

PPM

The industry voice of Africa



2024

MEDIA KIT



Essential reading for the packaging & print industry

Published 11 times a year, PPM is dedicated to serving the needs of the commercial printing sector, packaging printers and converters, and packaging end users in the FMCG and retail sectors.

Its mission is

- To keep readers abreast of worldwide and local trends in all aspects of packaging and commercial printing, packaging converting, design, materials, and other relevant technologies.
- To provide advertisers with the right vehicle for reaching precisely the category of readers who are likely to be interested in and, therefore, likely to purchase their products or services.
- To maintain editorial standards at an extremely high level, in addition to providing context and relevance around the various technologies included in the magazine.

Editorial Profile

- General industry news (South Africa, International, Africa); appointments; etc
- Association news (Packaging SA, IPSA, FTASA, WPO, Printing SA)
- Sustainability projects, programmes and product introductions
- Prepress and repro
- Printing industry advancements
- Packaging printing & converting for producers of all the major substrates
- Labelling & narrow web (self-adhesive, wet-glue, shrink, in-mould labels)
- Packaging line developments (filling, closing, packing, coding, marking & labelling)
- End-of-line developments (palletising, logistics & distribution)



Print Matters

INKS & COATINGS

Basic Products broadens opportunities via dispensing equipment partnership with M GROUP

PREPRESS UPDATE

Pro-Print maximises plate processing efficiencies with CRON CIP system

DIGITAL PRINTING & CUTTING

HFA Printco's integration of digital enables automated tools to enhance consistency and productivity

2016 Pro-Print Connect software automatically optimises contours and adjusts cut paths

Global JVC's Spectralink XPS VEGA compliance safeguards colour and quality consistency

HYBRID Software releases next-generation prepress software

INKJET PRINTING

Eastman's new prepress designs to deliver impactful, efficient results

Print Matters

Serving as the official journal of the Flexographical Technical Association of South Africa (FTASA) and Media partner of Printing SA, PPM's readers include most of the country's major commercial and packaging printers.

They are served by targeted editorial coverage of developments in all major printing technologies, from prepress to printing and curing, and all postpress finishing techniques.



Converting Matters

FOILING & EMBELLISHMENT

The latest advances by A. B. Graphic International, Corona, Leonard Kurz and Nilpeter

LABELLING & NARROW WEB

GEW appoints SAEPCO as its key South African distributor

PLASTICS IN PACKAGING

Masterbatch trends in the spotlight

Arburg leads project for automated moulding of film-welded bottles with recycled content

FLEXIBLE PACKAGING

Third do-inking line for PE films commissioned in Europe

High glass uncoated cavitated BOPP base film

PAPER & BOARD

The latest news from Pro-Print, BillerudKorsnäs and FFCO

Converting Matters

Each month, through its special blend of local and international news, in-depth features on specific markets and technical developments, stories on individual businesses and interviews with key personalities, Converting Matters helps keep readers abreast of fast-changing printing and converting technologies.

These advances span the labels, flexible and rigid plastics packaging, corrugated packaging and folding cartons, glass and metal packaging sectors.



FMCG Pack

PERSONAL CARE PACKAGING

Clay's prototype lid improves accessibility while Ecolife Launch, Berry Global and Neve's R&D focuses on improved recyclability

BAGS & SACKS PACKAGING

Conformal and other suppliers share their thoughts

CEREAL PACKAGING

Reliance and Harsco outline recyclability initiatives

ENTER-PREREJURAL PACKAGING

A new monthly column that debriefs emerging data on the product and packaging stage

LABELLING, CODING & MARKING

Amor's sustainable closure laser technology

Procel expands end-of-line solutions

FMCG Pack

Fast moving consumer goods (FMCGs) are a major market for the packaging industry, and the relationship between processing and packaging is closely intertwined.

So, each month FMCG Pack focuses on newsworthy processing and packaging developments in the food, beverage, pharma, cosmetics, household products, plus DIY/automotive industries.



Annual Specialist Directories

Label Printing Directory | LPD

Publication date: February 2023

User-friendly resource for raising label printers' profiles among FMCG label specifiers and that of suppliers to label printers.



Packaging & Print Directory | PPD

Publication date: May 2023

Comprehensive resource for graphic arts companies, printers and converters targeting FMCG packaging specifiers, and for OEM/consumables suppliers to packaging printers/converters.



Company & Anniversary Profiles

Need help compiling a company profile or marketing an important event or anniversary? PPM's specialist team can assist you with a personalised digital and printed solution designed and compiled according to your specifications. These types of profiles bring companies to the attention of the many FMCG manufacturers and converters who read PPM (your current and potential customers), serve as a handy future marketing tool and induction tool for new staff members.

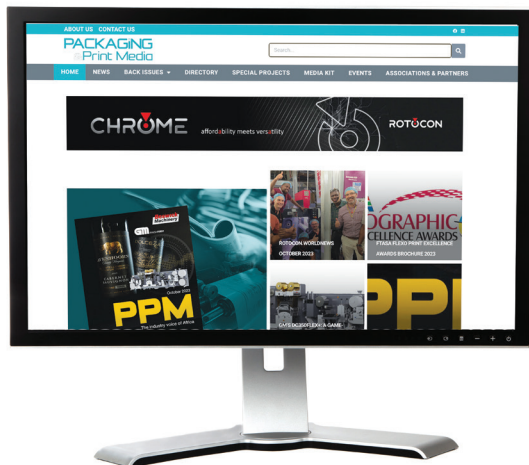




Social Media

Since PPM's active social media engagement strategy began in March 2020, we have grown to over 20 000 followers on LinkedIn and over 2 000 likes and followers on Facebook.

Visits to industry customers and attendance at launches/awards, as well as articles from the magazine are shared regularly on our LinkedIn and Facebook pages.



Website

4 000 visitors per month
12 000 views per month
5 000 sessions per month

Online Newsletters

2 per month
7 300 subscribers

Deadlines

Editorial submissions
11th of the month prior to a particular issue

Advertising bookings
18th of the month prior to a particular issue

Receipt of advertising material
23rd of the month prior to the issue being published

Circulation

PPM's circulation list includes senior management at all commercial printers, packaging printers and converters, packaging line managers/specifiers and buyers at all FMCG companies and retailers throughout Southern Africa.

Printed copy circulation is 3 500 copies/month, including copies distributed in other African regions, including East and West Africa.

The online magazine has a subscriber base of over 7 300 readers.

A dedicated circulation manager ensures the mailing list remains updated and relevant at all times.



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