



**The Canmaker** is a key source of business intelligence for canmakers, their suppliers and manufacturers of food, beverage, personal care, home and industrial products.

With a monthly print magazine and expansive on-line services, **The Canmaker** provides news, reviews, market developments and comment in a multi-billion dollar global market that is continuing to grow at around 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

Our surveys have shown that each of the 3,500 copies of **The Canmaker** that are circulated worldwide is read by up to seven individuals. This reflects an estimated global readership of more than 20,000. By offering a special professional subscription rate that is only available to those who are certified canmakers, fillers or suppliers to the industry, **The Canmaker** ensures that its editorial coverage and advertising are distributed exclusively to its target readership. 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, The Canmaker magazine Cans of the Year Awards and at the Cannex & Fillex shows, all of which are sponsored by the magazine.

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

## 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, a searchable archive, digital access to the latest issue, 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 in the world to the largest multinational 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 readily available.

## THE CANMAKER INNOVATIONS

Published at the beginning of each year, **The Canmaker Innovations** reviews the latest metal packaging developments, technology and ideas. It provides a review of The Canmaker magazine Cans of the Year awards, featuring the winners and short-listed entries with images and descriptions, providing a review of the latest examples of metal packaging from every sector of the business.

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

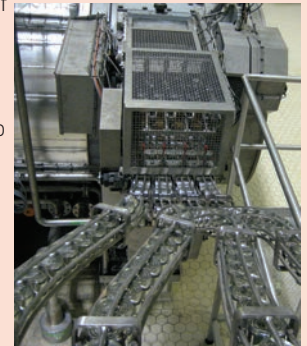


As a complement to packaging manufacturing, **The Filling Business** is an on-line information source for brand owners in the food, beverage, cosmetics, personal care and industrial sectors. It covers canning and bottling operations, and provides news for those who work in companies that fill packaging, or supply products and services to fillers and co-packers.

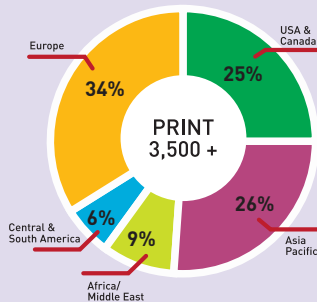


**The Filling Business** offers a range of on-line news services and a searchable archive. It focuses on business trends from the point of view of packers, suppliers, designers and brand owners.

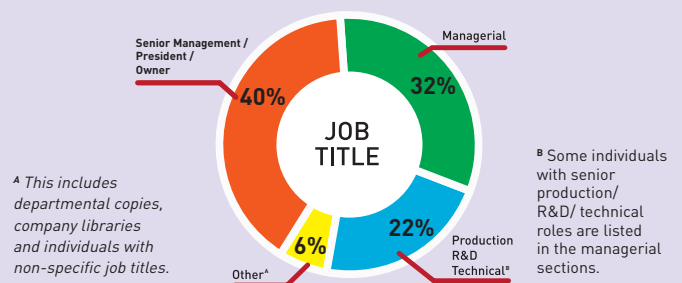
**The Filling Business** is a link to the Sayers Publishing Group specialist packaging publications and is an extension of their coverage.



## GEOGRAPHIC CIRCULATION



## THE CANMAKER READERSHIP



## EDITORIAL FEATURES\* 2018

### JANUARY

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

### FEBRUARY

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

### MARCH

Seaming systems and tooling  
Fish canning  
Metal bottle manufacturing

### APRIL

Coatings & inks  
Beverage canning  
Cannex preview

### MAY

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

### JUNE

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

### JULY

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

### AUGUST

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

### SEPTEMBER

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

### OCTOBER

Metal decorating  
Environmental & emission abatement systems  
Food canning

### NOVEMBER

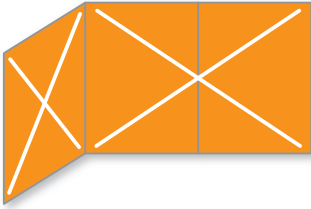
Canmaking tooling  
Logistics  
Caps & closures

### DECEMBER

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

\* Subject to change at any time. Information and images are required a month prior to publication date to be considered for inclusion in the magazine.

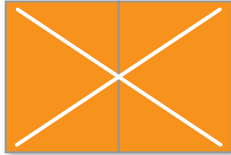
**Gatefold - 3, 4 or 6 Pages Inside Front Cover**



<b>3 page gatefold</b>	1 insertion	€9917
<b>4 page gatefold</b>	1 insertion	€12978
<b>6 page gatefold</b>	1 insertion	€16694

**Double Page**

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



1 insertion	€6408
6 insertions	€6018
12 insertions	€5648

**Double Column Half**

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



1 insertion	Colour	€1463
6 insertions		€1318
12 insertions		€1243

**Full Page**

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



1 insertion	€3514
6 insertions	€3163
12 insertions	€2988

**Quarter Page Landscape**

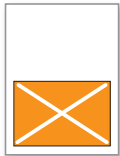
179mm x 57mm (7.05in x 2.25in)



1 insertion	Colour	€1098
6 insertions		€988
12 insertions		€933

**Half Page Landscape**

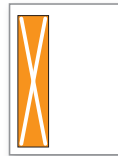
179mm x 120mm (7.05in x 4.75in)



1 insertion	€2064
6 insertions	€1858
12 insertions	€1755

**Single Column**

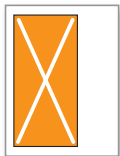
57mm x 244mm (2.25in x 9.61in)



1 insertion	Colour	€1463
6 insertions		€1318
12 insertions		€1243

**Double Column**

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



1 insertion	€2764
6 insertions	€2488
12 insertions	€2350

**Single Column Half**

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



1 insertion	Colour	€781
6 insertions		€703
12 insertions		€664

\* 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

The **Canmaker** website is an ideal online partner with which to promote your products and services to canmakers and fillers worldwide. The number of visitors following online advertisements from canmaker.com to suppliers' websites (the click-through rate) is consistently higher than the internet industry average, but that is only part of the story.

As a long-established provider of business intelligence, canmaker.com is an essential source of information for the canmakers and fillers that are our readers.

Beyond the introductory homepages, our main website operates on a members-only basis. This has the effect of restricting access to individuals and companies who are the users of canmaking and filling materials, services and equipment.

And because our news, reviews and reports are tailored to our readership, visitors make real and regular use of pages, visiting them for almost twice as long as the industry average. Users of canmaker.com are therefore exposed to the online advertising on our website for longer than most other internet sites.

For companies seeking new business contacts through the internet, canmaker.com is a cost effective way of targeting relevant potential customers.



## PRODUCT & SERVICES DIRECTORY

### Directory Listing

#### Directory listing per 12 insertions\*

One product heading	€ 606
Two product headings	€ 945
Three product headings	€ 1163
Each additional heading	€ 187
Logos: One product heading for 12 insertions	€ 553
Each additional heading	€ 276

\* 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](mailto:janed@sayers-publishing.com)



## YEAR PLANNER

The Year Planner is available to order.

To advertise on the 2018 Year Planner, please contact **Jane Dobson**

[janed@sayers-publishing.com](mailto: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:** €2100 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:** €1400 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:** €4336 per calendar month per advertiser

