

PETplanet

INSIDER



mediakit
2024

DEAR FRIENDS OF PETPLANET



PETplanet Insider has been published regularly now for 25 years. When I browse through some of the early issues, I find the same topics keep cropping up.

A quarter of a century ago, PET had just succeeded in

replacing PVC as the ideal medium for mineral water bottles. The topic of "new filling products" is still a common thread today, be it beer, household cleaning products, milk or, as is currently the case, wine. Technologically, we have been discussing weight savings on the preform and closures since the first issue. And recycling, like PETplanet Insider itself, has well and truly come of age and is gaining momentum with every year that passes. The list of technological topics just runs on and on.

But PETplanet Insider is not just the go-to source of technical information for the sector; here you can meet the movers and shakers of the industry, in particular the processors who feature in 30 or so on-site reports we carry every year. We interview the visionary owners, CEOs and suppliers to illuminate their thoughts and ideas.

So there you have it – 25 years of dedicated work to bring you PETplanet Insider. We intend to keep working for the next 25 years because all of you working in the PET industry will make sure we never run out of topics to talk about.

Yours,

Alexander Büchler
Alexander Büchler
(Publisher)

Why PETplanet?

For now 25 years, PETplanet Insider has been the world's leading magazine for the PET bottling and bottle making industry.

- Celebrating its 25th birthday, PETplanet Insider proudly stands as the world's leading magazine for the PET bottling and bottle-making industry. Stay informed and join the celebration!. [Page 2-3](#)
- In 2024, PETplanet continues to keep you up-to-date on the latest industry developments and the entire PET value chain - from the raw material to the final filled, capped, labelled, and inspected bottle. [Page 4-5](#)
- PETplanet offers you a platform to present your company and your expertise, via multiple advertising formats print and online. [Page 6-11](#)
- Stay connected and informed with the PET community through the PETplanet buyers guide and newsletter. [Page 8](#)
- With readers in 159 countries, the trade journal PETplanet Insider boasts a worldwide focus, while its comprehensive reports encompass companies from all corners of the globe. [Page 9](#)
- Learn from the best: The PETinar series brings together sector experts to share valuable insights and knowledge. PETplanet's interview podcast, PETcast, engages with industry experts, discussing their successes, decisions, and current developments. [Page 10](#)
- PETplanet embarks on Editour reports, taking you to processors, manufacturers, and fillers worldwide. Discover their innovative ideas, practices, and solutions in the PET industry. [Page 11](#)
- Get in touch with the PETplanet team, which has many years of experience in the global PET industry. [Page 12](#)

ANNIVERSARY EDITION: 25 YEARS OF PETPLANET INSIDER

The PET bottle - keeping up with the times!

Consumer increasingly prioritise sustainability - and so does the PET industry! In our 25th anniversary issue 5 of PETplanet, we reveal smart solutions that the industry is adopting to address current challenges.

Special content issue 5:

- The triumph of the PET bottle
- *Sustainable Material* - Virgin and recycled PET production, volumes worldwide and price trends
- *Sustainable Production* - Solutions to current challenges in the PET industry
- *Sustainable Packaging* - Design for recycling
- *Sustainable Standards* - PET recycling and circular economy legislation
- *Sustainable Image* - Make it public: Facts and figures about the PET bottle and the recycling cycle

CHANNELS & SERVICES OF PETPLANET



PRINT



ONLINE



NEWSLETTER



PETcast



PETinar



EDITOUR



EVENTS



WikiPETia



PULSE






















CONGRESS

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
- Pulse PET price index
- WikiPETia: PET players online listing service

Issue 1+2		Issue 3		Issue 4		Issue 5		Issue 6			
Insertion deadline: Jan. 19, 2024		Insertion deadline: Mar. 08, 2024		Insertion deadline: Mar. 28, 2024		Insertion deadline: Apr 26, 2024		Insertion deadline: Jun. 07, 2024			
Publication date: Feb. 05, 2024		Publication date: Mar. 25, 2024		Publication date: Apr. 15, 2024		Publication date: May 13, 2024		Publication date: Jun. 24, 2024			
Special focus		Special focus		Special focus		Special focus		Special focus			
Caps & closures, CBST, Chinaplas		Chinaplas, NPE		NPE, preforms & preform inspection		★ Jubilee edition, PRSE 2024, labelling		Bottling/filling & inspection			
Market survey		Market survey		Market survey		Market survey		Market survey			
Resins & additives		Cap producers, systems & inspection systems		Preform machinery		Preform production & inspection systems		Preform, cap & SBM mould manufacturer			
January		February		March		April		May		June	
01	CW01	01		01		01	CW14	01		01	
02		02		02		02		02		02	
03		03		03		03		03		03	CW23
04		04		04	CW10	04		04		04	AMI Events Jun. 4-6 AMI Plastic Closure Innovations, Barcelona, Spain
05		05	PETplanet issue 1+2	05		05		05		05	
06		06	Newsletter	06	CBST2024 Mar. 6-8 CBST Shanghai, China	06		06		06	
07		07	Petcore Europe Feb. 7-8 Petcore Europe Conference Brussels, Belgium	07		07		07	NPE2024 The Plastics Show May 6-10 NPE Orlando, FL, USA	07	Insertion deadline issue 6
08	CW02	08		08	Insertion deadline issue 3	08	CW15	08		08	
09		09		09		09		09		09	
10		10		10		10		10		10	CW24
11		11		11	CW11	11		11		11	
12		12	CW07	12		12		12		12	
13		13		13		13		13	PETplanet issue 5 ★	13	
14		14		14		14		14	Newsletter	14	
15	CW03	15		15		15	PETplanet issue 4	15	EUROPEAN FOOD & BEVERAGE PLASTIC PACKAGING May 15-16 European Food & Beverage Plastic Packaging, Porto, Portugal	15	
16		16		16		16		16		16	
17		17		17		17	Newsletter	17		17	CW25
18		18		18	CW12	18		18		18	
19	Insertion deadline issue 1+2	19	CW08	19		19		19		19	
20		20		20	ANUGA FOOD TEC Mar. 19-22 Anuga Food Tec Cologne, Germany	20		20		20	
21		21		21		21		21		21	prs EUROPE Jun. 19-20 PRS Amsterdam, Netherlands
22	CW04	22		22		22	CW17	22		22	
23		23		23		23	Chinaplas® Apr. 23-26 Chinaplas Shanghai, China	23		23	
24		24		24		24		24		24	PETplanet issue 6
25		25		25	PETplanet issue 3	25		25		25	
26		26	CW09	26		26	Insertion deadline issue 5	26		26	Newsletter
27		27		27	Newsletter	27		27	CW22	27	
28		28		28	Insertion deadline issue 4	28		28		28	
29	CW05	29		29		29	CW18	29		29	
30				30		30		30		30	
31				31				31			

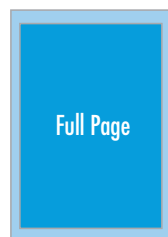
Issue 7+8	Issue 9	Issue 10	Issue 11	Issue 12
Insertion deadline: Jul. 12, 2024	Insertion deadline: Sep. 13, 2024	Insertion deadline: Oct. 04, 2024	Insertion deadline: Nov. 01, 2024	Insertion deadline: Nov. 22, 2024
Publication date: Jul. 29, 2024	Publication date: Sep. 30, 2024	Publication date: Oct. 21, 2024	Publication date: Nov. 18, 2024	Publication date: Dec. 09, 2024
Special focus	Special focus	Special focus	Special focus	Special focus
Recycling, Plastics Recycling World Expo, PRSE review	Fakuma, CBB, compressors	All4Pack, packaging solutions, Brau Beviale	Mould making & bottle design	Resins & additives, material handling
Market survey	Market survey	Market survey	Market survey	Market survey
SBM 2-stage	Compressors	Filling equipment & inspection systems	Palletising & shrink film machinery	Recycling machinery

July	August	September	October	November	December
01 CW27	01	01	01 CW40  Newsletter	01 Insertion deadline issue 11	01
02	02	02 CW36	02	02	02 CW49
03	03	03	03	03 	03
04	04	04	04 Insertion deadline issue 10	04 Nov. 3-6 Pack Expo, Chicago, Illinois, USA	04 
05	05 CW32	05	05	05	05 Dec 4-6 PRS India, Mumbai, India
06	06	06	06	06 	06
07	07	07	07 CW41	07 Nov. 4-7 all4pack, Paris, France	07
08 CW28	08	08 	08	08	08
09	09	09 Sep 10-12 PRS Middle East & Africa, Dubai, UAE	09	09	09 
10	10	10	10	10	10 
11	11	11 	11	11 CW46	11 Dec. 9-11 Blow Moulding Brussels, Belgium
12 Insertion deadline issue 7+8	12 CW33	12 Insertion deadline issue 9	12	12 	12 
13	13	13	13	13	13
14	14	14	14 CW42	14 Nov. 13-14 PRS Asia, Singapore	14
15 CW29	15	15	15 	15	15
16	16	16 CW38	16	16	16 CW51
17	17	17	17	17	17
18	18	18	18	18 	18
19	19 CW34	19	19	19 CW47	19
20	20	20	20	20 	20
21	21	21	21 	21	21
22 CW30	22	22	22 	22 Insertion deadline issue 12	22
23	23	23 CW39	23 	23	23 CW52
24	24	24	24 Oct. 23-25 Drink Technology India, Mumbai, India	24	24
25	25	25 	25	25 CW48	25
26	26 CW35	26 Sep. 24-28 Taipei Plas, Taipei, Taiwan	26	26 	26
27	27	27	27	27	27
28	28	28	28 	28	28
29 	29	29	29 Oct. 28-31 China Brew China Beverage Shanghai, China	29	29
30	30	30 	30	30	30
31 	31	31	31	31	31



PRINT

PRINT PRICES & SIZES



Full page

Bleed size (+ 3 mm)

Non-bleed size

€ direct booking

€ agency booking

width x height

210 x 297 mm

184 x 255 mm

4,950 EUR

5,824 EUR



Junior page

Bleed size (+ 3 mm)

Non-bleed size

€ direct booking

€ agency booking

width x height

149 x 210 mm

136 x 189 mm

3,750 EUR

4,412 EUR



1/2 horizontal

Bleed size (+ 3 mm)

Non-bleed size

€ direct booking

€ agency booking

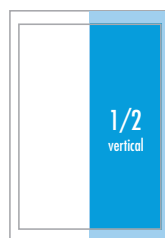
width x height

210 x 148 mm

184 x 127 mm

3,500 EUR

4,118 EUR



1/2 vertical

Bleed size (+ 3 mm)

Non-bleed size

€ direct booking

€ agency booking

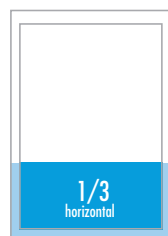
width x height

102.5 x 297 mm

89.5 x 255 mm

3,500 EUR

4,118 EUR



1/3 horizontal

Bleed size (+ 3 mm)

Non-bleed size

€ direct booking

€ agency booking

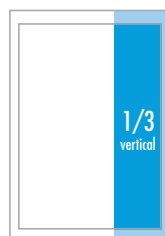
width x height

210 x 99 mm

184 x 78 mm

2,400 EUR

2,824 EUR



1/3 vertical

Bleed size (+ 3 mm)

Non-bleed size

€ direct booking

€ agency booking

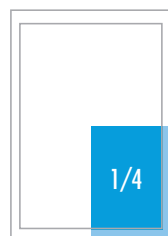
width x height

71 x 297 mm

58 x 255 mm

2,400 EUR

2,824 EUR



1/4 vertical

Bleed size (+ 3 mm)

Non-bleed size

€ direct booking

€ agency booking

width x height

102.5 x 148 mm

89.5 x 127 mm

1,800 EUR

2,118 EUR



1/8 vertical

Bleed size (+ 3 mm)

Non-bleed size

€ direct booking

€ agency booking

width x height

71 x 118 mm

58 x 97 mm

1,080 EUR

1,271 EUR



Cover flap

Outside size (+ 3 mm)

Inside size (+ 3 mm)

€ direct booking

€ agency booking

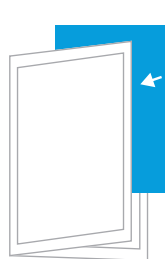
width x height

105 x 220 mm

105 x 297 mm

4,950 EUR

5,824 EUR



Insert

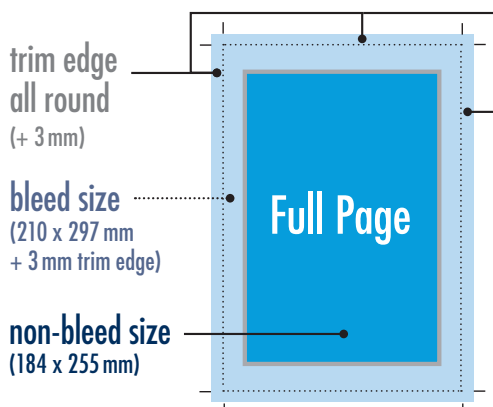
Maximum size

width x height

190 x 290 mm

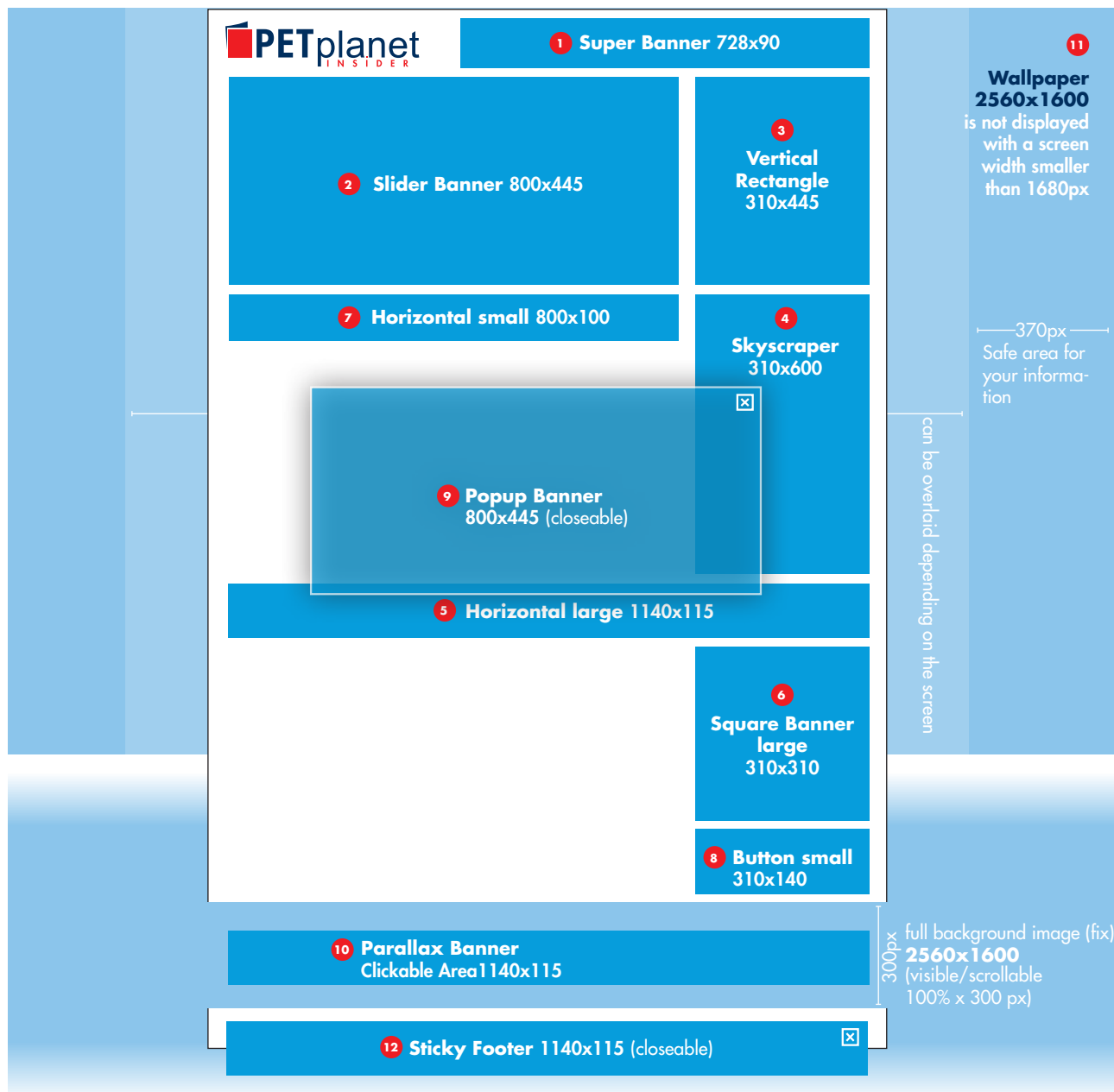
Price on request

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

**ONLINE****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 centre 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

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

1,200 EUR

Stand-alone-newsletter

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

We offer a stand-alone-newsletter exclusively sent 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

3,150 EUR



Newsletter

HEADLINE



Banner Newsletter

HEADLINE

HEADLINE



Banner Newsletter

HEADLINE

HEADLINE



10
Issues
per year



**5,000–
6,000**
Print run



14,000
Readers



67,100
Web users
per year



603,200
Page views
per year



5,432,130
Banner impressions
per year



7,500
Newsletter
recipients



29%
Newsletter
opening rate

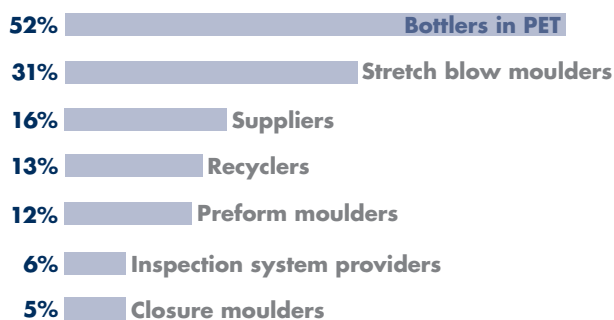


200
PETinar attendees
in average



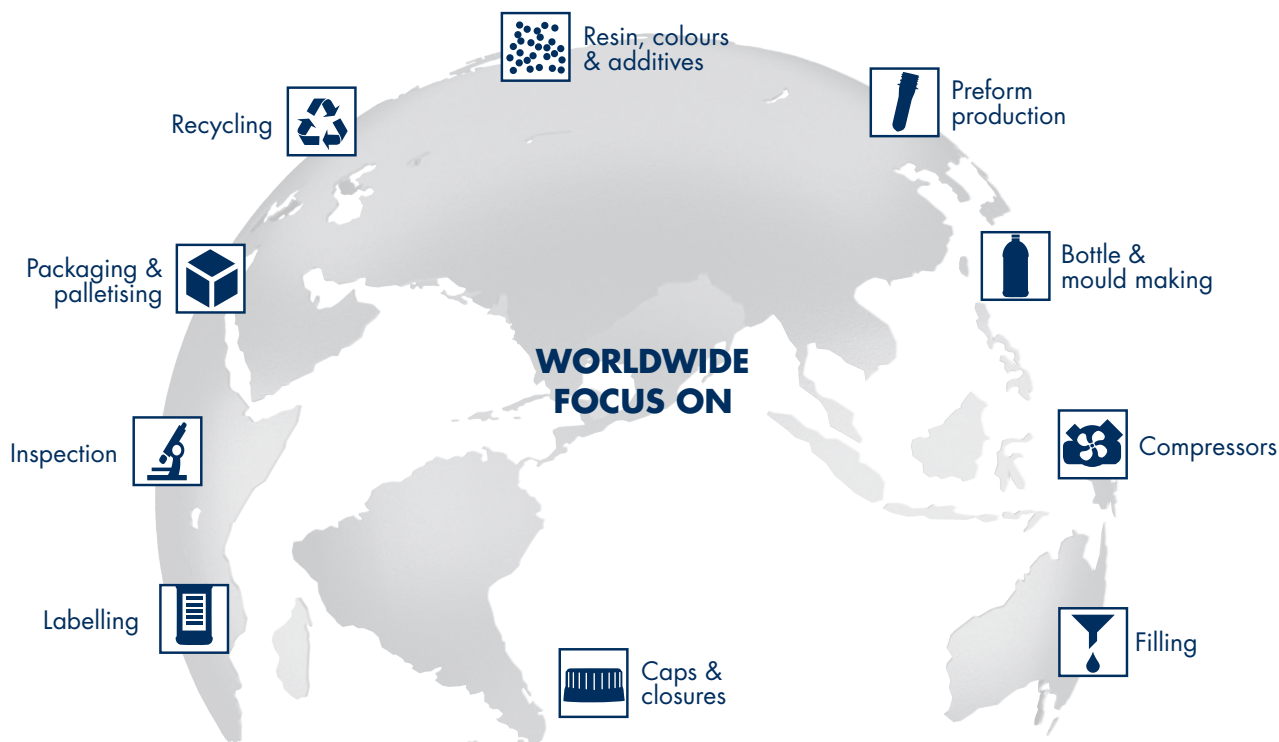
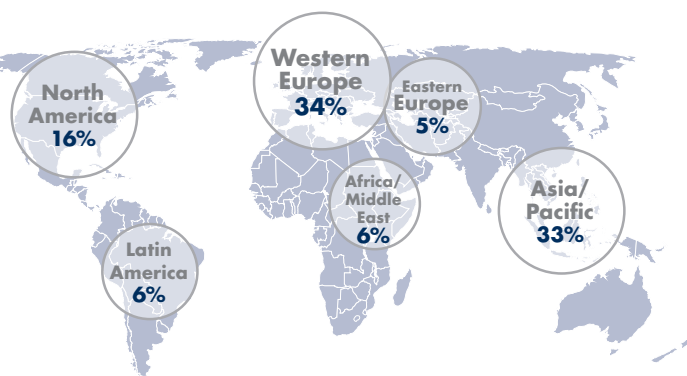
159
Countries

QUALIFIED READERS BY INDUSTRY BRANCH*



*multiple inclusions possible

QUALIFIED READERS BY CONTINENT





PETinar

In its fourth 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 2024:

Sustainable PET packaging trends - is PET still PET?

Of course, PET is a sustainable packaging material! But there are newly produced components of PET that are bio-based or produced in other ecological ways. What are promising projects and is there already something available on the market? And certainly, additives can also lead to improved recyclability or extend the life of the polymer structure - how about new detergents for the recycling process? And finally, how to communicate sustainable packaging to the consumer? These are the hot topics we want to talk about in the first PETinar of the year! (March 2024)

NPE 2024 Preview

It's NPE year! NPE is the largest plastics trade show in the Americas and that is why PETplanet invited NPE organiser and exhibiting companies to talk about their portfolio presenting at the show in Orlando, FL, USA from May 6-10, 2024. What is NPE 2024 focusing on? What innovations will be presented by PET industry? Learn more about NPE's accompanying programme. Prepare yourself and get exclusive advance information! (April 2024)

NPE2024
The Plastics Show

PRSE 2024 Preview

From year to year the Plastic Recycling Show Europe in Amsterdam, NL, is expanding. The who's who of the plastics recycling industry meets for the two-day trade fair with an extensive conference programme. New technologies are presented, the recycling market is discussed and visions for the future are happening! Join this PETinar to learn about state-of-the-art recycling machinery, sorting systems and processing agents. Ask the experts about topics that are important for you in your daily recycling business! (June 2024)

Producing the PET bottle of the future

The PET bottle of the future is to be produced efficiently, sustainably and digitally. PETplanet will take a closer look at the efficiency of blocked lines, the integration of AI into the production process and parameters that can be easily optimised and have a significant impact on saving energy, materials and maintenance costs. Learn from market leaders to optimise your PET bottle production process! (September 2024)

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.

If you are interested in being part of our PETinar series as a speaker, please contact us at sales@petpla.net



PETcast

PETcasts have 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, 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.



Editours

The Middle East Roadshow

The PETplanet worldwide round trip!



PET world in the Middle East

After our successful Drinktec tour, the PETplanet team embarked on a journey 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.

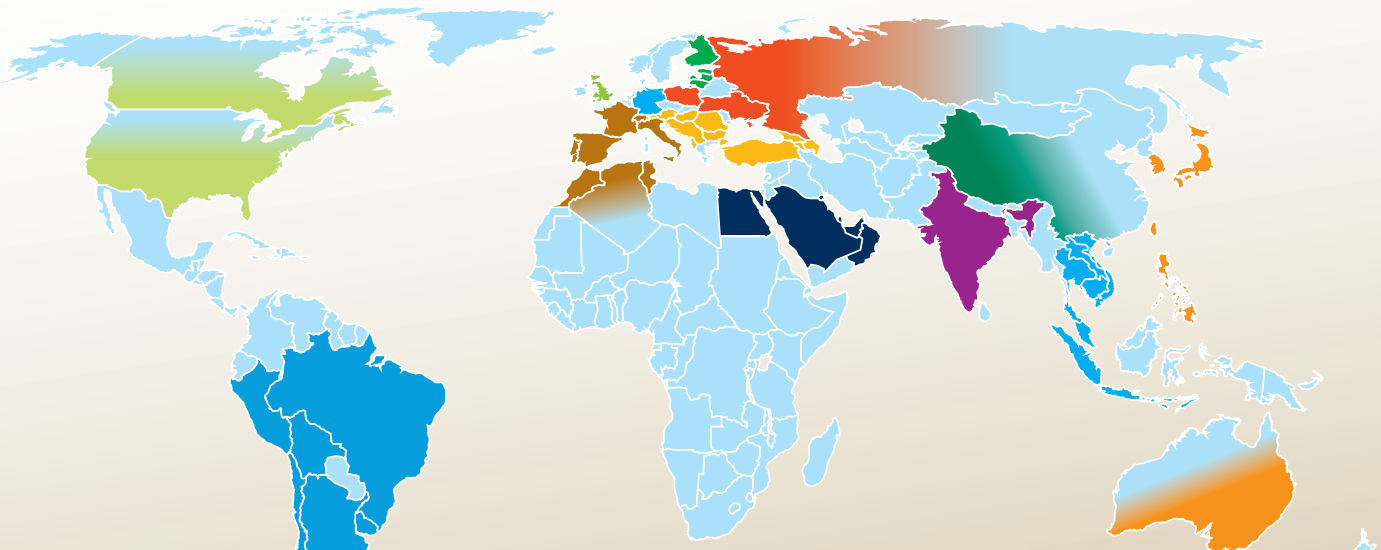
What market-specific trends are there now or will arise in the future? What developments and technologies are in vogue on the consumer and plant construction site in

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!

Interested in being visited? >> barton@petpla.net



Our previous Road Shows and sponsors at a glance

2011: B&B Labels and Flexpack, GEA, KHS, Netstal, Nissei ASB, Sidel **2012:** Bericap, Engel, Erema, GEA, Netstal, Nissei ASB, R&D Leverage, Retal **2013:** Amut, Bericap, Corvaglia, Engel, Erema, GEA, Netstal, Otto Hostetter, Piovani, Schöttli **2014:** Bericap, Corvaglia, Erema, GEA, Husky, Netstal, Otto Hofstetter, PET Morocco, SIAD, SMI, Starlinger **2015:** Agr, Amsler Equipment, Amut, Bericap, Erema, Netstal, Otto Hofstetter, R&D Leverage, SIAD **2016:** Bericap, GDXL, Netstal, Otto Hofstetter, SIAD **2017:** Bericap, Conair, Engel, Netstal, Otto Hofstetter, SMI **2018:** Husky, Engel, Erema, MHT, Otto Systems, SIPA, Sukano, Tech-Long **2019:** Bericap, GDXL, Husky, Magpet, MHT, SMI **2020:** Bericap, Husky, MHT, Nissei ASB, Otto Systems, SIPA **2021 & 2022:** ADS, Bericap, Contexo, Erema, MHT, Nissei ASB, Otto Systems, Pressco, Sesotec, Side, Sorema, Sukano, Z-Moulds **2023:** Bericap, Nissei ASB, Netstal, Otto Hofstetter, Polymetrix, Pressco, Röders, SIPA, Z-Moulds



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