

Bottlers & Packer

Feature List 2017

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 8/12/2016

Inspection Systems
Warehousing, Logistics, Storage & Handling

FEBRUARY

COPY DATE 12/01/2017

Aseptic Filling & Packaging
Kegs, Keg Filling & Handling Plant

easyFairs EasyFairs Preview

MARCH

COPY DATE 16/02/2017

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

interpack Interpack Preview i

APRIL

COPY DATE 16/03/2017

Glass Packaging Developments
Bottle Cleaning & Drying

interpack Interpack Preview ii

MAY

COPY DATE 13/04/2017

Palletising & Depalletising
Robot Technology

JUNE

COPY DATE 18/05/2017

Milk Packaging Developments
Maintenance & Cleaning

JULY

COPY DATE 15/06/2017

Cans & Canning Equipment
Promotional & Shelf Ready Packaging

drinktec Drinktec Preview i

AUGUST

COPY DATE 13/07/2017

Bottle Filling & Capping
Bottle Closure Developments

drinktec Drinktec Preview ii

SEPTEMBER

COPY DATE 17/08/2017

PET Containers & Blowmoulding Machinery
Shrink & Stretch Machinery and Material

PPMA SHOW 2017 Preview

BBI Conference Issue

OCTOBER

COPY DATE 14/09/2017

Pasteurising Developments
Wraparound Case Packing
Carton & Tray Erecting and Sealing

NOVEMBER

COPY DATE 12/10/2017

Multipackaging Developments
Coding & Marking

DECEMBER

COPY DATE 16/11/2017

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



CIRCULATION, RATES & FORMATS

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.

INTERNATIONAL BOTTLER & PACKER Total Circulation 5,237

EUROPE 814
UNITED KINGDOM & IRELAND 2,121
REST OF THE WORLD (84 Countries) 2,302

Online Readership 2,484
As at 06/10/2016

INTERNATIONAL BOTTLER & PACKER Circulation by Job Title

TOP MANAGEMENT 26%
PRODUCTION, TECHNICAL, ENGINEERING MANAGEMENT 45%
PACKAGING BUYERS 14%
MARKETING BRAND MANAGEMENT 15%

RATES BY NUMBER OF INSERTS IN A YEAR

Format		1	3	6	12
Double Page Spread	Trim 420 x 280mm Full Page Bleed: 426 x 286mm (includes 3mm bleed for all edges)	£2,970	£2,820	£2,675	£2,450
Full Page - Full Colour	Trim 210 x 280mm Full Page Bleed: 216 x 286mm (includes 3mm bleed for all edges)	£1,605	£1,555	£1,500	£1,420
Full Page - Mono		£1,055	£1,005	£950	£870
Half Page - Full Colour	Half Page Horizontal: 178 x 115mm Half Page Vertical: 83 x 229mm (will accept 83 x 254mm)	£1,180	£1,105	£1,115	£1,070
Half Page - Mono		£630	£600	£565	£520
Quarter Page - Full Colour	Quarter Page Horizontal: 178mm x 70mm	£975	£955	£935	£900
Quarter Page - Mono	Quarter Page Vertical: 83mm x 115mm	£425	£405	£385	£350
Front Cover	Trim 210 x 280mm and allow IBP banner 80mm. (Advert area 200 x 210mm plus 3mm bleed left, right and bottom) Full Page Bleed: 216 x 286mm (includes 3mm bleed for all edges)	£2,295			
Inside Front Cover	Trim 210 x 280mm	£1,765			
Outside Back Cover	Full Page Bleed: 216 x 286mm (includes 3mm bleed for all edges)	£1,895			
Online Banner Advertising	468 x 60 px: Supplied as JPG, or Flash 10	£200	Multiple entries on application		

Subject to Availability

Circulation: INTERNATIONAL: Loose: £1,040 / Bound: £1,250 UK: Loose: £675
Inserts – up to 200gsm, single sheet

Sponsorship Opportunities – We offer exclusive page sponsorship opportunities to enhance corporate profile – price on application. Advertorial opportunities for a Double Page Spread by negotiation.

Classified – for every type of business. The ideal platform to advertise everything related to beverage packaging.
Full Page: £1,220 Half Page: £610 Quarter Page: £305 Per Single Column Centimetre: £27

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

- 1 Entry with logo £ 322 per annum
- 3 Entries with logo £ 870 per annum
- 6 Entries with logo £1642 per annum

All rates exclusive of VAT