

## Elledi srl

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## COM.PACK

Il bimestrale sull'eco-packaging

[com-pack.it](http://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.compactnews.news](http://www.compactnews.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

Il bimestrale sull'eco-packaging

*Print run:* 3,500 copies for each of the 5 issues

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

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

*Website:* [www.compactnews.news/en](http://www.compactnews.news/en)

### Distribution and promotion of COM.PACK.news

(average, first quarter 2024)

*Visits:* 4,621

*Unique visitors:* 1,451

*Page hits:* 18,700

*Returning visitors:* 21%

*New visitors:* 87%

*Average session time:* 4'21"

*Keywords placed:* over 1.450

*Promotion:* 40 newsletters/year

Find us on LinkedIn and Facebook

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

## TOPICS OF THE 5 ISSUES

N.	PERIODO	TEMI DEL BIMESTRE
67	January-February	<p><b>Compacknews - Spotlight</b> on Marca, ISM, Fruit Logistica</p> <p><b>COM.PACK 67 - Spotlight</b> on Logistics Packaging Solutions * Cosmetic Packaging * Labelling and Track &amp; Trace Systems - <b>Focus:</b> Packaging Machines: how to Reduce Energy Waste and Maintenance Costs</p>
68	March-April	<p><b>Compacknews - Spotlight</b> on MECSPE, Logimat, Cosmopack</p> <p><b>COM.PACK 68 - Spotlight</b> on Waste to Energy Plants * Sanitary Design for Packing Lines * Safety and Traceability - <b>Focus:</b> Compostable and Recycled Materials for Food Packaging</p>
69	May-June	<p><b>Compacknews - Spotlight</b> on IFFA, Zoomark, Macfrut, SPS, Packaging Premère, Ipack-lma (+ Pharmintec, Greenplast, Intralogistica e Print4All), Transport Logistic</p> <p><b>COM.PACK 69 - Spotlight</b> on Pharmaceutical Packaging * How to Reduce and Reuse Process Water * Industrial Composting of Packaging - <b>Focus:</b> New Goals in PPWR Rules about Reusing, Recycling and Composting</p>
70	July-August	<p><b>Compacknews - Spotlight</b> on Drinktec, Go International, FachPack</p> <p><b>COM.PACK 70 - Spotlight</b> on Logistics Packaging Solutions * Cosmetic and Toiletry Packaging * Food Packaging for Food Safety - <b>Focus:</b> How to Save Waste and Energy on Bottling Lines</p>
71	September-October	<p><b>Compacknews - Spotlight</b> on K 2025, Host, Cibus Tec Forum, Ecomondo</p> <p><b>COM.PACK 71 - Spotlight</b> on Materials and Machineries for Tea and Coffee Packaging * Biopolymer Application in Food Packaging * Labelling and Track &amp; Trace Systems - <b>Focus:</b> Reverse Logistics: Automation, Processsing and Packaging Solutions</p>

## ADVERTISING RATES

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



## INDUSTRY TRADE FAIRS 2025

**Marca**, 15-16 January, Bologna  
**SIGEP**, 18-25 January, Rimini  
**ISM-Pro Sweet**, 2-5 February, Cologne  
**Fruit logistica**, 5-7 February, Berlin  
**MECSPE**, 5-7 March, Bologna  
**Logimat**, 11-13 March, Düsseldorf  
**Cosmopack**, 20-22 March, Bologna  
**IFFA**, 3-8 May, Frankfurt am Main  
**Zoomark**, 5-7 May, Bologna  
**Macfrut**, 6-8 May, Rimini  
**SPS**, 13-15 May, Parma  
**Packaging Première**, 13-15 May, Milan MiCo

**Ipack-lma**, 27-30 May, Rho (Milan)\*  
*\*in conjunction with GreenPlast, Intralogistica e Print4All*  
**Pharmintec**, 27-30 May, Rho (Milan)  
**Transport Logistic**, 2-5 June, Munich  
**Drinktec**, 15-19 September, Munich  
**Go International**, 17-18 September, Milan  
**FachPack**, 23-25 September, Nürnberg  
**Luxe Pack**, 29-30 September/1 October, Monte Carlo  
**K 2025**, 8-15 October, Düsseldorf  
**Host**, 17-21 October, Rho (Milan)  
**Cibus Tec Forum**, 28-29 October, Parma  
**Ecomondo**, 4-7 November, Rimini

## COM.PACK.news

### ADVERTISING RATES

Type	Duration	Cost before VAT
Header banner	15 days, in rotation with other banners	
Sidebar	15 days, in rotation with other banners	
Banner placed in the newsletter	At least 3 ads	
Sponsored video with link and short text	15 days	
DEM		
Sponsored article	15 days	
Sectors section with logo, link and brief description	12 months	

### 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](mailto: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](mailto: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%.