



SUSTAINABLE PACKAGING NEWS

MEDIA PACK 2020 - 2021

Welcome

Our mission is to take the lead in sustainability by highlighting the very latest sustainable packaging solutions and strategies.





We provide our audience with indispensable, up-to-date information on all aspects of sustainable packaging,

Incorporating

- √ circular economy
- √ recyclability
- √ resource efficiency
- √ biodegradable packaging
- √ machinery that encourages sustainability
- √ new pre-commercialised sustainable packaging innovations

To our advertisers, we offer far more than brand alignment and logo visibility!

We offer the opportunity to engage with the value chain, establishing you as thought leaders, reaching a targeted audience via multiple channels.

Content Strategy

Sustainable Packaging News, a printed magazine that sets the agenda on sustainable packaging



With the goal of separating out the greenwash from the solutions which genuinely help make a difference, each edition will include key interviews with industry experts representing a cross-section of the entire value chain.

We rigorously explore high-level challenges faced by companies who aim to be consistently more sustainable and present the solutions they have found to meet these challenges.

With the main focus being on thought leadership, the magazine will only cover product news which truly changes the landscape of the sustainable packaging industry. Any content put forward to our clients is clearly distinguishable from our own, in order to not mislead our audience.



Our website focuses on sustainable packaging innovations

We share thought leadership around this extremely hot-topic as well as commentary from leading brand owners, sustainability organisations, waste management specialists and retailers.

The website is much more news-driven than the printed magazine. Our readers are particularly interested in news about new technologies, products or initiatives which impact the industry.

Our online audience are less interested in minor updates to existing products, generic company news like financial results and appointments etc.

We do, however cover business news when it has important implications for the sustainable packaging market, such as major mergers and acquisitions.

The Sustainable Packaging News team welcome all news stories and press releases and are also extremely grateful for opportunities for original content or exclusive reporting on big stories. These are the articles we promote most heavily across all our channels.

Categories

Both the magazine and website are broken down into the following categories

CIRCULAR ECONOMY

Covering initiatives promoting an increase in recycling rates, plus innovations in reusable packaging systems and recycling technology. This section also explores new uses of recycled goods.

RECYCLABILITY

This section looks at new uses for recyclable packaging materials.

RESOURCE EFFICIENCY

Covering packaging which does more with less – for example, using less materials / reducing carbon footprint without increasing the environmental impact of the packaged product.

MACHINERY

Exploring machinery/robotics which have increased production line environmental efficiencies (in terms of reduced water consumption, waste or energy) or facilitated the use of sustainable packaging materials.

BIODEGRADABLE





Covering the whole supply chain – new technologies which encourage the use of biodegradable / bio-based packaging, new bio-based materials and new uses for biodegradable packaging materials.



All content should be sent to
content@spnews.com

Content calendar

All issues contain the Regular features : 20-20 Vision, Spin Doctors, Supply Chain Sleuths and Digital Digest.

Publication	Issue 21.1	Issue 21.2	Issue 21.3	Issue 21.4
Content Deadline	21/01/2021	15/03/2021	12/08/2021	20/10/2021
Ad Copy Deadline	28/01/2021	22/03/2021	19/08/2021	27/10/2021
Publication Date	11/02/2021	05/04/2021	02/09/2021	10/11/2021
Topics	Food Packaging	Machinery	Circular Economy	Recycle v Reuse
	Plastic packaging	Ecommerce	Consumer Impact	Industry 4.0
	Bioplastics revolution	Printing Inks	Beverage Packaging	Pouches
	Corrugated Packaging	Sustainability in FMCG	Downgauging	Alternatives to plastics
	Recyclability	Paper Packaging	Tackling Carbon Emissions	Masterbatches
	Resource Efficiency	Pharmaceutical Packaging	Compostable / Biodegradable Packaging	Regulatory News
	Luxury Packaging	Film Recyclability	Recycled materials	Palletising Potential
	Bottles v Cartons	Contract Manufacturing Review	Protection During Transportation	Dispersion Barriers
Event Distribution		 FachPack Preview	 FachPack Guide	 FachPack Review
			 Drinktec Guide	



Sustainable Packaging News Magazine

Total readership 28,380

By Region		By Job		By Industry	
UK & Ireland	16%	Product Design / Development	24%	Food / Bev	36%
DACH	16%	Purchasing	22%	Pharma / Medical	17%
USA	15%	Manufacturing	9%	Consumer Products	15%
China	14%	Engineering	8%	Packaging Converter	11%
Benelux	9%	Research & Development	7%	Materials Manufacturer	4%
India	8%	Business Development / Sales	6%	Packaging Machinery	3%
France	4%	Corporate Management	5%	Printing / labelling / Bar Coding	3%
Italy	4%	Sustainability Management	4%	Chemicals / Additives	3%
Iberia	3%	Technical Management	4%	Contract Manufacturing	2%
Eastern Europe	3%	Marketing	4%	Other	6%
Spain	3%	Quality Assurance	4%		
Canada	1%	Other	3%		
Rest of World	4%				



Web Statistics

www.spnews.com

Web Statistics

Monthly Sessions	26,133
Monthly Unique Users	20,839
Monthly Page Views	72,649
Pages per session	2.78
Session Duration	2:42
Bounce Rate	16.6%
Average time on page	58 seconds

Traffic

62%	Returning Users
38%	New Users
78%	Desktop
19%	Mobile
3%	Tablet
58%	Organic Search
28%	Direct
8%	Social
6%	Referral

Sessions By Country

UK & Ireland	18%
USA	18%
China	14%
DACH	12%
India	9%
Benelux	8%
Eastern Europe	3%
Iberia	3%
Italy	3%
France	3%
Spain	1%
Canada	1%
Rest of World	7%



Magazine Options

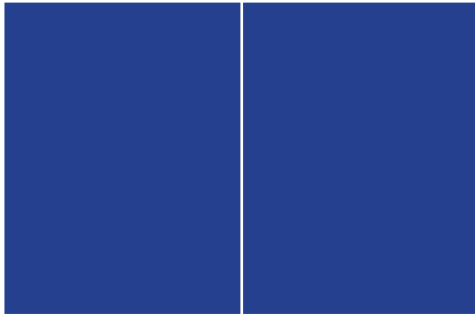
Let us know which category you would like to appear in (see page five).

Circular Economy, Recyclability, Resource Efficiency, Biodegradable or Machinery
 (you can appear in multiple sections if you wish)

Number Of Editions	1	2	3+
Double Page Advert	€ 6,200	€ 5,890	€ 5,580
Full Page Advert + Full Page Editorial (DPS)	€ 5,400	€ 5,130	€ 4,860
Full Page Advert	€ 4,400	€ 4,180	€ 3,960
Half Page Advert + Half Page Editorial	€ 3,800	€ 3,610	€ 3,420
Half Page Advert	€ 2,800	€ 2,660	€ 2,520
Quarter Page Advert + Quarter Page Editorial	€ 2,400	€ 2,280	€ 2,160
Quarter Page Advert	€ 1,800	€ 1,710	€ 1,620

Advertising Copy Guidelines

Double Page



Bleed Size: 426mm x 266mm
Text Area: 182mm x 236mm

Full Page



Bleed Size: 216mm x 266mm
Text Area: 182mm x 236mm

Half Page



Landscape: 182mm x 116mm
Portrait: 89mm x 236mm

Quarter Page



Landscape: 182mm x 56mm
Portrait: 89mm x 116mm

File formats accepted:

PDF, eps, tif, jpg – please provide high-resolution files - 300dpi

All advertising must be clearly presented as commercial content, as distinct from editorial content.

Editorial Copy Guidelines

Full Page – 1-4 high res images + 400-600 words of text

Half Page – 1-3 high res images + 200-300 words of text

Quarter Page – 1-2 high res image + 100-150 words of text

DISCLAIMER: Please be aware that any artwork that has been sent in print-ready will not be proofed before publishing.

Make a Big Impression

At Sustainable Packaging News, we want to offer clients the opportunity to really stand out and get your message across, so we have a variety of premium options for you as follows....

Front Cover Package

Work with us to make the front cover of the magazine yours. We work with you on the image for the front cover which is accompanied by the headline feature for your chosen edition. Includes a two page feature article and a full page advert. Cost €14,000 euros.



Gatefold Advert

This option gives you a full page advert on the inside front cover of an edition of your choice. This page then opens back on itself to present a double page spread (giving you three pages right at the start of the magazine). Cost €8,200 euros. Front Flap + inner front flap are 200mm x 266mm (incl. 3mm bleed). Inside front cover is 207mm x 266mm (incl. 3mm bleed top and bottom).



Gatefold Advert

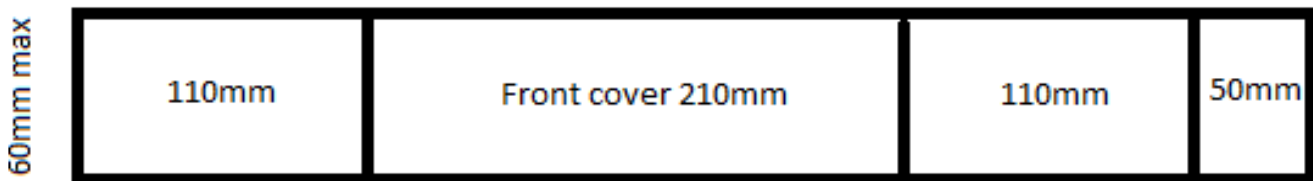
Belly Band

This has to be manually removed from the magazine, so it is the first thing our audience see. You have the option to stick it to content in the magazine, leading our audience to your particular page.

The belly band by itself is €6,400 euros.

The belly band leading to a DPS is €9,000 euros.

Maximum height is 60mm.



Note the 50mm area is an underlap, so it will not appear when the belly band is wrapped.

Insert

This is limited to two per edition for maximum effectiveness. Stands out from other advertisements within the magazine.

Weight	Up to 10g	10g to 20g	20g to 30g
Loose	€ 4,100	€ 5,400	€ 6,000
Bound-in	€ 5,400	€ 6,500	€ 7,000

Maximum size for insert is 190mm x 240mm

Inside Front cover (Full Page advert only) +25%

Outside Back Cover (Full Page advert only) +15%

First company to appear in a category of your choice +20%

Web Advertising

Reach our largest and fastest growing audience segment – all positions are 50% share of voice with full reporting to give you clear metrics and calculate ROI.

Prices per Month	1 to 3	4 to 6	7+
Leaderboard One	€ 1,800	€ 1,710	€ 1,620
Leaderboard Two	€ 1,600	€ 1,520	€ 1,440
Leaderboard Three	€ 1,000	€ 950	€ 900
MPU One	€ 1,400	€ 1,330	€ 1,260
MPU Two	€ 1,200	€ 1,140	€ 1,080
MPU Three	€ 1,000	€ 950	€ 900
MPU Four	€ 800	€ 760	€ 720

Innovation Insight

If you have a new product or innovation coming to the market, this will give you exposure via multiple channels.

A content piece, which receives exposure in the print magazine (1 page), on www.spnews.com for a month (100% share of voice) and on our social media channels. Cost of service is €4,200 euros.

Please provide: 400-600 words of text.
1-4 high res images

We accept the following formats;
psd, ai, eps, tif, jpg, pdf



Leaderboard Sizes:

Desktop: 970px x 90px
Tablet: 728px x 90px
Mobile: 300px x 50px

Please provide all three sizes for maximum visibility across all devices.

MPU Sizes: All MPU's are 300px wide x 250px high.

Newsletter Advertising

“ our most engaged-with content ”

We will be sending out newsletters to all our 30k and growing subscribers. With each item receiving over 500 clicks per newsletter, this makes up our most engaged-with content. We will be sending out a monthly newsletter, as well as five show-special newsletters ahead of FachPack.

Prices per Run	Monthly (x12)	Interpack (x5)	Drupa (x5)	FachPack (x5)
Leaderboard 1	€ 8,500	€ 4,250	€ 4,250	€ 4,250
Leaderboard 2	€ 6,000	€ 3,000	€ 3,000	€ 3,000
Leaderboard 3	€ 5,000	€ 2,500	€ 2,500	€ 2,500
MPU One	€ 5,500	€ 2,570	€ 2,570	€ 2,570
MPU Two	€ 5,500	€ 2,750	€ 2,750	€ 2,750
MPU Three	€ 4,500	€ 2,250	€ 2,250	€ 2,250
MPU Four	€ 4,500	€ 2,250	€ 2,250	€ 2,250
Copy Deadline	12th Jan	19th Jan	9th March	17th Aug

Leaderboard One	
Headline News Story	
Leaderboard Two	
News Story Two	
MPU One	MPU Two
News Story Three	
Leaderboard Three	
News Story Four	
MPU Three	MPU Four
News Story Five +	

Leaderboard Sizes:

Leaderboard: 600px x 90px
MPU: 280px X 235px

Accepted file types: png, jpg, gif

Please remember that while animated GIFS are visually exciting and people generally watch them until the end, GIFS don't always work everywhere.



**SUSTAINABLE
PACKAGING
NEWS**

Get in touch

If you want to advertise within Sustainable Packaging News in either the print or online versions, please contact :

Kevin Gambrill

+44 (0) 1603 926 806

kg@spnews.com

If you wish to discuss content collaboration, then please email all details to :

Philip Yorke

content@spnews.com

For any Accounting queries, please contact :

Emily Dimas

accounts@spnews.com

**Please send all advertising materials to
production@spnews.com**

www.spnews.com

Media Order terms and conditions

1. All advertising orders placed in Sustainable Packaging News hereafter “The Magazine” or on **www.spnews.com** hereafter “The Website” by the advertiser and received by Sustainable Packaging News hereafter “The Publisher” shall be governed by the terms and conditions below.
2. Advertisers and agencies will agree to hold harmless and indemnify The Publisher from any claim arising out of the publication of any material or advertisement submitted to The Publisher by The Advertiser and published in The Magazine or any related products.
3. The Publisher has the right to reject any advertising material submitted for publication in The Magazine in print and / or online. The publisher has the right to insert the word “Advertisement” alongside any copy/advert scheduled to appear in the publication in print and / or online
4. Advertisements booked to appear in The Magazine in print and / or online can only be cancelled in writing no later than 30 days before the print issue closing date (for printed adverts) or 30 days prior to the commencement date for online adverts. It is the advertiser’s responsibility to gain acknowledgement of the receipt of cancellation in writing.
5. The Publisher will not be held responsible for any damages/costs beyond the agreed costs of the advertisement where such costs have been prepaid by the advertiser or where production quality of such advertisement is below standard.
6. Fees for print orders are invoiced at the end of the month prior to publishing. Fees for online orders are invoiced at the end of the month prior to publishing. Invoices are payable within 30 days. The same rule applies for agencies acting on behalf of clients.
7. The publisher will issue invoices in euros in every instance. If an advertiser wishes to be invoiced in a different currency they must advise The Publisher at the time of booking. The exchange rate will be agreed at the time of booking and will not change.
8. The position of the advert is at the discretion of The Publisher except where The Advertiser has paid the preferred position charge and the availability of this position has been confirmed in writing by The Publisher.
9. Any order containing digital advertising or communication must be executed within 12 months of the contract date. Any elements not executed after 12 months will be declared void and will not be executed by The Publisher and not be refunded. There will be no extensions to a contracted advertising period due to delays in receiving creative.
10. The Publisher will not return any materials submitted for publication in print and / or online or any associated properties unless prior agreement is issued by The Publisher in writing. The Publisher has the right to destroy any materials submitted after 12 months from their receipt.
11. This contract shall be governed by the courts of England and Wales whose courts shall be the proper forum for any action commenced by either the Publisher or the Advertiser.
12. The Advertiser will lose the right to any compensation for any deficiency of whatever nature in The Publisher’s service unless The Advertiser notifies The Publisher within 30 days of publication of that edition or date uploaded to the website, setting out the deficiency
13. Advertising agency commission is 10% for accounts settled within 30 days of invoice. There will be no variation in this clause.
14. The advertiser may incur additional charges where artwork supplied requires changes, amendments or alterations for publication in the magazine and / or online.
15. The terms and conditions above shall form the entire contract between the parties, and other terms shall only be imported if submitted in writing and agreed by the parties.