

Packmedia network

News and facts from the real world of packaging via web

The network of the Kairos Media Group publishing house has been renewed **in form and content** in order to keep up with the technological evolution and the information needs of the global packaging industry.

A digital platform that becomes a service hub, consisting of 4 sites in Italian and English, with over 35 thousand html pages dedicated to packaging, bottling, packaging design, where information is published that touches the most significant issues for producers and users in these sectors: from sustainability to the digitalization of products and processes.

The Kairos Media Group digital platform includes:

- italiaimballaggio.it, ItaliaImballaggio webmagazine (in Italian);
- packmedia.net, Packmedia International webmagazine (in English);
- packbook.it, PackBook, buyers' guide online (in Italian and English);
- packagingspeaksgreen.com, "sustainable" webmagazine (in Italian and English).

MEDIA KIT 2024



KAIROS MEDIA GROUP SRL
Via Fossa Buracchione 84
41126 Modena

Editorial board/Operational headquarters
Via Benigno Crespi 30/2,
20159 Milano, Italia
T. +39 0269007733
redazione@packmedia.net



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

Italiaimballaggio webmagazine means first of all verified and updated contents, market information and trends, focus on important events, videos, specials, fairs calendar.

Every month the monthly magazine ItaliaImballaggio is published on the site in a browsable PDF format, as well as all its contents in Italian in HTML format, to facilitate the best indexing on search engines.

The contents of ItaliaImballaggio webmagazine are promoted with monthly newsletters, sent to over 70 thousand trade operators worldwide.

Regularity

- Daily

Languages

- Italian

Circulation

- >220 thousand Core Visits*/year
- >57 thousand contacts newsletter recipients

*Core Visits: visits from recurring users (readership)

italiaimballaggio.it

We are also on



ITALIAIMBALLAGGIO.IT WEBSITE

	Euro	Regularity
Focus on (slideshow in home page)*	900	4 weeks
Highlights in home page**	900	4 weeks
Top banner***	950	4 weeks
Homepage horizontal banner ***	850	4 weeks
Square banner***	780	4 weeks
Half square banner***	600	4 weeks
Video	950	4 weeks
Brochure in browsable PDF	1.170	4 weeks

* **Focus on:** minimum image 1200x 800 pixels in the slideshow on the homepage, with a link to the articles or news published on the site. Position available only upon purchase of one of the editorial services.

** **Highlights:** image on the homepage and internal pages, with a link to an article or news published on the site. Position available only upon purchase of one of the editorial services.

*** **Slot ADV:** maximum 3 top banners in rotation; other slots max 5 banners in rotation

EDITORIAL SERVICES

Italiaimballaggio.it website in Italian

Short article (2.500 characters + 2 photos)	900
News (1.000 characters + 1 photo)	450

N.B. The prices of editorial services include: the writing of the text on material provided by the customer, translation, layout, publication on the site.

SOCIAL CAMPAIGNS

Promotion of company content on our social accounts	300 euros per post
---	--------------------

NEWSLETTER ITALIAIMBALLAGGIO

	Euro	Regularity
Newsletter in Italian		
Top banner	600	per issue
Horizontal banner	500	per issue
First featured news*	700	per issue
News*	350	per issue

News on the site + First featured news in the newsletter 1.150 euros
Short article on website + First featured news on newsletter 1.600 euros
News on site + News in the newsletter 800 euros
Short article on the site + News in the newsletter 1.250 euro

* Positions available only upon purchase of one of the indicated editorial services

DEM ITALIAIMBALLAGGIO

Personalized Direct Email Marketing to 20,000 industry professionals	1.200	per mailing
--	-------	-------------

PACKWEBINAR

Dedicated platform and related services for the organization of corporate webinars	5.000	per event
--	-------	-----------

The offer includes: two DEMs to promote the webinar; launch on our webmagazines of the webinar before and after the event; promotion of the webinar through our social pages; editorial and technical support for the online launch; publication of the recording of the webinar on the Packmedia portal.

Packmedia International webmagazine is the website in English which offers daily updates on the Italian and international packaging industry.

Packmedia International means, first and foremost, verified and up-to-date content, information and market trends, focus on important events, videos, specials, and the trade fair calendar.

On this website the monthly magazine ItaliaImballaggio is published in PDF format, as well as all its contents in English in html format, to facilitate the best indexing on search engines.

The contents of the Packmedia International webmagazine are promoted through monthly newsletters, sent to over 58 thousand operators in the sector worldwide.

Regularity

- Daily

Languages

- English

Circulation

- >270 thousand Core Visits*/year
- >47 thousand contacts newsletter recipients

*Core Visits: visits from recurring users (readership)

packmedia.net

We are also on



PACKMEDIA.NET WEBSITE

	Euro	Regularity
Focus on (slideshow in home page)*	720	4 weeks
Highlights in home page**	720	4 weeks
Top banner***	750	4 weeks
Homepage horizontal banner ***	690	4 weeks
Square banner***	620	4 weeks
Half square banner***	480	4 weeks
Video	750	4 weeks
Brochure in browsable PDF	930	4 weeks

* **Focus on:** minimum image 1200x 800 pixels in the slideshow on the homepage, with a link to the articles or news published on the site. Position available only upon purchase of one of the editorial services.

** **Highlights:** image on the homepage and internal pages, with a link to an article or news published on the site. Position available only upon purchase of one of the editorial services.

*** **Slot ADV:** maximum 3 top banners in rotation; other slots max 5 banners in rotation

EDITORIAL SERVICES

Packmedia.net in English

Short article (2.500 characters + 2 photos)	900
News (1.000 characters + 1 photo)	450

N.B. The prices of editorial services include: the writing of the text on material provided by the customer, translation, layout, publication on the site.

SOCIAL CAMPAIGNS

Promotion of company content on our social accounts	300 euros per post
---	--------------------

NEWSLETTER PACKMEDIA INTERNATIONAL

	Euro	Regularity
Newsletter in English		
Top banner	600	per issue
Horizontal banner	500	per issue
First featured news*	700	per issue
News*	350	per issue

News on the site + First featured news in the newsletter 1.150 euros
Short article on website + First featured news on newsletter 1.600 euros
News on site + News in the newsletter 800 euros
Short article on the site + News in the newsletter 1.250 euro

* Positions available only upon purchase of one of the indicated editorial services.

DEM PACKMEDIA INTERNATIONAL

Personalized Direct Email Marketing to 20,000 industry professionals	1.200	per mailing
--	-------	-------------

PACKWEBINAR

Dedicated platform and related services for the organization of corporate webinars	5.000	per event
--	-------	-----------

The offer includes: two DEMs to promote the webinar; launch on our webmagazines of the webinar before and after the event; promotion of the webinar through our social pages; editorial and technical support for the online launch; publication of the recording of the webinar on the Packmedia portal.

PackBook & Packaging Buyers' Guide is a practical and useful platform, a print and digital media, to meet the needs of users to find new technology suppliers. PackBook Community is the site in Italian and English dedicated to the presentation of about 900 companies, with up-to-date merchandise and news about packaging materials and machines.

+ complete + multimedia + international

PackBook by ItaliaImballaggio: for 23 years the only yearbook in Italian and English for the processing and packaging industry.

+ complete

+ companies + types of search (company, commodity, target sector, keywords).

+ multimedia

+ easy to consult the paper directory | + new website for better indexing by search engines | + visibility thanks to the recall (link) in all the news of the advertiser company published on ItaliaImballaggio.it and Packmedia.net | + promotion with dedicated space in the newsletters of ItaliaImballaggio and PackMedia.

+ international

+ diffusion at the main Italian and international trade fairs. Discover the different sponsorship options so as not to miss the opportunity to be found by potential customers. For further information, see the PackBook Media Kit.

Languages

- Italian, English

Circulation

- >110 thousand Core Visits*/year

*Core Visits: visits from recurring users (readership)

packbook.it

PACKBOOK.IT WEBSITE

	Euro	Regularity
Top banner	630	4 weeks
Horizontal flip	520	4 weeks
Square banner	460	4 weeks
Half square banner	350	4 weeks
Video	630	4 weeks
Browsable PDF brochure	800	4 weeks

SMART package (paper + web)

- Publication of logo, master data, products/services classification (on PackBook product indexes)

On the web only, in addition:

- detailed production range by sponsor (free keywords in Italian and English);
- dedicated information request form.

Price of inclusion in the yearbook on paper + annual web subscription Euro 600

PREMIUM package (paper + web)

- Publication of logo, master data, products/services classification (on PackBook product indexes);
- drafting and publication of 2 pages of text with company presentation and product news.

Only on the web, in addition:

- detailed production range by the sponsor (free keywords in Italian and English);
- Company video | Catalogue or technical descriptions in pdf
- Dedicated information request form.

Price of insertion in the yearbook on paper + annual subscription web Euro 1.700



HOMEPAGE



PAGINA ARTICOLO



Type and formats of banners for ItaliaImballaggio, packmedia and packbook sites

BANNER FORMATS : BASE X HEIGHT IN PIXELS

1. Focus on (img opening min. 1200x800 px)
 2. Top banner (1120x138 px)
 3. Square banner (320x270 px)
 4. Half square banner (320x150 px)
 5. Highlights (featured articles visible on all pages)
 6. Homepage horizontal banner (1120x138 px)
- Video 320x270 px
 Brochure in browsable PDF 320x270 px

NEWSLETTER BANNER FORMAT

- Top banner 600x100 px
 Horizontal banner 600x100 px

TECHNICAL FEATURES

ADV material

Type file: 72 dpi static JPG, or GIF with max 5 sec animation (linked to the company website, without video or other scripts)

Important notes

The weight of the file should not exceed 45-50 kb
 ATTENTION: the SWF (Flash) format is NOT allowed

Technical features of the DEM

- Responsive file HTML with links and CTA
- Width 600px, variable height
- Text not superimposed on images
- Max weight 25 kb

Materials to be sent to ADV Material Office (Ufficio traffico)

traffico@packmedia.net
 7 (seven) days prior to publication

Bookings and Orders to

segreteria@packmedia.net
 Tel. +39 0269007733

ItaliaImballaggio

ItaliaImballaggio.it

Regularity

Daily

Languages

- Italian

Circulation

- >220 thousand Core Visits/year
- >57 thousand newsletter recipients

packmedia.net

packmedia.net

Regularity

Daily

Languages

- English

Circulation

- >270 thousand Core Visits/year
- >47 thousand newsletter recipients

PackBook
 Community & Buyers' Guide

PackBook.it

Languages

- Italian, English

Circulation

- >110 thousand Core Visits/year

PACKAGING SPEAKS **GREEN**

packagingspeaksgreen.com

Regularity

Daily

Languages

- Italian, English

Circulation

- >160 thousand Core Visits/year
- >80 thousand newsletter recipients both in Italian and English



Packaging Speaks Green webmagazine

The history and skills of ItaliaImballaggio, packmedia.net, Macplas and Macplas online come together to provide its readers with a new webmagazine dedicated to the sustainability of the entire industrial chain.

This encounter has led to the creation of an editorial product that talks about technology, raw materials and packaging in a perspective of circular economy.

The aim is to give voice to the most innovative and functional solutions of today and tomorrow.

Languages

- Italian, English

Circulation

- >160 thousand Core Visits*/year
- >83 thousand newsletter recipients in Italian
- >80 thousand newsletter recipients in English

*Core Visits: visits from recurrent users (readership)

packagingspeaksgreen.com

We are also on



PACKAGING SPEAKS GREEN WEBSITE

	Euro	Regularity
Banner horizontal leaderbord *	600	4 weeks
Banner sidebar medium rectangle *	850	4 weeks

* ADV slot: maximum 5 banners per rotation

EDITORIAL SERVICES

Packaging Speaks Green website in Italian and English

Focus on (slideshow in home page)*	1.100	4 weeks
News ** (1.000 characters + 1 photo)	400	

Focus on* (2.500 characters + 2 photos)
News ** (1.000 characters + 1 photo)

N.B. The prices of editorial services include: the writing of the text on material provided by the customer, translation, layout, publication on the site.

NEWSLETTER PACKAGING SPEAKS GREEN

	Euro	Regularity
Newsletter in Italian and English Price for each mailing and each language		
Top banner horizontal	600	per issue
Middle banner horizontal	500	per issue
First news in evidence *	600	per issue
News*	300	per issue

* Positions available only upon purchase of one of the indicated editorial services





Type and formats of banners in packaging speaks green website

BANNER FORMAT : BASE X HEIGHT IN PIXELS

1. Focuson (featured articles visible on all pages)
2. Sidebar banner (300x250 px)
3. Horizontal banner (728x90 px)

NEWSLETTER BANNER FORMAT

- Top banner 600x100 px
- Middle banner 600x100 px

TECHNICAL FEATURES

ADV material

Type file: 72 dpi static JPG, or GIF with max 5 sec animation (linked to the company website, without video or other scripts)

Important notes

The weight of the file should not exceed 45-50 kb
ATTENTION: letter the SWF format (Flash) is NOT allowed

Technical features of the DEM

- Responsive file HTML with links and CTA
- Width 600 px, variable height
- Text not superimposed on images
- Max weight 25 kb

Materials to be sent to ADV Material Office (Ufficio traffico)

traffico@packmedia.net
7 (seven) days prior to publication

Bookings and Orders to

segreteria@packmedia.net
Tel. +39 0269007733



ItaliaImballaggio.it
Regularity
 Daily
Languages
 • Italian
Circulation
 • >220 thousand Core Visits/year
 • >57 thousand newsletter recipients



packmedia.net
packmedia.net
Regularity
 Daily
Languages
 • English
Circulation
 • >270 thousand Core Visits/year
 • >47 thousand newsletter recipients



PackBook.it
 Community & Buyers' Guide
Languages
 • Italian, English
Circulation
 • >110 thousand Core Visits/year



packagingspeaksgreen.com
Regularity
 Daily
Languages
 • Italian, English
Circulation
 • >160 thousand Core Visits/year
 • >80 thousand newsletter recipients both in Italian and English