

Elledi srl

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COM.PACK

Il bimestrale sull'eco-packaging

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

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

Distribution and promotion of COM.PACK.news

(average, fourth quarter 2021)

Visits: 8,700

Unique visitors: 6,950

Page hits: 18,700

Returning visitors: 21%

New visitors: 87%

Average session time: 4'21"

Keywords placed: over 1.450

Promotion: 20 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
62	January-february	<ul style="list-style-type: none"> • Specials Logistics: When packaging reduces weight, volume, transport and limits disposables Cosmetics: Eco-design and zero waste/defects: the role of AI, digital and big data 'Simple' packaging: Materials, shapes, sizes and technologies for improving use, reuse, disposal and safety The waste system: Role of waste-to-energy plants, their safety, economic advantages and social consensus • Focus: Digitalization in packaging Code, track & trace, blockchain and digital identity to help consumers and businesses meet the challenges of environmental impact: reduction, waste sorting, preparation for recycling and reuse.
63	March-april	<ul style="list-style-type: none"> • Specials Food & Beverage: Reduce shelf life or reduce impact? The role of materials and machines Reuse: When, where and what type of packaging is it sustainable for? Recycling materials: Technologies and plants to manage quality, production costs and impacts • Focus: Automation, AI and Big Data: sustainability goals How artificial intelligence, vision systems, track & trace systems and big data help manage eco-friendly or innovative materials, prevent the generation of waste and scraps, reduce consumption of energy and water, and create packaging with reduced weight or volume.
64	May-june	<ul style="list-style-type: none"> • Specials Tea & Coffee Packaging: The dual challenge of shelf life and bio-valorization Food & Beverage Packaging: Bio-based and bio-valorized compounds: opportunities and limits Inks, adhesives, plasticizers: Sustainability profile and impact on recycling and bio-valorization • Focus: Pharma packaging The response of automation to the challenges of sustainability in production and packaging processes.
65	July-august	<ul style="list-style-type: none"> • Specials Food & Beverage: Recycling materials and contaminations are a challenge to sustainability Logistics: Safety, plant health, integrity, traceability: the challenge of sustainability Pharma packaging: Technologies to prevent non-conformities The waste system: Role of waste-to-energy plants, their safety, economic advantages and social consensus • Focus: Automation, AI and Big Data: efficiency goals AI, Big Data, vision systems and track & trace systems assist sanitary design, prevent contamination, facilitate integration between machines, optimize maintenance procedures, simplify track & trace, reduce unplanned downtime, and improve space utilization in the factory
66	September-october	<ul style="list-style-type: none"> • Specials Cosmetics: Eco-friendly materials and automation for creating sustainable products Logistics: Reuse, recycling and bio-valorization of secondary and tertiary packaging Food & Beverage: Tools, theory and practice for eco-design • Focus: Packaging and territory The role of agricultural waste, industrial biomass and OFSMW (organic fraction of solid municipal waste) in the biopolymers and biomethane industry: the circular carbon economy.

ADVERTISING RATES

Pagina	Quantità	Costo senza IVA
Internal	Single	€ 1,500
Inside front cover	Single	€ 1,700
Inside back cover	Single	€ 1,600
Back cover	Single	€ 2,100
Advertorial	Three pages	€ 2,500



INDUSTRY TRADE FAIRS 2024

Marca By Bolognafiore, 16-17 January, Bologna
Fruitlogistica, 7-9 February, Berlin
Anuga FoodTec, 19-22 March, Düsseldorf
Cosmoprof-Cosmopack, 21-23 March, Bologna
Vinitaly, 14-17 April, Verona
MacFrut, 8-10 May, Rimini
Packaging Première, 21-23 May, Milan
Meat-Tech, 28-30 May, Milan

SPS, 28-30 May, Parma
Drupa, 28 May-7 June, Düsseldorf
Achema, 10-14 June, Frankfurt
FachPack, 24-26 September, Nurnberg
Fakuma, 15-19 October, Friedrichshafen
All4Pack, 4-7 November, Paris
Ecomondo, 5-8 November, Rimini

COM.PACK.news

ADVERTISING RATES

Type	Duration	Cost before VAT
Leaderboard	15 days, in rotation with other banners	
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	
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.

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%.