

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

COSMETICS

Packaging of wellness

Packaging of cosmetic products
Contract Manufacturing
Report on the state of packaging #1
Closures and dispensers
Pick & place
Systems and components for automation

UPDATES FROM

Luxe Pack, All4Pack

DISTRIBUTION

Cosmopack 16-18/3/2023, Bologna (I)

3 MARCH

FOOD & BEVERAGE

Waiting for Interpack

Packaging of bakery products and snacks
User friendly packaging
Primary and secondary packaging
End of line, palletization, robot...
Solutions for intralogistics

DISTRIBUTION

Mecspe 29 - 31/3/2023, Bologna (I)
ProSweets Cologne - ISM 23-25/4/2023,
Cologne (D)
TuttoFood 8-11/5/2023, Milan

4 APRIL (SPECIAL COVER)

INNOVATION & SUSTAINABILITY

On Show in Düsseldorf

Packaging made in Italy
Packaging design: concepts and projects
Best packaging (Oscar dell'imballaggio)
Smart packaging
Eco-packaging

DISTRIBUTION

Interpack 4-10/5/2023, Düsseldorf (D)
Packaging Première and PCD Milan
16-18/5/2023, Milan (I)

5 MAY

INDUSTRY 4.0

Smart factory

Servitization
Cybersecurity
Additive manufacturing (3D printing)
Wooden packaging (**)
Auxiliary equipments

DISTRIBUTION

SPS Italia 23-25/5/2023, Parma (I)

6 JUNE

PHARMACEUTICAL

Labeling and Coding

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

UPDATES FROM

Cosmopack, Interpack 1

7/8 JULY/AUGUST

FOOD & BEVERAGE

Packaging and Ethics

Coffe & Tea (*)
Food-Fresh & convenience (*)
Best packaging (Oscar dell'imballaggio):
winners
Report on the state of packaging #2
Rigid plastic packaging (**)
Labels, decorations and consumables

UPDATES FROM

Interpack 2, SPS

DISTRIBUTION

Plast 5-8/9/2023, Milano Rho (I)
Labelexpo Europe 11-14/9/2023, Bruxelles (B)

9 SEPTEMBER

PREMIUM PACKAGING

Brand protection

Packaging & e-commerce
Packaging and augmented reality
Training and services
Cellulosic packaging (**)
Printing & finishing

UPDATES FROM

Packaging Première and PCD Milan

DISTRIBUTION

Luxe Pack 2023, Monte Carlo (MC)

10 OCTOBER (SPECIAL COVER)

FOOD & BEVERAGE

Packaging and food safety

Packaging of beverage (*)
Canned food (*)
Updates on the economic situation
Metal packaging (**)
Materials and machinery for bottling
Systems and components for automation

DISTRIBUTION

Cibus Tec 24-27/10/2023, Parma (I)
Ecomondo 2023, November, Rimini (I)
Brau Beviale 14-16/11/2023, Nürnberg (D)

11/12 NOVEMBER/DECEMBER

PACKAGING SPEAKS GREEN

Design for recycling

PET food (*)
Flexible packaging (**)
Glass packaging (**)
Bioplastics
Special protective packaging
Machines and equipment for recovery and
disposal

DISTRIBUTION

Paris Packaging Week (PCD + ADF + PLD +
Packaging Première), January, 2024

SPECIAL COVER WITH LOGOS

4 April - distributed at Interpack
10 October - distributed at Cibus Tec
For further information, see the price list

NOTE

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

TARIFFS AND FORMATS (PER ISSUE)	EURO
Full page, 4 colors	2.960
1/2 page, 4 colors	1.850
1/3 page, horizontal, 4 colors	1.060
SPECIAL POSITIONS	
Inside front cover (facing editorial)	4.240
Inside back cover	3.600
Back cover	4.760
First right-hand page (page 3)	3.440
Facing contents (page 4)	3.330
Second right-hand page (page 7)	3.280
Advertorial page (text)	3.290
Inserts*	2.960
Right-hand position	+5%
Key position	+10%
SPECIAL COVER WITH LOGOS** (1 logo + text on inside front cover)	
4 April - distributed at Interpack	700
10 October - distributed at Cibus Tec	500

EDITORIAL SERVICE (PAPER+WEB)***	EURO
News (max 1.250 strokes including spaces + 1 photo)	900
Short article (max 2.500 strokes + 2 photos)	1.800
Article (max 7.500 strokes + 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

- 61% Food and drink industry
- 19% Chemical, pharmaceutical and cosmetics industry
- 8% Packaging industry (materials and machinery)
- 4% Other industries
- 2% Converters
- 3% Broadscale distribution
- 1% Packaging designers
- 2% Public administration, universities and research institutes

Technical specifications

Format 245x325 mm

Flat offset

Cross thread stitch binding

Date of publication

The first week of the month

Reservations and Orders

- 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.



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