

A high-speed photograph of three clear plastic PET bottles falling into water, creating a large, dynamic splash. The bottles are positioned vertically, with the central one slightly behind the other two. The water is captured in mid-air, showing individual droplets and a complex, branching splash pattern. The background is a plain, light color, making the blue-tinted water and clear bottles stand out.

# PET planet

*insider*

mediakit  
2023

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

## DEAR FRIENDS OF PETPLANET

The PET sector has survived the last few years reasonably well compared to other sectors. Since spring 2022 we have been experiencing something of a boom. Events are happening again, travel restrictions are lifting and the hot weather has boosted demand for beverages in PET. At the turn of the year 22/23, the bottlers have bulging wallets again. New projects or projects that have been put off now have a chance to come to fruition. The PET recycling industry, as an important part of the circular economy, is also a motor of the industry.



As a supplier, you can benefit from this positive investment environment and be active in PETplanet. Print and online are increasingly merging here. Print for in-depth information, detailed analysis and on-site stories, online for fast-moving news. Strong stories receive online exposure and are then developed in the corresponding pdf pages in the magazine.

The Buyers' Guide is a comprehensive catalogue featuring in the magazine, but is also assigned to the online topics in a news-oriented manner. In our online PETinars, industry experts shine an analytical light on the issues affecting the sector.

We are busily working on our after-sales study! We are in the process of conducting a survey of more than 3,000 production managers from over 150 countries around the world. The burning questions are: how high the share of their original after-sales service is; how important the different aspects of after-sales service are; and how well around 80 large machine and mould manufacturers fulfil them. Have you already participated in our survey?

I look forward to your receiving your views!

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 and 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](#)
- The **PETinar series of webinars** brings together experts and key figures from across the sector. [Page 9](#)
- In the interview **podcast, PETcast**, PETplanet meets industry experts, discussing their successes, key decisions and current developments. [Page 10](#)
- 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



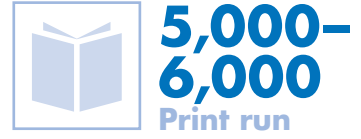
EVENTS



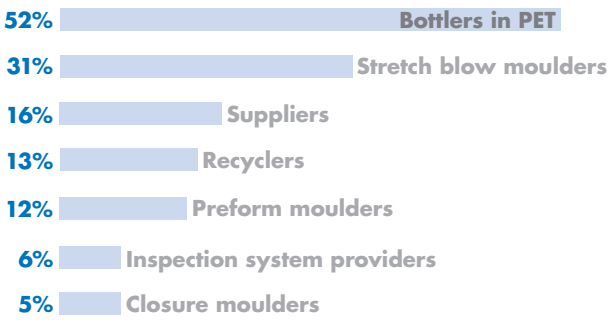
AFTERSALES STUDIES

### 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
- PETinars
- PETcasts
- Aftersales Studies
- Newsletter
- PET price index Pulse
- WikiPETia: PETplayers online listing service

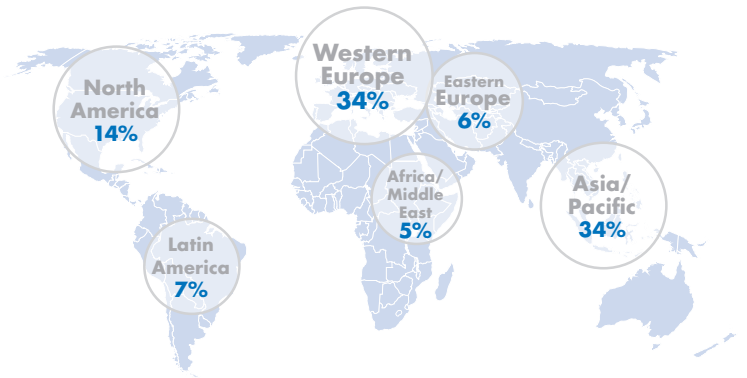


### QUALIFIED READERS BY INDUSTRY BRANCH\*




















\*multiple inclusions possible

















### QUALIFIED READERS BY CONTINENT



Issue 1+2	Issue 3	Issue 4	Issue 5	Issue 6
Insertion deadline: Jan. 20, 2023	Insertion deadline: Mar. 03, 2023	Insertion deadline: Mar. 31, 2023	Insertion deadline: May 05, 2023	Insertion deadline: Jun. 09, 2023
Publication date: Feb. 06, 2023	Publication date: Mar. 20, 2023	Publication date: Apr. 17, 2023	Publication date: May 22, 2023	Publication date: Jun. 26, 2023
Special focus	Special focus	Special focus	Special focus	Special focus
Materials / recycling	Caps & closures / Chinaplas	Interpack / preview PRS Europe / preforms & preform inspection	Mould making	Bottling & filling
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

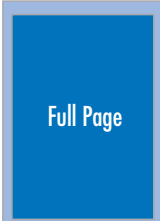
January	February	March	April	May	June
01	01	01	01	01 CW18	01
02 CW01	02  Feb. 1-2 Petcore Europe Conference Brussels, Belgium	02	02	02	02
03	03	03 Insertion deadline issue 3	03 CW14	03	03
04	04	04	04	04	04
05	05	05	05	05 Insertion deadline issue 5	05 CW23
06	06  PETplanet issue 1+2	06 CW10	06	06  interpack PROCESSING & PACKAGING May 4-10 Interpack Düsseldorf, Germany	06
07	07	07  ICIS European Polymers Conference, Vienna, Austria	07	07	07
08	08  Newsletter	08	08	08  prs EUROPE May 10-11 PRS Amsterdam, Netherlands	08
09 CW02	09	09	09	09	09 Insertion deadline issue 6
10	10	10	10 CW15	10	10
11	11	11	11	11	11
12	12	12	12	12	12 CW24
13	13 CW07	13 CW11	13	13  BITEC May 10-13 BITEC, Bangkok, Thailand	13
14	14	14	14	14	14  PLASTICS RECYCLING WORLD EXPO Jun. 14-15 Plastics Recycling World Exhibition Essen, Germany
15	15	15	15	15 CW20	15
16 CW03	16	16	16	16	16
17	17	17	17  PETplanet issue 4	17	17
18	18	18	18  Chinaplas Apr. 17-20 Chinaplas Shenzhen, China	18	18
19	19	19	19	19	19 CW25
20 Insertion deadline issue 1+2	20 CW08	20  PETplanet issue 3	20  Newsletter	20	20
21	21	21	21	21	21
22	22	22  Newsletter	22	22  PETplanet issue 5	22
23 CW04	23	23	23	23	23
24	24	24	24 CW17	24  Newsletter	24
25	25	25	25	25	25
26	26	26	26	26	26  PETplanet issue 6
27	27 CW09	27 CW13	27	27	27
28	28	28	28	28	28  Newsletter
29		29	29	29 CW22	29
30 CW05		30	30	30	30
31		31 Insertion deadline issue 4		31	


Issue 7+8	Issue 9	Issue 10	Issue 11	Issue 12
Insertion deadline: Jul. 14, 2023	Insertion deadline: Sep. 08, 2023	Insertion deadline: Oct. 06, 2023	Insertion deadline: Oct. 27, 2023	Insertion deadline: Nov. 17, 2023
Publication date: Jul. 31, 2023	Publication date: Sep. 25, 2023	Publication date: Oct. 23, 2023	Publication date: Nov. 13, 2023	Publication date: Dec. 04, 2023
Special focus	Special focus	Special focus	Special focus	Special focus
Labelling & review Recycling Expo	Fakuma / packaging	Brau Beviale 2023	Bottle design & bottle making	Compressors & kick off Editour 2023/24
Market survey	Market survey	Market survey	Market survey	Market survey
Compressors	All about caps	Filling equipment & inspection systems	Palletising & shrink film machinery	Recycling machinery


July	August	September	October	November	December
01	01 CW31	01	01	01	01
02	02 	02	02 CW40	02	02
03 CW27	03	03	03	03	03
04	04	04 CW36	04  Oct. 4 – 6 Drink Technology India, New Delhi, India	04	04  PETplanet issue 12
05	05	05  MIDDLE EAST & AFRICA 1-7 September 2023 Dubai	05	05	05
06	06	06 Sep 5-7 PRS Middle East & Africa, Dubai, UAE	06 Insertion deadline issue 10	06 CW45	06 
07	07 CW32	07	07	07  Nov. 7–9 Gulfood Manufacturing, Dubai, UAE	07
08	08	08 Insertion deadline issue 9	08	08	08
09	09	09	09 CW41	09	09
10 CW28	10	10	10	10	10
11	11	11 CW37	11	11	11 CW50
12	12	12	12	12	12
13	13	13	13	13  PETplanet issue 11	13  Dec. 13-15 ArabPlast Dubai, UAE
14 Insertion deadline issue 7+8	14 CW33	14	14	14	14
15	15	15	15	15	15
16	16	16	16 CW42	16	16
17 CW29	17	17	17  Oct. 17-21 Fakuma, Friedrichshafen, Germany	17 Insertion deadline issue 12	17
18	18	18 CW38	18	18 	18 CW51
19	19	19	19	19	19
20	20	20	20	20 CW47	20
21	21 CW34	21	21	21	21
22	22	22	22	22	22
23	23	23	23  PETplanet issue 10	23	23
24 CW30	24	24	24	24	24
25	25	25  PETplanet issue 9	25 	25	25 CW52
26	26	26	26	26	26
27	27	27 	27 Insertion deadline issue 11	27 CW48	27
28	28	28	28	28  Nov. 28-30 Brau Beviale Nuremberg, Germany	28
29	29	29	29	29	29
30	30	30	30 CW44	30	30
31  PETplanet issue 7+8	31	31	31	31	31

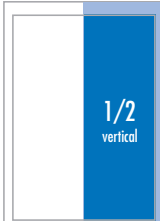



**PRINT PRICES & SIZES**


	<b>Full page</b>	width x height
	Bleed size (+ 3 mm)	210 x 297 mm
	Non-bleed size	184 x 255 mm
	€ direct booking	<b>4,950 EUR</b>
	€ agency booking	<b>5,824 EUR</b>

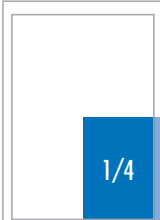
	<b>Junior page</b>	width x height
	Bleed size (+ 3 mm)	149 x 210 mm
	Non-bleed size	136 x 189 mm
	€ direct booking	<b>3,750 EUR</b>
	€ agency booking	<b>4,412 EUR</b>

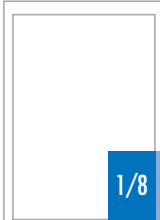
	<b>1/2 horizontal</b>	width x height
	Bleed size (+ 3 mm)	210 x 148 mm
	Non-bleed size	184 x 127 mm
	€ direct booking	<b>3,500 EUR</b>
	€ agency booking	<b>4,118 EUR</b>

	<b>1/2 vertical</b>	width x height
	Bleed size (+ 3 mm)	102.5 x 297 mm
	Non-bleed size	89.5 x 255 mm
	€ direct booking	<b>3,500 EUR</b>
	€ agency booking	<b>4,118 EUR</b>

	<b>1/3 horizontal</b>	width x height
	Bleed size (+ 3 mm)	210 x 99 mm
	Non-bleed size	184 x 78 mm
	€ direct booking	<b>2,400 EUR</b>
	€ agency booking	<b>2,824 EUR</b>

	<b>1/3 vertical</b>	width x height
	Bleed size (+ 3 mm)	71 x 297 mm
	Non-bleed size	58 x 255 mm
	€ direct booking	<b>2,400 EUR</b>
	€ agency booking	<b>2,824 EUR</b>

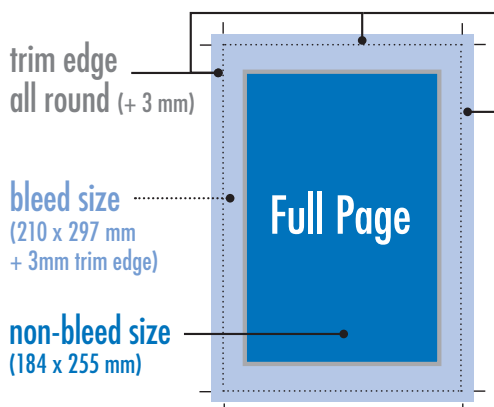
	<b>1/4 vertical</b>	width x height
	Bleed size (+ 3 mm)	102.5 x 148 mm
	Non-bleed size	89.5 x 127 mm
	€ direct booking	<b>1,800 EUR</b>
	€ agency booking	<b>2,118 EUR</b>

	<b>1/8 vertical</b>	width x height
	Bleed size (+ 3 mm)	71 x 118 mm
	Non-bleed size	58 x 97 mm
	€ direct booking	<b>1,080 EUR</b>
	€ agency booking	<b>1,271 EUR</b>

	<b>Cover Flap</b>	width x height
	Outside size (+ 3 mm)	105 x 220 mm
	Inside size (+ 3 mm)	105 x 297 mm
	€ direct booking	<b>4,950 EUR</b>
	€ agency booking	<b>5,824 EUR</b>

	<b>Insert</b>	width x height
	Maximum size	190 x 290 mm
		Price on request

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

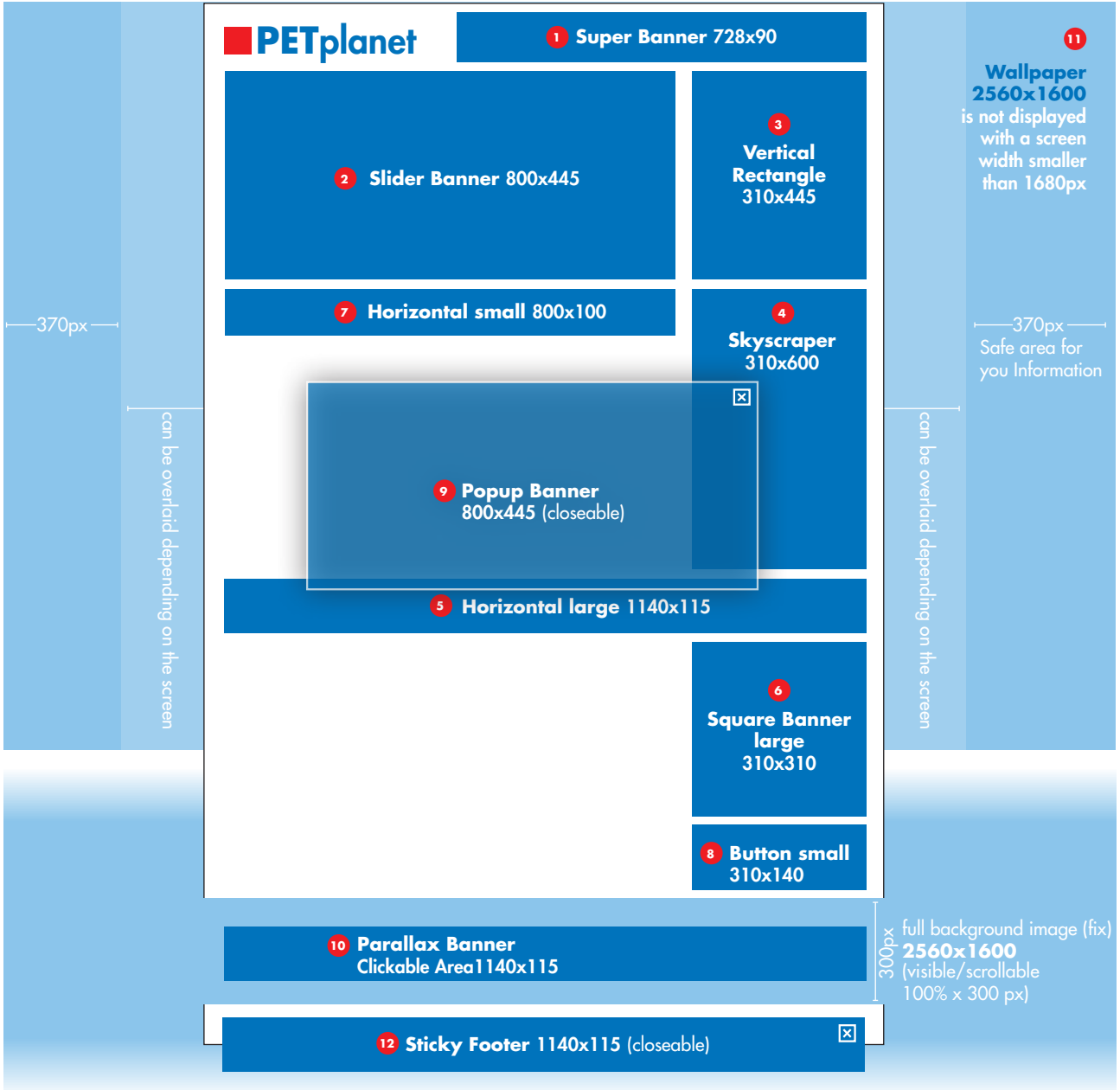


**Printing material requirements**

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)



ONLINE



ADVERTISING RATES

## WEBSITE PRICES AND SIZES

Name	Desktop pixel	Mobil pixel	Price per month
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
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 Popup Banner	800 x 445	310 x 310	1,890 EUR
10 Parallax Banner	1140 x 115	310 x 150	1,890 EUR
11 Wallpaper	2560x1600	310 x 150	1,890 EUR
12 Sticky Footer	1140 x 115	310 x 150	1,990 EUR

\*shared spot

### Special introduction:

**10 Parallax Banner:** is composed out of a fixed background image (2560x1600px) and a second linkable, scrollable image (1140x115px - can also be transparent). The visible area of this ad is scrollable and has a size of 100% x 300px

**11 Wallpaper Banner:** is displayed only from a screen width of more than 1680px. The optimal area for your logo or information is respectively left and right with a width of 370px. Information placed in the center can be overlaid.

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). AdSense-Code, Shortcodes, JavaScript, HTML and PHP are also possible.



# PRINT & ONLINE

## 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



# 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

Newsletter

**HEADLINE**

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●
Banner Newsletter

**HEADLINE**

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**HEADLINE**

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Banner Newsletter

**HEADLINE**

**HEADLINE**





In its third year, the free-to-attend PETinar series will be highlighting current topics in the PET industry. Experts will keep you up to date on present challenges, inform you about new regulations and discuss grassroots work. The following programme is planned for 2023:

**Opening debate 2023:** What have we learned from the last few years? Which technologies will help us to overcome current challenges? How well is the industry prepared for an unpredictable future? Topics to be covered by decision-makers from the PET sector will include the current market situation, sustainability, and energy. Technological solutions from the industry will also be presented. Be part of it! (March 2023)

**It's all about recycling!** What is the current state of the art in PET recycling machinery? What is happening in the rPET market: is there a change in the behaviour of the big brands? Now the talk is all about depolymerisation- a lot to talk about! Stay informed! (May 2023)

**EU Directives: are you fit for 2024?** Which regulations have to be implemented and when? What are the implications? What solutions does the industry offer? We keep you up to date on SUP and rPET use, tethered caps and end-of-waste criteria for plastics! (September 2023)

**BrauBeviale 2023:** Still water, hotfill or sensitive filling, PET bottles or PET kegs: what new applications for PET are likely to emerge? What technology will be required? What are the upcoming trends in the market? Filling solutions at a glance! (November 2023)

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

**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)

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



## 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?

A solid data basis, split according to regions and countries, as well as according to small, medium-sized and large processors, is central to you standing out against the competition.

Our work focuses precisely making this data basis work for you as an everyday tool.

1. How high is the inhouse aftersales proportion with your machines and how 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 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)



## PETcast

PETcasts 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)



**EDITOURS**

# The Middle East Roadshow

The worldwide round trip with  
**PETplanet**  
*insider*

Autumn 2023 - 2024

numerous interviews  
with PET companies

6  
countries



## PET world in the Middle East

New year, new tour! After our successful Drinktec tour, the PETplanet team is going to the Middle East in the last quarter of 2023!

In a spectacular project taking us well into 2024, we will be travelling in a wide variety of ways to various countries and regions of the Middle East with different mobile editors. There we will interview machine manufacturers, the supply industry, bottle and beverage producers, as well as PET recyclers and everyone involved in the process chain.

What market-specific trends are there now or will arise in the future? What developments and technologies are in vogue on the consumer and plant construction site in some of the hottest regions of the world? What special requirements are there? What role do topics such as food safety, shelf life and sustainability play in PET packaging and how are companies preparing themselves for the coming years? This, and much more we will be discussing face-to-face with all the key players and then our results will be presented to you in a series of must-read reports in PETplanet Insider.

Please join on this enchanting voyage to the world of PET in the Middle East.

We look forward to welcoming you on board!

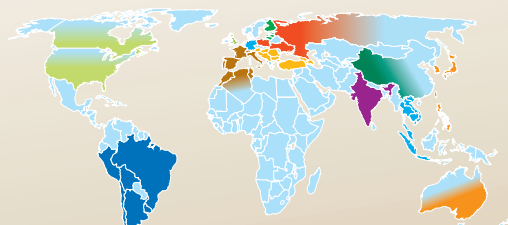
## TOUR SPONSORING PACKAGE

- 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 on the Editourmobil
- Roll-up display banner with sponsor logos featured in photo shoots at various locations during the Tour
- Company logo under every tour article published in PETplanet magazine
- 4-5 Tour blog newsletter mailings with sponsor logos

Participation fee: **5,950 €**

## Interested in becoming a sponsor?

>> [sales@petpla.net](mailto:sales@petpla.net)



## Our previous Road Shows at a glance

2010-2011-2012-2013-2014-2015-  
2016-2017-2018-2019-2020-2022

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



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

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**READER SERVICE**

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

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