

# FOOD PACKER & PROCESSOR INTERNATIONAL

A Birsted Publication

## What we are looking for...

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

The word count should ideally fall between 400 and 1200 words and accompanying images should be at least 300 dpi.

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

## Feature List 2012



## Food Packer & Processor International online...

- View the magazine online, instantly and from anywhere
- Zoom in for higher detail and to read specific articles
- Click your mouse to be directed to your company's website
- New sponsorship opportunities allow for banner advertisements to be placed with the online magazine

# FPPI FEATURES

**January / February** 04/01/12

Form/ Fill/Seal

Cap/Map

EasyFairs Preview



**March/April** 24/02/12

Shrink & Stretch Machinery and Materials

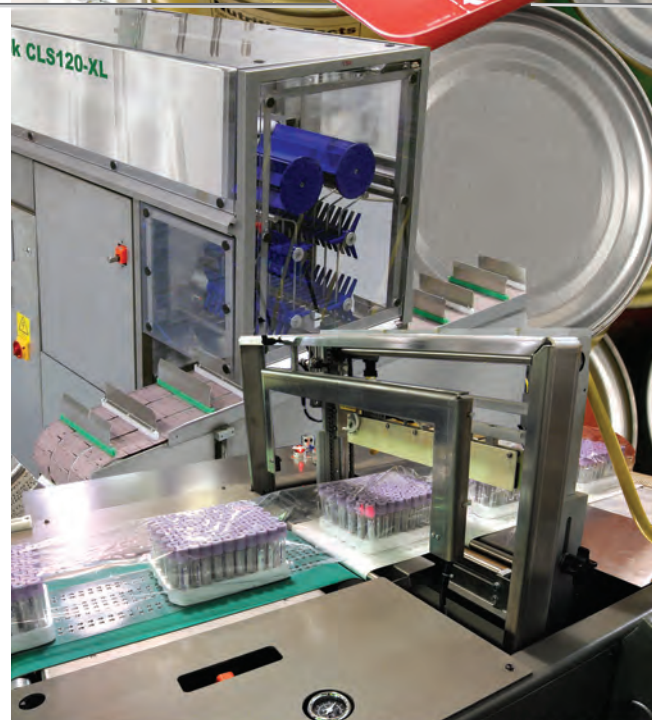
Cans and Canning Equipment

Ready Meal Packaging

Weigh Price Labelling

Chilling Systems

Anuga FoodTec Preview

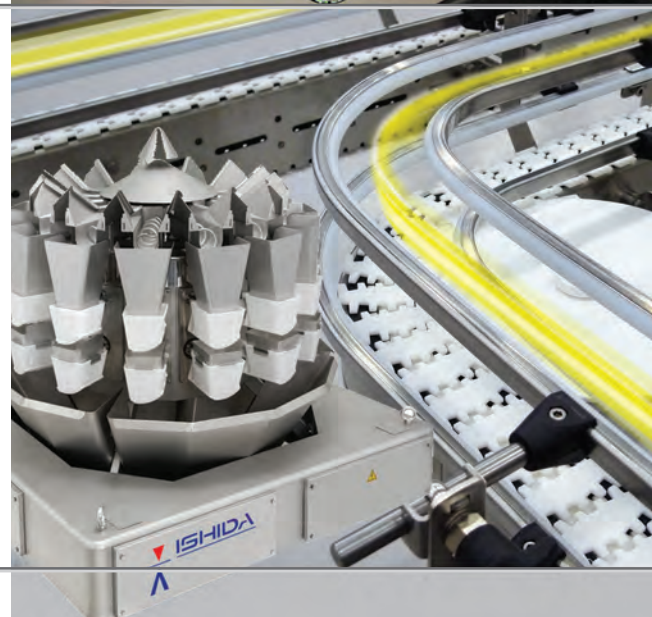


**May / June** 21/04/12

Conveyors

Drives and Controls

Filling and Capping Machines



## **July / August** 29/06/12

Carton and Tray Erecting

Multi-head Weighing, Sorting and Counting

Checkweighing



## **September / October** 16/09/12

Palletising and Depalletising

Robots

Metal Detection and

X-Ray Inspection

PPMA Preview

Emballage Preview



## **November / December** 11/11/12

Labelling and Sleaving

Coding and Marking

Multi-packaging



# CIRCULATION, 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.

## GEOGRAPHIC CIRCULATION

Total Circulation 5,124

REST OF THE WORLD 390
EUROPE 1285
UNITED KINGDOM & IRELAND 3449

## Circulation by Job Title

TOP MANAGEMENT 11%
PRODUCTION, TECHNICAL, ENGINEERING MANAGEMENT 43%
PACKAGING BUYERS 26%
MARKETING BRAND MANAGEMENT 20%

## Rates by number of inserts in a year

Format	1	3	6
Double Page Spread	£2,970	£2,820	£2,675
Full Page - Full Colour	£1,605	£1,555	£1,500
Full Page - 2 Colour	£1,245	£1,195	£1,140
Full Page - Mono	£1,055	£1,005	£950
Half Page - Full Colour	£1,180	£1,105	£1,115
Half Page - 2 Colour	£820	£790	£755
Half Page - Mono	£630	£600	£565
Quarter Page - Full Colour	£975	£955	£935
Quarter Page - 2 Colour	£615	£595	£575
Quarter Page - Mono	£425	£405	£385
Front Cover	£2,295	280 x 210mm plus 3mm bleed and allow FPPI 80mm banner area. (Advert area 200 x 210mm plus 3mm bleed left, right and bottom)	
Inside Front Cover	£1,765		
Outside Back Cover	£1,895		
Online Banner Advertising	£200	Multiple entries on application	

## Subject to Availability

**Circulation:** INTERNATIONAL: Loose: £1,040 / Bound: £1,250 UK: Loose: £675

**Inserts** - up to 200gsm, single sheet

**Sponsorship Opportunities** - We offer exclusive page sponsorship opportunities to enhance corporate profile – price on application. Advertorial opportunities for a Double Page Spread by negotiation.

**Classified** - for every type of business. The ideal platform to advertise everything related to beverage packaging.

**Full Page:** £1,220 **Half Page:** £610 **Quarter Page:** £305 **Per Single Column Centimetre:** £27

**Buyers Guide** - All year round visibility under your particular section of expertise.

**1 Entry:** £145 for one year **3 Entries:** £390 for one year **6 Entries:** £720 for one year **Logo Entry:** £177 per entry

All rates exclusive of VAT