

THE INDISPENSABLE TOOL FOR CONVERTERS & PRINTERS OF FLEXIBLE PACKAGING

FLEXIBLE PACKAGING

FLEXPACKMAG.COM

2011 INTEGRATED MEDIA PLANNER

Your Most Relevant
Media Platform
for the Flexible Packaging Market

PRINT:

- **NEW** – Frequency Advertiser Bonus Programs
- May – Global Pouch Forum Issue
- June/July – Top 25 Converter Issue

ONLINE:

- **NEW** – Exclusive Webinars
- **NEW** – Exclusive Podcasts
- **NEW** – Sneak Peek Eblast
- **NEW** – Must-See Products Eblast
- **NEW** – Social Media Sponsorships
- **NEW** – Digital Edition Sponsorships
- Bi-monthly eNewsletter



The Official Publication for the



Flexible Packaging Association

The Mission

Flexible Packaging is the indispensable tool for anyone involved in the business of manufacturing flexible packaging. We offer our subscribers up-to-the-minute information on industry news and trends, material and substrate developments, innovations in equipment, and the latest in business management.

Alliance

THE OFFICIAL PUBLICATION FOR THE FLEXIBLE PACKAGING ASSOCIATION.

A significant portion of our circulation are FPA members, who comprise every aspect of the flexible industry. Their converter members alone represent nearly 65% of the \$26.6 billion* U.S flexible packaging industry.

TARGETED REACH AND EDITORIAL THAT YOUR CUSTOMERS HAVE COME TO EXPECT

The flexible packaging market is the second largest segment of the total US Converting market, according to the Flexible Packaging Association. The flexible segment of the U.S. packaging industry accounts for 18%* of total U.S. packaging just behind corrugated. *Flexible Packaging* is focused like a laser beam on this, the converting industry's hottest, most innovative and fastest growing segment. (Ernst & Young estimates 6-7% in future growth of flexible packaging).

Every month *Flexible Packaging* delivers the latest in business, industry news, original research, technology, operations, new product development and more. *Flexible Packaging* surrounds the entire buying team and reaches hidden buying influences within flexible packaging converters.

Flexible Packaging provides 100% in-depth coverage of this high growth market. **No wasted circulation! No diluted editorial coverage!** You won't find information on glass, metal cans, or cardboard containers - **just 100% flexible packaging converting!**

With the explosive growth in flexible packaging, the opportunity for suppliers has never been greater. We look forward to helping you develop an all-encompassing marketing communications program targeting this dynamic industry.

*Source: 2010 Flexible Packaging Association State of the Industry

GROWTH TRENDS

Medical packaging | Case-ready meat | Shrink film labels
Shorter runs and narrow web | Modified atmosphere | Smart packaging
Digital printing | Stand-up pouches | Fitments and closures

REACH TOP CONVERTING COMPANIES SUCH AS:

- Sealed Air
- Bemis Flexible Packaging
- Sigma Plastics Group
- Printpack
- Berry Plastics Group
- AEP Industries Inc.
- Exopack LLC
- Graphic Packaging Holding Co.
- Hilex Poly
- Ampac Packaging LLC
- Brice
- Sonoco Products



Who Reads *Flexible Packaging*? Your Customers!

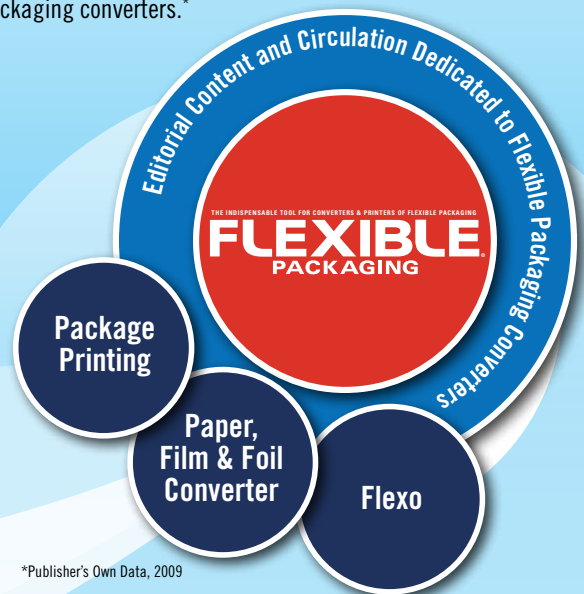
Each issue of *Flexible Packaging* is seen by people in these important positions:*

- Management
- Operations/Manufacturing
- Engineering
- Quality Control
- Purchasing
- Research & Development
- Sales/Marketing
- Packaging Design
- Packaging Development

*Source: Readership Study, April 2009

Unique Market Position

Flexible Packaging is the only magazine in the market that dedicates 100% of its editorial content and circulation to flexible packaging converters.*



*Publisher's Own Data, 2009

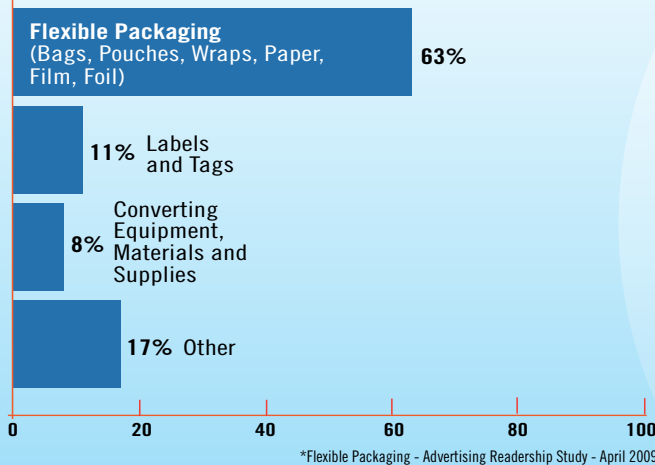
U.S. FLEXIBLE PACKAGING INDUSTRY Breakdown Growth

by End-Use Market 2004 vs 2009

End-Use	2004	2009
Food	\$11.8 B (55%)	\$14.4 B (56%)
Non-Food	\$3.9 B (19%)	\$4.8 B (19%)
Medical & Pharmaceuticals	\$1.5 B (7%)	\$1.9 B (7%)
Industrial Applications	\$2.0 B (9%)	\$2.1 B (8%)
Consumer Products	\$2.1 B (10%)	\$2.5 B (10%)
Total Industry Revenue	\$21.3 B (100%)	\$25.7 B (100%)

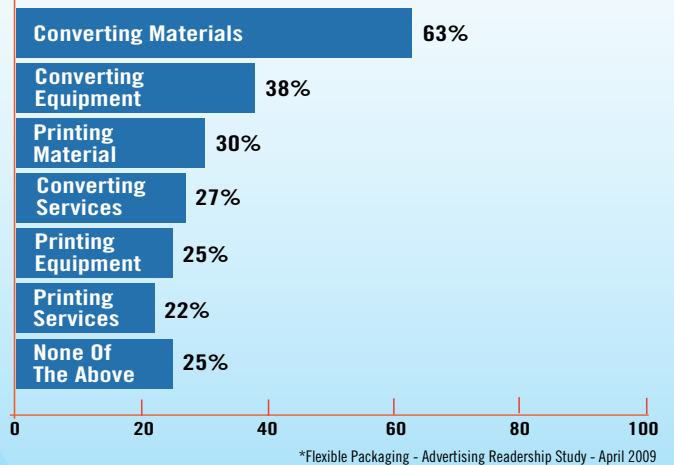
Prime Product

Which of the following categories best describes the primary product manufactured or distributed by your company?



Purchasing Influence

Which of the following types of products and/or services do you specify, recommend, authorize, or purchase for your company? (Multiple response allowed)



Not sure which months are best for your advertisements?

Take a look at our **SPECIAL ISSUES**. We are certain you will find the perfect place for your company.

APRIL ANNUAL GREEN PLANTS, PROCESSES, AND PRODUCTS ISSUE

Inside This Issue:

- What converters are doing to meet sustainability goals in their plants and product offerings.
- Profile of how a leading converter "greened" its operations—and why.
- What effect material reductions are having on production operations.
- The impact, challenges, and future of biofilms.
- What's next in sustainable technologies for the flexible packaging industry.
- Includes Sales, products and chief packaging personnel.

MAY GLOBAL POUCH

Exclusive coverage of sister publication *Packaging Strategies*' popular Global Pouch Forum:

- Attracts a select audience tailored around one of the strongest markets within flexible packaging.
- Showcases new technologies, developments and ideas.
- Provides a global perspective with highlights of latest technologies from U.S. and world markets.

JUNE/JULY TOP 25 CONVERTER ISSUE

Inside This Issue:

- Exclusive graph ranking the Best-of-the-Best converters.
- Custom data that include revenues, plants, employees, markets, and more.
- Exclusive capsule summaries that highlight the changes and developments that affect the industry landscape.
- Executive summary of the year's most crucial, need-to-know information.
- The industry's "Who's Who and What's What" for the year in flexible packaging.

SEPTEMBER PACK EXPO SHOW ISSUE

Right Buyers. Right Here.

Showcase your total systems solutions at one powerful show!

PACK EXPO Las Vegas consistently draws 25,000+ top notch attendees from all vertical markets for three days of deal-making, discussion, networking and education. With high-powered buyers from food and beverage to candy to pharmaceuticals to personal care, expect to sell your products or services as a direct result of the show.

Sept 26-28, 2011 | Las Vegas Convention Center | Las Vegas, NV

DECEMBER 2011 ANNUAL SUPPLIERS GUIDE

The Year-Round Reference Tool for Flexible Packaging Manufacturers!

- Product Listings
- Supplier Listings
- Association Listings
- Industry Calendar



FLEXIBLE PACKAGING

	Jan/Feb Closes Jan 4 <i>Executive Outlook/Trends/Forecasts for 2011</i>	March Closes Feb 2	April Closes Mar 2 Green Plants, Processes and Products	May Closes Apr 2 Official Guide to Packaging Strategies Global Pouch Forum	June/July Closes June 10 Top 25 Converters
Converter Profile (In-Field Report)		Best Practices from a Vertically Integrated Converter			
Industry Q&A	Slitting/Rewinding	Web Guiding and Tension Control	Color Management	Extrusion Equipment	Workflow and Enterprise Management
Printing	Digital Printing	Drying/Curing	Workflow & Enterprise Management	Narrow Web	Flexo
Technology	Web Guiding and Tension Control	Films and Substrates	Plastics Additives	Fitments and Closures	Static Control
Roundtable	Extrusion Equipment	Workflow & Enterprise Management	Surface Treatment	Bag/Pouch Making	Coating and Laminating
Special Report			Flexo	Global Pouch Forum	
Products and Equipment	Inks	Coating & Laminating	Adhesives	Films and Substrates	Doctor Blades
Bonus Distribution	<ul style="list-style-type: none"> WestPack 2011, Feb 9-11, Anaheim, CA FPA Safety Conference & Environmental Summit, Feb 10-12, St. Petersburg Beach, FL FPPA 13th Annual Convention, Feb 20-22, Ft. Myers, FL 13th Annual PLGA Operational Conference, Feb 24-26, Miami, FL Sustainable Package Design, Mar 2-4, Clearwater Beach, FL 	<ul style="list-style-type: none"> Packaging Design & Development, Mar 1-3, St. Petersburg, FL 2011 Flexible Packaging Association Annual Meeting, Mar 9-11, Orlando, FL SouthPack 2011, March 16-17, Charlotte, NC 2011 AIMCAL March Management Meeting, Mar 20-23, La Jolla, CA 2011 PrintFest: Print and Marketing Conference and Expo, Mar 26-27, Anaheim, CA 2011 Converters Expo, Mar 3, Green Bay, WI 	<ul style="list-style-type: none"> ICE USA, Apr 6-8, Orlando, FL 12th Annual Food Safety Summit, Apr 19-Apr 21, Washington, DC TAPPI 2011 PLACE Conference, Apr 18-21, Albuquerque, NM Global Pouch Forum, May 11-13, Clearwater Beach FL 	<ul style="list-style-type: none"> IoPP Packaging Summit 2011, May 18-19, Rosemont, IL FFTA's 2011 Annual Forum & INFO*FLEX Exhibition, May 2-5, Las Vegas, NV RadTech UV&EB Technology & Conference 2011, May 24-26, Baltimore, MD 	<ul style="list-style-type: none"> EastPack 2011, Jun 7-9, New York, NY Global Pouch Forum EXPO PACK México and PROCESA 2011, Jun 22-Jun 25, Mexico City, Mexico
FREE ADVERTISER BONUSES! Buy 1/2-page or larger ad and receive these benefits:	Supplier Profiles: BUY 1 – GET 1 FREE PLUS: New eReader Lead Center prospects	1/6-page Web Snapshot PLUS: New eReader Lead Center prospects	RESEARCH FREE TILE AD IN E-NEWSLETTER PLUS: New eReader Lead Center prospects Readership Study	Product Eblast PLUS: New eReader Lead Center prospects	Top 25 Converters on Disk, Mailing to Top 25 Converters PLUS: New eReader Lead Center prospects

2011

EDITORIAL CALENDAR

flexpackmag.com

August Closes July 10	September Closes Aug 3	October Closes Sept 2	November Closes Oct 7
Best Practices From a Film Extruder	Profiling a Label Printer	Profiling a Package Printer	Best Practices from an Integrated Converter
Adhesives	Laminating	Bag/Pouch Making	Static Control
Offset	Training	Sleeves	Gravure
Inspection/Detection	Roll Handling	Inks	Inspection, Defect Detection
Narrow Web	Web Guiding & Tension Control	Slitting/Rewinding	Testing, Measuring, Instruments
Additives	Extrusion Dies	Fitments and Closures	Gauges, Sensors
	<ul style="list-style-type: none"> ► Brand Packaging That Sells Conference, Chicago, IL ► Graph Expo 2011, Sept. 11-14, Chicago, IL ► Pack Expo/CPP Expo, September 26-30 Las Vegas, NV 	<ul style="list-style-type: none"> ► Process Expo 2011, November 1-4 Chicago, IL 	
<p>Virtual Supplier Brochure</p> <p>PLUS: New eReader Lead Center prospects</p>	<p>FREE BOOTH PREVIEW</p> <p>PLUS: New eReader Lead Center prospects</p>	<p>BUY 1 – GET 1 FREE</p> <p>PLUS: New eReader Lead Center prospects</p>	

December
Closes Nov 3



2011 SUPPLIERS GUIDE

- Product Listings
- Supplier Listings
- Association Listings
- Industry Calendar

Advertisers Receive:

- One-year online Buyers Guide listing
- 1/3-page FREE Corporate Profile

WHAT DO OUR SUBSCRIBERS HAVE TO SAY ABOUT NON-ADVERTISERS?*

“During the current economy, if there are companies that traditionally advertise and they quit, it makes me suspicious of their financial wellbeing.”

“I tend to forget about [non-advertisers].”

“I may overlook those that do not advertise.”

“When investigating a potential purchase I review the trade magazines first, Internet search second; the other companies strike me as not successful enough to afford to advertise.”

*Source: AdScore Readership Study, April 2009

Website



Tile ad:
125 x 125 pixels

Banner ad:
468 x 60 pixels

Skyscraper ad:
120 x 600 pixels

Vertical
Banner ad:
120 x 240 pixels

Article
Sponsorship
300 x 250 pixels

Website and eNews Ads

Generate brand awareness, promote products and events, drive traffic to your site, and more. **Must be:** 72dpi, 256 colors or less
File formats: jpg, gif, swf
Note: no Flash files in eNewsletters

Mini-Skyscraper ad:
120 x 240 pixels

Banner ad:
468 x 60 pixels

eNewsletter



Tile ad:
125 x 125 pixels

Online Advertising—flexpackmag.com

Buttons, Banners, Skyscrapers and Video ads run 24/7 on flexpackmag.com. Check out <http://portfolio.bnpmmedia.com> for details on these and all the innovative rich media advertising options.

Flexible Packaging eNewsletter

FlexPackReport, *Flexible Packaging's* bi-monthly eNewsletter, is a data tool helping flexible packaging printers and converters make the most of their business. From private label sales to converting machine shipments, or snack food sales to sustainability, FlexPackReport keeps track of the consumer and industry trends shaping the direction of today's flexible packaging! Delivered directly to our subscribers inbox every second and fourth Tuesday of the month.

Flexible Packaging Webinar Sponsorships

Generate Top Notch Leads! Book Your 2011 Webinar Today!

- Reporting link with real-time access for 12 months to registration data (name, company, title, phone, address, e-mail address)
- Advertisement promoting your event in *Flexible Packaging* print and digital issues
- Multiple promotional e-mail blasts to *Flexible Packaging* subscribers
- Promotional banner and button on *Flexible Packaging* website
- Write-up and promotional banner in *Flexible Packaging* eNewsletters
- Promotional flyers at *Flexible Packaging* booth at relevant tradeshows
- Editorial write-up in the magazine
- Event reminders (minimum of two — including one within a day of the event to all registrants to drive highest attendance possible)
- Database of all Webinar registrants with full contact information
- Archived event posted section on flexpackmag.com for 12 months

NEW! Editorial Sneak Peek eBlast (Monthly)

Each month our editors develop a "Sneak Peek" of a leading story that will be seen in the following print issue. The Sneak Peek is e-mailed out to our subscribers before the issue is mailed giving them a preview of the upcoming issue. Become the exclusive sponsor of Sneak Peek with your logo and 120 x 600 skyscraper ad displayed on the blast. As an exclusive sponsor you will receive the leads of those subscribers that clicked on your logo or ad. The Sneak Peek will alternate between printing, technology and special reports.

NEW! Must-See Products & Services eBlast (Quarterly)

The Must-See Products & Services e-mail blast is deployed quarterly (March, June, Sept., Dec.) to 30,000+ subscribers! * Your ad includes a company logo and/or product image, 50 word blurb, contact info and a live link to your website. We provide all lead information of those subscribers who clicked on your link.

- Fantastic lead generation tool
- Promote your new product or service
- Be part of what is new in the market

NEW! Social Media Sponsorships

Twitter Widget

Feed your Tweets to flexpackmag.com.

- Place your logo as sponsor with a link to your website
- Tweets are visible to everyone who visits flexpackmag.com — not just those on Twitter

Sponsored Tweets

Send us your message and we will launch it to our followers.

- Broadcast to entire *Flexible Packaging* follower base
- Drive traffic to your website

Contact your sales person or the publisher for Twitter & Facebook pricing.

Facebook Welcome Page

Be front and center! When fans visit our Facebook page, this is first page they see.

- Clickable, drive traffic to your website

Facebook Notes

Your note (includes link and image) on Flexible Packaging fan page, reaching the news feeds of all our fans!

- Maximum visibility on Facebook
- Drive traffic to your website



NEW! 2011 Digital Edition Sponsorships (Monthly)

Generate new leads by sponsoring the popular *Flexible Packaging* Digital Edition each month. With this valuable distribution to thousands of subscribers you will receive:

- Your full-page digital ad adjacent to the cover
- Logo included on our digital edition cover note
- Logo in the digital edition toolbar and drop-down menu

Plus: ask your sales person to see a demo of new opportunities to really make your ad stand out!

- Bellybands
- One-click response option for subscribers to contact you
- Optional video, digital catalog pages or eye-catching tab notes
- Optional user survey to generate feedback



NEW! 2011 State of the Industry Webinar Sponsorship (Feb.)

Only 3 Spots Available! The *Flexible Packaging* editor presents the results, trends and outlook for the safety market in 2011.

- Webinar Sponsorship - 15 minutes for you to address attendees directly
- Full-page, 4-color ad in the January issue
- Page peel ad rotating January-March on flexpackmag.com
- Company logo and brief mention on the January issue cover
- Receive database of all Webinar registrants with full contact information
- 30-second Webinar kick-off message from your chosen corporate official

NEW! Podcast Sponsorships

Flexible Packaging's chief editor interviews you (up to 15 minutes) about your topic of choice. We edit, post on our website, and drive traffic to your podcast through web ads and direct links inside our eNewsletters. You also receive your podcast file. Topic ideas include:

- Pulse of the Industry
- Sustainability and Green Plants/Products/Processes
- Show Preview for ICE USA and CPP Expo
- Bag/Pouch-making



2011

ADVERTISING RATES

NEW!
For 2011

THE INDISPENSABLE TOOL FOR CONVERTERS & PRINTERS OF FLEXIBLE PACKAGING
FLEXIBLE
PACKAGING

ADVERTISER FREQUENCY PROGRAM

» **Buy 6/ Get 9!**
(3 for Free!)

» **Buy 4/ Get 6!**
(2 for Free!)

Contact your sales rep to set up your
2011 marketing plan today!

Unparalleled Access to Packaging Industry Professionals

Our expansive portfolio of packaging magazines gives you an unmatched resource to reach decision-makers in all areas! A mix of media – print and online ad opportunities across multiple publications and Websites.

- A custom marketing solution – determined by who you need to reach; with simplified billing
- Control and ROI — you set the budget; we'll define the deliverables with metrics you can measure



Personalized Media Solutions

The BNP Custom Media Group combines our media staff



experts with *Flexible Packaging's* readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. <http://custommedia.bnpmmedia.com/>

TERMS & CONDITIONS

PAYMENT & TERMS: Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

List Rentals: Robert Liska, 845-731-2726, robert.liska@eraepd.com

Reprints: Jill DeVries, 248-244-1726, devriesj@bnpmmedia.com

B/W PRINT RATES

	1x	3x	6x	12x	18x
Full page	\$ 5000	\$ 4820	\$ 4500	\$ 4300	\$ 3980
2/3 page	4370	4240	4040	3850	3670
1/2 page	3420	3280	3150	3080	2890
1/3 page	2390	2290	2200	2110	2020
1/4 page	1910	1840	1760	1690	1620
Cover 2*		5510	5170	4950	
Cover 3*		5300	4950	4730	
Cover 4*		6030	5620	5390	

*Includes Bleed and Color

Color Rates

4-Color or 3-Color Process

Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

Per Page	\$1410
Per Spread	\$2330
Per 1/2 page	\$710

Special Color

Additional charge for any special color and black.

Per Page	\$1000
Per Spread	\$1660
Per 1/2 page	\$500

Insert Rates Contact Publisher for more Information.

Classified Rates

Boxed/display ads. One inch minimum. All classified ads are payable with copy and are non-commissionable. Net rates listed. Color is additional charge.

	1x	3x	6x	12x
Per Inch	\$105	\$95	\$90	\$85

Mechanical Information

Trim Size 8" X 10-3/4" Vital advertising material should be kept at least 1/4" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.

Printing Body forms and covers heat-set web offset.
Binding Saddle-stitched. Jogs to head.

Advertising Space Sizes

NON-BLEED	INCHES (width x depth)	BLEED	INCHES (width x depth)
Full Page	7" x 10"	Full Page	8-1/4" x 11"
2/3 Page	4-1/2" x 10"	2/3 Page	5-3/16" x 11"
1/2 Page (vert.)	3-3/8" x 10"	1/2 Page (vert.)	4" x 11"
1/2 Page (horiz.)	7" x 4-7/8"	1/2 Page (horiz.)	8-1/4" x 5-3/8"
1/2 Page (island)	4-1/2" x 7-1/2"		
1/3 Page (vert.)	2-1/4" x 10"	Spread Bleed	16-1/4" x 11"
1/3 Page (square)	4-1/2" x 4-7/8"		
1/3 Page (horiz.)	7" x 3-3/8"		
1/4 Page (square)	3-3/8" x 4-7/8"		
1/4 Page (horiz.)	7" x 2-3/8"		

Above sizes allow for 1/8" bleed on all sides.

Gutter bleed only – each side 7-5/8" X 10"

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BNP Media helps people succeed in business with superior information.