

INTERNATIONAL

Bottler & Packer

Incorporating Packaging Digest

Feature List 2012

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.



International Bottler & Packer 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



IBP FEATURES

January 10/12/12

Inspection Systems
Warehousing and Logistics



February 14/01/12

Aseptic Filling and Packaging
Kegs, Keg Filling & Handling Plant
easyfairs Packaging Innovations Preview



March 18/02/12

Conveyors, Wear Strips & Guide Rails
Container Unscrambling
Drives and Controls
Anuga FoodTec Preview



April 18/03/12

Glass Packaging Developments
Bottle Cleaning and Drying



May 15/04/12

Palletising and Depalletising
Robot Technology



June 13/05/12

Milk Packaging Developments



July 17/06/12

Cans and Canning Equipment



August 15/06/12

Bottle Filling and Capping
Bottle Closure Developments
PPMA Preview



September 12/08/12

Pet Containers & Blowmoulding Machinery
Shrink & Stretch Machinery & Material



October 16/09/12

Pasteurising Developments
Wraparound Case Packing
Carton & Tray Erecting & Sealing
Brau Beviale Preview
emballage Preview



November 14/10/12

Multi-Packaging Developments
Coding and Marking



December 11/11/12

Labelling and Sleeving
Carbon Dioxide Producing Plant
Sugar Room Equipment



CIRCULATION, 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.

INTERNATIONAL BOTTLER & PACKER Total Circulation 5,330

EUROPE 785
UNITED KINGDOM & IRELAND 2,125
REST OF THE WORLD (84 Countries) 2,420

INTERNATIONAL BOTTLER & PACKER Circulation by Job Title

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

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
Front Cover	£2,295	280 x 210mm plus 3mm bleed and allow IBP 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