



INSIDE PACKAGING

Media Pack

2022

Powered by VERDICT

Contents

01. The magazine

02. Sponsorship

03. Editorial calendar

04. Advertising

05. Pricing

The magazine

01





The magazine

Inside Packaging is the essential reading material for decision-makers in the packaging industry, bringing you the latest news and analysis in a visually stunning, interactive format.

At Inside Packaging we supply our readers from the packaging industry with all the latest business news and insights from around the world

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.

SUSTAINABILITY

How the pandemic has impacted takeaway packaging

With restaurants and pubs closing doors due to Covid-19-enforced lockdowns, takeaway food has seen a sharp increase in demand and, as a result, so has takeaway packaging.

Jessie Paige talks to experts across the packaging industry to find out about the increased demand, the effects it may be having on the environment, and whether it's a trend that's here to stay.



With restaurants and pubs seeing closure during Covid-19 caused lockdowns around the world, the takeaway market has been booming. In Europe alone, the online food delivery market is forecasted to be valued at \$20.27bn by 2026, growing with a 5.83% CAGR from 2020 to 2026.

As the takeaway market grows, so too does the need for takeaway packaging. We hear from experts across the packaging industry to find out how this is



Inside Packaging provides a first rate service in terms of product and professionalism. We look forward to doing more work with you”.

Bericap GmbH & Co



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

Tech-driven publishing

The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

Enhanced distribution

EXTENDED NETWORK

1

TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.

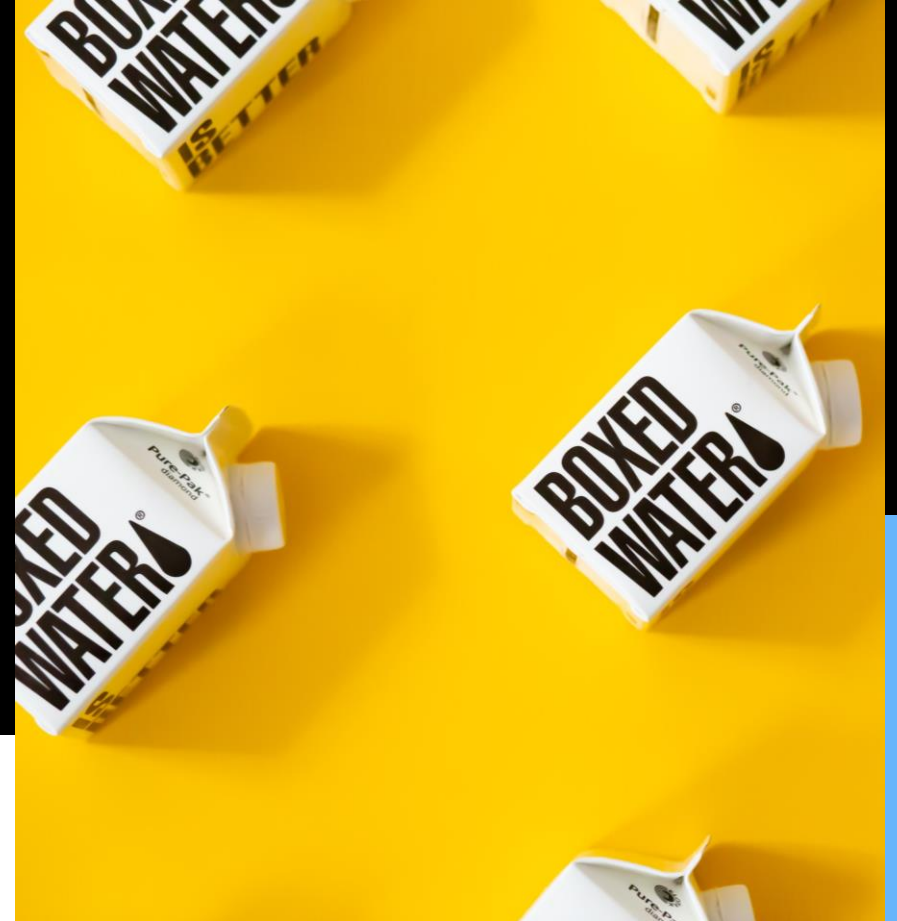
Owned network

Targeted database

Sent directly to the inboxes of over 21,000 packaging professionals, including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

Owned network

- Magazine featured weekly in newsletters sent to over 15,000 contacts
- Regular articles on the website push readers to the magazine
- Promoted throughout our sister site inside-packaging.com – a leading website in the industry with a global audience of over 41,000 unique users a month.



21,000

packaging
professionals

41,000

unique users
a month



Worldwide reach

We can help you communicate directly with the global packaging industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS

ASDA

 **NOVARTIS**

 **Reckitt
Benckiser**

Cadbury

 **HEINEKEN**

 **Carlsberg**

NEW OPPORTUNITIES

Align your brand with key topics within the industry to demonstrate leadership and innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

Sponsorship

02



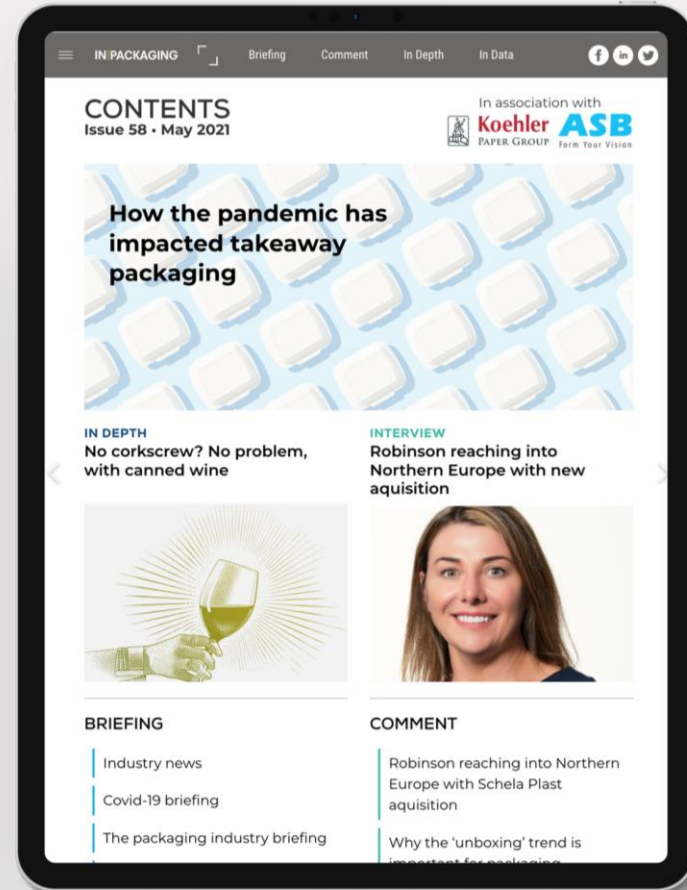
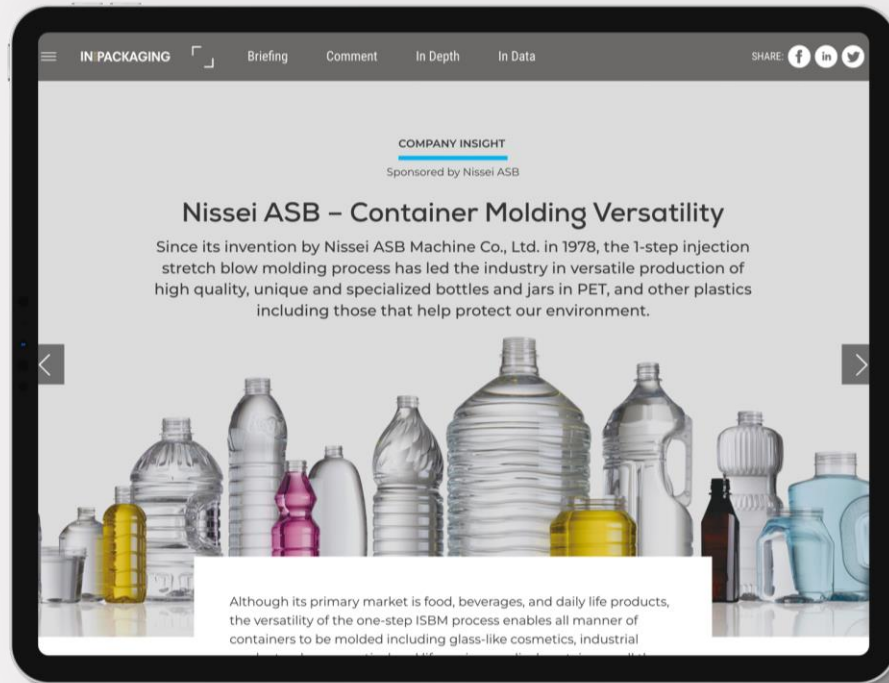


Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

Editorial calendar 2022

03



Editorial calendar 2022

Sponsorship
options



Edition	Theme	Lead article	Data article	Intent articles
March	AI, Robotics, IoT, covid, environment	A major pivot to synthetic packaging may be on the cards as manufacturers look for more reliable supply lines. A sector-by-sector view into the changes taking place and why they matter to investment plans.	Consumer preferences for less packaging is playing out differently around the world. Who is getting it right?	Packaging pricing, fresh food packaging, packaging materials trends
May	COVID-19, Social, Environment, IoT, cloud	Packaging is one thing, labelling is another. We examine how the demand for shorter ingredients lists on food products is playing havoc with packaging options.	Product trends around packaging types, costs and possible inflationary impact that are passed onto consumers.	New packaging types, dangerous packaging, environment-friendly packaging.

Advertising

04



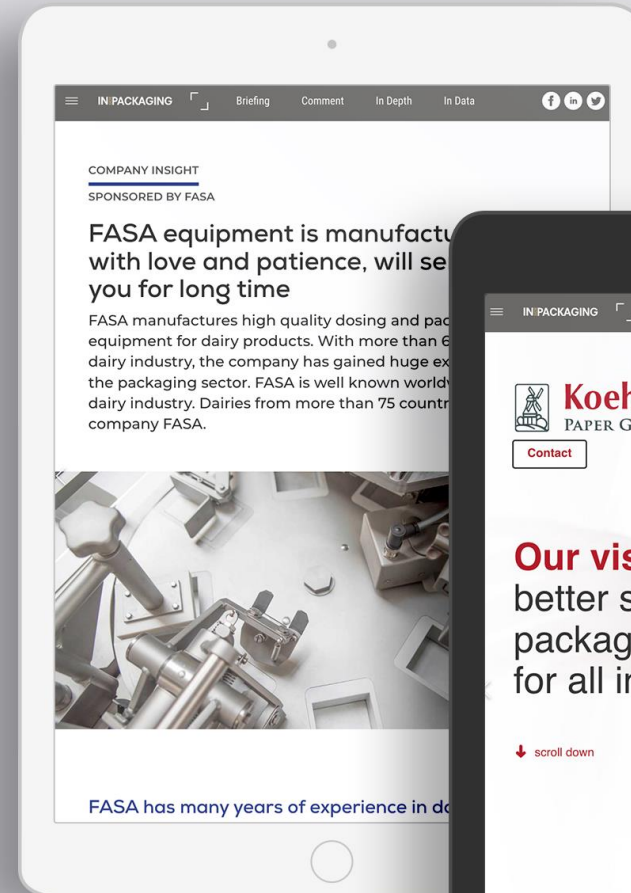
Adverts

Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website



*Left: Company insight
Right: Interactive lead page*

Display advertising

As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

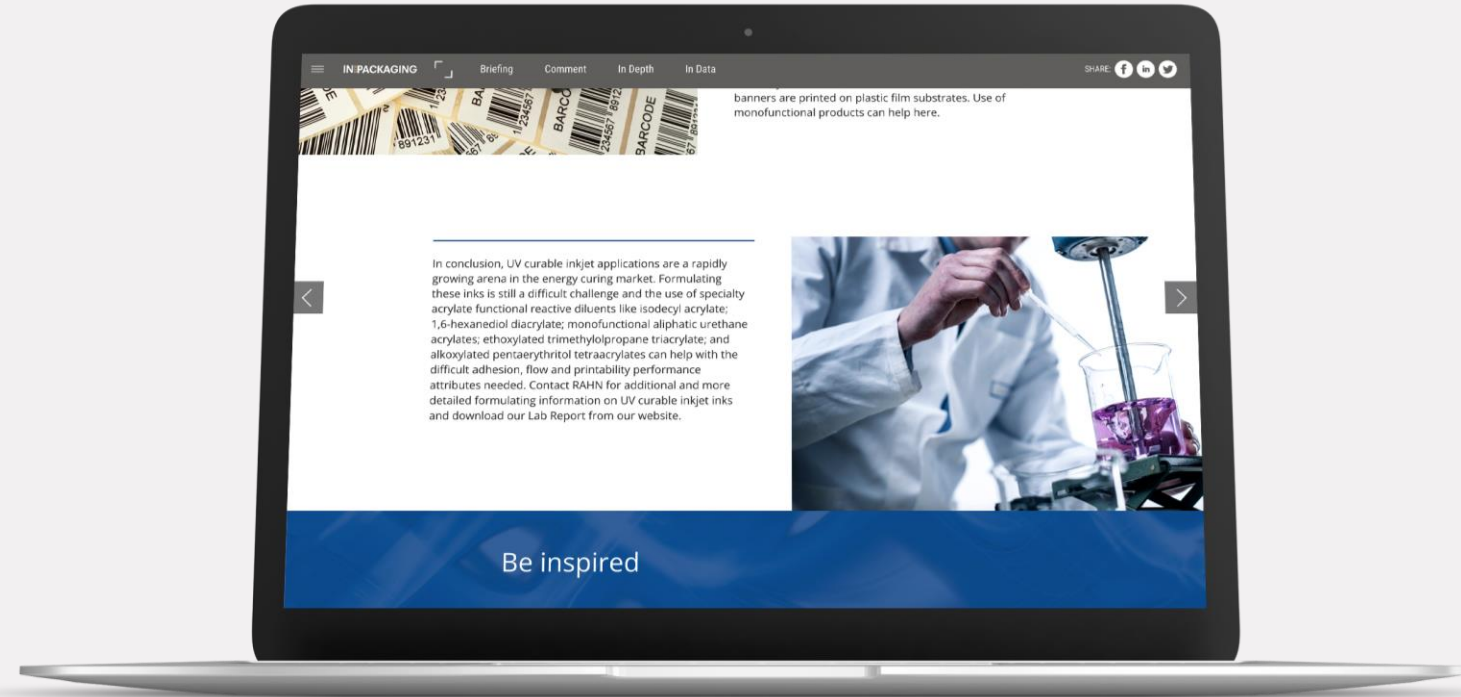


INSIDE PACKAGING
ATTRACTS OVER 41,000
UNIQUE USERS A MONTH

Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

Our intelligent display advertising is included with all our packages



Showcase: Display ad

Our advertisers



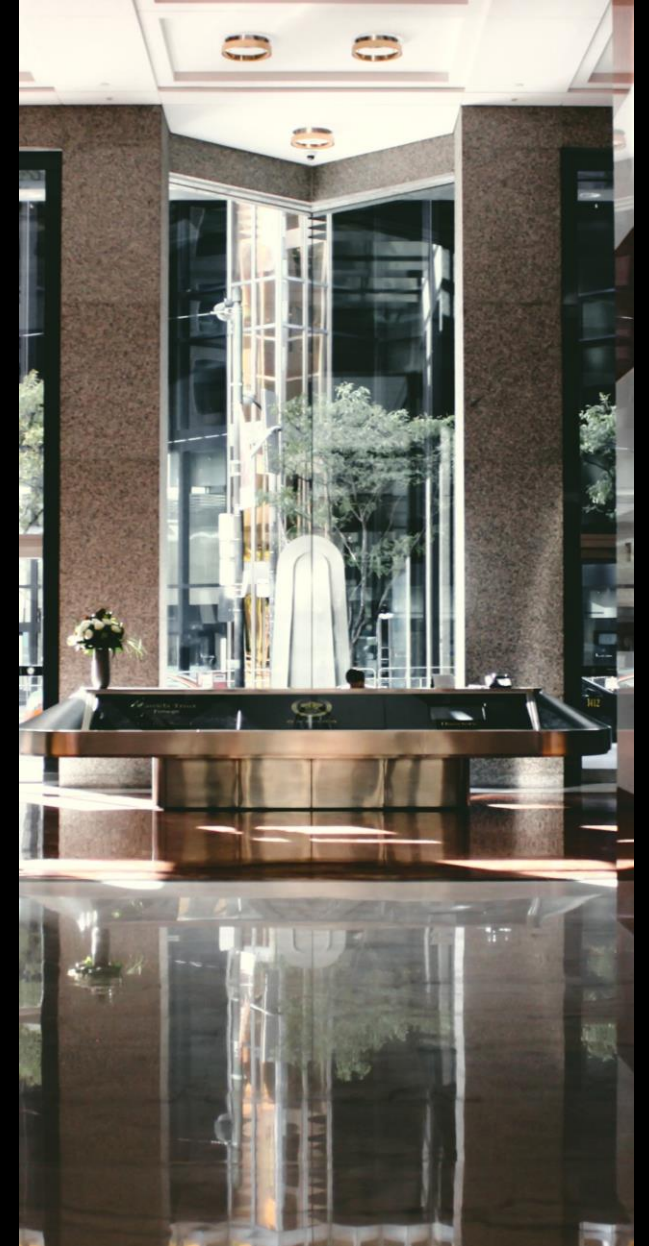
Pricing

05



Pricing

	Magazine Issues#	
	ONE	THREE
INTERACTIVE ADVERTS Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
COMPANY INSIGHT 800 words of advertorial & display banner advertising	£3,000	£7,500
ISSUE SPONSOR Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
FRONT COVER WRAP	£4,700	£12,000



Let's talk

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