

INTERNATIONAL

Bottlers & Packer

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.



binsted group

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JANUARY/FEBRUARY

INSPECTION SYSTEMS

This feature will examine the new developments for both empty bottle inspection and full bottle inspection.

WAREHOUSING AND LOGISTICS

This feature will look at LGVs and logistics.

Deadline: 10/12/09

FEBRUARY

ASEPTIC FILLING AND PACKAGING

As shelf life becomes increasingly important to consumers, how is technology keeping up with demands whilst maintaining product integrity?

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.

KEGS, KEG FILLING, AND HANDLING PARTS

With the pub trade struggling, what impact is this having on the keg industry? What has been put in place to ensure the survival of the sector, does it come down to changing the materials used and the sizes produced?

Deadline: 15/01/10

MARCH

CONVEYORS

Well designed conveyor systems can be the difference between a good line and a very good line. We will examine what developments the conveyor manufacturers and sub-suppliers of chain, guide rails and wear strips have brought to the market to enhance the existing lines or be part of a new line.

CONTAINER UNSCRAMBLING

Storing and unscrambling containers for feeding into the filling line efficiently so that line performance is not compromised is becoming ever more important. We will look at the latest offerings from the suppliers for this important production process.

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.

Deadline: 19/02/10

APRIL

TOTAL PACKAGING PREVIEW (1)



In Part 1 of the preview at TOTAL, the UK's largest packaging show, we will look at what is on display to entice visitors to the show.

GLASS PACKAGING DEVELOPMENTS

Glass containers designed for manufacturers have been one of the key successes for brand development and we will be looking at new bottle designs that have come to market and how the glass industry is supporting the beverage market.

BOTTLE CLEANING AND DRYING

This feature will look at standalone bottle rinsers, and those blocked to filler / cappers, and to the bottle cleaning systems that are available with particular emphasis on the container handling and drying parts of the process. In this feature we will also look at air dryers, which are becoming an essential part of the production line.

Deadline: 19/03/10

MAY

TOTAL PACKAGING PREVIEW (2)



PALLETISING AND DEPALLETING

The latest developments for de-palletising and palletising and whether the robot palletisers and de-palletisers can be the entry point for manufacturers to rack up their production.

Deadline: 16/04/10

JUNE

MILK PACKAGING DEVELOPMENTS

The milk industry is going through huge change at the present time but is still, along with bread, an important product in the supermarket. We will examine the latest developments for bottles and cartons and the filling equipment.

Deadline: 14/05/10

JULY

CANS AND CANNING EQUIPMENT

The can is still the primary packaging choice of the beer and soft drinks companies. We will be looking at the latest designs in the can industry and the latest technology from the engineers to support them in the manufacturing to achieve greater line efficiency.

Deadline: 18/06/10

AUGUST

BOTTLING, FILLING AND CAPPING

This is the heart of the line for beverages. We will be examining the latest successes and ideas where the main suppliers are offering multi purpose systems that can take either still or carbonated, flavoured or unflavoured products on the same lines.

Deadline: 16/07/10

SEPTEMBER

PET CONTAINERS AND BLOW MOULDING MACHINERY

PET has become an increasingly significant material for the beverage industry, This feature aims to inform and enthuse our readers with what is on offer and how this is of benefit to them and their product.

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.

Deadline: 13/08/10

OCTOBER

PASTEURISING DEVELOPMENTS

This feature will look at developments in the pasteurising industry over recent years, and how technology has benefited this sector.

BRAU PREVIEW **Brau Beviale 2010**

EMBALLAGE PREVIEW



WRAPAROUND CASE, CARTON & TRAY

The corrugated case is still the preferred secondary pack for the drinks industry. We will examine the latest innovations from the corrugated industry and the engineers whose equipment is at the end of the line.

Deadline: 17/09/10

NOVEMBER

MULTI-PACKAGING DEVELOPMENTS

Every brand owner that wishes to supply to retailers has to offer a multi-pack of some sort. We will be looking at the advantages of corrugated versus carton versus film options for this important sector.

CODING AND MARKING

We will examine the latest generation of coding and marking systems that offer much more than 'best before date'. We will examine the latest technologies available to the market.

EMBALLAGE PREVIEW (2)



Deadline: 15/10/10

DECEMBER

LABELLING AND SLEEVING

This feature will look at the latest application machinery for both bottles and cans. Bottle and can dress are vastly important to the consumer at the point of purchase.

CARBON DIOXIDE PRODUCING PLANT

As the cost of base materials is increasing, we will be looking at the latest developments on this important sector.

SYRUP/SUGAR ROOM EQUIPMENT

In the soft drinks industry the sugar room is the life-blood of the brand. We will examine the latest machinery available to enhance the soft drinks producers products.

Deadline: 12/11/10

INTERNATIONAL BOTTLER & PACKER Total Circulation 5,670

EUROPE 760
UNITED KINGDOM & IRELAND 2,275
REST OF THE WORLD (84 Countries) 2,640

INTERNATIONAL BOTTLER & PACKER Circulation by Job Title

PACKAGING BUYERS 14%
MARKETING BRAND MANAGEMENT 15%
TOP MANAGEMENT 26%
PRODUCTION, TECHNICAL, ENGINEERING MANAGEMENT 45%

RATES & FORMATS

As the leading journal dedicated to the beverage packaging industry, International Bottler & Packer prides itself on being the first with breaking news in the industry.

RATES BY NUMBER OF INSERTS IN A YEAR

FORMAT	1	3	6	12
Double Page Spread	£2,970	£2,820	£2,675	£2,450
Full Page - Full Colour	£1,605	£1,555	£1,500	£1,420
Full Page - 2 Colour	£1,245	£1,195	£1,140	£1,060
Full Page - Mono	£1,055	£1,005	£950	£870
Half Page - Full Colour	£1,180	£1,105	£1,115	£1,070
Half Page - 2 Colour	£820	£790	£755	£710
Half Page - Mono	£630	£600	£565	£520
Quarter Page - Full Colour	£975	£955	£935	£900
Quarter Page - 2 Colour	£615	£595	£575	£540
Quarter Page - Mono	£425	£405	£385	£350

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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