



ADVERTISING TARIFF

Front Inside

USD 500/- (PKR 50,000/-)

*Front Gate Fold

USD 750/- (PKR 75,000/-)

Page Facing Front Inside

USD 500/- (PKR 50,000/-)

Back Inside (2nd Position)

USD 400/- (PKR 40,000/-)

Back Page

USD 750/- (PKR 75,000/-)

Back Inside

USD 400/- (PKR 40,000/-)

*Back Gate Fold

USD 650/- (PKR 65,000/-)

Center Spread

USD 650/- (PKR 65,000/-)

Ordinary Page

USD 300/- (PKR 30,000/-)

Fixed Ordinary Page

USD 350/- (PKR 35,000/-)

Advertorial

USD 350/- (PKR 35,000/-)

Half Page

USD 150/- (PKR 15,000/-)

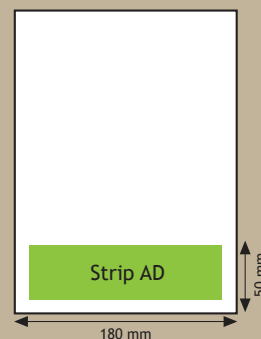
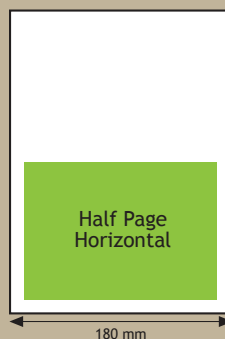
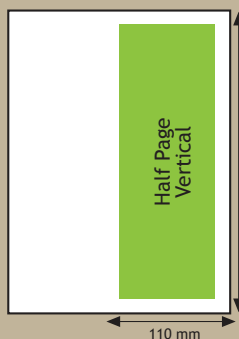
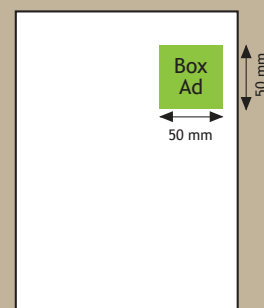
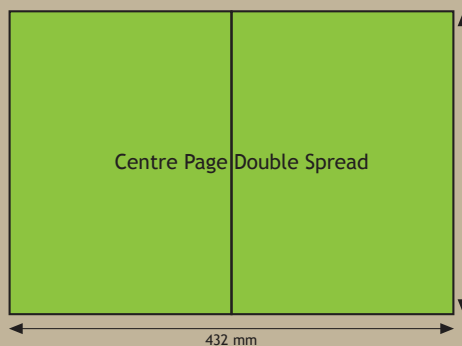
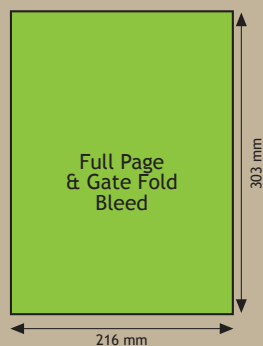
*Bottom Strip Ad

USD 150/- (PKR 15,000/-)

*Box Ad

USD 150/- (PKR 15,000/-)

*Condition Apply



TECHNICAL DATA

Trim Size

A4 (Height 297mm
x Width 210mm)

Format / Bleed size

303 mm x 216 mm
(3mm Bleed, each size)

Printing Mode

4 Color offset

SIZE & POSITIONS

Matter should be kept 15mm from the trim size

THE MAGAZINE

Polymer & Packaging International (quarterly) is Pakistan's leading trade magazine on plastics and packaging industry. The core concept of the magazine is to be an interactive instrument of voicing developments & innovations, which are currently underway in the manufacturing value chains running across local industrial sectors.

We are glad that our services have been recognized by our industry with their enthused support & encouragement. We are also being able to attract global industry players to use our medium for promoting their products & services in Pakistan.

Polymer & packaging is an excellent choice for campaigning & long term advertising as the magazine outreach to the decision makers & influencers of almost every industry present in rigid & flexible plastics packaging, petrochemicals & resins, food & beverage industry, automotive, engineering, building & construction, banking & finance & many others.

FACTS

First Published	January 2013	Frequency	Quarterly (4 Issues Per Year)
Language	English	Circulation	> 3,000 Copies Per Issue

READERSHIP

In Pakistan	3300+ Copies (> 10,000 Readers, average 3 persons per copy)
Abroad (soft copies)	> 9,000 Readers (to our exclusive database)
Bonus Distribution	Distributed at World's Most Important Exhibitions including: K-Show Germany, Chinaplas, Plasti&Pack Pakistan, Arabplast UAE, Plastivision Arabia UAE, GPCA Plasticscon UAE, Plasturasia Turkey and others

READER'S PROFILE

- Chairman
- CEOs
- Presidents
- Directors
- Sales & Marketing Professionals
- Academic Heads
- Senior Imports Managers
- Senior Planning & Development Managers
- Procurement Managers
- Export Managers
- Technical Managers
- Ambassadors & Consul Generals
- Others

LIST OF TOPICS AND PUBLICATION SCHEDULE 2018

ISSUE 1

Main Theme:

Plastics in Automobile & Automotive Industry

Sub Theme:

Recycling In Plastic Auto Industry, Advance Polymers, Engineered Plastics, Performance Materials, Molding

Deadline Ads/Editorial:

March 25, 2018

Publication Date:

April 10, 2018

ISSUE 2

Main Theme:

Everyday Plastics

Sub Theme:

Safer plastics for everyday use
Role of molding in design & safety
Plastic recycling
Building & Construction

Deadline Ads/ Editorial:

June 25, 2018

Publication Date:

July 10, 2018

ISSUE 3

Main Theme:

Plastics In Food & Beverages

Sub Theme:

Medical Plastics
Pharmaceutical Packaging

Deadline Ads/ Editorial:

September 25, 2018

Publication Date:

October 10, 2018

ISSUE 4

Main Theme:

Annual Issue

Sub Theme:

The year in focus

Deadline Ads/ Editorial:

December 25, 2018

Publication Date:

January 10, 2018

THESIS
PUBLISHING

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