



PACKAGING
INNOVATIONS



EMPACK

Featuring



**CONTRACT PACK
& FULFILMENT**

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, Packaging Innovations and Empack Birmingham is uniquely placed to provide you access to an extensive range of brands and converters who are actively sourcing packaging, labelling, contract services, machinery and other solutions. Take your digital advertising capabilities to new heights to reach a highly targeted, relevant, specific and engaged audience throughout the year with Packaging Innovations & Empack's powerful network!



WEBSITE ADVERTISING



NEWSLETTER ADVERTISING
& **EMAIL** CAMPAIGNS



SOCIAL MEDIA CAMPAIGNS

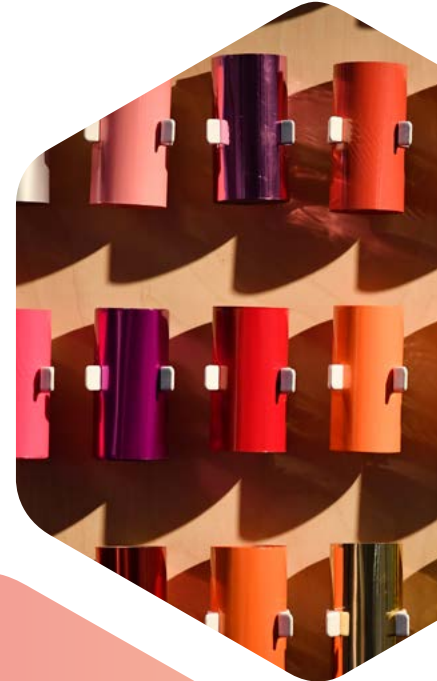


PAID ADVERTISING CAMPAIGNS



packagingbirmingham.com

by **EASYFAIRS**



WHY **PACKAGING INNOVATIONS & EMPACK?**

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

Target an extensive database of relevant industry professionals

Packaging Innovations & Empack is the UK's essential, annual event driving business and innovation across the whole packaging journey, but you might not be 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. We invest a lot in data cleaning, enriching and building of the data each year for our own marketing campaigns, and we are able to give you access to this same data 360 days a year.

Our far-reaching community spans: packaging specifiers, buyers and designers, plus operations and logistics directors, from thousands of brands in the food, drinks, personal care, household, e-commerce, and nutra/pharmaceuticals sectors. Specific profiles include: CEO's, Managing directors, procurement managers, packaging technologists, packaging designers and additional functions from across the entire packaging journey.

Therefore, your business has the opportunity to take advantage of a year-round platform to advertise to a **high-caliber audience of packaging professionals** looking to source your solutions. 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.



AUDIENCE PROFILE

Our community



107,000+

Unique users
per year



460,000+

Unique page
views per year



25,000+

Newsletter
database

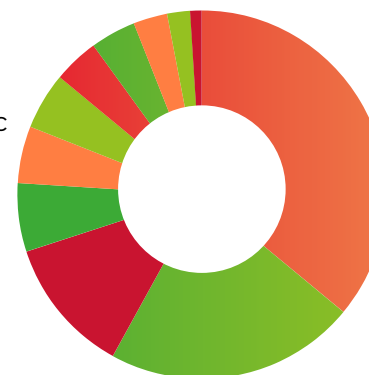


37,000+

Social
followers

Visitor job title breakdown

- Research and Development **1%**
- Logistics **2%**
- Creative and Graphic Designer **3%**
- Business Development / Consultant **4%**
- Procurement and Purchasing **4%**



- C-Suite / Directors / Heads **36%**
- Management (Brand, Packaging, Innovation & Project) **22%**
- Other **12%**
- Operations **6%**
- Commercial / Sales **5%**
- Marketing **5%**



Make an enquiry packagingbirmingham.com/digital-opportunities

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

With 107,000 website users per year and 460,000 pages views per year packagingbirmingham.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.

> [Preview our website advertisement options](#)

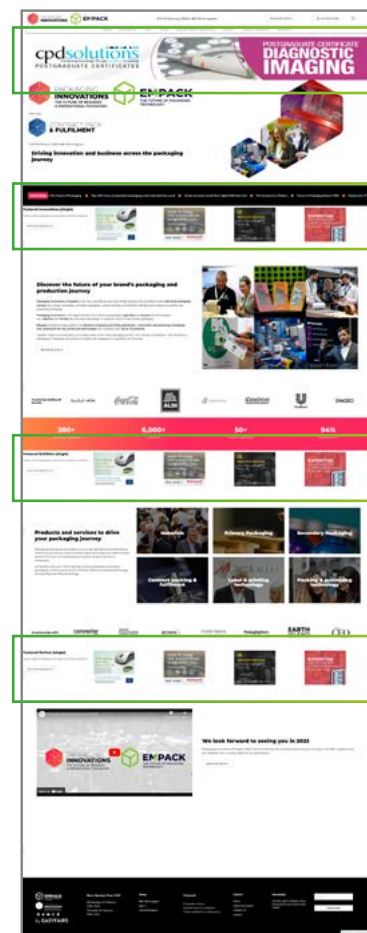
Take advantage of one of our great value packages below:

AD OPTIONS	PREMIUM 3 months before event(limited opportunities)	STANDARD (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.

WEBSITE ADVERTISING



> Full width

> Featured Innovation

> Featured Exhibitor

> Featured Partner



Make an enquiry +44 (0)20 3196 4354 | joe.riddett@easyfairs.com

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

Packaging Innovations & Empack engages the packaging community with the latest news, content and articles from the event, our partners and industry news publishers.

> [Preview our newsfeed advertisement options](#)

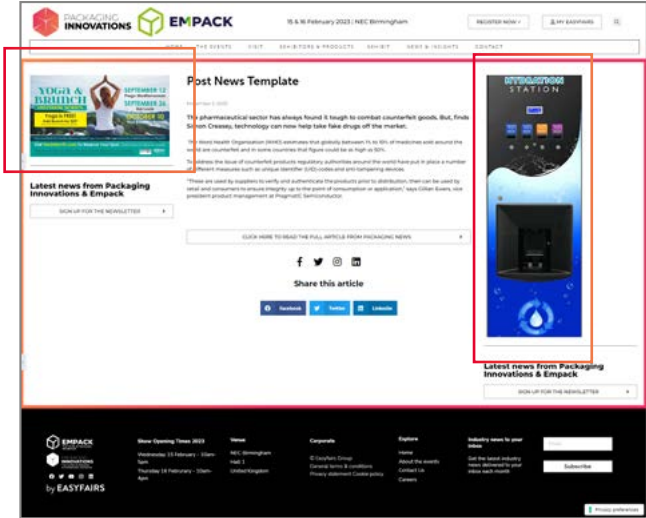


NEWS ADVERTISING

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.



> News page preview



Make an enquiry packagingbirmingham.com/digital-opportunities

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 seen 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

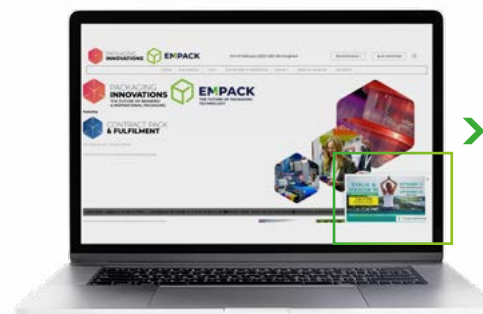
Timeframe - All placement options are based on a 3-month duration.

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

POP-UP ADVERTISING



➤ Preview large



➤ Preview medium



➤ Preview small



THE PERFECT WAY TO GET YOUR BRAND DIRECTLY IN PROSPECT INBOXES

Newsletter advertising

Our 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.

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 9,000 subscribers provides an efficient way to expand your prospect universe.

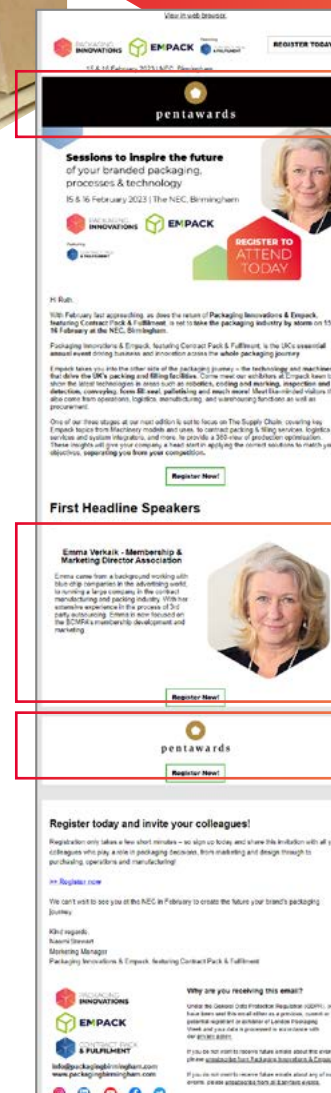
AD OPTIONS	PRICE PER CAMPAIGN	
	PREMIUM 3 months before event(limited opportunities)	STANDARD (Year round, excluding 3 months prior to event)
Top banner	£1,300	£650
Lower banner	£800	£400
Sponsored content block	£1,000	£500
Sponsored content block+ post on website	£1,300	£650
Newsletter takeover (exclusive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



EMAIL ADVERTISING

> Preview our email advertisement options

Contact our team for detailed data information and targeted send options.



> Top banner

> Sponsored content block

> Lower banner



Make an enquiry packagingbirmingham.com/digital-opportunities

LEVERAGE THE POWER OF SOCIAL NETWORKS

The Packaging Innovations & 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.

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



1,200+ followers



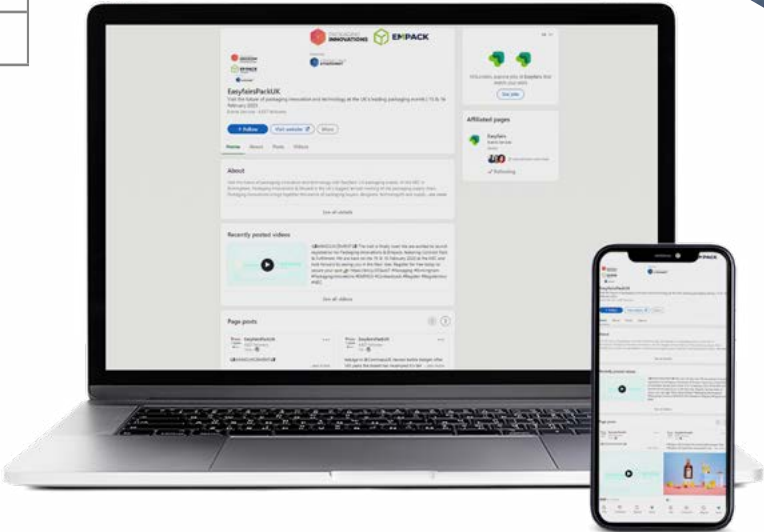
18,600+ followers



4,500+ followers



2,600+ followers



Make an enquiry +44 (0)20 3196 4354 | joe.riddett@easyfairs.com



GET BROADER REACH FOR YOUR COMPANY 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 Packaging Innovations & 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 our visitors browse non-related 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.

> [Preview our paid advertising options](#)

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.

















AUDIENCE EXTENSION



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

MULTI-CHANNEL PACKAGES

Impact is only made by multiple touchpoints and reinforcing your message and company. Therefore, taking advantage of our packages across all channels will ensure you have lasting and meaningful visibility, leaving an impression and gaining you leads for the long term!

	Essentials	RECOMMENDED Boost	Plus	Community
	 Website: Industry news large article	 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: Sponsored content block	 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 Year round, excluding 3 months prior to event	£1,360 (Normal price £1,700)	£2,800 (Normal price £3,500)	£6,944 (Normal price £9,920)	£8,515 (Normal price £13,100)
Premium 3 months before event (limited opportunities)	£2,720 (Normal price £3,400)	£5,600 (Normal price £7,000)	£8,638 (Normal price £12,340)	£12,155 (Normal price £18,700)
	20% OFF	20% OFF	30% OFF	35% OFF



Make an enquiry +44 (0)20 3196 4354 | joe.riddett@easyfairs.com

SPECIFICATIONS FOR ARTWORK

For more information on best practices and recommendations when sending us your adverts, visit our specifications page on the website.

SOCIAL	
TYPE	DIMENSIONS PX
Facebook post	1200x628
Facebook story	1080x1920
Instagram post	1080x1080
Instagram story	1080x1920
Linkedin post	744x400
Linkedin story	1080x1920
Twitter image	800x418

EMAIL	
TYPE	DIMENSIONS PX
Top banner	600x100
Lower banner	600x100
Sponsored content block	300x250
Sponsored content block +post on website	300x250
Newsletter takeover (exclusive rights to advertising)	600x100, 300x250

WEBSITE	
TYPE	DIMENSIONS PX
Full width	2000x320
Featured exhibitor	300x250
Featured innovations	300x250
Featured partner	300x250
Article large	300x800
Article medium	476x249

POP-UP	
TYPE	DIMENSIONS PX
Large	300x600
Medium	476x249
Small	300x250

AUDIENCE EXTENSION	
TYPE	DIMENSIONS PX
banner	468x60
leaderboard	728x90
top banner	930x180
large leaderboard	970x90
billboard	970x250
SKYSCRAPER	
skyscraper	120x600
wide skyscraper	160x600
half-page	300x600
portrait	300x1050
SQUARE AND RECTANGLE	
small square	200x200
vertical rectangle	240x400
square	250x250
triple widescreen	250x360
online rectangle	300x250
large rectangle	336x280
netboard	580x400
MOBILE	
mobile banner	300x50
mobile banner	300x50
large mobile banner	300x100

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. How do I ensure success of my campaign?

Every company is different, with different goal. Our team will be happy to discuss the best routes to market your specific goals.

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.

4. Do you offer bundled and bespoke packages?

Yes - speak to a friendly member of the team to discuss your specific goals and budget you have in mind.

Looking forward to hearing from you,

The Packaging Innovations & Empack team!

CONTACT US



Joe Riddett

Commercial Director
joe.riddett@easyfairs.com
+44 (0)20 3196 4354



Chris Newhouse

Senior Sales Manager
chris.newhouse@easyfairs.com
+44 (0)20 3196 4413



Burcu Kaman

Senior Sales Executive
burcu.kaman@easyfairs.com
+44 (0)20 3196 4271



Kit Cooper

Sales Executive
kit.cooper@easyfairs.com
+44 (0)20 3196 4305



Make an enquiry +44 (0)20 3196 4354 | joe.riddett@easyfairs.com



PACKAGING
INNOVATIONS



EMPACK

Make an enquiry packagingbirmingham.com/digital-opportunities