EMPACK
THE FUTURE OF PACKAGING

MORE EXPOSURE, MORE REACH, MORE LEADS!

CAPITALISE ON OUR EXTENSIVE DIGITAL REACH TO BOOST YOUR BRAND YEAR-ROUND!

As a data-rich, digitally-driven company, Easyfairs is uniquely placed to provide you access to a vast community of designers, packaging, purchase, quality and sustainability professionals. Take your digital advertising capabilities to new heights to reach a highly targeted, relevant, specific and engaged audience throughout the year through Empack's powerful network.

WEBSITE ADVERTISING

NEWSLETTER ADVERTISING & EMAIL CAMPAIGNS

SOCIAL MEDIA CAMPAIGNS

PAID ADVERTISING CAMPAIGNS NEW

by **EASYFAIRS**

Why Empack?

DATA-RICH, DIGITALLY-DRIVEN… AND WE'RE OPENING UP DOORS FOR YOU!

Target an extensive database of relevant industry professionals

EMPACK is the annual leading show in Spain gathering the packaging industry, but maybe you're not aware that our community goes far beyond the two-day event!

Over the years that the event has been running, we have built up an impressive database of relevant contacts that we invest a lot in cleaning, enriching and building each year for our own marketing campaigns; and we are able to give you access to this in powerful ways!

With dedicated news pages, monthly newsletters newsletters, promotional email campaigns, hosted webinars, and paid advertising through audience extension campaigns, our digital advertising opportunities give you the chance to target a relevant, engaged audience of packaging professionals all year round.

Our far-reaching community spans: start ups, SMEs and big brand accross: food & beverages, chemistry, pharma, cosmetic, automotive and more. specific profiles include: designers, C-suite decision makers, head of departments, consultants and additional functions from across the entire supply chain.

Our digital campaigns therefore provide your business with a year-round platform to advertise to this community. You'll find all digital advertising options listed in this guide. Our team is happy to help if you have any questions about these commercial opportunities or targeting options.

OUR COMMUNITY

85,000+
Unique users per year

1,341,500+
Unique page views per year

30,000+
Newsletter database
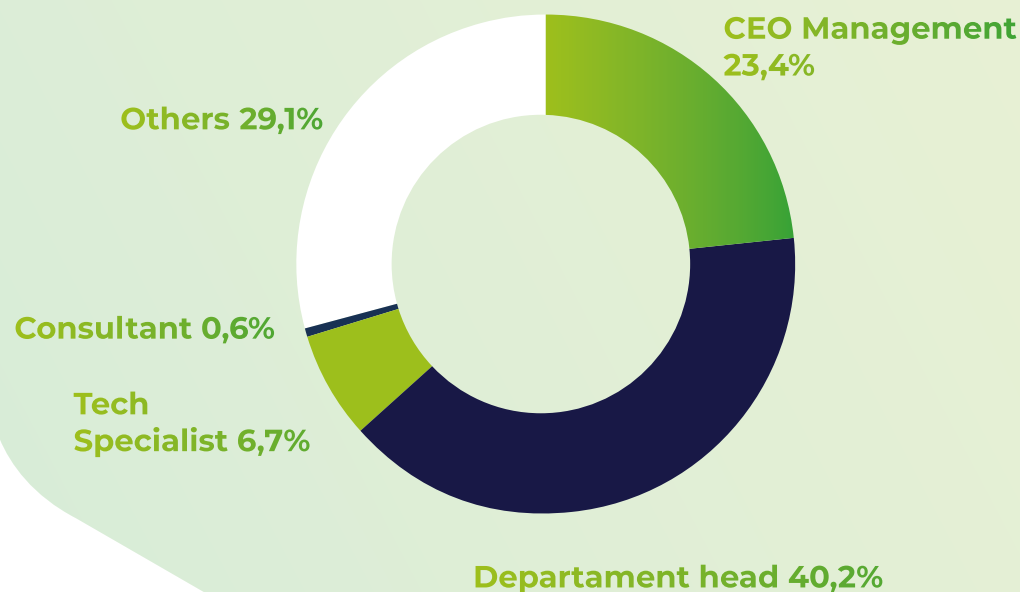
5,000+
Social Followers

INDUSTRIAL PROFILES

CEO Management 23,4%

Others 29,1%

Consultant 0,6%

Tech Specialist 6,7%

Departament head 40,2%

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YOUR GATEWAY TO GATEWAY TO PACKAGING PROFESSIONALS 365 DAYS A YEAR…

With 36,000 website users per year and 1.200.000 pages views per year empackmadrid.com offers unrivalled coverage of the latest news, industry developments and product innovations, bringing the industry together in one accessible online hub. Promote your business with a website advertising campaign by publishing your adverts to our packaging community.

Take advantage of one of our great value packages below:

OPTIONS	PRICE	
	Premium 3 months before event (limited opportunities)	**Standard** (Year round, excluding 3 months prior to event)
Full width	4,400€	2,200€
Featured exhibitor	1,100€	550€
Featured innovation	1,100€	550€
Featured partner	1,100€	550€

Timeframe: All placement options are based on a 3-month duration.
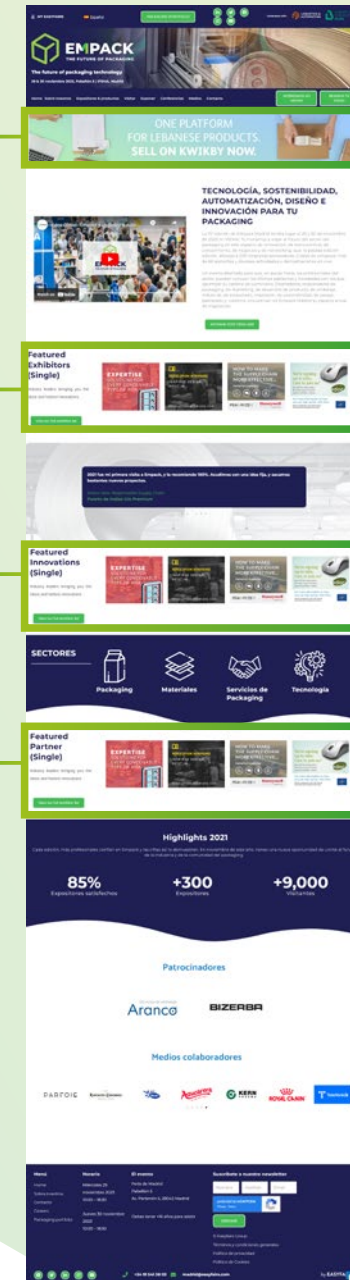**Delivery:**   Banners are part of a rotating carousel.

FULL WIDTH

FEATURED EXHIBITOR

FEATURED INNOVATION

FEATURED PARTNER

PLACE YOUR BRAND IN FRONT OF A HIGHLY ENGAGED AUDIENCE IN OUR LIVE STREAM OF NEWS AND ARTICLES
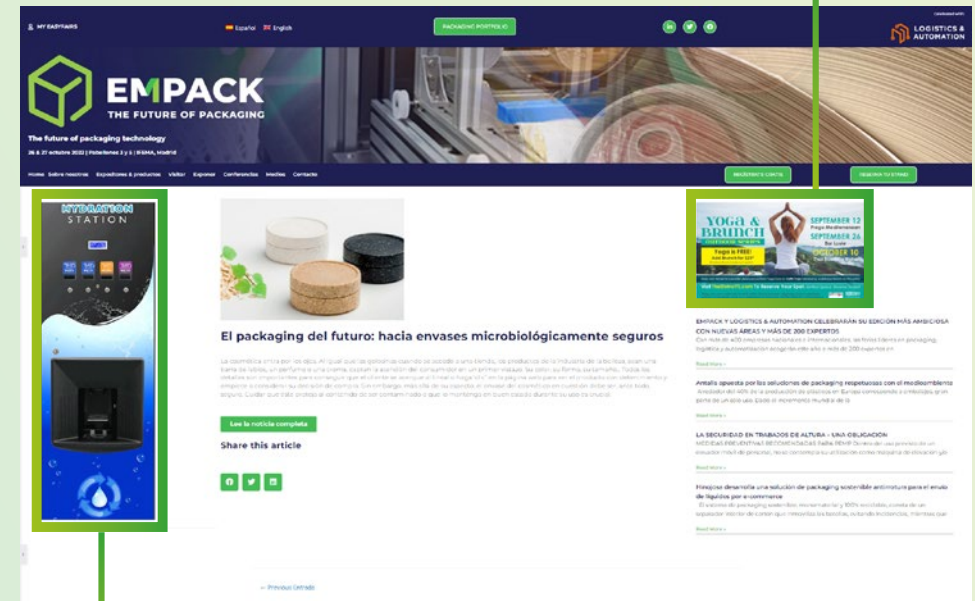
Empack offers a wide range of up to date industry news, publishing content from our partners and industry. Ensure your brand is at the forefront of mind by having your ads appear amongst our industry news content and press releases.

OPTIONS	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
Article: Large	2,200€	1,100€
Article: Medium	1,540€	770€

Timeframe: All placement options are based on a 3-month duration.

Delivery: Banners are part of a rotating carousel.

ARTICLE: MEDIUM

ARTICLE: LARGE

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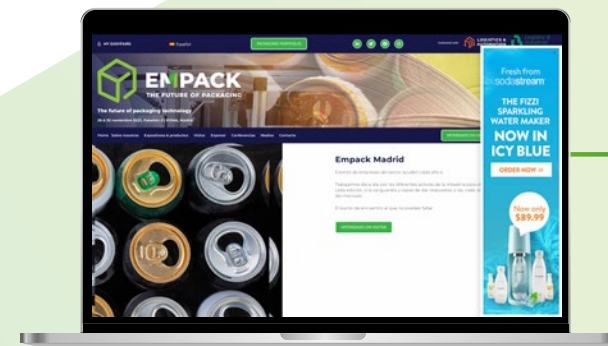# GET YOUR AD FRONT AND CENTRE AND CUT THROUGH THE NOISE

Pop-ups offer a high-impact advertising tactic to make sure your brand is noticed! Available across the full website, ensure you get noticed immediately and drive leads directly to your website!

PREVIEW LARGE

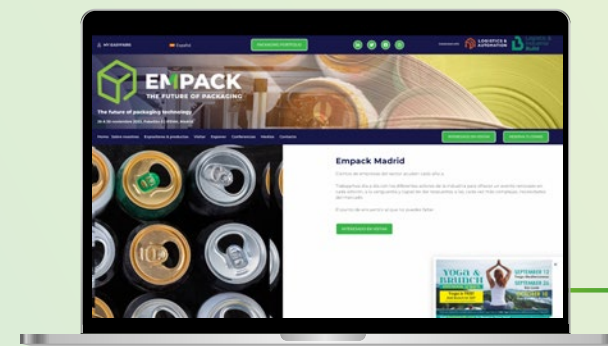| OPTIONS	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
Large	2,200€	1,100€
Mediu	1,650€	825€
Small	1,100€	550€

Timeframe: All placement options are based on a 3-month duration.

Delivery: Pop ups are available on a page by page basis. Large right hand side banner is not displayed on mobile.

PREVIEW MEDIUM

PREVIEW SMALL

THE PERFECT WAY TO GET YOUR BRAND DIRECTLY IN PROSPECT INBOXES

NEWSLETTER ADVERTISING

Our monthly newsletter presents an ideal opportunity to advertise your business alongside a roundup of the latest news and thoughtprovoking content. The mobile-friendly newsletters are received by over 12,500 relevant industry professionals and provide an excellent opportunity to place your brand forefront of mind.

SOLUS CAMPAIGNS

Looking to send your branded email to a specifically relevant segment of the community? Our third party opt-in database of more than 22,000 subscribers provides an efficient way to expand your prospect universe.
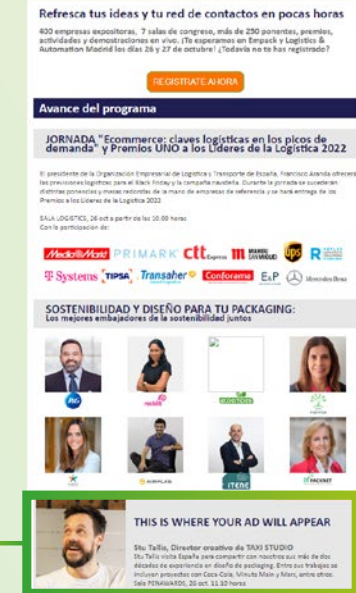
OPTIONS	PRICE PER CAMPAIGN	
	Premium 3 months before event (limited opportunities)	**Standard** (Year round, excluding 3 months prior to event)
Top banner	858€	429€
Lower banner	528€	264€
Sponsored content block	660€	330€
Sponsored content block + post on website	858€	429€
Newsletter takeover (exclusive rights to advertising)	1,650€	825€
Solus email campaign (your branded HTML)	5,600€	2,800€

Contact our team for detailed data information and targeted send options. We will provide you with post-campaign open and click through statistics.
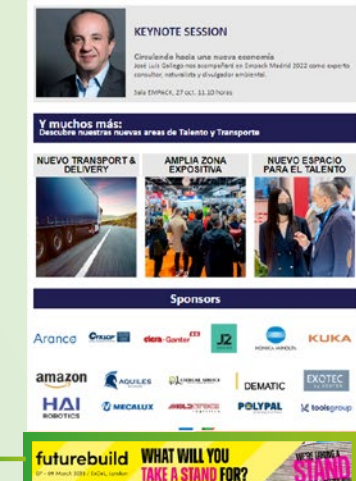
TOP BANNER

SPONSORED CONTENT BLOCK

LOWER BANNER

LEVERAGE THE POWER OF SOCIAL NETWORKS

The Empack content team is highly active on social channels, attracting a highly engaged and fully interested audience of packaging professionals.

As such, our posts are seen by thousands of followers every day, providing you the opportunity to promote your products and services to a targeted audience of professionals as they engage with their social feeds. Select a format and frequency below to target our social community with your own advertising via posts and stories.

@empackspain
1,871
followers

Empack Spain
1,759
followers

Empack Spain
1,866
followers

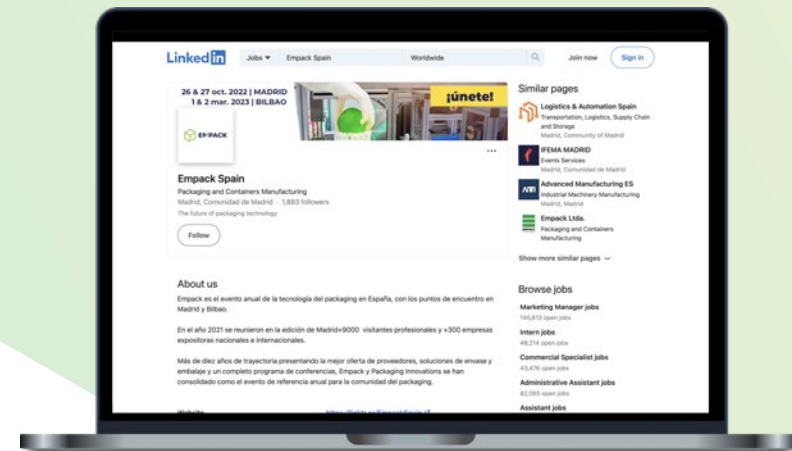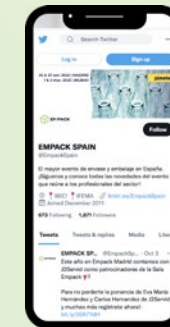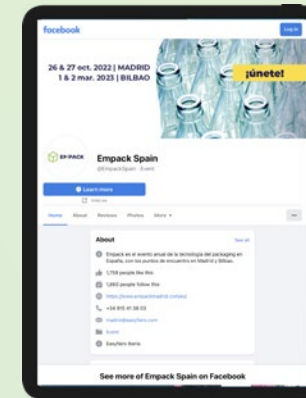| OPTIONS	PRICE PER CAMPAIGN	
	Premium 3 months before event (limited opportunities)	**Standard** (Year round, excluding 3 months prior to event)
1 post on all 3 channels	1,320€	660€
1 post & 1 story on all 3 channels	2,310€	1,155€
Takeover	1,980€	990€

GET BROADER REACH FOR YOUR BRAND TO THE ENGINEERING COMMUNITY RIGHT ACROSS THE WEB!

Paid advertising through search networks and social channels is a booming business! But to really capitalise on the power of this opportunity, you need to have the basis of an extensive database!

This is where Empack comes in! We are able to offer you a far wider reach across the internet by using our database, our website traffic, our social channels and the power of our vast network to advertise your products and services when they browse sites across the web.

Using tracking technology we showcase your brand by retargeting Our community of designers and packaging professionals on search and social networks they visit. Target professionals in the key sectors of food & beverages, chemistry, pharma and cosmetics, and all other stakeholders in the packaging industry who visit the Empack website.

Ask the team for case studies on audience extension so you can see how these campaigns can contribute to the promotion of your business!

CHOOSE HOW MANY AD VIEWS YOU REQUIRE		
Impressions (Views)	CPM (cost per thousand)	Cost
250,000	33€	8,250€
500,000	33€	16,500€
750,000	33€	24,750€
1,000,000	28€	27,500€

Tipo: Audience extension campaigns are sold on an impression/view basis.

Volume: Minimum volume that can be purchased is 250,000 impressions.

Duration: Campaign length is dependent on the number of impressions purchased.

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MAKE SURE YOU MAKE AN IMPACT WITH A MULTI-CHANNEL PACKAGE

As a marketing professional, you know that impact is only made by multiple touchpoints and reinforcing your message and brand. Therefore, taking advantage of our packages across all channels will ensure your brand has lasting and meaningful visibility, leaving an impression and gaining you leads for the long term!

	Essentials	**Boost** RECOMMENDED	**Plus**	**Community**
	✔ **Website:** News: featured content	✔ **Website:** Full width banner	✔ **Website:** Industry news medium & featured partner	✔ **Website:** Full width banner & industry news large
	✔ **Social:** Post package	✔ **Social:** Post & story package	✔ **Social:** Post & story package	✔ **Social:** Post & story package
	✔ **Email:** Lower banner	✔ **Email:** Newsletter takeover	✔ **Email:** Top Banner	✔ **Email:** Newsletter takeover & solus email
	✖ **Audience extension:** N/A	✖ **Audience extension:** N/A	✔ **Audience extension:** 250,000 impressions	✔ **Audience extension:** 250,000 impressions
Standard*	**1.672€** (Normal price 2.090€)	**3.344€** (Normal price 4.180€)	**7.808€** (Normal price 11.154€)	**10.615€** (Normal price 16.630€)
Premium**	**2.816€** (Normal price 3.520€)	**5.764€** (Normal price 7.205€)	**9.032€** (Normal price 12.903€)	**15.116€** (Normal price 23.255€)
	20% OFF	**20% OFF**	**30% OFF**	**35% OFF**

* Standard: Year round, excluding 3 months prior to event ** Premium: 3 months before event (limited opportunities)

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READY TO MAKE YOUR BRAND FLY?

Whether you know what package you want to book or want to find out a little more, our team is here to help you. Please get in touch today!

FAQS:

1. Do you provide reporting? How can I check the success of my campaign?

We advise partners to include UTM links on all advertising directing to your websites – this means you can track website traffic and leads in your Google Analytics in real time over any date range. We provide reporting for

(a) solus email campaigns – these will be distributed post campaign:

(b) audience extension campaigns – you will be given an automated reporting link for audience extension campaigns to monitor impressions and clicks throughout

Outside of this, reporting will rely on the UTM tracking links you provide.

2. What is the difference between standard and premium pricing?

Premium pricing is reserved for the 3 months prior to our live event – this is because we see an influx of engagement from our community during this time frame.

Standard pricing refers to any time of year excluding the 3 months before our event; you will target the same community throughout the year but your promotion won't be part of the extensive marketing campaign we execute before our events.

3. How can I book a campaign?

We can't wait to get your campaign live! Give our team a call and book in the campaign or package you are looking to advertise with. We will let you know when the next available launch date is and inform you of the timeline and process of getting your adverts live.

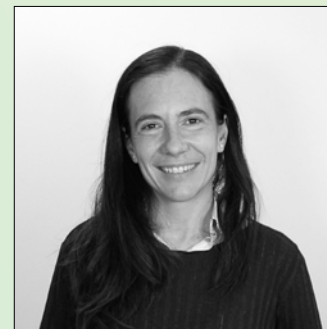We look forward to hearing from you,

The Empack team

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SPECIFICATIONS FOR CREATIVITIES

WEBSITE	
Type	Dimensions px
Full width	2000 x 220
Featured exhibitor	300 x 250
Featured innovations	300 x 250
Featured partner	300 x 250

EMAILS	
Type	Dimension px
Lower banner	600 x 100
Sponsored content block	Image: 300 x 250 Copy: +200 words
Sponsored content block + post on website	300 x 250
Newsletter takeover (exclusive rights to advertising)	600x100 300x250

POP UPS	
Type	Dimensions px
Large	300 x 600
Medium	476 x 249
Small	300 x 250

SOCIAL MEDIA	
Type	Dimensions px
Facebook post	1200 x 628
Facebook story	1080 x 1920
LinkedIn post	744 x 400
Twitter image	800 x 418

Leaderboard
468 x 60 Banner
728 x 90 leaderboard
930 x 180 top banner
970 x 90 large leaderboard
970 x 250 billboard
skyscraper
120 x 600 skyscraper
160 x 600 wide skyscraper
300 x 600 half-page
300 x 1050 portrait
square and rectangle
200 x 200 small square
240 x 400 vertical rectangle
250 x 250 square
250 x 360 triple widescreen
300 x 250 inline rectangle
336 x 280 large rectangle
580 x 400 netboard
MOBILE
300 x 50 mobile banner
320 x 50 mobile banner
320 x 100 large mobile banner