

**THE METAL
PACKAGER**

MEDIA PACK 2022 - 2023

 @MetalPackager

 @the-metal-packager

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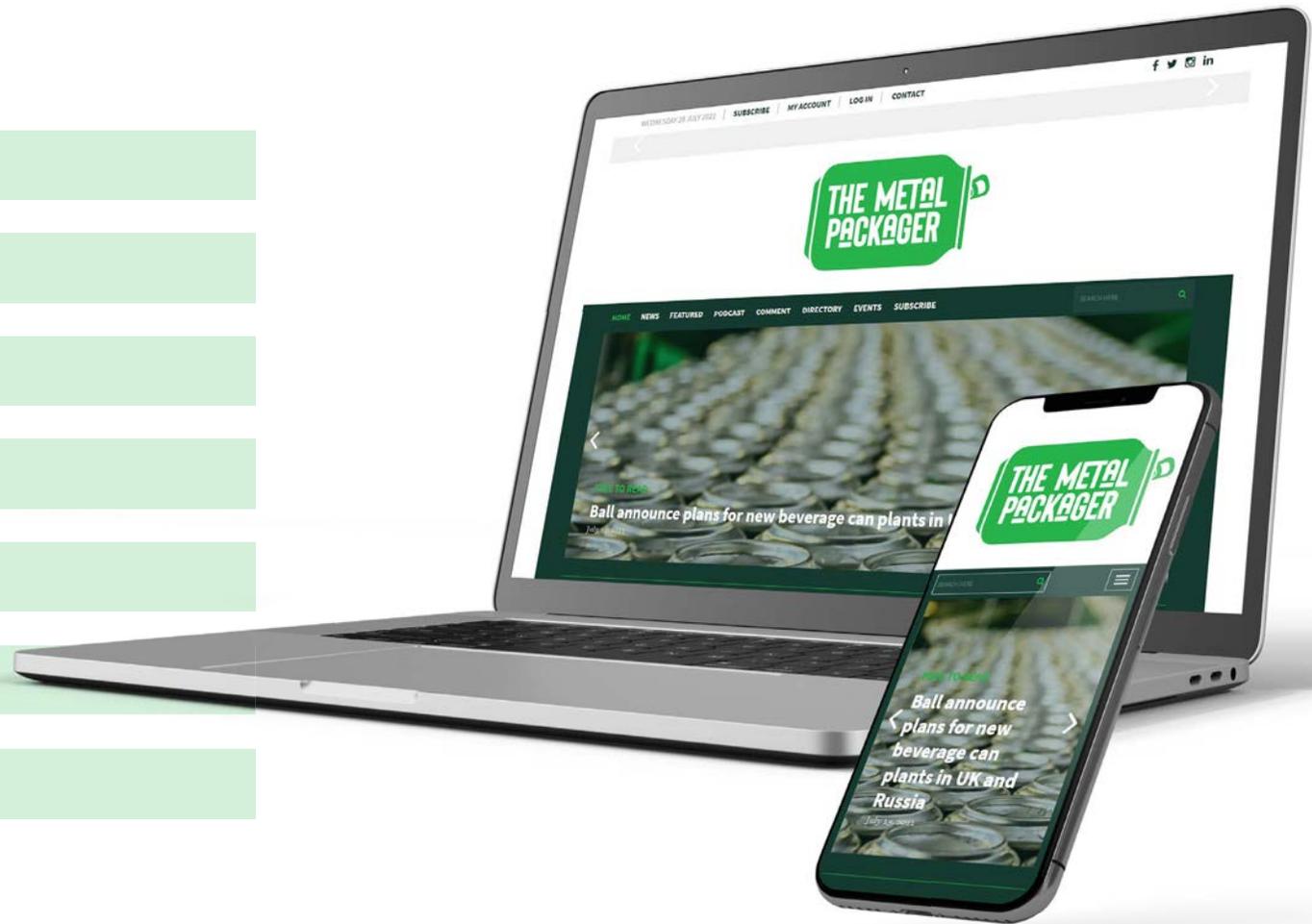
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THE INSIDE TRACK



A MESSAGE FROM OUR MANAGING DIRECTOR

Welcome to The Metal Packager's 2022/23 media guide.

The last 12 months has seen us grow from strength to strength as an organisation, with several unique new features added to our content. It's been great to showcase The Metal Packager at a range of trade shows and as we build to Metpack in 2023, we're looking forward to bringing you the industry's leading content in a range of unique options.

During the last year, we've added a job listings function – with our offering now reaching over 6,000 monthly users in over 140 countries globally, The Metal Packager's job listings offer enables you to reach the people who matter, and markedly increase job vacancy traction. Recruiting and developing a strong pipeline of talent is becoming increasingly challenging and crucial to the metal packaging industry. With this in mind, we're delighted to offer this service to help ensure the industry stays ahead.

Subscribers now enjoy two newsletters a week and our innovative text alert service has been a real hit for those wanting to keep up to speed with minimal intrusion.

We've exceeded over one-million-page page impressions on social media, and we've been blown away by the traction The Metal Packager has received. Whether it's podcast, videos, social media or traditional feature content, we'll be with you every step of the way to ensure you keep abreast of the metal packaging industry's latest developments.

With kindest regards

Alex Fordham

Owner and Managing Director





A DIGITAL ONLY INFORMATION PLATFORM, THE METAL PACKAGER IS THE SUSTAINABLE VOICE FOR METAL PACKAGING PROFESSIONALS WHO WANT TO GROW AND EVOLVE IN AN EVER-CHANGING INDUSTRY

The Metal Packager offers the ultimate resource for metal packaging professionals in a contemporary format.

Our team will ensure metal packaging professionals have access to all the latest industry news and features in an easily consumable format via a mobile and tablet-friendly website.

The Metal Packager keeps you informed on what's happening in your topics with a Weekly Update - a mix of news, features and podcasts, desktop services, social media channels, and The Metal Packaging Directory.

Whilst on the move, listen to the monthly Metal Pack Pod podcasts with the latest news and views from the industry's key players.

Metal packaging being a global industry with many professionals travelling regularly, The Metal Packager offers an easy and reliable solution to keeping you up to date and in step with your travel needs.

As well as keeping subscribers informed, The Metal Packager offers numerous advertising opportunities for metal packaging companies looking to utilise the one-stop resource that is The Metal Packager portfolio.

A new feature from The Metal Packager is our dedicated job listings service. Reach over 6,000 industry professionals per month and target the right candidate within the metal packaging sector.

HOW YOU BENEFIT



ACCESS TO METALPACKAGER.COM

Get unrestricted access to industry news, features, directory and interviews



BREAKING NEWS ALERTS

Find out the important industry news stories as they break



NEWSLETTER

Keep up to date with twice-weekly news and views from the metal packaging industry straight to your email



WHATSAPP BROADCAST

Get a private weekly update on the metal packaging industry straight to your mobile



JOB LISTING

Reach over 6,000 industry professionals per month and target the right candidate within the metal packaging sector



PODCAST

Discover insights and trends shaping the industry with *The Metal Pack Pod*. Each episode is built around a theme of the month and subscribers get access to our full back catalogue of previous episodes

JOIN THE CONVERSATION



METAL PACKAGING PROFESSIONAL SUBSCRIPTION

Your subscription includes:

- Access to interactive website, which is compatible with smart phone and tablet
- Get the latest metal packaging news and features from industry experts from around the world
- Live news access for desktop computers
- Twice weekly Newsletter update
- Access to sponsored content
- Weekly WhatsApp broadcast list (weekly news alert direct to your mobile)
- Access to a regular podcast

CORPORATE SUBSCRIPTION (PRICE PER MULTIPLE USERS)

Get all the benefits of an individual subscription at a reduced rate for your employees.

AUDIENCE AND STATISTICS



TESTIMONIALS



CARNAUDMETALBOX ENGINEERING

After the pandemic impacted face-to-face contact with customers, we wanted to increase our online presence – The Metal Packager was the obvious choice to help us with that. They think outside the box and we have enjoyed working with Alex & Megan on projects like podcasts, which we possibly wouldn't have thought of before.

Caroline Symonds, Marketing Manager



PPG

It's been a pleasure working with The Metal Packager in helping to promote our market leading innovations to the metal packaging industry. We've been delighted to sponsor the company's podcast for 2022.

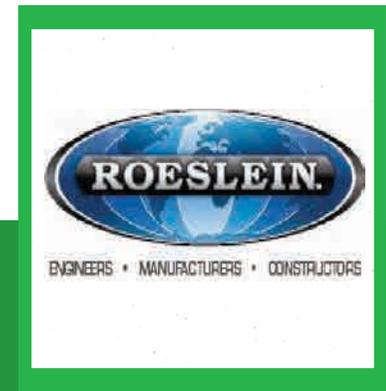
Zack Madden, Senior
Communications Partner



PRIME CONTROLS

Working with The Metal Packager has been great. The staff are beyond knowledgeable, friendly and helpful. They have advertising offerings to fit every budget and vast marketing channels to help us reach our audience. We have truly enjoyed partnering with them and look forward to continuing our partnership.

Brittany Loyd, Marketing Coordinator



ROESLEIN

The Metal Packager is a great industry resource for our employees and the company as a whole. They are easy to work with and offer various advertising and promotional opportunities that fit our strategic goals.

Julianne Wallinger, Graphic
Designer

AUDIENCE AND STATISTICS



AN EXAMPLE OF SOME OF OUR USERS



INDUSTRY

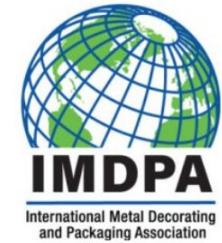


THE METAL PACKAGER IS PROUD TO SUPPORT INDUSTRY EVENTS

BrauBeviale

CRAFT
BREWERS
CONFERENCE[®]
& BrewExpo America[®]

drinktec
Grow with the Flow



LONDON
PACKAGING
WEEK



PROPAK
ASIA

WORLD CAN
CONFERENCES
ChinaCan — GulfCan

AUDIENCE AND STATISTICS



WEBSITE STATS

AVERAGE SESSIONS PER MONTH

6,705

AVERAGE PAGE VIEWS PER MONTH

9,581

AVERAGE USERS PER MONTH

6,000

TRAFFIC PROFILE

DESKTOP

39%

MOBILE

60%

TABLET

1%

USER BREAKDOWN

SENIOR (DIRECTOR, OWNER, VP ETC)

24%

MANAGER/SENIOR

50%

PRODUCTION/MANUFACTURING

23%

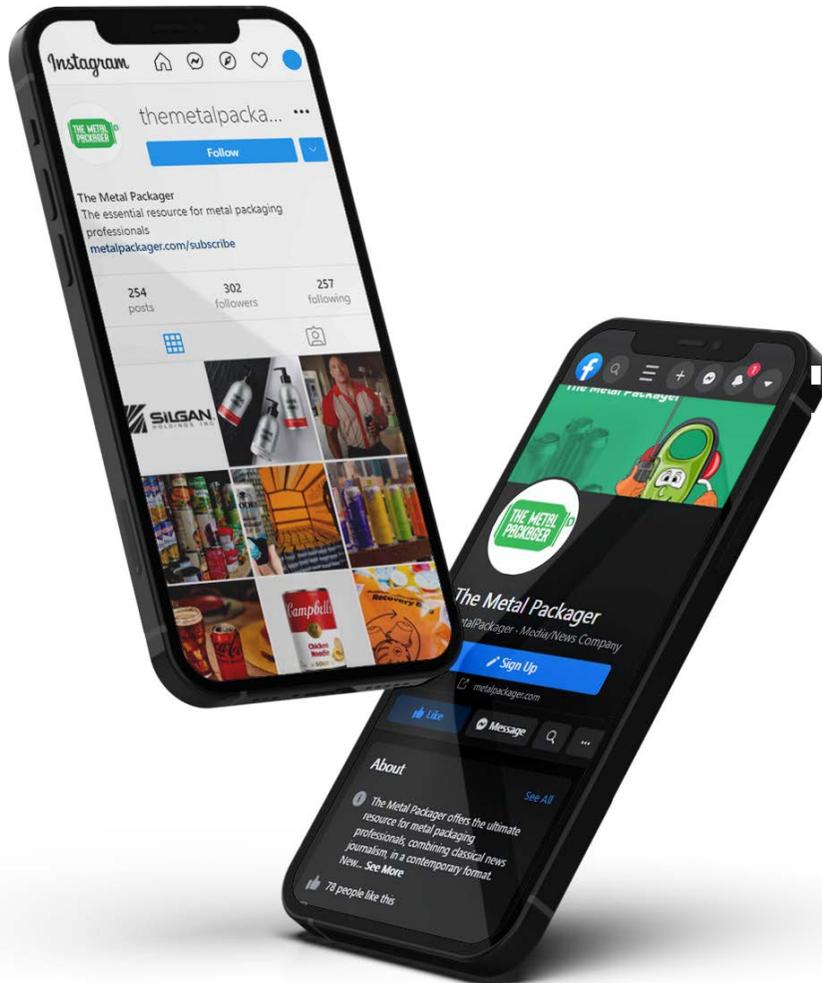
OTHER

3%

TOP 10 COUNTRIES

- | | |
|------------|----------------|
| 1. USA | 6. NETHERLANDS |
| 2. UK | 7. INDIA |
| 3. GERMANY | 8. CANADA |
| 4. BRAZIL | 9. SPAIN |
| 5. FRANCE | 10. ITALY |

SOCIAL MEDIA STATISTICS



IMPRESSIONS

1,376,647

SOCIAL CLICKS

22,982

NUMBER OF SOCIAL FOLLOWERS

7,000+

WEBSITE ADVERTISING



BILLBOARD

Size: 970x250px
Position: Top Centre



LEADERBOARD

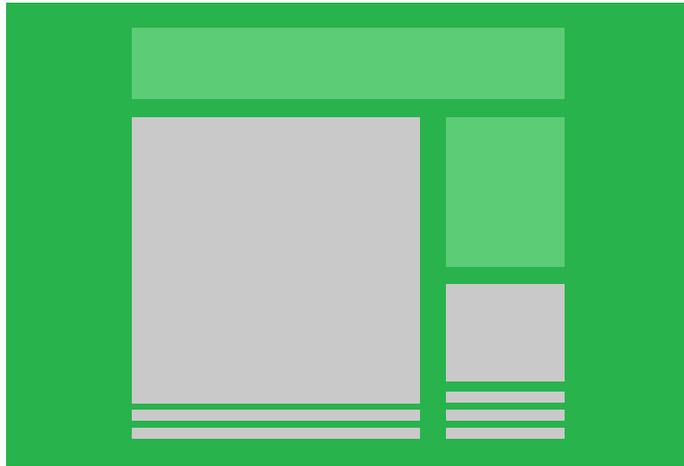
Size: 728x90px Middle
Position: Centre



MEDIUM RECTANGLE

Size: 300x250px
Position: Right Column

WEBSITE ADVERTISING



WEBSITE TAKEOVER

Size: Full Screen

Position: Centre



COMPANY DIRECTORY LISTING PER CATEGORY

Which includes logo, website, address, company description and contact address.



OTHER COMMERCIAL OPTIONS



PODCAST:

Podcast: The Metal Pack Pod

With guests from companies including Crown Holdings, Roeslein & Associates and Trivium Packaging, we've explored the latest news, trends and hot topics impacting the global metal packaging market. As an innovative commercial opportunity, equipment suppliers within the industry have an opportunity to work with us to develop a bespoke podcast episode. As well as being distributed across The Metal Packager's extensive portfolio, once the episode is live, the content becomes your intellectual property. Use this for internal marketing, social media and as an information piece when pitching to new customers!



VIDEO:

Have a bespoke video on your company that you'd like to share? The Metal Packager's innovative website portal enables videos to be shared on our homepage. We'll also assist in a marketing campaign to ensure that the video is viewed across our other channels including social media, newsletter and WhatsApp text news alert.

OTHER COMMERCIAL OPTIONS



SPONSORED CONTENT:

Unlike any other resource in the metal packaging market, The Metal Packager offers you a unique opportunity to advertise your company/product on our designated section on our homepage.

Ensure maximum exposure by securing a sponsored content opportunity, and your story will remain visible on the homepage of The Metal Packager.

JOB LISTING:

A new feature from The Metal Packager is our dedicated job listings service.

Reach over 6,000 industry professionals per month and target the right candidates within the metal packaging sector. The job will appear on our website, in our twice weekly newsletter, text alert and on all of our social media channels.

Has your can washer seen better days?

July 19, 2022 | by: The Metal Packager Team



5 ways to bring it back to life:

Not many pieces of equipment take more abuse than a washer. Depending on the circumstances and original components, canmakers are seeing as little as a three-year life on areas of their washers. Considering the expense required to replace them, many canmakers are looking for options.

What can a canmaker do when they see critical components of their washer start to fail? Many are starting to take advantage of fully prefabricated replacement parts.

These in-field replacement options are giving canmakers worldwide a huge advantage over the alternative – buying expensive, new equipment. These benefits include:

- Extending washer life at a fraction of the cost
- Avoiding 1-2 month outages
- Increasing plant efficiency and versatility with newer technology
- Reducing footprint with more sustainable components

JOBS



Supervisor, Plant Training Programs
August 5, 2022



Sales Representative/Distributor
July 14, 2022



Vice President of Sales
July 1, 2022



Industrial Electrician
June 30, 2022

OTHER COMMERCIAL OPTIONS



TWICE WEEKLY NEWSLETTER

Size: 728x90px

Position: Top Centre

Size: 300x250px

Position: Right Column



EMAIL & WHATSAPP BROADCAST RATE

(Advertise directly to The Metal Packager's email and mobile database)

FEATURES LIST



JAN-23

RTD Drinks
US Market
Supplier Focus
Aerosols

FEB-23

Spring Trade Show Focus
South American Market
Handling & Conveying
Bodymakers

MAR-23

Spring Trade Show Focus
Metal Decorating
Food Cans
Robotics

APR-23

Inspection & Testing
Can Makers/Innovation
Tooling/Spare Parts
Raw Materials

MAY-23

Can Makers
Europe Market
Digital Printing
Defects Machinery
Metpack

JUN-23

Filling
Chinese Market
Bodymakers
Logistics

FEATURES LIST



JUL-23

Food Cans
Handling & Conveying
Necking & Flanging
Three-Piece Cans

AUG-23

Autumn Trade Show Focus
Middle East and Africa
Market Inspection & Testing
Defects Machinery

SEP-23

Autumn Trade Show Focus
Metal Decorating
Pallitiser
Cuppers

OCT-23

RTD Drinks
Aerosols
Used & Refurbished Machinery
Raw Materials
UV Curing

NOV-23

South East Asia Market
Filling
Tooling/Spare Parts
Spray Machines

DEC-23

Supplier Focus
Sales & Service
Washers & Ovens
Trends



**THE METAL
PACKAGER**

CONNECT WITH US

ENQUIRIES

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SOCIAL

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The essential resource for metal
packaging professionals