

INTERNATIONAL

Bottler & Packer

www.binstedgroup.com/ibp

As one of the leading journal dedicated to the beverage packaging industry, International Bottler & Packer prides itself on being the first with breaking news in the industry.

IBP also regularly features key news from the drinks industry, making sure that readers are fully aware of the latest updates in this important sector.

WHAT WE ARE LOOKING FOR...

News and developments in the beverage industry for machinery, services, packaging and product launches.

Our features consist of: case studies, recent installation stories, product development, interviews, industry opinion etc.

The word count should ideally fall between 400 and 1200 words and accompanying images, charged at GBP £115 per photo, should be at least 300 dpi.

We would be delighted to receive your editorial submissions for International Bottler & Packer.



MEDIA INFORMATION 2026

In 2026 we proudly start the 100th anniversary year of International Bottler & Packer.

CELEBRATING
100 YEARS

It has been an honour to serve as a trusted source throughout this momentous journey, reporting on an ever-changing industry. This would not have been possible without the support of our contributors and loyal readers.

Encompassing all sectors of the beverage industry from processing, packing, logistics and dispensing, International Bottler & Packer is the platform for sharing your news, product launches and success stories.

Each issue delivers global coverage, reporting on the diverse and dynamic areas affecting this specific, yet evolving industry.

Stories and news covering areas including:

- Adhesives & Application
- Aseptic Filling & Packaging
- Beverage Processing
- Bottle Closures
- Bottle Filling & Capping
- Cans & Canning Equipment
- Carbon Dioxide, Nitrogen & Industrial Gases
- Carton & Tray Erecting, Packing and Sealing
- Change Parts & Components
- Coding, Marking, Print & Apply
- Container / Closure Unscrambling & Feeding
- Contract Filling & Packing
- Conveyors, Belts & Components
- Dairy Innovations
- Dispensing Systems
- Drives, Controls & Sensors
- Glass Packaging
- Inspection Systems
- Kegs, Keg Filling & Handling Plant
- Labelling & Sleeving
- Maintenance & Cleaning / CIP
- Multipackaging Machinery & Packs
- Pasteurising, Heating & Cooling
- PET Containers & Blowmoulding Machinery
- Promo & Shelf Ready Packaging / Displays
- Robotics
- Shrink & Stretch Machinery and Materials
- Sustainability
- Warehousing, Storage, Logistics & Traceability
- Wraparound Case Packing



COPY DATES

JANUARY	12/12/2025
FEBRUARY • Packaging Innovations / Empack Preview •	13/01/2026
MARCH • IntraLogisteX Preview • IFE Preview • interpack Preview I •	16/02/2026
APRIL • interpack Preview II •	15/03/2026
MAY	19/04/2026
JUNE • Fispal Preview •	17/05/2026

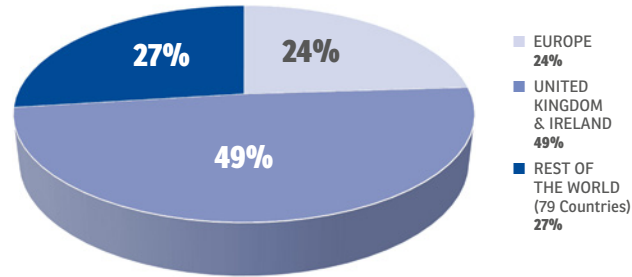
JULY	14/06/2026
AUGUST	19/07/2026
SEPTEMBER • PPMA Preview • BrauBeviale Preview I •	16/08/2026
OCTOBER • BrauBeviale Preview II • Pack Expo Preview • UK Packaging Expo Preview •	13/09/2026
NOVEMBER • AllForPack Emballage Preview •	18/10/2026
DECEMBER	15/11/2026

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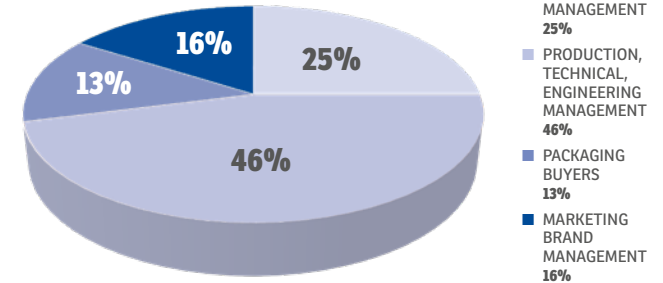
+44 (0)1256 263762 editorial@binstedgroup.com

READERSHIP, RATES & FORMATS

INTERNATIONAL BOTTLER & PACKER
Geographic Readership



INTERNATIONAL BOTTLER & PACKER
Readership by Job Title



RATES

Format

Full Page	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1,555
Junior Page	131.5 x 187mm (+ 3mm bleed for all edges)	£1,280
Half Page	Horizontal: 178 x 118mm Vertical: 85.75 x 225mm	£1,155
Quarter Page	Horizontal: 178 x 54.5mm Vertical: 85.75 x 109mm	£960
IBP Front Cover	Trim: 210 x 280mm Allow 70mm for IBP banner Advert area 210 x 210mm (+ 3mm bleed to left, right and bottom edges)	£2,365
Inside Front Cover	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1,820
Outside Back Cover	Trim: 210 x 280mm (+ 3mm bleed for all edges)	£1,950
Full Page Advertorial	400-550 words, 2 Colour Photos Company Logo and Full Contact Details	£560
Full Page Advertorial with Video	400-550 words, 2 Colour Photos, 1 Video (max. suggested length 4 minutes) Company Logo and Full Contact Details	£685

Multiple Page Advertorials available please enquire for pricing



Sponsorship Opportunities –

Exclusive page sponsorship opportunities to enhance corporate profile (price on application): Contents, Exhibitions & Events, News and other regular sections.

Buyers Guide – All year round visibility under your particular section of expertise.

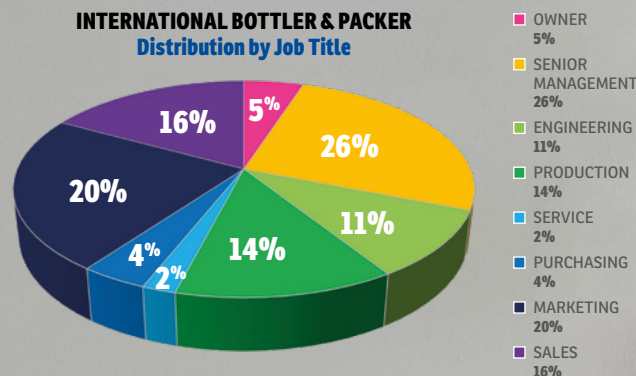
	Single Column (55 x 69mm)	Double Column (116.5 x 69mm)
1 Entry	£332 per year	£435 per year
3 Entries	£896 per year	£1174 per year
6 Entries	£1690 per year	£2215 per year

All rates GBP £ Sterling
and exclusive of VAT



ONLINE ADVERTISING AND DIGITAL MAGAZINE ENHANCEMENTS

Digital subscribers receive and read the latest editions first, getting your stories and news to customers quicker.



Online
Distribution
5353
(as at 15/10/25)



DIGITAL BANNER SPONSORSHIP OPPORTUNITIES

Online Magazine Top Banner

Place your banner advert at the top of our online magazines and link to your website or any other URL. Each banner appears for 20 seconds before cycling to the next and there are a maximum of six banner adverts per issue allowing greater exposure.

Banners and links will last for the duration of the issue and cannot be changed mid-issue. Any new adverts or links will be changed at the next available issue.

Online Magazine Introduction Banner

Gain maximum exposure with a Magazine Introduction Banner. Appearing to the left of the front cover of the digital magazine this is a great accompaniment to the cover advert. Only one static banner is available per issue but this will always be visible next to the front cover and can link to any URL provided.

Email Announcement Banner

Once per issue an email is distributed to our registered readers advising that the latest online edition is now available. Within this email you can have an exclusive banner advert that appears at the top of the email. This banner can link to any website but is limited to only one advert per email and is only distributed once per issue.

DIMENSIONS AND REQUIREMENTS



TOP BANNER Width: 400-1200px | Height: 60px | Supplied as JPG or PNG
Confirmed website address for linking



INTRODUCTION BANNER

Width: 300px
Height: 250px
Supplied as JPG or PNG
Confirmed website address for linking



EMAIL BANNER

Width: 468px or 600px
Height: 60px or 80px
Supplied as JPG or PNG
Confirmed website address for linking

RATES BY NUMBER OF INSERTS PER YEAR

Banner Type	1	3	6	12
Top Banner	£240	£225	£210	£195
Introduction Banner	£265	£250	£235	£220
Email Banner	£275	£260	£245	£230

DIGITAL MAGAZINE ENHANCEMENTS

Editorial Video

Attract instant visibility to your story with a video appearing within your story. It's a great way of showcasing your latest news and developments.
Cost: £125 (in addition to photo charge)

Editorial Link

Link your advert directly to your editorial within the digital magazine.
Cost: £45

**CONTACT US TO
DISCUSS ADDING VIDEO
TO YOUR ADVERT.**

ADVERT DIMENSIONS AND FORMATS

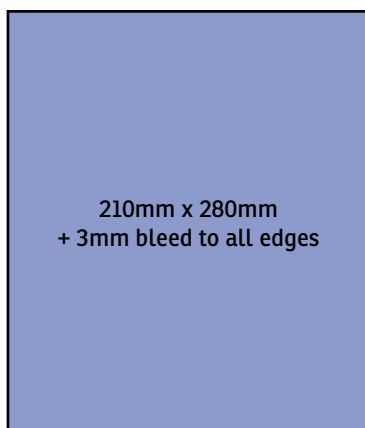
adcopy@binstedgroup.com

INTERNATIONAL BOTTLER & PACKER FILE FORMATS

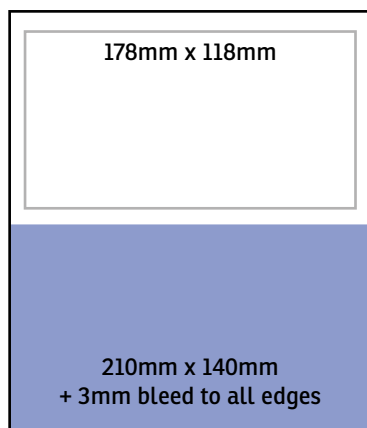
- Adobe PDF (preferred)
- Adobe InDesign
- Adobe Illustrator

Please include all fonts or convert to outlines and ensure all images are high resolution minimum 300dpi in CMYK colour mode. Do not combine or flatten artwork layers.

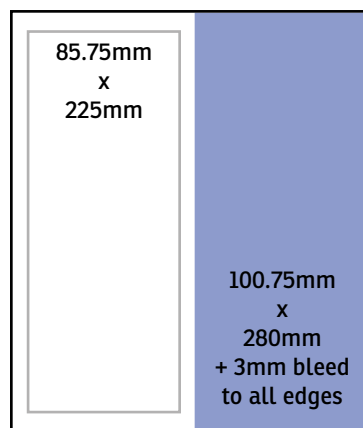
NB All dimensions below are width x height.



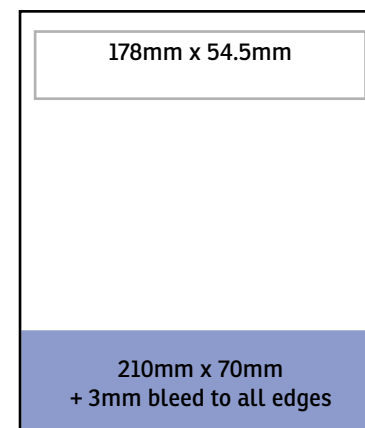
Full Page



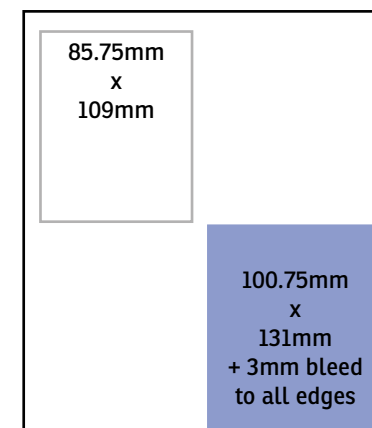
1/2 Page Horizontal (without / with bleed)



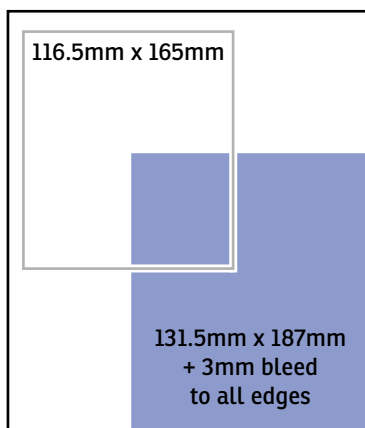
1/2 Page Vertical (without / with bleed)



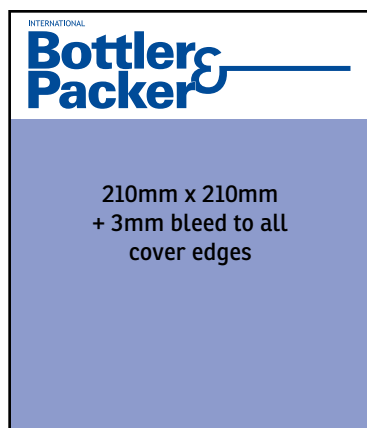
1/4 Page Horizontal (without / with bleed)



1/4 Page Vertical (without / with bleed)



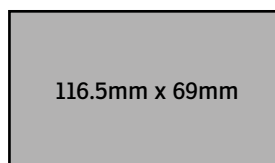
Junior Page (without / with bleed)



IBP Front Cover



Single Column
Buyers Guide Entry



Double Column
Buyers Guide Entry

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YOUR ARTWORK COPY
BY THE MAGAZINE
PRODUCTION DATE WE
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