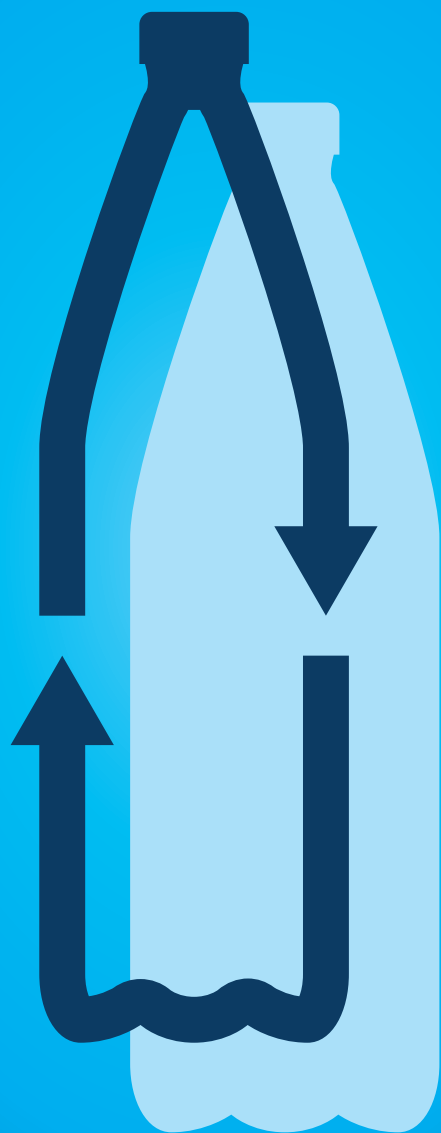


# ■ PET planet *insider*



mediakit  
2022

[www.petpla.net](http://www.petpla.net)

## DEAR FRIENDS OF PETPLANET

Coronavirus has led to many changes in the PET sector. One trend that immediately comes to mind is the move from single-serve packaging to family-sized packaging in many parts of the world. From an organisational perspective, travel restrictions have brought trade fair business to a standstill. And other impacts, such as the faltering supply of raw materials and components, have been a further challenge in 2021.



However, throughout this difficult year, we have supported you and your customers with alternative multimedia options. We have explored new channels, for example with our PETcasts and PETinars. This will all continue in 2022, but our real-life presence will also return – just as you are accustomed to. The Editourmobil is back on the road too. We will be following the European Road Show in our magazine, and we will present the results of our meetings and discussions at Drinktec.

New in 2022! We will be conducting a survey of over 3,000 production leaders from over 150 countries around the world. The burning questions are, how high the proportion of their original aftersales service is, how important the different aspects of aftersales service are and how well around 80 large machinery and mould manufacturers fulfil these.

Let's start 2022 with a renewed momentum!

Yours

*Alexander Büchler*  
Alexander Büchler (Publisher)

## Why PETplanet?

For over 20 years, PETplanet Insider has been the world's leading magazine for the PET bottling and bottle making industry.

- PETplanet Insider keeps you **up-to-date on all the latest developments in the industry and throughout the PET value chain**; from the virgin or recycled material through to the filled, capped, labelled and inspected bottle. [Page 4+5](#)
- PETplanet offers you a platform to showcase your company and your expertise, via **multiple advertising formats, in print or online**. [Page 6-11](#)
- The **PETplanet newsletter** ensures that you keep up to date with all the latest developments in the PET community. [Page 8](#)
- In the interview **podcast, PETcast**, PETplanet meets industry experts, discussing their successes, key decisions and current developments. [Page 8](#)
- The **PETinar series of webinars** brings together experts and key figures from across the sector. [Page 9](#)
- Optimising aftersales: in our **exclusive new Aftersales Studies**, we survey over 3,000 production managers worldwide to benchmark aftersales services of the main machinery and mould makers. [Page 10](#)
- PETplanet takes you inside processors, manufacturers and fillers all over the world, revealing their ideas, best practices and innovative solutions in our **Editour reports**. [Page 11](#)
- With many years of experience in the worldwide PET industry, the **PETplanet team** would love to hear from you. [Page 12](#)

## CHANNELS & SERVICES OF PETPLANET



PRINT



ONLINE



NEWSLETTER



PETcast



PETINAR



EDITOURS



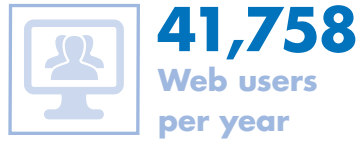
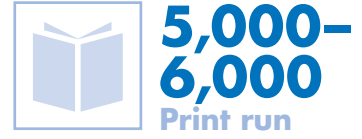
EVENTS



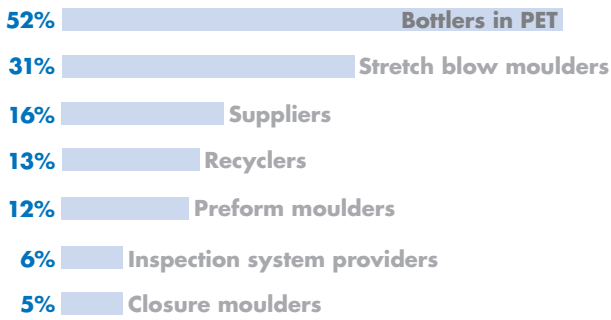
AFTERSALES STUDIES

### EDITORIAL SERVICES PRINT & ONLINE:

- Technical articles along the PET value chain
- Customer stories
- Interviews with experts
- Conference and trade show reports
- Market survey
- Editour reports and blog
- Daily business news
- Social media on Twitter
- PETinars
- PETcasts
- Aftersales Studies
- Newsletter
- PET price index Pulse
- WikiPETia: PETplayers online listing service

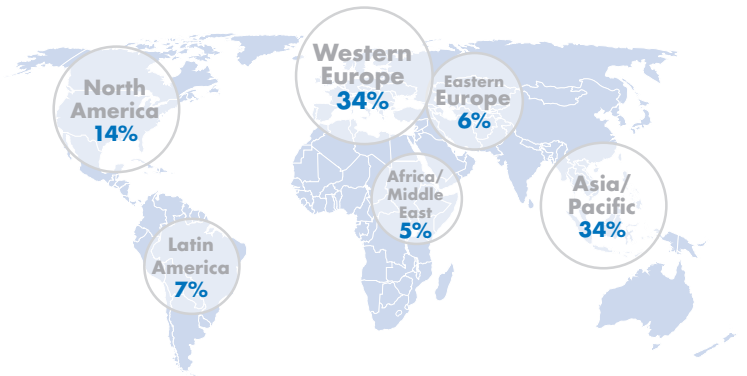


### QUALIFIED READERS BY INDUSTRY BRANCH\*



\*multiple inclusions possible




















### QUALIFIED READERS BY CONTINENT



Issue 1+2	Issue 3	Issue 4	Issue 5	Issue 6
Insertion deadline: Jan. 21, 2022	Insertion deadline: Mar. 04, 2022	Insertion deadline: Apr. 08, 2022	Insertion deadline: May 13, 2022	Insertion deadline: Jun. 10, 2022
Publication date: Feb. 07, 2022	Publication date: Mar. 21, 2022	Publication date: Apr. 25, 2022	Publication date: May 30, 2022	Publication date: Jun. 27, 2022
Special focus	Special focus	Special focus	Special focus	Special focus
Caps: from design to inspection	Chinaplas & Anuga FoodTec & packaging	Preforms & perform inspection	All about PET recycling	Drinctec part 1 & mould making
Market survey	Market survey	Market survey	Market survey	Market survey
Resins & additives	Preform machinery	Preform production & inspection systems	Preform & SBM mould manufacturer	SBM 2-stage

January	February	March	April	May	June
01	01	01	01	01	01
02	02	02	02	02 CW18	02
03 CW01	03	03	03	03	03
04	04	04 Insertion deadline issue 3	04 CW14	04	04
05	05	05	05	05	05
06	06	06	06	06	06 CW2?
07	07  PETplanet issue 1+2	07 CW10	07	07	07  AMI   Events Jun. 7-9 AMI Plastic Closure Innovations, Barcelona, Spain
08	08  Newsletter	08	08 Insertion deadline issue 4	08  ICIS May 9-10 ICIS European Polymers Conference, Vienna, Austria	08
09	09	09	09	09	09
10 CW02	10	10	10	10	10 Insertion deadline issue 6
11	11	11	11 CW15	11	11
12	12	12	12	12	12
13	13	13	13	13 Insertion deadline issue 5	13 CW24
14	14 CW07	14 CW11	14	14	14  Petcore Europe Jun. 14-15 Petcore Europe Conference Brussels, Belgium
15	15	15	15	15	15
16	16	16	16	16 CW20	16
17 CW03	17	17	17	17	17
18	18	18	18 CW16	18	18
19	19	19	19	19	19
20	20	20	20	20	20 CW25
21 Insertion deadline issue 1+2	21 CW08	21  PETplanet issue 3	21	21	21
22	22	22  Newsletter	22	22	22  PRS EUROPE Jun. 22-23 PRS Amsterdam, Netherlands
23	23	23	23	23 CW21	23
24 CW04	24	24	24  Newsletter	24	24
25	25	25	25  PETplanet issue 4	25	25
26	26	26	26  Chinaplas Apr. 25-28 Chinaplas Shanghai, China	26	26
27	27	27	27	27	27  PETplanet issue 6
28	28 CW09	28 CW13	28	28  ANUGA FOOD TEC Apr. 26-29 Anuga Food Tec Cologne, Germany	28  Newsletter
29		29  Beviale Moscow Mar. 29-31 Beviale Moscow Moscow, Russia	29	29	29
30		30	30	30  PETplanet issue 5	30
31 CW05		31	31	31  Newsletter	31

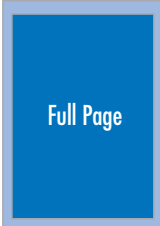


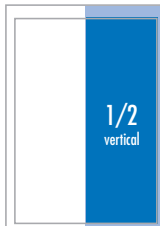
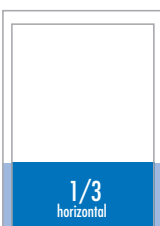
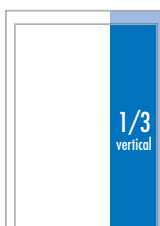
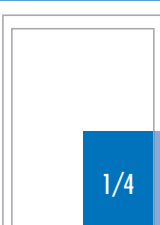
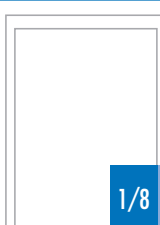

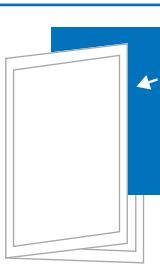
Issue 7+8	Issue 9	Issue 10	Issue 11	Issue 12
Insertion deadline: Jul. 08, 2022	Insertion deadline: Aug. 12, 2022	Insertion deadline: Sep. 16, 2022	Insertion deadline: Oct. 07, 2022	Insertion deadline: Nov. 18, 2022
Publication date: Jul. 25, 2022	Publication date: Aug. 29, 2022	Publication date: Oct. 03, 2022	Publication date: Oct. 24, 2022	Publication date: Dec. 05, 2022
Special focus	Special focus	Special focus	Special focus	Special focus
Drinktec part 2 & labelling	Drinktec part 3 & K' 2022 part 1	K' 2022 part 2 & materials	Filling technology & compressors	Review on autumn trade fairs & bottle making
Market survey	Market survey	Market survey	Market survey	Market survey
Compressors	Caps & closures & inspection systems	Filling equipment & inspection systems	Recycling machinery	Palletising & shrink film machinery

July	August	September	October	November	December
01	01 CW31	01	01	01	01 
02	02	02	02	02 	02
03	03	03	03 	03	03
04 CW27	04	04	04 	04	04
05	05	05 CW36	05	05	05 
06	06	06	06	06	06 
07	07	07	07 Insertion deadline issue 11	07 CW45	07 
08 Insertion deadline issue 7+8	08 CW32	08	08	08	08
09	09	09	09	09	09
10	10	10	10 CW41	10	10
11 CW28	11	11	11	11	11
12	12 Insertion deadline issue 9	12 	12 	12	12 CW50
13	13	13	13	13	13
14	14	14	14	14 CW46	14
15	15 CW33	15	15	15	15
16	16	16 Insertion deadline issue 10	16	16	16
17	17	17	17 CW42	17	17
18 CW29	18	18	18	18 Insertion deadline issue 12	18
19	19	19 CW38	19	19	19 CW51
20	20	20	20 	20	20
21	21	21	21	21 CW47	21
22	22 CW34	22	22	22	22
23	23	23	23	23	23
24	24	24	24 	24	24
25 	25	25	25 	25	25
26 	26	26 CW39	26 	26	26 CW52
27	27	27	27	27	27
28	28	28	28	28 	28 CW48
29	29 	29	29	29	29 
30	30 	30	30	30	30
31	31	31	31	31	31



# PRINT

## PRINT PRICES & SIZES

	<b>Full page</b> Bleed size (+ 3 mm) Non-bleed size € direct booking € agency booking	width x height 210 x 297 mm 184 x 255 mm <b>4,840 EUR</b> <b>5,695 EUR</b>		<b>Junior page</b> Bleed size (+ 3 mm) Non-bleed size € direct booking € agency booking	width x height 149 x 210 mm 136 x 189 mm <b>3,410 EUR</b> <b>4,012 EUR</b>
	<b>1/2 horizontal</b> Bleed size (+ 3 mm) Non-bleed size € direct booking € agency booking	width x height 210 x 148 mm 184 x 127 mm <b>3,190 EUR</b> <b>3,753 EUR</b>		<b>1/2 vertical</b> Bleed size (+ 3 mm) Non-bleed size € direct booking € agency booking	width x height 102.5 x 297 mm 89.5 x 255 mm <b>3,190 EUR</b> <b>3,753 EUR</b>
	<b>1/3 horizontal</b> Bleed size (+ 3 mm) Non-bleed size € direct booking € agency booking	width x height 210 x 99 mm 184 x 78 mm <b>2,200 EUR</b> <b>2,588 EUR</b>		<b>1/3 vertical</b> Bleed size (+ 3 mm) Non-bleed size € direct booking € agency booking	width x height 71 x 297 mm 58 x 255 mm <b>2,200 EUR</b> <b>2,588 EUR</b>
	<b>1/4 vertical</b> Bleed size (+ 3 mm) Non-bleed size € direct booking € agency booking	width x height 102.5 x 148 mm 89.5 x 127 mm <b>1,650 EUR</b> <b>1,942 EUR</b>		<b>1/8 vertical</b> Bleed size (+ 3 mm) Non-bleed size € direct booking € agency booking	width x height 71 x 118 mm 58 x 97 mm <b>990 EUR</b> <b>1,165 EUR</b>
	<b>Cover Flap</b> Outside size (+ 3 mm) Inside size (+ 3 mm) € direct booking € agency booking	width x height 105 x 220 mm 105 x 297 mm <b>3,900 EUR</b> <b>4,590 EUR</b>		<b>Insert</b> Maximum size Price on request	width x height 190 x 290 mm  Price on request

Special size on request / 15% special placement fee. Prices do not include VAT.

## BUYER'S GUIDE ENTRY - Print & Online

### Who's Who in the PET market

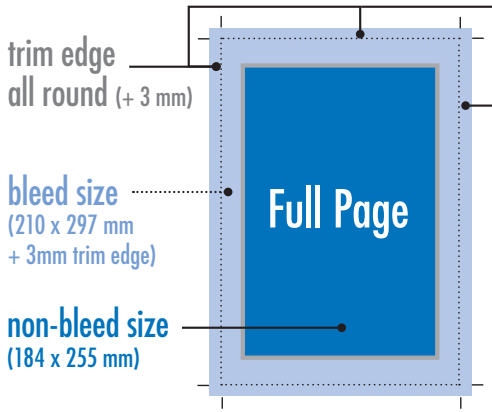
Stay permanently listed! Online in the corresponding news category and in the magazine's Buyer's Guide with your company logo and contact information.

#### Pricing Example: Placement in 10 issues plus online banner

Pricing	height (mm) x 5.90EUR x 10
Example	32 mm = 1,888.00EUR/year







### Printing material requirements

Please supply all files at 300dpi in CMYK colour mode. We prefer pdf files created in PDF X3 standard. Please send printing material to: [advert\\_data@petpla.net](mailto:advert_data@petpla.net)



### WEBSITE PRICES AND SIZES

Name	Desktop (Pixel)	Mobil (Pixel)	Price per month
<b>Top Banners</b>			
1 Super Banner*	728 x 90	310 x 150	1,490 EUR
2 Slider Banner	800 x 445	310 x 150	1,490 EUR
3 Vertical Rectangle	310 x 445	310 x 150	1,490 EUR
			<i>*shared spot</i>

<b>Regular Banners</b>			
4 Skyscraper	310 x 600	310 x 150	1,690 EUR
5 Horizontal large	1140 x 115	310 x 150	1,390 EUR
6 Square Banner large	310 x 310	310 x 150	990 EUR
7 Horizontal small	800 x 100	310 x 150	990 EUR
8 Button small	310 x 140	310 x 90	690 EUR
9 Road Show Banner	140 x 140	140 x 140	
bookable as a part of sponsoring package only			

Special advertisement formats on request.  
 Prices do not include VAT. We will be glad to help you select the type of advertising most suitable for you and can also design your banner on request.

**Data delivery:**  
 Three working days before placement to [sales@petpla.net](mailto:sales@petpla.net)

**Ad specification:**  
 We prefer GIF, animated GIF, JPG or PNG files (max 100KB)



# NEWSLETTER

## Regular newsletter

Our regular newsletter informs about the latest trends in the PET packaging industry with articles about products, companies and trade fairs. It is sent 10 times a year whenever a new issue of our print magazine is published.

**Your advertising opportunity** €/issue

Regular newsletter banner 1,200EUR

## Stand-alone-newsletter

Your message is delivered to the mailbox of our newsletter subscribers and receives high attention.

We offer a stand-alone-newsletter sent exclusive for your company. If you supply your own html for the individual newsletter, please include a dedicated tracking pixel clearly denominated as such in the source code in order for us to supply opening rates.

**Your advertising opportunity** €/issue

Stand-alone-newsletter 3,150EUR

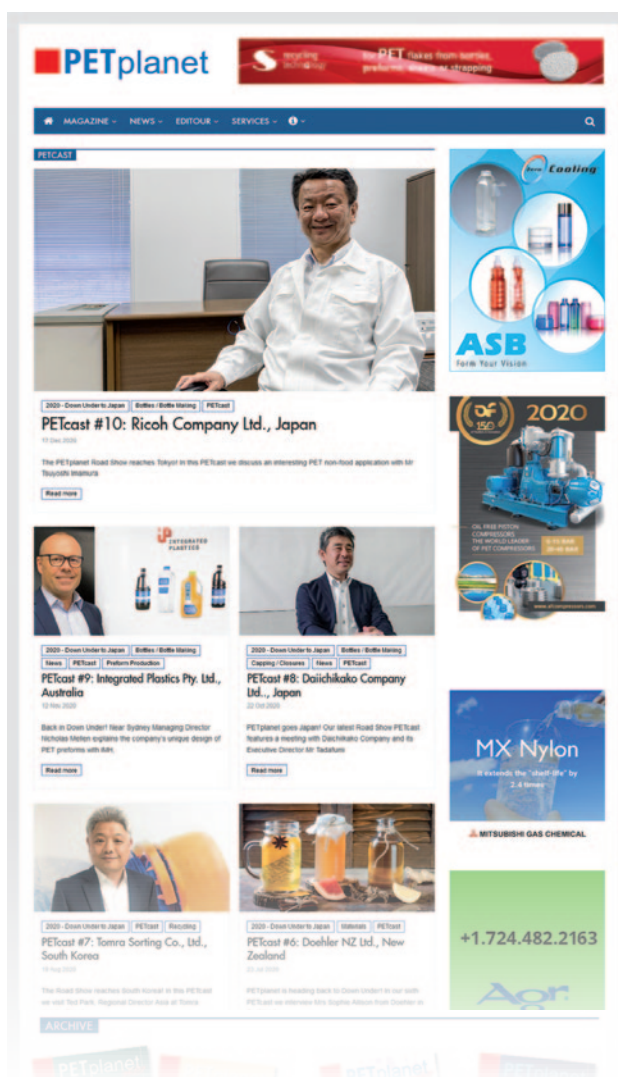


# PETCAST

The need for alternative formats that complement traditional media has grown significantly in recent years. PETcasts, a new feature from PETplanet, has been created to offer a convenient way of bringing you a round-up of all the essential stories in our sector.

Our PETcasts contain many of our classic reports and interviews as well as fascinating discussions with some of the leading players in the PET and beverage industries. With an average audio length of between five and ten minutes the PETcasts are easy to fit in to the busiest schedule.

For catching up with the latest news, views and developments, covering specialist technical topics and essential company information, simply go to [www.petpla.net](http://www.petpla.net), and click the "PETcasts" media library in our "Services" section. Some of the PETcasts will appear in due course as detailed, in-depth reports in PETplanet Insider. If you are interested in being part of this exciting initiative contact us at [petplanet@petpla.net](mailto:petplanet@petpla.net)







### Exclusively present & sponsor a PETinar:

Interested in creating your own webinar? Submit a relevant topic, provide an expert and speaker. We will work closely with you to get your webinar running. Please contact us at [sales@petpla.net](mailto:sales@petpla.net)



Our popular free-to-attend PETinar series will be continued in 2022. Industry experts will keep you up to date on current challenges and explore the following topics:

### Tethered caps

Which regulations need to be taken into account and when? And what technical options are available? Our experts will show you how to find the best solutions for your customers.

### Recycling & sustainability

What makes packaging a sustainable solution? The recycling market is constantly changing - we help you keep track and offer sustainable products that comply with all regulations.

### Technical highlights @Drinktec

What technological innovations for PET can we expect at Drinktec? Get a sneak preview at innovations in bottle production and filling technologies.

### Value chain development

What factors are currently having the most significant influence on the value chain? We address current challenges and offer solutions.

*Further topics will be announced in due time on the basis of current developments.*

If you are interested in being part of our PETinar series, please contact us at [petplanet@petpla.net](mailto:petplanet@petpla.net)

With our experience, network and contacts we are bringing together experts and key figures of the PET industry. In order to help you to promote your services and technologies directly to decision makers, we have created a PETinar sponsorship package:

### WHAT DOES A SPONSORSHIP INCLUDE?

#### Before and after the PETinar:

- Logo/Banner and landing page (560x150pix) in 2-3 email blasts to our active readership (approx. 5,000)
- Permanent banner/logo on PETplanet PETinar section
- Logo listed on registration page
- Sponsors will be included in social media activity
- Logos of sponsors printed in PETplanet under articles about the webinar
- Print advertisement in our magazine PETplanet featuring logos of sponsor companies

#### During the webinar:

- Logo displayed during PETinar
- Company logo displayed at the end of the meeting
- Verbal recognition by moderator

**Sponsor Package Price 2,900 €**

Interested? Contact [sales@petpla.net](mailto:sales@petpla.net) for more information.



## AFTERSALES STUDIES

### Optimising aftersales

Your new machinery sales are essential but the jewel in the crown is your aftersales business. Considerable margins together with customer loyalty to good service ensure sales security and therefore expansion and a bright future. So aftersales plays a key role in your company. The central question here is: how can you optimise aftersales?

More expedient than a broad distribution of investments is specific and prompt deployment exactly when the greatest possible success can be generated. A solid data basis, split according to regions and countries, as well as according to small, medium-sized and large processers, is central to you standing out against the competition. Our work focuses precisely making this data basis work for you as an everyday tool. Here, we consider three important aspects for your company:

1. How high is the inhouse aftersales proportion with your machines and how high is the proportion of third-party maintenance? Is your own proportion in the region higher or lower than that of the competition?
2. What is important to your customers in aftersales support? Quicker service or lower replacement parts prices? Employee training or upgrade offers?
3. How well do you fulfil these requirements compared to the competition?

We survey around 3,000 production officers in 140 countries on the topics:

- Preform machines
- Preform moulds
- Stretch blowing machines
- Stretch blowing moulds
- Bottling machines
- Compressors
- Capping machines
- Capping moulds

Our intuitive user interface is everything you could wish for and enables you to bring together the data you need to suit the situation, for example all of Europe or even just individual countries.

Compare your values with those of over 50 other competitors or study specific individual values in detail. Do you need data only from your own machines or mould types? Or would you like to concentrate on just one or two regions?

We make all this possible. We would be delighted to create a customised offer to meet your needs.

If you are interested in this new service, contact us at [petplanet@petpla.net](mailto:petplanet@petpla.net)



**EDITOURS**

Autumn 2021 - 2022

# Let Your Inspiration Flow.

## The European Road Show

Empowered by drinktec

The worldwide round trip with

**PETplanet**



numerous interviews  
with PET companies

**17**  
countries

### TOUR SPONSORING PACKAGE

- Company logo on the Editourmobil
- Full page Tour advertisement featuring sponsor company logos in PETplanet magazine
- Sponsor companies descriptions and logos featured in the Tour sponsorship brochure
- Square banner small on the petpla.net website
- Logos of sponsors in the Tour section on the petpla.net website
- Company logo under every tour article published in PETplanet magazine
- Roll-up display banner with sponsor logos featured in photo shoots at various locations during the Tour
- The Tour and sponsors will be promoted at Drinktec, Munich, September 12-16, 2022

Participation fee: **5,950 €**

Interested in becoming a sponsor? >> [sales@petpla.net](mailto:sales@petpla.net)

### Back to Europe

The second part of PETplanet's bipartite Drinktec Editour is right ahead! After the successful first part "From Down Under to Japan" in 2020, our second stage of the project takes us back to the flourishing European hub where we will be exploring the latest technologies, news, innovations and developments that move our PET industry.

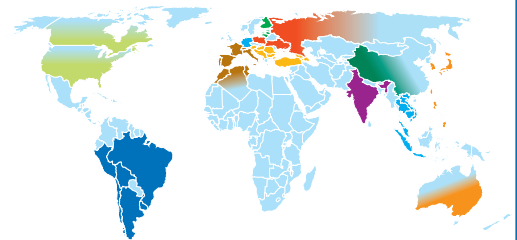
It is time for a new start, for renewal and for developing new ways of thinking. During and especially after the pandemic, it will be vital to make every effort to get the global economy back on track in the medium term. Sustainability will be the key.

Once again, PETplanet will be at the forefront. It will again be a partner in Drinktec, the world's leading beverage trade fair, which is to be held in Munich from 12-16 September 2022. After the success of our previous Drinktec Road Shows, in 2017 in South East Asia and 2020 in Australasia, we will be back on the road in Europe for a whole year. Starting

in Autumn 2021 with our Editourmobil, we will be ready for a new get-together with the industry. We will be revealing the results of our meetings and discussions at Drinktec with the leading thinkers in PET processing, packaging and recycling. Apart from new technologies we will be also taking stock of how things stand. We will be asking how global thinking might change as a result of Covid-19. How will bilateral business relationships cope with the aftermath of the pandemic? What opportunities will there be for the drinks industry and its suppliers? Our planning, in terms of precise timeframes and details of the countries to be visited will be flexible, in order to take account of the rapidly changing pandemic situation. However, this much we can confidently say: in these challenging times we, as the voice of the PET industry, will be at the very heart of the roadshow as usual and are already looking forward to welcoming you back on board the Editourmobil!

Share this exciting experience with us!

Interested in being visited? >> [barton@petpla.net](mailto:barton@petpla.net)



Our previous Road Shows at a glance

2010-2011-2012-2013-2014-2015-  
2016-2017-2018-2019-2020

Sponsors to date







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*Publisher*



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**Contact us - We will ensure you have the right format for each and every advertising message.**

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**Martina Hirschmann**  
 hirschmann@petpla.net



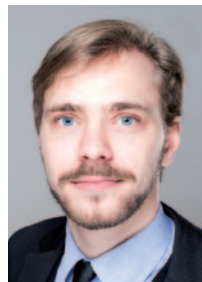
**Johann Lange-Brock**  
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**PHOTOGRAPHER, READER SERVICE**

**Contact me for any questions concerning (trial) subscriptions, address change & shipments.**

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