

FOOD PACKER & PROCESSOR INTERNATIONAL

Features List 2010

What we are looking for...

Our features consist of **cases studies**, **recent installation stories**, **product development**, **interviews**, **industry opinion** etc.

The word count should ideally fall between 300 and 1,500 words and accompanying images should be at least 300dpi.

We would be delighted to hear from you about any of the mentioned features.



JANUARY/FEBRUARY

FORM/FILL/SEAL

In this feature, we are looking to cover all aspects of form/fill/seal machinery and inform our readers of the technology available to them. The changing face of pack design and the materials being used have meant that form/fill/seal is faced with plenty of exciting new challenges, these are the case studies we are looking forward to reporting on.

CAP/MAP

Very much in the front line for fast moving retail packs of meat and fish. We will look at the latest developments from both the packaging materials and machinery side.

EASYFAIRS PACKAGING INNOVATIONS PREVIEW

A preview of what will be on show at this exciting exhibition held at the Birmingham NEC. New innovations provide a breath of fresh air for manufacturers, retailers, and consumers. If you are exhibiting we'd like to hear from you, what better way to start the year!



Deadline: 04/01/10

MARCH/APRIL

SHRINK AND STRETCH MACHINERY AND MATERIALS

Environmental issues are playing a significant role in the shrink and stretch sector. Companies are looking to use less material during the process, whilst maintaining the same high standards of performance that they are used to. For this feature, we want to know what technological developments have been made to facilitate these demands.

CANS AND CANNING EQUIPMENT

Changing shapes and increasingly adventurous printing technologies have taken the can and canning industry by storm. This has opened up a whole new dimension of promotional activity for the food sector and as such, we would like to use this feature to illustrate the potential of 'the can'.

PACKAGING OF READY MEALS AND FROZEN FOOD

Life is pretty hectic for most people these days, and with this in mind, ready meals and frozen foods have to be quick, easy, and convenient. This feature aims to cover the innovations appearing on the market that are making life that bit easier for those of us that enjoy good food, but don't have hours to spend preparing it.

TOTAL SHOW PREVIEW (1)



– our first preview of the UK's most important packaging show will highlight some of the early exhibits.

Deadline: 05/03/10

MAY/JUNE

DRIVES AND CONTROLS

The driving force behind machines, large or small, are often overlooked. This feature focuses on the right drives and controls for your requirements that can save money, time, and energy.

CONVEYORS

We will look at some of the latest installations, product developments from both the OEM aspect and the important component suppliers of chains, guide rails, wear strips and drives.

FILLING AND CAPPING MACHINES

Whether it be for a high speed sauce, mayonnaise or cook-in-sauce line or the lower speed two to four head machines with their sealing systems, we will examine the latest technology.

TOTAL SHOW PREVIEW (2)

This will be the last chance to preview your products at the UK industry's most important event.



Deadline: 23/04/10

JULY/AUGUST

CARTON, AND TRAY ERECTING, SEALING AND PACKING

The food we buy these days comes in all kinds of packaging formats, with the tray and carton both playing a significant part. This feature is set to look at the materials used for trays and cartons and the hygiene issues that surround sealing and packing. We want to illustrate exactly why this type of packaging is still hugely popular within the food industry.

WEIGHING, SORTING, AND COUNTING

The mere mention of product giveaway is enough to give most manufacturers sleepless nights, which explains why, in recent years, when we've witnessed that even the smallest drop in profit margins is frowned upon, that weighing, sorting and counting has taken a leading role in the modern food processing line.

Deadline: 02/07/10

SEPTEMBER/OCTOBER

PALLETISING AND DEPALLETISING

In this feature we want to investigate the new technology being developed, focusing on what will make palletising and depalletising more cost effective and efficient, whilst maintaining the high speeds required by today's food industry. Also integral to this article will be input from pallet manufacturers, who are also facing tough legislation on a global scale, plastic, timber, corrugated, whatever the material the pallet is made of each has their own battle to fight, and as such, we want to hear from you.

ROBOTICS

Robotics now have a place as the most cost effective product placement role, together with the higher load bearing palletising systems.

METAL DETECTION AND X-RAY INSPECTION

What is expected from today's equipment, and how has technology adapted to increasing legislative demands? Brand protection is vital and costly recalls are unthinkable, so how can your equipment guarantee peace of mind to potential clients?

Deadline: 03/09/10

NOVEMBER/DECEMBER

LABELLING AND SLEEVING

For a product to stand out on-shelf requires varying elements of design, for which labelling and sleeving play a significant role. This feature describes how labels and sleeves are used to catch the eye of the consumer, whilst delivering all the product information demanded by strict legislation. We will also be looking at the adhesives involved in this process, and how these are developing to satisfy various industry requirements.

CODING AND MARKING

This feature basically does what it says on the tin coding and marking is a sector that relies on continuous improvement to keep up with the demands within the industry. This is a chance for our readers to keep informed of the new technology available to them.

MULTI-PACKAGING DEVELOPMENTS

The prices of consumable goods are increasing, this is not good news for any of us, however buying in bulk goes some way to reducing the price of goods in certain sectors. As such, multi-packaging is a very powerful tool for manufacturers, retailers, and consumers alike. With this in mind, it is important to keep ahead of the game and find new and innovative ways to multi-pack a product, both practically and aesthetically. This feature will focus on new ways to market products in this manner, and would like to use recent case studies or

NOVEMBER/DECEMBER continued

developments as an example, so if you have anything to add to this subject, we would be delighted to hear from you.

EMBALLAGE



This Paris show has become a firm favourite in the calendar, much of the product and packaging innovation is unveiled at Emballage.

Deadline: 29/10/10

FOOD PACKER & PROCESSOR INTERNATIONAL Geographic Circulation

REST OF THE WORLD
360

EUROPE
1,390

UNITED KINGDOM & IRELAND
3,875

FOOD PACKER & PROCESSOR INTERNATIONAL Total Circulation 5,625 Circulation by Job Title

TOP MANAGEMENT
11%

MARKETING BRAND MANAGEMENT
20%

PACKAGING BUYERS
26%

PRODUCTION, TECHNICAL,
ENGINEERING MANAGEMENT
43%



RATES & FORMATS

The food packaging and processing industry has come under much scrutiny in recent years, and it has been our job at Food Packer & Processor International to keep track of, and report on, the major pressing issues concerning the industry.

FORMAT	RATES BY NUMBER OF INSERTS IN A YEAR		
	1	3	6
Double Page Spread	£2,970	£2,820	£2,675
Full Page - Full Colour	£1,535	£1,485	£1,435
Full Page - 2 Colour	£1,175	£1,125	£1,075
Full Page - Mono	£995	£945	£895
Half Page - Full Colour	£1,135	£1,105	£1,075
Half Page - 2 Colour	£775	£745	£715
Half Page - Mono	£595	£565	£535
Quarter Page - Full Colour	£940	£920	£900
Quarter Page - 2 Colour	£580	£560	£540
Quarter Page - Mono	£400	£380	£360

SUBJECT TO AVAILABILITY Front Cover (colour only) - £2,295 Inside Front Cover - £1,765 Outside Back Cover - £1,895

OTHER POSITIONS AVAILABLE ON REQUEST

INSERTS up to 200gsm, single sheet More than 200gsm, cost on application

INTERNATIONAL CIRCULATION Loose - £1,040 Bound - £1,250 **UK CIRCULATION** Loose - £675

SPONSORSHIP OPPORTUNITIES -

We offer exclusive page sponsorship opportunities to enhance corporate profile – price on application.

CLASSIFIED - for every type of business.

The ideal platform to advertise anything & everything related to beverage packaging.

Full Page - £1,220

Half Page - £610

Quarter Page - £305

Per Single Column Centimetre - £27

BUYERS GUIDE an individual quick reference

All year round visibility under your particular section of expertise.

1 Entry	£145 for one year	Additional Information	£28 per 4 lines
3 Entries	£390 for one year	Logo (mono)	£57 per entry
6 Entries	£720 for one year	Logo (colour)	£177 per entry

ALL RATES EXCLUSIVE OF VAT

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