

PETplanet

INSIDER



mediakit

2025

DEAR FRIENDS OF PETPLANET



2025 promises to be an eventful year, especially with two leading global trade fairs within a short space of time and in close proximity: the K' trade fair in October and Drinktec in September, just 500 kilometres and seven weeks apart.

We already had a similar situation three years ago, with the K' trade fair flourishing while some open spaces remained unused at Drinktec. It remains to be seen how the situation will develop this time. Interestingly, demand for machines in the plastics industry is stagnating, while the beverage industry for its part is growing by around 4% every year.

As the two trade fairs are so conveniently located, we have decided to travel Europe again this year as part of an Editour. Unlike in the past, this time we are not focussing on specific regions, but on the question of how sustainability is actually implemented in our industry. The PET bottle is already considered to be very sustainable

compared to other packaging, but there is always room for improvement. Join us on this exciting journey and let us discover together what progress has been made.

A key issue in Europe is the "tethered cap", which has now been introduced. The next big challenge is already looming: the EU regulation requiring 25% recycled material in PET bottles. It is still unclear where all this rPET will come from. There was also a lot of scepticism before the introduction of the tethered cap in 2024. However, this hurdle was overcome by investing billions - which could possibly have been better utilised elsewhere. We will see how the share of rPET will develop.

So 2025 will be an exciting year for all of us, and we will keep you up to date and comprehensively informed as usual.

Yours,

Alexander Büchler
Alexander Büchler
(Publisher)

WHY PETPLANET



PRINT



E-PAPER



EVENTS



NEWSLETTER



PETcast



EDITOUR



PULSE



ONLINE



PETinar



CONGRESS




WikiPETia

EDITORIAL SERVICES PRINT & ONLINE:

- Technical articles along the PET value chain
- Customer stories
- Interviews with experts
- Market survey
- Editour reports and blog
- Conference & trade show reports
- Daily business news
- Social media
- PETinars
- PETcasts
- Newsletter
- Pulse PET price index
- WikiPETia: PET players online listing service


 **10**
Issues
per year

 **5,000–
6,000**
Print run

 **14,000**
Readers

 **67,100**
Web users
per year

 **603,200**
Page views
per year

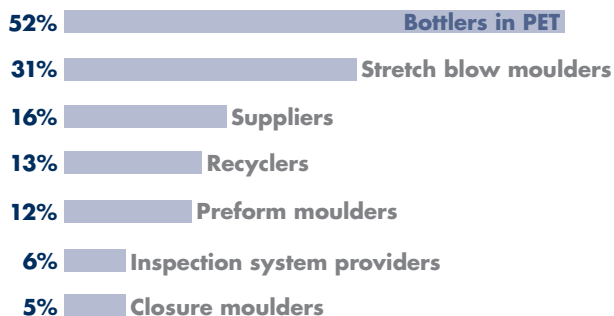
 **5,432,130**
Banner impressions
per year

 **up to 7,500**
Newsletter
recipients

 **29%**
Newsletter
opening rate

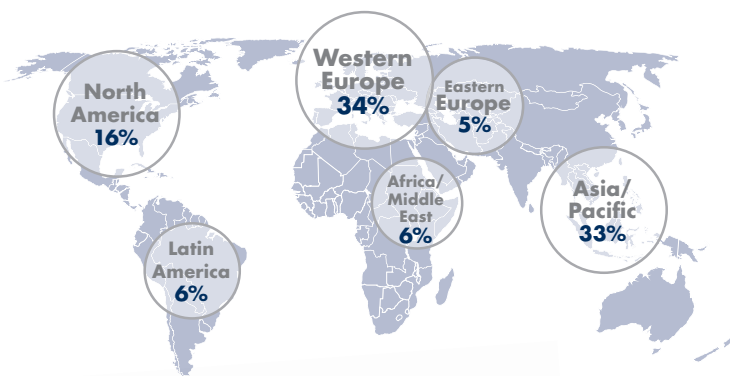
 **159**
Countries

QUALIFIED READERS BY INDUSTRY BRANCH*



*multiple inclusions possible

QUALIFIED READERS BY CONTINENT



Issue 1+2	Issue 3	Issue 4	Issue 5	Issue 6
Insertion deadline: Jan. 17, 2025	Insertion deadline: Feb. 28, 2025	Insertion deadline: Mar. 28, 2025	Insertion deadline: May 02, 2025	Insertion deadline: Jun. 13, 2025
Publication date: Feb. 03, 2025	Publication date: Mar. 17, 2025	Publication date: Apr. 14, 2025	Publication date: May 19, 2025	Publication date: Jun. 30, 2025
Special focus	Special focus	Special focus	Special focus	Special focus
Caps & closures, CBST & Chinaplas	Chinaplas & Plastics Recycling Show Europe	Cap-, preform- & bottle mould production	Compressors, AI-supported applications	Drinktec, preform production & inspection
Market survey	Market survey	Market survey	Market survey	Market survey
Resins & additives	Cap manufacturer & cap inspection	Cap systems & cap moulds	Preform production & inspection	Preform systems & moulds

January	February	March	April	May	June
01 CW01	01	01	01	01	01
02	02	02	02	02 Insertion deadline issue 5	02 CW23
03	03  PETplanet issue 1+2	03 CW10	03  PRS Amsterdam, Netherlands Apr. 1-2	03	03
04	04  PETCORE EUROPE Feb. 4-5.  Petcore Conference, Brussels, Belgium	04	04	04	04
05	05	05	05  CBST2024 Mar. 5-7  CBST Shanghai, China	05 CW19	05
06 CW02	06  Newsletter	06	06	06	06
07  ArabPlast Jan. 7-9 ArabPlast Dubai, UAE	07	07  I.C.I.S. Mar 6-7  11th ICIS PET Value Chain Conference, Amsterdam Netherlands	07 CW15	07	07
08	08	08	08	08	08
09	09	09	09	09	09 CW24
10	10 CW07	10 CW11	10	10	10
11	11	11	11	11	11
12	12	12	12	12 CW20	12
13 CW03	13	13	13	13	13 Insertion deadline issue 6
14	14	14	14  PETplanet issue 4	14	14
15	15	15	15  Chinaplas Apr. 15-18 Chinaplas Shenzhen, China	15	15
16	16	16	16  Newsletter 16.04.24	16	16 CW25
17 Insertion deadline issue 1+2	17 CW08	17  PETplanet issue 3	17	17	17
18	18	18 CW12	18	18	18
19	19	19  Newsletter	19	19  PETplanet issue 5	19
20 CW04	20	20	20	20 CW21	20
21	21	21	21 CW17	21  Newsletter	21
22	22	22	22	22	22
23	23	23	23	23	23 CW26
24	24 CW09	24 CW13	24	24	24
25	25	25	25	25	25
26	26	26	26	26 CW22	26
27 CW05	27	27	27	27	27
28	28 Insertion deadline issue 3	28 Insertion deadline issue 4	28 CW18	28	28
29		29	29	29	29
30		30	30	30	30  PETplanet issue 6
31		31 CW14		31	

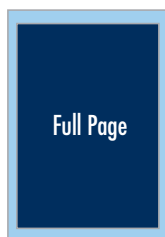
Issue 7+8	Issue 9	Issue 10	Issue 11	Issue 12
Insertion deadline: Jul. 25, 2025	Insertion deadline: Aug. 22, 2025	Insertion deadline: Sep. 26, 2025	Insertion deadline: Oct. 24, 2025	Insertion deadline: Nov. 21, 2025
Publication date: Aug. 11, 2025	Publication date: Sep. 08, 2025	Publication date: Oct. 13, 2025	Publication date: Nov. 10, 2025	Publication date: Dec. 08, 2025
Special focus	Special focus	Special focus	Special focus	Special focus
Drinktec, bottling & filling, K' 2025	Drinktec, K' 2025, labelling	Drinktec review, Gulfood Manufacturing, material & material handling	Drinktec & K' review, bottle making, bottle design & inspection	Recycling & sustainable PET packaging
Market survey	Market survey	Market survey	Market survey	Market survey
Two stage SBM machinery	Filling equipment	Compressors	Shrinkfilm & palletising machinery	Recycling machinery

July	August	September	October	November	December
01 CW27	01	01 CW36	01 CW40	01	01 CW49
02 	02	02	02	02	02
03	03	03	03	03 CW45	03
04	04 CW32	04	04	04 	04
05	05	05	05	05 Nov. 4-6 Gulfood Manufacturing, Dubai, UAE	05
06	06	06	06 CW41	06	06
07 CW28	07	07	07	07	07
08	08	08  PETplanet issue 9	08	08	08  PETplanet issue 12
09	09	09 CW37	09	09	09 CW50
10	10	10 	10	10  PETplanet issue 11	10 
11	11  PETplanet issue 7+8	11	11 	11 CW46	11 Dec. 9-11 Blow Moulding Brussels, Belgium
12	12 CW33	12	12	12 	12 
13	13 	13	13  PETplanet issue 10	13	13
14 CW29	14	14	14	14	14
15	15	15 	15	15	15
16	16	16 Sep 15-17 PRS Middle East & Africa, Dubai, UAE	16 	16	16 CW51
17	17	17 	17	17	17
18	18 CW34	18 Sep. 15-19 Drinktec Munich, Germany	18	18 CW47	18
19	19	19	19	19	19
20	20	20	20 CW43	20	20
21 CW30	21	21	21	21 Insertion deadline issue 12	21
22	22 Insertion deadline issue 9	22 CW39	22	22	22
23	23	23	23	23	23 CW52
24	24	24	24 Insertion deadline issue 11	24	24
25 Insertion deadline issue 7+8	25 CW35	25	25	25 CW48	25
26	26	26 Insertion deadline issue 10	26	26	26
27	27	27	27 CW44	27	27
28 CW31	28	28	28	28	28
29	29	29 CW40	29	29	29
30	30	30	30	30	30
31	31		31		31



PRINT & E-PAPER

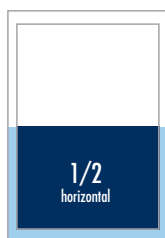
PRINT & E-PAPER PRICES & SIZES



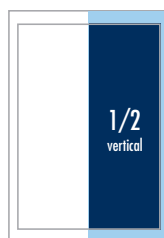
Full page	width x height
Bleed size (+ 3 mm)	210 x 297 mm
Non-bleed size	184 x 255 mm
€ direct booking	4,950 EUR
€ agency booking	5,824 EUR



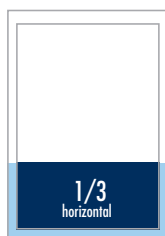
Junior page	width x height
Bleed size (+ 3 mm)	149 x 210 mm
Non-bleed size	136 x 189 mm
€ direct booking	3,750 EUR
€ agency booking	4,412 EUR



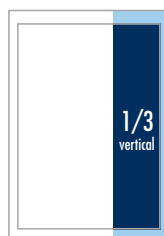
1/2 horizontal	width x height
Bleed size (+ 3 mm)	210 x 148 mm
Non-bleed size	184 x 127 mm
€ direct booking	3,500 EUR
€ agency booking	4,118 EUR



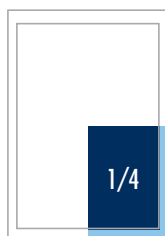
1/2 vertical	width x height
Bleed size (+ 3 mm)	102.5 x 297 mm
Non-bleed size	89.5 x 255 mm
€ direct booking	3,500 EUR
€ agency booking	4,118 EUR



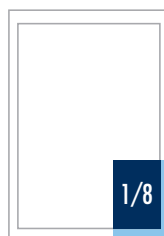
1/3 horizontal	width x height
Bleed size (+ 3 mm)	210 x 99 mm
Non-bleed size	184 x 78 mm
€ direct booking	2,400 EUR
€ agency booking	2,824 EUR



1/3 vertical	width x height
Bleed size (+ 3 mm)	71 x 297 mm
Non-bleed size	58 x 255 mm
€ direct booking	2,400 EUR
€ agency booking	2,824 EUR



1/4 vertical	width x height
Bleed size (+ 3 mm)	102.5 x 148 mm
Non-bleed size	89.5 x 127 mm
€ direct booking	1,800 EUR
€ agency booking	2,118 EUR



1/8 vertical	width x height
Bleed size (+ 3 mm)	71 x 118 mm
Non-bleed size	58 x 97 mm
€ direct booking	1,080 EUR
€ agency booking	1,271 EUR

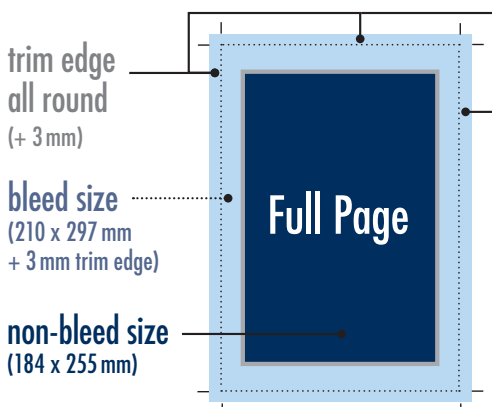


Cover flap	width x height
Outside size (+ 3 mm)	105 x 220 mm
Inside size (+ 3 mm)	105 x 297 mm
€ direct booking	4,950 EUR
€ agency booking	5,824 EUR



Insert	width x height
Maximum size	190 x 290 mm
	Price on request

Special size on request / 15% special placement fee. Prices do not include VAT.



Printing material requirements

Please supply all files at 300dpi in CMYK colour mode. We prefer pdf files created in PDF X3 standard. Please send printing material to: advert_data@petpla.net

**ONLINE**Examples of all ads on
www.petpla.net/ads

1 Super Banner 728x90

2 Slider Banner 800x445

3 Vertical Rectangle 310x445

4 Skyscraper 310x600

5 Horizontal large 1140x115

6 Square Banner large 310x310

7 Horizontal small 800x100

8 Button small 310x140

9 Popup Banner 800x445 (closeable)

10 Parallax Banner Clickable Area 1140x115

11 Wallpaper 2560x1600
is not displayed with a screen width smaller than 1680px

12 Sticky Footer 1140x115 (closeable)

370px Safe area for your information

can be overlaid depending on the screen

300px full background image (fix) 2560x1600 (visible/scrollable 100% x 300 px)

WEBSITE PRICES AND SIZES

Name	Desktop pixel	Mobile pixel	Price per month
1 Super Banner*	728 x 90	310 x 150	1,490 EUR
2 Slider Banner	800 x 445	310 x 150	1,490 EUR
3 Vertical Rectangle	310 x 445	310 x 150	1,490 EUR
4 Skyscraper	310 x 600	310 x 150	1,690 EUR
5 Horizontal large	1140 x 115	310 x 150	1,390 EUR
6 Square Banner large	310 x 310	310 x 150	990 EUR
7 Horizontal small	800 x 100	310 x 150	990 EUR
8 Button small	310 x 140	310 x 90	690 EUR
9 Popup Banner	800 x 445	310 x 310	1,890 EUR
10 Parallax Banner	1140 x 115	310 x 150	1,890 EUR
11 Wallpaper	2560x1600	310 x 150	1,890 EUR
12 Sticky Footer	1140 x 115	310 x 150	1,990 EUR

*shared spot

Special introduction:

10 Parallax Banner: is composed out of a fixed background image (2560x1600px) and a second linkable, scrollable image (1140 x 115 px - can also be transparent). The visible area of this ad is scrollable and has a size of 100% x 300px.

11 Wallpaper Banner: is displayed only from a screen width of more than 1680px. The optimal area for your logo or information is respectively left and right with a width of 370px. Information placed in the centre can be overlaid.

Special advertisement formats on request. Prices do not include VAT. We will be glad to help you select the type of advertising most suitable for you and can also design your banner on request.

Data delivery:

Three working days before placement to sales@petpla.net

Ad specification:

We prefer GIF, animated GIF, JPG or PNG files (max 100KB). AdSense-Code, Shortcodes, JavaScript, HTML and PHP are also possible.



PRINT & ONLINE

BUYER'S GUIDE ENTRY - Print & Online

Who's Who in the PET market

Stay permanently listed in the magazine's Buyer's Guide with your company logo and contact information!

Pricing example:
Placement in 10 issues plus online banner

Pricing height (mm) x 5.90EUR x 10

Example 32 mm = 1,888.00EUR/year



NEWSLETTER

Regular newsletter

Our regular newsletter informs about the latest trends in the PET packaging industry with articles about products, companies and trade fairs. It is sent 10 times a year whenever a new issue of our print magazine is published.

Your advertising opportunity €/issue

Regular newsletter banner (560x150px) 1,200EUR

Stand-alone-newsletter

Your message is delivered to the mailbox of our newsletter subscribers and receives high attention. We offer a stand-alone-newsletter exclusively sent for your company.

Your advertising opportunity €/issue

Stand-alone-newsletter 3,150EUR

PETplanet
INSIDER

Newsletter

HEADLINE

Banner Newsletter (560 x 150 px)

HEADLINE

HEADLINE

Banner Newsletter (560 x 150 px)

HEADLINE

HEADLINE

Banner Newsletter (560 x 150 px)



PETinars – Specialist webinars created by and for the PET sector. We bring together experts and key figures from across the sector.

Our one-hour long PETinars are the fruits of our experience and industry expertise. Experts discuss a selected topic that is trending in the industry. Why not suggest a topic or simply join in the discussion - take part free of

charge and put your questions to the experts in the Q&A session. The new season offers a series of exciting presentations and discussions! Do join us.

Present & sponsor a PETinar:

Want to know more? To present & sponsor a PETinar, please contact: sales@petpla.net.



PETcasts are a convenient way bringing you a round-up of all important stories in our industry! With an average audio length of between five and ten minutes, the PETcasts are easy to fit in to the busiest schedule.

For catching up with the latest news, views, and developments, covering specialist technical topics and essential company information, simply go to www.petpla.net and click the PETcasts media library in our Services section. If you are interested in being part of this exciting initiative contact us at petplanet@petpla.net

LinkedIn

Visit us on LinkedIn:

Benefit from our network and make contacts with our industry worldwide. Stay in touch and keep up-to-date!

[/company/petplanet-insider/](https://www.linkedin.com/company/petplanet-insider/)





Editours

Circular Economy Tour 2025

The PETplanet worldwide round trip



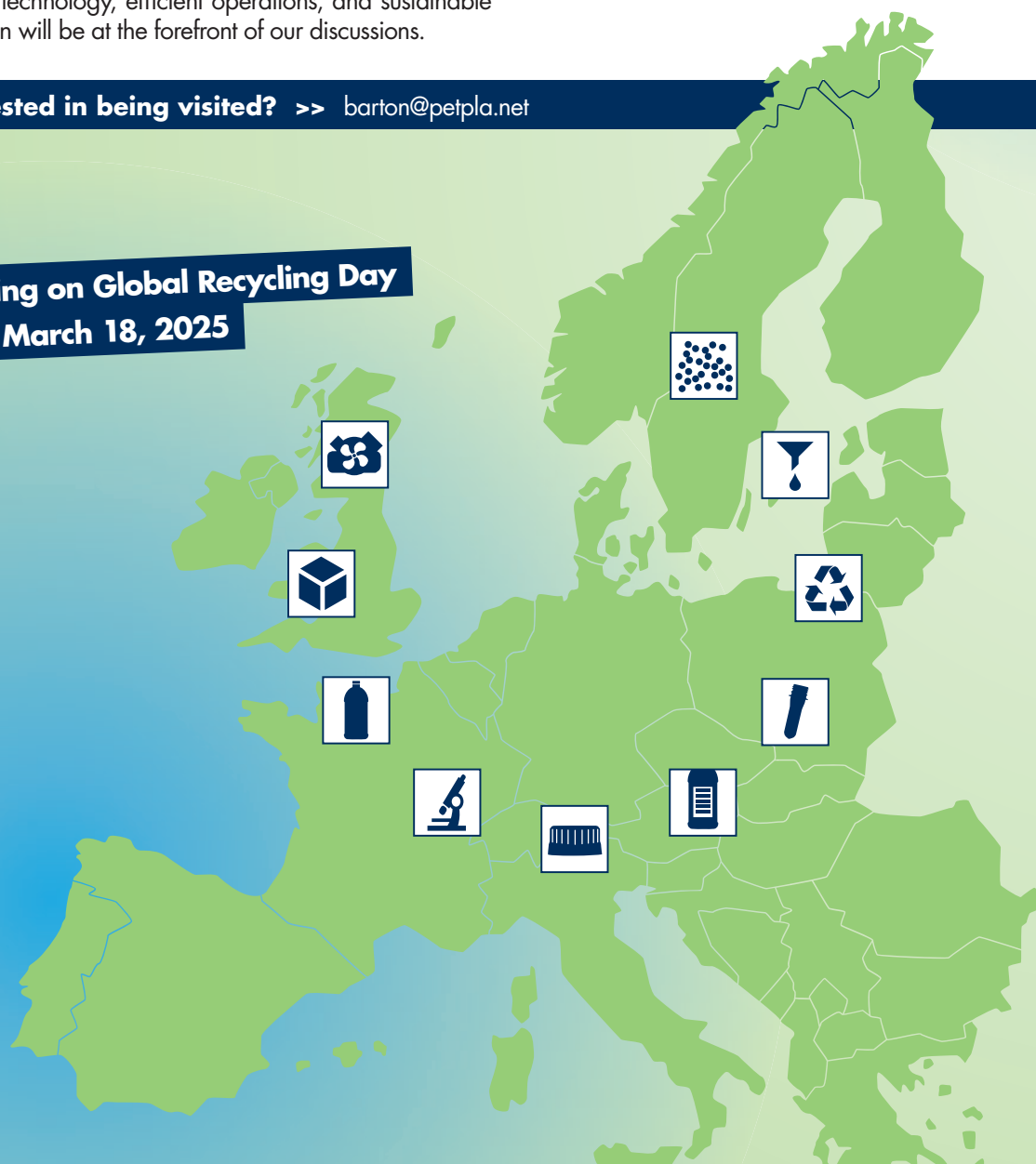
PETplanet's new editorial adventure takes us across Europe, following the trail of strategies for sustainable packaging solutions. To kick things off, our editors are now travelling through various parts of the world, starting in Europe, engaging directly with machinery manufacturers, suppliers, beverage producers, and PET recyclers. We'll explore market-specific trends, cutting-edge technologies, and the impact of EU directives. Key topics like the circular economy, advances in recycling technology, efficient operations, and sustainable design will be at the forefront of our discussions.

Join us as we discover how European companies are driving the future of sustainable PET packaging. Our in-depth interviews and on-site reports will provide you with exclusive insights into how the industry is preparing for a greener future.

Get ready to explore the vanguard of sustainability in Europe with PETplanet Insider! We can't wait to have you with us on this journey.

Interested in being visited? >> barton@petpla.net

Starting on Global Recycling Day
March 18, 2025



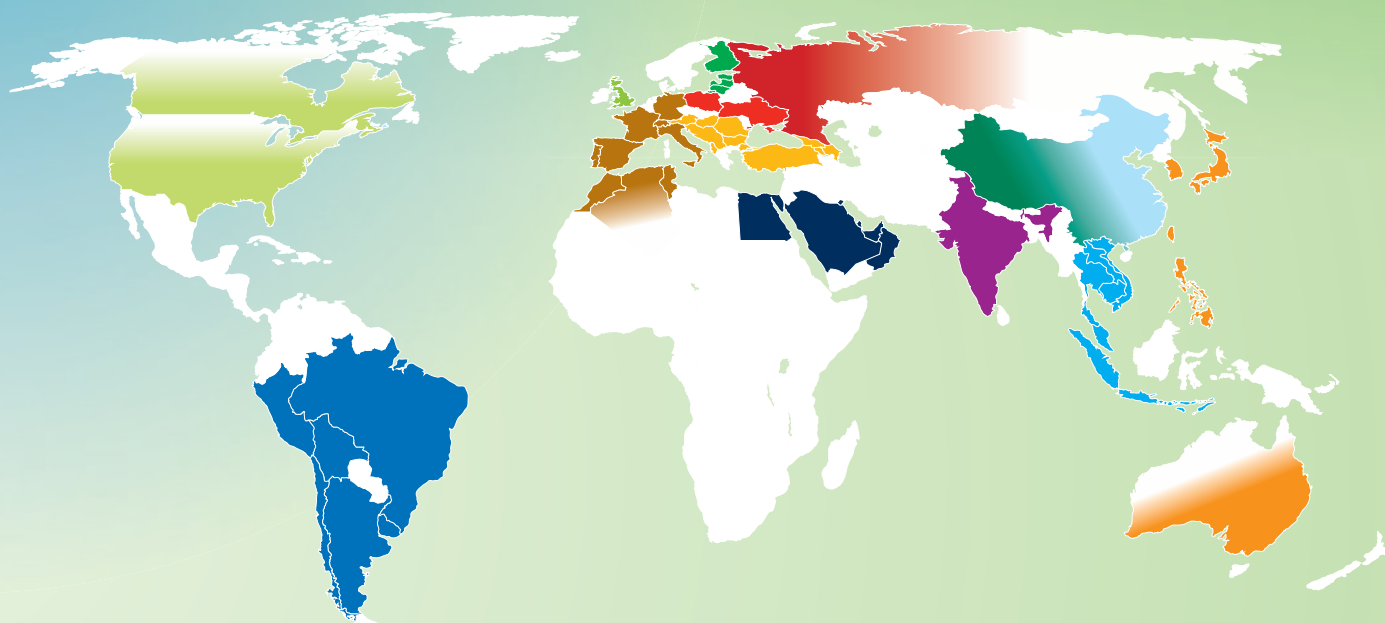
TOUR SPONSORING PACKAGE

- Full page Tour advertisement featuring sponsor company logos in PETplanet magazine
- Sponsor companies descriptions and logos featured in the Tour sponsorship brochure
- Square banner small on the petpla.net website
- Logos of sponsors in the Tour section on the petpla.net website
- Company logo on the Editourmobil
- Roll-up display banner with sponsor logos featured in photo shoots at various locations during the Tour
- Company logo under every tour article published in PETplanet magazine

Participation fee: 5,250 €

Interested in becoming a sponsor?

>> sales@petpla.net



OUR PREVIOUS ROAD SHOWS & SPONSORS AT A GLANCE

2011 Balkans and Caucasus

B&B Labels and Flexpack, GEA, KHS, Netstal, Nissei ASB, Sidel

2012 Eastern Europe and Russia

Bericap, Engel, Erema, GEA, Netstal, Nissei ASB, R&D Leverage, Retal

2013 South America

Amut, Bericap, Corvaglia, Engel, Erema, GEA, Netstal, Otto Hofstetter, Piovan, Schöttli

2014 Western Mediterranean

Bericap, Corvaglia, Erema, GEA, Husky, Netstal, Otto Hofstetter, PET Morocco, SIAD, SMI, Starlinger

2015 North America

Agr, Amsler Equipment, Amut, Bericap, Erema, Netstal, Otto Hofstetter, R&D Leverage, SIAD

2016 China

Bericap, GDXL, Netstal, Otto Hofstetter, SIAD

2017 South East Asia

Bericap, Conair, Engel, Netstal, Otto Hofstetter, SMI

2018 North American

Husky, Engel, Erema, MHT, Otto Systems, SIPA, Sukano, Tech-Long

2019 India

Bericap, GDXL, Husky, Magpet, MHT, SMI

2020 Down Under to Japan

Bericap, Husky, MHT, Nissei ASB, Otto Systems, SIPA

2021 & 2022 The European Road Show

ADS, Bericap, Contexo, Erema, MHT, Nissei ASB, Otto Systems, Pressco, Sesotec, Side, Sorema, Sukano, Z-Moulds

2023 & 2024 The Middle East Tour

Alpek Polyester, ASB, Bericap, Husky, Netstal, Otto Hofstetter, Polymetrix, Pressco, Röders Tec, Sipa, Z-Moulds



EDITORIAL TEAM



Alexander Büchler
Publisher



Gabriele Kosmehl
kosmehl@petpla.net



Heike Fischer
fischer@petpla.net



Kay Barton
barton@petpla.net



Miriam Trotter
trotter@petpla.net



Anthony Withers
withers@petpla.net



Michael Maruschke
maruschke@petpla.net



Ruari McCallion
mccallion@petpla.net



MEDIA CONSULTANTS

**Contact us - We will ensure
you have the right format
for each and every
advertising message.**



Martina Hirschmann
hirschmann@petpla.net



Johann Lange-Brock
lange-brock@petpla.net



READER SERVICE

**Contact us for any questions
concerning (trial) subscriptions,
address change & shipments.**

Email: reader@petpla.net



Carina Lay
lay@petpla.net



hbmedia
heidelberg business media GmbH

heidelberg business media GmbH

Hubweg 15
74939 Zuzenhausen
Germany

ISSN: 1438-9452

phone +49-6221-65108-0
info@petpla.net
www.petpla.net