



Top 10 reasons why you should be advertising in *Contract Packaging*

Get started today!

Call your *Contract Packaging* sales representative or Publisher Joe Angel at 800-355-5595, or e-mail angel@packworld.com.

- 1. Distinguish yourself from the crowd.** Research conducted for the Contract Packaging Association indicates there could be as many as 1,800 U.S. firms offering contract-packaging services.
- 2. Be seen or be passed by.** The contract packaging marketplace continues to grow each year. To capitalize on this growth, be sure that your customers and prospects know what your company has to offer.
- 3. The industry's face is changing.** Mergers and acquisitions are creating new relationships and expanded service offerings. Prospects are more likely to invest in you if they recognize your brand and see you're evolving with the times.
- 4. Connect with qualified decision-makers.** *Contract Packaging* is read by 20,000 subscribers of *Packaging World* magazine who have indicated a specific interest in services, materials, and machinery related to contract packaging. Readership is heavy among product manufacturers, who want ideas for optimizing their selection process and use of contract packaging.
- 5. Associate with thought leaders.** Perception is everything. By promoting your company in *Contract Packaging*, your ad message runs alongside of respected editorial, including guest articles from leading experts in contract packaging. Advertising in *Contract Packaging* presents your company as a powerful, credible player in the marketplace.
- 6. Bonus distribution to key events.** *Contract Packaging* is a sought-after publication at trade shows where contract packaging is featured; in fact, it is the only 'stand alone' magazine dedicated to contract packaging distributed at these shows, which include PACK EXPO, HBA Global Expo, Eastpack, Healthcare Packaging Conference & Workshops, and the Contract Packaging Association annual meeting.
- 7. CPA members receive a discount.** Association members receive a 15% discount on advertising in *Contract Packaging*. The money save through your discount can pay your association fee for the year!
- 8. Exposure to the national marketplace.** New strategic relationships are forming every day, giving "local" contract packagers unprecedented opportunities to win national customers, such as consumer product companies retailers looking to produce regional variations of their brands.
- 9. Visibility in front of the biggest buyers.** Can't afford to advertise? Can you afford NOT to have your message in front of decision-makers at Procter & Gamble, Coca-Cola, Miller Brewing Co., Estee Lauder, Kimberly-Clark, and Hershey's? Influentials at these and other major companies are regular readers of *Contract Packaging* magazine.
- 10. Expanded reach.** *Contract Packaging* advertisers may qualify for discounts on Packworld.com and other e-media advertising, including our monthly *Contract Packaging* e-newsletter. Your sales rep will be happy to suggest an ad program.