



## TARA I UPAKOVKA magazine MEDIA PLAN 2021

### 30 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 / 2021 (February)

Main topics:

- ✓ The problems 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. History of packaging business in Russia.
- ✓ Summary of the exhibition Prodexpo 2021- Salon ProdExpoPack (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: InterFood 2021 (St.Petersburg, Russia), , AgroProdExpo 2021 (Chelyabinsk, Russia), Interbytchim-2021, Interlakokraska-2021, Prodexpo 2021- Salon ProdExpoPack, Beviale Moscow 2021 (Moscow, Russia), Interfood Krasnodar – 2021, VINORUS (Krasnodar, Russia) etc

**Deadline of materials presentation in electronic form:**  
**Information and promotion materials – before January 26, 2021**  
**Advertisement materials – before February 5, 2021**

## **Nº 2 / 2021** (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 26th International exhibition RosUpack 2021 (Moscow, Russia).
- ✓ Results of the 16rd International competition for the best packaging and label ProdExtraPak 2021.
- ✓ Home museum. 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 2021 , PrintTech 2021 , PharmPack 2021 (Moscow, Russia), , Beer 2021 (Sochi, Russia), Food Industry 2021 (Minsk, Belarus), etc.

**Provision materials deadline:**

**Information and promotion materials – before March 31, 2021**

**Advertisement materials – before April 8, 2021**

## **Nº 3 / 2021** ( 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. 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 2021 , PrintTech 2021, Agroprod mash 2021 , TransPack 2021 (Moscow, Russia), PapFor 2021 (St. Petersburg, Russia),etc.

**Provision materials deadline:**

**Information and promotion materials – before May 31, 2021**

**Advertisement materials – before June 10, 2021**

## **Nº 4 / 2021** (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 2021 exhibition. Exhibitors close up.
- ✓ Results of student competition Clockwork Orange 2021.
- ✓ 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 2021, Agroprodmash 2021 (Moscow, Russia), Pap-For Russia 2021 (St. Petersburg, Russia) etc.

**Provision materials deadline:**

**Information and promotion materials – before July 29, 2021**

**Advertisement materials – before August 10, 2021**

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**Nº 5 / 2021** (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 2021 (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-2021, RosPromEco 2021 , upakovka 2021, interplastika 2021, Prodexpo 2021- Salon ProdExpoPack (Moscow, Russia), YugAgro 2021 (Krasnodar, Russia), etc.

**Provision materials deadline:**

**Information and promotion materials – before September 29, 2021**

**Advertisement materials – before October 12, 2021**

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**Nº 6 / 2021** (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 2022, interplastika 2022 and PRODEXPO 2022 (Salon ProdExpoPack).
- ✓ Home museum. 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 2022 , interplastika 2022 , ProdExpo 2022 (Moscow, Russia, ), UralUpak 2022 (Yekaterinburg, Russia), InterCHARM 2022 (St. Petersburg, Russia)

**Provision materials deadline:**

**Information and promotion materials – before November 30, 2021**

**Advertisement materials – before December 12, 2021**

**\* 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.

The advertisers placing ad in print option will get as bonus additional audience reading electronic magazine.

**Our address:**



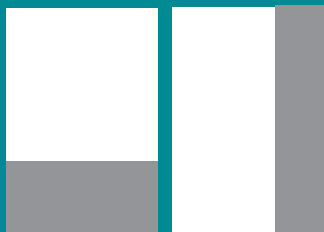


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1/8 89x61 mm		350	2	5
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**Adress:**  
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