



TARA I UPAKOVKA magazine MEDIA PLAN 2018

28 years in the information packaging market!

Main topics*

Market review • Machinery and equipment • Materials • Packaging technology • Package labeling and marking • Marketing and management • Legal basis of the industry • Goods protection against counterfeiting and falsification • Ecology • Personnel training • Presentations • Exhibitions • Exhibitors close up • Design • Competitions • Conferences and seminars • Home museum

Nº 1 / 2018 (End of February)

Main topics:

- ✓ The problems of packaging industry development. Market review.
- ✓ Packaging for agroindustrial complex, food and processing industries, perfumery, cosmetics, medicine and consumer goods. The European and Eurasian standards and regulations.
- ✓ Presentation of domestic and foreign manufacturers and suppliers of packaging and filling machines and technologies, equipment and technologies, packaging products and materials.
- ✓ Protection of the goods against counterfeit and falsifications. Identification systems.
- ✓ Packaging and the Eurasian economic Union (EEU).
- ✓ Home museum. From history of packaging business in Russia.
- ✓ Summary of the exhibition upakovka -2018, Interplastica - 2018 (Moscow, Russia).
- ✓ Packaging exchange. Cards of the enterprises).

Additional copies of the magazine (over and above the stated circulation figures) will be distributed at the following international exhibitions: Dairy & Meat Industries 2018 (Moscow, Russia), International Private Label Show (IPLS 2018) (Moscow, Russia), Tare.Packing.Label 2018 (Tyumen, Russia), Grocery World 2018 (Nizhny Novgorod, Russia), Beviale Moscow 2018 (Moscow, Russia)

Deadline of materials presentation in electronic form:

Information and promotion materials – before January 26, 2018.

Advertisement materials – before February 5, 2018.

Nº 2 / 2018 (End of April)

Main topics:

- ✓ Packaging industry in Russia: the present state and prospects of development. Consolidation of the industry.
- ✓ Packaging: design and construction solutions, manufacture specialties.
- ✓ Contemporary packaging materials.
- ✓ Machines, equipment and technologies for packaging, labeling and marking.

- ✓ Safety labels.
- ✓ Presentation of companies - exhibitors of 23rd International exhibition RosUpack 2018 (Moscow, Russia).
- ✓ Packaging and Environment. Systems of separate collection and recycling of packaging waste.
- ✓ International student competition Clockwork orange 2018.
- ✓ Summary of exhibitions: Prodexpo-2018, Beviale Moscow 2018 (Moscow, Russia).
- ✓ Results of the 13rd International competition for the best packaging and label ProdExtraPak 2018.
- ✓ Home museum. From history of packaging business in Russia.
- ✓ Packaging exchange. Cards of the enterprises).

Additional copies of the magazine (over and above the stated circulation figures) will be distributed at the following exhibitions: RosUpack 2018, RosMould 2018, World of Glass 2018 (Moscow, Russia), Beer 2018 (Sochi, Russia), InterFood 2018 (St. Petersburg, Russia), Prodmash. Holod. Upak, Food Industry, Belagro 2018 (Minsk, Belarus)

Deadline of materials presentation in electronic form:
Information and promotion materials – before March 31, 2018.
Advertisement materials – before April 8, 2018.

Nº 3 / 2018 (End of June)

Main topics:

- ✓ Reviews of the packaging market segments.
- ✓ Presentation of domestic and foreign manufacturers and suppliers of packaging and filling machines, equipment and technologies, packaging materials and products.
- ✓ Management and marketing in the sphere of the packaging products, equipment and materials manufacturing.
- ✓ Education and training of specialists for packaging industry. Seminars and workshops. New forms of education on European standards basis.
- ✓ International contacts development and integration.
- ✓ Home museum. From history of packaging business in Russia. Packaging design.
- ✓ Packaging exchange. Cards of the enterprises).

Additional copies of the magazine (over and above the stated circulation figures) will be distributed at the following exhibitions: RosUpack 2018, RosMould 2018, Agroprodmash 2018 (Moscow, Russia), Wine. Vodka – 2018 (Sochi, Russia), etc.

Deadline of materials presentation in electronic form:
Information and promotion materials – before May 31, 2018.
Advertisement materials – before June 10, 2018

Nº 4 / 2018 (End of August)

Main topics:

- ✓ Review of the packaging market segments.
- ✓ Contemporary types of packaging and labels (design, materials, modern methods and technologies) on European standards basis: trends and prospects.
- ✓ Presentation of domestic and foreign manufacturers and suppliers of packaging and filling machines, equipment and technologies, packaging products and materials.
- ✓ Education system. Personnel training.
- ✓ Summary results of RosUpack – 2018 exhibition. Exhibitors close up.
- ✓ Results of student competition for best packaging design Clockwork orange 2018.
- ✓ Packaging exchange. Cards of the enterprises).

Additional copies of the magazine (over and above the stated circulation figures) will be distributed at the following exhibitions: **Sklad. Transport. Logistika 2018 (STL - 2018)**, **World Food 2018**, **Agroprod mash 2018 (Moscow, Russia)**, **Ipak Siberia 2018 (Novosibirsk, Russia)**, **Pap-For Russia 2018 (St. Petersburg, Russia)**.

Deadline of materials presentation in electronic form:
Information and promotion materials – before July 29, 2018.
Advertisement materials – before August 11, 2018.

Nº 5 / 2018 (End of October)

Main topics:

- ✓ Problems of Russian packaging industry development. Review of the packaging market.
- ✓ Packaging, packaging materials and equipment for food industry. Safety packaging.
- ✓ Development of modern standards and regulations for packaging industry.
- ✓ Scientific, analytical and marketing research in the field of packaging.
- ✓ Presentation of domestic and foreign manufacturers and suppliers of packaging and filling machines, equipment and technologies, packaging materials and products.
- ✓ Summary of exhibition AGROPRODMASH-2018 (Moscow, Russia).
- ✓ International competition for the best label GrandLabel 2018.
- ✓ Home museum. History of packaging design. .
- ✓ Packaging exchange. Cards of the enterprises).

Additional copies of the magazine (over and above the stated circulation figures) will be distributed at the following exhibitions: **PharmTec-2018 (Moscow, Russia)**, **KazUpack-2018 (Almaty, Kazakhstan)**, **RosPromEco 2018 (Moscow, Russia)**, **upakovka 2019**, **interplastika 2019**, **Prodexpo 2019 (Salon ProdExpoPack 2019) (Moscow, Russia)**, **ALL4Pack 2018 (Paris, France)**.

Deadline of materials presentation in electronic form:
Information and promotion materials – before September 30, 2018
Advertisement materials – before October 12, 2018.

Nº 6 / 2018 (End of December)

Main topics:

- ✓ Review of packaging and packaging machinery market.
- ✓ Modern packaging technologies and materials.
- ✓ Tendencies and trends in packaging machinery development.
- ✓ Novelties in food and wine-vodka products packaging.
- ✓ Summary results of the International competition for the best label GrandLabel 2018.
- ✓ Presentation of companies – exhibitors of the international exhibitions upakovka 2019, Interplastika 2019 and PRODEXPO 2019 (Salon ProdExpoPack 2019).
- ✓ Home museum. From history of packaging business in Russia.
- ✓ Packaging exchange. Cards of the enterprises).

Additional copies of the magazine (over and above the stated circulation figures) will be distributed at the following exhibitions: **upakovka 2019**, **interplastika 2019**, **Prodexpo 2019 (Moscow, Russia)**, **UralUpak 2018 (Yekaterinburg, Russia)**, etc.

Deadline of materials presentation in electronic form:
Information and promotion materials – before November 30, 2018.
Advertisement materials – before December 12, 2018.

*** Within a year additions and changes are possible.**

The magazine is circulated in amount about 10 thousand copies in Russia and in other EEU member countries (Belarus, Armenia, Kazakhstan and Kyrgyzstan).

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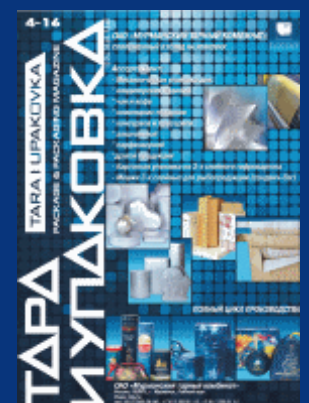
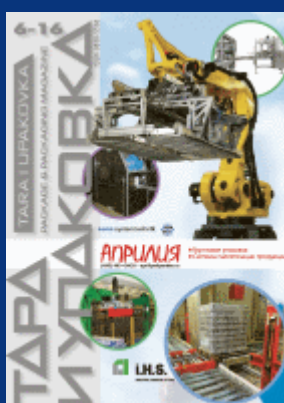
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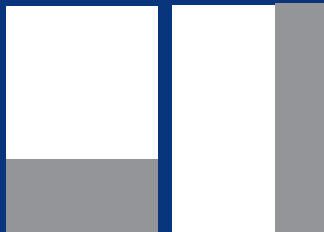


www.magpack.ru

E-mail: iris104@yandex.ru, magpack@mail.ru;

Tel/fax: +7 (495) 644-04-03; 644-04-02.



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Adress:

«Tara i upakovka»

6, Suvorovskaya str.,

Moscow, 107023, Russia.

Tel./fax: +7 (495) 644-04-03, 644-04-02.

e-mail: magpack@mail.ru; iris104@yandex.ru;

reklamatar@yandex.ru

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