

We believe... We believe that printed paper, always attractive, is irreplaceable, today and in the future: the sheets in orderly sequence, the smell of the print, the care in the layout of the text and images, the quality and originality of the contents curated by editors and not by AI, make it an up-to-date product.

In a world in which everything is digital and momentary, the paper magazine is an object to touch; it remains over time, involves more than one sense, and imposes calmness and reflection.

We believe that the emotional impact of a physical object best defines ItaliaImballaggio and makes it a Premium product intended for a target of selected readers in major sectors for dissemination: food industry, pharmaceuticals, cosmetics, etc.

We are referring to professionals able to decide strategies and purchases in the packaging context, people able to appreciate a narration, issue after issue, in which the stories of men and companies personify technological development, market dynamics and new visions.

We believe that, precisely for these people who know how to find time to reflect and focus on their ideas, the magazine needs to be even better, in terms of content, graphics and... of periodicity.

ItaliaImballaggio will, therefore, be moving from 9 to 6 editions a year as part of the search for excellence, starting from a higher number of pages, a careful choice of printed materials and enhanced distribution, by mail and at the major trade fairs of the sector.

Try it to believe it.



### KAIROS MEDIA GROUP IS

**ITALIAIMBALLAGGIO**

Advertising

Editorial services

### PACKMEDIA DIGITAL NETWORK

[ItaliaImballaggio.it](http://ItaliaImballaggio.it)

[Packmedia.net](http://Packmedia.net)

[PackagingSpeaksGreen.com](http://PackagingSpeaksGreen.com)

[PackBook.it](http://PackBook.it)

Newsletter

DEM

Social Media campaigns

### PACKBOOK

Buyers' Guide Yearbook

Advertising

Editorial services

**KAIROS MEDIA GROUP SRL**  
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interior design materials and ceramic

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### 1 JANUARY/FEBRUARY

#### COSMETICS & LABELLING

##### Artificial Intelligence (AI) and packaging

Packaging of beauty  
Packaging: auxiliary materials and products  
Labelling, coding and marking systems  
Labels, decorations and consumables  
Report on the state of packaging #1

##### Distribution

Cosmopack

### 2 MARCH/APRIL

#### INDUSTRY 5.0 & PREMIUM PACKAGING

##### Best packaging (Packaging Oscars)

Servitisation  
Cybersecurity  
Pick & Place  
Creative packaging  
Packaging printing and finishing

##### Distribution

Packaging premiere & PCD Milan, SPS Italia

### 3 MAY/JUNE

#### SPECIAL ISSUE: IPACK-IMA 2025

##### Materials and machines for wrapping and packaging

Solutions for intralogistics  
Best packaging (Packaging Oscars)  
Packaging & e-commerce  
Palletisers and robot  
Recovery and recycling technologies

##### Distribution

Ipack-Ima, Pharmintech, Print4All,  
Intralogistica, Green Plast

### 4 JULY/AUGUST

#### FOOD & BEVERAGE

##### Bottling materials and machines

Packaging of beverages (\*)  
Packaging of Coffee & Tea (\*)  
Packaging and food safety  
Metal packaging (\*\*)  
Wooden packaging (\*\*)  
Report on the state of packaging #2

##### Distribution

FachPack, Drinktec, Host, CibusTec Forum

### 5 SEPTEMBER/OCTOBER

#### PHARMACEUTICAL & PREMIUM PACKAGING

##### Track & Trace

Packaging of pharmaceutical and nutraceutical products (\*)  
Traceability of the medicine  
Vision, inspection and control systems  
Closures and dispensers  
Rigid plastic packaging (\*\*)  
Cellulose packaging (\*\*)

##### Distribution

Luxe Pack, K 2025

### 6 NOVEMBER/DECEMBER

#### SPECIAL ISSUE: WAITING FOR INTERPACK 2026

##### Packaging and food safety

Packaging of baked products and snacks (\*)  
Packaging of canned foods  
Flexible packaging (\*\*)  
Bioplastics  
Report on the state of packaging #3  
Sustainability and ethics

##### Distribution

Marca, Paris Packaging Week

#### SPECIAL COVER WITH LOGOS

3 May / June  
distributed at IPACK-IMA

October special issue distributed  
at Gulfood Manufacturing

For further information, see the advertising  
price list

#### NOTE

(\*) Sector study carried out by the Italian  
Packaging Institute

(\*\*) Article on the materials market drawn  
up by the Italian Packaging Institute

#### SPECIAL ISSUE GULFOOD MANUFACTURING OCTOBER

#### Special issue in arabic

##### Distribution

Gulfood (Dubai, 4-6/11/25)



## ItaliaImballaggio: the voice of packaging for 30 years

ItaliaImballaggio has been accurately and seriously reporting on the events that animate the packaging & bottling sector since 1994. Created as a magazine in both Italian and English, over time it has become a link between entrepreneurs in the sector (both material producers and machine manufacturers), end-users and the global market, facilitating the exchange of information.

Its merits include the carefully chosen words of the texts, never shouty or brazen, but capable of conveying the concrete nature and essence of a successful business system.

Other distinctive elements of ItaliaImballaggio are, besides the graphics, carefully developed and practical for the presentation of the contents, the original artists' covers: designed and drawn for every issue by different artists, who present their own vision of the world of packaging, offering the reader inspiration and beauty.

The excellent network of relationships built over time with bodies, trade associations, trade fair organisers and market operators make it a point of reference for the sector.

A complete version of ItaliaImballaggio has also been published on the Internet since 2000, both in Italian and in English.

TARIFFS AND FORMATS (PER ISSUE)	EUROS
Full page, 4 colours	2,960
1/2 page, 4 colours	1,850
1/3 page, horizontal, 4 colours	1,060
<b>SPECIAL POSITIONS</b>	
Inside front cover (facing editorial)	4,240
Inside back cover	3,600
Back cover	4,760
First right-hand page (page 3)	3,440
Facing contents (page 4)	3,330
Second right-hand page (page 7)	3,280
Advertorial page (text)	3,290
Inserts*	2,960
Right-hand position	+5%
Key position	+10%
<b>SPECIAL COVER WITH LOGOS**</b> (1 logo + text on inside front cover)	
<b>3 May/June - distributed at IPACK - IMA</b>	<b>500</b>



**1 full page**  
Framed  
217x291 mm  
Plus margins  
245x325 mm



**1/2 page horizontal**  
Framed  
217x140 mm  
Plus margins  
245x162 mm



**1/3 page horizontal**  
Framed  
217x93 mm



**1/2 page vertical**  
Framed  
106x291 mm  
Plus margins  
121x325 mm

EDITORIAL SERVICE (PAPER+WEB)***	EUROS
News (max 1,250 strokes including spaces + 1 photo)	900
Short article (max 2,500 strokes + 2 photos)	1,800
Article (max 7,500 strokes + 4 photos)	3,600
Interview at customer's/user's	on demand

\* This price is valid for an unbound two-page insert, max. magazine format, paper not to weigh more than 150 g/m<sup>2</sup>. Price to be defined for other types, formats and weights.

N.B. The costs of producing the material to be printed are at the expense of the customer.

\*\* Front and Back Cover for the copies distributed at the show

\*\*\* News and articles are to all effects editorial contents and are hence drawn up by the editorial staff, on the customer's material, without the possibility of inserting advertising slogans, logos and addresses.

The material is published in Italian and in English both in the paper and in the digital editions

## Regularity Bimonthly (6 issues)

**Text** Italian and English

## Circulation

- Paper edition: 7,500 copies
- Profiled readers, subscribers and qualified circulation: 80% Italy, 20% abroad

## Sectors of Circulation

61% Food and drink industry  
19% Chemical, pharmaceutical and cosmetics industry  
8% Packaging industry (materials and machinery)  
4% Other industries  
2% Converters  
3% Broadscale distribution  
1% Packaging designers  
2% Public administration, universities and research institutes

## Technical specifications

Format 245x325 mm

Flat offset

Cross thread stitch binding

## Reservations and Orders

- Space reservation: 40 days prior to publication date  
segreteria@packmedia.net  
Tel. +39 0269007733

## Advertising material

- Delivery of material: 30 days prior to the publication date to be sent to Ufficio Traffico (traffico@packmedia.net)
- Technical specifications: PDF Acrobat 7, 1.6 version (PDF/X-4:2010), saved in 4 colours (CMYK) at 300 dpi with incorporated fonts and images (also at 300 dpi) and with 3 mm of excess on 4 sides.  
RGB format not admitted.

## PACKMEDIA NETWORK

**News and facts from the real world of packaging via the web**

The network of the Kairos Media Group publishing includes:

- ItaliaImballaggio webmagazine (in Italian)
- Packmedia International webmagazine (in English)
- Packaging Speaks Green webmagazine (in Italian and English)
- PackBook, online buyers' guide (in Italian and English)

**ItaliaImballaggio** webmagazine is the site in Italian, which offers daily updates on the national and international packaging industry.

On the site are published monthly the issues of the magazine ItaliaImballaggio on paper in browsable PDF format, as well as all the contents in Italian in html format, to favour the best indexing on search engines. The contents of the ItaliaImballaggio webmagazine are promoted with monthly newsletters, sent to over 70,000 operators in the sector in Italy.

**Packmedia.net (International webmagazine)** is the website in English, which offers daily updates on the national and international packaging industry. On the site are published monthly the issues of the magazine ItaliaImballaggio on paper in browsable PDF format, as well as all the contents in English in html format, to favour the best indexing on search engines.

The contents of the Packmedia.net are promoted with monthly newsletters, sent to over 55,000 operators in the sector in the world.