinar program, **BRANDPACKAGING** is excited to introduce a new option for Webinars, offering users a more dynamic, powerful and engaging experience. The new next-generation platform redefines Webcasting by allowing you to personalize your Webinar experience and integrate interactive social media capabilities, including Screen Share, Twitter, group chat, video, mobile delivery and more! With a next-generation Webinar, your audience has greater control of their experience, can easily interact with Webinar presenters and even network with other Webinar participants. This creates a more immersive end-user experience, increasing engagement, effectiveness and ROI.

NOTE: Next-generation Webinar option must be specified at time of webinar purchase.

*ON24 2010 Webcasting Report

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

BRANDPACKAGING podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on-demand on brandpackaging.com and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure to a growing audience by sponsoring **BRANDPACKAGING**'s editorial podcast. For more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/podcasts>



Introducing...

PACKAGING CONNECTIONS

The Virtual Expo and Conference • Wednesday, August 22, 2012

Join **BRANDPACKAGING** and the BNP Media Packaging Group as we present Packaging Connections, an online, interactive event designed to provide education, communication and connection within the packaging industry. Reach professionals in the food and beverage, product marketing and design, and flexible packaging markets, all from the comfort of your home or office.

Contact your sales rep today for information on virtual booths and sponsorship opportunities!

Visit <http://portfolio.bnpmmedia.com/virtual> to view a sample virtual event.

SPONSORSHIP OPPORTUNITIES

WEBINARS

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.

EDITORIAL SNEAK PEEK E-BLAST (monthly)

Each month **BRANDPACKAGING** runs a Product Group update. You have the opportunity to engage our subscribers before the print issue mails by sponsoring a Sneak Peek subscriber e-blast. Place your logo and a 120 x 600 skyscraper ad in the e-mail notification and receive the lead data and contact information from subscribers who click on your ad.

- > Sole-sponsored for greater visibility
- > Lead generation priority
- > Exposure in both the e-blast and the article page
- > Engage readers before a hot story breaks

SOCIAL MEDIA

Leverage **BRANDPACKAGING**'s growing social media audience to boost your visibility and share your messages:

- > Twitter Widget Sponsorship
- > Sponsored Tweets
- > Facebook Welcome Page
- > Facebook Notes
- > LinkedIn Industry Networking





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.

- > **BRANDPACKAGING** readers spend an average of 17 minutes on www.brandpackaging.com
- > **BRANDPACKAGING** subscribers find www.brandpackaging.com the most useful for their job
- > The **BRANDPACKAGING** Website is the most popular industry Website among our subscribers

*Source: 2011 **BRANDPACKAGING** Reader Preference/Profile Study



ENEWSLETTER

BRANDPACKAGING's bi-monthly eNewsletter delivers targeted content on consumer and retail trends, packaging concepts, innovations, and brand case studies and profiles to 9,500* consumer packaged goods and retail professional subscribers.

*Publisher's Own Data, June 2011

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.

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



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:

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kevin.collopy@infogroup.com
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Ph: 800-223-2194, ext. 748
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•• + CONTROL AND ROI — you set the budget; we'll define the deliverables with metrics you can measure

CONTENT DEVELOPMENT · CUSTOM PUBLISHING · MARKET-SPECIFIC DELIVERY

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you — we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.



Learn more about custom publishing and content marketing at custommedia.bnpmmedia.com or contact us directly: **Chris Wilson | 248-244-8264 | wilsonc@bnpmmedia.com**

BRANDPACKAGING 2012

PRINT ADVERTISING

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 AND 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.

ADVERTISING SPACE SIZES

Size	Non-Bleed Inches
Full-Page	7-3/4" x 10"
1/2 Page (vert.)	3-3/4" x 10"
1/2 Page (horiz.)	7-3/4" x 4-7/8"
Size	Bleed Inches
Spread	18" x 11"
Full-Page	9-1/8" x 11"
1/2 Page (vert.)	4-1/4" x 11"
1/2 Page (horiz.)	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.

4/C RATES

	3x	6x	12x	18x
1 Page	\$5,860	\$5,420	\$4,890	\$4,610
1/2 Page	3,540	3,250	2,810	2,420
Cover 2*	8,860	8,250	7,710	
Cover 3*	8,560	8,080	7,570	
Cover 4*	9,040	8,420	7,890	

*Includes Bleed and Color

INSERT RATES

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