

ItaliaImballaggio has been punctually and steadfastly reporting the events that animate the packaging & bottling sector since 1994.

Born as a magazine in Italian and English, over time it has become a link between Italian and international sector entrepreneurs (both material producers and machine builders) and the global market, facilitating the exchange of information.

Among its merits are its having broken the patterns of traditional B2B communication, where the stories of people and companies become one with technological development, market dynamics and new visions.

In order to describe reality it uses carefully chosen words, never shouted or brash, but able to communicate the solidity and the essence of a successful business system.

Other distinctive features of ItaliaImballaggio are its graphics, carefully crafted and functional to the presentation of the contents, as well as the magazine covers: devised and drawn up every month by designers, artists and photographers, they sum up the philosophy and identity of the magazine as well as rendering its readers inspiration and beauty.

The magazine is divided into five sections that feature in-depth articles and news on marketing and design, sector statistics and trend management, environment and product innovation.

The excellent network of relations built up over time with institutions, trade associations, trade fair organizers and market players make ItaliaImballaggio the focal reference point for the sector.

The first Italian sector magazine in Italian and English, it is also published on the Internet in the full version.



1/2 JANUARY/FEBRUARY

COSMOPHARMA

Packaging of wellness

Packaging of nutraceutical products (*)
Report on the state of packaging #1
Primary packaging materials and machines
Pick & place
Systems and components for automation

DISTRIBUTION

Cosmopack, 28/4-1/5/2022, Bologna (I)

3 MARCH

FOOD

Waiting for Ipack-Ima

Packaging of bakery products (*)
Food safety
User friendly packaging
Secondary packaging materials and machines
Printing & finishing

DISTRIBUTION

Anuga FoodTec 26-29/4/2022, Köln (D)
Labelexpo Europe 26-29/4/2022, Bruxelles (B)

4 APRIL (SPECIAL COVER)

INNOVATION & SUSTAINABILITY

On show in Milan

Best packaging (Packaging Oscar)
Packaging design: concepts and projects
Smart packaging
Bio-based materials
Solutions for intralogistics

DISTRIBUTION

Ipack-Ima, 3-6/5/2022, Milano Rho (I)
Pharmintech 3-6/5/2022, Milano Rho (I)
Intralogistica 3-6/5/2022, Milano Rho (I)
Green Plast 3-6/5/2022, Milano Rho (I)
Print4All 3-6/5/2022, Milano Rho (I)

5 MAY

INDUSTRY 4.0

Creative Packaging

Enabling technologies for smart factory
Cybersecurity
Packaging & e-commerce
Wooden packaging (*)
Systems and components for automation

UPDATES FROM

Cosmopack

DISTRIBUTION

SPS Italia 24-26/5/2022, Parma (I)
Packaging Premiere 24-26/5/2022, Milano (I)
PCD Milan 24-26/5/2022, Milano (I)
Hispack 24-27/5/2022, Barcelona (E)
Venditalia 25-28/5/2022, Rho Fiera Milano (I)
ADF&PCD + PLD 29-30/6/2022, Paris

6 JUNE

PHARMACEUTICAL

Labeling & Coding

Packaging of pharmaceutical products (*)
Pharma track & trace
Data from Imballaggio in cifre (*)
Labeling, coding and marking systems
Vision, inspection and control systems

UPDATES FROM

Pharmintech

DISTRIBUTION

Achema, 22-26/8/2022, Frankfurt a/Main (D)

7/8 JULY/AUGUST

BEVERAGE

Packaging & Ethics

Packaging of beverage (*)
Best packaging (Packaging Oscar): the winners
Report on the state of packaging #2
Metal packaging (*)
Materials and machines for end-of-line and palletization

UPDATES FROM

Ipack-Ima, SPS Italia

DISTRIBUTION

Drinktec 12-16/9/2022, Munich (D)
Fachpack 27 - 29/9/2022, Nuremberg (D)

9 SEPTEMBER

PREMIUM PACKAGING

Brand protection

Packaging of detergent products (*)
Packaging and augmented reality
Training and services
Cellulosic packaging (*)
Rigid plastic packaging (*)
Packaging & plastics: raw material and machines

UPDATES FROM

Packaging Première

DISTRIBUTION

Luxe Pack, 3-5/10/22 Monte Carlo (MC)
K 2022 19-26/10/2022, Düsseldorf (D)
Cibus Tec Forum 25-26/10/2022, Parma (I)

10 OCTOBER

PACKAGING SPEAKS GREEN

Design for recycling

Report on the state of packaging #3
Glass packaging (*)
Bioplastics
Special protective packaging
Machines and equipment for recovery and disposal

DISTRIBUTION

Ecomondo, 8-11/11/2022, Rimini (I)

11/12 NOVEMBER/DECEMBER

FOOD & BEVERAGE

Waiting for interpack 2023

Packaging of chocolate, candies & snacks (*)
Flexible packaging (*)
Materials and machines for bottling
Additive manufacturing (3D)
Systems and components for automation

UPDATES FROM

Drinktec

DISTRIBUTION

Simei 15-18/11/2022, Milano Rho (I)
All4Pack 21-24/11/2022, Paris (F)
PCD + ADF 2023, Paris (F)

NOTE

(*) Sector studies and articles on the materials market made for the magazine ItaliaImballaggio by the Italian Packaging Institute

SPECIAL COVER WITH LOGOS**

4 April - distributed at Ipack-Ima

For further information, see the price list

| TARIFFS AND FORMATS (PER ISSUE) | EURO |
|---------------------------------------|-------|
| Full page, 4 colors | 2.880 |
| 1/2 page 4 colors | 1.800 |
| 1/3 page, horizontal, 4 colors | 1.030 |
| SPECIAL POSITIONS | |
| Inside front cover (facing editorial) | 4.120 |
| Inside back cover | 3.500 |
| Back cover | 4.630 |
| First right-hand page (page 3) | 3.340 |
| Facing contents (page 4) | 3.240 |
| Second right-hand page (page 7) | 3.190 |
| Inserts* | 2.880 |
| Right-hand position | +5% |
| Key positions | +10% |

SPECIAL COVER WITH LOGOS**

| | |
|------------------------------------------------------------------------------------------------------------------|-----|
| 4 April: INNOVATION & SUSTAINABILITY On show in Milan (1 logo + text on inside front cover) | 700 |
|------------------------------------------------------------------------------------------------------------------|-----|



1 full page
Framed
217x291 mm
Plus margins
245x325 mm

1/2 page horizontal
Framed
217x140 mm
Plus margins
245x162 mm

1/3 page horizontal
Framed
217x93 mm

1/2 page vertical
Framed
106x291 mm
Plus margins
121x325 mm

| EDITORIAL SERVICE (PAPER+WEB)*** | |
|------------------------------------------------------------------|-----------|
| News (max 1.250 characters including spaces + 1 photo) | 900 |
| Short article (max 2.500 characters including spaces + 2 photos) | 1.800 |
| Article (max 7.500 characters including spaces + 4 photos) | 3.600 |
| Interview at customer's/user's | on demand |

* This price is valid for an unbound two-page insert, max. magazine format, paper not to weigh more than 150 g/m². Price to be defined for other types, formats and weights.
N.B. The costs of producing the material to be printed are at the expense of the customer.

** Front and Back Cover for the copies distributed at the show

*** News and articles are to all effects editorial contents and are hence drawn up by the editorial staff, on the customer's material, without the possibility of inserting advertising slogans, logos and addresses.
The material is published in Italian and in English both in the paper and in the digital editions.

Regularity Monthly (9 issues)

Text Italian and English

Circulation

- Paper edition: 7.500 copies
- Profiled readers, subscribers and qualified circulation:
80% Italy, 20% abroad

Sectors of circulation

58% Food and drink industry
21% Chemical, pharmaceutical and cosmetics industry
9% Packaging industry (materials and machinery)
3% Other industries
2% Converters
4% Broadscale distribution
1% Packaging designers
2% Public administration, universities and research institutes

Paper edition

Format 245x325 mm
Flat offset
Cross thread stitch binding

Date of publication

The first week of the month

Reservations and Order

- Space reservation: 40 days prior to publication date
segreteria@packmedia.net
Tel. +39 0269007733

Advertising material

- Delivery of material: 30 days prior to the publication date to be sent to Ufficio Traffico (traffico@packmedia.net)
- Technical specifications: PDF Acrobat 7, 1.6 version (PDF/X-4:2010), saved in 4 colors (CMYK) at 300 dpi with incorporated fonts and images (also at 300 dpi) and with 3 mm of excess on 4 sides.
RGB format not admitted.

PACKMEDIA NETWORK

News and facts from the real world of packaging via the web.

The network of the Pack-Media publishing house is renewed in form and content to keep pace with technological evolution and with the information needs of the global packaging industry.

Pack-Media's digital platform includes:

- ItaliaImballaggio webmagazine (in Italian)
- Packmedia International webmagazine (in English)
- PackBook, online buyers' guide (in Italian and English)
- Packaging Speaks Green webmagazine (in Italian and English)

ItaliaImballaggio webmagazine is the site in Italian, which offers daily updates on the national and international packaging industry.

On the site are published monthly the issues of the magazine ItaliaImballaggio on paper in browsable PDF format, as well as all the contents in Italian in html format, to favor the best indexing on search engines.

The contents of the ItaliaImballaggio webmagazine are promoted with monthly newsletters, sent to over 70,000 operators in the sector in Italy.

Packmedia International webmagazine is the site in English, which offers daily updates on the national and international packaging industry.

On the site are published monthly the issues of the magazine ItaliaImballaggio on paper in browsable PDF format, as well as all the contents in English in html format, to favor the best indexing on search engines.

The contents of the Packmedia International webmagazine are promoted with monthly newsletters, sent to over 58,000 operators in the sector in the world.