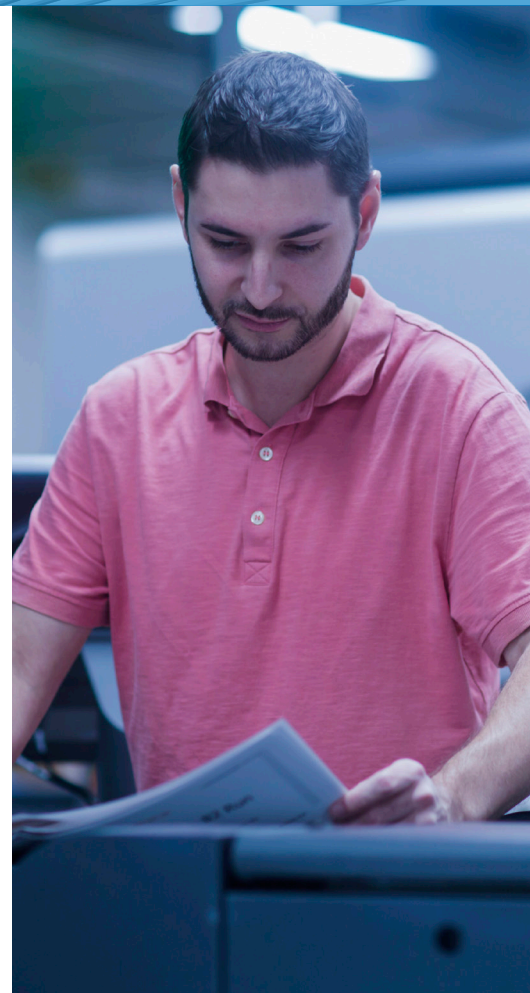


7 REASONS YOU NEED PRINT IN YOUR MARKETING MIX.



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Halo effect.

“ *Packaging World* has been the world's leading packaging publication for 25 years! Your message side by side our acclaimed editorial promotes trust in your organization. Recent testimonials from our 2018 Readex Research study confirm subscriber affinity.

Tell us how useful *Packaging World* is and how you use it in your job:

I read [Packaging World] to look at how others are solving problems ... PW is a trusted source of packaging industry news.

Being the only packaging engineer at my company, this magazine is one of the few avenues I have to looking into and discussing new packaging technologies.

Case studies are critical to influencing users.

Easy to find new vendors through Packaging World.

... gives me lots of information and sometimes helps me figure out solutions to packaging problems.

A great tool that provides good articles and content on a variety of industries.

It's a great source of information and I use it when we're putting projects together ... to show others that there are more options out there worth looking at.

We are in a competitive, regulated industry that mandates certain types of packaging. We need to know what's out there and options to optimize cost savings.

[Packaging World] is a great way to keep up with new technology and equipment. ”

1 Simply put, print works.

Paper-based reading is associated with stronger transfer to long-term memory, recall, and overall comprehension. Neuroscience studies show print ads engage longer, yield higher levels of recall and cause more activity in brain areas associated with value and desire – key markers of purchase interest. Readers also sustain focus without multi-tasking for long periods of time.

Temple University Neural Decision-Making and 2015 research conducted by MillwardBrown Digital

2 Optimal audience reach.

Forget overflowing inboxes. Print takes you right to key decision makers and influencers. *Packaging World's* circulation is verified by BPA Worldwide, so you can be sure your message is reaching the individuals best positioned to buy your products.

Additionally, the Active Audience portion of our circulation gives you first reach into PACK EXPO attendees, prospects in emerging markets and fast-growing companies.

Learn more about Active Audience at PMMIMediaGroup.com.



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3 Longer shelf life ... and a 75% pass-along rate by subscribers.

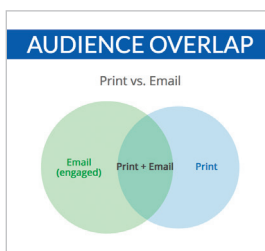


Unlike digital, your print ad message will be around long after a online ad has disappeared. Plus, recent research shows that 75% of

Packaging World's 55,000 readers routinely share their copy of the magazine with one or more colleagues.

Readex Research conducted on Packaging World, April 2018

4 Print delivers prospects who are unavailable by email.



Audience duplication between *Packaging World's* print subscribers and e-database shows only 35% duplication ... if you aren't advertising in print, you're missing a huge por-

tion of your audience – over 35,000 qualified packaging professionals.

6 Engagement: Packaging World subscribers love print.

When presented with various formats for accessing job-related news and information, *Packaging World* subscribers chose print as their preferred method.

Media Content Preference Study, conducted by DDR Communications in 2018

5 Print feeds your leads pipeline.

Experts estimate that it takes between 7 and 13 touches to deliver a qualified sales lead.

An integrated media strategy, incorporating print for broad reach at the top of the funnel, is key to driving prospects from brand familiarity to product interest to action.



7 Targeted covers deliver high-impact at an affordable price.

Let *Packaging World* feature your company on a custom cover, positioning your brand with the world's leading packaging publication.

Your promotional cover will be tipped onto a monthly issue and mailed to your preferred audience segment, with personalization included. Targeted covers are an exclusive way to make a big impression!



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