

# عالم التعبئة والتغليف

# packtech

Middle East & North Africa

## Media Kit 2016

### Editorial Plan

<p><b>Spring</b></p> <p>Solutions for Pharmaceutical Packaging Beverage Packaging Improvements Sweet Packaging for Confectionary Importance of Packaging Durability Packaging of Fresh Meat <b>PROPAK Africa Preview</b> <b>AFROPACKAGING Preview</b></p>	<p><b>Autumn</b></p> <p>Flexibility in the Dairy Industry Applications in the Folding Carton Industry Error Proofing Food Packaging Aseptic Soft Drink Bottling Child Resistant Pharmaceutical Packaging <b>FACHPACK Preview</b> <b>EMBALLAGE Preview</b> <b>GULFOOD Preview</b></p>
<p><b>Summer</b></p> <p>Flexible Food Packaging Resistance Medical Packaging Improvements Diecutting Improvements Enhanced Labelling Technology Modern Carton Printing <b>PROPAK China Preview</b> <b>SEAFOOD EXPO Preview</b></p>	<p><b>Winter</b></p> <p>Tablet Packaging Inspection Print and Apply Labelling System Modern Processing and Packaging Reduces Waist Reaching out to Consumers Through Packaging Stronger and Lighter Plastic Bottles <b>PRO2PAC Preview</b></p>

### Publishing Schedule

Edition	Spring	Summer	Autumn	Winter
<b>Copy Date:</b>	1 <sup>st</sup> March	3 <sup>rd</sup> June	1 <sup>st</sup> Sept	23 <sup>rd</sup> Nov
<b>Published Date:</b>	13 <sup>th</sup> March	17 <sup>th</sup> June	13 <sup>th</sup> Sep	3 <sup>rd</sup> Dec

**Please note:** Technical articles are required three months prior to the copy date in order to translate them into Arabic.

### Circulation

8000 distributed copies, over 20,000 readers in 20 countries.

Freely distributed at major international / regional shows and conferences

<b>North/Central Africa</b>	Algeria – Egypt – Libya – Nigeria – Morocco – Sudan – Somalia – Tunisia = 3000
<b>The Arabian Gulf</b>	Bahrain – Kuwait – Oman – Qatar – Saudi Arabia – U.A.E. – Yemen – Iraq = 3600
<b>The Levant</b>	Lebanon – Jordan – Syria – Palestine = 1400

### Readership

Food Processing & Packaging	45%
Beverage Processing & Packaging	25%
Pharmaceutical and Cosmetic Packaging	16%
Packaging Contractors	7%
Trade Representatives and Raw Material Dealers	5%
Government Purchasing Offices, Trade Houses and Educational Institutions	2%

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## Cost per Insertion in GBP

Size	1	2	3	4	5	6	7	8
Full page Colour	£2625	£2492	£2369	£2250	£2138	£2030	£1928	£1830
Full Page Mono	£2240	£2135	£2019	£1921	£1820	£1732	£1645	£1564
Half Page Colour	£1984	£1886	£1785	£1704	£1620	£1536	£1459	£1389
Half Page Mono	£1354	£1284	£1225	£1165	£1109	£1050	£1004	£945
Third Page Colour	£1697	£1610	£1529	£1452	£1382	£1312	£1249	£1186
Third Page Mono	£1102	£1046	£997	£945	£899.5	£857	£805	£759
Quarter Page Colour	£1550	£1473	£1396	£1326	£1263	£1200	£1141	£1085
Quarter Page Mono	£857	£815	£773	£735	£696	£661	£630	£598
Sixth Page Colour	£717	£682	£647	£612	£584	£556	£528	£500

Extra 5% discount is available for payment with order

<p><b>Special Positions</b></p> <p>These rates are in addition to the basic page rate shown above:-</p> <p>Inside Front Cover £150.00            Inside Back Cover £100.00            Outside Back Cover £200.00            Guaranteed Position £100.00</p> <p>Although the advertisers may request special positions within the publication, we will only guarantee the position if the fee of £100.00 is paid.</p> <p><b>Special Inserts</b></p> <p>Up to 135 gsm £1900 per A5 sheet, £2250 per A4 sheet. Larger size inserts will be quoted upon request.</p> <p><b>Agency Commission</b></p> <p>10% is paid to registered advertising agencies providing that payment terms are strictly adhered to.</p>	<p><b>Cancellation dates</b></p> <p>Any cancellation of booked space must be made within 3 months prior to publication date for Mono and 5 months for Colour.</p> <p><b>Mechanical Data</b></p> <p>Double Page Spread 420 x 297mm            DPS Bleed 426 x 303mm            Full Page 297 x 210mm            Bleed Page 303 x 216mm            Two Thirds Page 303 x 110mm            Half Page Horiz. 150 x 170mm            Half Page Vertical 272 x 91mm            Third Page Horiz. 103 x 183mm            Third Page Vertical 273 x 59mm            Quarter Page Vertical 135 x 91mm            Quarter Page Horiz 68x186mm            Sixth Page Horiz 90 x 91mm            Sixth Page Vertical 135 x 59mm</p> <p><b>Translation Charges</b></p> <p>For new copy, a one-off translation charge of £200 will be added to the first insertion (up to 100 words). Any extra production work in case of supplying different files, will be charged at cost.</p>	<p><b>Discounts</b></p> <p>Extra 5% discount is given for full payment with order.</p> <p>Discounts are not applicable in the case of cancellation or late payment. The publisher reserves the right to demand the difference between the single insertion rate and series / discounted rate in this case.</p> <p><b>Media Format</b></p> <p>Media is accepted by email as High Resolution PDF files.</p> <p>CDs sent by courier are acceptable as long as all charges including duties and taxes are paid for by sender.</p> <p><b>General terms of payment</b></p> <p>Non-account holders, first order paid in advance to open account. For account holders, payment made on receipt of invoice, with maximum of 12 days credit.</p>
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**P**acktech is the world's only Arabic/English specialised trade journal covering the food & beverage processing/packaging, pharmaceutical and cosmetics packaging industry distributed to over 8000 companies throughout 20 countries in the Middle East & North Africa. Only Packtech provides a robust Arabic and English editorial programme and valuable circulation working together to attract and engage the executive level decision makers advertisers wish to reach.

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### Advertising Options

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Displayed on all pages

#### **Banners (left side)**

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#### **Homepage Banner**

Still  
Size : (870 x 100) pixels  
Displayed on home page only

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Flash/Animated banners as SWF type

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Please ensure the dimension and type are accurate.

### **Files sizes:**

Banner size should be below 250K, however should you have any special requirements please let us know.

Please note we use google analytics to monitor our websites which features number of visitors and origin of visitors to the website.

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Banners	£ 200	£ 500	£ 800	£ 1500
Homepage Banner	£ 200	£ 500	£800	£1500

Please note the above rates are for direct placement and do not include Arabic translation if applicable.

We also offer e-shots, to know more about this service please feel free to contact us.

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