



MEDIA PACK

2023 - 2024

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CONTENTS

- 3 The Inside Track
- 5 How You Benefit
- 6 Join the Conversation
- 7 Audience and Statistics
- 12 Website Advertising
- 14 Other Commercial Options
- 19 Features List



A MESSAGE FROM OUR MANAGING DIRECTOR

Welcome to the 2023/2024 edition of our Metal Packager media guide!

Our audience continues to grow from strength to strength. With our social media audience reaching nearly 1.5 million page impressions alone, it proves there is a zest for industry news.

After a couple of years of explosive growth, 2023 sees a changing landscape as the industry pauses to reflect. With this reflection, we expect can makers and suppliers to look to make efficiency savings, increase sustainability credentials in all areas of business, and seek new product innovations.

Likewise, here at The Metal Packager, we're seeking to evolve. This includes new advertising opportunities and an increased focus on video and podcast visual content.

The beauty of the media industry is that consumption habits continue to change. The challenge for us at The Metal Packager is catering for those demands. With that in mind, the next 12 months sees the return of a one-off print edition for the 2024 show season. However, as digital specialists, this is strictly a one-off to cater for the trade show footfall exposure.

For subscribers, new features for the year include exclusive 'first-view' access for premium content – subscribers receive access to content such as podcasts 24 hours before general release. There's no excuse not to subscribe to the fastest growing resource for the global metal packaging market.

At The Metal Packager, we look forward to another vibrant 12 months for the metal packaging industry!

With kind 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 7,000 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 24 hours before general release
- Access to the yearly Metal Packager print edition

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



INTERCAN GROUP LIMITED

We have enjoyed and benefited from our working relationship with the Metal Packager over the past year, utilising social media to raise awareness of our brand whilst also getting up-to-date news from the industry. We welcome them to the Premier League of can industry networking.

Peter Strobe, Managing Director



WALLRAM GROUP

We recently worked more closely with the Metal Packager because we are convinced of its modern concept and fresh appearance. Especially in personal contact, you can recognise the high level of professional competence.

Juergen Seel, Vice President & CFO



BALL CORPORATION

The customer support provided by the Metal Packager team is commendable, ensuring a seamless experience. The speed Megan and Alex have provided in their customer service to setup our advertisements was truly impressive. They provide a variety of advertising options tailored to specific requirements, accommodating diverse positions and preferences.

Karla Gallegos, TA Outreach Specialist



DRT HOLDINGS, LLC

The Metal Packager team is best-in-class. They are our No. 1 resource for news, podcasts and marketing. We'd highly recommend anyone within the metal packaging industry to work with them.

Will Hoffman,
Vice President of Sales & Marketing

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

7,235

AVERAGE PAGE VIEWS PER MONTH

11,320

AVERAGE USERS PER MONTH

7,000

TRAFFIC PROFILE

DESKTOP

39%

MOBILE

60%

TABLET

1%

USER BREAKDOWN

SENIOR (DIRECTOR, OWNER, VP ETC)

24%

MANAGER/SENIOR

50%

PRODUCTION/MANUFACTURING

23%

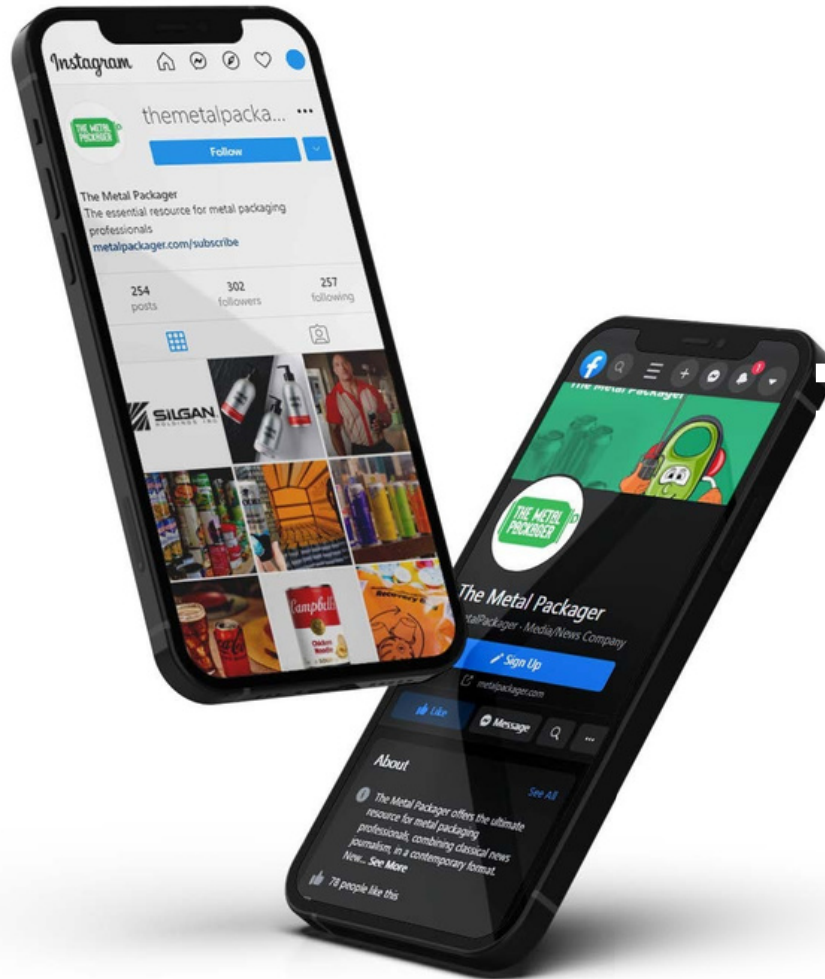
OTHER

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

1,523,820

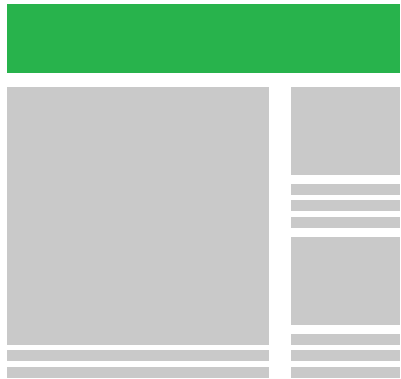
SOCIAL CLICKS

23,489

NUMBER OF SOCIAL FOLLOWERS

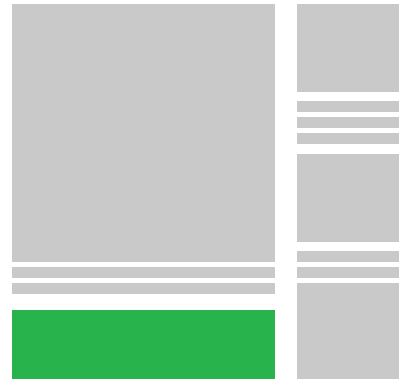
13,000+

WEBSITE ADVERTISING



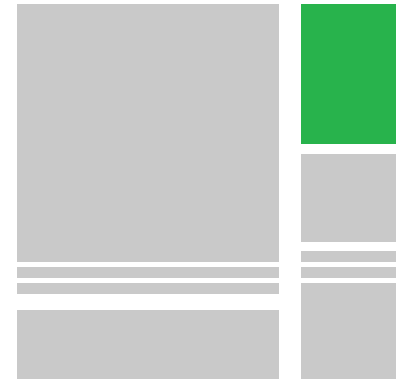
BILLBOARD

Size: 970x250px
Position: Centre Top



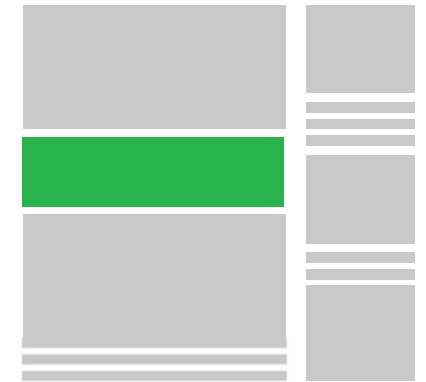
LEADERBOARD

Size: 728x90px
Position: Centre Middle



MEDIUM RECTANGLE

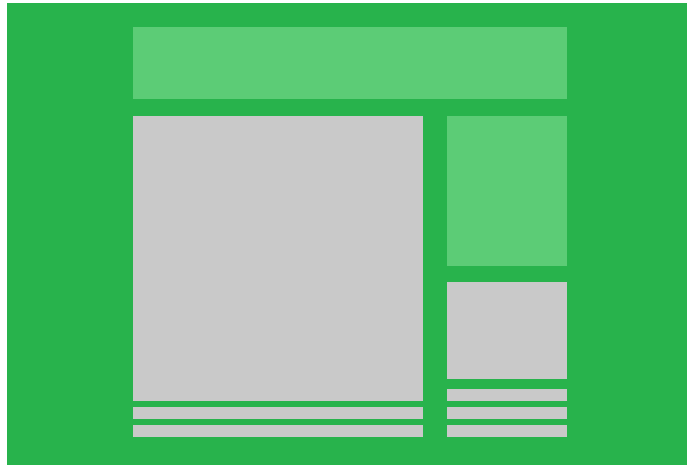
Size: 300x250px
Position: Right Column



**SUPER LEADERBOARD
(ROTATING)**

Size: 970x90px
Position: Centre

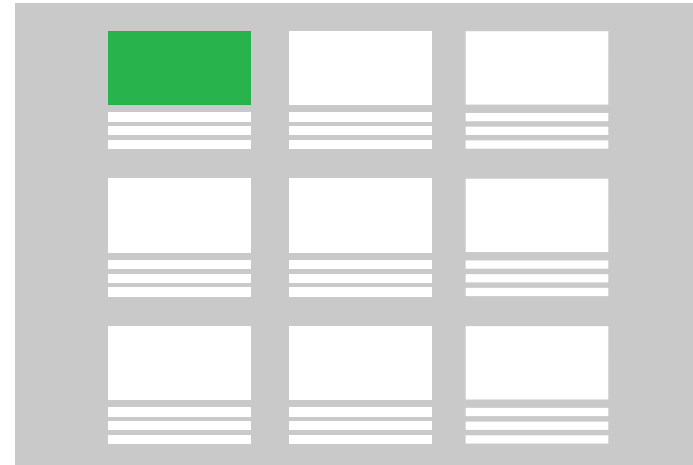
WEBSITE ADVERTISING



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!



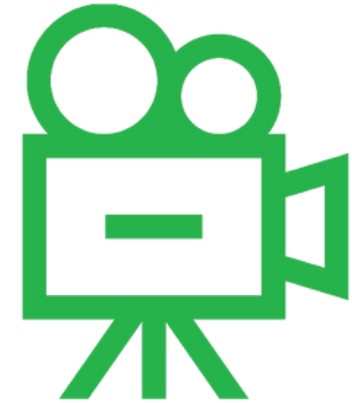
OTHER COMMERCIAL OPTIONS



VIDEO CONTENT:

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.

Utilise The Metal Packager's market leading digital team and record a bespoke video dedicated to your company. Distributed across The Metal Packager's 7,000 unique monthly users, use the video to communicate your company's vision, new product launches and more!



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

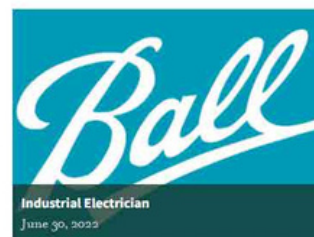
Not many pieces of equipment take more abuse than a washer. Depending on the circumstances and original components, canmakers are seeing as little as a three-year life on areas of their washers. Considering the expense required to replace them, many canmakers are looking for options.

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



OTHER COMMERCIAL OPTIONS



TWICE WEEKLY NEWSLETTER

Size: 728x90px

Position: Top Centre



EMAIL & WHATSAPP BROADCAST RATE

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

Size: 300x250px

Position: Right Column

OTHER COMMERCIAL OPTIONS



MAGAZINE:

Following the success of our 2023 Metpack print magazine special, The Metal Packager's print edition returns for 2024.

Distributed at major metal packaging trade shows, and circulated to our metal packaging subscribers, take advantage of one-stop annual for the metal packaging industry.



PACKAGE ONE

Full page advert & full page company profile in The Metal Packager issue.

Profile on The Metal Packager website & social media.

Podcast Snippet - 3 minutes.

PACKAGE TWO

Half page advert & half page company profile in The Metal Packager issue.

Company profile on The Metal Packager website & social media.

PACKAGE THREE

Quarter page advert in The Metal Packager issue.

FEATURES LIST



JAN-24

RTD Drinks
US Market
Supplier Focus
Aerosols

FEB-24

Spring Trade Show Focus
South American Market
Handling & Conveying
Bodymakers

MAR-24

Spring Trade Show Focus
Metal Decorating
Food Cans
Robotics

APR-24

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

MAY-24

Can Makers
Europe Market
Digital Printing
Defects Machinery
Waste Water
Treatment

JUN-24

Filling
Chinese Market
Bodymakers
Logistics

FEATURES LIST



JUL-24

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

AUG-24

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

SEP-24

**Autumn Trade Show Focus
Metal Decorating
Pallitisers
Cuppers**

OCT-24

**RTD Drinks
Aerosols
Used & Refurbished Machinery
Raw Materials
UV Curing**

NOV-24

**South East Asia Market
Filling
Tooling/Spare Parts
Spray Machines**

DEC-24

**Supplier Focus
Sales & Service
Washers & Ovens
Trends**



**THE METAL
PACKAGER**

CONNECT WITH US

ENQUIRIES

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The essential resource for metal
packaging professionals