

CHP

Packer INTERNATIONAL

Cosmetics, Healthcare & Pharmaceuticals Packer

www.binstedgroup.com/chp

As the leading journal dedicated to the cosmetics, healthcare and pharmaceutical packaging industry, CHP Packer prides itself on being the first with breaking news in the industry.

WHAT WE ARE LOOKING FOR...

Our features consist of: case studies, recent installation stories, product development, interviews, industry opinion etc.

The word count should ideally fall between 400 and 1200 words and accompanying images should be at least 300 dpi.

We would be delighted to hear from you about any of the mentioned features.

WINTER

COPY DATE 26/01/2023

Containers, Closures & Dispense Systems
Container Unscrambling
Interpack Preview (1)



SPRING

COPY DATE 30/03/2023

Conveyors & Handling Plant
Interpack Preview (2)
Palletising & Depalletising
Robot Technology



SUMMER

COPY DATE 20/07/2023

Blister Packaging
Capsule & Tablet Filling
Checkweighing & Counting
Syringes & Syringe Filling
Tamper Evident Systems & Materials



AUTUMN

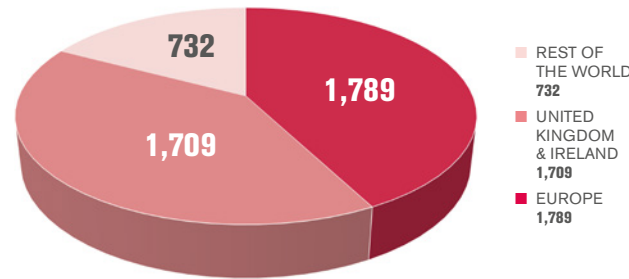
COPY DATE 01/11/2023

Aerosol Filling
Coding & Marking
Container Design & Innovation
Cosmetic Filling
Labelling & Sleeving

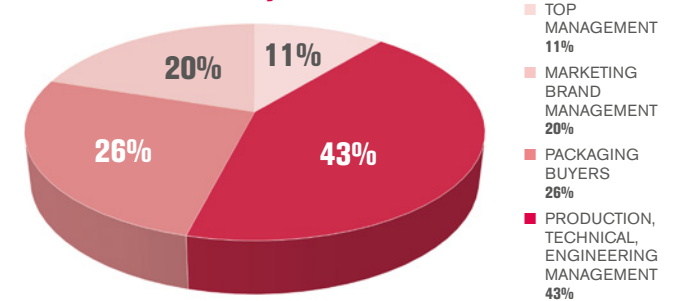


CIRCULATION, RATES & FORMATS

COSMETICS, HEALTHCARE & PHARMACEUTICAL PACKER
Geographic Circulation 4,230



COSMETICS, HEALTHCARE & PHARMACEUTICAL PACKER
Circulation by Job Title



RATES BY NUMBER OF INSERTS PER YEAR

Format		1	3	4
Double Page Spread	Trim: 420 x 280mm (+ 3mm bleed for all edges)	£3,060	£2,900	£2,755
Full Page	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1,655	£1,600	£1,545
Junior Page	131.5 x 187mm (+ 3mm bleed for all edges)	£1,360	£1,320	£1,275
Half Page	Horizontal: 178 x 118mm Vertical: 85.75 x 225mm	£1,215	£1,180	£1,145
Quarter Page	Horizontal: 178 x 54.5mm Vertical: 85.75 x 109mm	£1,000	£985	£960
CHP Front Cover	Trim: 210 x 280mm Allow 70mm for CHP banner (Advert area 210 x 210mm) (+ 3mm bleed to left, right and bottom edges)	£2,365		
Inside Front Cover	Trim: 210 x 280mm	£1820		
Outside Back Cover	(+ 3mm bleed for all edges)	£1950		

Subject to Availability

Loose Inserts (Maximum weight 200gsm) –
International: £1,075
UK: £695

Sponsorship Opportunities –

Exclusive page sponsorship opportunities to enhance corporate profile – price on application.

Single or Multiple page Advertorial opportunities available by negotiation.

Classified – for every type of business.

The ideal platform to advertise everything related to beverage packaging.

Full Page: £1,220

Half Page: £700

Quarter Page: £375

Buyers Guide – All year round visibility under your particular section of expertise.

	Single Column (55 x 69mm)	Double Column (116.5 x 69mm)
1 Entry	£332 per year	£435 per year
3 Entries	£896 per year	£1174 per year
4 Entries	£1690 per year	£2215 per year

All rates GBP £ Sterling and exclusive of VAT

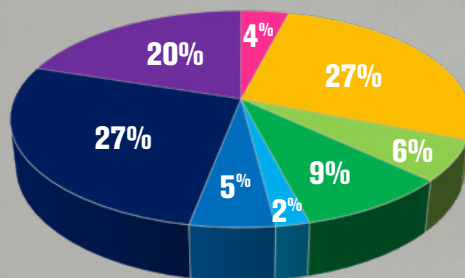
YOUR ADVERT WILL APPEAR IN THE PRINTED MAGAZINE AND ONLINE AT NO EXTRA COST.



ONLINE ADVERTISING AND DIGITAL MAGAZINE ENHANCEMENTS

Digital subscribers receive and read the latest editions first, getting your stories and news to customers quicker.

COSMETICS, HEALTHCARE & PHARMACEUTICAL PACKER
Circulation by Job Title



- OWNER 4%
- SENIOR MANAGEMENT 27%
- ENGINEERING 6%
- PRODUCTION 9%
- SERVICE 2%
- PURCHASING 5%
- MARKETING 27%
- SALES 20%

Online Distribution
3249
(as at 01/09/22)



DIGITAL BANNER SPONSORSHIP OPPORTUNITIES

Online Magazine Top Banner

Place your banner advert at the top of our online magazines and link to your website or any other URL. Each banner appears for 20 seconds before cycling to the next and there are a maximum of six banner adverts per issue allowing greater exposure.

Banners and links will last for the duration of the issue and cannot be changed mid-issue. Any new adverts or links will be changed at the next available issue.

Online Magazine Introduction Banner

Gain maximum exposure with a Magazine Introduction Banner. Appearing to the left of the front cover of the digital magazine this is a great accompaniment to the cover advert. Only one static banner is available per issue but this will always be visible next to the front cover and can link to any URL provided.

Email Announcement Banner

Once per issue an email is distributed to our registered readers advising that the latest online edition is now available. Within this email you can have an exclusive banner advert that appears at the top of the email. This banner can link to any website but is limited to only one advert per email and is only distributed once per issue.

DIMENSIONS AND REQUIREMENTS



TOP BANNER Width: 400-1200px | Height: 60px | Supplied as JPG or PNG
Confirmed website address for linking



INTRODUCTION BANNER

Width: 300px
Height: 250px
Supplied as JPG or PNG
Confirmed website address for linking



EMAIL BANNER

Width: 468px
Height: 60px
Supplied as JPG or PNG
Confirmed website address for linking

RATES PER NUMBER OF INSERTS PER YEAR

Banner Type	1	3	4
Top Banner	£240	£210	£195
Introduction Banner	£265	£235	£220
Email Banner	£275	£245	£230

DIGITAL MAGAZINE ENHANCEMENTS

Editorial Video

Attract instant visibility to your story with a video appearing within your story. It's a great way of showcasing your latest news and developments.
Cost: £125 (in addition to photo charge)

Editorial Link

Link your advert directly to your editorial within the digital magazine.
Cost: £45

CONTACT US TO DISCUSS ADDING VIDEO TO YOUR ADVERT.

ADVERT DIMENSIONS AND FORMATS

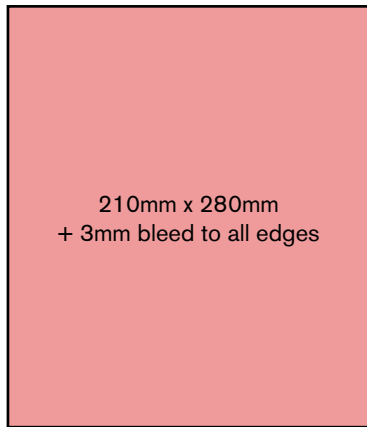
adcopy@binstedgroup.com

COSMETICS, HEALTHCARE & PHARMACEUTICAL PACKER FILE FORMATS

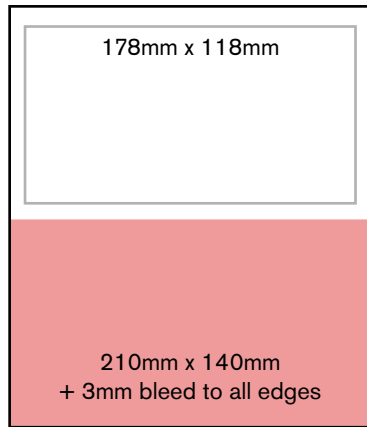
- Adobe PDF (preferred)
- Adobe InDesign
- Adobe Illustrator

Please include all fonts or convert to outlines and ensure all images are high resolution minimum 300dpi in CMYK colour mode.

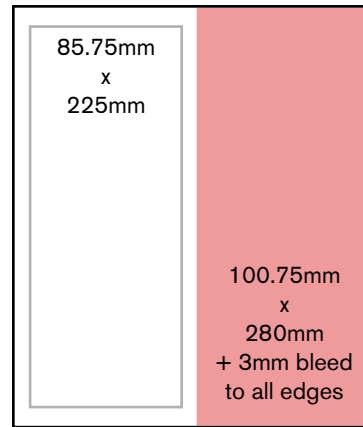
NB All dimensions below are width x height.



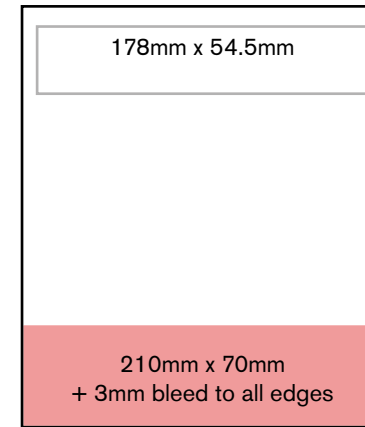
Full Page



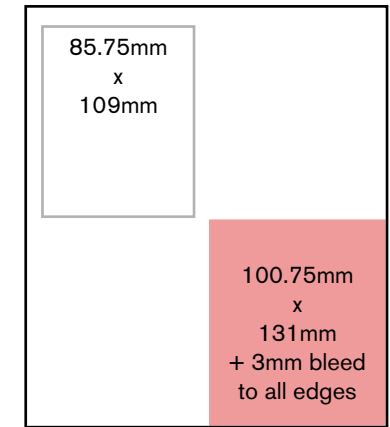
1/2 Page Horizontal (without / with bleed)



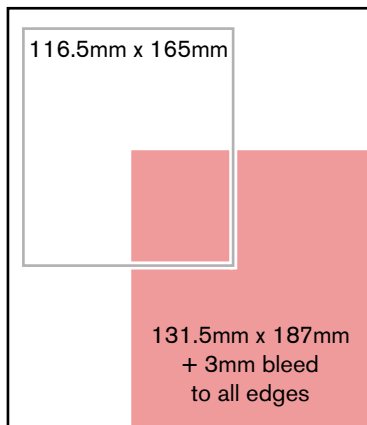
1/2 Page Vertical (without / with bleed)



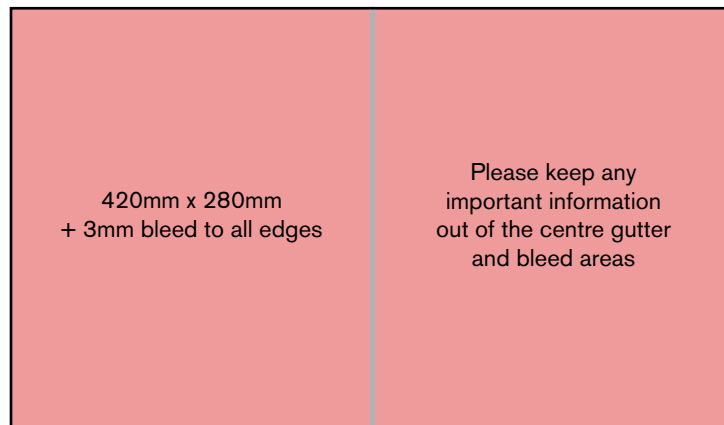
1/4 Page Horizontal (without / with bleed)



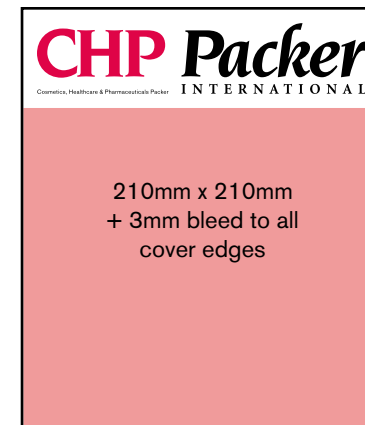
1/4 Page Vertical (without / with bleed)



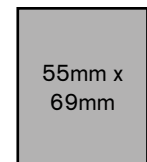
Junior Page (without / with bleed)



Double Page



CHP Front Cover



Single Column Buyers Guide Entry



Double Column Buyers Guide Entry