

ItaliaImballaggio

The Voice of Italian Packaging

We believe... We believe that printed paper, always attractive, is irreplaceable, today and in the future: the sheets in orderly sequence, the smell of the print, the care in the layout of the text and images, the quality and originality of the contents curated by editors and not by AI, make it an up-to-date product.

In a world in which everything is digital and momentary, the paper magazine is an object to touch; it remains over time, involves more than one sense, and imposes calmness and reflection.

We believe that the emotional impact of a physical object best defines ItaliaImballaggio and makes it a Premium product intended for a target of selected readers in major sectors for dissemination: food industry, pharmaceuticals, cosmetics, etc.

We are referring to professionals able to decide strategies and purchases in the packaging context, people able to appreciate a narration, issue after issue, in which the stories of men and companies personify technological development, market dynamics and new visions.

We believe that, precisely for these people who know how to find time to reflect and focus on their ideas, the magazine needs to be even better, in terms of content, graphics and... of periodicity.

ItaliaImballaggio will, therefore, be moving from 9 to 6 editions a year as part of the search for excellence, starting from a higher number of pages, a careful choice of printed materials and enhanced distribution, by mail and at the major trade fairs of the sector.

Try it to believe it.

italiaimballaggio.it

MEDIA KIT 2025



KAIROS MEDIA GROUP IS

ITALIAIMBALLAGGIO

Advertising

Editorial services

PACKMEDIA DIGITAL NETWORK

Italiaimballaggio.it

Packmedia.net

PackagingSpeaksGreen.com

PackBook.it

Newsletter

DEM

Social Media campaigns

PACKBOOK

Buyers' Guide Yearbook

Advertising

Editorial services

KAIROS MEDIA GROUP SRL

B2B publishing house specialized in packaging technologies,
interior design materials and ceramic
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KAIROS
mediagroup

1 JANUARY/FEBRUARY

COSMETICS & LABELLING

Artificial Intelligence (AI) and packaging

Packaging of beauty

Packaging: auxiliary materials and products

Labelling, coding and marking systems

Labels, decorations and consumables

Report on the state of packaging #1

Distribution

Cosmopack

2 MARCH/APRIL

INDUSTRY 5.0 & PREMIUM PACKAGING

Best packaging (Packaging Oscars)

Servitisation

Cybersecurity

Pick & Place

Creative packaging

Packaging printing and finishing

Distribution

Packaging premiere & PCD Milan, SPS Italia

3 MAY/JUNE

SPECIAL ISSUE: IPACK-IMA 2025

Materials and machines for wrapping and packaging

Solutions for intralogistics

Best packaging (Packaging Oscars)

Packaging & e-commerce

Palletisers and robot

Recovery and recycling technologies

Distribution

Ipac-Ima, Pharmintech, Print4All,

Intralogistica, Green Plast

4 JULY/AUGUST

FOOD & BEVERAGE

Bottling materials and machines

Packaging of beverages (*)

Packaging of Coffee & Tea (*)

Packaging and food safety

Metal packaging (**)

Wooden packaging (**)

Report on the state of packaging #2

Distribution

FachPack, Drinktec, Host, CibusTec Forum

5 SEPTEMBER/OCTOBER

PHARMACEUTICAL & PREMIUM PACKAGING

Track & Trace

Packaging of pharmaceutical and

nutraceutical products (*)

Traceability of the medicine

Vision, inspection and control systems

Closures and dispensers

Rigid plastic packaging (**)

Cellulose packaging (**)

Distribution

Luxe Pack, K 2025

6 NOVEMBER/DECEMBER

SPECIAL ISSUE: WAITING FOR INTERPACK 2026

Packaging and food safety

Packaging of baked products and snacks (*)

Packaging of canned foods

Flexible packaging (**)

Bioplastics

Report on the state of packaging #3

Sustainability and ethics

Distribution

Marca, Paris Packaging Week

SPECIAL COVER WITH LOGOS

3 May / June

distributed at

IPACK-IMA

For further information, see the advertising price list

NOTE

(*) Sector study carried out by the Italian Packaging Institute

(**) Article on the materials market drawn up by the Italian Packaging Institute



ItaliaImballaggio: the voice of packaging for 30 years

ItaliaImballaggio has been accurately and seriously reporting on the events that animate the packaging & bottling sector since 1994. Created as a magazine in both Italian and English, over time it has become a link between entrepreneurs in the sector (both material producers and machine manufacturers), end-users and the global market, facilitating the exchange of information.

Its merits include the carefully chosen words of the texts, never shouty or brazen, but capable of conveying the concrete nature and essence of a successful business system.

Other distinctive elements of ItaliaImballaggio are, besides the graphics, carefully developed and practical for the presentation of the contents, the original artists' covers: designed and drawn for every issue by different artists, who present their own vision of the world of packaging, offering the reader inspiration and beauty.

The excellent network of relationships built over time with bodies, trade associations, trade fair organisers and market operators make it a point of reference for the sector.

A complete version of ItaliaImballaggio has also been published on the Internet since 2000, both in Italian and in English.

TARIFFS AND FORMATS (PER ISSUE)	EUROS
Full page, 4 colours	2,960
1/2 page, 4 colours	1,850
1/3 page, horizontal, 4 colours	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)	
3 May/June - distributed at IPACK - IMA	500

EDITORIAL SERVICE (PAPER+WEB)***	EUROS
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 Bimonthly (6 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

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 colours (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.



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

PACKMEDIA NETWORK

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

The network of the Kairos Media Group publishing includes:

- ItaliaImballaggio webmagazine (in Italian)
- Packmedia International webmagazine (in English)
- Packaging Speaks Green webmagazine (in Italian and English)
- PackBook, online buyers' guide (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 favour 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.net (International webmagazine) is the website 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 favour the best indexing on search engines.

The contents of the Packmedia.net are promoted with monthly newsletters, sent to over 55,000 operators in the sector in the world.