

MACHINERY UPDATE

PPMA

The machinery only journal for processing & packaging

MEDIA PACK



Processing & Packaging
Machinery Association



British Automation &
Robot Association



UK Industrial
Vision Association

Message from the Editor

Machinery Update is a magazine that does exactly what it says on the tin – it updates readers on everything they need to know about processing and packaging machinery, robotics and vision technology.

This could be a new machine; a recent installation; a component part of a machine; some clever software; an industry issue; a feature on a specific market sector; new people in the industry; a diary date; health and safety information; the most recent legislative changes and any implications these may bring or news from the PPMA itself including its range of technical seminars.

And it's easy to contribute. All PPMA members are eligible to be included in Machinery Update and we welcome all submissions. Don't worry if you don't have a PR company to put any information together, all you need to do is email me some bullet points and I can take it from there. I work with a lot of companies this way and can even interview your customers for quotes once you have the permission for me to do so.

We are fiercely focused on the magazine. You won't find general business stuff or mildly relevant information for technical folk. We ONLY write about machinery and anything pertaining to it. That is why readers know what they are getting and like what they read.

And don't forget that the readers of Machinery Update are working in the manufacturing industry across the UK. So if you want to tell your current or potential customers anything new about your business, tell Machinery Update first. It's a free and quick route to market and building your profile can also help with recruiting skilled people, too.

Don't miss out on this opportunity... we look forward to hearing from you.

Gail Hunt

Editor

gail.hunt@ppma.co.uk



Plan to get more out of your processing and packaging machinery

Publication Profile



Machinery Update – PPMA’s flagship publication

Machinery Update is the official publication of the PPMA (Processing and Packaging Machinery Association).

Launched in 1989, Machinery Update has developed an unrivalled reputation as the prime source of information amongst buyers and specifiers for the processing and packaging industry as a whole. Today, PPMA represents over 550 member companies and its primary purpose is ‘to promote ALL of its members and in turn help them sell more products and services’ is as true today as it ever was.

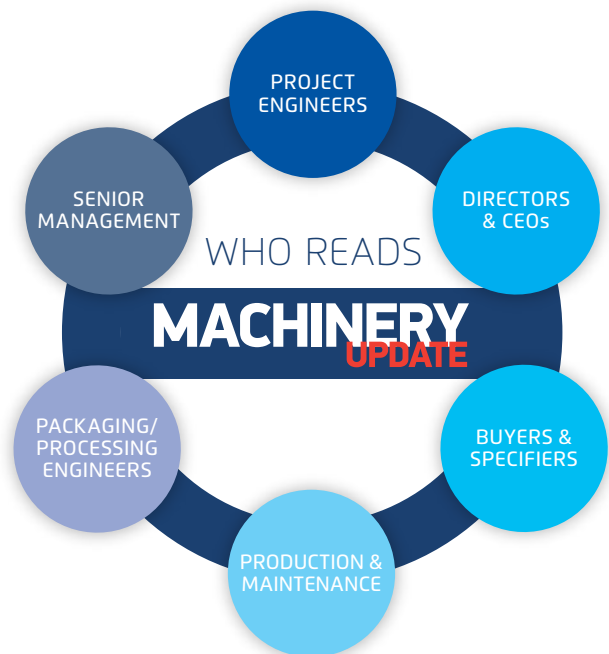
Why Advertise in Machinery Update?

Machinery Update is the UK’s only dedicated packaging and processing machinery magazine for manufacturing, engineering and retailer communities. It is valued as being, the most highly trusted source of information for the industry and is therefore an invaluable, not to be missed read, for those involved in it. This puts us in the unique position, of being able to offer an unrivalled publishing sales platform for our members, allowing you to showcase your company and engage with your future customers!

The Machinery Update Audience

Machinery Update’s audience is made up of key buyers and decision makers in the packaging and processing industry.

Every copy of Machinery Update is sent to a qualified individual who meets our strict criteria to be eligible to receive it.



Editorial Content

Machinery Update continues to source the most relevant and highest quality content, to make sure our publication receives maximum engagement from our readers.

With this in mind, we ensure the most current, relevant and informative topics are covered and these include –

- Market News
- Machinery Developments
- Installations
- Components
- Labelling
- Coding & Marking
- Packaging Machinery
- Robotics
- Vision
- Processing Equipment
- Legislative & Regulatory News
- International News
- Research and Development & Environmental Issues

Features

Our features are market led and can include what impact consumer trends are having on the processing and packaging sectors.

Show Editorial Coverage

Extensive show coverage:

- PPMA machinery only show (owned and run by PPMA)
- PPMA Total Show (owned and run by PPMA)

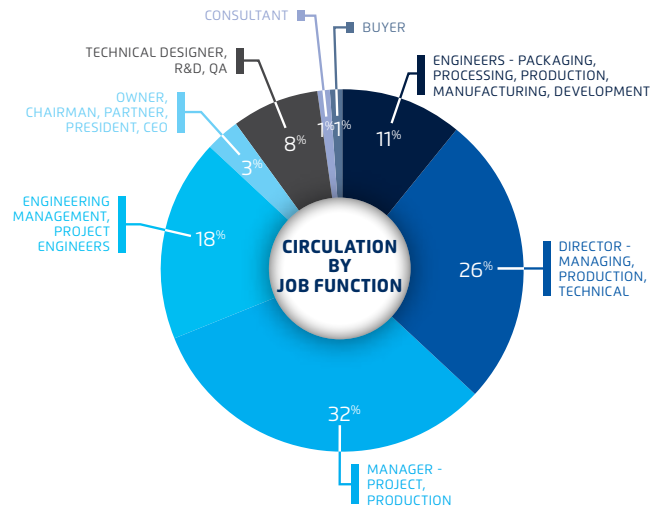
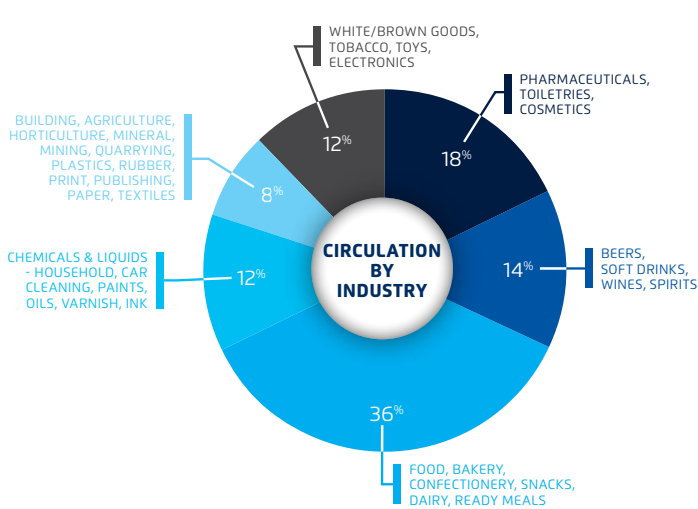
Circulation Profile

Machinery Update is circulated bi-monthly and mailed by request to circa **9,000+** named, researched and qualified recipients in the industry. **It is estimated that readership is three times this figure!**

It is also mailed electronically to PPMA's entire end user database of circa 35,000 + contacts! This extensive database has been created through PPMA Show visitors, PPMA Total Show visitors and other PPMA events.

Plus, it will be distributed at the **PPMA Show**, the **PPMA Total Show** AND at all the major shows at which the PPMA has a presence, including: **interpack** - Germany, **ProPak Asia** - Thailand and **Gulfood Manufacturing** - Dubai.

This gives Machinery Update an incredible reach within the industry, allowing you to maximise the effectiveness of your advertising campaign.



Advertising Rates

ADVERT SIZE (ALL ADVERTS FULL COLOUR)	ONE ISSUE	THREE ISSUES	SIX ISSUES
Double Page Spread (DPS)	£2860	£2650	£2400
Half Page DPS	£1620	£1450	£1250
Third Page DPS	£1270	£1140	£1010
Full Page	£1520	£1390	£1270
Junior Page	£1270	£1140	£1010
Half Page	£1025	£915	£850
Third Page	£860	£785	£730
Quarter Page	£795	£730	£695

INSERT RATES

Single sheet loose internal inserts – up to 10 grams	£1320
Over 10 grams / bound-in inserts	Price on application

Mechanical Details

Type Area

(All dimensions are in millimetres)

	TYPE	TRIM	BLEED
DPS	390 x 270	420 x 297	426 x 303
DPS Half Page (H)	390 x 130	420 x 144	426 x 150
DPS Third Page (H)	390 x 78	420 x 94	426 x 100
Full Page	180 x 270	210 x 297	216 x 303
Junior Page	134 x 211	149 x 225	155 x 231
Half Page (H)	180 x 130	210 x 143	216 x 149
Half Page (V)	88 x 270	103 x 297	109 x 303
Quarter Page (P)	88 x 130	103 x 143	109 x 149
Quarter Page (H)	180 x 60	210 x 73	216 x 79
Quarter Page (V)	42 x 270	57 x 297	63 x 303
Third Page (V)	56 x 270	67 x 297	73 x 303
Third Page (H)	180 x 80	210 x 93	216 x 99

Mechanical Details

Advertisements should be supplied as high-resolution PDFs.

PDFs supplied should be high-resolution, all images 300 dpi and CMYK, fonts embedded and bleed (if any) added.

Adverts can also be supplied in the following formats: QuarkXpress, Adobe Photoshop, Adobe InDesign, Adobe Illustrator.

Fonts: Please supply all fonts used in the file. All fonts used in placed EPS files must also be supplied.

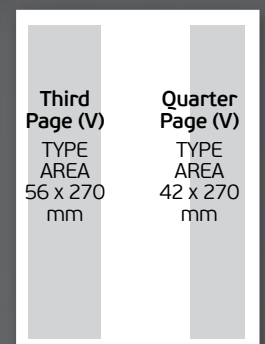
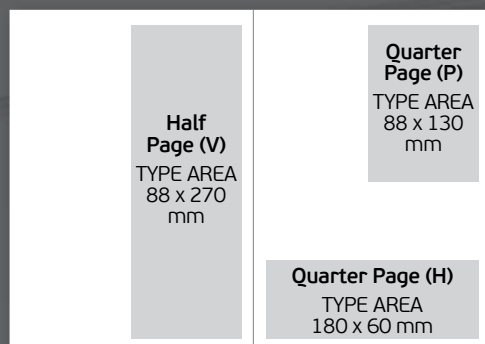
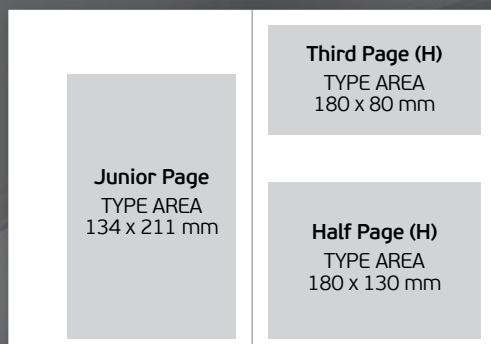
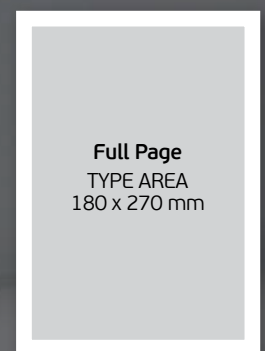
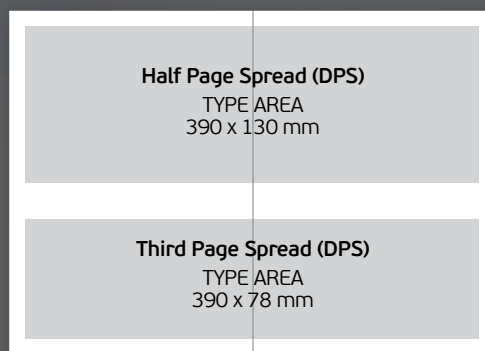
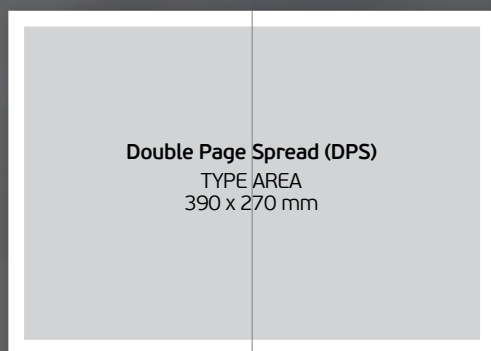
Images: Please supply all images used in the file. Photo images to be a minimum of 300 dpi and if colour, to be saved as CMYK. Images to be saved as Tiff, EPS, (no JPEG compression applied), or JPEG.

Bi-monthly: Published 2nd week of 1st month

Copy Date: 2nd week of month preceding publication date

Cancellation: 6 weeks preceding publication date

Advertising Agency Commission: 10%



Machinery Update – Machinery Finder Section & PPMA Machinery Directory



Machinery Update – Machinery Finder Section – from £23 per issue

The most cost-effective way of putting your company's name in front of thousands of machinery buyers, specifiers and decision makers.

The Machinery Finder is a standalone section of Machinery Update Magazine comprising three colour-coded industry specific sections:

Packaging Machinery Finder Pages



From Adhesive applicators to X-Ray machines, every reader, every issue has access to hundreds of products from hundreds of suppliers. For a few £'s these pages give unbeatable value. A must for any member!

Processing Machinery Finder Pages



A simple, quick, concise A-Z of processing equipment from Autoclaves to Sterilizing; The foundation of any marketing campaign. Be seen, be found.

Ancillary Equipment & Services Machinery Finder Pages



Whether targeting the end user or a PPMA member, an entry in these pages opens up all manner of sales opportunities. From AC Industrial Drives to Wheels - the perfect foundation and the perfect route to a lucrative market.

For any advertiser in Machinery Update's Machinery Finder section, your logo will also appear, **free of charge**, in the same headings on the PPMA website.



The PPMA Machinery Finder Directory

There is nothing in the Processing or Packaging market place that matches the quality, quantity and value of information contained in this publication.

- With 1000+ product categories
- Simple and easy to use
- Lists every member with details of machinery ranges/products supplied
- Processing/packaging machinery indexes
- Robotics equipment and vision systems index
- Affiliate member indexes
- Trade names and agents represented
- Distributed to a high calibre audience of buyers/specifiers and also at every PPMA attended event – both at home and abroad.

Digital Advertising and Member Web Page Enhancements

Machinery Finder can help you boost your company profile to an extensive end-user market with various targeted advertising options plus the opportunity to enhance your member web page with graphics or an illustrative representation of your product.

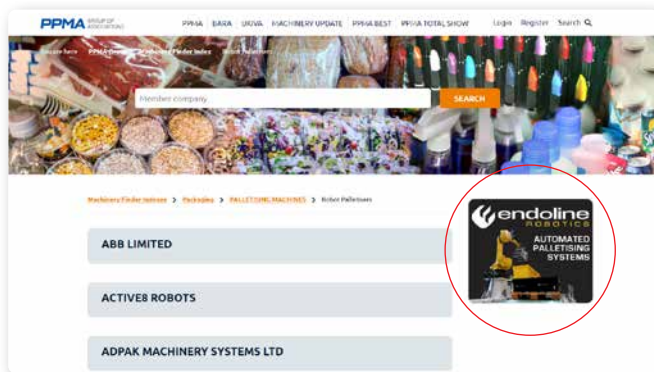
Stand out from the crowd. See below how you can benefit.

Machinery Finder Web Banners

Targeted advertising within the exact listings for the products you supply. Two options to fit your budget.

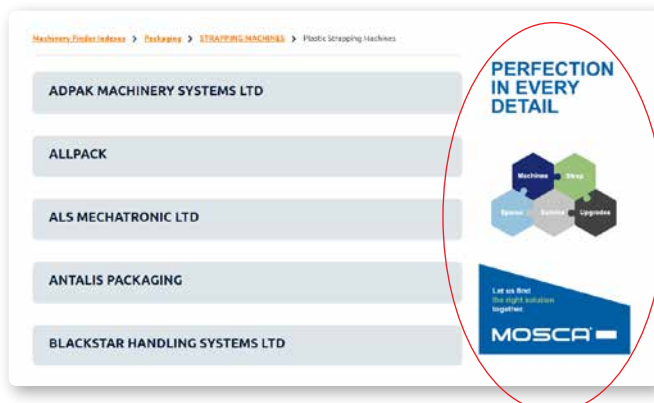
£500 to £800 for 12 months advertising.

Button format banner



SIZE	FILE TYPE	COLOUR SCALE	DPI
300 x 250px	jpg	RGB	72

Skyscraper format banner



SIZE	FILE TYPE	COLOUR SCALE	DPI
300 x 600px	jpg	RGB	72

Members Page Web Banner

Wraps around your company name on your members page giving a graphic representation of your machinery.

Free to members with 10+ headings in the Machinery Finder section of Machinery Update.

£295 for 12 months for any member.



SIZE	FILE TYPE	COLOUR SCALE	DPI
1440 x 300px	jpg	RGB	72

Machinery Finder Company Logo

For any member advertising in the Machinery Update Machinery Finder section, your logo will also appear, **free of charge**, in the same headings on the PPMA website.

Your logo will be included next to your name on the product headings you appear under to help you stand out even more.



SIZE	FILE TYPE	COLOUR SCALE	DPI
210 x 90px	png (transparent)	RGB	72

Machinery Update Digital E-Bulletin

Like any good reading material, keeping the content focused and relevant is key.

The E-Bulletin sticks to this mantra but more importantly, gives the reader just enough information, without overload, to help them in their day to day jobs.

Published six times a year, between print editions of the main magazine the bulletin creates, in effect, a monthly news feed to the end-user market.

Each bulletin is sent to an average audience of 39,000 qualified recipients and consistently achieves an open rate well in-excess of 30%.

There are two advertising options on each bulletin:

Main banner

There are two banners running between the 2nd & 3rd editorial and 4th & 5th editorial; each charged @£800 (subject to availability).

Info box

At the bottom of the E-Bulletin @£200 per edition, ideal for promoting events, training, webinars etc.

For more details on this as an advertising option, please call **David Chadd** on +44 (0) 20 8773 5505
Email: david.chadd@ppma.co.uk



MACHINERY UPDATE E - BULLETIN



Latest multihead weigher raises the quality bar in the 50th anniversary since its initial invention

Ishida has launched its 11th generation model of its multihead weigher technology which, it says, delivers the highest weighing performance so far

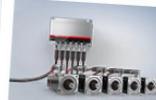
[READ MORE](#)



Embedded vision concept is designed to deliver sophisticated vision solutions quickly and easily

In its 35th anniversary year, Stemmer Imaging is launching a new embedded vision concept which is set up as a comprehensive ecosystem for users

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BECKHOFF

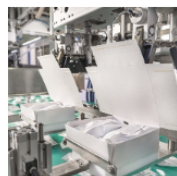
MACHINERY UPDATE E - BULLETIN



PPMA BEST is encouraging budding engineers with Virtual 'Factory of the Future' STEM days

PPMA BEST, the charitable organisation within the PPMA Group, has delivered 18 virtual STEM days to 2,600+ young people; with more planned

[READ MORE](#)



The flexibility offered by an ice cream cartoning line is preventing US product losses in operation

Hudsonville Creamery & Ice Cream has invested in end of line automation from Gerhard Schubert to deliver top flexibility for its delicate products

[READ MORE](#)

AUTOMATIC FILLING,



Future technologies will be presented at this year's Industrial Ethernet Week this month

Harting invites you to attend its second event to learn from technical experts and IIoT pioneers' sessions that takes place over 21 - 23 February

[READ MORE AND REGISTER](#)