

2023 MEDIA KIT



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ABOUT US

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OEM
2023 MEDIA KIT

OEM is the official publication of PMMI and produced by PMMI Media Group, a market-leading B2B media company that produces information for packaging, processing and automation professionals.

PMMI Media Group publications include *Packaging World*, *ProFood World*, *Healthcare Packaging*, *Contract Manufacturing and Packaging*, and *Mundo PMMI*.

PMMI Media Group is owned by PMMI, The Association for Packaging and Processing Technologies, a trade association representing more than 950 North American manufacturers and suppliers of packaging and processing equipment, components, and materials. PMMI further unites the industry as producers of the world-class PACK EXPO portfolio of trade shows.

PACKAGING
WORLD®

PROFOOD
WORLD™

Healthcare⁺
PACKAGING®

OEM
PACKAGING · PROCESSING · AUTOMATION

CONTRACT
Manufacturing + Packaging

mundo PMMI



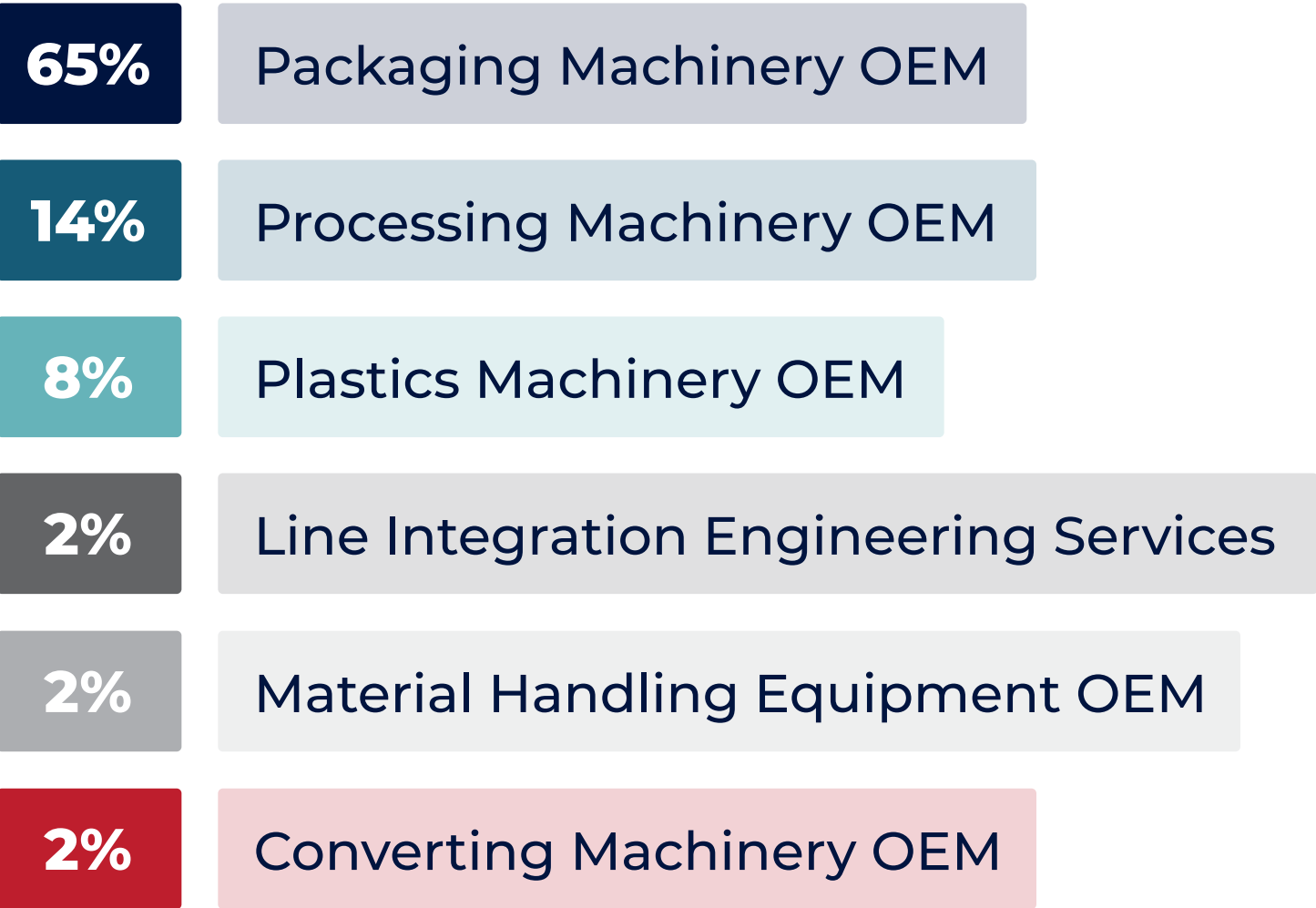
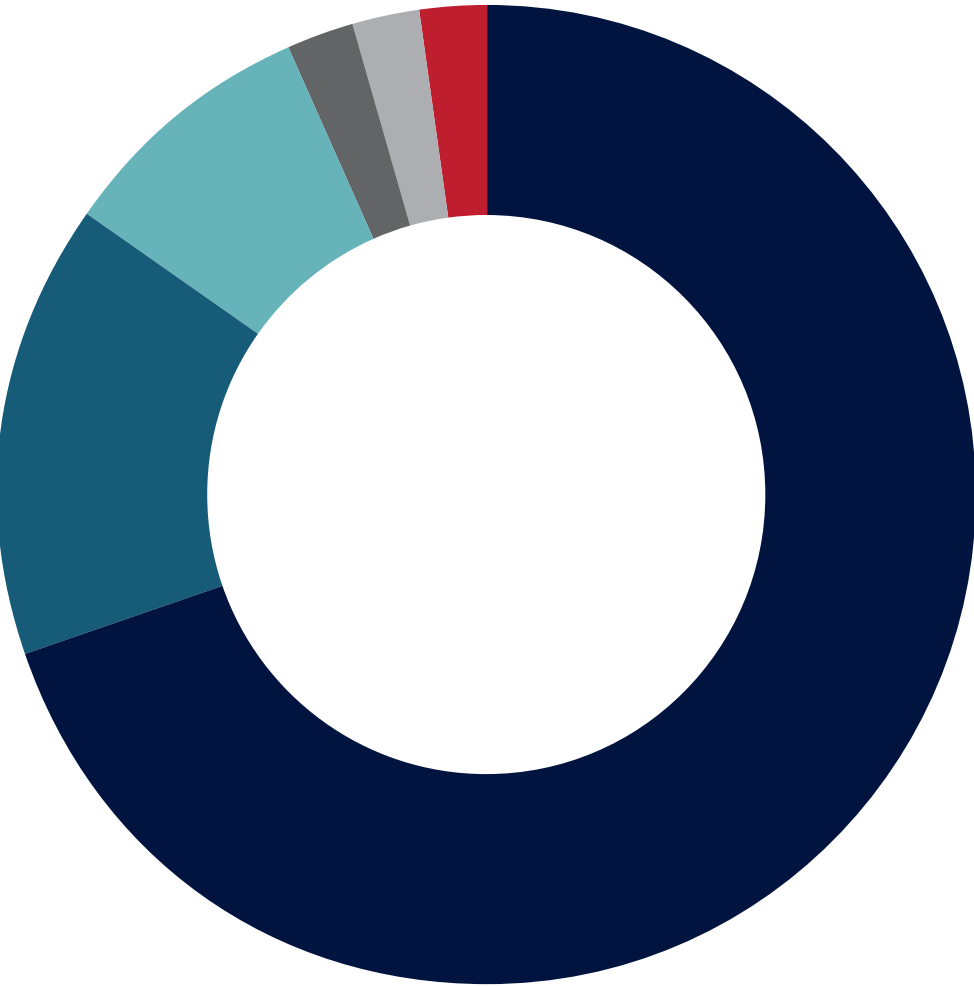
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OUR AUDIENCE

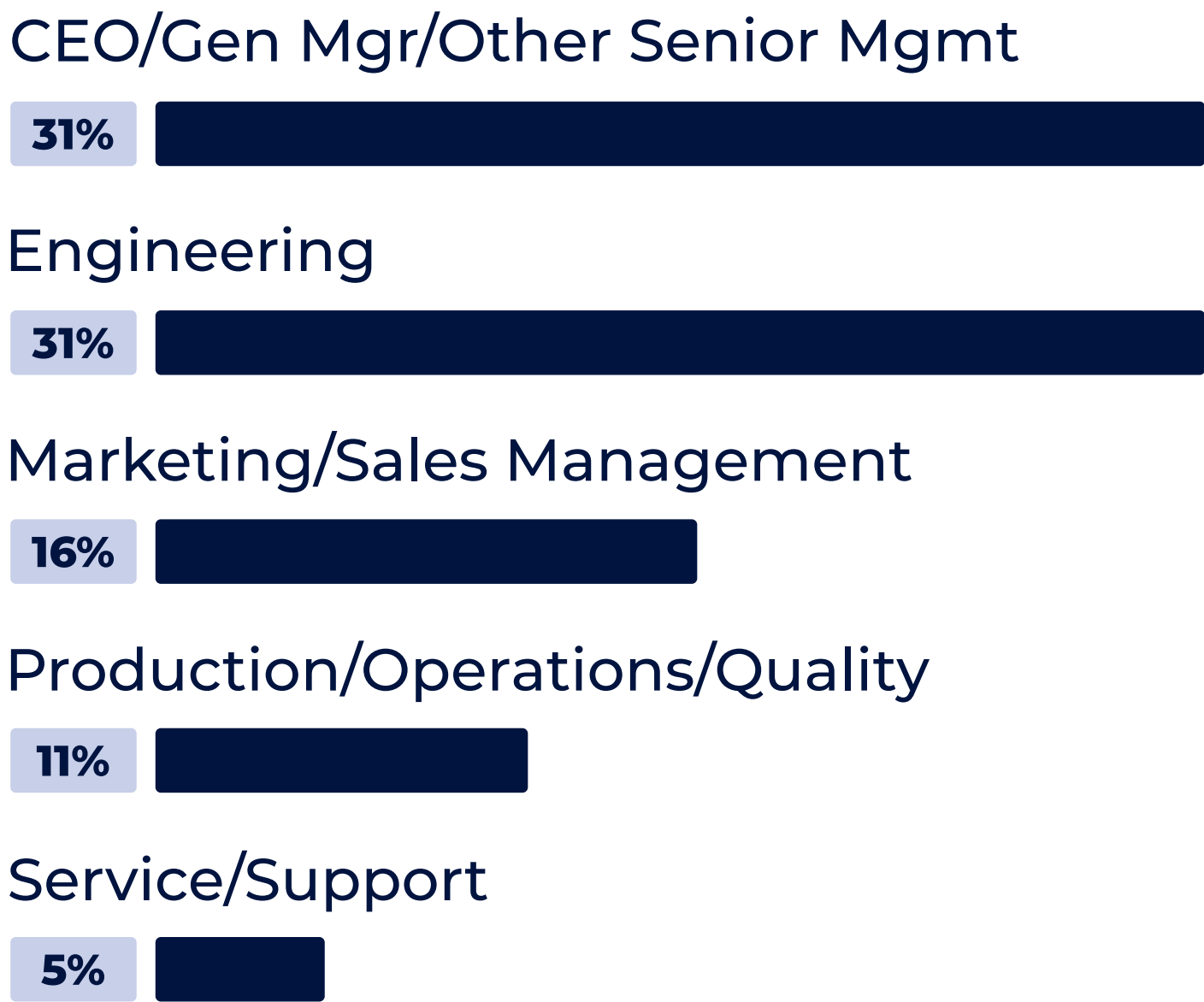
AUDIENCE BREAKDOWN

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Primary Industry



Job Duty



16K
print subscribers

10K
engaged email subscribers

THE PACK EXPO DIFFERENCE

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



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PRINT

PRINT OFFERINGS

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Magazine ads

run a full-page or fractional print ad in any or all of our monthly issues (4 in total).

Targeted direct mail

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

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DIGITAL

DIGITAL OFFERINGS

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Email


Across all our brands, nearly 300,000 subscribers engage with email content. Choose from a variety of content types to reach your target audience.

Newsletters

OEM offers single-sponsor and multi-sponsor varieties, with options for every budget. Newsletters feature broad content from our experienced editorial team as well as topic or industry focused themes.

Sponsored Email

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




OEM Video Spotlight

The HERMA 500, Built for Integration

Thousands of HERMA labelers are integrated every year, WHY? Because the HERMA 500 features no external control box, stopping accuracy +/- .008" and speeds up to 600ft per minute. Not to mention ethernet connectivity and its compact size, the HERMA 500 is highly flexible and built to accommodate virtually any label size. Don't choose between speed, precision, usability, and reliability - with the HERMA 500, you can have it all!

[WATCH VIDEO](#)

Brought to you by:



DIGITAL OFFERINGS

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Website Ads

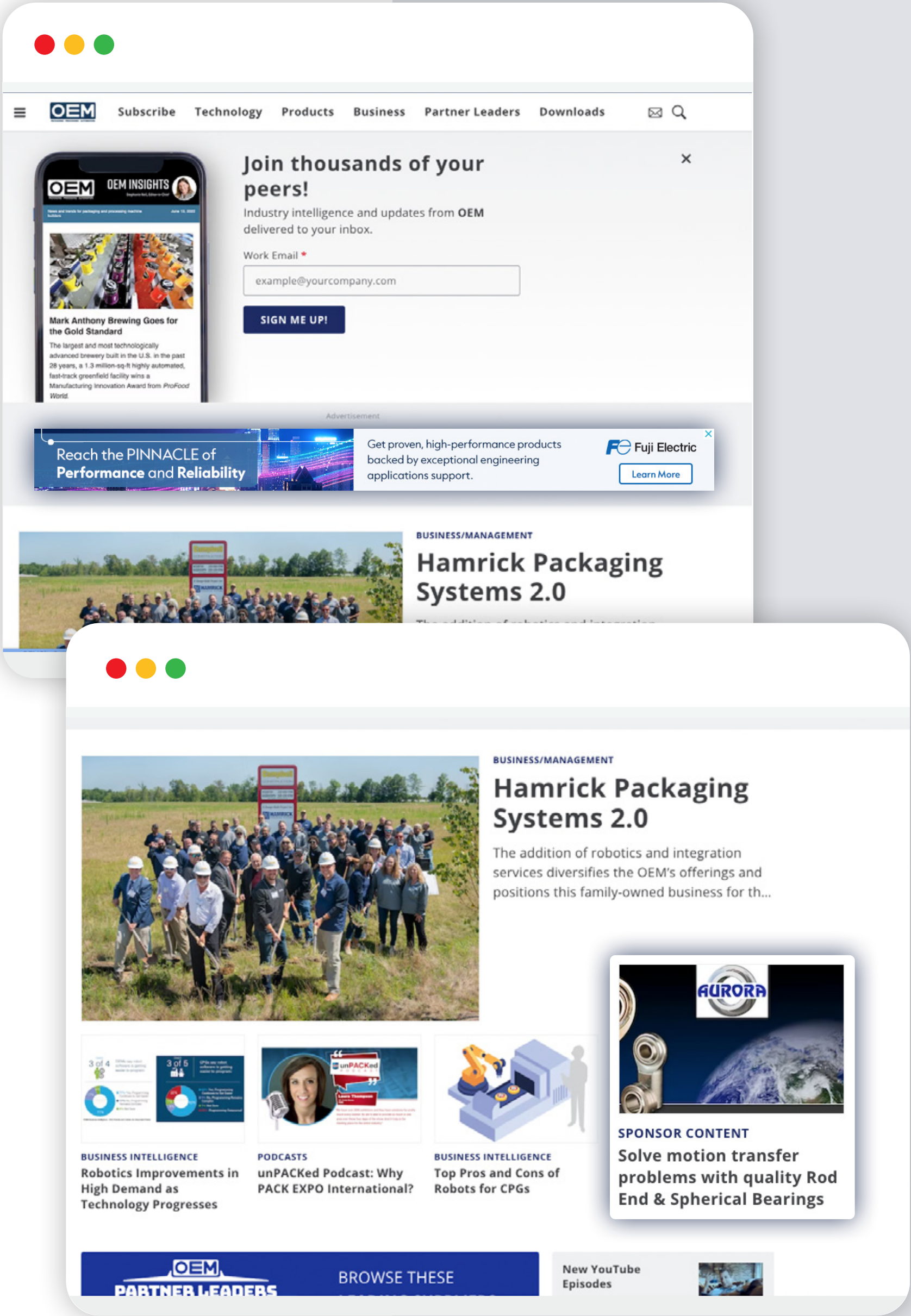
Promote awareness of your brand across oemmagazine.org and a network of more than 100,000 verified websites.

OEM Website

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

PMMI Audience Network

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

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Social Media

Further extend your message utilizing the PMMI Audience Network across social media platforms. We create and manage your Facebook or LinkedIn campaign and build the target audience of your choosing directly from our first-party database. In addition to direct click throughs, you'll receive contact details for anyone who likes, comments, or shares your ad content.



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CONTENT

CONTENT OFFERINGS

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Webinars

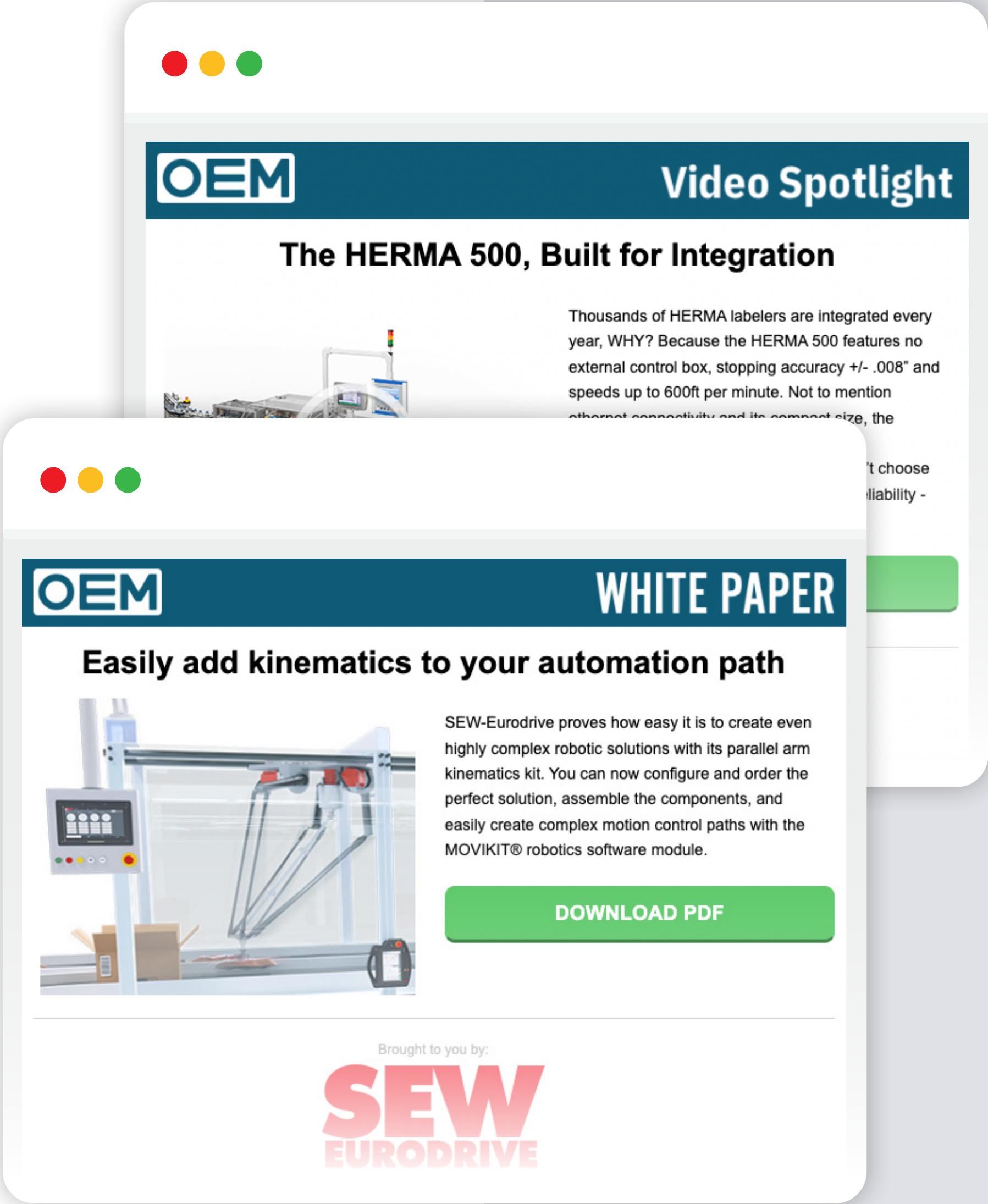
Simply prepare approximately 45 minutes of content, and our team will be there from start to finish. In addition, we deliver detailed leads after your event.

Content creation

From assisting you creating content for white papers, to recording and editing 4K videos, we are here.

Custom research

Based on your needs, we conduct a tailored mix of in-person and online research, workshops, and focus groups with your targeted customers.



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PARTNER LEADERS

PARTNER LEADERS

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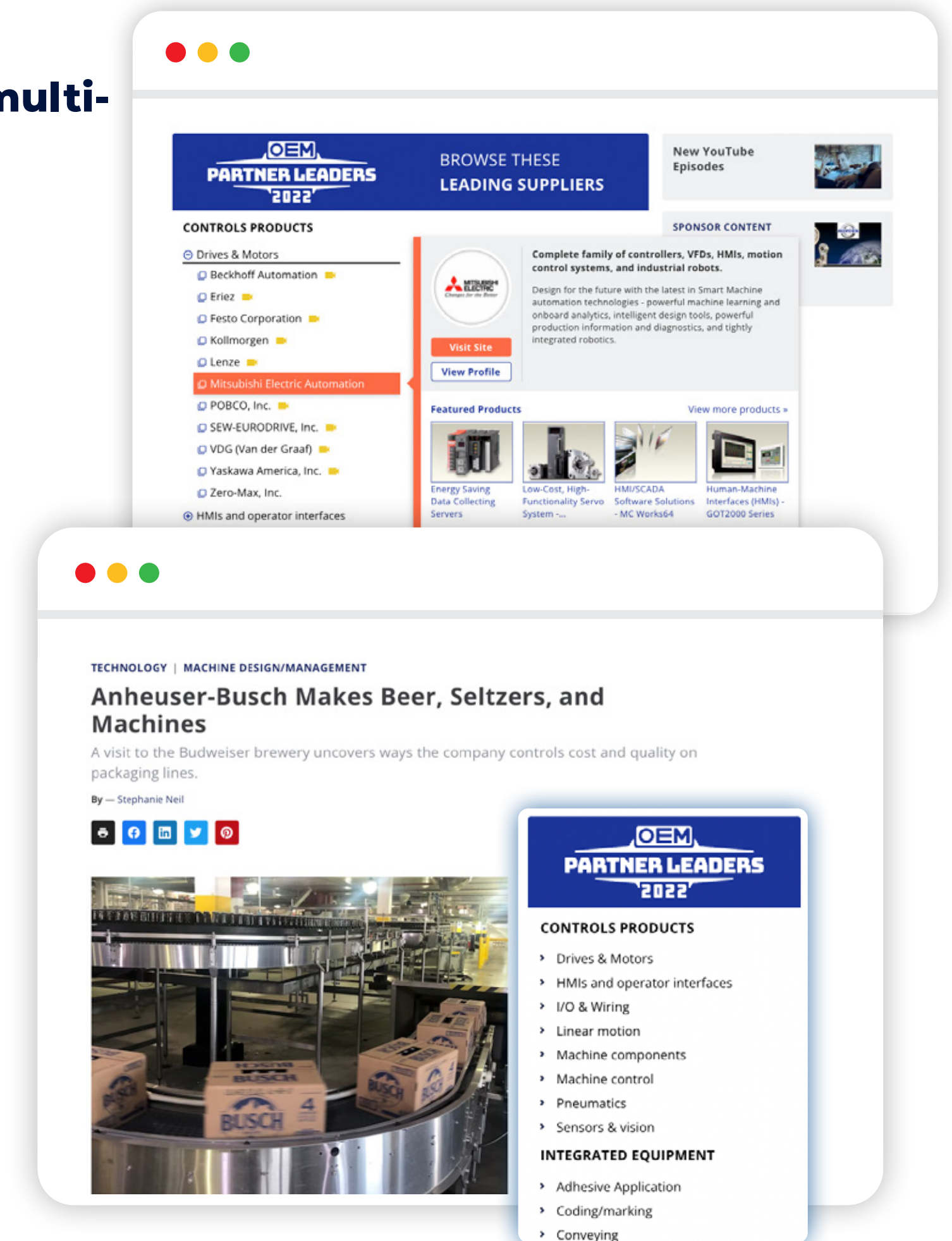
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Expand your reach with year-round digital and print promotion to your best prospects.

Partner Leaders gets your brand and solution in front of thousands of prospects through a year-round, multi-channel campaign we manage for you!

EXPOSURE INCLUDES:

- Year-round company listing in the supplier index throughout oemmagazine.org
- Company listing displayed on all article pages covering your category or categories
- Supplier index listing linked to a pop-up data card with supplier's logo, key contact, descriptive copy, featured videos and links to the online company profile and website
- Company profile online and in the exclusive Partner Leaders issue



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LEAD MANAGEMENT TOOLS

LEAD MANAGEMENT TOOLS

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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.

EDITORIAL CALENDAR

EDITORIAL CALENDAR

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Issue	Management	Technology	Sustainability Series	Bonus Distribution
SPRING Publish Date: March Ad Close: 2/6 Materials Due: 2/10	A Look at Legislation. How the CHIPS and Science Act will impact OEMs Reader Interests: <ul style="list-style-type: none"> • Chip shortage • Supply chain • Reshoring 	Cables and Connectors, Making the Choice Reader Interests: <ul style="list-style-type: none"> • Component media • Networks • Environmental classifications 	Innovations in sustainable packaging OEM Profiles	Executive Leadership Conference April 16-18, San Antonio, TX
Annual Tech Trendsetters				
SUMMER Publish Date: June Ad Close: 5/10 Materials Due: 5/12	Preventing the next cyber breach Reader Interests: <ul style="list-style-type: none"> • IT technology • Employee training 	Collaborative engineering tools Reader Interests: <ul style="list-style-type: none"> • Virtual teams • GitHub • Digital tools 	A packaging roadmap for the circular economy and the role of virtual twin technology OEM Profiles	EXPO PACK Guadalajara June 13-15, Guadalajara, Mexico
FALL Publish Date: September Ad Close: 7/24 Materials Due: 7/28	The evolution of corporate culture Reader Interests: <ul style="list-style-type: none"> • Diversity & Inclusion • Leadership • Hiring/retention practices • Salary 	Controller Survey Reader Interests: <ul style="list-style-type: none"> • PLCs, PACs, Industrial PCs • Motion, machine control 	Energy-based service agreements OEM Profiles	PACK EXPO Las Vegas Sept 11-13, Las Vegas, NV PMMI Annual Meeting Oct 16-18, Stone Mountain, GA
OEM Insider				
WINTER Publish Date: December Ad Close: 10/25 Materials Due: 11/1	Going global: A sales and marketing strategy Reader Interests: <ul style="list-style-type: none"> • Sales/marketing training • Communication • CRM software • Social media 	Manufacturing in the MetaVerse...Is this for real? Reader Interests: <ul style="list-style-type: none"> • Simulation • Robots • Machine models • Digital transformation 	Where OEMs are investing for their own sustainable future OEM Profiles	
Annual Product Reference Guide				



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

sales@pmmimediagroup.com

PMMI Media Group is your best media partner for connecting with buyers in packaging, food manufacturing and automation.

Packaging World

ProFood World

Healthcare Packaging

OEM

Mundo PMMI

Contract Manufacturing and Packaging

PMMI Media Group

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Suite 1700, Chicago, IL 60611

PMMIMediaGroup.com

**For information on PMMI
trade shows, visit PMMI.org**

