

PAPERBOARD PACKAGING

THE BUSINESS RESOURCE FOR THE BOARD CONVERTING INDUSTRY



**NEW FORMAT • FRESH, MARKET-DRIVEN CONTENT
UNMATCHED READERSHIP**

2011 MARKETING GUIDE

2011 Editorial Calendar

Spring 2011 (March)

Features:

- Corrugated box plant profile
- Folding carton plant profile
- Business focus: Sustainability
- Special report: Young leaders

In every issue:

Features on business, technical and production topics

News & Notes: Insights and inspiration for running a better business.

Where Are They Now? We reconnect with companies we've profiled in the past.

Products: The latest industry-related products and services.

Columns:

Editor's Note: Marisa Palmieri

In the Fold: Folding carton insights from the Bobst Group

Safety Opportunities: Roger Maxson, safety consultant

Bonus distribution:

AICC Spring Meeting, PPC Spring Meeting



Ad Close: 2/9 Materials Due: 2/16

Summer 2011 (June)

Features:

- Corrugated box plant profile
- Folding carton plant profile
- Business focus: Customer service
- Special report: 2011 Exclusive Census Report

In every issue:

Features on business, technical and production topics

News & Notes: Insights and inspiration for running a better business.

Where Are They Now? We reconnect with companies we've profiled in the past.

Products: The latest industry-related products and services

Columns:

Editor's Note: Marisa Palmieri

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Safety Opportunities: Roger Maxson, safety consultant

Sponsorship Opportunity:

Census Report

Bonus distribution:

Chicago TAPPI



Ad Close: 4/15 Materials Due: 4/25

Fall 2011 (September)

Features:

- Corrugated box plant profile
- Folding carton plant profile
- Business focus: Sales
- Special report:
2011 Exclusive Box Buyers' Survey

In every issue:

Features on business, technical and production topics

News & Notes: Insights and inspiration for running a better business.

Where Are They Now? We reconnect with companies we've profiled in the past.

Products: The latest industry-related products and services.

Columns:

Editor's Note: Marisa Palmieri

In the Fold: Folding carton insights from the Bobst Group

Safety Opportunities: Roger Maxson, safety consultant

Advertising Opportunities:

Corporate Capabilities

Bonus distribution:

AICC Fall Meeting
TAPPI Fall Meeting/CorrExpo
PPC Fall Meeting



Ad Close: 8/24 Materials Due: 8/31

Winter 2011/Paperboard Packaging's Buyer's Guide & Resource Directory (December)

Features:

- AICC/Paperboard Packaging Annual Hall of Fame profile
- Corrugated box plant profile
- Folding carton plant profile

In every issue:

Features on business, technical and production topics

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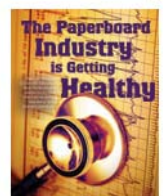
In the Fold: Folding carton insights from the Bobst Group

Safety Opportunities: Roger Maxson, safety consultant

Advertising Opportunities:

Buyers Guide Listings

Ad Close: 11/11 Materials Due: 11/17



Unmatched Readership

Paperboard Packaging Reaches More:

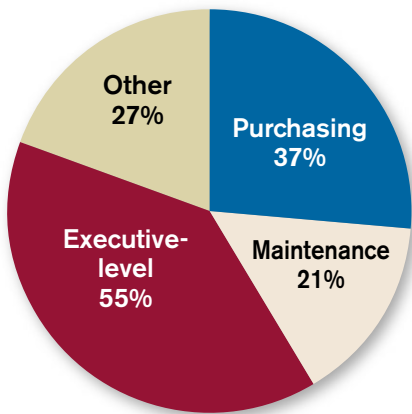
No other industry publication has the corrugated container and folding carton audience we do.

Distribution	
Domestic (U.S.)	2,274
International	850
Total Reach	3,124

Expanded Reach:

Pass-along readership of 3.28*=**Total Projected Readership of 10,246***

What are the titles of the individuals you passed along or shared your issue of *Paperboard Packaging* with?



72%
of respondents recommend, specify, or purchase products for their company.*

Subscribers Have Purchasing Power

Which of the following products do you recommend, specify or purchase?

Corrugators/Corrugating Equipment, Wet-end	19%
Corrugators/Corrugating Equipment, Dry-end	20%
Diecutters	41%
Converting Equipment	50%
Paper	53%
Material Handling Equipment	42%
Inventory Control	23%
Folder Gluers	36%
Balers	36%
Used/Rebuilt Equipment	36%
Prepress Imaging Equipment	14%
Computer Software-Networking	19%
Printing Presses	30%
Starch Mixing Systems, Adhesives & Gluing Equipment	16%
Safety Equipment	32%
Transportation Equipment	23%
Inks	29%

From which of the following do you learn about new products?*

Word of mouth	60%
Online	56%
Industry trade publications	76%
Trade shows	61%
Seminars/conferences	28%
A company's website	43%
A company's sales representative	59%

*Source: Publisher's Own Data and Paperboard Packaging Subscriber Survey, April 2010 (zoomerang) April 2010 (zoomerang)

Advertising Rates

Four Color Rates (in US Dollars)

SPACE UNIT	
Spread	\$4,370 Net
Full page	\$2,300 Net
1/2 page island	\$1,725 Net
1/2 page	\$1,610 Net
1/4 page	\$1,035 Net

Mechanical Requirements

SPACE UNIT DIMENSIONS	WIDTH x DEPTH
Full page	7" x 10"
1/2 page, horizontal	7" x 4-3/4"
1/2 page, island	4-1/2" x 7-1/4"
1/4 page, vertical	3-1/2" x 10"
1/4 page, square	3-1/2" x 4-3/4"
Single page (full bleed)	8"x 11"
Single page (gutter bleed only)	8-5/8" x 10"
Spread (full bleed)	16-1/2" x 11"
Trim size	7-1/2" x 10-3/4"

Acceptable in a spread, full page, or fraction of a page unit



Mailing Instructions

Contracts, insertion orders, correspondence, proofs, copy, and reproduction materials should be sent to: Superior Media Solutions, Attn: Sue Gigliotti, 306 W. Michigan St., Suite 200, Duluth, MN 55802, 218-279-8852, Fax 218-279-8813 • Email: sgigliotti@questex.com

Online Opportunities

Packaging-Online.com is the only industry web site updated daily with the latest news, current and archived issues, plant profiles, job listings and so much more. With an average of more than 10,000 monthly visitors, advertising on Packaging-Online.com is the perfect way to reach your audience online through web ads, sponsorships or custom digital solutions.



Banners

\$700/month (net)
468x60 pixels, 10–20kb max file size

Buttons

\$300/month (net)
120x60 pixels 7–10kb max file size

Skyscrapers

\$1,000/month (net)
160x600 pixels, 35–38kb max file size



Equipment & Solutions Monthly E-Newsletter

\$500 per month
Free for monthly Advertisers in Official Board Markets & Paperboard Packaging
Sent to 5,600 subscribers

Box Biz Weekly E-Newsletter

Box Biz is the weekly e-newsletter for Official Board Markets and Paperboard Packaging – sent to 5,300 subscribers.

- Exclusive Sponsorship (per issue) \$1,000
- Partner Sponsorship 675
- Shared Sponsorship 500
- Product spotlight 350



The Bottom Line Monthly Podcast

Limited sponsorships available



Soap Box Blog

Limited sponsorships available

Custom E-Newsletters

Content directed to a targeted audience of registered users. Pricing based on length, frequency and audience.

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MEDIA

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