



TARA I UPAKOVKA magazine MEDIA PLAN 2018

29 years in the information packaging market!

Cross-industry specialized magazine «Tara I Upakovka» (Package & Packaging) has been published since 1990, once every two months (6 issues per year) with a circulation of 10 thousand copies distributed throughout the territory of Russia and CIS countries: by subscription, by direct mail and at specialized trade fairs and exhibitions, forums, conferences, summits, seminars etc.

The mission of the magazine – providing information and business contacts between producers and consumers of all kinds of packaging products.

Main topics*

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

Nº 1 / 2019 (End of February)

Main topics:

- ✓ The problems of of packaging industry development. Market review.
- ✓ 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 exhibitions: upakovka 2019, interplastica 2019 (Moscow, Russia). Close-up exhibitors.
- ✓ 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 2019 (Moscow, Russia), International Private Label Show (IPLS 2019 (Moscow, Russia), Mir Stekla 2019 (Moscow), FoodService Moscow, InterFood 2019 (St.Petersburg, Russia), Prodexpo 2019. Agricultural products (Tyumen, Russia), Grocery World 2019 (Nizhny Novgorod, Russia), AgroProdExpo 2019 (Chelyabinsk, Russia)

Deadline of materials presentation in electronic form:

Information and promotion materials – before January 26, 2018.

Advertisement materials – before February 5, 2018.

Nº 2 / 2019 (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 - European standards.
- ✓ Machines, equipment and technologies for packaging, labeling and marking. Safety labels.
- ✓ Presentation of companies - exhibitors of 24th International exhibition RosUpack 2019 (Moscow, Russia).
- ✓ Results of the 14rd International competition for the best packaging and label ProdExtraPak 2019.
- ✓ Home museum. From the history of packaging business in Russia.
- ✓ Cards of the enterprises.

Additional copies of the magazine (over and above the stated circulation figures) will be distributed at the following exhibitions: RosUpack 2019 (Moscow, Russia), PrintTech 2019 (Moscow, Russia), Beer 2019 (Sochi, Russia), Prodmash. Holod. Upak 2019 (Minsk, Belarus), Food Industry 2019 (Minsk, Belarus), etc.

Provision materials deadline:

Information and promotion materials – before March 31, 2019.

Advertisement materials – before April 8, 2019.

Nº 3 / 2019 (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.
- ✓ Education and training of specialists for packaging industry. New forms of training based on European standards.
- ✓ International contacts development and integration.
- ✓ Packaging and the environment. Biodegradable packaging.
- ✓ 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 2019 (Moscow, Russia), PrintTech 2019 (Moscow, Russia), Agroprodmash 2019 (Moscow, Russia), Wine. Vodka 2019 (Sochi, Russia), etc.

Provision materials deadline:

Information and promotion materials – before May 31, 2019.

Advertisement materials – before June 10, 2019

Nº 4 / 2019 (End of August)

Main topics:

- ✓ Review of the packaging market segments.
- ✓ 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 2019 exhibition. Exhibitors close up.
- ✓ Results of student competition Clockwork Orange 2019.
- ✓ Cards of the enterprises.

Additional copies of the magazine (over and above the stated circulation figures) will be distributed at the following exhibitions: World Food 2019 (Moscow, Russia), Agroprod mash 2019 (Moscow, Russia), Ipack Siberia 2019 (Novosibirsk, Russia), Pap-For Russia 2019 (St. Petersburg, Russia).

Provision materials deadline:

Information and promotion materials – before July 29, 2019.

Advertisement materials – before August 11, 2019.

Nº 5 / 2019 (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.
- ✓ Presentation of domestic and foreign manufacturers and suppliers of packaging and filling machines, equipment and technologies, packaging materials and products.
- ✓ Summary of exhibition AGROPRODMASH 2019 (Moscow, Russia).
- ✓ 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 2019 (Moscow, Russia), RosPromEco 2019 (Moscow, Russia), upakovka 2020, interplastika 2020, Prodexpo 2020 (Salon ProdExpoPack) (Moscow, Russia), InterFood Siberia (Novosibirsk, Russia), YUGAGRO (Krasnodar, Russia).

Provision materials deadline:

Information and promotion materials – before September 30, 2019

Advertisement materials – before October 12, 2019.

Nº 6 / 2019 (End of December)

Main topics:

- ✓ Review of packaging and packaging machinery market.
- ✓ Modern packaging technologies and materials.
- ✓ Tendencies and trends in packaging machinery development.
- ✓ Presentation of companies – exhibitors of the international exhibitions upakovka 2020, interplastika 2020 and PRODEXPO 2020 (Salon ProdExpoPack).
- ✓ Home museum. From history of packaging business in Russia. Packaging design.
- ✓ Cards of the enterprises.

Additional copies of the magazine (over and above the stated circulation figures) will be distributed at the following exhibitions: upakovka 2020 (Moscow, Russia), interplastika 2020 (Moscow, Russia), Prodexpo 2020 (Moscow, Russia,), UralUpak 2020 (Yekaterinburg, Russia), etc.

Provision materials deadline:

Information and promotion materials – before November 30, 2019.

Advertisement materials – before December 12, 2019.

*** 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).

Our readers get magazine in Germany, Italy, Israel and USA.

Starting in 2016 we launch the electronic version of the magazine in addition to the printed version.

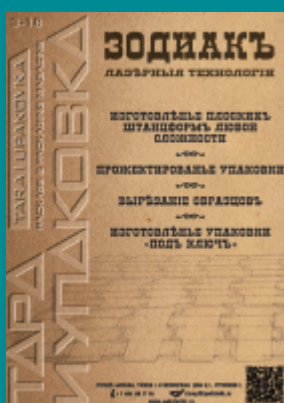
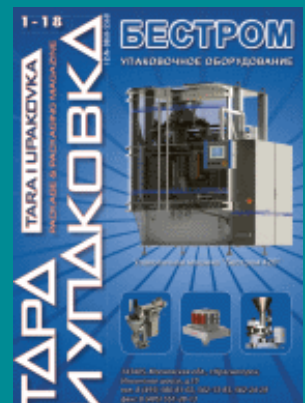
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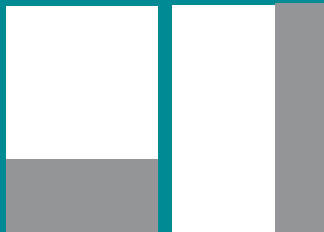


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