



PKN PACKAGING NEWS

Media Kit 2016

Delivering you an audience of engaged and enlightened packaging industry professionals



PKN attracts the industry's most influential professionals, responsible for the decisions made by commercial end users of all types of packaging.

PKN Packaging News

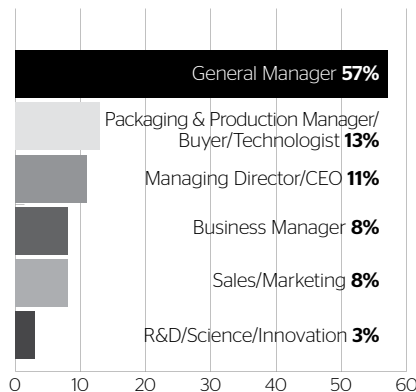
PKN Packaging News is Australia's leading packaging industry media brand.

We attract the industry's most influential professionals, responsible for the decisions made by the country's top commercial end users of all types of packaging.

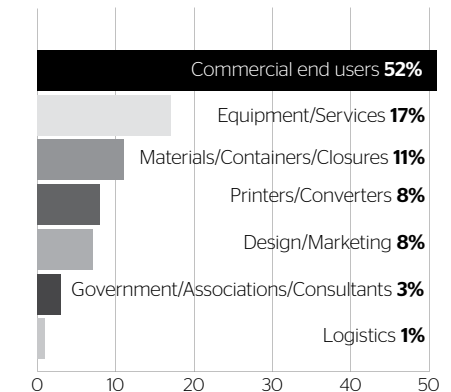
Our print, website, eNews and event audiences rely on PKN to deliver incisive and accurate coverage of industry and technological developments relevant to the packaging supply chain.

Our audience

By job:



By business:



Our products

- Magazine
- Digital magazine
- Website
- eNewsletter
- Industry conferences
- Special reports

What this means for you

You have access to an integrated multi-media platform, offering you innovative channels and endless creative advertising and marketing solutions.

We deliver to you an engaged and targeted audience of high profile packaging industry professionals and stakeholders.

Your message reaches the key industry influencers, those shaping the future direction of their businesses and the industry.

You benefit if you're involved in

- Packaging printing and converting
- Contract filling/packing
- Materials and packaging components supply
- Machinery/technology supply
- Packaging design and branding
- Industry consulting
- Industry events
- Industry education
- Industry regulation



PKN publishes the Annual Industry Directory, providing the industry with an indispensable, one-stop reference guide to the machinery, materials and components suppliers servicing Australia's packaging industry.

Editorial schedule

January/February

- Dairy & Chilled Foods Packaging
- Labels & Labelling
- Caps & Closures
- AUSTRALIAN PACKAGING DESIGN AWARD WINNERS

March/April

- Beverage Packaging
- Plastics & Bioplastics
- Materials Handling, Robotics & Palletising
- EXPORT PACKAGING

May/June

- FMCG Packaging
- Form, Fill & Seal Technology
- Pack & Label Printing
- PACKAGING INDUSTRY DIRECTORY

July/August

- Snacks & Confectionery Packaging
- Labelling, Product ID & Traceability
- Bulk & Industrial Packaging
- End-of-Line Solutions
- AIP NATIONAL CONFERENCE REPORT

September/October

- Pack Printing & Converting
- Food & Beverage Packaging
- Accessible Packaging
- SUSTAINABILITY REVIEW
- PKN Live wrap-up

November/December

- Packaging Innovation
- Retail Ready Solutions
- Tech Update: Machinery & Materials
- HEADLINE MAKERS 2016

Regular sections

- Industry Insight
- News
- Opinion
- Tech Speak
- Sustainability
- Design
- Product Watch
- Case Studies

Packaging Industry Directory

In the May/June issue, PKN Packaging News publishes the Annual Industry Directory, providing the industry with an indispensable, one-stop reference guide to the machinery, materials and components suppliers servicing Australia's packaging industry.

Print statistics

- Distribution: 4,096 (CAB Audited: March 15)
- Readership: 20,000 (Publisher's statement)

Online statistics

- Monthly unique visitors: 5,354 (Average: July-September 2015)
- eNewsletter subscribers: 1,901 (as at September 2015)



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