



# 2024 MEDIA KIT

## HEALTHCARE PACKAGING

A B2B marketer's guide to brand building and audience targeting

**Healthcare<sup>+</sup>**  
PACKAGING<sup>®</sup>

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# ABOUT US

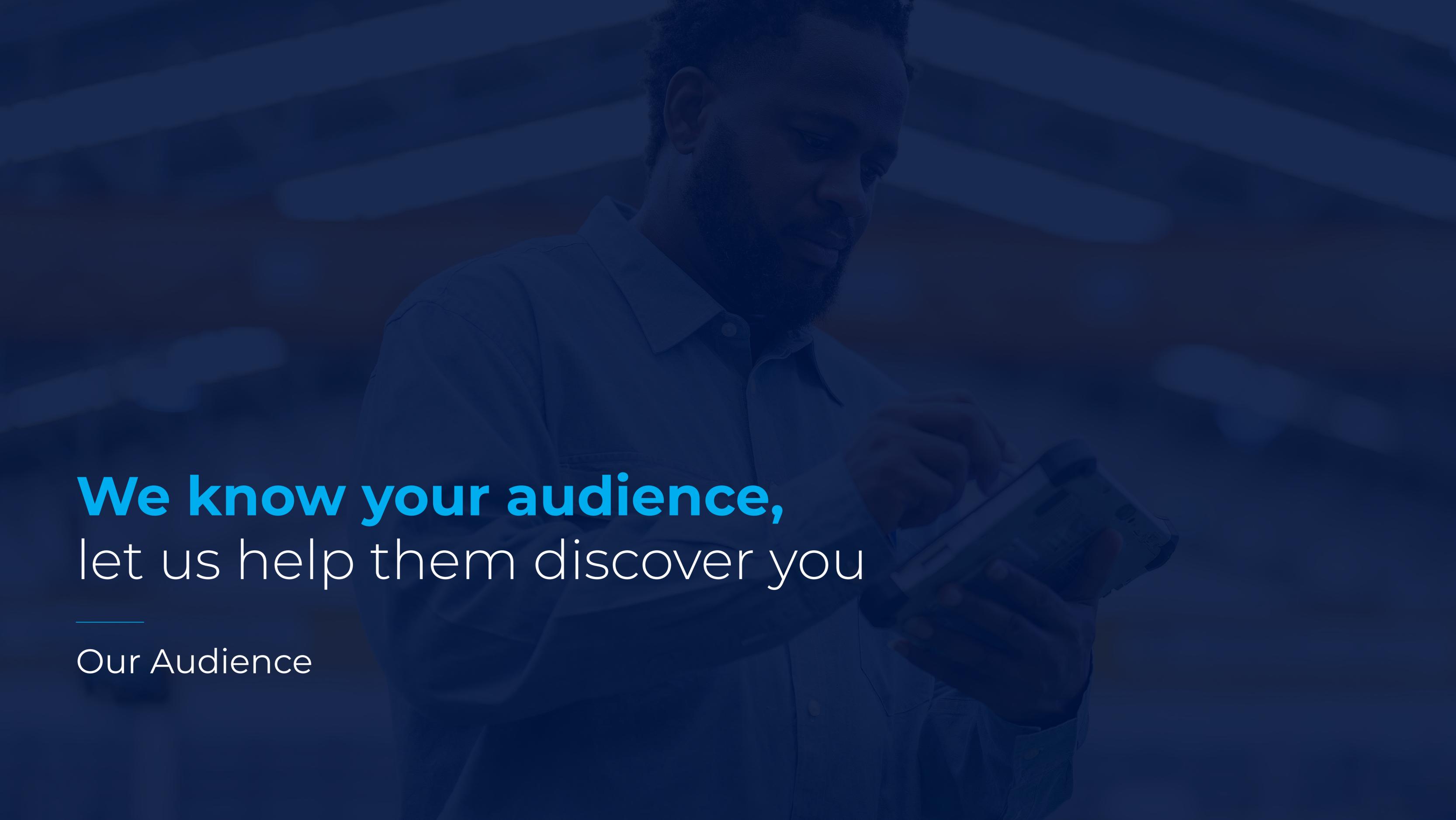
Connecting buyers and sellers in healthcare packaging

Healthcare Packaging is a publication of PMMI Media Group, a market-leading B2B media company that produces information for packaging and processing.

PMMI Media Group publications include Packagigng World, ProFood World, Healthcare Packaging, OEM, Mundo EXPO PACK and Contract Manufacturing and Packaging.

PMMI Media Group is owned by PMMI, The Association for Packaging and Processing Technologies, a trade association representing more than 1,000 North American manufacturers and suppliers of packaging and processing equipment, components, and materials. PMMI further unites the industry as produce of the world-class PACK EXPO portfolio of trade shows.





**We know your audience,**  
let us help them discover you

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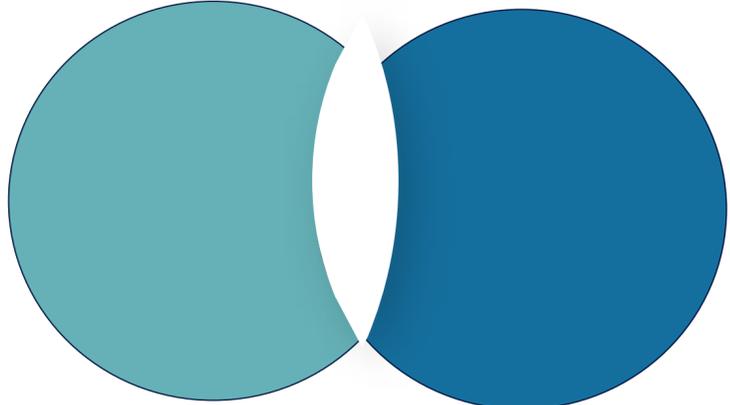
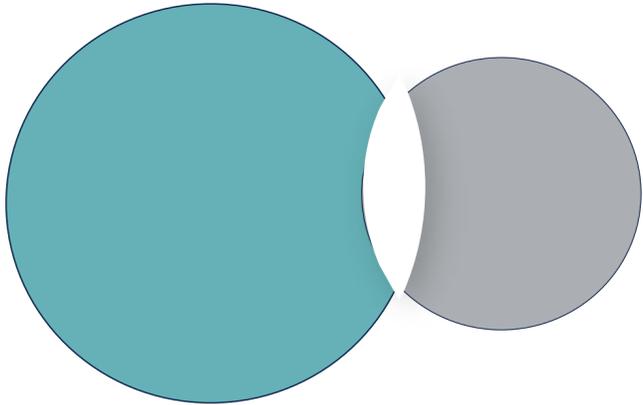
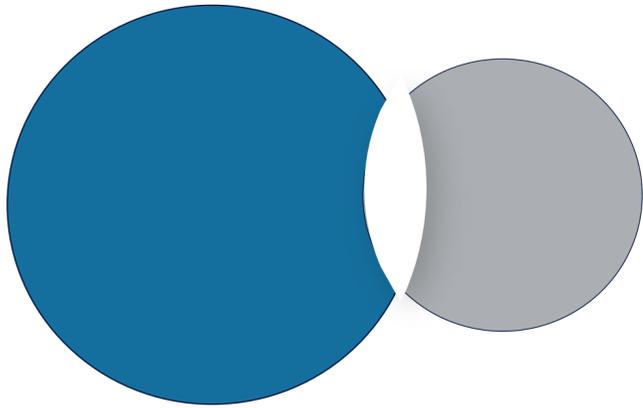
Our Audience

# AUDIENCE BREAKDOWN

## Circulation



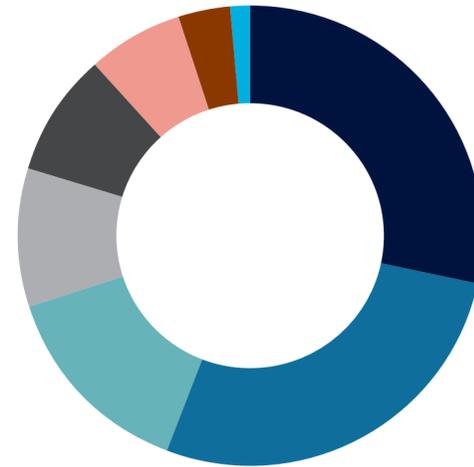
## Audience Overlap



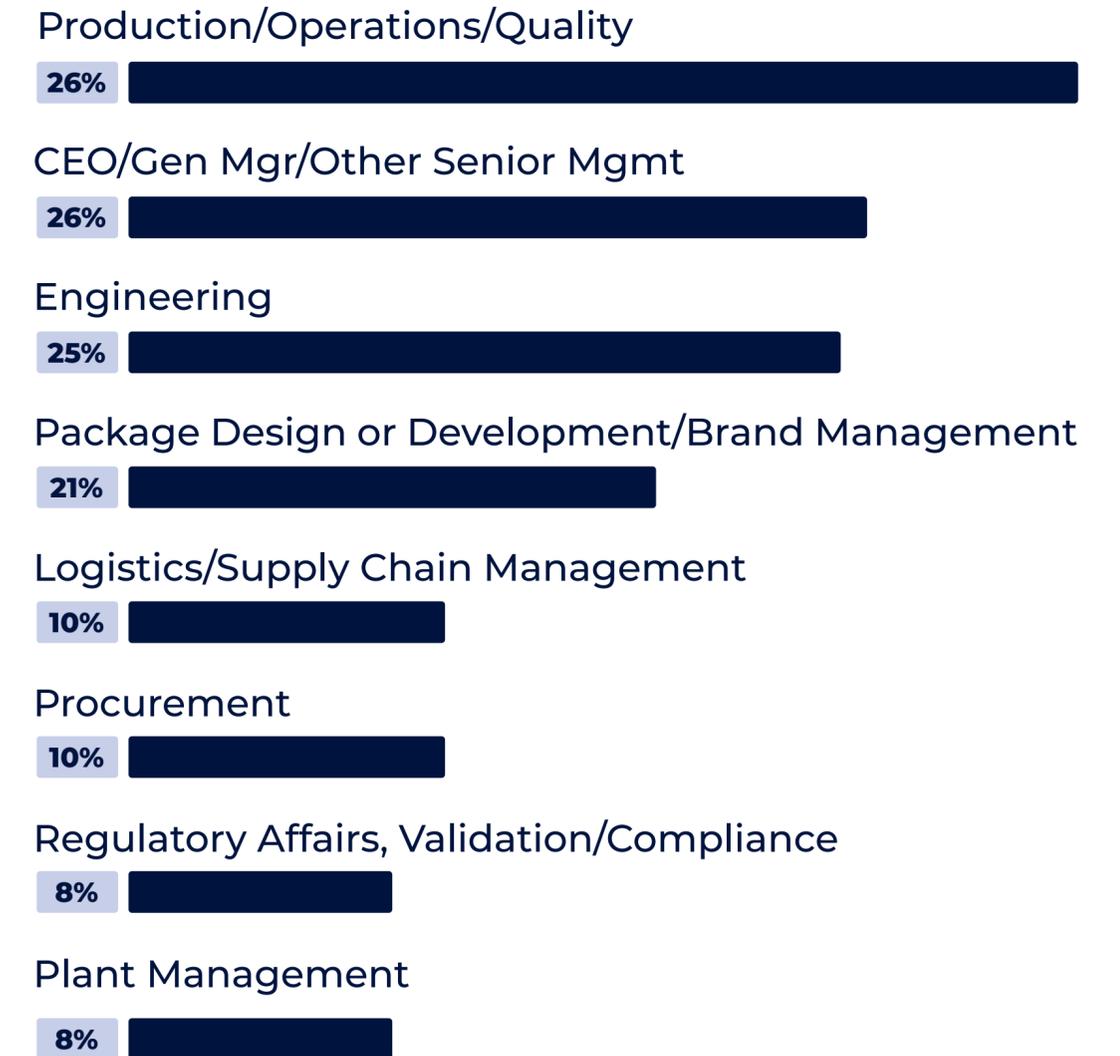
\* Subscribers can choose more than one category. Total is more than 100%.

# AUDIENCE BREAKDOWN

## Primary Healthcare Industries



## Job Duty



\* Subscribers can choose more than one category. Total is more than 100%.

## OUR READERS

Healthcare Packaging reaches companies of all sizes, from startups to household brands.



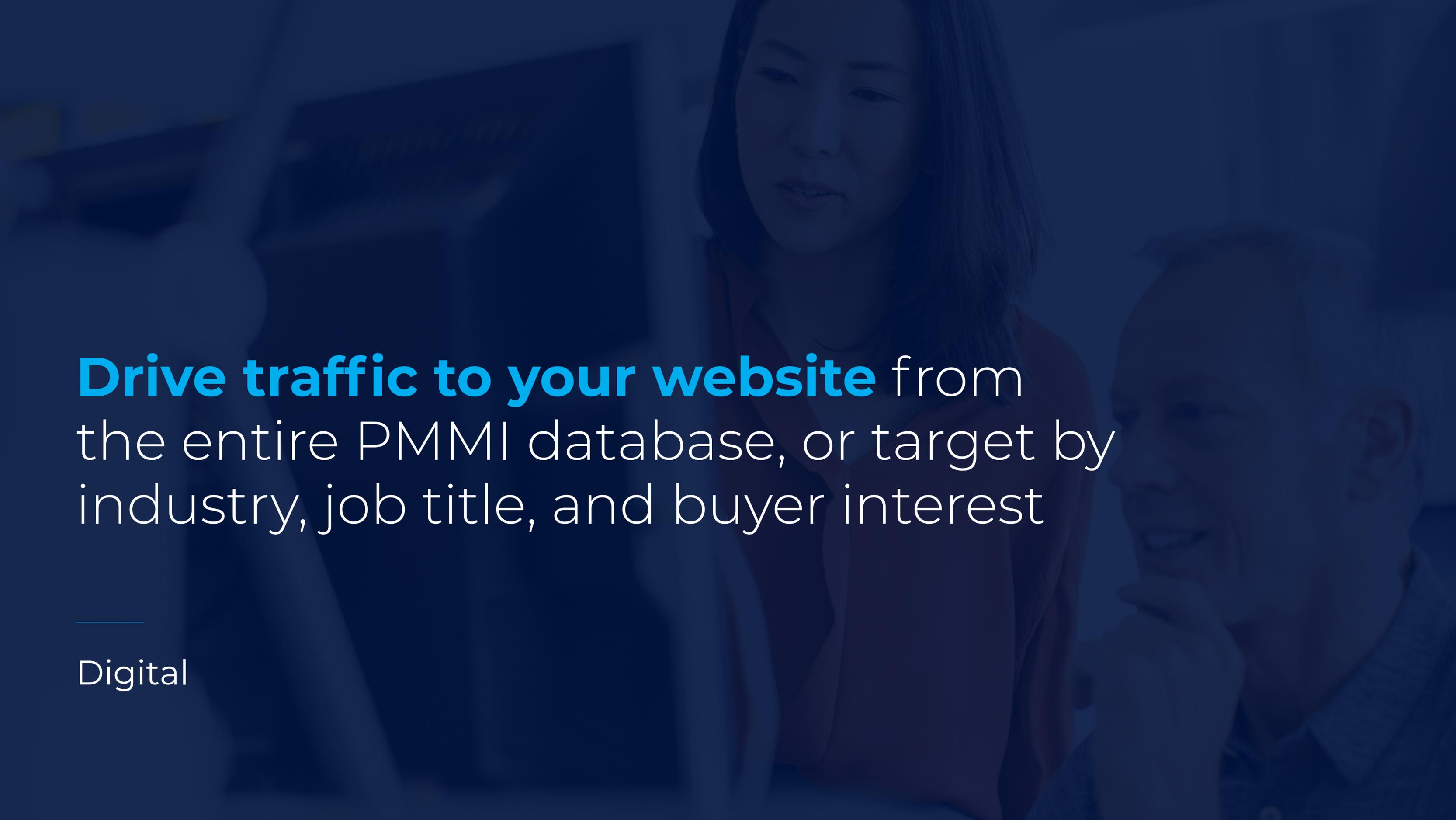
# THE PACK EXPO DIFFERENCE

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## Our first-party data includes all PACK EXPO attendees

- PACK EXPO keeps our audience fresh with a 36% first-time attendee rate
- Attendee buying interests collected at PACK EXPO are leveraged year-round to target active buyers





**Drive traffic to your website** from the entire PMMI database, or target by industry, job title, and buyer interest

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Digital

# DIGITAL OFFERINGS

## Email

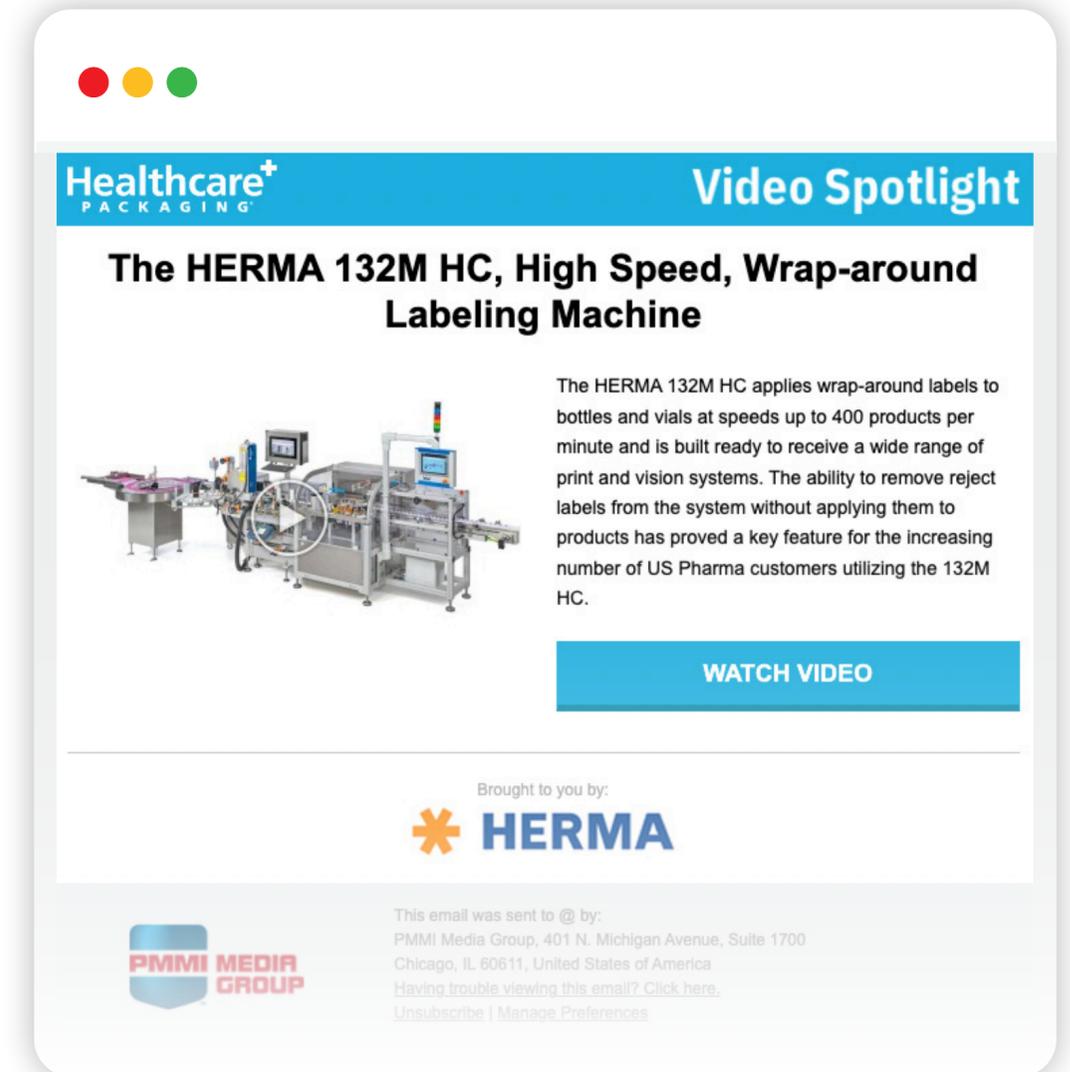
Healthcare Packaging emails reach over 19,000 engaged healthcare packaging professionals. Choose from a variety of content types to reach this exclusive audience.

- **Newsletters**

Healthcare Packaging offers single and multi-sponsor newsletters featuring industry-focused content from our experienced editorial team.

- **Sponsored Email**

Let your content take center stage while leveraging Healthcare Packaging's audience and authority. Utilize one of our templates or supply your own HTML to promote your video, whitepaper, or other content.



The screenshot shows an email template for a video spotlight. At the top left is the Healthcare+ Packaging logo, and at the top right is the text "Video Spotlight". The main heading is "The HERMA 132M HC, High Speed, Wrap-around Labeling Machine". Below the heading is an image of the machine with a play button overlay. To the right of the image is a short paragraph of text describing the machine's capabilities. Below the text is a blue button that says "WATCH VIDEO". At the bottom of the email content area, it says "Brought to you by:" followed by the HERMA logo. The footer of the email includes the PMMI Media Group logo and contact information: "This email was sent to @ by: PMMI Media Group, 401 N. Michigan Avenue, Suite 1700 Chicago, IL 60611, United States of America. Having trouble viewing this email? Click here. Unsubscribe | Manage Preferences".

# DIGITAL OFFERINGS

## Website Ads

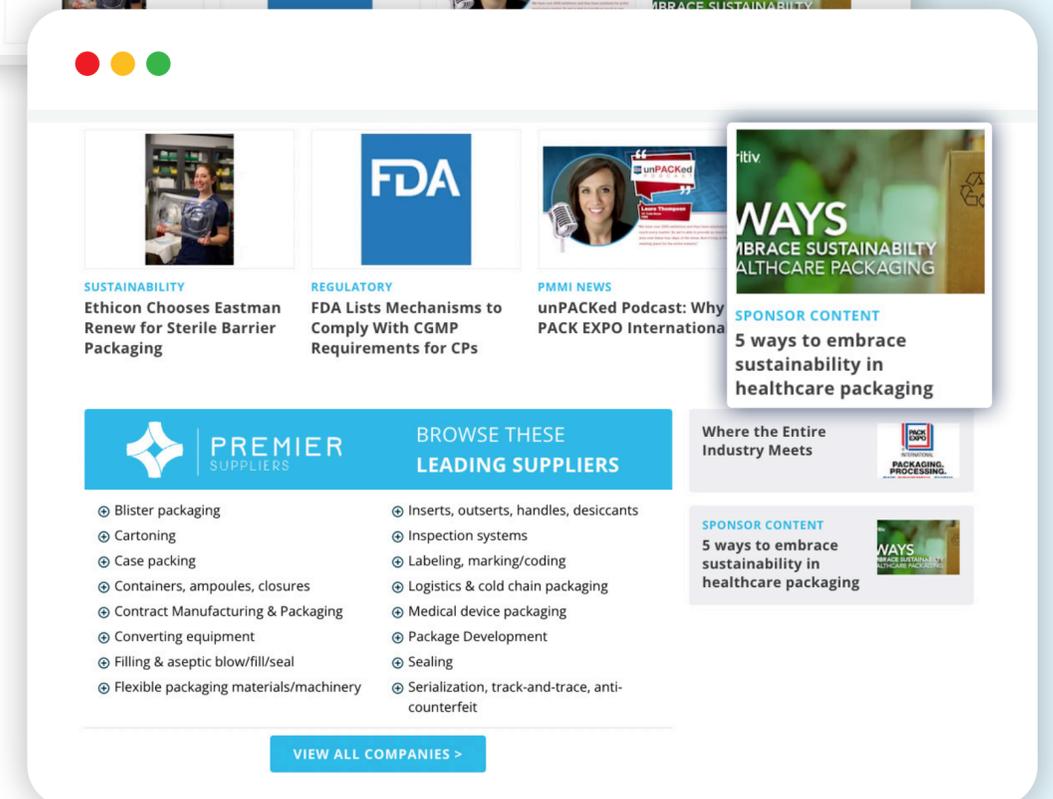
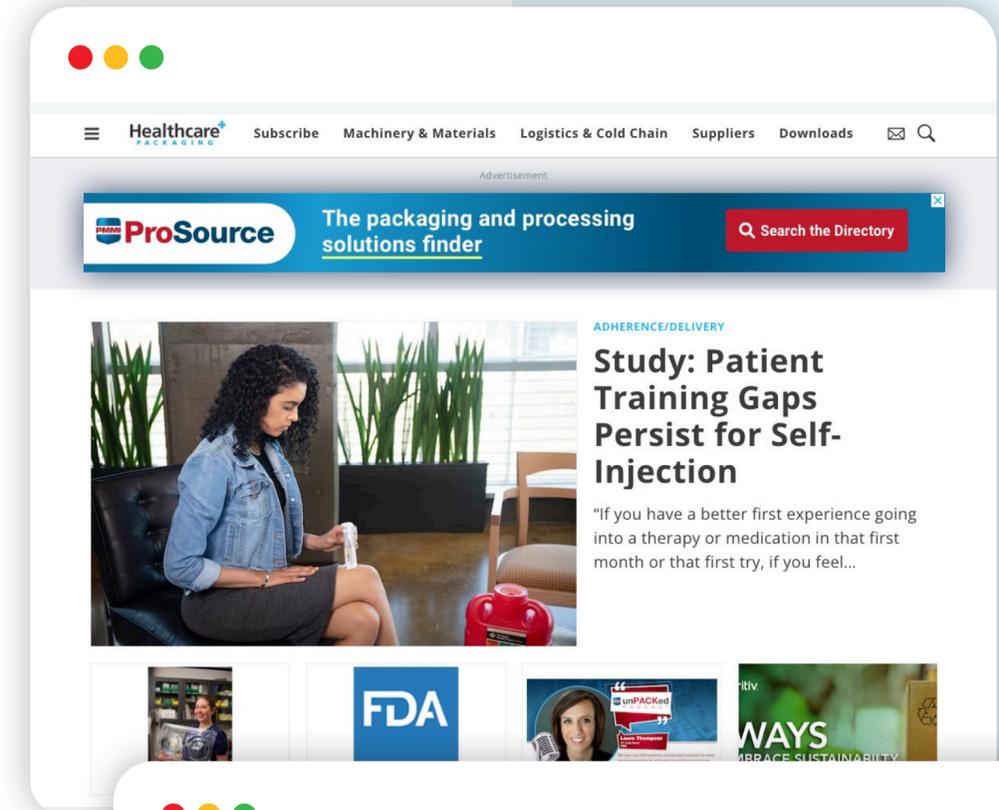
Promote awareness of your brand across Healthcarepackaging.com and a network of more than 100,000 verified websites.

- **Healthcare Packaging Website**

Reach your target audience with highly visible ads across Healthcarepackaging.com. Choose from traditional banner ads or native ads, featuring your content within our editorial stream.

- **PMMI Audience Network** Targeted

Refine your targeting and extend your message with PMMI Audience Network advertising. Leverage our first-party database of PMMI Media Group subscribers and PACK EXPO attendees to define your target audience by industry, role, or buying interest and reach them through banner, native, or video pre-roll ads across the web.



# DIGITAL OFFERINGS

## Social Media

### Targeted

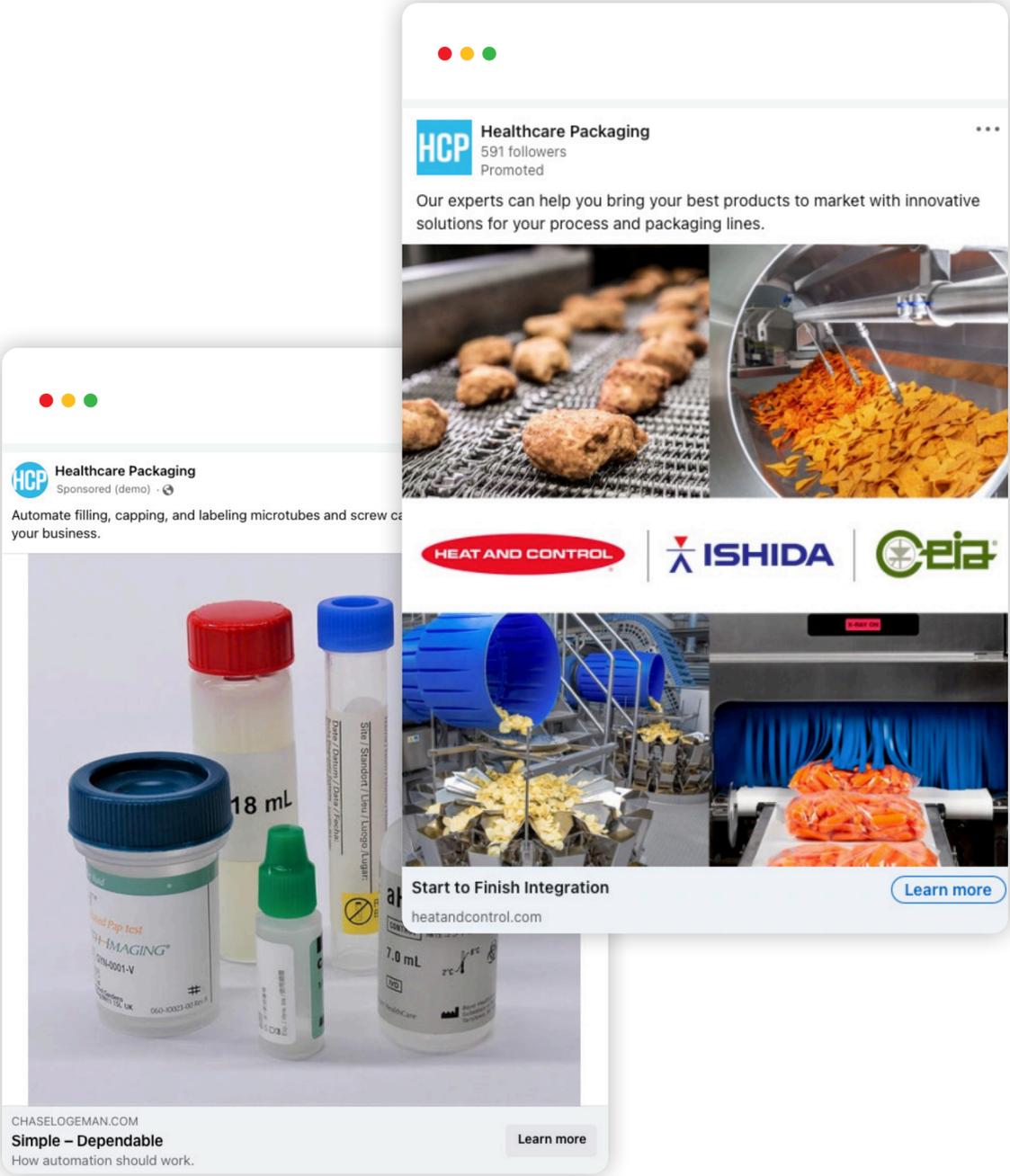
Further extend your message utilizing the PMMI Audience Network across social media platforms.

We create and manage your Facebook or LinkedIn campaign and help you build the target audience, from our first-party database by:

- Buying interest
- Packaging plant processes,
- Job title

This targeting criteria is not available when advertising directly with each platform.

In addition to direct click throughs, you'll receive contact details for anyone who likes, comments, or shares your ad content.





**Drive engagement** with high-value content, from the most-interested audience

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Content

# CONTENT OFFERINGS

## Webinars

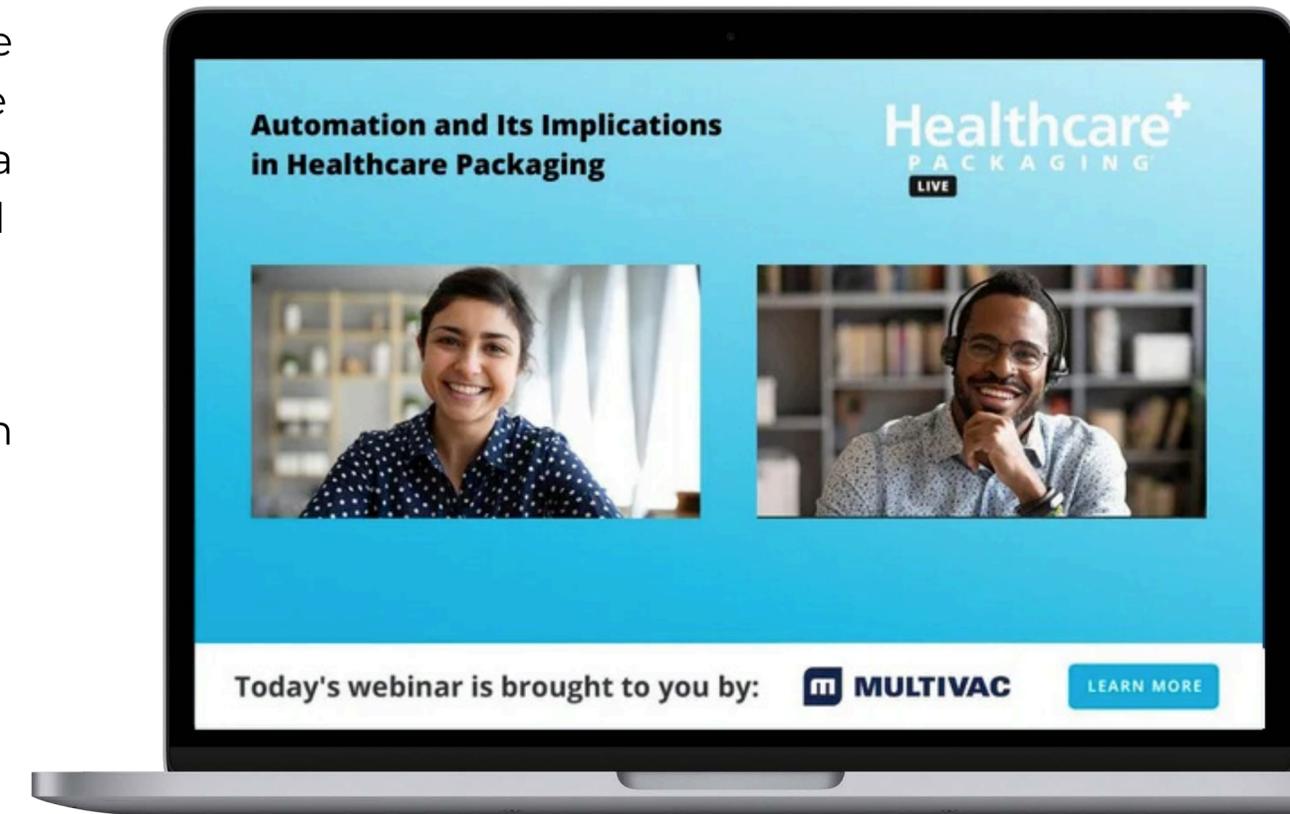
Align your brand with the hottest topics in the industry and engage prospects when you sponsor or host a webinar with Healthcare Packaging.

- **Healthcare Packaging Webinar**

Tap into our industry expertise and vast database of B2B end users when you sponsor a Healthcare Packaging webinar. All you need to do is supply a logo and company overview that will be featured during the webinar.

- **Supplier Webinar**

Position your company as a thought leader when you lead your own webinar—supported by one of our expert editors. Plus, enjoy multi-channel promotion to boost attendance including newsletters, dedicated emails, web ads on HCP.com and social media campaigns.



A man with a beard is shown in profile, reading a newspaper. The image is dark and has a blue tint. The text is overlaid on the left side of the image.

## **Create brand awareness**

when you place an ad in our  
printed publications

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Print

# PRINT OFFERINGS

## Magazine ads

Run a full-page or fractional print ad in any or all of our monthly issues (2 in total).

## Targeted covers

Customize the main cover and target your specific audience, positioned on top of our main cover for your target audience.

## Targeted direct mail

Reach a specific audience with a direct mail campaign of choice.



**Create brand awareness** and  
**drive booth traffic** when you  
reach attendees before, during  
and after the show

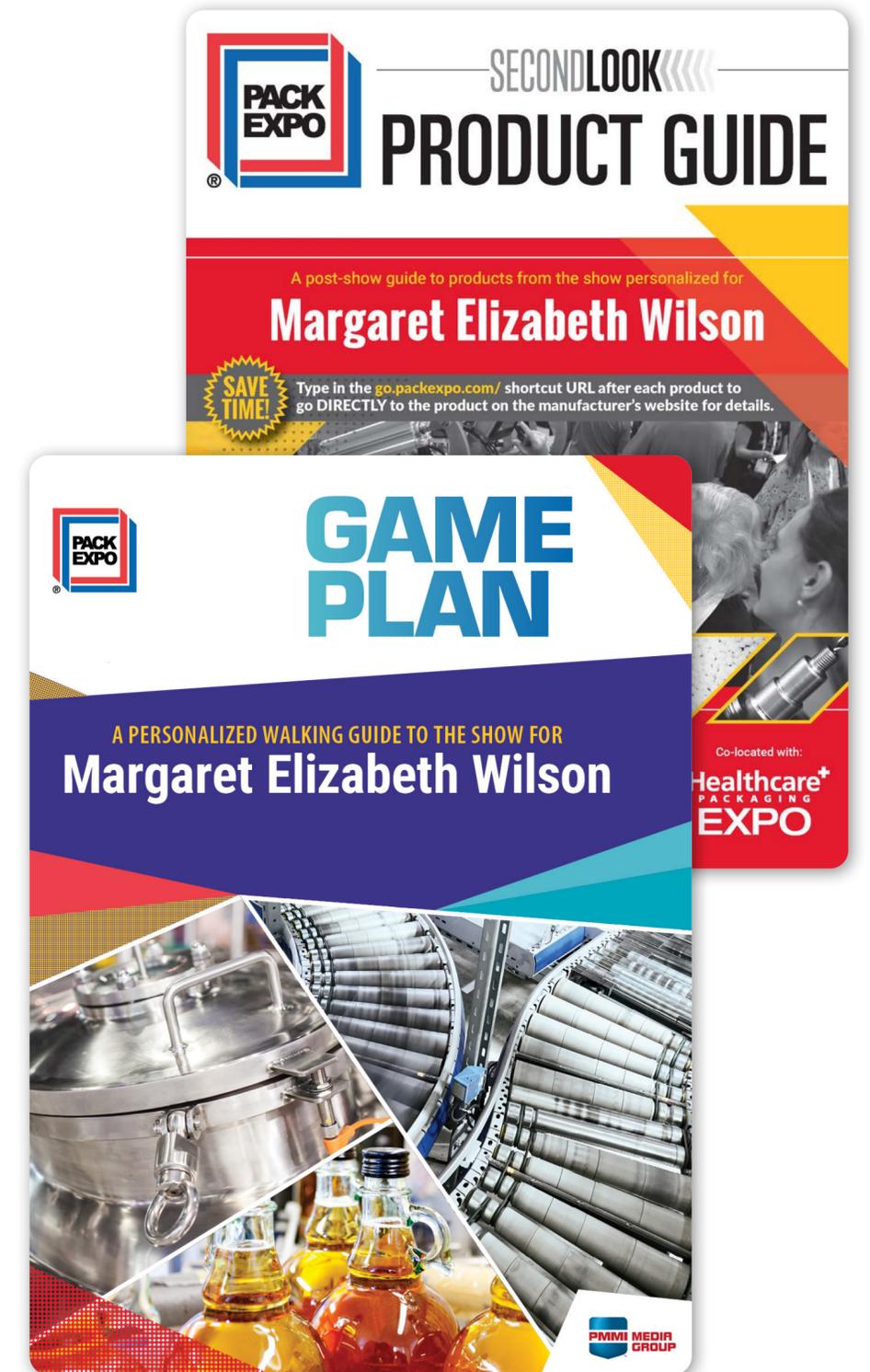
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Trade Show

## TRADE SHOW OFFERINGS

Get double the booth leads, compared to non-advertisers, when you invest in PACK EXPO marketing with PMMI Media Group.

- **Showcase**  
Connect with pre-registered attendees in this pre-show issue.
- **Game Plan**  
Reach your targeted buyers, specifically those who chose your category when registering for the show with this customized walking guide.
- **Second Look**  
Connect with attendees who did not visit (and those that visited) your booth through this personalized post-show guide—customized by categories chosen when registering.
- **Show Daily**  
Attendees walking into the show will each receive a Show Daily each day of the show, featuring upcoming and current events pertaining to that specific day.
- **Email and social media**  
Target pre-registered attendees by category before the show through social media and all attendees via email.



**A multi-channel, year-round program** creating brand awareness and driving traffic to your website

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Leaders in Healthcare Packaging

# LEADERS IN HEALTHCARE PACKAGING

## Leaders in Healthcare Packaging

This multi-channel, year-round program completes your 2024 marketing plan.

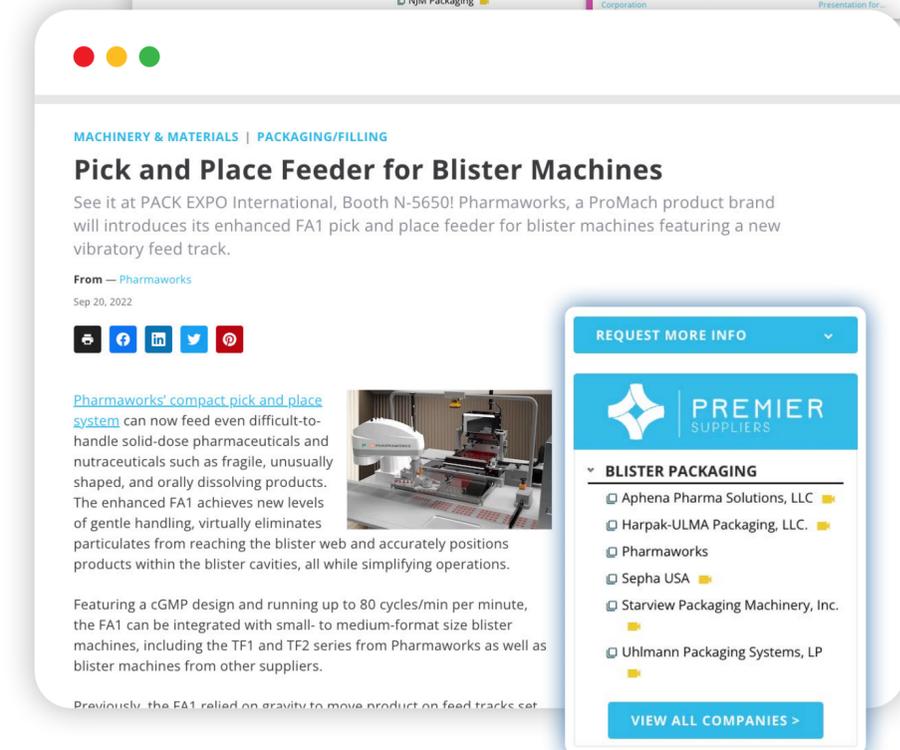
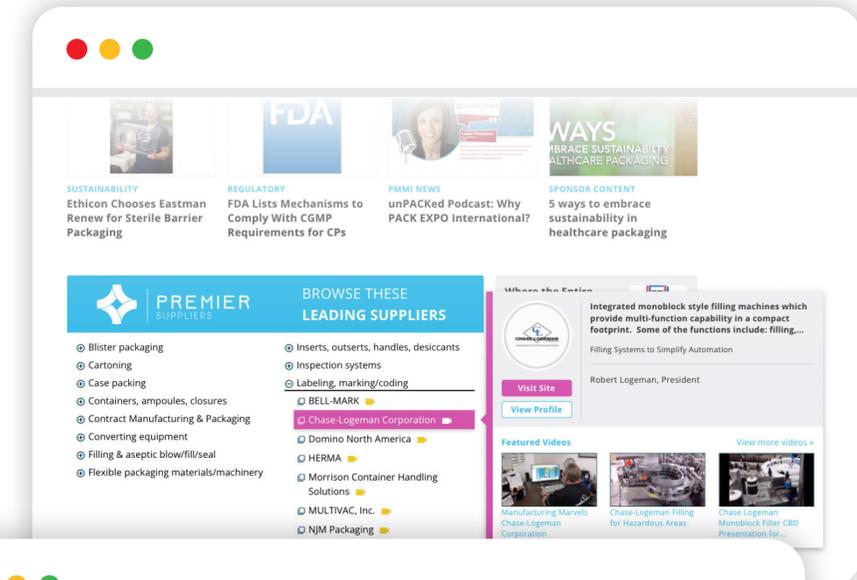
### • Key Features

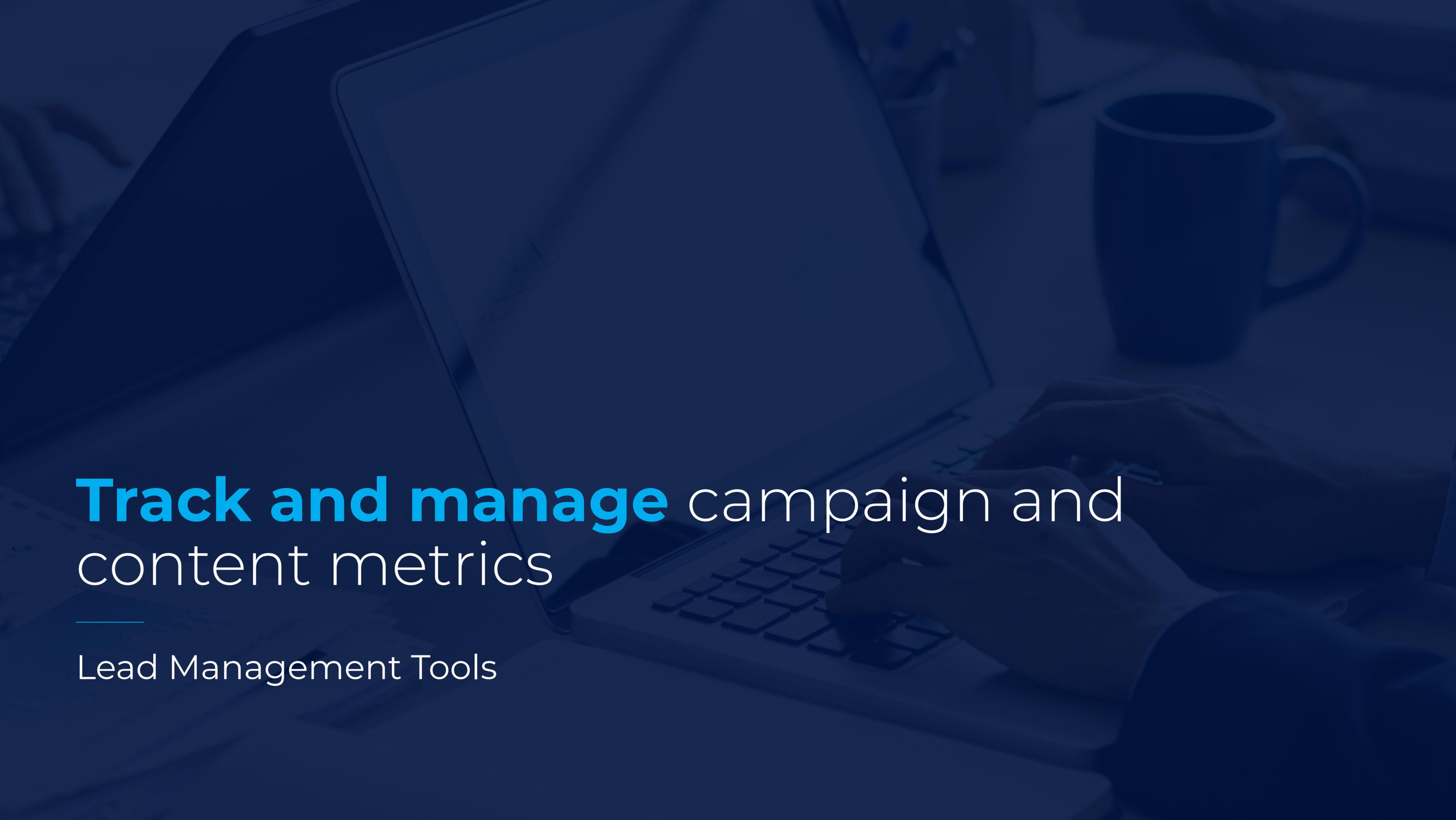
Buyers of packaging solutions won't miss you when your listing and profile are promoted through:

- HealthcarePackaging.com homepage Leaders in Healthcare Packaging featured listing linking to a full company profile (choose to be listed in up to 3 categories)
- Listing displayed alongside all HCP.com editorial associated with your product category
- Product ad and print profile in the exclusive 2024 Buyer's Guide

### • Other Benefits

- Your banner ads served via 3rd-party sites to all HCP.com visitors
- Access to real-time profile views and clicks





# **Track and manage** campaign and content metrics

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Lead Management Tools

# LEAD MANAGEMENT TOOLS

Take advantage of our complimentary lead management tools to track campaign engagement and success.



## Leadworks

Lead management, campaign performance, reporting and more.



## Converge

Identified, engaged prospects across multiple channels and buying teams, in one dashboard.



## Scout

Track buyers on your website after the click.



## Content Engagement Reports

Profile engagement metrics, content performance and more.

The background image shows two men in a construction or industrial setting. The man on the left is wearing a high-visibility orange safety vest over a dark jacket. The man on the right is wearing a yellow hard hat, safety glasses, and a high-visibility safety vest over a plaid shirt. They are both looking down at a large sheet of paper, likely blueprints, which they are holding together. The scene is dimly lit, with a blue color overlay across the entire image.

# **Trending industry topics** to engage Healthcare Packaging readers

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Content Calendar

# 2024 CONTENT CALENDAR

Q1	Q2	Q3	Q4
<b>Healthcare Packaging Magazine</b>			
<p><b>Spring</b></p> <p><b>Feature:</b> Innovations in Pharma &amp; Med Device Report  <b>Special Section:</b> Leaders in Healthcare Packaging  <b>Ad close:</b> 2/26, <b>Materials:</b> 3/4  <b>Bonus Distribution:</b> PACK EXPO East</p>		<p><b>Fall</b></p> <p><b>Feature:</b> Machinery and Materials That Reduce Waste/Sustainability  <b>Special Section:</b> PACK EXPO IntlPreview  <b>Ad close:</b> 8/26, <b>Materials:</b> 9/3  <b>Bonus Distribution:</b> PACK EXPO Intl</p>	
<b>Supplements and Supplier Guides</b>			
<p><b>PACK EXPO East Showcase</b>  <b>Ad close:</b> 1/21, <b>Materials:</b> 1/28</p> <p><b>2024 Buyers Guide</b>  <b>Ad close:</b> 2/23, <b>Materials:</b> 3/1</p>			<p><b>PACK EXPO Intl Showcase</b>  <b>Ad close:</b> 9/12, <b>Materials:</b> 9/15</p>
<b>Events</b>			
<p><b>PACK EXPO East</b>  March 18-20   Philadelphia, PA</p>	<p><b>EXPO PACK Mexico</b>  June 4-7   Mexico City, MX</p>	<p><b>Packaging Recycling Summit</b>  September 16-18   Anaheim, CA</p>	<p><b>PACKEvolution LatinAmerica</b>  October 8-9   Monteray, MX</p> <p><b>Emerging Brands Summit</b>  November 2   Chicago, IL</p> <p><b>PACK EXPO International</b>  November 3-6   Chicago, IL</p>
<b>Webinars</b>			
<p>The Future of Pharmaceutical Packaging</p>		<p>Make Your Packaging Both Safe and Sustainable</p>	<p>The Human Factors at the Heart of Packaging Design</p>



For additional information on how our audience and products can serve your marketing goals, please contact:

[sales@pmmimediagroup.com](mailto:sales@pmmimediagroup.com)

PMMI Media Group knows your audience. Let us help them discover you.

**Packaging World**

**ProFood World**

**Healthcare Packaging**

**OEM**

**Mundo EXPO PACK**

**Contract Manufacturing and Packaging**

**PMMI Media Group**

401 N Michigan Ave.,  
Suite 1700, Chicago, IL 60611

**[PMMIMediaGroup.com](http://PMMIMediaGroup.com)**

**For information on PMMI  
trade shows, visit [PMMI.org](http://PMMI.org)**

