

# PETplanet

I N S I D E R



mediakit

2026

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

## DEAR FRIENDS OF PETPLANET



Come with us to China this year. Our last tour through the land of the dragon was all of ten years ago.

China is now both the leading producer and consumer of PET bottles. In 2023, around 8.5 million tonnes of PET were produced, of which around million tonnes were for

bottles. This corresponds to around a quarter of global production.

The market for PET recycling in China was worth around USD 1.5 billion in 2024 and is growing at an expected annual rate of around 9%, and is forecast to reach around USD 3 billion by 2030. Other sources put the market value for PET recycling in the country at USD 468 million in 2024, with a similar growth forecast (CAGR: ~7%).

Around 3.8 million tonnes of PET bottles were collected and recycled in 2020 - but over 81% of this waste was processed into low-quality products (e.g. textile fibres) instead of new bottles (bottle-to-bottle). In cities like Beijing, the collection rate is over 90% and many bottles are processed into PET flakes.

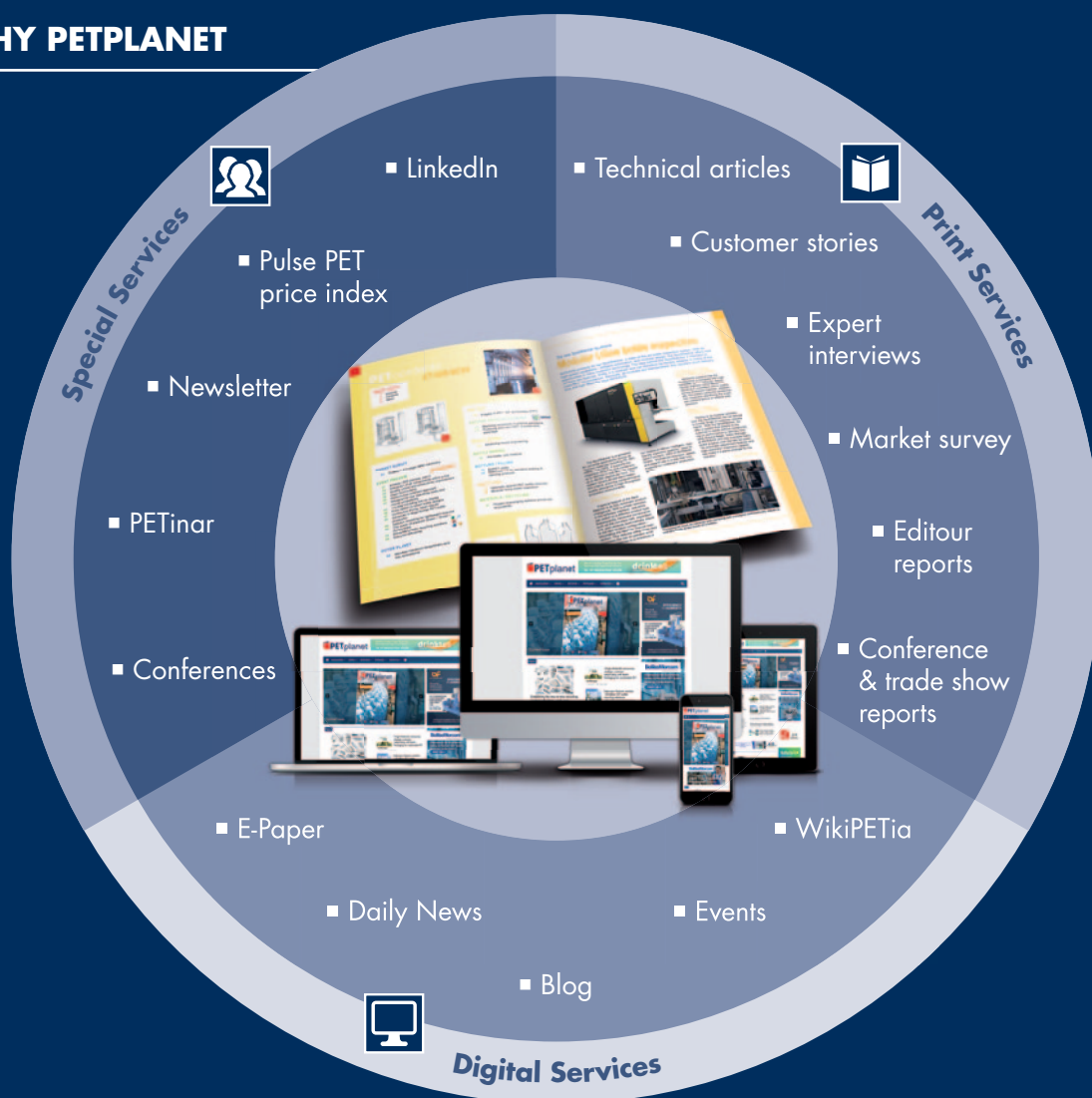
China also plays a key role in the global context: over 53% of all PET bottles recycled worldwide are processed in China.

It is set to be yet another exciting tour.


Yours,

Alexander Büchler  
(Publisher)

## WHY PETPLANET




 **10**  
Issues  
per year

 **5,000–  
6,000**  
Print run

 **14,000**  
Readers

 **89,950**  
Web users  
per year

 **832,570**  
Page views  
per year

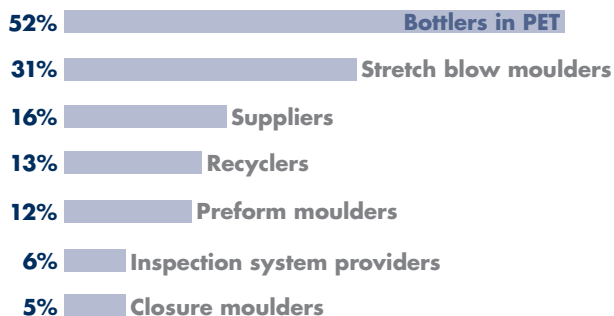
 **7,020,190**  
Banner impressions  
per year

 **up to 7,500**  
Newsletter  
recipients

 **33%**  
Newsletter  
opening rate

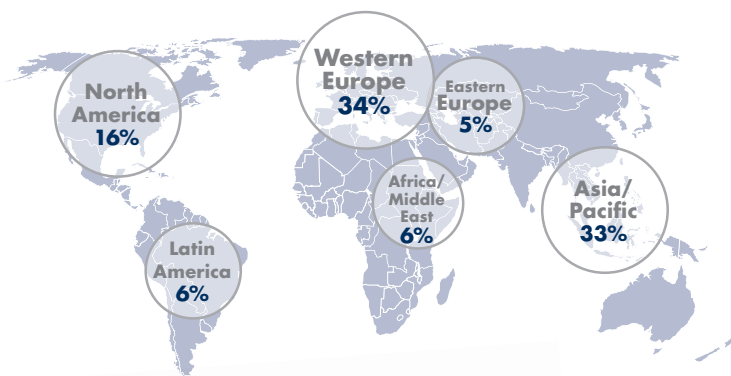
 **162**  
Countries

## QUALIFIED READERS BY INDUSTRY BRANCH\*



\*multiple inclusions possible
















## QUALIFIED READERS BY CONTINENT



Issue 1+2		Issue 3		Issue 4		Issue 5		Issue 6	
Editorial deadline:	Jan. 16, 2026	Editorial deadline:	Feb. 27, 2026	Editorial deadline:	Mar. 27, 2026	Editorial deadline:	Apr. 24, 2026	Editorial deadline:	Jun. 05, 2026
Advertisement deadline:	Jan. 23, 2026	Advertisement deadline:	Mar. 06, 2026	Advertisement deadline:	Apr. 03, 2026	Advertisement deadline:	May 01, 2026	Advertisement deadline:	Jun. 12, 2026
Publication date:	Feb. 09, 2026	Publication date:	Mar. 23, 2026	Publication date:	Apr. 20, 2026	Publication date:	May 18, 2026	Publication date:	Jun. 29, 2026

Special focus		Special focus		Special focus		Special focus		Special focus	
Caps & closures, Chinaplas, CBST		Chinaplas, CBST, Interpack		Interpack, PRSE, bottling & filling		Bottle making, materials		Review PRSE, sustainability, recycling	

Market survey		Market survey		Market survey		Market survey		Market survey	
Resins & additives		Cap manufacturer & cap inspection		Cap systems & cap moulds		Preform production & preform inspection		Preform system & preform moulds	

January		February		March		April		May		June	
01	CW01	01		01		01		01		01	CW23
02		02	CW06	02	CW10	02		02		02	
03		03		03		03		03		03	
04		04		04		04		04	CW19	04	
05	CW02	05	 Feb. 5-6 Petcore Conference, Rome, Italy	05		05		05	 May 5-6 PRS Amsterdam, Netherlands	05	Editorial deadline issue 6
06		06		06		06	CW15	06		06	
07		07		07		07		07		07	
08		08		08		08		08		08	CW24
09		09	 PETplanet issue 1+2	09		09	 Apr. 9-11 CBST Shenzhen, China	09	 May 7-13 Interpack Düsseldorf, Germany	09	
10		10	CW07	10		10		10		10	 Jun. 10-13 Propak Asia Bangkok, Thailand
11		11	 Newsletter	11		11		11		11	
12	CW03	12		12		12		12		12	
13		13		13		13	CW16	13		13	
14		14		14		14		14		14	
15		15		15		15		15		15	CW25
16	Editorial deadline issue 1+2	16	CW08	16	CW12	16		16		16	
17		17		17		17		17		17	
18		18		18		18		18	 PETplanet issue 5	18	
19	CW04	19		19		19		19	CW21	19	
20		20		20		20	 PETplanet issue 4	20	 Newsletter	20	
21		21		21		21	 Apr. 21-24 Chinaplas Shanghai, China	21		21	
22		22		22		22		22		22	CW26
23		23	CW09	23	 PETplanet issue 3	23	 Newsletter	23		23	
24		24		24	CW13	24	Editorial deadline issue 5	24		24	
25		25		25	 Newsletter	25		25	CW22	25	
26	CW05	26		26		26		26		26	
27		27	Editorial deadline issue 3	27	Editorial deadline issue 4	27	CW18	27		27	
28		28		28		28		28		28	
29				29		29		29		29	 PETplanet issue 6
30				30	CW14	30		30		30	
31				31				31			



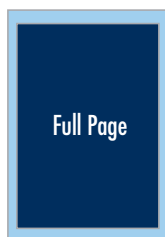
Issue 7+8		Issue 9		Issue 10		Issue 11		Issue 12	
Editorial deadline:	Jul. 03, 2026	Editorial deadline:	Aug. 28, 2026	Editorial deadline:	Sep. 25, 2026	Editorial deadline:	Oct. 23, 2026	Editorial deadline:	Nov. 13, 2026
Advertisement deadline:	Jul. 10, 2026	Advertisement deadline:	Sep. 04, 2026	Advertisement deadline:	Oct. 02, 2026	Advertisement deadline:	Oct. 30, 2026	Advertisement deadline:	Nov. 20, 2026
Publication date:	Jul. 27, 2026	Publication date:	Sep. 21, 2026	Publication date:	Oct. 19, 2026	Publication date:	Nov. 16, 2026	Publication date:	Dec. 07, 2026
Special focus		Special focus		Special focus		Special focus		Special focus	
Cap-, preform-, bottle mould production & bottle design		Fakuma, CBB, AI supported application		Compressors, BrauBeviale, PET packaging		All about preform production & inspection		Review BrauBeviale, material handling, machinery life cycle services	
Market survey		Market survey		Market survey		Market survey		Market survey	
Two Stage SBM		Filling equipment & inspection		Shrinkfilm & palletising machinery		Compressors		Recycling machinery	

July		August		September		October		November		December	
01	CW27 	01		01	CW36	01	CW40	01		01	CW49
02		02		02		02		02	 Nov. 3-5 Gulfood Manufacturing, Dubai, UAE	02	
03	Editorial deadline issue 7+8	03	CW32	03		03		03		03	
04		04		04		04		04		04	
05		05		05		05	CW41	05	 Nov. 3-5 PRS Asia, Shanghai, China	05	
06	CW28	06		06		06		06		06	
07		07		07	CW37	07		07		07	 PETplanet issue 12
08		08		08		08		08		08	CW50
09		09		09		09		09	CW46	09	
10		10	CW33	10		10		10	 Nov. 10-12 Brau Beviale, Nuremberg, Germany	10	
11		11		11		11	 Oct. 12-15 China Brew & Beverage Shanghai, China	11		11	
12		12		12		12		12		12	
13	CW29	13		13		13		13	Editorial deadline issue 12	13	
14		14		14	 Sep 14-16 PRS Middle East & Africa, Dubai, UAE	14		14		14	
15		15		15		15	 Oct. 12-16 Fakuma, Friedrichshafen, Germany	15		15	CW51
16		16		16		16		16	 PETplanet issue 11	16	
17		17	CW34	17		17		17	CW47	17	
18		18		18		18		18		18	
19		19		19		19	 PETplanet issue 10	19		19	
20	CW30	20		20		20	 Oct. 18-21 Pack Expo, Chicago, Illinois, USA	20		20	
21		21		21	 PETplanet issue 9	21		21		21	
22		22		22	CW39	22		22		22	CW52
23		23		23		23	Editorial deadline issue 11	23	CW48	23	
24		24	CW35	24		24		24	 Nov. 24-26 all4pack, Paris, France	24	
25		25		25	Editorial deadline issue 10	25		25		25	
26		26		26		26	CW44	26		26	
27	 PETplanet issue 7+8	27		27		27		27		27	
28	CW31	28	Editorial deadline issue 9	28	CW40	28		28		28	
29		29		29		29		29		29	
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31		31				31				31	



# PRINT & E-PAPER

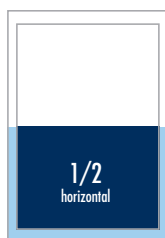
## PRINT & E-PAPER PRICES & SIZES



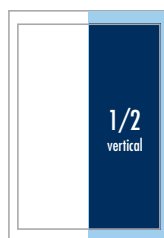
<b>Full page</b>	width x height
Bleed size (+ 3 mm)	210 x 297 mm
Non-bleed size	184 x 255 mm
€ direct booking	<b>4,950 EUR</b>
€ agency booking	<b>5,824 EUR</b>



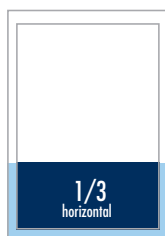
<b>Junior page</b>	width x height
Bleed size (+ 3 mm)	149 x 210 mm
Non-bleed size	136 x 189 mm
€ direct booking	<b>3,750 EUR</b>
€ agency booking	<b>4,412 EUR</b>



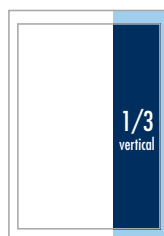
<b>1/2 horizontal</b>	width x height
Bleed size (+ 3 mm)	210 x 148 mm
Non-bleed size	184 x 127 mm
€ direct booking	<b>3,500 EUR</b>
€ agency booking	<b>4,118 EUR</b>



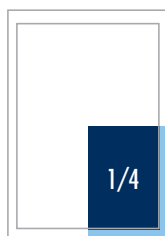
<b>1/2 vertical</b>	width x height
Bleed size (+ 3 mm)	102.5 x 297 mm
Non-bleed size	89.5 x 255 mm
€ direct booking	<b>3,500 EUR</b>
€ agency booking	<b>4,118 EUR</b>



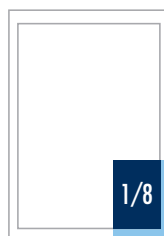
<b>1/3 horizontal</b>	width x height
Bleed size (+ 3 mm)	210 x 99 mm
Non-bleed size	184 x 78 mm
€ direct booking	<b>2,400 EUR</b>
€ agency booking	<b>2,824 EUR</b>



<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>

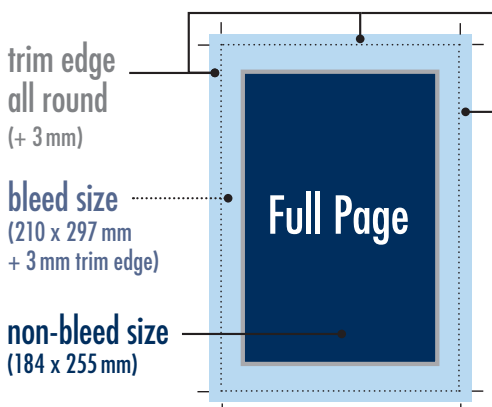


<b>Cover flap</b>	width x height
Outside size (+ 3 mm)	105 x 220 mm
Inside size (+ 3 mm)	105 x 297 mm
€ direct booking	<b>4,950 EUR</b>
€ agency booking	<b>5,824 EUR</b>



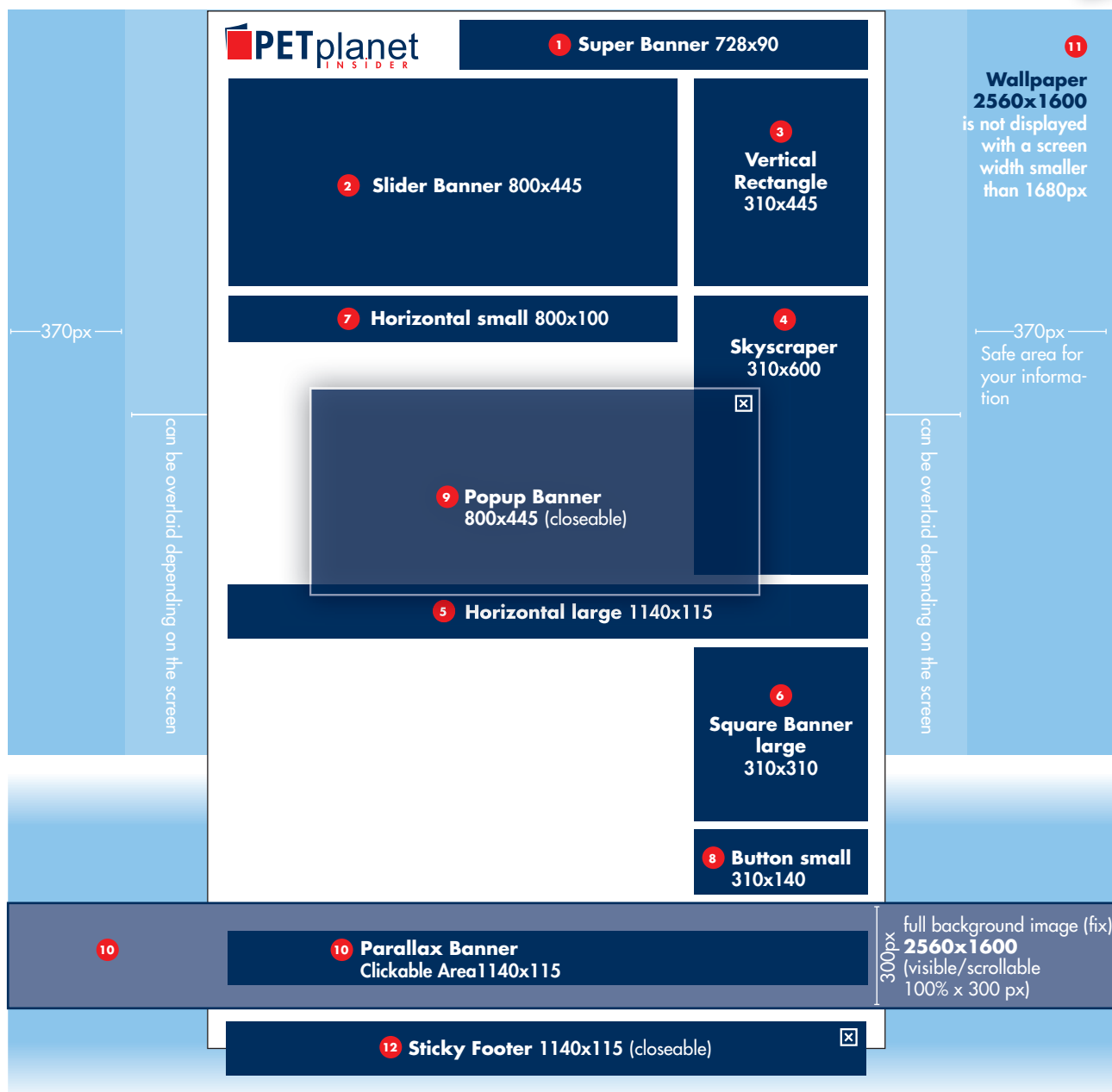
<b>Insert</b>	width x height
Maximum size	190 x 290 mm
	Price on request

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**Examples of all ads on  
[www.petpla.net/ads](http://www.petpla.net/ads)**ADVERTISING RATES****WEBSITE PRICES AND SIZES**

Name	Desktop pixel	Mobile pixel	Price per month
<b>1</b> Super Banner*	728 x 90	310 x 150	<b>1,490 EUR</b>
<b>2</b> Slider Banner	800 x 445	310 x 150	<b>1,490 EUR</b>
<b>3</b> Vertical Rectangle	310 x 445	310 x 150	<b>1,490 EUR</b>
<b>4</b> Skyscraper	310 x 600	310 x 150	<b>1,690 EUR</b>
<b>5</b> Horizontal large	1140 x 115	310 x 150	<b>1,390 EUR</b>
<b>6</b> Square Banner large	310 x 310	310 x 150	<b>990 EUR</b>
<b>7</b> Horizontal small	800 x 100	310 x 150	<b>990 EUR</b>
<b>8</b> Button small	310 x 140	310 x 90	<b>690 EUR</b>
<b>9</b> Popup Banner	800 x 445	310 x 310	<b>1,890 EUR</b>
<b>10</b> Parallax Banner	1140 x 115	310 x 150	<b>1,890 EUR</b>
<b>11</b> Wallpaper	2560x1600	310 x 150	<b>1,890 EUR</b>
<b>12</b> Sticky Footer	1140 x 115	310 x 150	<b>1,990 EUR</b>

\*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](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 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 5.90 EUR x 10

Example      32 mm = 1,888 EUR/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 (560x150px)	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.

Your advertising opportunity	€/issue
Stand-alone-newsletter	3,150 EUR

**PETplanet**  
INSIDER

Newsletter

#### HEADLINE

**Banner Newsletter (560 x 150 px)**

#### HEADLINE

#### HEADLINE

**Banner Newsletter (560 x 150 px)**

#### HEADLINE

#### HEADLINE

**Banner Newsletter (560 x 150 px)**





# PETinar

Our one-hour long PETinars are the fruits of our experience and industry expertise. Experts discuss a selected topic that is trending in the industry. Why not suggest a topic or simply join in the discussion - take part free of charge and put your questions to the experts in the Q&A session. Please share with us the topics you would like to see discussed and debated. The new season offers a series of exciting presentations and discussions! Do join us.

### Sponsoring package:

Want to know more? To present & sponsor a PETinar, please contact: [sales@petpla.net](mailto:sales@petpla.net).



# LinkedIn

PETplanet Insider stepped up its social media activity. As a result, our community has almost doubled in the past year and connects with a growing number of industry professionals in the PET bottling and packaging sector.

We now offer the option of publishing paid content on our LinkedIn account. This service provides a direct way to reach a highly relevant audience within the professional PET packaging community.

# LinkedIn

Visit us on LinkedIn:  
Benefit from our network  
and make contacts with our  
industry worldwide. Stay in  
touch and keep up-to-date!

[/company/petplanet-insider/](https://www.linkedin.com/company/petplanet-insider/)



### Key benefits for you

- **Targeted audience:** Our LinkedIn followers consist of industry professionals and decision-makers. The paid campaigns are directed at a target audience that you can specify yourself, ensuring the advertising message reaches the most relevant contacts for your business.
- **Organic reach:** The PETplanet insider LinkedIn account generates approximately 50,000 impressions per month organically, providing a substantial base for all content published.
- **Content format:** Each advertisement is published as a sponsored post, consisting of an image and a text of up to 120 words. The text can include links and hashtags to direct traffic to your website or other relevant content. The post is promoted through paid marketing for 14 days to a client-selected target audience to maximise visibility.

**Pricing: 490 EUR per post**



**Editours**

# BACK TO CHINA

## 返回中国

The PETplanet worldwide round trip

We at PETplanet are excited to announce our upcoming "Back to China" Editour, revisiting the dynamic PET bottle manufacturing scene that we first explored a decade ago. China has transformed even more impressively since our last visit, cementing its status as a global powerhouse with unmatched production capacity, pioneering technologies, and bold sustainability initiatives. From advances in lightweighting and barrier solutions to thriving rPET and circular economy efforts, the

industry's evolution is remarkable. Join us as we reconnect with this vibrant market, meet leading manufacturers, and gain firsthand insights into the innovations and expansions shaping the future of PET bottle production.



**Alexander Büchler**  
Publisher

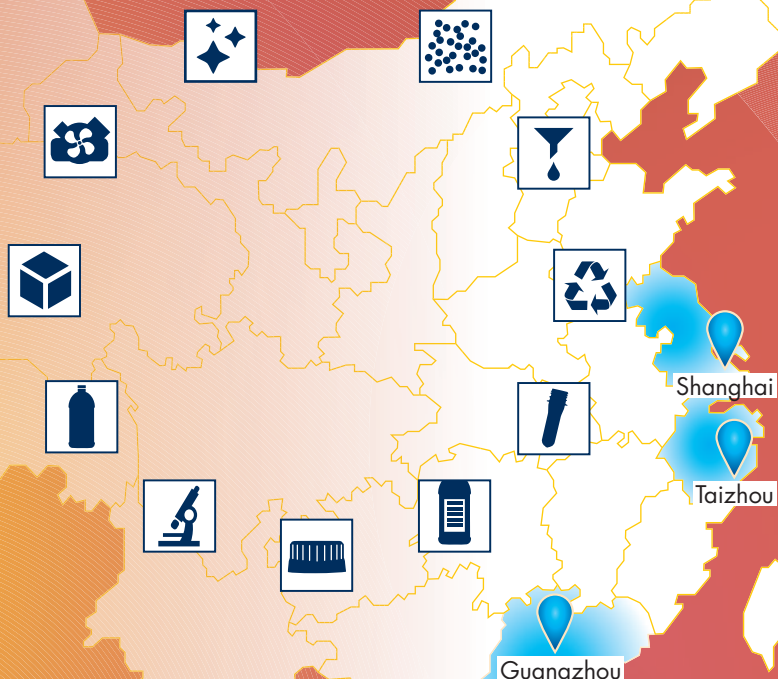
Interested in being visited? >> [editour@petpla.net](mailto:editour@petpla.net)

**CBST2026**

**Chinaplas®**  
国际橡塑展

**CHINA BREW**  
**CHINA BEVERAGE**

**prs**  
Plastic Recycling Show  
**ASIA**





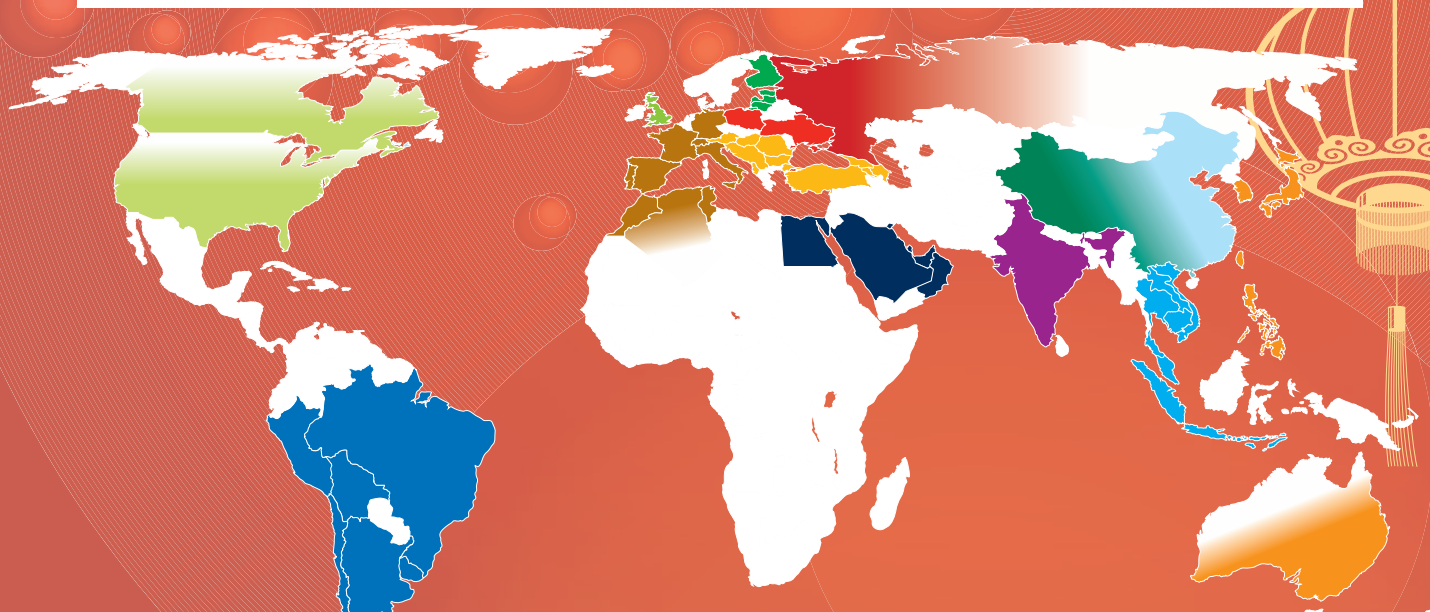
## TOUR SPONSORING PACKAGE

- **Full-page Tour advertisement** featuring sponsor company logos in PETplanet magazine
- **Company logo placement** under every Tour article published in PETplanet magazine
- **Sponsor company profiles and logos** included in the official Tour Sponsorship Brochure
- **Small square banner** on the [www.petpla.net](http://www.petpla.net) website for online visibility
- **Sponsor logos featured** in the dedicated Tour section on [www.petpla.net](http://www.petpla.net)
- **Display banner with sponsor logos** showcased in photo shoots during trade shows and visits on-site

**Participation fee: 5,650 EUR**

**Interested in becoming a sponsor?**

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



## OUR PREVIOUS ROAD SHOWS & SPONSORS AT A GLANCE

### 2011 Balkans and Caucasus

B&B Labels and Flexpack, GEA, KHS, Netstal, Nissei ASB, Sidel

### 2012 Eastern Europe and Russia

Bericap, Engel, Erema, GEA, Netstal, Nissei ASB, R&D Leverage, Retal

### 2013 South America

Amut, Bericap, Corvaglia, Engel, Erema, GEA, Netstal, Otto Hostetter, Piovan, Schöttli

### 2014 Western Mediterranean

Bericap, Corvaglia, Erema, GEA, Husky, Netstal, Otto Hofstetter, PET Morocco, SIAD, SMI, Starlinger

### 2015 North America

Agr, Amsler Equipment, Amut, Bericap, Erema, Netstal, Otto Hofstetter, R&D Leverage, SIAD

### 2016 China

Bericap, GDXL, Netstal, Otto Hofstetter, SIAD

### 2017 South East Asia

Bericap, Conair, Engel, Netstal, Otto Hofstetter, SMI

### 2018 North American

Husky, Engel, Erema, MHT, Otto Systems, SIPA, Sukano, Tech-Long

### 2019 India

Bericap, GDXL, Husky, Magpet, MHT, SMI

### 2020 Down Under to Japan

Bericap, Husky, MHT, Nissei ASB, Otto Systems, SIPA

### 2021 & 2022 The European Road Show

ADS, Bericap, Contexo, Erema, MHT, Nissei ASB, Otto Systems, Pressco, Sesotec, Side, Sorema, Sukano, Z-Moulds

### 2023 & 2024 The Middle East Tour

Alpek Polyester, ASB, Bericap, Husky, Netstal, Otto Hofstetter, Polymetrix, Pressco, Röders Tec, Sipa, Z-Moulds

### 2025: Circular Economy Tour Europe

ASB, Bericap, drinktec, HRC, Netstal, Otto Hofstetter, Polymetrix, Pressco, Redupet



## EDITORIAL TEAM



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## MEDIA CONSULTANTS

**Contact us - We will ensure  
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for each and every  
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## READER SERVICE

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

**Email:** reader@petpla.net



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