

INTERNATIONAL

# Bottlers & Packer

[www.binstedgroup.com/ibp](http://www.binstedgroup.com/ibp)

FEATURE LIST 2023



As the leading journal dedicated to the beverage packaging industry, International Bottler & 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.

### JANUARY

COPY DATE 01/12/2022

Inspection Systems  
Warehousing, Logistics, Storage & Handling

### FEBRUARY

COPY DATE 06/01/2023

Aseptic Filling & Packaging  
Kegs, Keg Filling & Handling Plant

### MARCH

COPY DATE 09/02/2023

Container Unscrambling & Handling  
Conveyors, Wear Strips & Guide Rails  
Drives & Controls

Interpack Preview (1)



### APRIL

COPY DATE 09/03/2023

Bottle Cleaning & Drying  
Glass Packaging Developments  
Interpack Preview (2)



### MAY

COPY DATE 06/04/2023

Palletising & Depalletising  
Robot Technology

### JUNE

COPY DATE 04/05/2023

Maintenance & Cleaning  
Milk Packaging Developments

### JULY

COPY DATE 08/06/2023

Cans & Canning Equipment  
Promotional & Shelf Ready Packaging

### AUGUST

COPY DATE 06/07/2023

Anuga Preview (1)  
Bottle Closure Developments  
Bottle Filling & Capping



### SEPTEMBER

COPY DATE 03/08/2023

Anuga Preview (2)  
PET Containers & Blowmoulding Machinery  
PPMA PPMA Preview  
Shrink & Stretch Machinery and Material



### OCTOBER

COPY DATE 07/09/2023

BrauBeviale Preview (1)  
Carton & Tray Erecting and Sealing  
Pasteurising Developments  
Promotional & Postal Packaging  
Wraparound Case Packing

BrauBeviale2023

### NOVEMBER

COPY DATE 05/10/2023

BrauBeviale Preview (2)  
Coding & Marking  
Multipackaging Developments

BrauBeviale2023

### DECEMBER

COPY DATE 09/11/2023

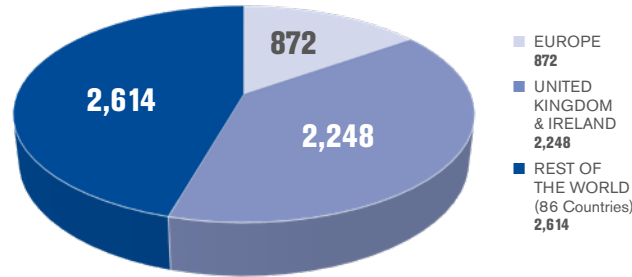
Adhesives & Application  
Beverage Processing  
Carbon Dioxide Producing Plant  
Labelling & Sleeving

binsted group

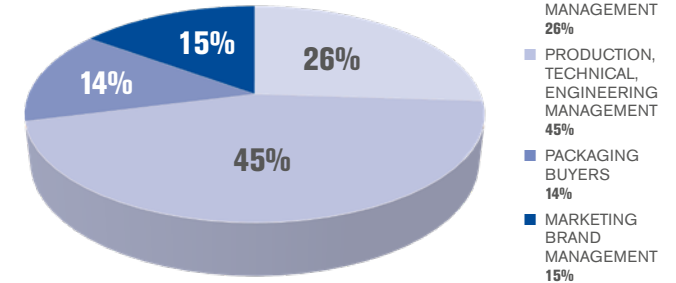
+44 (0)1980 670679 [editorial@binstedgroup.com](mailto:editorial@binstedgroup.com)

# CIRCULATION, RATES & FORMATS

**INTERNATIONAL BOTTLER & PACKER**  
Geographic Circulation 5,734



**INTERNATIONAL BOTTLER & PACKER**  
Circulation by Job Title



## RATES BY NUMBER OF INSERTS PER YEAR

Format		1	3	6	12
<b>Double Page Spread</b>	Trim: 420 x 280mm (+ 3mm bleed for all edges)	£3,060	£2,900	£2,755	£2,525
<b>Full Page</b>	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1,655	£1,600	£1,545	£1,460
<b>Junior Page</b>	131.5 x 187mm (+ 3mm bleed for all edges)	£1,360	£1,320	£1,275	£1,205
<b>Half Page</b>	Horizontal: 178 x 118mm Vertical: 85.75 x 225mm	£1,215	£1,180	£1,145	£1,100
<b>Quarter Page</b>	Horizontal: 178 x 54.5mm Vertical: 85.75 x 109mm	£1,000	£985	£960	£925
<b>IBP Front Cover</b>	Trim: 210 x 280mm Allow 72mm for <b>IBP banner</b> (Advert area 210 x 208mm) (+ 3mm bleed to left, right and bottom edges)	£2,365			
<b>Inside Front Cover</b>	Trim: 210 x 280mm	£1820			
<b>Outside Back Cover</b>	(+ 3mm bleed for all edges)	£1950			



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

### 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.

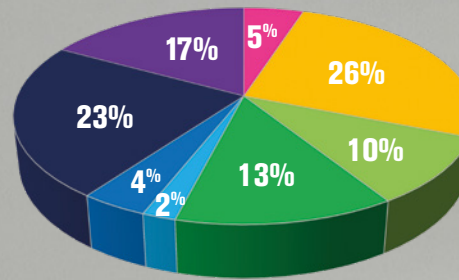
	Single Column (55 x 69mm)	Double Column (116.5 x 69mm)
<b>1 Entry</b>	£332 per year	£435 per year
<b>3 Entries</b>	£896 per year	£1174 per year
<b>6 Entries</b>	£1690 per year	£2215 per year

**All rates GBP & Sterling and exclusive of VAT**

# ONLINE ADVERTISING AND DIGITAL MAGAZINE ENHANCEMENTS

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

INTERNATIONAL BOTTLER & PACKER  
Circulation by Job Title



- OWNER 5%
- SENIOR MANAGEMENT 26%
- ENGINEERING 10%
- PRODUCTION 13%
- SERVICE 2%
- PURCHASING 4%
- MARKETING 23%
- SALES 17%

Online Distribution  
**4056**  
(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 BY NUMBER OF INSERTS PER YEAR

Banner Type	1	3	6	12
Top Banner	£240	£225	£210	£195
Introduction Banner	£265	£250	£235	£220
Email Banner	£275	£260	£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

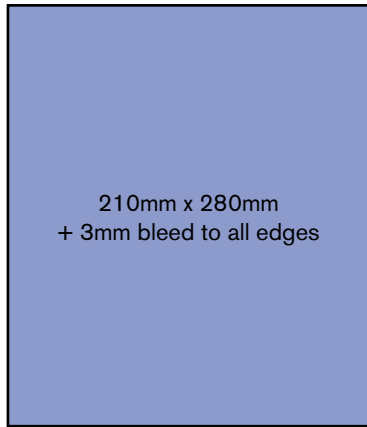
adcopy@binstedgroup.com

## INTERNATIONAL BOTTLER & PACKER FILE FORMATS

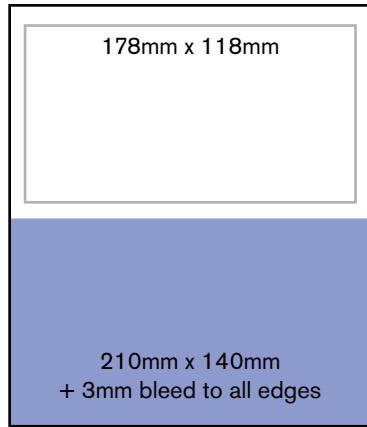
- Adobe PDF (preferred)
- Adobe InDesign
- Adobe Illustrator

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

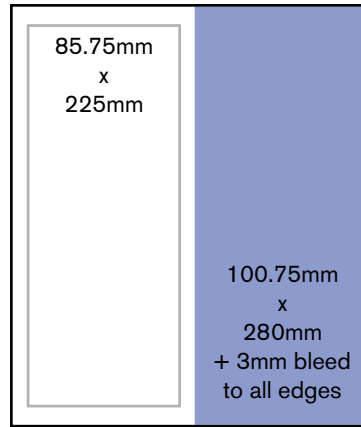
NB All dimensions below are width x height.



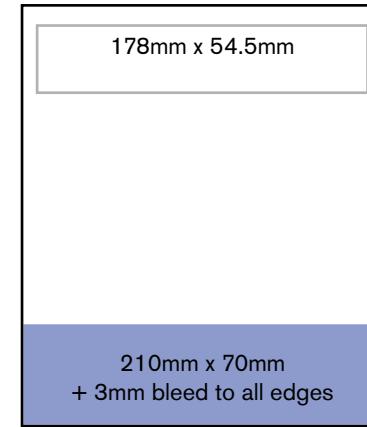
Full Page



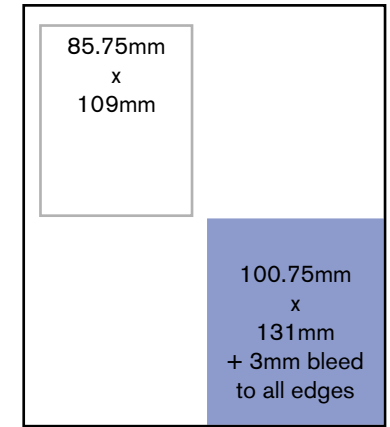
1/2 Page Horizontal (without / with bleed)



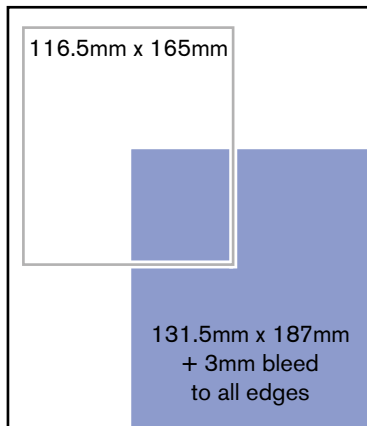
1/2 Page Vertical (without / with bleed)



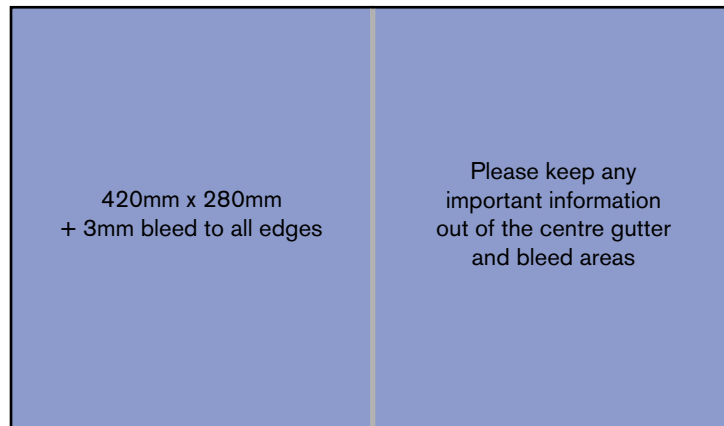
1/4 Page Horizontal (without / with bleed)



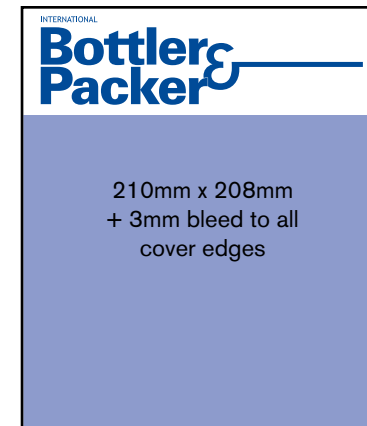
1/4 Page Vertical (without / with bleed)



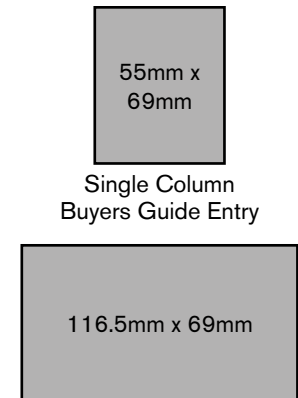
Junior Page (without / with bleed)



Double Page



IBP Front Cover



Single Column Buyers Guide Entry



Double Column Buyers Guide Entry