



PACKAGING & Print Media

The industry **voice** of **Africa**

essential reading for the
packaging & print industry

MEDIA KIT 2018



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Published 11 times a year, **PACKAGING & Print Media** is a vertically-integrated magazine serving the commercial printing sector, packaging printers and converters, and packaging end users in the FMCG and retail sectors.

Its mission is

- To provide readers – whatever their position in the supply chain – with the most up-to-date information on technological developments affecting their businesses; keeping them abreast of worldwide and local trends in all aspects of commercial printing, packaging printing and converting, design, materials, and other relevant technologies.
- To provide advertisers with a medium through which they can be totally confident of reaching precisely the category of readers who are likely to be interested in and therefore likely to purchase their products or services.
- To maintain editorial standards at an extremely high level, with a dedicated editorial staff intimately involved and completely conversant with the various technologies included in the magazine. Key within this editorial policy are context and relevance.

Regular editorial coverage includes:

- General industry news; people on the move; etc
- Association news (PRINTING SA, PACSA, IPSA, FTASA, PCA)
- Prepress and repro
- Printing industry advancements
 - Flexography
 - Gravure
 - Offset litho (web and sheet-fed)
 - Screen printing
 - Digital
 - Inks and coatings
 - Press ancillaries (vision control, colour control, etc)
- Packaging printing & converting for producers of
 - Corrugated packaging
 - Folding cartons
 - Flexible packaging
 - Rigid plastics packaging
 - Glass packaging
 - Metal packaging
 - Labelling & Narrow Web (self-adhesive, wet-glue, shrink labels, in-mould labels)
- Packaging line developments
 - Filling & Closing
 - Packing
 - Coding, Marking & Labelling
- End-of-Line Developments
 - Palletising
 - Logistics & Distribution

Print Matters

Serving as the official journal of Printing SA and the Flexographic Technical Association of South Africa (FTASA), PACKAGING & Print Media's readers include most of the country's major commercial and packaging printers, and they are served by targeted editorial coverage of developments in all major printing technologies, from prepress to printing and curing, and all postpress finishing techniques.

Converting Matters

Dedicated to all aspects of packaging printing and converting, coverage in Converting Matters includes reports on the latest material developments and printing and converting technologies for flexible packaging, rigid plastics packaging, glass packaging, corrugated packaging, folding cartons, metal packaging and labels.

Each month, through its special blend of local and international news, in-depth features on specific markets and technical developments, stories on individual businesses and interviews with key personalities, Converting Matters helps readers to stay abreast of fast-changing technologies.

FMCG Pack

Fast Moving Consumer Goods (FMCGs) are products that enjoy fast turnover at relatively low cost. Importantly, FMCGs have to be suitably and economically packaged, yet in an eye-catching way for maximum impact on retail shelves.

Clearly this a major market for the packaging industry; and the relationship between processing and packaging is closely intertwined.

So, each month FMCG Pack brings readers news of processing and packaging developments in the food and beverage industries, the pharma and cosmetics industries, and other FMCG categories.

Periodic coverage includes special reports on

- Food Packaging
- Beverage Packaging
- Drug Packaging
- Cosmetics & Toiletries Packaging
- Household Products Packaging
- DIY/Automotive Packaging

Circulation

PACKAGING & Print Media's circulation list includes senior management at all commercial printers, packaging printers and converters throughout Southern Africa, as well as packaging line managers/packaging specifiers and buyers at all FMCG companies and retailers throughout Southern Africa. Circulation of printed copies is above 4 000 copies/month, while the online magazine is read by a further 500 subscribers throughout the world. A dedicated Circulation Manager is employed to ensure that the mailing list remains updated and relevant at all times.

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Deadlines

Editorial submissions

11th month prior to month of issue

Advertising bookings

18th month prior to month of issue

Receipt of advertising material

23rd month prior to month of issue

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