



Dear CMT Delegate,

I hope my email finds you well.

I'm Ronit Milton, unit manager at Packaging World Insights.

Please find the short introduction and advertising options for your reference.

About us:

- Packaging World Insights is a leading Packaging information-focused website. On one side [Packaging World Insights.com](https://www.packagingworldinsights.com) has established itself as one of the most efficient and comprehensive sources of Packaging information online, dedicated to providing decision-makers in all the Packaging industry sectors with reliable, accurate and useful insights into happenings in the Packaging sector.

Rundown of promoting services we offer are:

- eDM / eMail Marketing.
- Display banner Advertisement on website.
- Sponsorship banner placement in e-Newsletter, [Packaging World Insights e-newsletter](#)
- Content marketing (article, white papers, case studies, etc.)
- Interview opportunities from our editor with your company C-level, senior management.
- Trade Show marketing campaigns.

Please find the 2024 media pack link below for your kind reference.

Packaging World Insights - <https://www.packagingworldinsights.com/MediaPack/Packaging-World-Insights-MediaKit-2024.pdf>

List of advertisement services and cost:

Website Banner advertisement on home page:

- Display advertising is a nifty campaign tool that can create a positive brand perception.
Actual Cost: 3500US\$ per month / Prime Banner: 4500US\$ per month / Rectangular Banner: 1500 US\$ per month / Pop up banner: 7,000 US\$ per month

e-Newsletter Banner Position offered on [Packaging World Insights](#)

- Packaging World Insights publishes top-notch content concerning what's in vogue in the Packaging Industry, our e-newsletter has already become a much-awaited medium for the authorities who subscribe to it.
- Not to mention, it also acts as a funnel for ad space opportunities that a brand can avail to further enhance its position before a meaningful audience. With the opt-in subscriber base of **2,20,000+** which we have today, your brand slides inside the inbox of your target audience; with ease. <https://www.packagingworldinsights.com/e-newsletters/2024/May-i1/index.html>

Actual Cost:1500 US\$ per e-newsletter banner advertisement per e-Newsletter.

Content Syndication:

The best content marketing speaks directly to a specific audience. We help brands build and hone their content marketing strategies, taking into consideration their marketing goals, brand positioning, and the competitive landscape.

- Publishing of unlimited press releases, articles, white papers, Interviews (Q&A) on website in the respective section along with the link Insertion to the company's website.

Example:

<https://www.packagingworldinsights.com/packaging-industry-articles/the-importance-of-customization-in-the-packaging-industry-in-2024/>

Actual Cost: 7500 US\$ for one year duration.

Email Marketing:

- Our email marketing campaigns are designed to help brands reach a wider audience, and because they are a real-time tool, your messages can be delivered to anyone, anywhere in the world. We execute 10,000 subscribers each time for direct engagement for your marketing campaign based on your target audience and region.

Actual Cost: 1500 US\$ to 10,000 subscribers (US\$.15 per email blast*10,000 subscribers* one time)

P.s:

- Selection of a particular service or any option have been shared here so that you can choose any of the option (single or multiple services) as per your media and marketing plan.
- The above proposal can be further changed as per your marketing plan so please feel free to share your feedback,

If possible, can you please share the assets/collaterals which you have for my reference so that I can suggest a media plan accordingly.

*** "Happy to offer 15% discount on actual booking value to CMT delegates and/or first-time client".**

Please feel free to email me if you have any questions or need any further Information from my side, I'll be happy to answer all your questions.

I look forward to your response.

Have a nice day.

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Best Regards,

Ronit Milton

Unit Manager

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