

INTERNATIONAL

Bottler & Packer

Feature List 2021



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 03/12/2020

Inspection Systems
Warehousing, Logistics, Storage & Handling



Interpack Preview

FEBRUARY

COPY DATE 14/01/2021

Aseptic Filling & Packaging
Kegs, Keg Filling & Handling Plant

MARCH

COPY DATE 18/02/2021

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

APRIL

COPY DATE 18/03/2021

Glass Packaging Developments
Bottle Cleaning & Drying

MAY

COPY DATE 15/04/2021

Palletising & Depalletising
Robot Technology

JUNE

COPY DATE 13/05/2021

Milk Packaging Developments
Maintenance & Cleaning

JULY

COPY DATE 17/06/2021

Cans & Canning Equipment
Promotional & Shelf Ready Packaging

AUGUST

COPY DATE 15/07/2021

Bottle Filling & Capping
Bottle Closure Developments

SEPTEMBER

COPY DATE 12/08/2021

PET Containers & Blowmoulding Machinery
Shrink & Stretch Machinery and Material



PPMA Preview

OCTOBER

COPY DATE 16/09/2021

Pasteurising Developments
Wraparound Case Packing
Carton & Tray Erecting and Sealing
Promotional & Postal Packaging

NOVEMBER

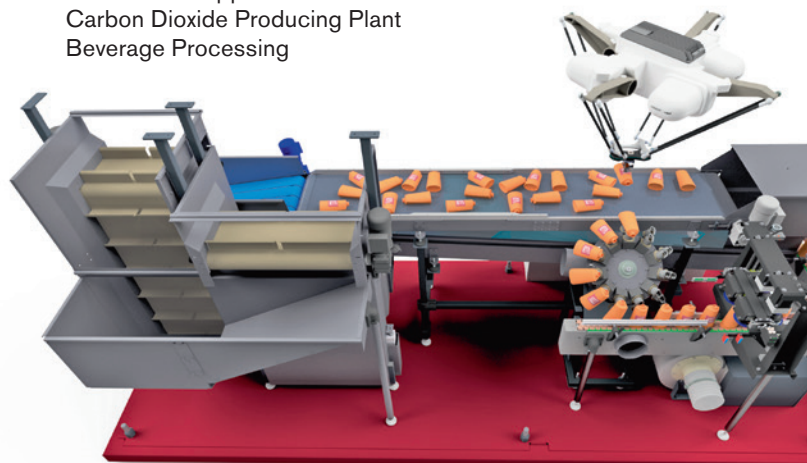
COPY DATE 14/10/2021

Multipackaging Developments
Coding & Marking

DECEMBER

COPY DATE 18/11/2021

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 Geographic Circulation 5,734

EUROPE 872
UNITED KINGDOM & IRELAND 2,248
REST OF THE WORLD (86 Countries) 2,614

Online Readership 3,841
As at 31/07/2020

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 (+ 3mm bleed for all edges)	£3,060	£2,900	£2,755	£2,525
Full Page	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1,655	£1,600	£1,545	£1,460
Junior Page	131.5 x 187mm (+ 3mm bleed for all edges)	£1,360	£1,320	£1,275	£1,205
Half Page	Horizontal: 178 x 118mm Vertical: 85.75 x 225mm	£1,215	£1,180	£1,145	£1,100
Quarter Page	Horizontal: 178 x 54.5mm Vertical: 85.75 x 109mm	£1,000	£985	£960	£925
Front Cover	Trim: 210 x 280mm Allow 72mm for IBP banner (Advert area 210 x 208mm) (+ 3mm bleed to left, right and bottom edges)	£2,365			
Inside Front Cover Outside Back Cover	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1820 £1950			
Online Banner Advertising	400-1200 x 60px	£200	Multiple entries on application		
Email Banner Advertising	468 x 60px	£249	Multiple entries on application		

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)	
1 Entry	£332 per annum	£435 per annum	All rates GBP £ Sterling and exclusive of VAT
3 Entries	£896 per annum	£1174 per annum	
6 Entries	£1690 per annum	£2215 per annum	