



2024 MEDIA KIT

PROFOOD WORLD

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



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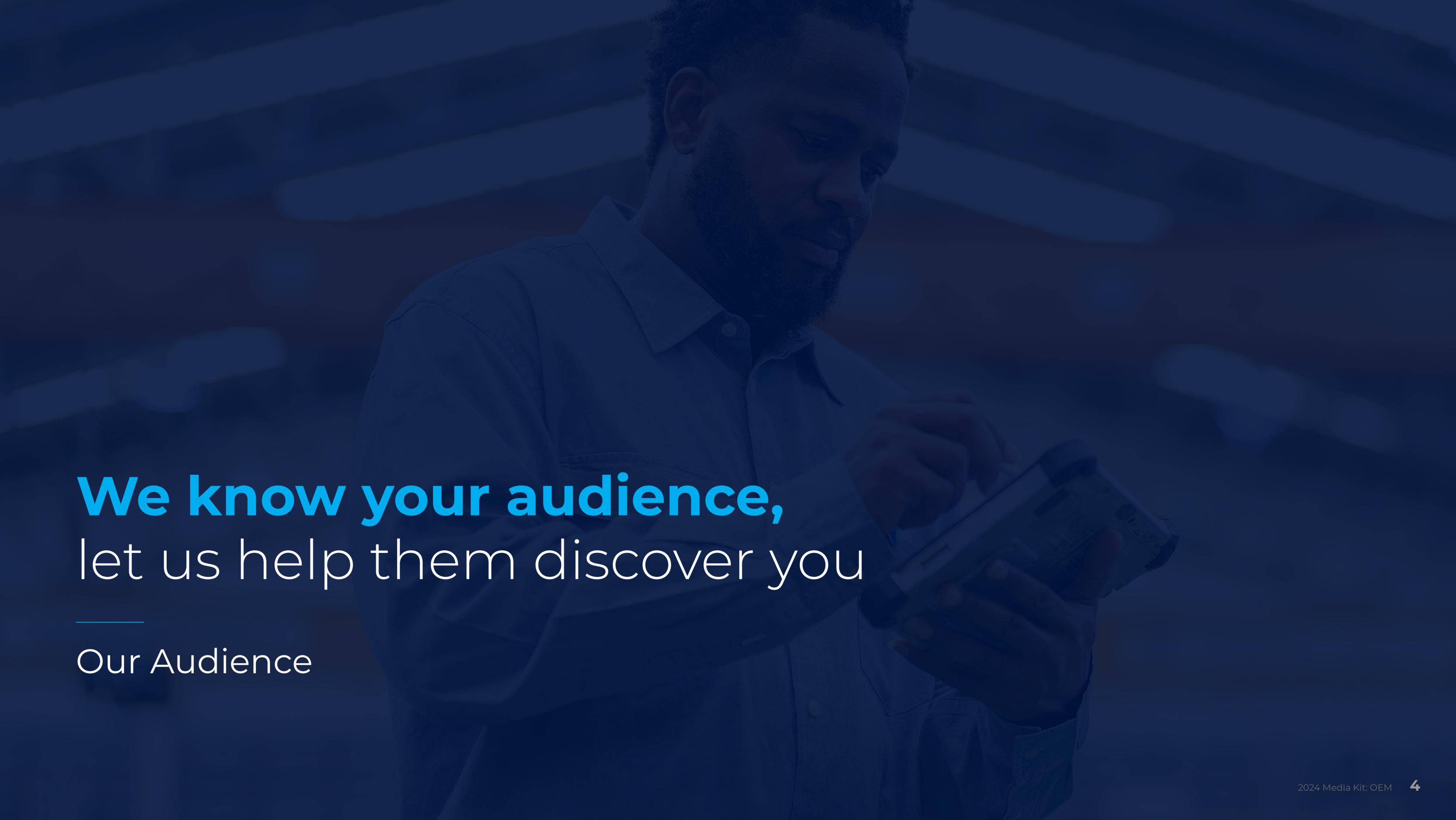
ABOUT US

Connecting buyers and sellers in packaging and processing

ProFood World is a publication of 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, 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

Our Audience

AUDIENCE BREAKDOWN

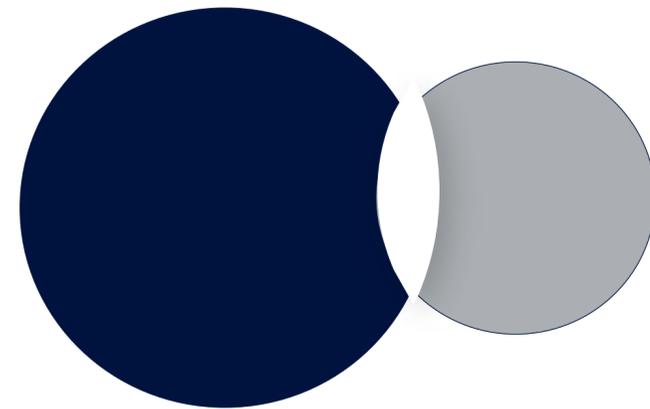
Circulation

Engaged Email Subscribers - 33K

Monthly Web Visitors - 12K

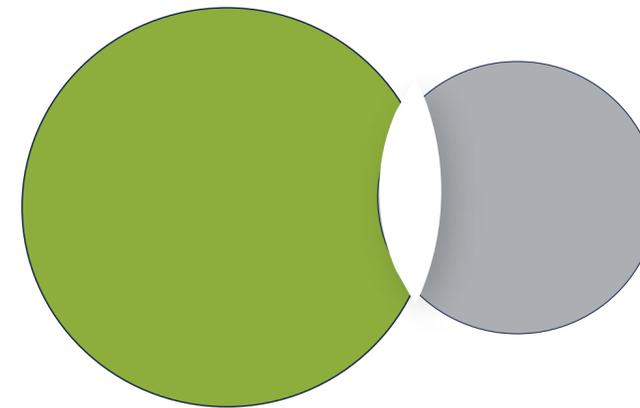
Print Subscribers - 33K

Audience Overlap



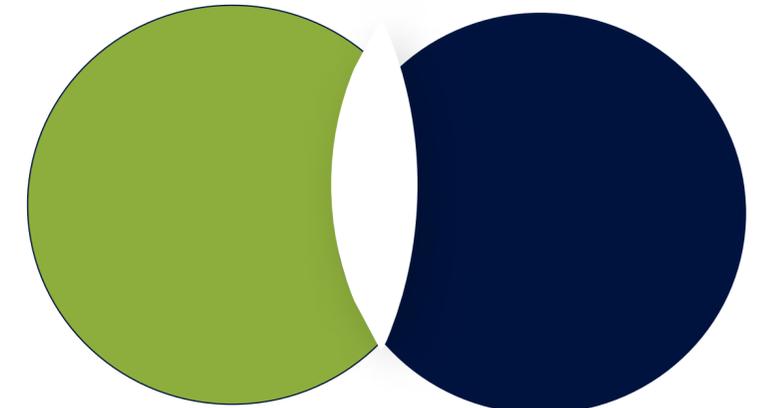
Web vs. Print

11%



Email vs. Print

17%



Email vs. Web

24%

AUDIENCE BREAKDOWN

Primary Industry

Food/Bev. Manufacturer
92%

Pack./Process. Supplier
8%

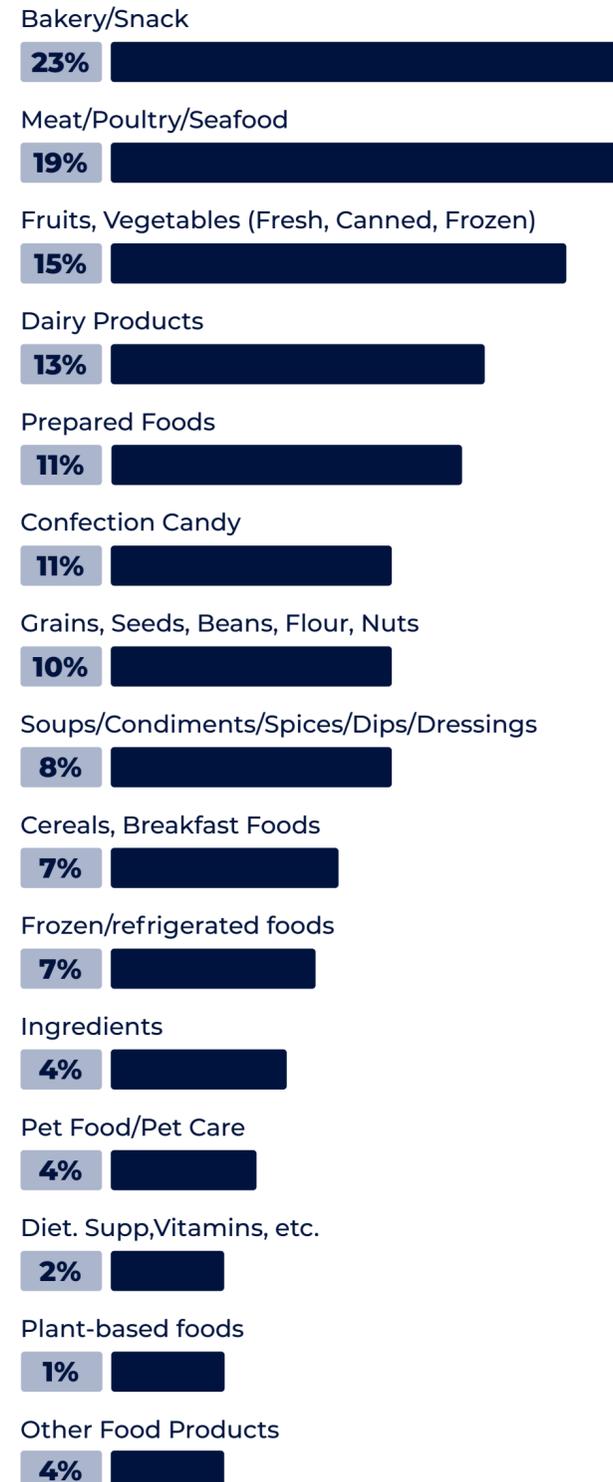
Annual Revenue

< \$50MM | 59%

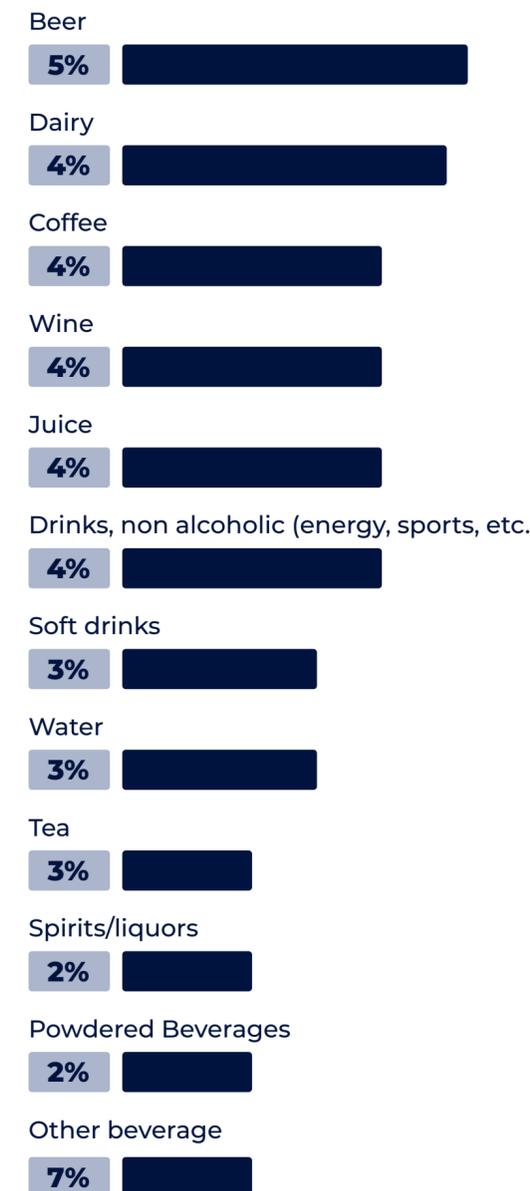
\$50MM - \$1BN | 25%

> \$1BN | 16%

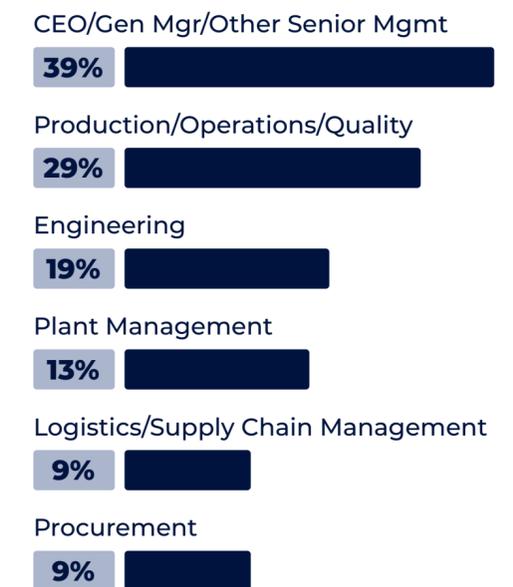
Food



Beverage



Job Duties



Plant Expansion

32%

Readers with plans to build, expand any physical plant infrastructure

Plants

49%

Readers with responsibility for more than 1 plant

EDITORIAL ADVISORY BOARD

ProFood World is honored to have the input of these leading food and beverage manufacturers, as members of our Editorial Advisory Board.



Jim Prunesti
Vice President, Engineering
Conagra Brands



Mark Shaye
Vice President of Engineering
Ken's Foods, Inc.



John Hilker
Senior VP Operations
Kite Hill



Greg Flickinger
Chief Operating Officer
Nobell Foods



Vince Nasti
Vice President, Operations
Nation Pizza & Foods



Brooke Wynn
Senior Director, Sustainability
Smithfield Foods



Lisa Rathburn
VP Operations
T. Marzetti



Christine Bense
Chief Supply Chain Officer
Turkey Hill



Tony Vandenoever
Consultant, Food
Manufacturing Engineering
Waterfall Ventures

Diane Wolf,
Industry Consultant,
Former VP of Engineering,
Global Safety, Environmental
and Sustainability
Kraft Foods

THE PACK EXPO DIFFERENCE

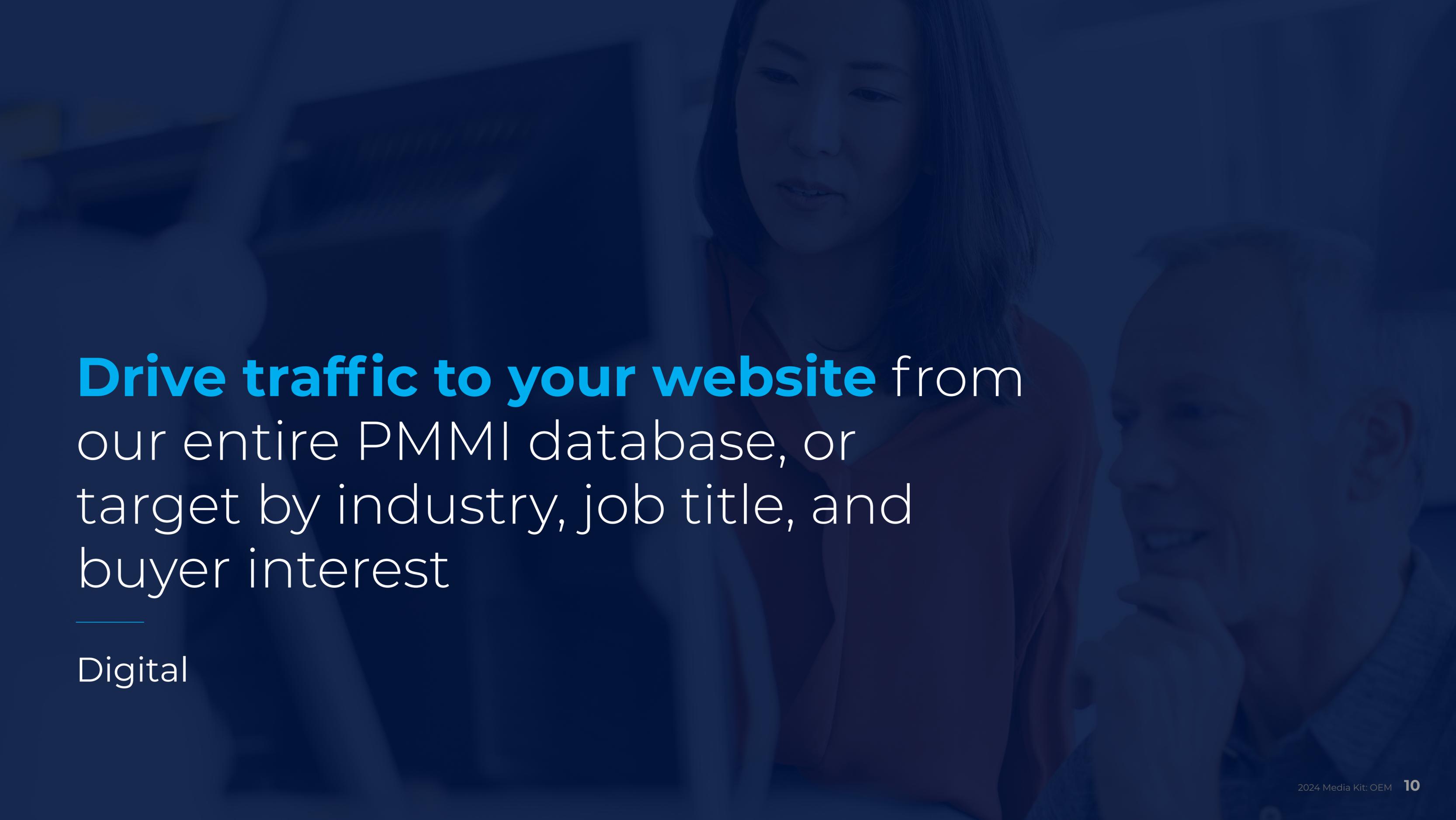
Our first-party data includes all PACK EXPO attendees

- 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



OUR READERS





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

Digital

Email

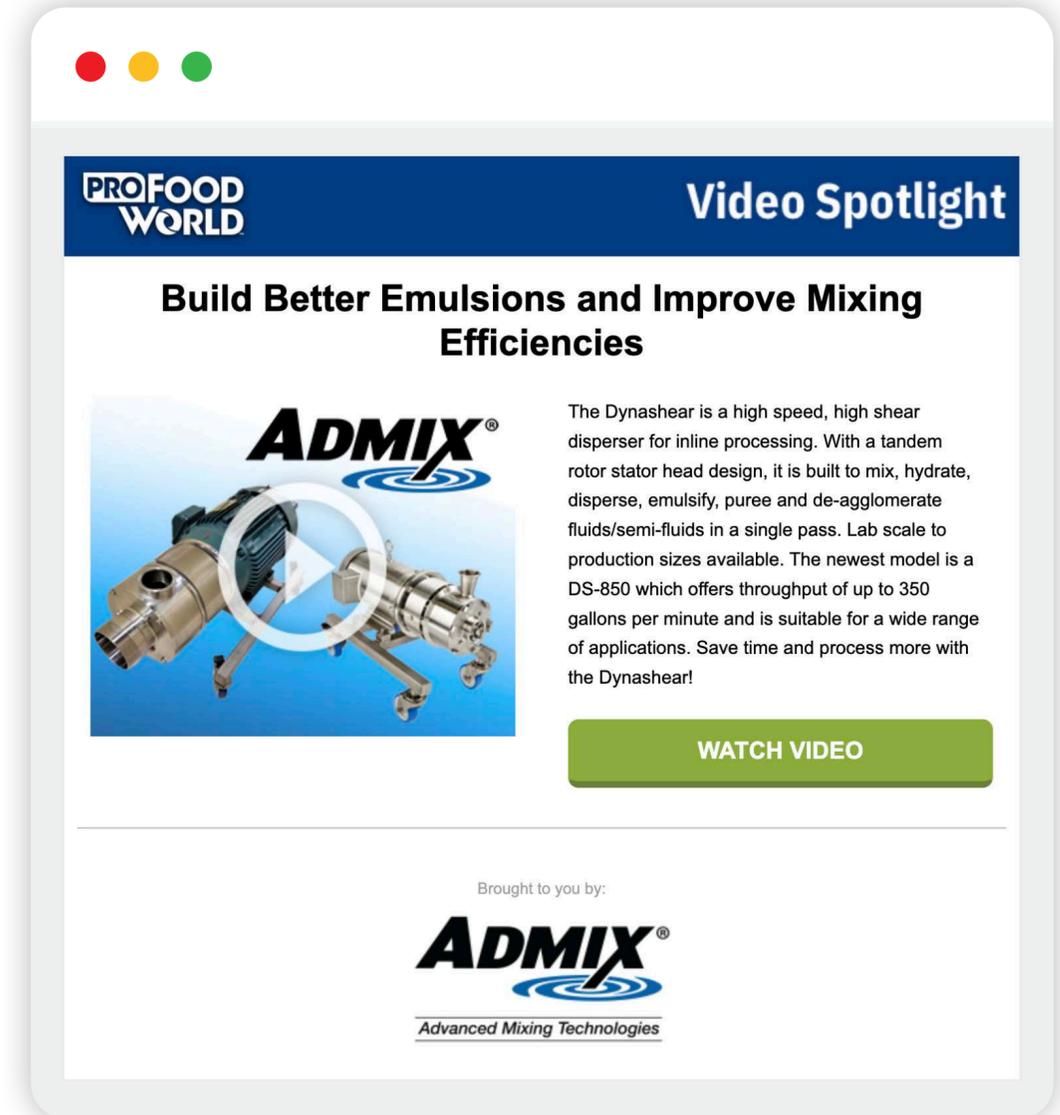
ProFood World emails reach over 33,000 engaged processing professionals. Choose from a variety of content types to reach this exclusive audience.

- **Newsletters**

ProFood World offers single and multi-sponsored newsletters featuring industry-focused content from our experienced editorial team.

- **Sponsored Email**

Let your content take center stage while leveraging ProFood World'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 white background and a blue header. The header contains the ProFood World logo on the left and the text "Video Spotlight" on the right. Below the header, the main content area features the title "Build Better Emulsions and Improve Mixing Efficiencies" in bold black text. To the left of the text is an image of the ADMIX Dynashear disperser, a stainless steel industrial machine with a motor and a rotor stator head. To the right of the image is a paragraph of text describing the machine's capabilities. Below the text is a green button with the text "WATCH VIDEO". At the bottom of the email, there is a line that says "Brought to you by:" followed by the ADMIX logo and the tagline "Advanced Mixing Technologies".

PROFOOD WORLD Video Spotlight

Build Better Emulsions and Improve Mixing Efficiencies



The Dynashear is a high speed, high shear disperser for inline processing. With a tandem rotor stator head design, it is built to mix, hydrate, disperse, emulsify, puree and de-agglomerate fluids/semi-fluids in a single pass. Lab scale to production sizes available. The newest model is a DS-850 which offers throughput of up to 350 gallons per minute and is suitable for a wide range of applications. Save time and process more with the Dynashear!

[WATCH VIDEO](#)

Brought to you by:

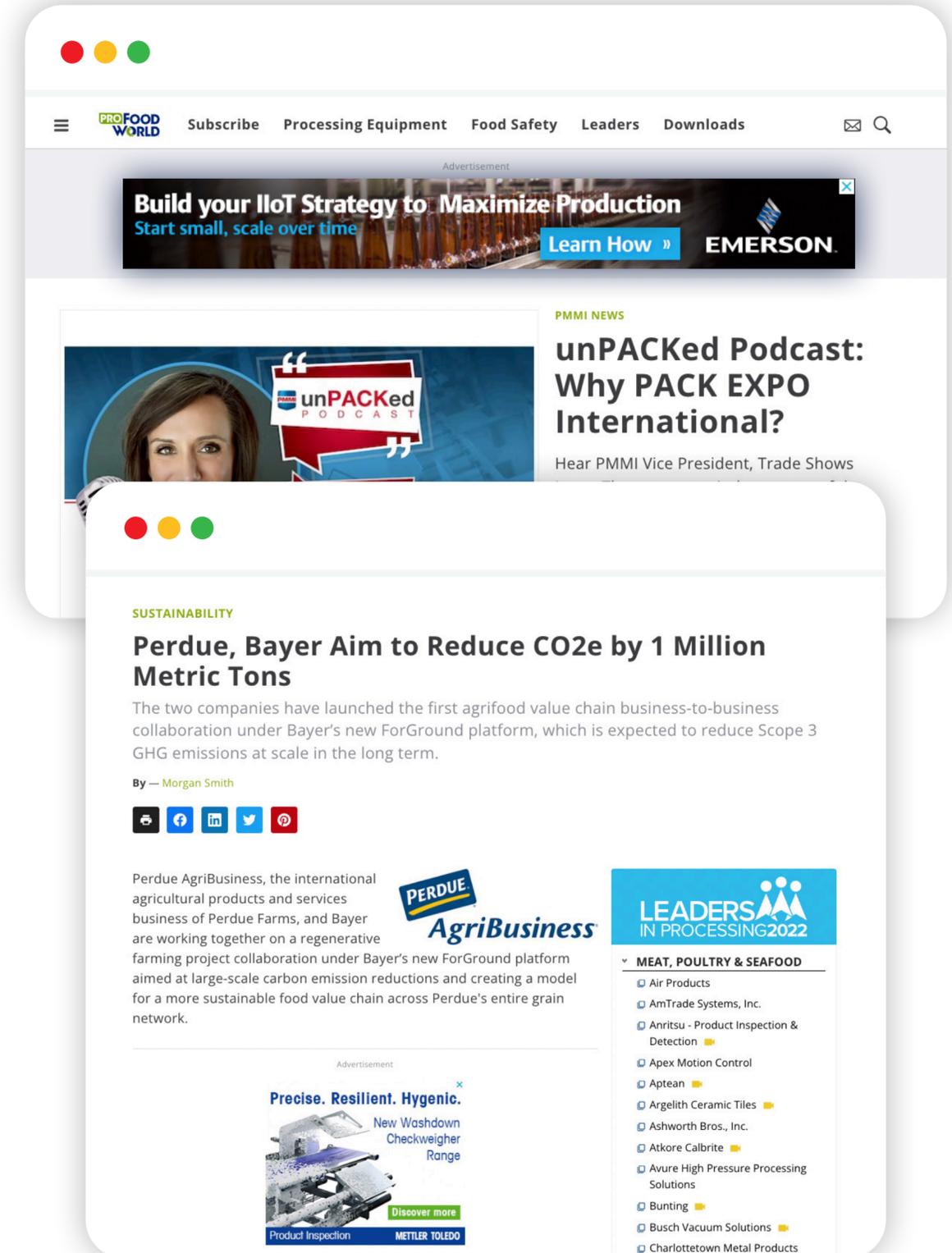
ADMIX
Advanced Mixing Technologies

DIGITAL OFFERINGS

Website Ads

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

- **ProFood World Website**
Reach your target audience with highly visible ads across Profoodworld.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

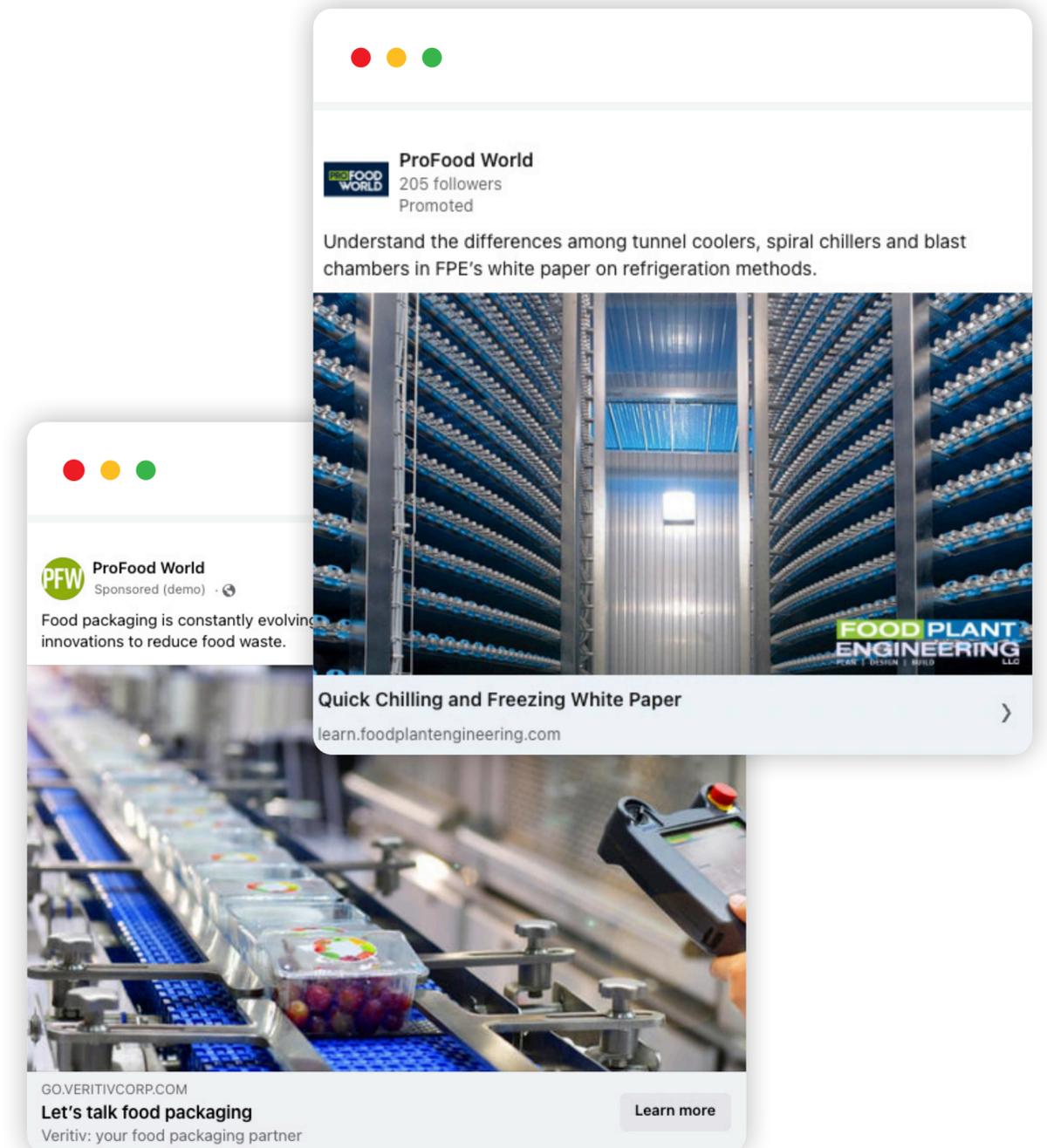
Further extend your message utilizing the PMMI Audience Network across social media platforms.

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

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 ProFood World.

- **ProFood World Webinar**

Tap into our industry expertise and vast database of B2B end users when you sponsor a ProFood World 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 Profoodworld.com and social media campaigns.



ProFood World Webinar Topics

Q1 | Innovations Roundup: The Tech That Will Reshape Your Operations

Q2 | How to Innovate Past CO2 Shortages

Q3 | Sustainability Ideas for Your Processing Plant

Q4 | How Consumer Trends Will Reshape Processing

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

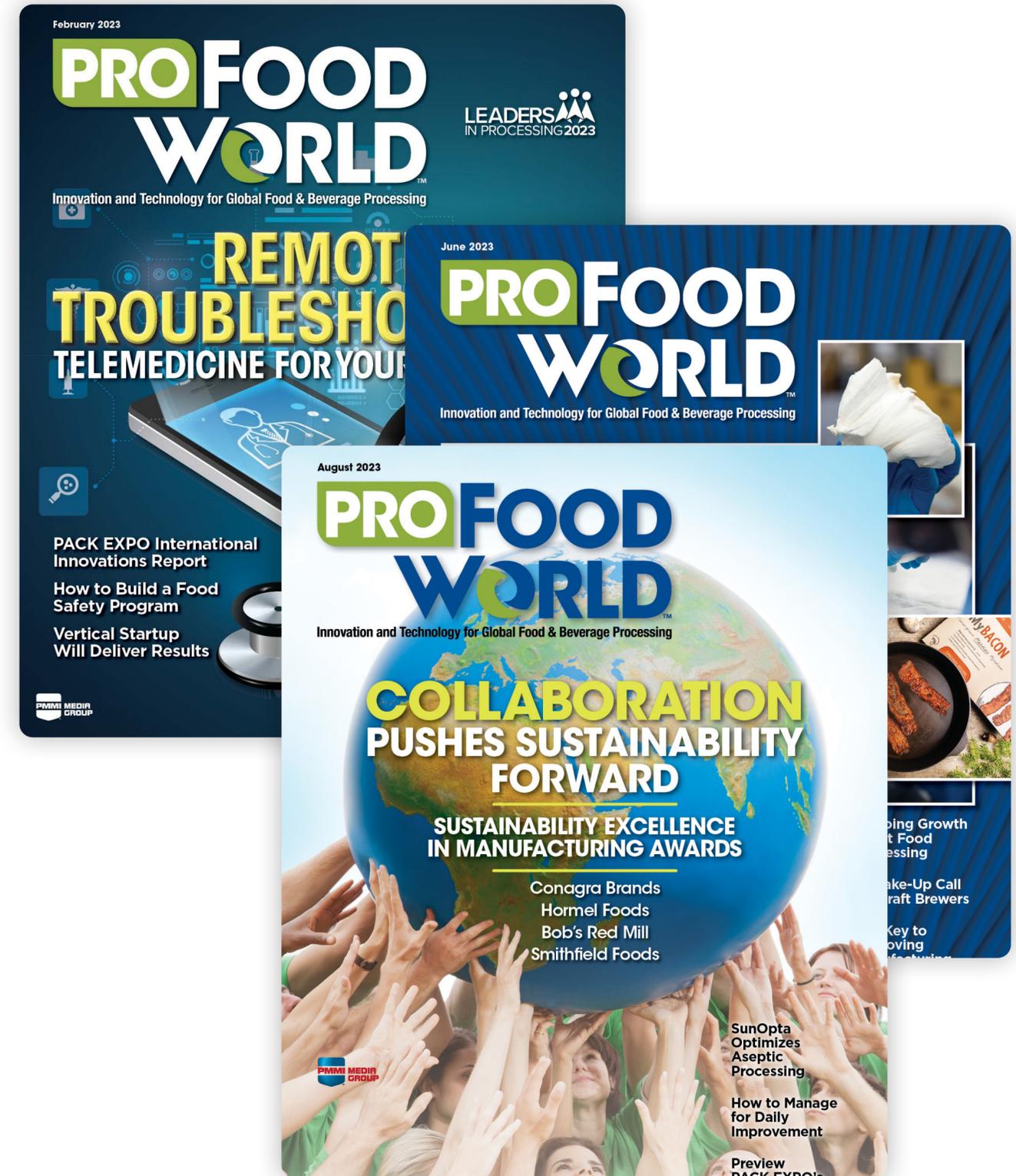
Create brand awareness

when you place an ad in our
printed publications

Print

PRINT OFFERINGS

- **Magazine ads**
Run a full-page or fractional print ad in any or all of our monthly issues (7 in total).
- **Targeted direct mail**
Reach a specific audience with a direct mail campaign of choice.



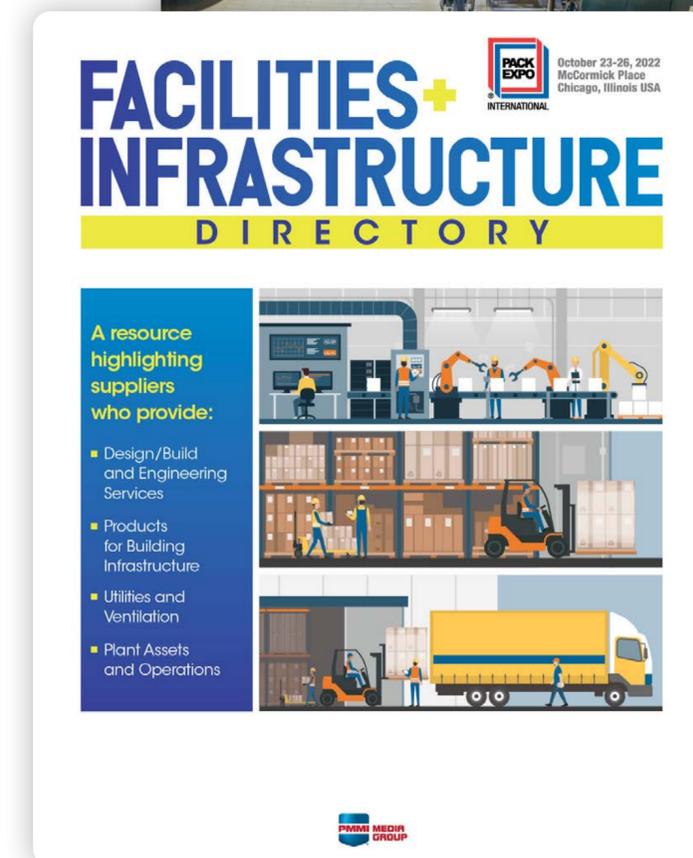
Create brand awareness and
drive booth traffic when you
reach attendees before, during
and after the show

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.

- **Processing Zone Showcase**
Connect with pre-registered processing attendees in this pre-show issue.
- **Facilities + Infrastructure Directory**
Reach pre-registrants explicitly expanding their plants in this pre-show guide.
- **Game Plan**
Reach your targeted buyers, specifically those who chose your category or categories when registering for the show with this customized walking guide.
- **Second Look**
Follow-up with attendees who visited and those who did not visit your booth at the show through this personalized recap guide.
- **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

Leaders in Processing

Leaders in Processing

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

• Key Features

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

- Profoodworld.com homepage Leaders in Processing featured listing linking to a full company profile (choose to be listed in up to 6 categories)
- Listing displayed alongside all Profoodworld.com editorial associated with your product category
- Product ad and print profile in the exclusive 2024 Buyer's Guide
- Access to real-time profile views and clicks





Track and manage campaign and content metrics

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 an 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 or a tablet they are holding together. The scene is dimly lit, with a blue tint overlaid on the entire image.

Trending industry topics

to engage ProFood World readers

Editorial Calendar

Issue	Cover Story	Tech Today	Special Coverage	Plant Floor New Products	Industry Events *Bonus Distribution and Webinars
FEBRUARY Closing: 1/19 Materials: 1/26 SPECIAL EDITION LEADERS IN PROCESSING	How Automation Improves Productivity	Cleaning and Sanitation Systems	PACK EXPO International Innovations Report Refrigeration & Freezing Solutions Cryogenic Freezing and Chilling Equipment Low Charge Ammonia Systems Low Temperature Lubricants Condensers and Evaporators	<ul style="list-style-type: none"> • High Pressure Processing • Ovens, Dryers and Fryers • Conveyors and Conveyor Belting • Size Reduction Equipment: Slicers, Cutters, Dicers, Shredders 	Food Processing Expo - February 11-14 Sacramento, CA RFA Conference - March 3-5 Fort McDowell, AZ PACK EXPO East - March 18-20 Philadelphia, PA* Food Northwest Process & Packaging Expo – April 9-11 Portland, OR SNX - April 14-16 Dallas, TX ABA Convention – April 14-17 Scottsdale, AZ Q1 Webinar - Innovations Roundup: The Tech That Will Reshape Your Operations
APRIL Closing: 3/7 Materials: 3/14	Refrigerated & Frozen Foods Processing & Logistics	Innovation Solutions for the CO2 Shortage	Dry Processing Solutions Minor/Micro Ingredient Handling Tubular Drag and Chain Conveyors Airlocks, Bin Activ., Gates/Valves & Dry Convey. Components Screening Equipment	<ul style="list-style-type: none"> • Washing Equipment for Parts, Totes, Bins, Pallets, Pails • Retort/Thermal Processing • Pest Control • Centrifuges and Separators • Depositing and Filling Equipment 	Cheese Expo - April 16-18 Milwaukee, WI Craft Brewers Conference – April 21-24 Las Vegas, NV Food Safety Summit – May 6-9 Rosemont, IL EXPO PACK Guadalajara – June 4-7 Guadalajara, Mexico*
JUNE Closing: 5/9 Materials: 5/16	Manufacturing Innovator of the Year	Table-top R&D/Startup Processing Equipment	Liquid Processing Solutions Pumps, Valves & Fittings Heat Exchange Kettles, Tanks & Process Vessels	<ul style="list-style-type: none"> • Floors, Drains, Walls, Doors • Compressors and Blowers • Batching/Weighing • Waste Water Treatment and Control Systems 	Q2 Webinar - How to Innovate Past CO2 Shortages
AUGUST Closing: 7/8 Materials: 7/15	Sustainability Excellence in Manufacturing Manufacturing Innovation Award Winner	Extrusion Technologies	Refrigeration & Freezing Solutions Mechanical Freezing and Chilling Equipment Hygienic Air Handling Systems Refrigeration Controls Cold Storage Equipment	<ul style="list-style-type: none"> • Engine Room: Compressors, Water Heaters and Boilers • Wastewater Treatment and Pollution Control Systems • Lubricants • Hoses/Washdown Stations 	Q3 Webinar - Tips From the Best: Sustainability Ideas for Your Processing Plant
PACK EXPO INTERNATIONAL PROCESSING ZONE SHOWCASE Closing: 9/5 Materials: 9/12	Guide to PACK International including: <ul style="list-style-type: none"> • Overview of all education sessions • Co-location of related shows • ProFood World's Manufacturing Innovation Awards • ProFood World's Sustainability Excellence in Manufacturing Awards • Packaging and Processing Women's Leadership Network Event 		PACK EXPO International Processing Zone Exhibitor New Products Facilities & Infrastructure Directory (printed separately) Closing: 9/12 Materials: 9/19		
OCTOBER Closing: 9/5 Materials: 9/12	The Global Food and Beverage Industry Report	Conveyor Belting	Dry Processing Solutions Pneumatic Conveying Equipment Magnetic Separation Bulk Bag Filling, Conditioning and Discharging Weigh-Belt Feeders	<ul style="list-style-type: none"> • Coating and Enrobing Equipment • Forming and Portioning Equipment • Vertical Form, Fill and Seal Equipment • Metal Detectors, Checkweighers & X-Ray Inspection Equipment 	PACK EXPO International – November 3-6 Chicago, IL* Q4 Webinar - How Consumer Trends Drive Changes to Food Processing Ops
DECEMBER Closing: 10/25 Materials: 11/1	Manufacturing Innovation Award Winner	Inspection/Detection Equipment	Liquid Processing Solutions Mixing, Blending and Homogenizing Equipment Process and CIP Sanitation Skids Flow Meters, Flow Indicators, Metering Systems and Valves	<ul style="list-style-type: none"> • Power Transmission Equipment: Motors, Drives & Bearings • Electrical Components: Fittings, Connectors, Ties, Conduit • Stainless Steel Piping and Fittings • Color Coded Tools – Mops, Bins and Shovels 	International Production & Processing Expo (IPPE) - January 28-30, 2025 Atlanta, GA*

Case Studies, Packaging Technology, Expert Columnists and OpX Intel/FSO Case in Point Series included in every issue.



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

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

For information on PMMI trade shows, visit PMMI.org

