



EDITORIAL OPPORTUNITIES

A look at the most effective points of entry to BRANDPACKAGING

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JUST OUT

NEW PACKAGING AND INSIGHT

We bring you an assortment of innovative packages, business strategies and insights in bite-sized portions for both a product category and a material. Get inspired and be in the know.

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CONSUMER INSIGHT

RESEARCH AND DATA TRENDS

We take a close look at the data and demographic facts happening in the groups your customer's brand is reaching. See if your marketing and design strategies are on par with what the consumers are saying.

B(R)

BRAND (RE)NEW

REDESIGNS

We show you dramatic rebranding initiatives that are accomplished by packaging makeovers. See how adjusting a package in one specific area can have a big impact on the brand overall.

ARTICLES/STORY IDEAS

We're ALWAYS looking for good features to run in the magazine or online. Topics of perennial interest are sustainability, store brands/retail environments, design, research and materials/technology. Ideas should be non-commercial and of interest to our audience in brand management and brand design functions. Take a look at what we've covered on the topic and pitch us a new angle or tie it in with news of the day. **Contact John Kalkowski to discuss articles on sustainability, design, materials/technology, store brands/retail environments and research-related articles. kalkowskij@bnpmedia.com or 248/786.1249.**

Remember, these are just the basics. We're always interested in batting around ideas for unique editorial, webinars, conference sessions, and other related projects.

A handwritten signature in black ink that reads "John".

JOHN KALKOWSKI
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