

The Canmaker

MEDIA INFORMATION

2017



The Canmaker is a key source of business intelligence for canmakers, their suppliers and their customers in the food, beverage, personal care, home products and industrial sectors.

With a monthly print magazine and expansive on-line services, **The Canmaker** provides news, market developments and comment in a global market that is estimated will be worth \$125 billion* in 2017 and growing at 2 percent a year.

Having reported on developments in the world of metal packaging since 1988, **The Canmaker** has established itself as a vital resource for decision makers in the packaging and filling industries.

CIRCULATION

While around 3,500 copies of **The Canmaker** are circulated worldwide, our surveys have shown that on average each copy is read by up to seven individuals, reflecting an estimated global readership of more than 20,000. By offering a special professional subscription rate – only available to those who are certified canmakers, fillers or suppliers to the industry – **The Canmaker** restricts its readership to those who are specifically aligned to the content, ensuring that editorial coverage and advertising are matched to those who receive it. The success of this approach and the importance of **The Canmaker** to its readers can be seen in the many subscriptions that have been active for more than a quarter of a century.

RELEVANCE

The position that **The Canmaker** holds in the metal packaging world is largely due to a unique interaction between the contributors, the editorial board and the readership. Since the very first issue, we have encouraged a dialogue with our readers, helping to provide a constant flow of information and ensuring that the content is always focused.

Alongside regular editorial visits to manufacturing and research facilities around the world, our contributors regularly meet with readers at conferences, The Canmaker Summits and at the Cannex & Fillex shows, all of which are sponsored by the magazine.

With such a highly targeted and reactive audience, **The Canmaker** magazine is a most effective medium through which products and services can be promoted to canmakers anywhere in the world.

As a provider of business intelligence, we recognise the importance of those who use our services. Readers who qualify for a professional subscription are given free membership of The Canmaker Gold Club. This offers privileges such as access to the extended online breaking-news service and a searchable archive, discounted priority booking at our conferences and use of The Canmaker Gold Club Lounge at Cannex & Fillex shows.

The membership list of The Canmaker Gold Club reads like a international who's-who of the metal packaging world, embracing executives and staff from the smallest companies to the largest international corporations.

The Canmaker is committed to serving all of these members proactively and reactively, ensuring that the resources, information and business intelligence that they require are always readily available.

THE CANMAKER GOLD CLUB

As a provider of business intelligence, we recognise the importance of those who use our services. Readers who qualify for a professional subscription are given free membership of The Canmaker Gold Club. This offers privileges such as access to the extended online breaking-news service and archive, discounted priority booking at our conferences and use of The Canmaker Gold Club Lounge at Cannex & Fillex shows.

The membership list of The Canmaker Gold Club reads like a international who's-who of the metal packaging world, embracing executives and staff from the smallest companies to the largest international corporations.

The Canmaker is committed to serving all of these members proactively and reactively, ensuring that the resources, information and business intelligence that they require are always readily available.

THE CANMAKER INNOVATIONS

Published at the beginning of each year, **The Canmaker Innovations** is an in-depth analysis of the latest metal packaging developments, technology and ideas from every sector of the business. At its heart is a review of The Canmaker magazine Cans of the Year awards, featuring the winners and short-listed entries with images and descriptions.

As such, **The Canmaker Innovations** offers a spotlight on the activities of canmakers, and a reference work for anyone with an interest in the design, decoration and applications of metal packaging



THE FILLING BUSINESS



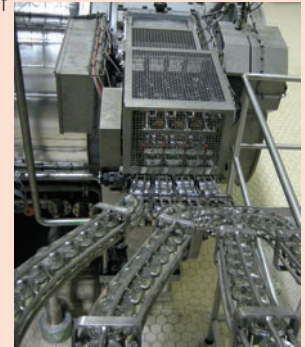
As a complement to packaging manufacturing, **The Filling Business** is an on-line

information source for brand owners in the food, beverage, cosmetics, personal care and industrial sectors. It covers canning and bottling operations, and provides news for those who work in

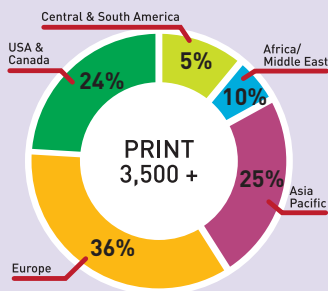
companies that fill packaging, or supply products and services to fillers and co-packers.

The Filling Business offers a range of on-line news services with a searchable archive. It focuses on business trends from the point of view of packers, suppliers, designers and brand owners.

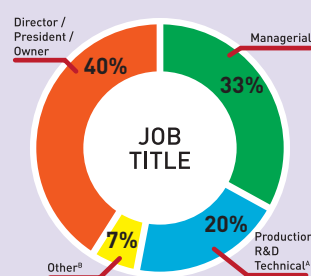
The Filling Business is both a link to the Sayers Publishing Group specialist packaging publications and an extension of their coverage.



GEOGRAPHICAL CIRCULATION



PRINT READERSHIP



^A Some individuals with senior production/R&D/technical roles are listed in the directorial and managerial sections.

^B This includes departmental copies, company libraries and individuals with non-specific job titles.

* SmithersPIRA data

EDITORIAL FEATURES* 2017

JANUARY 2017

Curing systems (thermal & UV)
Aerosol canmaking and filling
Innovations

FEBRUARY 2017

Two-piece DRD canmaking systems
Used and refurbished equipment services
Beverage canning

MARCH 2017

Seaming systems and tooling
Fish canning
Metal bottle manufacturing

APRIL 2017

Coatings & inks
Beverage canning
Show preview

MAY 2017

Metal decorating
Two-piece D&I canmaking systems
Can sterilisation and retorts
Show issue

JUNE 2017

Test & inspection equipment
Pre-press printing & plating operations
Beverage canning
Show report I

JULY 2017

Ends & end-making systems
Washers & dry-off ovens
Food canning
Show report II

AUGUST 2017

Three-piece canmaking systems
Sealants & compounds
Lubricants & chemical treatments
Metal bottle filling

SEPTEMBER 2017

Quality and process control
Conveying & handling (inc palletisers & depalletisers)
Beer & beverage canning

OCTOBER 2017

Metal decorating
Environmental & emission abatement systems
Food canning

NOVEMBER 2017

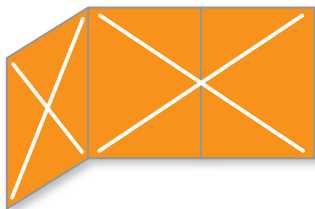
Canmaking tooling
Logistics
Caps & closures

DECEMBER 2017

Canstock (tinplate and aluminium)
Waste management & recycling
Test & inspection equipment

* Subject to change at any time.

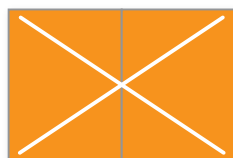
Gatefold - 3, 4 or 6 Pages Inside Front Cover



| | | |
|------------------------|-------------|---------------|
| 3 page gatefold | 1 insertion | £7084 |
| 4 page gatefold | 1 insertion | £9270 |
| 6 page gatefold | 1 insertion | £11924 |

Double Page

420mm x 280mm (16.5in x 11.02in)*



| | |
|---------------|--------------|
| 1 insertion | £4575 |
| 6 insertions | £4297 |
| 12 insertions | £4033 |

Double Column Half

118mm x 120mm (4.65in x 4.75in)



| | | |
|---------------|---------------|--------------|
| 1 insertion | Colour | £1047 |
| 6 insertions | | £941 |
| 12 insertions | | £889 |

Full Page

210mm x 280mm (8.25in x 11.02in)*



| | |
|---------------|--------------|
| 1 insertion | £2509 |
| 6 insertions | £2257 |
| 12 insertions | £2133 |

Quarter Page Landscape

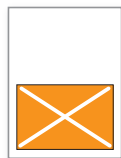
179mm x 57mm (7.05in x 2.25in)



| | | |
|---------------|---------------|-------------|
| 1 insertion | Colour | £784 |
| 6 insertions | | £706 |
| 12 insertions | | £667 |

Half Page Landscape

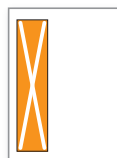
179mm x 120mm (7.05in x 4.75in)



| | |
|---------------|--------------|
| 1 insertion | £1477 |
| 6 insertions | £1329 |
| 12 insertions | £1255 |

Single Column

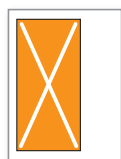
57mm x 244mm (2.25in x 9.61in)



| | | |
|---------------|---------------|--------------|
| 1 insertion | Colour | £1047 |
| 6 insertions | | £941 |
| 12 insertions | | £889 |

Double Column

118mm x 244mm (4.65in x 9.61in)



| | |
|---------------|--------------|
| 1 insertion | £1915 |
| 6 insertions | £1722 |
| 12 insertions | £1626 |

Single Column Half

57mm x 120mm (2.25in x 4.75in)



| | | |
|---------------|---------------|-------------|
| 1 insertion | Colour | £599 |
| 6 insertions | | £540 |
| 12 insertions | | £509 |

* For Gatefold, Double and Full Page advertisements please add 3mm on all sides for bleed.

For advertisement series the prices quoted are per insertion.

Front Cover available by application.

Recruitment adverts available.

Advertisement Contacts

Tel: +44 (0) 1293 435 100 Fax: +44 (0) 1293 619 988

E-mail: sales@sayers-publishing.com

Priyancka Kapadia: E-mail: pri@sayers-publishing.com

Tanya Lewis: E-mail: t.lewis@sayers-publishing.com

Print Format Specification

File Format

PDF files to be supplied to the PDF/X1a (2003) for Coated Fogra 39 preset specification standard. Files to be supplied print ready with fonts embedded / turned to outline and all embedded images to be CMYK.

For PDF/X 1a generation information please go to: <http://www.ppa.co.uk/resources/guides-and-standards/production/pass4press/>

Other formats accepted: Eps, tif or jpeg format.

All files to be converted to CMYK, fonts turned to outline and all pictures to be embedded and placed at 100% at a minimum resolution of 300dpi.

If QuarkXpress has been used, please ensure that all images and fonts are included.

If an Illustrator file is supplied, please ensure all fonts are turned to outline.

These guidelines are specific to our printer. And we reserve the right to refuse artwork if it does not match the above specifications. And we make no guarantees of quality if not followed.

Media

CD, DVD, E-mail, FTP

Mechanical Data

Bleed adverts must have 3mm bleed on all sides.

All readable images and text must be at least 10mm from the edge of the page.

Additional Creative Work

| | |
|-------------|--------------|
| Studio time | €65 per hour |
| PDFs | €16 |
| Scans | €7 |

If you require any assistance with your artwork please contact: marks@sayers-publishing.com

The Canmaker



ONLINE ADVERTISING

ONLINE ADVERTISING THAT DELIVERS

There are two key factors to consider when choosing an online partner through which to promote your products and services – the click-through rate from the website and the relevance of the potential customers that it delivers.

At www.canmaker.com, the click-through rate is around 35 percent higher than what is regarded as a successful campaign in the industry, and considerably higher than the average. But that is only part of the story.



As a long-established provider of business intelligence, www.canmaker.com operates its web pages as a members-only site, restricting access to individuals and companies who are directly connected with the canmaking and can filling industries. This means that our visitors are precisely focussed on the services that are provided by our advertisers.

And there is a bonus. Users browse www.canmaker.com web pages for an average of 6.4 minutes per visit, much higher than the industry average of 3-4 minutes, which exposes them to our online advertising for longer than other sites.

For companies seeking new business contacts through the internet, www.canmaker.com is the ideal medium to target relevant potential customers.

PRODUCT & SERVICES DIRECTORY

Directory Listing

Directory listing per 12 insertions*

| | |
|--|------|
| One product heading | £437 |
| Two product headings | £682 |
| Three product headings | £842 |
| Each additional heading | £138 |
| Logos: One product heading for 12 insertions | £399 |
| Each additional heading | £200 |

* Please request a quotation for entries requiring more than 1 address.

Directory Contact

Jane Dobson

Tel: +44 (0) 1293 435 106

E-mail: janed@sayers-publishing.com



YEAR PLANNER

The Year Planner is available to order.

To advertise on the 2017 Year Planner, please contact **Jane Dobson**

janed@sayers-publishing.com



Delivery Address for Files

Sayers Publishing Group Ltd
 Durand House
 Manor Royal
 Crawley
 West Sussex
 RH10 9PY
 United Kingdom



Website Home Page



1 Centre banner - top

Size: 670 x 130 pixels
Position: Home page, visible on front page and appears below all news articles in random rotational order.
Type: Shared banner, maximum advertisers 10
Rate: £1500 per annum per advertiser

2 Centre banner - foot

Size: 670 x 130 pixels
Position: Visible on front page only. Type: Rotational, shared maximum advertisers 10
Rate: £1000 per annum per advertiser

3 Right side banner

Size: 300 x 217 pixels
Position: Dedicated single banner – not shared not rotational, visible on front page, supports video content on first or second tab and banner and weblink.
Type: Solus banner
Rate: £2958 per calendar month per advertiser

