



Media Information 2008

Editorial Plan

Spring

Label Inspection at the Conveyor of Bottling Lines
 Process Technology for Milk
 Coding of Various Products
 Palletising of Heavy Water Bottles with Ease
 Pharmaceutical Capsules Manufacturing

- Interpack 2008 MAIN EDITION -

Summer

Soft Drink Dressed up in Designer Fashion
 Innovative, Ecological Flexible Packaging
 Added Value Pharmaceutical Packaging
 Coding that can Maximize your Return
 Food Safety Practices in Manufacturing

- Interpack 2008 REPORT -

Autumn

Beverage Labelling Presents Challenges
 The Revolution in Food Packaging
 Conveyor Buying Tips
 Thermoform - Fill - Seal Advantages
 Advances in Confectionary Processing & Packaging
 Energy Savings for PET Production

Winter

Role of Inspection Systems Along Drink Filling Lines
 Essential Guide to Buying New Cartoning Equipment
 Two & Two Together Doubles Aseptic Packaging
 Technology for Pharma Liquid Filling
 Sophisticated Bottle Washing
 Successful Cosmetics Packaging

Publishing Schedule

Edition	Spring	Summer	Autumn	Winter
Copy Date:	1 st March	6 th June	10 th Sept	23 rd Nov
Published Date:	22 nd March	26 th June	30 th Sep	13 th Dec

Please note: Technical articles are required three months prior to the copy date in order to translate them into Arabic.

Circulation

Printed editions: 6000 distributed copies, over 24,000 readers in 20 countries. Plus over 2000 eMagz (email copies) and free distribution at major shows and conferences

North/Central Africa Algeria – Egypt – Libya – Nigeria – Morocco – Sudan – Somalia – Tunisia = 2700
The Arabian Gulf Bahrain – Kuwait – Oman – Qatar – Saudi Arabia – U.A.E. – Yemen – Iraq = 2300
The Levant Lebanon – Jordan – Syria – Palestine = 1000

Readership

Food Processing & Packaging	45%
Beverage Processing & Packaging	25%
Pharmaceutical and Cosmetic Packaging	16%
Packaging Contractors	7%
Trade Representatives and Raw Material Dealers	5%
Government Purchasing Offices, Trade Houses and Educational Institutions	2%



Cost per Insertion in GBP

Size	1	2	3	4	5	6	7	8
Full page Colour	£2625	£2492	£2369	£2250	£2138	£2030	£1928	£1830
Full Page Mono	£2240	£2135	£2019	£1921	£1820	£1732	£1645	£1564
Half Page Colour	£1984	£1886	£1785	£1704	£1620	£1536	£1459	£1389
Half Page Mono	£1354	£1284	£1225	£1165	£1109	£1050	£1004	£945
Third Page Colour	£1697	£1610	£1529	£1452	£1382	£1312	£1249	£1186
Third Page Mono	£1102	£1046	£997	£945	£899.5	£857	£805	£759
Quarter Page Colour	£1550	£1473	£1396	£1326	£1263	£1200	£1141	£1085
Quarter Page Mono	£857	£815	£773	£735	£696	£661	£630	£598
Sixth Page Colour	£717	£682	£647	£612	£584	£556	£528	£500

Special Positions

These rates are in addition to the basic page rate shown above:-

Inside Front Cover	£150.00
Inside Back Cover	£100.00
Outside Back Cover	£200.00
Guaranteed Position	£100.00

Although the advertisers may request special positions within the publication, we will only guarantee the position if the fee of £100.00 is paid.

Spot Colour Charge

Spot colour charge £110.00

Special Inserts

Up to 135 gsm £1900 per A5 sheet, £2250 per A4 sheet. Larger size inserts will be quoted upon request.

Agency Commission

10% is paid to registered advertising agencies providing that payment terms are strictly adhered to.

Cancellation dates

Any cancellation of booked space must be made within 3 months prior to publication date for Mono and 5 months for Colour.

Mechanical Data

DPS	395 x 272mm
DPS Bleed	424 x 299mm
Full Page	272 x 210mm
Bleed Page	303 x 216mm
Two Thirds Page	272 x 123mm
Half Page Horiz.	135 x 186mm
Half Page Vertical	272 x 91mm
Third Page Horiz.	90 x 186mm
Third Page Vertical	272 x 59mm
Quarter Page Vertical	135 x 91mm
Quarter Page Horiz	68x186mm
Sixth Page Horiz	90 x 91mm
Sixth Page Vertical	135 x 59mm

Translation Charges

For new copy, a one-off translation charge of £150 will be added to the first insertion (up to 100 words). Any extra production work in case of supplying different files, will be charged at cost.

Discounts

Extra 5% discount is given for full payment with order.

Discounts are not applicable in the case of cancellation or late payment.

The publisher reserves the right to demand the difference between the single insertion rate and series / discounted rate in this case.

Media Format

Media is accepted in PDF or JPG format sent by email.

CDs sent by courier are acceptable as long as all charges including duties and taxes are paid for by sender.

General terms of payment:

Non-account holders, first order paid in advance to open account. For account holders, payment made on receipt of invoice, with maximum of 12 days credit.

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