



# 2024 MEDIA KIT

## OEM

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



PACKAGING · PROCESSING · AUTOMATION

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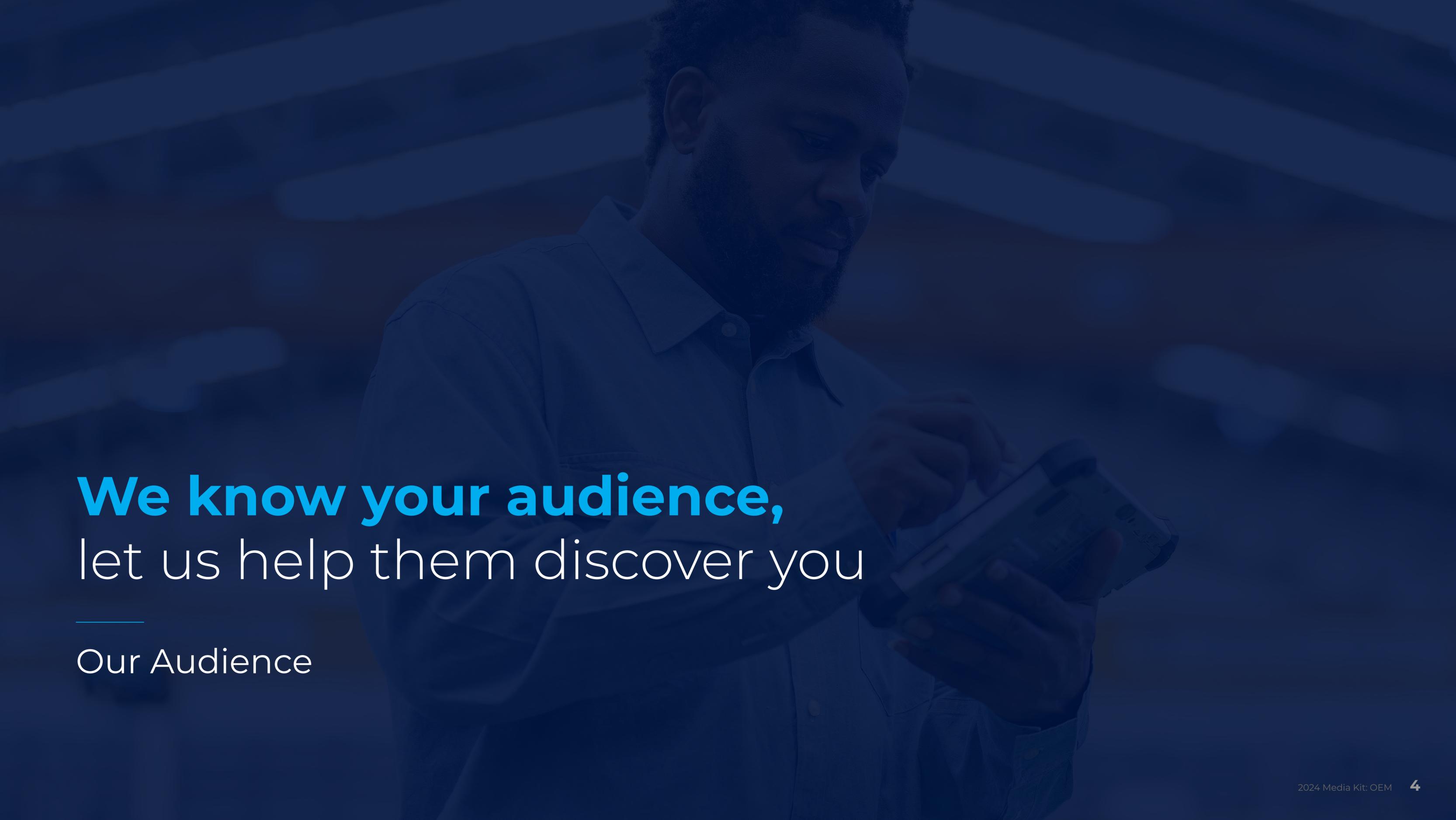
# ABOUT US

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

PMMI Media Group publications include Packaging 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

# OUR AUDIENCE

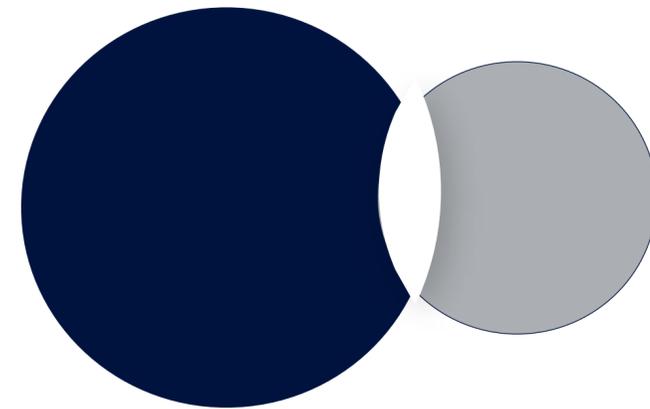
## Circulation

Engaged Email Subscribers - 12K

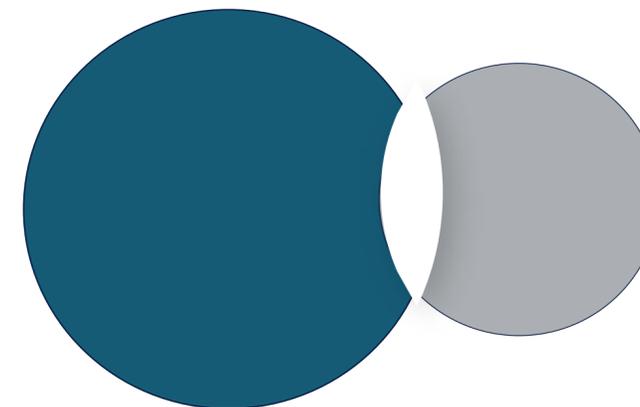
Monthly Web Visitors - 3K

Print Subscribers - 16K

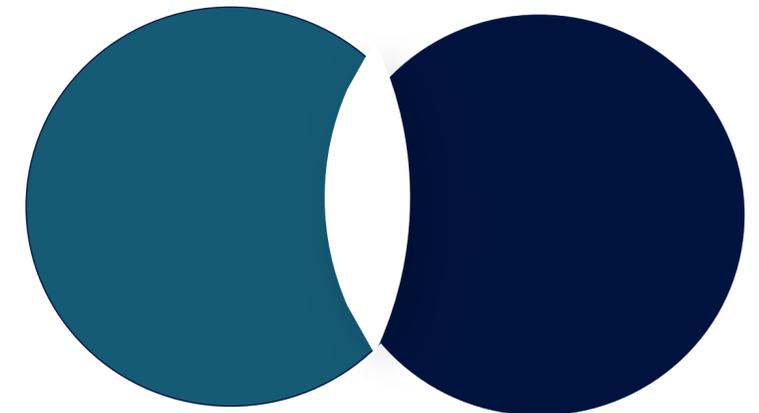
## Audience Overlap



Web vs. Print  
11%



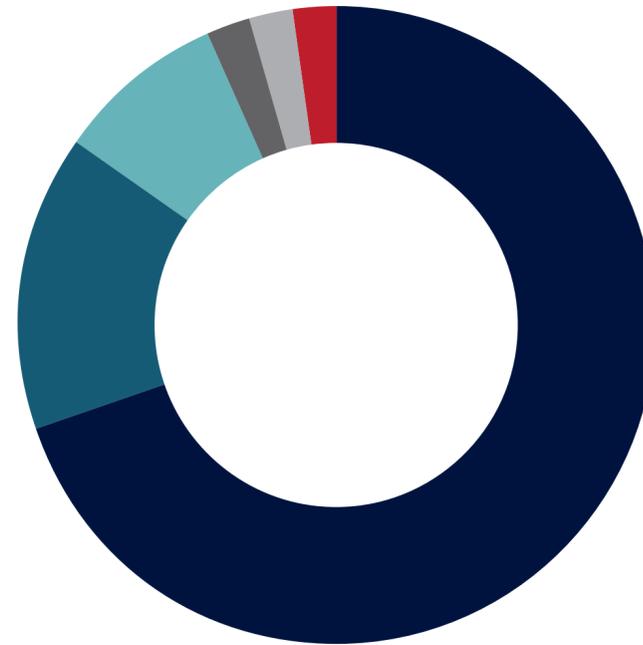
Email vs. Print  
21%



Email vs. Web  
19%

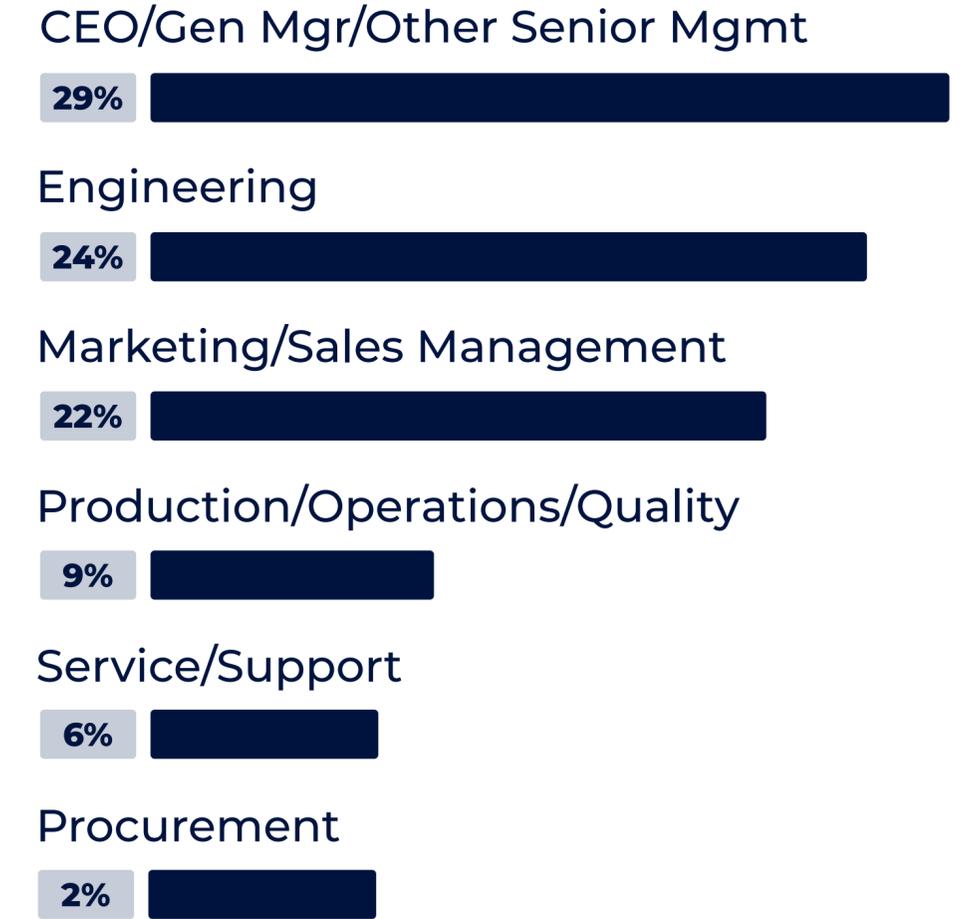
# OUR AUDIENCE

## Primary Industry



68%	Packaging Machinery OEM
12%	Processing Machinery OEM
7%	Plastics Machinery OEM
3%	Line Integration Engineering Services
2%	Material Handling Equipment OEM
2%	Converting Machinery OEM

## Job Duty



## OUR READERS

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



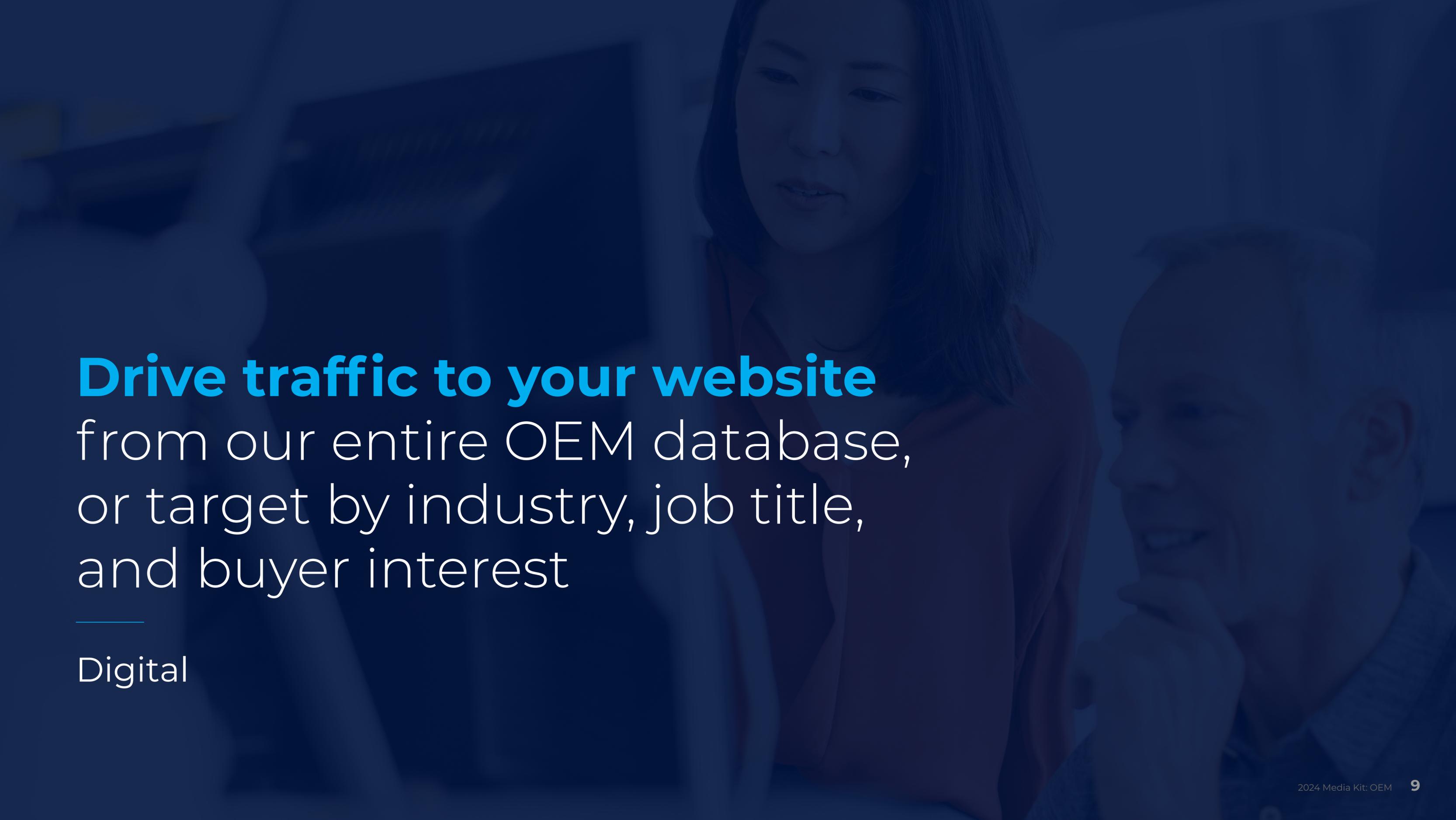
# THE PACK EXPO DIFFERENCE

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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 our entire OEM database,  
or target by industry, job title,  
and buyer interest

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Digital

## Email

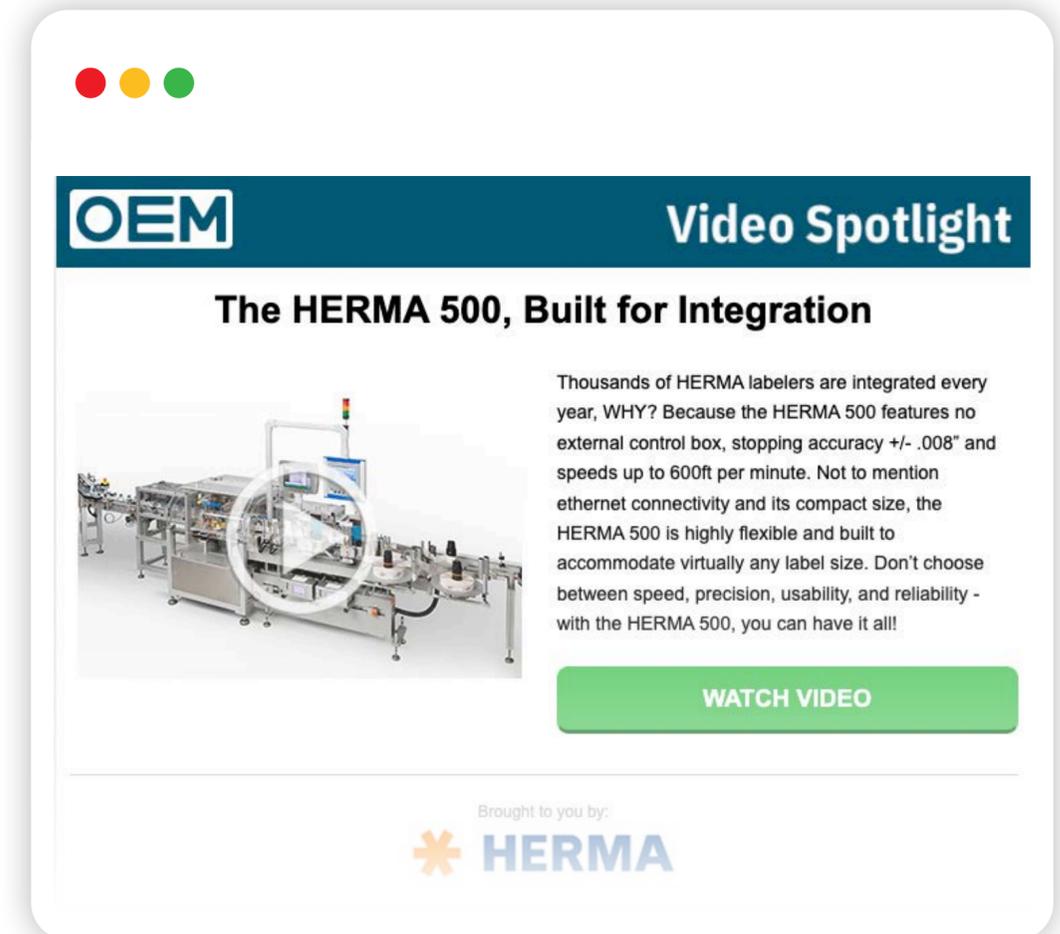
OEM emails reach over 12,000 engaged oems. Choose from a variety of content types to reach this exclusive audience.

- **Newsletters**

OEM offers single-sponsor newsletters featuring industry-focused content from our experienced editorial team.

- **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.



The screenshot shows an email template with a dark teal header bar containing the 'OEM' logo on the left and 'Video Spotlight' on the right. Below the header, the main content area features the title 'The HERMA 500, Built for Integration' in bold. To the left of the text is a photograph of the HERMA 500 industrial labeler. To the right is a block of descriptive text. Below the text is a green button with the text 'WATCH VIDEO'. At the bottom of the email, it says 'Brought to you by:' followed by the HERMA logo, which consists of an orange asterisk-like symbol and the word 'HERMA' in blue.

**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](#)

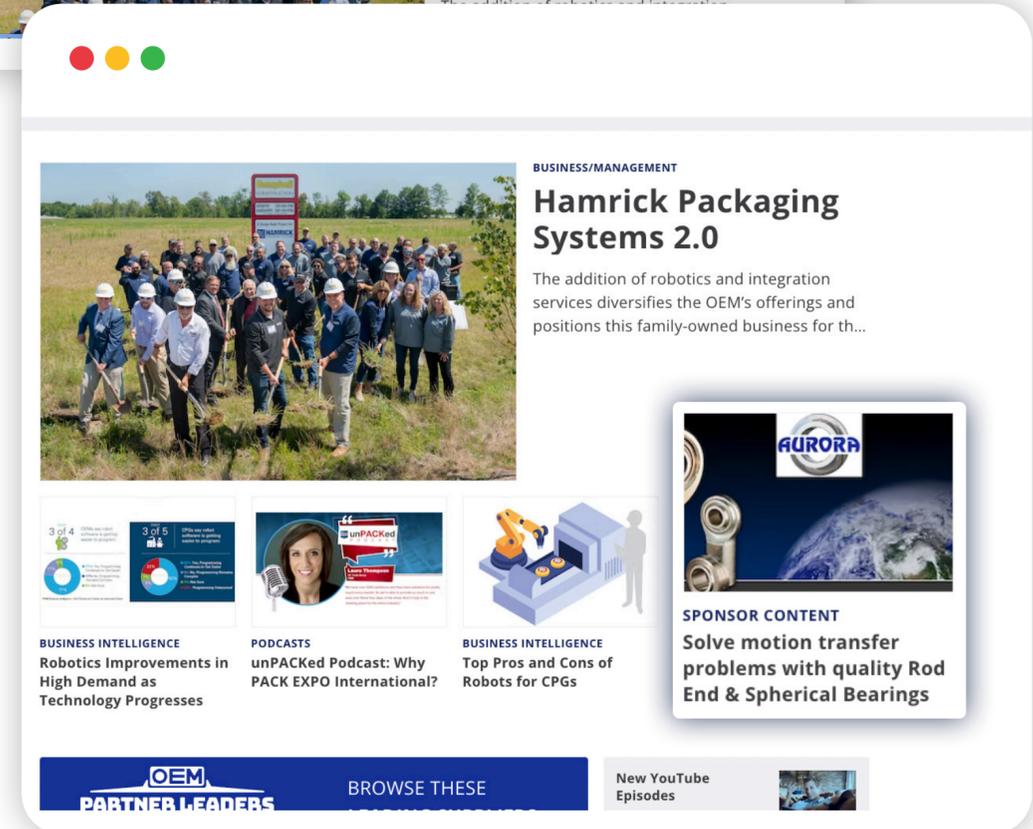
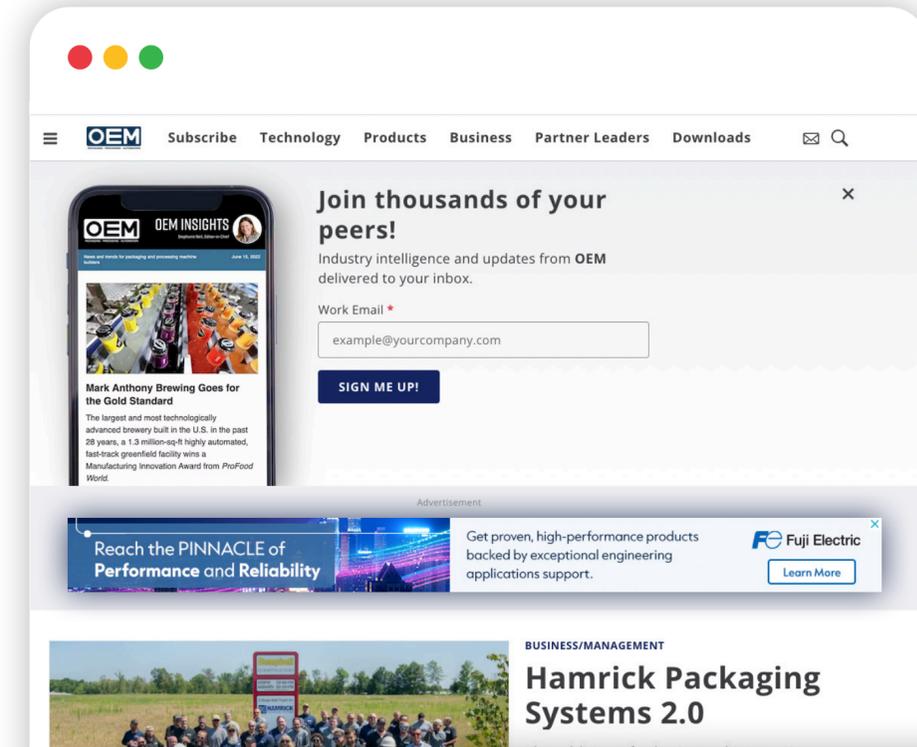
Brought to you by: 

# DIGITAL OFFERINGS

## 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** **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 build the target audience 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.





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

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Content

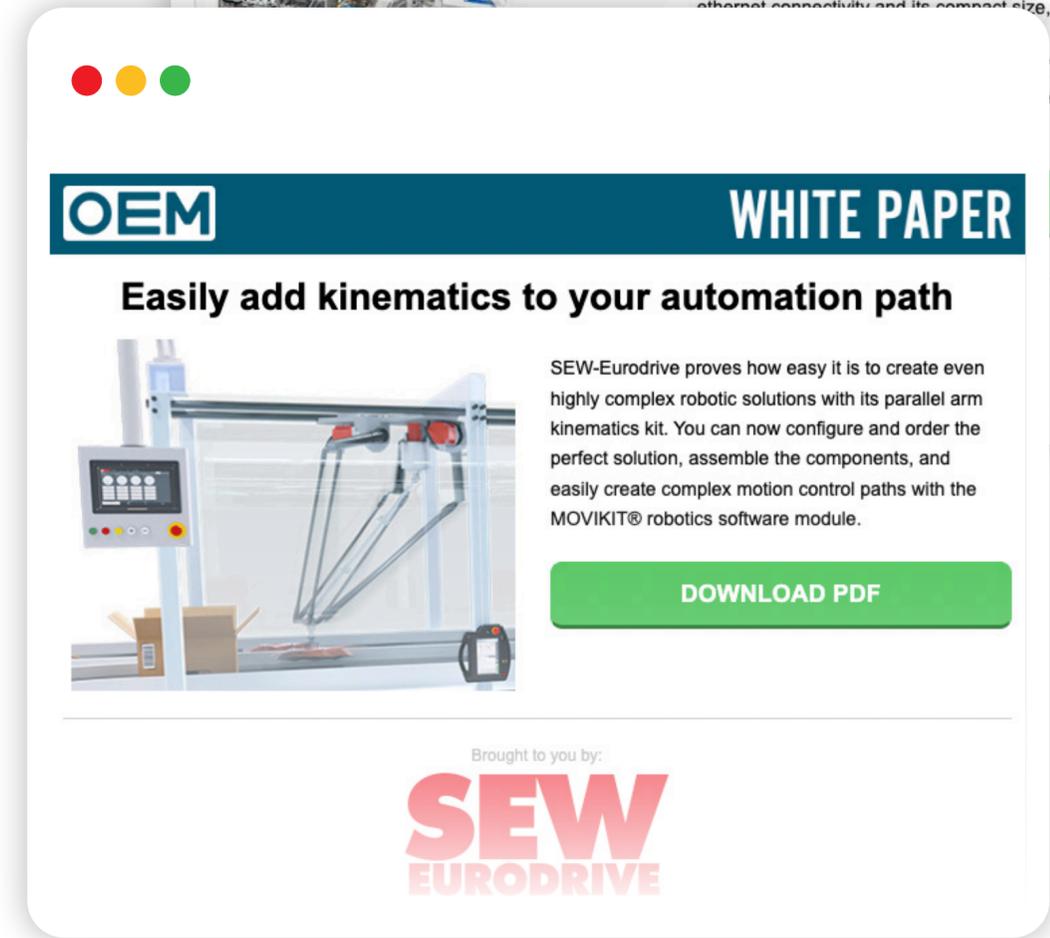
# CONTENT OFFERINGS

- **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.



A dark blue-tinted photograph of a man with a beard reading a newspaper. The image is used as a background for the text.

## **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 (4 in total).
- **Targeted direct mail**  
Reach a specific audience with a direct mail campaign of choice.



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

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Partner Leaders

## Partner Leaders

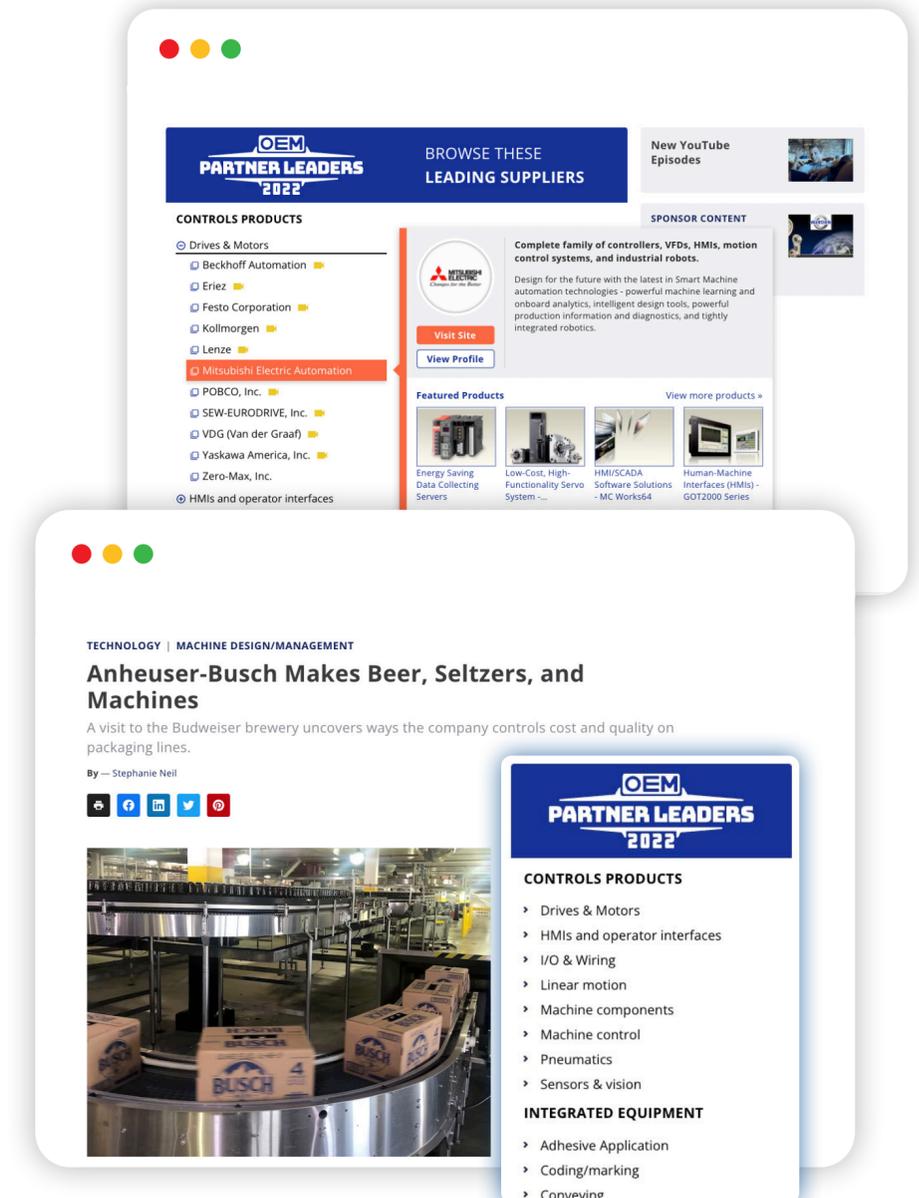
This multi-channel, year-round program completes your 2024 marketing plan.

### • Key Features

Oems won't miss you when your listing and profile are promoted through:

- OEMmagazine.org homepage Partner Leaders featured listing linking to a full company profile (choose to be listed in up to 3 categories)
- Listing displayed alongside all OEMmagazine.org editorial associated with your product category
- Product ad and print profile in the exclusive 2025 Buyer's Guide
- Up to one full-page print ads in 2024 OEM issues
- Access to real-time profile views and clicks

\*Ad must run ad in Spring issue





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

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Lead Management Tools

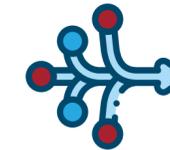
# LEAD MANAGEMENT TOOLS

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.



**Trending industry topics**  
to engage OEM readers

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Content Calendar

# CONTENT CALENDAR

Q1	Q2	Q3	Q4
<b>OEM Magazine</b>			
<p><b>Spring</b></p> <p><b>Feature:</b> Digital Transf./Cybersecurity  <b>Special Section:</b> Partner Leaders  <b>Ad close:</b> 2/8, <b>Materials:</b> 2/15  <b>Bonus Distribution:</b> PACK EXPO East</p>	<p><b>Summer</b></p> <p><b>Feature:</b> Sustainability/Global and Local Standards  <b>Ad close:</b> 5/10, <b>Materials:</b> 5/17</p>	<p><b>Fall</b></p> <p><b>Feature:</b> Engaging the Future Workforce/Automation and Robotics  <b>Special Section:</b> OEM Insider  <b>Ad close:</b> 7/19, <b>Materials:</b> 7/26  <b>Bonus Distribution:</b> PACK EXPO Intl</p>	<p><b>Winter</b></p> <p><b>Feature:</b> Predictive Maintenance/Sales and Marketing  <b>Special Section:</b> Annual Resource Guide  <b>Ad close:</b> 10/23, <b>Materials:</b> 10/30</p>
<b>Supplements and Supplier Guides</b>			
<p><b>2024 Buyers Guide</b>  <b>Ad close:</b> 2/8, <b>Materials:</b> 2/15</p>			<p><b>PACK EXPO Intl Showcase</b>  <b>Ad close:</b> 9/12, <b>Materials:</b> 9/19</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, 2024   Mexico City, MX</p>		<p><b>PACK EXPO International</b>            November 3-6   Chicago, IL</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)**

