

BECAUSE THE PACKAGE IS THE BRAND

# PACKAGE DESIGN



**2012  
MARKETING  
PLANNER**


# PACKAGED DESIGN BRAND MISSION

*Package Design* has created a far-reaching base of readers involved in all facets of package design. The brand has established itself as a leader of news and information among package-design professionals, and that group has remained loyal to the publication, website, e-newsletters, and our innovative e-media solutions. Our subscribers are package designers, package engineers, and corporate and brand managers with decision-making powers responsible for the total packaging solution at consumer packaged goods manufacturers, independent package design firms, retail/private label companies, and contract packaging service providers.



# MULTICHANNEL REACH

2 million touch points annually

<b>PRINT</b>	<b>66,000 total print reach / 20,000 subscribers<sup>1</sup> / 46,000 pass-along readers<sup>2</sup></b> <i>Package Design</i> delivers 20,000 print subscribers 10x per year. On average, each subscriber passes his or her magazine to 2.3 additional people, which means you get a total reach of 66,000 prospects.
<b>ONLINE</b>	<b>156,800 ad impressions monthly<sup>3</sup></b> Packagedesignmag.com is a high-traffic B2B website among package designers in the U.S. and around the world.
<b>E-NEWSLETTER</b>	<b>9,900 recipients<sup>4</sup> (2x month)</b> <i>Package Design's</i> Communication by Design e-newsletter covers timely news, industry trends, and the latest information.
<b>DIGITAL EDITION</b>	<b>11,200 digital-edition distribution<sup>5</sup></b> Digital editions allow readers to receive their publications quickly, access advertiser websites, and store past editions for easy reference.
<b>TRADE SHOWS</b>	<b>7,000 bonus distribution</b> Reach additional buyers with your marketing message. Bonus distribution will occur at these key shows: Graphics of the Americas / Luxe Pack New York / East Pack / HBA Global Expo / Graph Expo / Pack Expo / TexasPack / SouthPack / MinnPack / IRDC / Luxe Pack Monaco / WestPack
<b>SOCIAL NETWORKS</b> 	<b>An expanding community of packaging pros</b> <i>Package Design's</i> growing presence on LinkedIn, Twitter, and Facebook connects package-design professionals and vendors throughout the world.

1 Source: June 2011 *Package Design* circulation database

2 2010 *Package Design* Reader Survey

3 Based on 12-month rolling average (Source: Google Analytics)

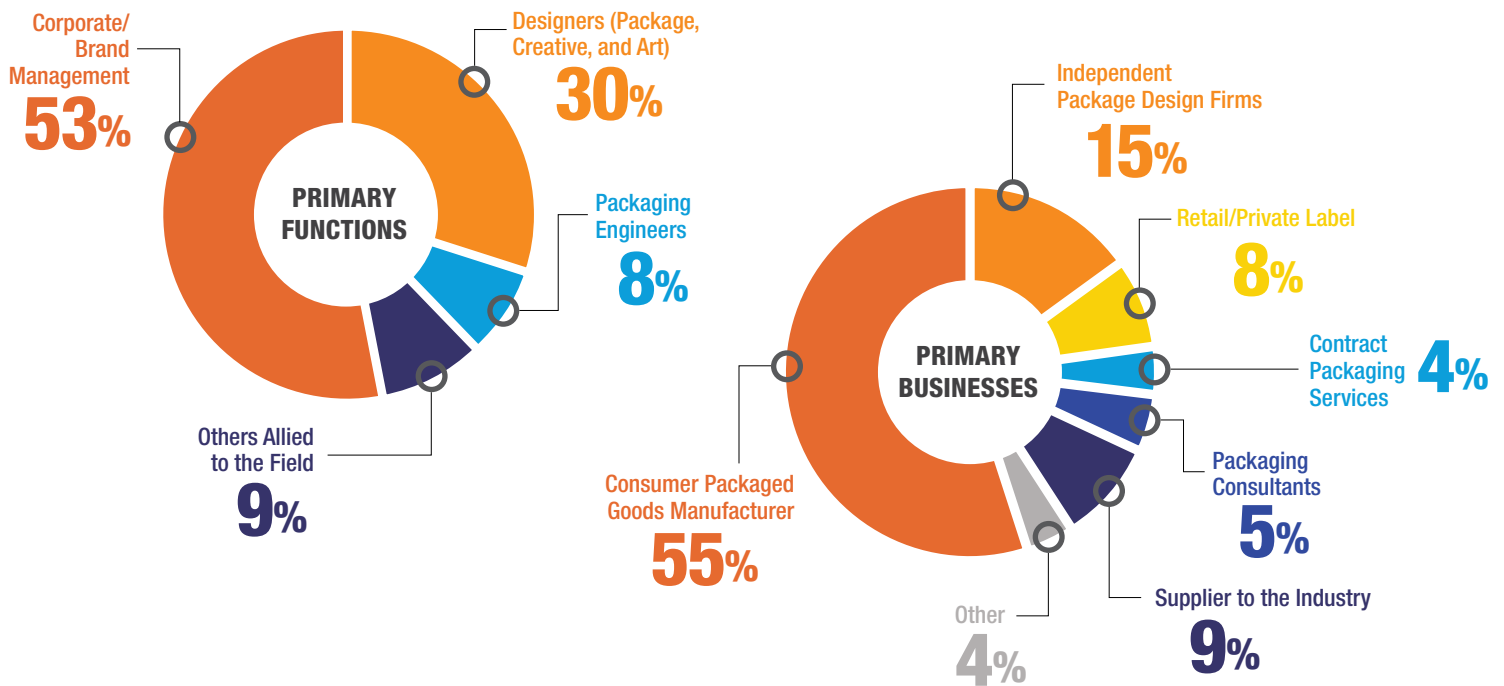
4 Source: June 2011 *Package Design* circulation database

5 Based on 6-month average (Source: Publisher's data)

# ENGAGED AUDIENCE

*Package Design* delivers your message to the most valued, critical demographic in the package design industry—a powerful mix of 20,000 professional package designers and C-level decision makers who are involved in concept development, creative, production, and management. And, this vast audience draws from the food and beverage, pharmaceutical, health and beauty, and household goods industries, giving you unmatched reach and exposure.

## Access the complete package-design community



## Package Design reaches the global powers of the consumer products industry

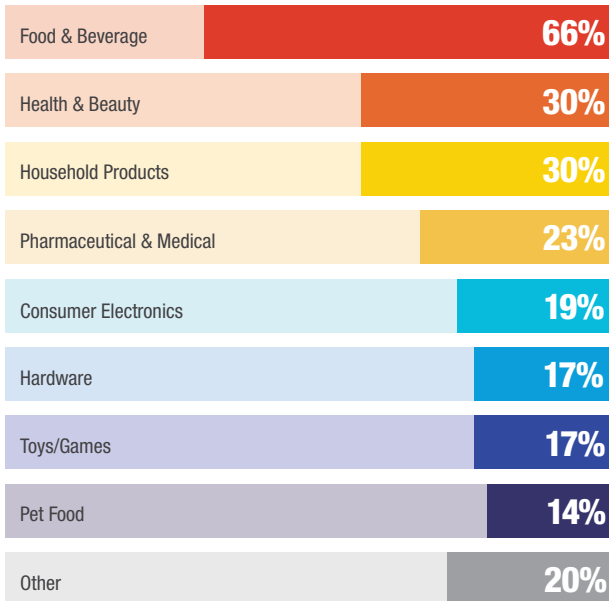
**FOOD** > Nestle · Tyson Foods, Inc. · Mars, Inc. · Hormel · Hershey Company · General Mills, Inc. · Sara Lee Corp. · ConAgra Foods, Inc. · Kellogg Company · Dean Foods Company · Swift & Company · H. J. Heinz Company · Campbell Soup Company · Land O'Lakes, Inc. **BEVERAGE** > PepsiCo, Inc. · The Coca-Cola Company · Pernod Ricard · Anheuser-Busch Companies, Inc. · The Pepsi Bottling Group, Inc. · E. & J. Gallo Winery · Seagram Company Ltd. **PERSONAL CARE** > The Procter & Gamble Company · Unilever Group · Kimberly-Clark Corporation · Colgate-Palmolive Company · Johnson & Johnson **PHARMACEUTICAL** > Abbott Laboratories · Eli Lilly and Company · Merck & Co., Inc. · Bristol-Myers Squibb · GlaxoSmithKline · Pfizer Inc. · Novartis · Roche **COSMETIC** > L'Oreal · Revlon · CHANEL · Avon Products, Inc. · Mary Kay Inc. · The Estee Lauder Companies Inc.

Our audience of 20,000 readers has purchasing authority in business of all sizes.

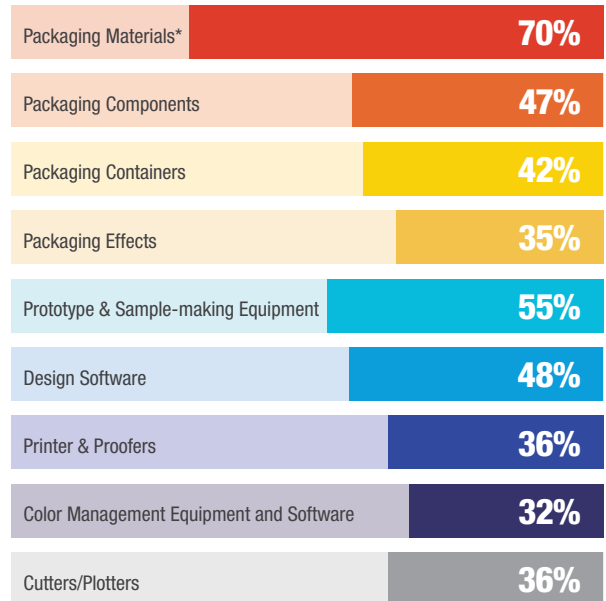
**53**  
PERCENT  
Small and moderate-sized shops  
(less than 50 employees)

**47**  
PERCENT  
Large businesses  
(50+ employees)

**Package Design readers represent a wide spectrum of package-design applications**



**Package Design readers are involved in the purchasing, recommendation, or specification of the following categories:**



\*Includes paperboard, label stock, specialty papers, sustainable paper, synthetic material, and plastics

Source: Publisher's data

**INTERESTED IN ADVERTISING**  
Contact Julie Okon, Publisher  
317.564.8475 / julie.okon@stmediagroup.com

**PACKAGE DESIGN**

# EDITORIAL EXCELLENCE



Linda Casey

## SERVING PACKAGING DECISION MAKERS

Package designers make some of the most critical decisions about package and product development, whether they call themselves brand owners, packaging engineers, or simply package designers, and *Package Design* is the only North American magazine dedicated to reaching this influential crowd.

Each issue is packed with beautifully presented, smart conversations about the art and science of packaged goods development and design. Developed with an understanding that designs must be eye-catching, functional, and capable of being commercialized, *Package Design* presents a mix of real-world case studies, deliberations on design and branding strategies, design technology explorations, and new product and material news.

The conversations don't stop at the printed page. Complementing and extending *Package Design's* reach is our website—[packagedesignmag.com](http://packagedesignmag.com)—and our newly redesigned e-newsletter, Communication by Design, which provides timely coverage of the industry with a gorgeous new look.

In print and online, *Package Design* continues to be the best way to reach the top decision makers in package design today.

*Package Design* magazine draws on the expertise of leaders from the package design industry with its Editorial Advisory Board. We formed this dynamic group of corporate-level executives to actively engage in the content of the magazine, website, and events.

**SCOTT BALLANTINE**  
packaging project manager  
Microsoft

**PHILIPPE BECKER**  
creative director  
PhilippeBecker

**J. DUNCAN BERRY**  
managing director  
Applied Iconology

**JILL BIRKETT**  
event director  
HBA Global Expo

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president  
AlliedFlex Technologies

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consultant for the glass packaging industry

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senior v.p. sales and marketing  
Curtis Packaging

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Crown Holdings Inc.

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PMMI

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Saint-Gobain Containers

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Competitive Innovation

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Monadnock Paper Mills

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Iconculture Inc.

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Caraustar

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Paperboard Packaging Council

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Packaging Management Institute

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DePersico  
Creative Group

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William Fox Munroe

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v.p. global marketing  
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**TONY PETRELLI**  
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**SCOTT YOUNG**  
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Perception Research Services

**ROBERT ZIEGLER**  
president  
Brandimation

## IN EVERY ISSUE OF *PACKAGE DESIGN*



### FRONT PANEL

The latest insights from the front lines of academia, packaging organizations, trade shows, and packaging events, complemented by a timely collection of industry facts, figures, and quotes.



### SNAPSHOTS

A quick look at successful package designs and how key strategies, design elements, and production specifics took these design projects to the next level at retail.



### DESIGNER'S CORNER

Each issue offers personal insight directly from a designer or a package design team on top designs, strategies, and implementations.



### SUSTAINABLY SPEAKING

This column culls the most significant shifts in sustainability thinking in theory and practice so you can do more than "talk the talk."



### RESEARCH FOCUS

Packaging's ultimate goals are to protect and sell products. To do this well, brand owners and package designers need to study consumers' specific needs and how to fulfill them.



### CASE STUDIES

In-depth features outline all the stages of the package design development process from inside the design firms and consumer product goods companies involved.



### GLOBESPOTTING

Written by Mintel's Director of CPG Trend Insight, this column shines a spotlight on international packaged products that combine packaging functionality and excellent product presentation.

## SPECIAL ADVERTISING OPPORTUNITIES

### MAY

#### HBA Global Expo Pre-show Planner

There's no better issue if you're looking to reach buyers of cosmetic and beauty packaging. Our May issue will feature a pre-show section dedicated to HBA Global Expo. Find out who's exhibiting, what they're showing, and what the future holds in this important segment of the market. We round out our coverage with cosmetic and beauty packaging trends, products, and news. Bonus: This issue will be distributed to HBA Global Expo attendees on the show floor.

### OCTOBER

#### Annual Awards Issue, a celebration of the best of the best

In October, we'll highlight the top national and international package designs from 15 different awards programs. Packaging projects in the food, beverage, household, automotive, personal care, medical, and cosmetics sectors will be included. Place your ad in this special issue and you'll receive bonus distribution at the 2012 Pack Expo. It's a can't-miss opportunity to reach 20,000 packaging professionals plus Pack Expo attendees.

### NOVEMBER

#### Sustainable Webinar

In November 2012, *Package Design* presents its 10th annual webinar devoted to the latest trends and endeavors in sustainability. Don't miss this opportunity to have your company promoted alongside cutting-edge sustainable education. Highly qualified packaging professionals will take you on a journey through sustainable materials and solutions, showing you how to exceed your sustainability goals with real-world case studies.

## NEW FOR 2012

### DESIGN TECHNOLOGY

Each issue presents a new exploration of one of the many package printing, converting, and development technologies that transform design ideas into actual physical packages.

# EXCEPTIONAL COVERAGE

PACKAGE LEADER

PACKAGE LEADER

## JAN/FEB

RESERVATIONS DUE  
01/16/12

MATERIALS DUE  
01/30/12

### FEATURE FOCUS

How private label is increasing market share for packaged foods and beverages  
Coverage of the PPC Awards

### PRODUCT FOCUS

Package and Label Substrates: Paperboard, Films, Foils, Shrink sleeves, Aluminum, Plastics, e.g., PET, PLA, HDPE

### DESIGN TECHNOLOGY

Digital design management, short-run advantages

### PACKAGING SECTOR SPOTLIGHT

Food

### BONUS DISTRIBUTION

Graphics of the Americas  
WestPack  
TexasPack

## MARCH

RESERVATIONS DUE  
02/13/12

MATERIALS DUE  
02/28/12

### FEATURE FOCUS

Whetting consumers' appetite for packaged foods using color

### PRODUCT FOCUS

Flexible packaging: Pouches, Form/fill/seal rollstocks

### DESIGN TECHNOLOGY

Smart and active packages – an exploration of technologies that sense, measure, or control a packaged product's condition

### PACKAGING SECTOR SPOTLIGHT

Beverage

### BONUS DISTRIBUTION

Global Pouch Forum  
FFTA & Info\*Flex

## APRIL

RESERVATIONS DUE  
03/13/12

MATERIALS DUE  
03/27/12

### FEATURE FOCUS

Sorting through sustainable packaging organizations and certifications

### PRODUCT FOCUS

Glass & rigid plastics: Bottles, Jars, Pumps

### DESIGN TECHNOLOGY

Package prototyping – speeding the design qualification process

### PACKAGING SECTOR SPOTLIGHT

Pharmaceutical and Healthcare

### BONUS DISTRIBUTION

Interphex  
EastPack  
CPP Expo  
SouthPack

## MAY

HBA PRESHOW PLANNER

RESERVATIONS DUE  
04/12/12

MATERIALS DUE  
04/26/12

### FEATURE FOCUS

Secure by design – protecting brands and trademarks with anti-counterfeiting and brand security features  
Introducing the 2012 Makeover Challenge

### PRODUCT FOCUS

Labels and label stocks: Shrink sleeves, Sustainable stocks, Synthetic papers, Polypropylene labels

### DESIGN TECHNOLOGY

Cutting-edge special effects in packaging. Technologies that may be discussed include holography, hot stamping, cold foiling, metal effects, tactile coatings, flexible electronics, and custom add-ons.

### PACKAGING SECTOR SPOTLIGHT

Cosmetic and Luxury

### BONUS DISTRIBUTION

Luxe Pack New York  
HBA Global Expo

## JUNE

RESERVATIONS DUE  
05/14/12

MATERIALS DUE  
5/29/12

### FEATURE FOCUS

Leveraging the flexibility of digital printing to expand package design opportunities for brand owners

### PRODUCT FOCUS

Package components: Caps and closures, Handles

### DESIGN TECHNOLOGY

Building better plastics – an exploration of technological advances in resins and plastic additives

### PACKAGING SECTOR SPOTLIGHT

POP and Promotional

PACKAGE LEADER

**FREE SALES LEADS**

See the Print Advertising section on page 9 for details.




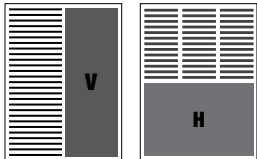
JUL/AUG		SEPTEMBER PACK EXPO PRESHOW PLANNER		OCTOBER ANNUAL AWARDS ISSUE		NOVEMBER THE SUSTAINABILITY ISSUE		DECEMBER	
RESERVATIONS DUE 07/05/12	MATERIALS DUE 07/19/12	RESERVATIONS DUE 08/09/12	MATERIALS DUE 08/23/12	RESERVATIONS DUE 09/11/12	MATERIALS DUE 09/25/12	RESERVATIONS DUE 10/11/12	MATERIALS DUE 10/25/12	RESERVATIONS DUE 11/12/12	MATERIALS DUE 11/27/12
<b>FEATURE FOCUS</b> Increasing shelf impact in retail environments The 2012 Makeover Challenge submissions		<b>FEATURE FOCUS</b> Predicting global color trends		<b>FEATURE FOCUS</b> Annual Awards Issue – <i>Package Design's</i> annual look at winning package designs from more than a dozen competitions		<b>FEATURE FOCUS</b> Eco-friendly packaging case studies that explore how package designers are helping protect the earth while also protecting the product and the bottom line		<b>FEATURE FOCUS</b> Experiential packaging – how package designers and design agencies transform the opening or use of a packaged product into a memorable part of the consumer experience The 2012 Makeover Challenge winner	
<b>PRODUCT FOCUS</b> Metal and tin: Aluminum bottles, Cans, Jars, Boxes, Round		<b>PRODUCT FOCUS</b> Paper and synthetic substrates: Recycled content papers, Certified sustainable papers, Metallic papers, Polypropylene, Metallic laminates		<b>PRODUCT FOCUS</b> Finishing effects: Tactile, Holographic, Metallic, Laser and die-cutting, Cold foil, Hot stamping, Coatings, Embossing, Ribbons, Tags, and Bows		<b>PRODUCT FOCUS</b> Design and printing software: Digital asset management, Virtual prototyping and package modeling, Color management		<b>PRODUCT FOCUS</b> Digital printing: Prototype printers and cutters, Label printers, Digitally printed labels, Digitally printed packages	
<b>DESIGN TECHNOLOGY</b> Labeling technologies for medical and pharmaceutical packages, including extended labels, versioning, and booklet inclusion		<b>DESIGN TECHNOLOGY</b> Cracking package codes – how package designers are leveraging coding technologies to extend a brand's message		<b>DESIGN TECHNOLOGY</b> Designing more ergonomic packages – how package designers are using package structure features, such as handles, to create packages that are easier to use		<b>DESIGN TECHNOLOGY</b> Package lifecycle – a look at technologies that improve end-of-life scenarios for spent packaging, including lifecycle analysis software, recycling processes, and science that helps packages find second lives		<b>DESIGN TECHNOLOGY</b> Track and trace – a look at consumer safety technologies that help identify the origins of and report the distribution details for consumer packaged goods	
<b>PACKAGING SECTOR SPOTLIGHT</b> Wine, Spirits, and Beer		<b>PACKAGING SECTOR SPOTLIGHT</b> Household & Consumer Electronics		<b>PACKAGING SECTOR SPOTLIGHT</b> International package designs from a variety of sectors are highlighted. Packaging projects in the food, beverage, household, automotive, personal care, medical, and cosmetics sectors may be included.		<b>PACKAGING SECTOR SPOTLIGHT</b> Food and Beverage		<b>PACKAGING SECTOR SPOTLIGHT</b> Creative Services and Design Agencies	
		<b>BONUS DISTRIBUTION</b> Exclusive Pack Expo distribution within the Showcase of Packaging Pavilion Luxe Pack Monaco Graph Expo		<b>BONUS DISTRIBUTION</b> Exclusive Pack Expo distribution within the Showcase of Packaging Pavilion MinnPack		Companion to the annual <i>Package Design</i> sustainable packaging webinar			

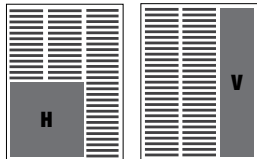
Note: Editorial calendar subject to change at the Publisher's discretion. Please contact your account manager for the latest updates.

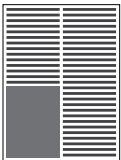
# EXCELLENT VALUE

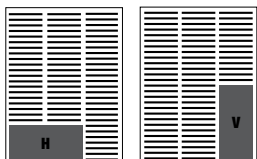
## FOUR-COLOR RATES / (10 ISSUES)

<b>FULL PAGE</b>		1X	\$6,313
		3X	\$6,097
		6X	\$5,912
		9X	\$5,868
		12X	\$5,693
		18X	\$5,649
8" x 10.875" (include 0.125" on all sides for bleed)			

<b>1/2 PAGE</b>		1X	\$3,857
		3X	\$3,715
		6X	\$3,573
		9X	\$3,530
		12X	\$3,486
		18X	\$3,442
V: 3.23" x 10" / H: 7" x 4.875"			

<b>1/3 PAGE</b>		1X	\$3,289
		3X	\$3,256
		6X	\$3,191
		9X	\$3,158
		12X	\$3,060
		18X	\$3,016
H: 4.5625" x 4.875" / V: 2.1875" x 10"			

<b>1/4 PAGE</b>		1X	\$3,016
		3X	\$2,972
		6X	\$2,961
		9X	\$2,939
		12X	\$2,912
		18X	\$2,868
H: 3.25" x 4.875"			

<b>1/6 PAGE</b>		1X	\$3,005
		3X	\$2,896
		6X	\$2,786
		9X	\$2,732
		12X	\$2,710
		18X	\$2,677
H: 4.5625" x 2.3125" / V: 2.1875" x 4.875"			

RATE CARD 8 EFFECTIVE WITH THE JANUARY/FEBRUARY 2012 ISSUE

## AD RESERVATIONS AND DEADLINES

See below for the ad material deadlines. If ad materials are not furnished by the deadline, the last approved advertisement will be inserted, regardless of size. If we do not have previous material, we will then fill the space. Cancellations are not accepted after the space close date.

ISSUE	RESERVATIONS DUE	MATERIALS DUE
JAN/FEB	01/16/2012	01/30/2012
MARCH	02/13/2012	02/28/2012
APRIL	03/13/2012	03/27/2012
MAY	04/12/2012	04/26/2012
JUN	05/14/2012	05/29/2012
JUL/AUG	07/05/2012	07/19/2012
SEPTEMBER	08/09/2012	08/23/2012
OCTOBER	09/11/2012	09/25/2012
NOVEMBER	10/11/2012	10/25/2012
DECEMBER	11/12/2012	11/27/2012

See insert in this Marketing Planner for ad specs and submission guidelines.

## COMMISSIONS AND DISCOUNTS

### CORPORATE/COMBINATION DISCOUNTS

Advertisements placed in other ST Media Group International products (print and electronic) apply toward frequency rates in *Package Design*.

### AGENCY COMMISSION

15% discount to recognized advertising agencies with satisfactory credit rating, and if paid within 30 days.

### INSERTS

Furnished by advertiser; subject to prior approval by publisher. Contact your account manager three months in advance of publication for specifications, quantities, and costs.

## PACKAGE LEADER VALUE-ADDED PROGRAM

The Package LEADer program provides campaign advertisers with pre-qualified sales opportunities from readers who have responded to our extensive tele-research survey. A third-party research firm will contact our subscribers two times per year to discuss their future purchasing plans in several product categories, and these leads are passed on to our qualified advertisers for follow up. This program is conducted in January and June.

## LIST RENTAL

### Boost your multimedia campaigns!

Our direct-response subscriber list is regularly updated and offers a variety of selections to help you pinpoint your audience. Responsive e-mail, postal, and telephone contacts help you connect with decision makers in various segments of the industry.

We also offer our separately developed e-mail list that gives you the broadest reach within the marketplace. This e-announcement list is perfect for getting maximum exposure at flat-rate pricing. These professionals have indicated they are seeking information about industry products and events and have asked to receive relevant information. (See the E-Marketing section for details.)

Both list options are a great way to reinforce your overall marketing message. Contact your account manager for more information on quantities, available selections, and pricing.

### DIRECT-RESPONSE SUBSCRIBER LIST

AD TYPE	MINIMUM ORDER	BASE RATE	SELECTIONS	OTHER
Postal	5,000	\$125/M	+\$15/M (Geo, ZIP, SCF, Demos)	With Phone: +\$70/M Electronic file would be emailed directly to mailhouse
E-mail	3,000	\$325/M	+\$15/M (Geo, ZIP, SCF, Demos)	Deployment Fee +\$175/flat Deployment must be handled by ST Media Includes deployment statistics, HTML or Text

### E-ANNOUNCEMENT LIST

Flat-rate price = \$1,250

## ACCOUNT MANAGERS AND TERRITORIES

### Let us help you maximize your ROI with a multi-channel marketing plan to fit your goals and budget.

Our experienced account managers will help you optimize your marketing efforts and take full advantage of frequency discounts when you combine placements in multiple *Package Design* channels and other ST brands.



**JULIE OKON**

Publisher

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SC, TN, VA, VT, WV

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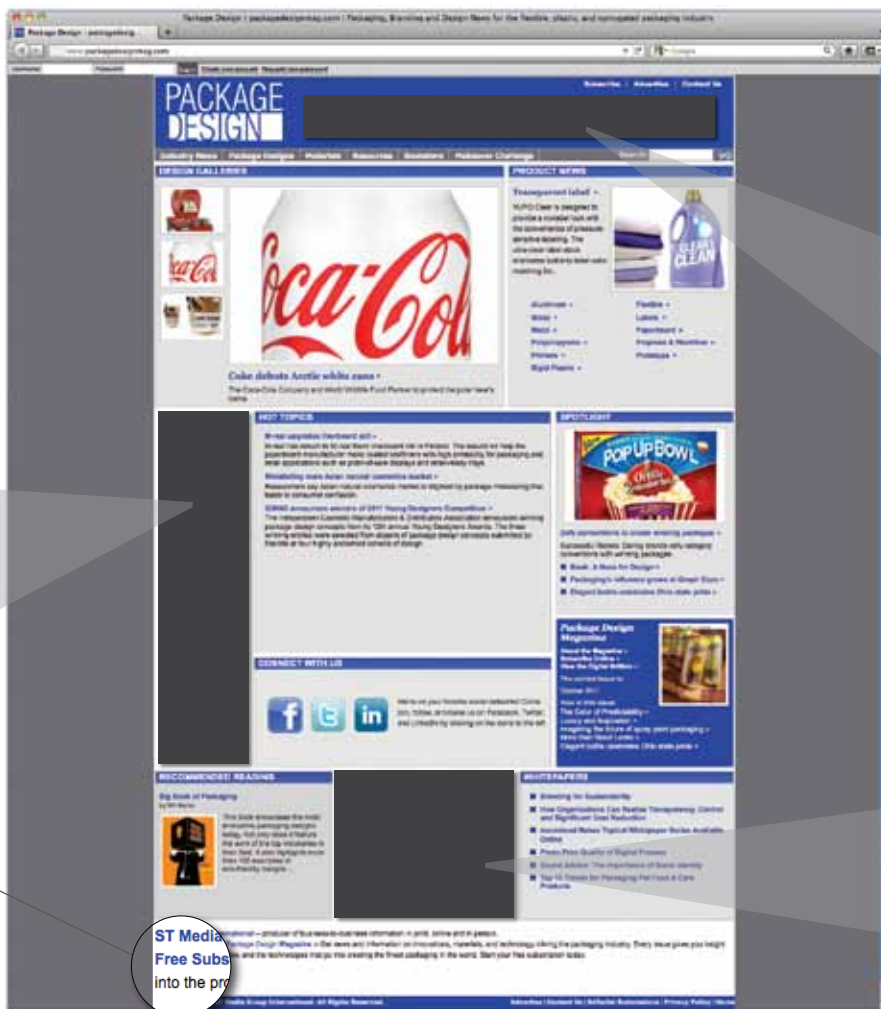
F: 513.744.6998

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# EXTENSIVE EXPOSURE

## RUN-OF-SITE ADVERTISING

Your ad rotates through all available pages in packagedesignmag.com, including the home page, search, and other prominent, high-traffic areas.



**WIDE SKYSCRAPER**  
160 x 600 pixels  
\$850 / month

**LEADERBOARD BANNER**  
728 x 90 pixels  
\$1,250 / month

**SPONSORED LINKS**  
\$900 / 6 months  
Place your link and one line of descriptive text at the bottom of pages throughout packagedesignmag.com.

ST Media  
Free Subs  
into the pro

**MEDIUM RECTANGLE**  
300 x 250 pixels  
\$1,400 / month

Other frequency rates available. Talk to your account manager for details.

### FILE SIZES AND RELATED SPECS

See the specifications sheet included with this kit or visit [www.stmediagroup.com/specs](http://www.stmediagroup.com/specs). Visit [www.stmediagroup.com](http://www.stmediagroup.com) to view our media kit updates.

## EXCLUSIVE CHANNEL SPONSORSHIP

Target your specific audience by providing comprehensive contextual exposure for your company on packagedesignmag.com. Sponsorship features exclusive advertising on every page in the sponsored channel, plus a run-of-site banner for site-wide exposure. Choose from 29 channels, which include: Design, Substrate Review, Sustainability, Beverage, Cosmetic & Fragrance, Food, Hardware & Housewares, Personal Care, Pharmaceutical, Wine & Spirits, Paperboard, and Printers.



**WIDE SKYSCRAPER**  
160 x 600 pixels

**STANDARD BANNER**  
468 x 60 pixels

**LEADERBOARD BANNER**  
728 x 90 pixels

**CHANNEL SPONSOR LINKS**  
Links direct users to content on your site. PLUS: Twice a year, promote a sponsored content item for free in the Communication by Design e-newsletter.

**MEDIUM RECTANGLE**  
300 x 250 pixels

**\$16,200 / year**  
**\$1,350 / month**

Prices include all channel page positions (Leaderboard Banner, Wide Skyscraper, Medium Rectangle, Standard Banner, and an additional Run-of-Site Standard Banner.)

# EFFECTIVE MESSAGING

## PRODUCTS by DESIGN SHOWCASE

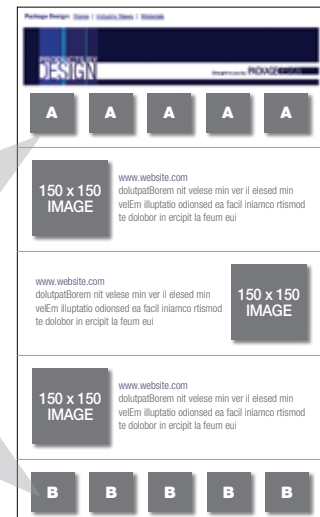
Reach thousands of industry professionals with this unique format featuring promotional product announcements. Multiple products are presented in each showcase and will be distributed throughout the year. It's great for pre-show marketing, product launches, and re-introducing a brand for top-of-mind awareness. First-come, first-served on position and choice of edition. Includes logo, product photo, and 250 characters. Sent on the last Tuesday of each month.

	AD TYPE	1X	6X	12X
<b>A</b>	Primary	\$595	\$560	\$525
<b>B</b>	Secondary	\$395	\$370	\$345

Other frequency rates available. Talk to your account manager for details.

**PRIMARY SPONSOR LOGOS**

**SECONDARY SPONSOR LOGOS**



## COMMUNICATION by DESIGN E-NEWSLETTER

Place your ad in the Communication by Design e-newsletter (runs 2x monthly), and we'll deliver your message to 9,900\* packaging professionals seeking news, events, and information on new products and technology.

	AD TYPE	1X	6X	12X
<b>C</b>	Skyscraper	\$500	\$475	\$450
<b>D</b>	Primary Banner	\$375	\$360	\$340
<b>E</b>	Product Ad image + 250 characters	\$300	\$290	\$270
<b>F</b>	Standard Banner	\$200	\$190	\$180

Other frequency rates available. Talk to your account manager for details.

**SKYSCRAPER**  
120 x 600 pixels

**PRIMARY BANNER**  
468 x 60 pixels

**PRODUCT AD**  
150 x 150 pixels

**STANDARD BANNER**  
468 x 60 pixels



\*Publisher's data

## E-MAIL ANNOUNCEMENTS

Deliver your full-color, custom **HTML** e-mail message to opt-in users who have asked to receive product, trade show, and other information related to package design. HTML allows use of formatted text, images, and multiple links. These e-mail announcements feature your company and message only—it's your message with no other on-screen distractions.

RATE PER USE
\$1,250 per use

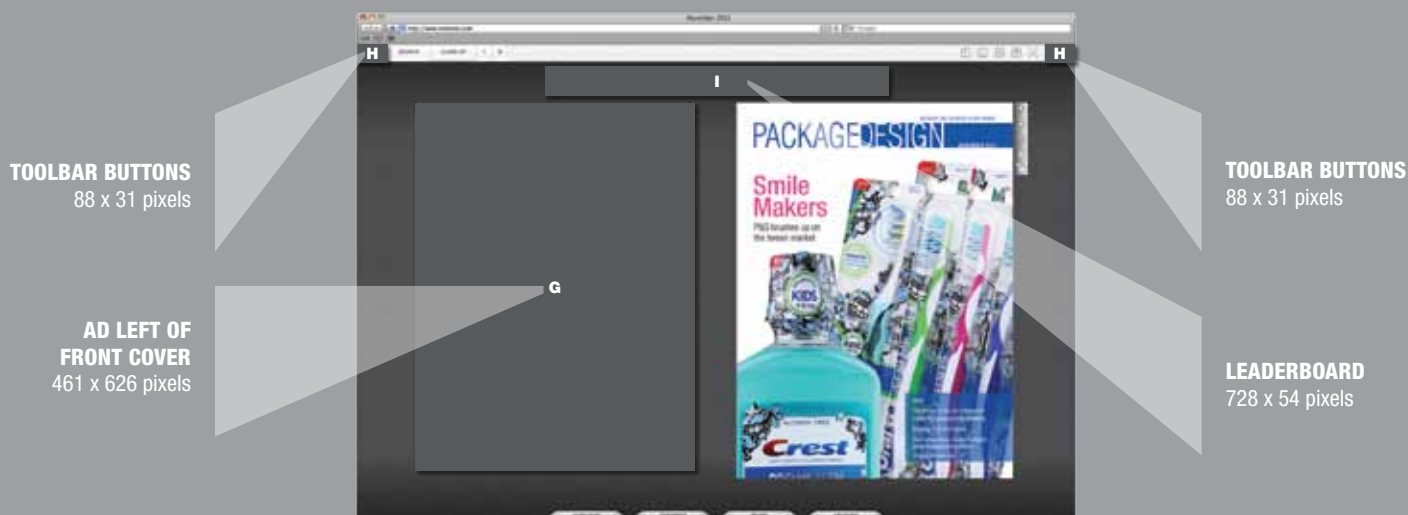


## DIGITAL EDITION

### Engage your customers with interactivity!

Audio, video, digital ad inserts, animated belly bands—your ads can work smarter and harder in the digital editions of *Package Design*. E-mailed to readers and accessible directly from the website, each digital edition is sent 11,200 recipients\* who interact with the magazine via keyword searches, e-mailing of articles, magnification, and live links to your website.

Advertisers in the print edition automatically have an advertisement in the exact-replica digital editions. However, it is possible to advertise in the digital edition only, per the rates included.



	AD TYPE	PER ISSUE RATE
<b>G, I</b>	Ad Left of Front Cover with Leaderboard	\$1,200
<b>H</b>	Toolbar Buttons	\$150

*Other frequency rates available. Talk to your account manager for details.*

ADDITIONAL OPPORTUNITIES	PER ISSUE RATE
Digital Insert Card	\$250
Digital Belly Band	\$250
Video or Audio Integration	\$300 / ad
Ad Animation	\$500 / ad

\*Publisher's data/Based on 6-month average

## CUSTOM WEBINARS

### Educate and inspire your audience with an online event.

Our team of experts can deliver a webinar tailored to your needs. From turnkey custom webinars to multimedia marketing campaigns to help you draw the widest possible audience for your self-produced webinars, we can do it all. We can produce the webinar, assist in content creation, manage the marketing campaign, and/or host the webinar. Some of the possibilities include:

- \* Single sponsor with control of content
- \* Live white papers or other educational sessions sponsored exclusively by your company
- \* Co-sponsorship of a program involving multiple vendors

Your branding will appear on all promotions, registration pages, and in the webinar itself. You'll receive the final database of all registrants and have the option of conducting a poll during the webinar to gain market intelligence.

## CUSTOM PODCASTS

### Generate a buzz for your latest products and services.

Have one of your top executives speak directly to our highly qualified audience using the latest technology. Our team will produce an engaging multimedia advertorial from a simple 30-minute interview with your executive, edit the conversation to your satisfaction, and add photographs, PowerPoint slides, and/or videos for an additional fee. We will produce the advertorial, promote it through our e-newsletter, and host it on our website where users can view or download it as a podcast. You'll own the final file and can post it on your website or use it as you wish.

AUDIO ONLY	WITH IMAGES
\$2,995	\$4,995

**INTERESTED IN ADVERTISING**  
Contact Julie Okon, Publisher  
317.564.8475 / julie.okon@stmediagroup.com

**PACKAGE DESIGN**



## CONNECTING BUYERS AND SELLERS SINCE 1906

ST Media Group leverages unparalleled, trusted information to deliver the highest quality audience to the vendors in our markets.

## INTERNATIONAL

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The parent company of *Package Design* serves worldwide visual communicators in the graphics and design-related industries with additional trade publications and events.

### DESIGN GROUP

BRANDS



EVENTS



### SIGNAGE AND GRAPHICS GROUP

BRANDS



EVENT



### ACCOUNT MANAGERS AND TERRITORIES

**Let us help you maximize your ROI with a multichannel marketing plan to fit your goals and budget.**

Our experienced account managers will help you optimize your marketing efforts and take full advantage of frequency discounts when you combine placements in multiple *Package Design* channels and other ST brands.



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