

30,000

professionals via the magazine

29,706

individuals via e-newsletter

57,843

annual unique visitors on ShelfImpact.com\*

\* projected, using Google analytics



Reach packaging decision-makers in package development and design, marketing and brand management, plus design firm professionals with

# ShelfImpact!™

## 2010 Media Guide



Shelf Impact! is part of

**The NETWORK**  
customized lead-generating media solutions

## Shelf Impact! quarterly print editions build your brand awareness.

Reach your best customers and prospects in *Shelf Impact!*'s print edition, produced as a print supplement to *Packaging World*, with additional digital copies e-mailed. Each issue features the smartly edited reporting of veteran package design journalist Jim George. Readers enjoy an abundance of product photography, plus trends, tips, strategies and interviews with experts, all packaged in a beautifully designed publication that recipients read and share. Regular features include:

- **Design Forum** – Designers' blog features opinions on packages from designers across the country and around the world
- **Out Front** – Noteworthy selections from the Global Package Gallery
- **Thinking in 360 Degrees** – Jim George offers his perspective

Edition	Ad Closing	Materials Due
March	January 29	February 5
June	April 28	May 5
September	July 28	August 4
December	October 29	November 5



## Connect with 30,000 of your best customers and prospects:

**20,000 print edition distribution**  
(to targeted subscribers to *Packaging World*)

**10,000 digital edition distribution**  
(no duplication between print and digital circulation)

### Job Function Coverage

- 59% corporate and general management
- 14% marketing and brand managers
- 14% package development and new product development professionals
- 13% package designers, creative services (and suppliers)

### Industry Coverage

- 53% food and beverage
- 24% chemical, drug, and personal care products
- 23% retail outlets and other packaged products

Source: Publisher's Data

### ► BONUS DISTRIBUTION AND INDUSTRY EVENTS:

- WestPack, February 9-11 Anaheim
- Flexible Packaging Association Meeting, March 10-12, Orlando
- FUSE, April 14-16, Chicago
- NACD Annual Meeting, April 14-18, Orlando
- Packaging Summit Expo May 18-19, Rosemont, IL
- EastPack, June 8-10, NYC
- HBA Global Expo, September 28-30, NYC
- PACK EXPO International, October 31 - November 3, Chicago

## Shelf Impact! e-media: Generate leads for your sales team and increase traffic to your site.

Reach package designers, packaging development professionals and marketing and brand managers as they search online for suppliers and information. While print advertising is the acknowledged leader at building brands, online advertising has become an ideal venue for generating leads and driving Web traffic. *Shelf Impact!* e-newsletters reach over 29,000 subscribers.

*Shelf Impact!*'s e-media technology captures respondent data, including name, company, phone number and e-mail address, plus other demographic information to share with your team.

### E-media activity reports include easy-to-read results and respondent contact information.

E-newsletter and Website ad reports include aggregate impression and clickthrough data for all ads. Advertisers also receive complete contact information about respondents who are registered users, as well as those who provide their contact information to receive the advertised free offer (white paper, guide, sample etc.) Reports are automatically e-mailed, or advertisers can request log-in information to access response data 24/7.



## The NETWORK

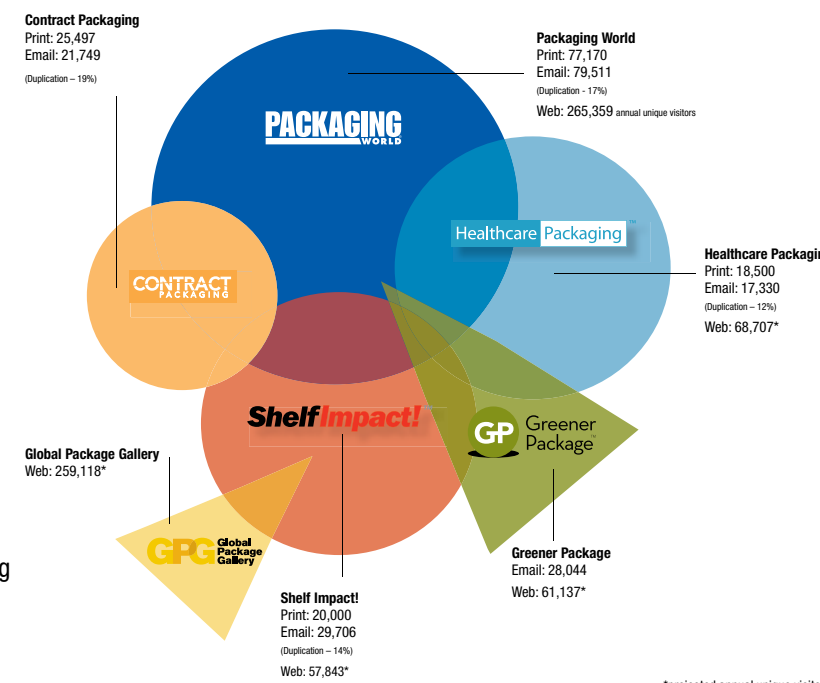
customized lead-generating media solutions

### As a Shelf Impact! advertiser, you have access to our entire Network of packaging publications and digital resources.

The Network offers:

- cross-brand exposure using a mix of media
- lead generation and measurable metrics
- more affordable rates and simplified pricing
- complete customization via a single plan

Be sure to ask your sales representative for a custom marketing plan that takes advantage of all The Network has to offer!



\*projected annual unique visitors



## Package Design Workshops: Position your company as a thought-leader ... and uncover new business!

*Shelf Impact!*'s Package Design Workshops are popular one-day programs that offer interactive instruction in a roll-up-your-sleeves setting.



Workshop content is developed for package development professionals, package designers, brand and marketing managers and individuals who are involved in package design decisions.

A mid-day lunch and sponsor presentation promotes networking in a relaxed setting. Sponsorships are limited to one per workshop. As a sponsor, you'll receive:

- Sponsor recognition on Package Design Workshop marketing, print advertising and e-marketing
- 30 minutes of presentation time to connect with attendees and distribute literature and/or samples
- Complimentary registrations at your event for up to three sponsor employees

For more information and updates on workshop locations and sponsorships, please visit [ShelfImpact.com/pdw](http://ShelfImpact.com/pdw)

### 2010 Package Design Workshop Schedule

Wednesday, April 28, in Minneapolis

Wednesday, May 12, in New York City

Wednesday, June 2

Wednesday, June 30, in suburban Chicago

Wednesday, August 25

**Exclusive sponsorship, per workshop.....\$4000 net**

# 2010 ADVERTISING RATES

## Display Ad Rates

Prices are per insertion, up to four process colors included.

	gross rate	net rate
Full page ad	3540	3009
2/3 page ad	2880	2448
1/2 page ad	2180	1853
1/3 page ad	1780	1513
1/4 page ad	1180	1003
Back and inside front cover	4080	3468
Inside back cover	3900	3315

PLEASE NOTE: These ad rates are "a la carte." For your best advertising value, please contact Wilson L. Hogan at 800-355-5595, ext. 151, for a Network proposal.

## E-newsletter Ad Rates

E-newsletter ad, per insertion .....\$1660 (1411 net)

## ShelfImpact.com Ad Rates

Skyscraper (annual contract).....\$4,229 (3595 net)  
Image rotation.....11,294 (9600 net)

### ADVERTISING CONTACT INFORMATION

#### Joe Angel, Publisher

angel@packworld.com or 800-355-5595, ext. 114

#### Wilson L. Hogan, Sales Manager

whogan@shelfimpact.com or 800-355-5595, ext. 151

#### George Shurtleff, Ad Services & Production Manager

shurtleff@packworld.com or 800-355-5595, ext. 117

### WORKSHOPS CONTACT INFORMATION

#### Kerri Angel, Promotion and Industry Events Manager

kangel@automationworld.com or 800-355-5595 ext. 113

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## Display Ad Sizes

Non-bleed ads	inches wide	inches deep
Page	7-1/2	10
2/3 page vertical	4-5/8	10
1/2 page island	4-5/8	7-3/4
1/2 page horizontal	7-1/2	4-3/4
1/2 page vertical	3-3/4	10
1/3 page vertical	2-3/8	10
1/3 page square	4-5/8	4-3/4
1/3 page horizontal	7-1/2	3-1/8
1/4 page square	3-3/4	4-3/4
Full bleed ads	inches wide	inches deep
Full page live area	7-1/2	10
Full page trim size	8	10-1/2
Full page bleed	8-1/4	10-3/4
2/3 vertical live area	4-5/8	10
2/3 vertical trim	5-1/8	10-1/2
2/3 vertical bleed	5-3/8	10-3/4
1/2 island live area	4-5/8	7-3/4
1/2 island trim size	5-1/8	8-1/4
1/2 island bleed	5-3/8	8-1/2
1/2 horizontal live area	7-1/2	4-3/4
1/2 horizontal trim	8	5-1/4
1/2 horizontal bleed	8-1/4	5-1/2
1/2 vertical live area	3-3/4	10
1/2 vertical trim	4-1/4	10-1/2
1/2 vertical bleed	4-1/2	10-3/4
1/3 vertical live area	2-3/8	10
1/3 vertical trim	2-7/8	10-1/2
1/3 vertical bleed	3-1/8	10-3/4
1/3 square live area	4-5/8	4-3/4
1/3 square trim	5-1/8	5-1/4
1/3 square bleed	5-3/8	5-1/2
1/3 horizontal live area	7-1/2	3-1/8
1/3 horizontal trim	8	3-5/8
1/3 horizontal bleed	8-1/4	3-7/8
1/4 square live area	3-3/4	4-3/4
1/4 square trim	4-1/4	5-1/4
1/4 square bleed	4-1/2	5-1/2

from the publishers of Packaging World

# ShelfImpact!™

strategies for successful package design and marketing

**SUMMIT PUBLISHING COMPANY**

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