

innovations

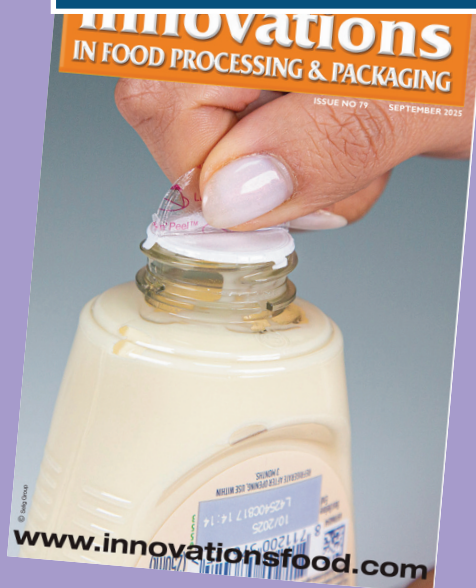
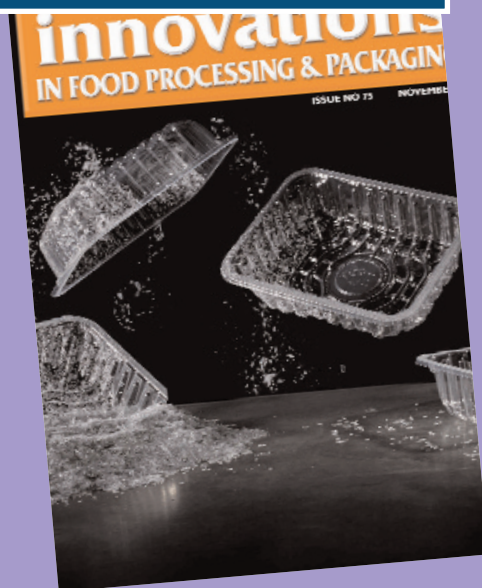
IN FOOD PROCESSING & PACKAGING

ISSN: 1756 - 560X

READ OUR LEADING
BI-MONTHLY DIGITAL MAGAZINE



MEDIA PACK 2027



www.innovationsfood.com

Introduction 2027 - Quarterly Digital magazine

Innovations in Food (& Bev) Processing and Packaging is a digital-only, international B2B magazine that gives advertisers access to food and beverage decision-makers across key global markets.

- **Sustainable digital delivery:** The magazine has moved to digital-only publishing to reduce its carbon footprint, with ongoing access on iPhone, iPad and Android devices.
- **Established specialist title:** First published in 2007, it covers food and beverage processing, packaging and labelling in a bi-monthly format, with expert-led editorial content.
- **International reach:** Distribution spans the UK, Europe and North America. Its readership is concentrated in Germany (22%), the UK (17%), Benelux (15%), the USA (12%) and France (11%).
- **Decision-maker audience:** CEOs/VIPs and marketing/sales professionals account for 38% of readers, followed by research and development at 34% and purchasing at 15%.
- **Relevant technical focus:** Food/beverage processing and packaging each represent 36% of product interest, while coding, printing, labelling and paper/printing account for 18%.
- **Advertising value:** Each issue provides editorial opportunities alongside advertising, and planned 2027 trade-show exposure strengthens the platform for showcasing technologies and expertise.
- **Digital extensions:** Daily news is available on the website, supported by a free weekly newsletter and social-media presence.

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Terry Prior at terryprior@innovationsfood.com.

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Sales and editorial:

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Tel: +39 339 187 9052



Readership breakdown 2026

Innovations in Food Processing & Packaging and offers unparalleled exposure to decision makers in the global food and beverage markets. The readership breakdown is as follows:

Geographical breakdown

Germany	22%
United Kingdom	17%
Benelux	15%
USA	12%
France	11%
Scandinavia	8%
Spain	4%
Italy	5%
Canada	3%
Central Eastern Europe	3%
Switzerland	1%

Job sector breakdown

CEO's and VIP Marketing/Sales	38%
Research & Development	34%
Purchasing	15%
Quality Assurance	8%
Government	3%
Consulting	2%

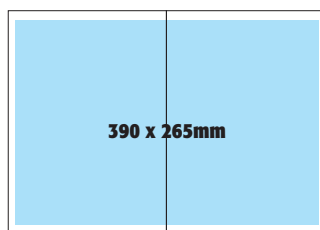
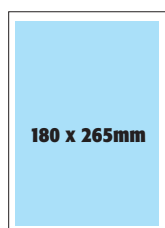
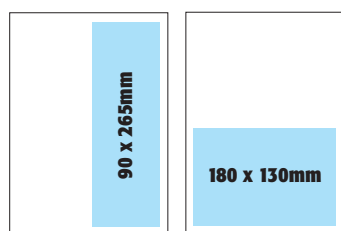
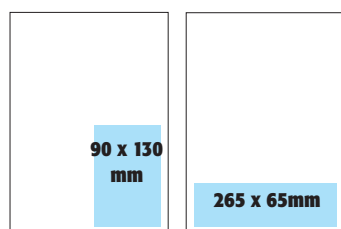
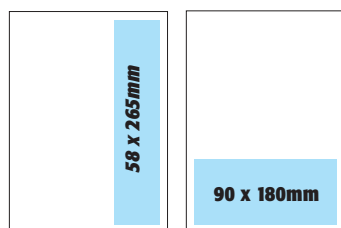
Product area breakdown

Food/Beverage processing	36%
Food/Beverage packaging	36%
Coding/Printing/Labelling	
Paper, Printing	18%
Software	10%

Advertising rates 2027 - Quarterly Digital magazine

Magazine is A4 format (210mm x 297mm)

On page sizes



Double Page Spread

Full Colour £1,400 €1,665
Includes 2 page feature

Full Page

Full Colour £950 €1,130
Includes 2 page feature

Half Page

Full Colour £500 €600
Includes feature

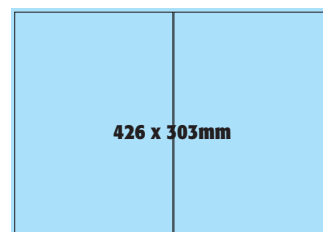
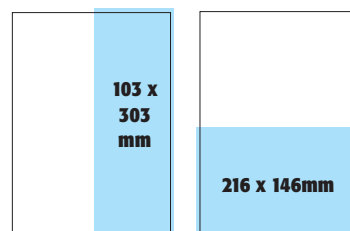
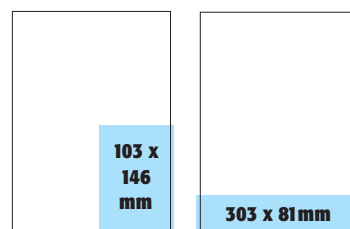
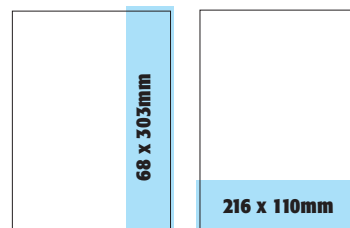
Quarter Page

Full Colour £300 €360
Includes feature

Third Page

Full Colour £300 €360
Includes feature

Bleed sizes



SPECIAL POSITIONS AVAILABLE

OUTSIDE FRONT COVER	£1,200	€1,430
INSIDE FRONT COVER	£1,000	€1,200
INSIDE BACK COVER	£1,000	€1,200
OUTSIDE BACK COVER	£1,100	€1,300

Discounts

The following discounts apply:

Series of two adverts booked together: 12% discount off each advert

Series of three adverts booked together: 15% discount off each advert

Series of four adverts booked together: 20% discount off each advert

Agency discount: 10%

Advertising rates 2027 - Digital only magazine

EDITORIAL OPPORTUNITIES: Innovations in Processing & Packaging magazine

2 page feature: Up to 900 words ++1 photo ++ company logo £400.00 €475.00

1 page feature: Up to 2200 words ++3/4 photos ++company logo £300.00 €360.00

Presents ideal promotional opportunities for trade shows

Newsletter advertising rates

Banner (730 x 94 pixels)

1 month (4 newsletters)	£615.00	€730
2 months (8 newsletters)	£1120.00	€1,330
6 months (26 newsletters)	£1630.00	€1,940

Webinar advertising rates

Webinar video window (250 x 300 pixels)

1 month	£360	€430
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Subscriptions - Digital only magazine

UK:	£40.00 (inc p+p)
Europe:	£40.00 (inc p+p)
Rest of World	£40.00 (inc p+p)

You can subscribe online at
www.innovationsfood.com/subscriptions11.htm
You can also email us a subscription request

Web advertising rates

Tower Banner (300 x 500 pixels)

3 months		
Home page	£530.00	€630
Other pages	£455.00	€540

Top Banner (468 x 60 pixels)

3 months		
Home page	£375.00	€445
Other pages	£300.00	€360

Button Ads (300 x 250 pixels)

3 months		
Home page	£240.00	€265

Mechanical requirements

Email: terryprior@innovationsfood.com
sales@innovationsfood.com

Adobe Acrobat PDF files (Preferred)
All high Res PDFs must be supplied as follows:
All PDFs must be flattened
All fonts must be embedded
All spot colours must be processed
Allow at least 3mm bleed around pages
Resolution must be set to 2540
Pages must be centred on the PDF and include trim marks
Must be saved as a composite file – not colour separated
Double page spreads must be supplied as separate pages

Company contact information



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FEBRUARY 2027

AI Technology
Strapping machines
Dairy packaging
X-Ray inspection
Vacuum packaging
Bag-in-box technology
Flooring innovations
Food traceability
Robotic technology
PET packaging
Labelling solutions
Closure technology
Ready meal packaging
Thermoformed packaging
Embossed packaging techniques
Waste management
Robotic automation

TRADE SHOW PREVIEWS:

23-26 February
ANUGA FOODTEC 2027
24-25 February
PACKAGING INNOVATIONS & EMPACK
12-14 April
FOODEX MANUFACTURING SOLUTIONS

Deadline: 1 February 2027

MAY 2027

Strapping machines
Dairy packaging
X-Ray inspection
Vacuum pouch packaging
Waste management
Bag-in-box technology
Flooring innovations
Closure technology
Ready meal packaging
Thermoformed packaging
Food traceability
Bagging technology
Labelling solutions\Weighing technology
Robotics
AI technology
PET packaging
Filling systems
Recycling
Checkweighers
Bar coding
Labelling technology
Dairy packaging
Food safe lubricants

Deadline: 3 May

SEPTEMBER 2027

Injection moulding
Steam processing technology
Bagging technology
Ready meal packaging
Food safe lubricants
Cryogenic freezing
X-ray inspection advancements
Robotic automation
Barrier films
AI technology
Beverage processing techniques
Waste management
Closure technology
UV/EB technology
Food grade flooring innovations
PET technology

TRADE SHOW PREVIEWS:

21-23 September 2027 **FACHPACK 2027**
27-29 September 2027 **PACKEXPO 2027**
28-30 September 2027 **PPMA 2027**
5-8 October 2027 **LOUPE EUROPE 2027**

Deadline: 7 September 2027

DECEMBER 2027

Packaging coding management systems
Stainless steel bespoke products
Vacuum pouch technology
Weighing technology
Ready Meal equipment
UV/EB technology
RFID (Radio Frequency Identification)
Waste management
AI technology
Tray erectors
Food traceability
Labelling solutions
Robotic automation
X-ray inspection systems
Food grade flooring innovations
PET technology
Bottling technology developments
QR and Bar coding
Conveyor belt systems
Food safe lubricants

Deadline: 22 November 2027