

Elledi srl

Registered office:

Via G. Montemartini, 4

20139 Milan (Italy)

Tax code and VAT no. 06607020960

Editorial office:

Inarea - Viale Andrea Doria, 7

20124 Milan (Italy)

info@elledi.info

COM.PACK

Imballaggi eco-sostenibili

com-pack.it

COM.PACK is the print and online bimonthly magazine providing decision-makers at Italian companies with analyses and ideas to help select and manage sustainable packaging solutions and processes.

Topics addressed in the six sections (Materials, Packaging, Automation, Design, Markets and Regulations) include:

- Reducing material weight and volume
- Avoiding-optimizing production scraps
- Optimizing consumption and size changes in automatic lines
- Creating shapes and sizes that facilitate distribution
- Reducing energy consumption
- Lengthening shelf life to avoid generating expired products
- Helping the consumer deal with packaging waste
- Facilitating recycling of transport packaging
- Preventing, reducing and managing process emissions

COM.PACK is directed to the following professionals:

PRODUCTION AREA

68% - Managers of purchasing departments, plant design, R&D, logistics, quality control, line and production management, energy management and sales in intermediate goods and consumption companies.

LOGISTICS-DISTRIBUTION AREA

4% - Packaging and brand managers of modern distribution chains and commercial food services and public catering companies - Purchasing, flow management and third party logistics platform managers.

RESEARCH, DEVELOPMENT AND CONSULTANCY AREA

5% - Lecturers, analysts, researchers, university designers, public and private research centres, certified laboratories, company, professional and consumer associations, specialized consortia and institutes, and graphic and structural design agencies.

WASTE-EMISSIONS AREA

10% - Purchasing decision-makers for important local authorities (municipalities, provinces and regions), technical directors of municipalized companies, public body commissioning departments, private companies specialized in regeneration, recycling and environmental services, ARPA (Regional Agency for the Protection of the Environment).

TECHNICAL SOLUTIONS AREA

12% - Suppliers of packaging solutions (automatic machine producers, materials and packaging, services), recyclers-regenerators, plant manufacturers, waste management-optimization components and services.

SERVICES AREA

1% - Banks, services, trade fairs, press offices, communication agencies, certification companies, etc.

COM.PACK.news

PACKAGING ●● OBSERVER

www.compacknews.news

COM.PACK.news is the new digital magazine with increased and frequently updated content easily accessed by advertisers and readers.

In parallel with the print edition, COM.PACK.news offers new features, including video interviews, podcast contributions, micro technical documentaries and reports on current topics appearing ahead of the print edition.

Segmentation of the two magazines is identical: Materials, Packaging, Automation, Design, Markets and Regulations.

COM.PACK print edition goes in-depth, while COM.PACK.news online delivers just-in-time information.

Packaging Observer, which will keep its link, maintains and strengthens its role of providing real-time information updated daily in a Breaking News format.

SECTORS

COM.PACK.news also includes SECTORS, a section with technical information on companies that provide packaging solutions, sector by sector. Each sector-profile contains a technology description, the principal macroeconomic data and list of main suppliers with website link, logo and a brief description.

Distribution and promotion of COM.PACK

Imballaggi eco-sostenibili

Print run: 3,500 copies

Distribution: 3,200 copies by post (2,500 copies to regular readers, 700 copies in rotation).

Promotion: approx. 300 copies are distributed at main trade fair events in Italy and abroad.

Website: <http://com-pack.it>

Distribution and promotion of COM.PACK.news

(average, third quarter 2020)

Visits: 8,700

Unique visitors: 6,950

Page hits: 18,700

Returning visitors: 21%

New visitors: 87%

Average session time: 2'17"

Keywords placed: over 1.450

Promotion: 20 newsletters/year

Find us on Facebook

Note: the complete mailing list of both magazines totals 18,500 names checked and updated.

Calendar

Issue	Period	Bimonthly topics
47	January-February	Focus on packaging and logistics: automation, variable data printing, eco-design, reusable packaging, rental, sanitization, certifications and tests, traceability Special on International Year of Fruits and Vegetables: role of packaging in combating food waste (eco-materials, technologies, variable data printing, reusable systems, traceability and temperature control, packaging for fresh-cut produce) Legal column: start up, food contact, recycling, environmental labelling, patents, etc.
48	March-April	Focus on recyclable polymer and cellulose, compostable and recycled materials in contact with food: aspects of barrier effect, compliance with food contact standards, traceability, variable data printing, certification, compostability especially in the fruit and vegetable sector Special on components: resources for increasing machine performance for packaging (consumption of energy and materials, layout optimization, setting times, etc.) Legal column: start up, food contact, recycling, environmental labelling, patents, etc.
49	May-June	Focus on automatic machines and after-sales: logic, strategies and technologies relative to Industry 4.0 for increasing efficiency, reducing waste and scraps, cost containment Special on cosmetics: materials, eco-design and technologies to prevent and reduce the creation of packaging waste. Legal column: start up, food contact, recycling, environmental labelling, patents, etc.
50	July-August	Focus on water resource management in the production process, in the production and conditioning of packing and the sanitization of reusable packing: treatment plants, purification, monitoring, waste reduction, reuse. Special on wooden packaging: one-way industrial, reusable, pallets, lightweight packaging for food contact Legal column: start up, food contact, recycling, environmental labelling, patents, etc.
51	September-October	Focus on plastic-free trends: approaches, methods, technologies, materials and analyses for transition from fossil-based polymers to other materials, with case histories. Special on toiletry: redesign of the package and components: LCA analysis, eco-design, implementation of project in the supply chain. Legal column: start up, food contact, recycling, environmental labelling, patents, etc.
51 bis	November-December	Dossier: Sustainability Report

Advertising rates

Page	Quantity	Cost before VAT
Internal	Single	
Inside front cover	Single	
Inside back cover	Single	
Back cover	Single	
Insert	Four pages	
Advertorial	Three pages	



MEETING PLACES

Technical meetings attended by industry professionals on invitation. Topics of discussion will focus on phases of the circular economy: renewable resources, compostability, food contact, barrier effect, recycling and reuse.

INDUSTRY TRADE FAIRS 2021

Marca, Bologna • Fruitlogistica, Berlin • Cosmopack, Bologna • Interpack, Duesseldorf • Macfrut, Rimini • SPS IPC Drives Italy, Parma • Sana, Bologna • Ecomondo, Rimini • All 4 Pack, Paris

COM.PACK.news

Advertising rates

Type	Duration	Cost before VAT
Leaderboard	15 days, fixed without other	
Sidebar	15 days, in rotation with other banners	
Video interview (max. 180/200" and conducted by editorial staff)	15 days	
Video contribution/interview provided by client	15 days	
Podcast contribution	15 days	
Sponsored article	15 days	
Sectors section with logo, link and brief description	Unlimited	

Conditions

Print magazines: only complete advertising layouts will be accepted if sent directly by the advertiser 30 days before the date of publication to info@elledi.info.
Specifications: 210 x 280 mm + 5 mm margin per side and 300 dpi resolution, in a .jpg or .pdf format. Web: images and logos in .jpeg or .gif format only will be accepted if sent directly by the advertiser 30 days before the date of publication to info@elledi.info
Elledi srl staff supplies concept, graphic design, copywriting and text processing for advertising upon request; these services are not included in the current rate card.

Special formats

Half page: 210 x 140 + 5 mm margin per side, 1/3 of a page: 210 x 92 mm + 5 mm (these are all horizontal formats); the cost is calculated as a proportion of a single internal page increased by 10%.