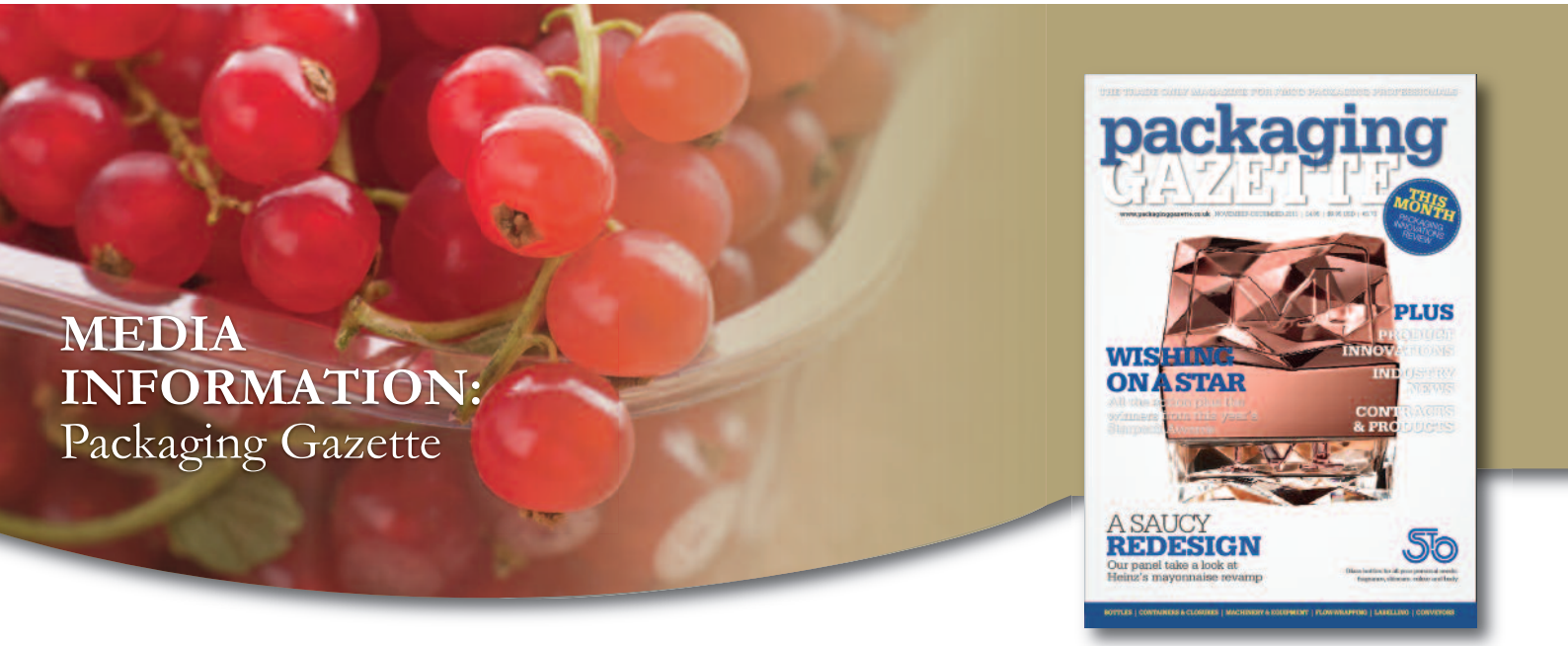

MEDIA INFORMATION:
Packaging Gazette

INSPIRE NEW BUSINESS

As a leading commentator of the packaging industry, Packaging Gazette is read by the top decision makers across the packaging industry. Packaging Gazette is the ultimate shop window for innovative products and services with a team dedicated to bringing readers the best industry advances combined with topical features and news. By partnering with suppliers of products and services to the industry, Packaging Gazette, with its colourful and striking design, ensures products are showcased in the best way to the people who matter, while readers remain informed about the technology, tools and services on offer.

TARGET READERSHIP PROFILE

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

Cadbury Schweppes
Tate & Lyle
Nestle
Mars UK
Coca Cola
United Biscuits
Dairy Crest
Premier Foods
Geest
Kellogg's
Kraft Foods
HJ Heinz
GlaxoSmithKline
Diageo GB
SC Johnson
RHM Group
Unilever
Colgate-Palmolive

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

PACKAGING GAZETTE

With a reputation of being the first place to source new products, Packaging Gazette is perfect for building brand awareness at a company's individual pace. Its fresh approach, in both design and editorial content, provides effective communication in a market that changes fast. Advertisers and readers alike can have confidence in our experience to match our product to the needs of the marketplace.

DISPLAY ADVERTISING

As a premier source of product information, Packaging Gazette develops strong relationships with its advertisers to provide strategic planning for a successful sales campaign, co-ordinating relevant editorial features alongside a sharp sales message. Through our pages, companies large and small can develop a brand profile and reach key decision makers throughout the market place.

EDITORIAL FEATURES LIST

Every issue includes our regular features in addition to the product features in the issue dates listed below. Our regular features include industry news, exhibition show guides and reviews, new products, interviews and much more.

- Please send your press releases to pg@onecoms.co.uk

January - February
- Converters & Conveying
- Packaging Design & Solutions

March - April
- Counting, Weighing & Bagging
- Pharmaceuticals & Healthcare

May - June
- Printing, Labels & Labelling
- Cartons, Boxes & Board

July - August
- Bottles, Glass & Bottling
- Caps & Closures

September - October
- Food & Drink
- Form, Filling & selling

November - December
- Coding & Marking
- Energy Saving, Recycling and the Environment

ADVERTISING RATES

Display	1	3	6
Colour DPS	**£1300**	**£1250**	**£1200**
Full page colour	**£750**	**£700**	**£650**
Full page mono	**£720**	**£670**	**£620**
Half page colour	**£450**	**£420**	**£390**
Half page mono	**£430**	**£400**	**£380**
Quarter page	**£290**	**£270**	**£250**

Product placement (colour separation charge)

Picture and 50-200 word	**£130**
+ Logo	**£30**

Product showcase directory

Picture and 50-200 words (3 issue minimum)	**£165**

TERMS OF BUSINESS

All orders are strictly subject to **Media One Communications Limited** terms and conditions. A copy is available on request.

MECHANICAL DATA (mm)

	Bleed	*Trim*	*Type*
DPS	303x426	297x420	n/a
Full page	303x216	297x210	280x190
Half page (L)	n/a	n/a	130x190
Half page (P)	n/a	n/a	280x90
Quarter page	n/a	n/a	130x90

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 and fmcgnews.co.uk, Media One Communications has expanded year-on-year. Its evolution in the publishing sector, including its strengthening position online, 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.

media one.
Media One Communications Limited
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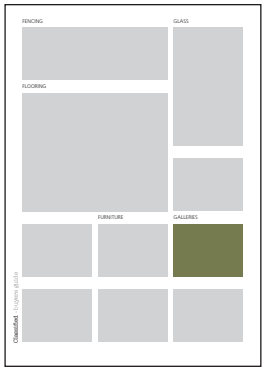
Tel: 01733 385300 | Fax: 01733 233794 | Email: info@onecoms.co.uk | www.onecoms.co.uk

CLASSIFIED RATES & DATA



Single Panel

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12 insertions	£40

Active specifiers use our classified buyers guide to source products. Ensure your brands and products are included every issue! - Don't miss out! Call 01733 385300 today to discuss your requirements.

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or

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Triple Panel

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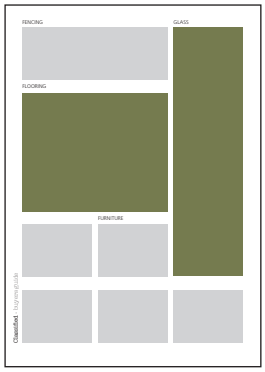
6 insertions	£155
9 insertions	£135
12 insertions	£100

56mm wide x 150mm high

or

180mm wide x 43mm high



Quad Panel

1 insertion	£240
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6 insertions	£185
9 insertions	£160
12 insertions	£120

56mm wide x 150mm high