



Part of
**LONDON
PACKAGING
WEEK**

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, London Packaging Week is uniquely placed to provide you access to a vast community of packaging supply chain professionals with an exciting range of digital campaigns.

Take your digital advertising capabilities to new heights to reach a highly targeted, relevant, specific and an engaged audience throughout the year via London Packaging Week's powerful network!



**Website
advertising**



**Newsletter advertising
& email campaigns**



**Social media
campaigns**



**Paid advertising
campaigns**

NEW

Make an enquiry > +44 (0)20 3196 4433 | jennifer.burley@easyfairs.com | +44 (0)20 3196 4354 | joe.riddett@easyfairs.com
www.londonpackagingweek.com/digital-opportunities

by **EASYFAIRS**

WHY LONDON PACKAGING WEEK?

**Data-rich, digitally-driven...
and we're opening up
doors for you!**

Target an extensive database of relevant industry professionals

London Packaging Week is the UK's leading annual gathering of luxury, beauty, drinks and FMCG packaging professionals, and our community reach 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, 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 engineering professionals all year round.

Our far-reaching community spans: across packaging for: high fashion, jewelry, beauty and cosmetics, premium beverages, fine food and other fast moving consumer goods. Specific profiles include: C-suite decision makers, designers, innovation and product developers, brand and category managers 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



32,000+

Unique users
per year



274,000+

Unique page
views per year



25,000+

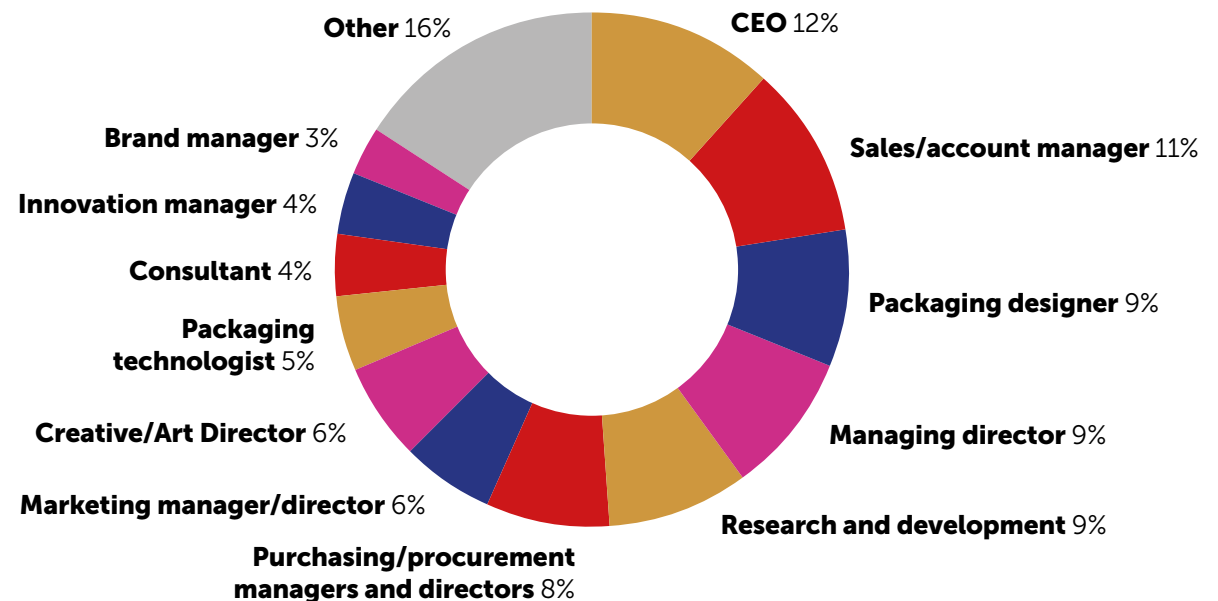
Newsletter
database



37,000+

Social
followers

Job function overview



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

With 32,000 website users per year and 274,000 pages views per year londonpackagingweek.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 engineering community.

[Preview our website advertisement options](#) ➡

Take advantage of one of our great value packages below:

AD OPTIONS	Premium	Standard
	3 months before event (limited opportunities)	(Year round, excluding 3 months prior to event)
Full width	£2,400	£1,200
Featured exhibitor	£600	£300
Featured innovation	£600	£300
Featured partner	£600	£300

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

Delivery: Banners are part of a rotating carousel.

FULL WIDTH



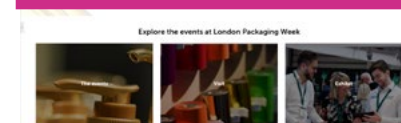
FEATURED PARTNERS



FEATURED EXHIBITORS



FEATURED INNOVATIONS



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PLACE YOUR BRAND IN FRONT OF A HIGHLY ENGAGED AUDIENCE IN OUR LIVE STREAM OF NEWS AND ARTICLES

London Packaging Week offers a wide range of up to date industry news, publishing content from our partners and the industry as a whole. Ensure your brand stands out above the rest by having your ads appear amongst our industry news content and press releases.

[Preview our newsfeed advertising options](#) ➡

AD OPTIONS	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
Article: Large	£1,200	£600
Article: Medium	£840	£420

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 TO 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.

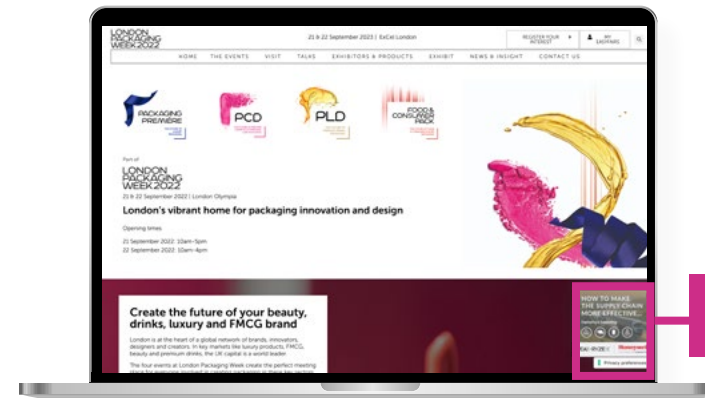
AD OPTIONS	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
Large	£1,200	£600
Medium	£900	£450
Small	£600	£300

Timeframe:

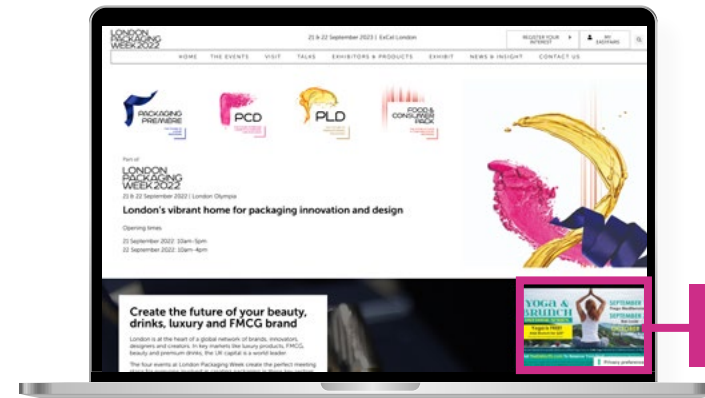
All placement options are based on a 3-month duration.

Delivery:

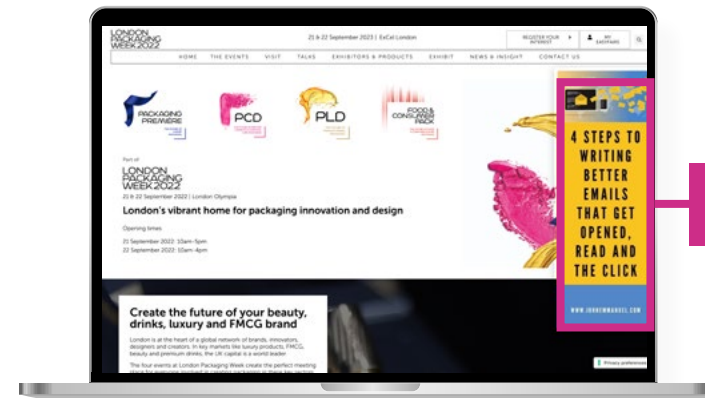
Pop ups are available on a page by page basis. Large right hand side banner is not displayed on mobile.



Preview Small



Preview Medium



Preview Large



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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 thought-provoking content. The mobile-friendly newsletters are received by **over 25,000 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 with 18,459 subscribers provides an efficient way to expand your prospect universe.

AD OPTIONS	PRICE PER CAMPAIGN	
	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
Top banner	£1,300	£650
Lower banner	£800	£400
Sponsored content block	£1,000	£500
Sponsored content block & post on website	£1,300	£650
Newsletter takeover (exclusive rights to advertising)	£2,500	£1,250
Solus email campaign (your branded HTML)	£3,000	£1,500

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

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Preview
newsletter



**TOP
BANNER**

**SPONSORED
CONTENT
BLOCK**

**LOWER
BANNER**



LEVERAGE THE POWER OF SOCIAL NETWORKS

The London Packaging Week 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.

AD OPTIONS	PRICE PER CAMPAIGN	
	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
1 post on all 4 channels	£1,200	£600
1 post & 1 story on all 4 channels	£2,100	£1,050
Takeover	£1,800	£900

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

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@EasyfairsPackUK

11,600+
followers



London Packaging Week

350+
followers



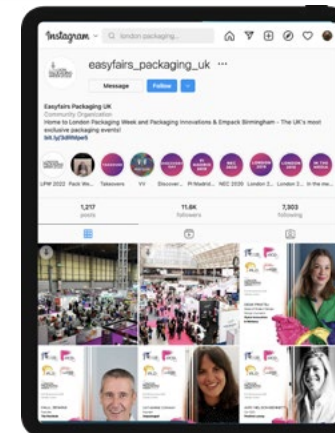
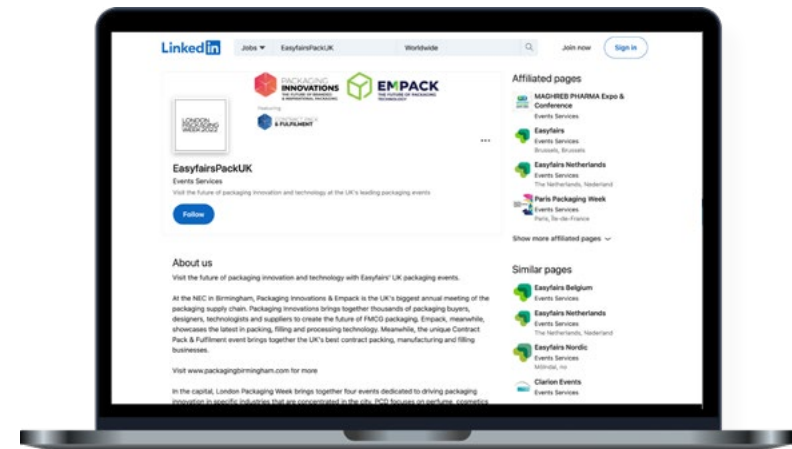
@EasyfairsPackUK

18,700+
followers



Easyfairs Packaging UK

2,600+
followers



GET BROADER REACH FOR YOUR BRAND TO THE PACKAGING 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 London Packaging Week 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.

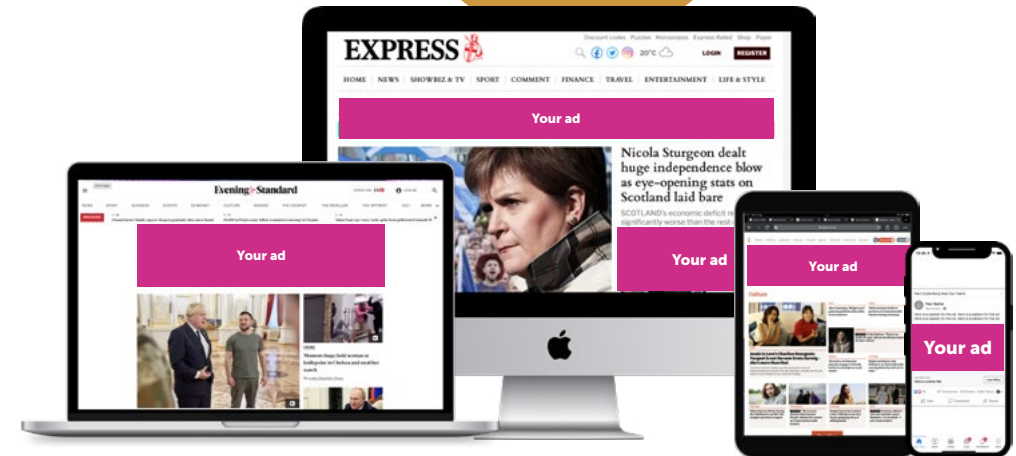
Using tracking technology we showcase your brand by retargeting our community of packaging supply chain professionals on search and social networks they visit. Target professionals in the key sectors of luxury, beauty, drinks and FMCG and all other stakeholders in the packaging industry who visit the London Packaging Week website.

CHOOSE HOW MANY AD VIEWS YOU REQUIRE

Impressions (Views)	CPM (cost per thousand)	Cost
250,000	£30	£7,500
500,000	£30	£15,000
750,000	£30	£22,500
1,000,000	£25	£25,000

Type: 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.

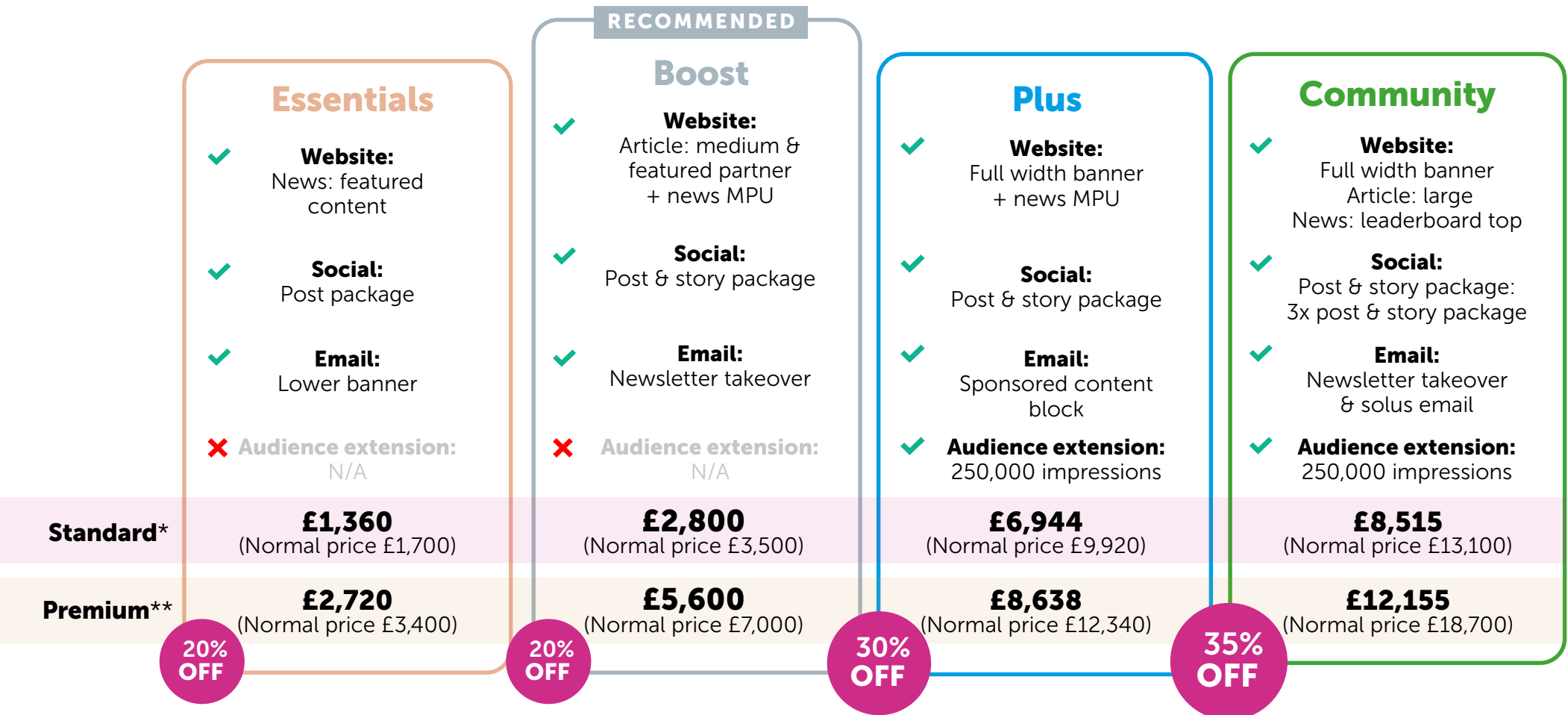
Ask the team
for case studies on
audience extension
so you can see how
these campaigns can
contribute to the
promotion of your
business!



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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.



* 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 London Packaging Week team!

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