

**ItaliaImballaggio** has been punctually and steadfastly reporting the events that animate the packaging & bottling sector since 1994.

Born as a magazine in Italian and English, over time it has become a link between Italian and international sector entrepreneurs (both material producers and machine builders) and the global market, facilitating the exchange of information.

Among its merits are its having broken the patterns of traditional B2B communication, where the stories of people and companies become one with technological development, market dynamics and new visions.

In order to describe reality it uses carefully chosen words, never shouted or brash, but able to communicate the solidity and the essence of a successful business system.

Other distinctive features of ItaliaImballaggio are its graphics, carefully crafted and functional to the presentation of the contents, as well as the magazine covers: devised and drawn up every month by designers, artists and photographers, they sum up the philosophy and identity of the magazine as well as rendering its readers inspiration and beauty.

The magazine is divided into five sections that feature in-depth articles and news on marketing and design, sector statistics and trend management, environment and product innovation.

The excellent network of relations built up over time with institutions, trade associations, trade fair organizers and market players make ItaliaImballaggio the focal reference point for the sector.

The first Italian sector magazine in Italian and English, it is also published on the Internet in the full version.



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## 1/2 JANUARY/FEBRUARY

### FOOD & BEVERAGE

#### Machines for primary packaging

Packaging of protein products (meat, fish, etc.)  
User friendly packaging  
Packaging: materials & auxiliary products  
Machines for primary packaging  
Systems and components for automation

#### UPDATES FROM

Cibus Tec

#### DISTRIBUTION

Anuga FoodTec, 19-22/3/24, Köln (D)

## 3 MARCH

### COSMETICS

#### Pick & place

Premium packaging  
Packaging of well-being  
Private label & contract manufacturing  
Report on the state of packaging #1  
Closures and dispensers

#### UPDATES FROM

Luxe Pack, Paris Packaging Week

#### DISTRIBUTION

Cosmopack, 21-23/3/24, Bologna (I)

## 4 APRIL

### PACKAGING SPEAKS GREEN

#### Machines for secondary packaging

Sustainability and ethics  
Design for recycling  
Best packaging (Oscar dell'imballaggio)  
Wooden packaging (\*\*)  
Technologies for recovery and disposal

#### DISTRIBUTION

Hispack, 7-10/5/24, Barcellona (E)

## 5 MAY (SPECIAL COVER)

### INDUSTRY 4.0

#### Best packaging

Servitization  
Cybersecurity  
Additive manufacturing (3D printing)  
Creative packaging  
Packaging printing & finishing

#### UPDATES FROM

Anuga FoodTec, Cosmopack

#### DISTRIBUTION

Packaging Premiere & PCD Milan  
21-23/5/24, Milano (I)  
SPS Italia, 28-30/5/24, Parma (I)

## Issue/number - editorial contents and distribution at the fairs

## MEDIA KIT 2024

## 6 JUNE

### PHARMACEUTICALS

#### Labeling and coding

Packaging of pharmaceutical and nutraceutical products (\*)  
Pharma track & trace  
Vision, inspection and control systems  
Labeling & coding materials and systems  
Labels, decorations and consumables

#### DISTRIBUTION

Achema, 10-14/6/24, Frankfurt am Main (D)

## 7/8 JULY/AUGUST

### FOOD & BEVERAGE

#### Machines for transport & end-of-line packaging

Packaging of dairy products  
Packaging of baby food (\*)  
Packaging and food safety  
Report on the state of packaging #2  
Cellulosic packaging (\*\*)

#### UPDATES FROM

SPS Italia

#### DISTRIBUTION

FachPack, 24-26/9/24, Nürnberg (D)

## 9 SEPTEMBER

### COSMOPHARMA

#### Systems and components for automation

Premium packaging  
Survey on the automatic machines market  
Packaging and augmented reality  
Packaging & e-commerce  
Rigid plastic packaging (\*\*)

#### UPDATES FROM

Packaging Premiere & PCD Milan, Achema

#### DISTRIBUTION

Luxe Pack, 30/9 - 1/10/24 Monaco (MC)  
CPHI Milano, 8-10/10/24, Milano (I)

## 10 OCTOBER

### FOOD & BEVERAGE

#### Materials and machines for bottling

Packaging of beverage (\*)  
Packaging of frozen food (\*)  
Metal packaging (\*\*)  
Glass packaging (\*\*)  
Vision, inspection and control system

#### DISTRIBUTION

All4Pack, 4-7/11/24, Paris (F)  
SIMEI, 12-15/11/24, Milan (I)  
Brau Beviale, 26-28/11/24, Nürnberg (D)

## 11/12 NOVEMBER/DECEMBER

### SPECIAL ISSUE: Waiting for IPACK-IMA 2025

#### Artificial intelligence (AI) and packaging

Packaging of fresh fruit and vegetables  
Flexible packaging (\*\*)  
Bioplastics  
Palletizers and robots  
Solutions for Intralogistics

#### UPDATES FROM

FachPack

#### DISTRIBUTION

Marca, 1/25, Bologna (I)  
Paris Packaging Week, 01/25, Paris (F)

### SPECIAL COVER WITH LOGOS

5 May - distributed at SPS Italia  
For further information, see the price list

### NOTE

\*) Sector studies made for the magazine ItaliaImballaggio by the Italian Packaging Institute  
(\*\*) Articles on the materials market made for the magazine ItaliaImballaggio by the Italian Packaging Institute

TARIFFS AND FORMATS (PER ISSUE)	EURO
Full page, 4 colors	2.960
1/2 page, 4 colors	1.850
1/3 page, horizontal, 4 colors	1.060
<b>SPECIAL POSITIONS</b>	
Inside front cover (facing editorial)	4.240
Inside back cover	3.600
Back cover	4.760
First right-hand page (page 3)	3.440
Facing contents (page 4)	3.330
Second right-hand page (page 7)	3.280
Advertorial page (text)	3.290
Inserts*	2.960
Right-hand position	+5%
Key position	+10%
<b>SPECIAL COVER WITH LOGOS**</b> (1 logo + text on inside front cover)	
<b>5 May - distributed at SPS</b>	500



<b>1 full page</b> Framed 217x291 mm Plus margins 245x325 mm	<b>1/2 page horizontal</b> Framed 217x140 mm Plus margins 245x162 mm	<b>1/3 page horizontal</b> Framed 217x93 mm	<b>1/2 page vertical</b> Framed 106x291 mm Plus margins 121x325 mm
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EDITORIAL SERVICE (PAPER+WEB)***	EURO
News (max 1.250 strokes including spaces + 1 photo)	900
Short article (max 2.500 strokes + 2 photos)	1.800
Article (max 7.500 strokes + 4 photos)	3.600
Interview at customer's/user's	on demand

\* This price is valid for an unbound two-page insert, max. magazine format, paper not to weigh more than 150 g/m<sup>2</sup>. Price to be defined for other types, formats and weights.  
N.B. The costs of producing the material to be printed are at the expense of the customer.

\*\* Front and Back Cover for the copies distributed at the show

\*\*\* News and articles are to all effects editorial contents and are hence drawn up by the editorial staff, on the customer's material, without the possibility of inserting advertising slogans, logos and addresses.  
The material is published in Italian and in English both in the paper and in the digital editions.

**Regularity** Monthly (9 issues)

**Text** Italian and English

**Circulation**

- Paper edition: 7.500 copies
- Profiled readers, subscribers and qualified circulation:  
80% Italy, 20% abroad

**Sectors of Circulation**

- 61% Food and drink industry
- 19% Chemical, pharmaceutical and cosmetics industry
- 8% Packaging industry (materials and machinery)
- 4% Other industries
- 2% Converters
- 3% Broadscale distribution
- 1% Packaging designers
- 2% Public administration, universities and research institutes

**Technical specifications**

Format 245x325 mm  
Flat offset

Cross thread stitch binding

**Date of publication**

The first week of the month

**Reservations and Orders**

- Space reservation: 40 days prior to publication date  
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**Advertising material**

- Delivery of material: 30 days prior to the publication date to be sent to Ufficio Traffico (traffico@packmedia.net)
- Technical specifications: PDF Acrobat 7, 1.6 version (PDF/X-4:2010), saved in 4 colors (CMYK) at 300 dpi with incorporated fonts and images (also at 300 dpi) and with 3 mm of excess on 4 sides.  
RGB format not admitted.

## PACKMEDIA NETWORK

### News and facts from the real world of packaging via the web

The network of the Kairos Media Group publishing house is renewed in form and content to keep pace with technological evolution and with the information needs of the global packaging industry.

The digital platform includes:

- ItaliaImballaggio webmagazine (in Italian)
- Packmedia International webmagazine (in English)
- PackBook, online buyers' guide (in Italian and English)
- Packaging Speaks Green webmagazine (in Italian and English)

**ItaliaImballaggio webmagazine** is the site in Italian, which offers daily updates on the national and international packaging industry.

On the site are published monthly the issues of the magazine ItaliaImballaggio on paper in browsable PDF format, as well as all the contents in Italian in html format, to favor the best indexing on search engines.

The contents of the ItaliaImballaggio webmagazine are promoted with monthly newsletters, sent to over 70,000 operators in the sector in Italy.

**Packmedia International webmagazine** is the site in English, which offers daily updates on the national and international packaging industry.

On the site are published monthly the issues of the magazine ItaliaImballaggio on paper in browsable PDF format, as well as all the contents in English in html format, to favor the best indexing on search engines.

The contents of the Packmedia International webmagazine are promoted with monthly newsletters, sent to over 58,000 operators in the sector in the world.