

INTERNATIONAL

Bottler & Packer

www.binstedgroup.com/ibp

FEATURE LIST 2025



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.

IBP also regularly features key news from the food industry, making sure that readers are fully aware of the latest updates in this important sector.

WHAT WE ARE LOOKING FOR...

News and developments in the beverage industry for machinery, services, packaging and product launches.

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.

FEATURES

JANUARY COPY DATE 12/12/24

Inspection Systems
Warehousing, Storage, Logistics & Traceability

FEBRUARY COPY DATE 24/01/25

Aseptic Filling & Packaging
Kegs, Keg Filling & Handling Plant
Packaging Innovations / Empack Preview

MARCH COPY DATE 19/02/25

Container/Closure Unscrambling & Feeding
Conveyors, Belts & Components
Drives, Controls & Sensors
IFE Preview

APRIL COPY DATE 14/03/25

Bottle Cleaning & Drying
Glass Packaging Developments

MAY COPY DATE 17/04/25

Palletising & Depalletising
Robot Technology
IPACK-IMA Preview

JUNE COPY DATE 16/05/25

Contract Filling & Packing
Maintenance & Cleaning / CIP
Milk Packaging Developments
FISPAL Tecnologia Preview

JULY COPY DATE 13/06/25

Cans & Canning Equipment
Change Parts & Components
Promotional & Shelf Ready Packaging
drinktec Preview I

AUGUST COPY DATE 18/07/25

Bottle Closure Developments
Bottle Filling & Capping
drinktec Preview II

SEPTEMBER COPY DATE 15/08/25

PET Containers & Blowmoulding Machinery
Shrink & Stretch Machinery and Materials

drinktec Preview III
PPMA Total Preview
Labelexpo Europe Preview
PACK EXPO Preview

OCTOBER COPY DATE 12/09/25

Carton & Tray Erecting, Packing and Sealing
Pasteurising Developments
Promotional & Postal Packaging
Wraparound Case Packing
London Packaging Week Preview

NOVEMBER COPY DATE 17/10/25

Coding, Marking, Print & Apply
Multipackaging Developments

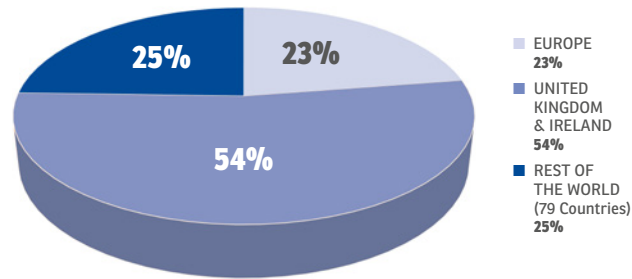
DECEMBER COPY DATE 14/11/25

Adhesives & Application
Beverage Processing
Carbon Dioxide, Nitrogen & Industrial Gases
Labelling & Sleeving

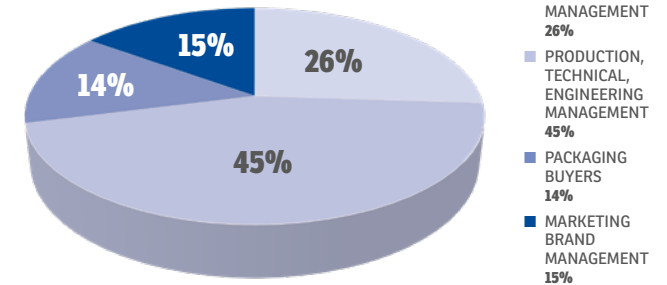


READERSHIP, RATES & FORMATS

INTERNATIONAL BOTTLER & PACKER
Geographic Readership



INTERNATIONAL BOTTLER & PACKER
Readership by Job Title



RATES BY NUMBER OF INSERTS PER YEAR

Format		1	3	6	12
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
IBP Front Cover	Trim: 210 x 280mm Allow 70mm for IBP banner (Advert area 210 x 210mm) (+ 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			



Sponsorship Opportunities

Exclusive page sponsorship opportunities to enhance corporate profile – price on application.

Single or Multiple page Advertorial opportunities available by negotiation.

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

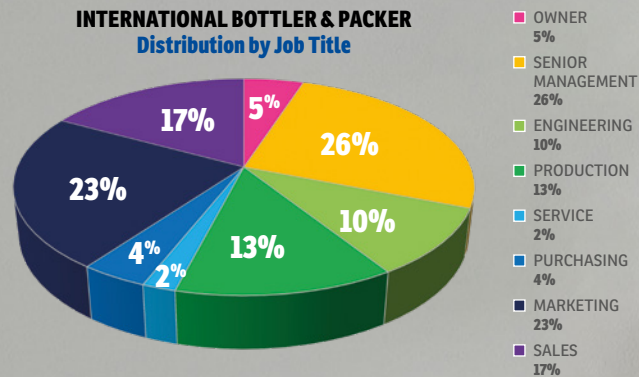
	Single Column (55 x 69mm)	Double Column (116.5 x 69mm)
1 Entry	£332 per year	£435 per year
3 Entries	£896 per year	£1174 per year
6 Entries	£1690 per year	£2215 per year

All rates GBP £ Sterling and exclusive of VAT



ONLINE ADVERTISING AND DIGITAL MAGAZINE ENHANCEMENTS

Digital subscribers receive and read the latest editions first, getting your stories and news to customers quicker.



Online Distribution
5571
(as at 01/11/24)



DIGITAL BANNER SPONSORSHIP OPPORTUNITIES

Online Magazine Top Banner

Place your banner advert at the top of our online magazines and link to your website or any other URL. Each banner appears for 20 seconds before cycling to the next and there are a maximum of six banner adverts per issue allowing greater exposure.

Banners and links will last for the duration of the issue and cannot be changed mid-issue. Any new adverts or links will be changed at the next available issue.

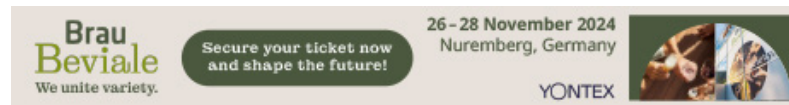
Online Magazine Introduction Banner

Gain maximum exposure with a Magazine Introduction Banner. Appearing to the left of the front cover of the digital magazine this is a great accompaniment to the cover advert. Only one static banner is available per issue but this will always be visible next to the front cover and can link to any URL provided.

Email Announcement Banner

Once per issue an email is distributed to our registered readers advising that the latest online edition is now available. Within this email you can have an exclusive banner advert that appears at the top of the email. This banner can link to any website but is limited to only one advert per email and is only distributed once per issue.

DIMENSIONS AND REQUIREMENTS



TOP BANNER Width: 400-1200px | Height: 60px | Supplied as JPG or PNG
Confirmed website address for linking



INTRODUCTION BANNER

Width: 300px
Height: 250px
Supplied as JPG or PNG
Confirmed website address for linking



EMAIL BANNER

Width: 468px or 600px
Height: 60px or 80px
Supplied as JPG or PNG
Confirmed website address for linking

RATES BY NUMBER OF INSERTS PER YEAR

Banner Type	1	3	6	12
Top Banner	£240	£225	£210	£195
Introduction Banner	£265	£250	£235	£220
Email Banner	£275	£260	£245	£230

DIGITAL MAGAZINE ENHANCEMENTS

Editorial Video

Attract instant visibility to your story with a video appearing within your story. It's a great way of showcasing your latest news and developments.
Cost: £125 (in addition to photo charge)

Editorial Link

Link your advert directly to your editorial within the digital magazine.
Cost: £45

CONTACT US TO DISCUSS ADDING VIDEO TO YOUR ADVERT.

ADVERT DIMENSIONS AND FORMATS

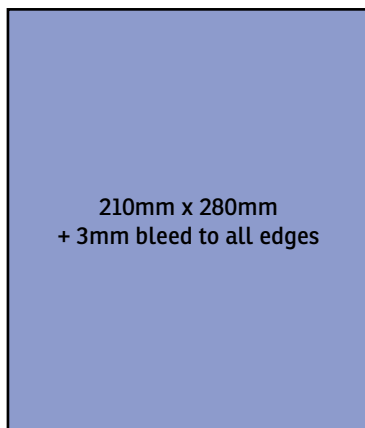
adcopy@binstedgroup.com

INTERNATIONAL BOTTLER & PACKER FILE FORMATS

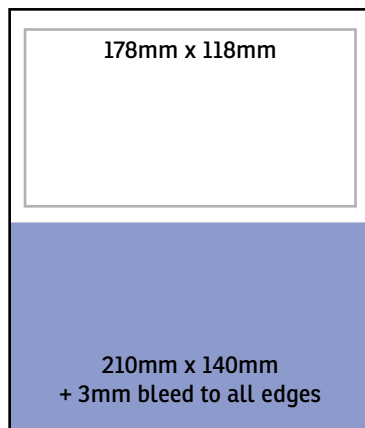
- Adobe PDF (preferred)
- Adobe InDesign
- Adobe Illustrator

Please include all fonts or convert to outlines and ensure all images are high resolution minimum 300dpi in CMYK colour mode. Do not combine or flatten artwork layers.

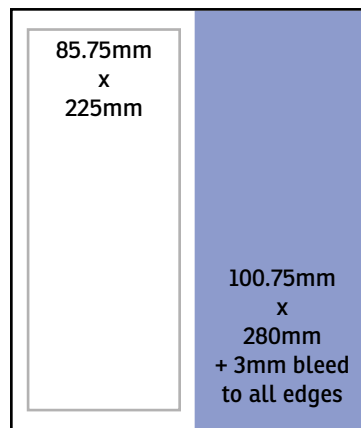
NB All dimensions below are width x height.



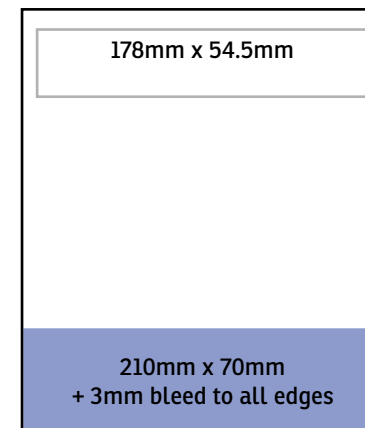
Full Page



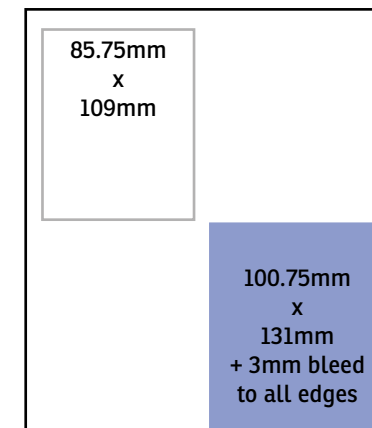
1/2 Page Horizontal (without / with bleed)



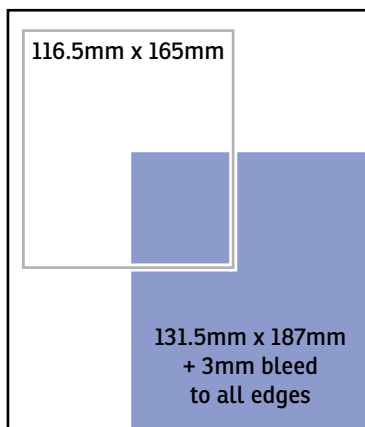
1/2 Page Vertical (without / with bleed)



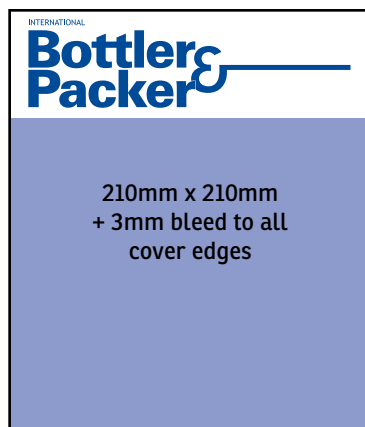
1/4 Page Horizontal (without / with bleed)



1/4 Page Vertical (without / with bleed)



Junior Page (without / with bleed)



IBP Front Cover



Single Column Buyers Guide Entry



Double Column Buyers Guide Entry

IF WE DO NOT RECEIVE YOUR ARTWORK COPY BY THE MAGAZINE PRODUCTION DATE WE RESERVE THE RIGHT TO PUBLISH PREVIOUSLY RECEIVED COPY.