



2022  
MEDIA KIT



THE  
OFFICIAL  
YEAR-ROUND  
NEWS  
PLATFORM

NEWS

news.all4pack.com  
actualites.all4pack.fr



# INNOVATIONS & TRENDS

ALL4PACK NEWS is the year-round go-to-platform for the packaging industry, allowing you to connect with people relevant to your business, and stay ahead of the game with expert insights and latest industry news.

The daily updated News section allows you to keep in touch with the ALL4PACK Emballage Paris community all year round, inform your target groups about your latest news and make sure your company is always on top of their mind and business agendas.

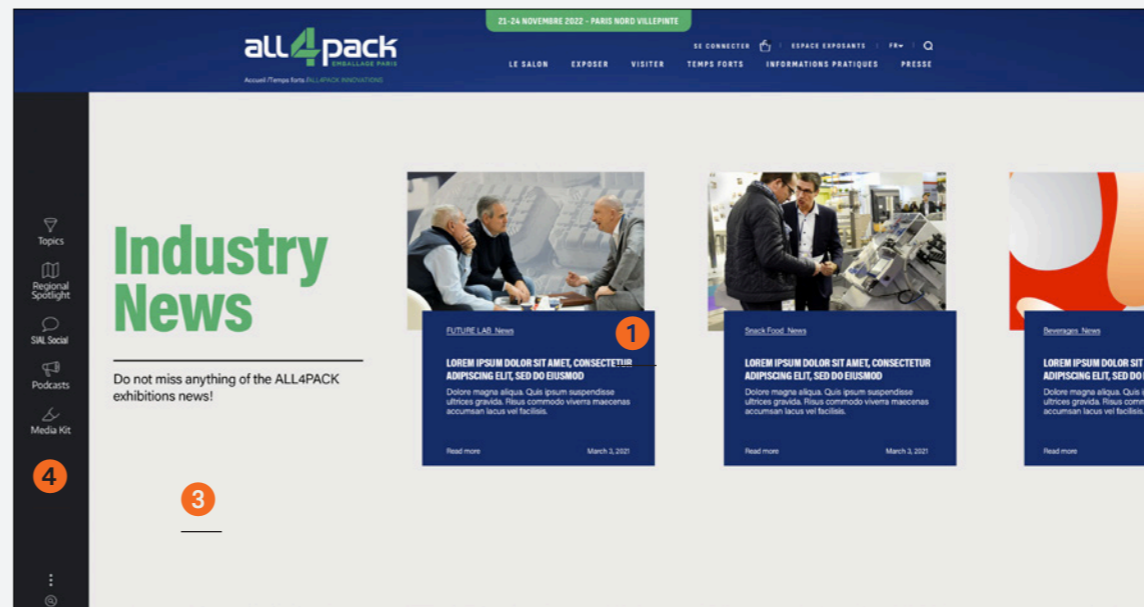
Whether it be a product or campaign launch, management/ government announcement, news or strategy update, the ALL4PACK News allows you to get your message out efficiently to all relevant industry contacts.

## NEWS

Highlight your News or Brand Message on news.all4pack.com!

### TOPICS

- **Industries:** Logistics, Packaging, Processing, Printing
- **Expertises:** Agri Food, Beverages & Liquids, Consumer Goods, Distribution & e-Commerce, Hygiene, Beauty, Pharma
- **Materials**
- **Show News**



## RATES

### NEWSROOM

- **In-Depth Article:** 600 words  
1<sup>st</sup> position during 1 week **1**  
(2 spaces available) € 1,400
- **Short Article:** 200 words  
Position 3 & 4 during 1 week  
(2 spaces available) € 600
- **Global sponsoring** **3**  
Your branding on all sections  
3 months: € 19,500  
(including 2 in-depth articles)

### OPTIONS

- **HOMEPAGE** **2**  
Your article highlighted on the Home page  
1 week: € 600

### OPTIONS

- **MENU ENTRY** **4**
- Dedicated Menu Point
- Dedicated page branded
- 6 articles (3 short and 3 in-depth)
- 6 Newsletters inclusion (3 x 1<sup>st</sup> position and 3 x 3<sup>rd</sup> position)
- 2 social media posts € 16,500

### OPTIONS

## SOCIAL MEDIA

Your article highlighted in 1 ALL4PACK Emballage Paris social media post (1 space available / week)

### RATES

- **1 post / all 4 platforms** € 1,400

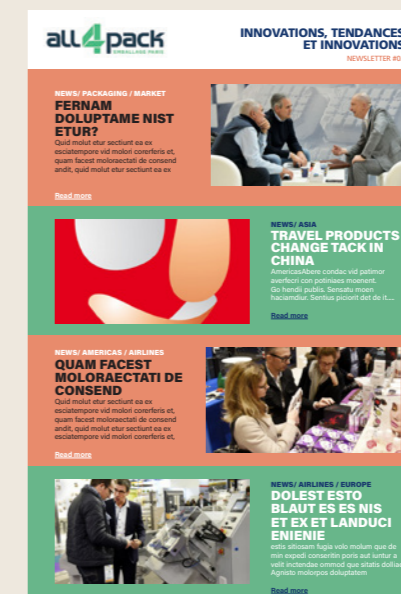


### OPTIONS

## NEWSLETTER

Monthly

Your article highlighted in one monthly news.all4pack.com newsletter



## RATES

- **Your article highlighted in 1 newsletter**  
1<sup>st</sup> position € 1,200  
3<sup>rd</sup> position € 600  
(2 positions available)



# READER PROFILE

**66,000**  
TRADE VISITORS

**35%**  
INTERNATIONAL  
VISITORS

## TOP 10 COUNTRIES

BELGIQUE  
ITALIE  
ESPAGNE  
ALGÉRIE  
ALLEMAGNE  
PAYS-BAS  
TUNISIE  
ROYAUME-UNI  
MAROC  
SUISSE

Source: 2020 - ALL4PACK

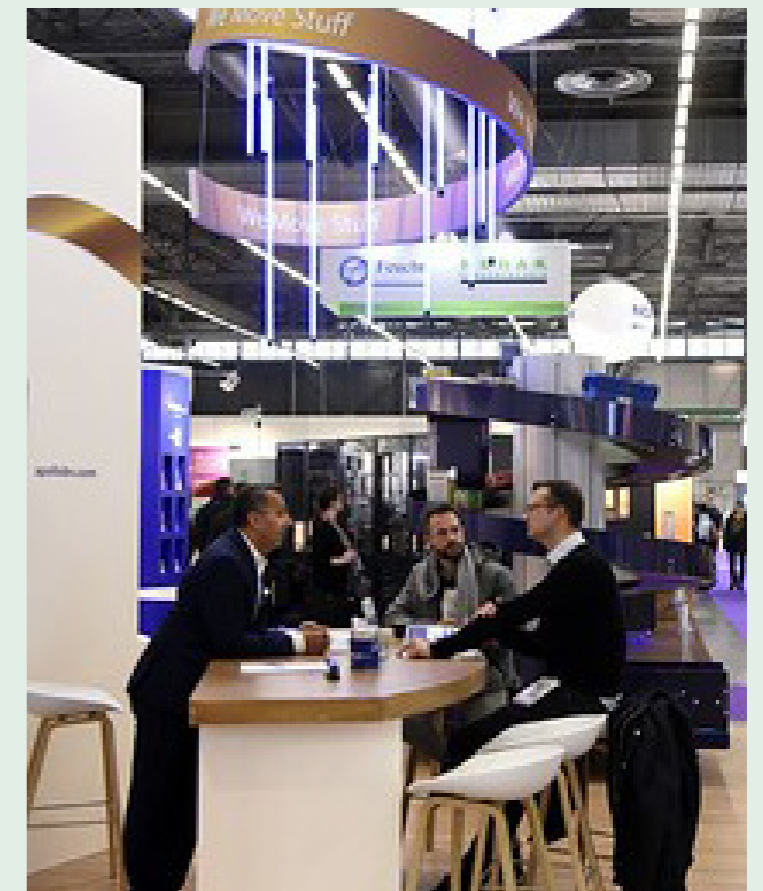
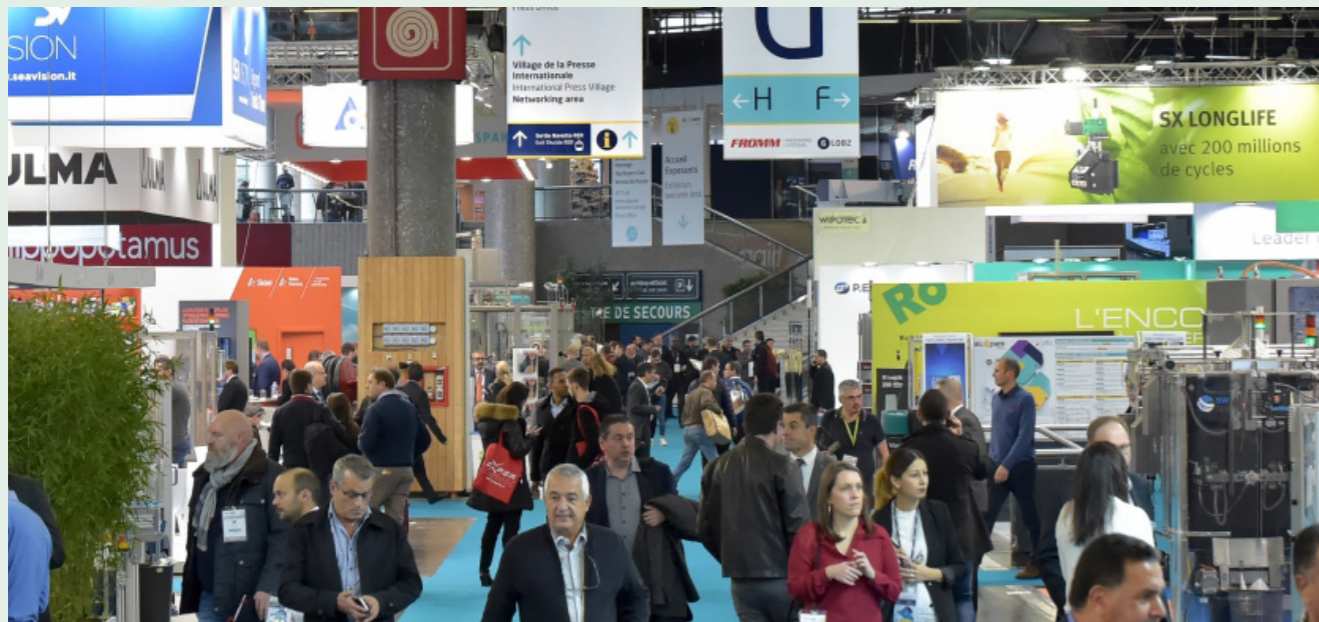
## SOCIAL MEDIA

 **3 197**  
FOLLOWERS

 **840**  
FOLLOWERS

 **4,470**  
FOLLOWERS

 **1 910**  
MEMBERS



## CONTACTS



### ADVERTISING

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