



PACKAGING YEARBOOK 2014

The **Packaging Yearbook** is the industry 'bible' for packaging specifiers and decision makers throughout the food & drink and FMCG manufacturing sectors. Maximise your visibility by appearing in the Packaging Yearbook, which provides invaluable information and supplier contact details straight into the hands of every decision-maker in the industry throughout the year. All the key people and leading organisations participate in the publication and appearing in the **Packaging Yearbook** is a must for companies aiming to develop sales in the food, drink, FMCG and pharmaceutical packaging sectors.

TARGET READERSHIP PROFILE

Packaging Yearbook is aimed at the heads of packaging, senior executives and decision makers throughout Britain's food & drink and non-food FMCG manufacturing sectors. With a collective annual turnover in excess of over £70 billion, our influential readership is actively specifying new technology and equipment.

SCA UK
Tate & Lyle
Nestlé
Mars UK
Coca-Cola
United Biscuits
Dairy Crest
Premier Foods
Procter & Gamble

Kellogg's
Kraft Foods
H. J. Heinz
GlaxoSmithKline
Diageo GB
SC Johnson
AB Foods
Unilever
Colgate-Palmolive

47% FOOD MANUFACTURERS
19% BEVERAGE MANUFACTURERS
14% HOUSEHOLD PRODUCT MANUFACTURERS
9% COSMETICS
6% PHARMACEUTICAL
5% LOGISTICS

SUPPLIER DIRECTORY

With every quality product and supplier at their fingertips, the FMCG manufacturing and packaging sectors use this comprehensive directory to source trade contacts and suppliers. An expanded listing means buyers can both easily see your products & services and remember your brand. Your entry will include your logo, a colour photograph, contact details and a 50-word company profile. At just £145 it is an extremely cost-effective way to market your brand.



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www.packaging365.co.uk

We will collect it, assemble it, pick it, pack it, shrink it, label it and deliver it.
In today's dynamic environment DK Group work constantly to reduce turnaround times providing the rapid responses demanded by our customers. Innovation, responsiveness and flexibility are at the heart of our customer service ethos.



COMPANY PROFILE

The directory begins with a select collection of company profiles on the UK's most successful suppliers. As the first thing readers see it is the chance to really make an impact and take pride of place.

Your company profile can be up to two pages, with 350 words, six photos and your logo, making it the perfect opportunity to increase your exposure.



UNIQUE SOURCEBOOK

The **Packaging Yearbook 2014** will be used by more than **9000 key decision makers** throughout the UK's 2000 largest food, drink, FMCG and pharmaceutical manufacturers, ensuring a readership encompassing the most important decision makers, executives and directors within your target market. With sales in billions, our readers have the largest budgets of all UK manufacturers, giving you the best platform to connect to your customers.

■ INTRODUCTION

The 2014 edition is to be introduced by Keith Barnes, Chairman of The Packaging Society.

■ DIRECTORY OF SUPPLIERS

Every contact a manufacturer will ever need to source, in one comprehensive and easy to use directory.

■ REVIEWS & ANALYSIS

A look back at all the developments that have been affecting the industry over the last 12 months.

■ SUSTAINABLE PACKAGING

Go green with a dissection of recyclable and sustainable packaging options, and a look at the latest developments in reducing waste.

■ EVENTS PLANNER

What not to miss in the next 12 months - all the exhibitions and trade show dates for your diary.

■ DESIGN GALLERY

A review of the most innovative and exciting pack designs from the last year.

■ TREND REPORTS

We take a look at all the key packaging trends that are affecting the industry; from design to manufacture, from source to shelf.

■ TRADE ASSOCIATION LISTING

A useful source of all the industry bodies and associations.

■ AWARDS

A review of the award winners of 2013. Check out who's holding the trophies.

ADVERTISING RATES

| | |
|--------------------------|-------|
| Colour DPS Co. Profile | £990 |
| Colour DPS Advertisement | £1200 |
| Full page colour | £690 |
| Full page mono | £650 |
| Half page colour | £490 |
| Third page colour | £270 |
| Cover positions | £poa |

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| Expanded Entry Logo, Picture & 50 words | £145 |
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TERMS OF BUSINESS

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|------------------------|-----------|-----------|-----------|
| (width x height) | | | |
| DPS | 303x216 | 297x210 | n/a |
| Full page | 154.5x216 | 148.5x210 | 138.5x200 |
| Half page (Landscape) | n/a | 128.5x87 | n/a |
| Expanded Entry | n/a | 38x87 | n/a |
| Third Page (Portrait) | n/a | 38x185 | n/a |
| Third Page (Landscape) | n/a | 84x87 | n/a |

ARTWORK

Artwork should be supplied on a mac compatible CD as a postscript, *adobe acrobat* or *QuarkXPress* document with fonts and high resolution images supplied. A colour proof should also be supplied for our reference. Any extra work will be charged for at cost.

CANCELLATION POLICY

- Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.
- A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement.
- A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.



With a range of products in the packaging and FMCG markets, including Packaging Gazette, FMCG News, the Packaging Yearbook, Media One Communications continues to stimulate the packaging industry. Its evolution in the publishing sector, including its strengthening position online with packaginggazette.co.uk, has led to its wide recognition as an industry leader in the product marketplace with a loyal customer base and dedicated readership who come back time and time again for knowledgeable, intelligent information.



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