

Women in Packaging, Inc. Advertising Packages



Packaging Horizons Online - Women in Packaging's E-zine concentrates on hands-on information and useful ideas to smooth and speed the career development of packaging professionals. Packaging Horizons Online is the only industry E-zine dedicated to career development and diversity recruitment

of professionals in engineering, technology, operations, management, sales, purchasing, marketing, and design in the packaging and allied industries. Archived issues are available at www.packaginghorizonsmag.com.

Readership & Reach - The E-zine is sent to a finely-tuned, highly maintained list of more than 25,000 packaging professionals each week. This market is not the same as traditional trade communications. The audience extends to experienced and emerging packaging professionals in all functional areas of packaging. This includes management, engineering, production, R&D, sales and marketing, graphics and design, information technology, and administration. Members of Women in Packaging, Inc. receive the subscription as part of their membership benefit package.

Demographic profiles of readers from a recent survey:

- Marketing/sales director in food and beverage company, 15-19 years, age 35-44.
- Vice president, consumer products, 20-24 years, oversees staff of 71, age 45-54.
- Graphic designer in health care/medical, under 5 years, team leader of 8, age 35-44.
- Manager research and development, personal care cosmetics, 5-9 years, age 26-34.
- Engineering department manager of 10, folding carton, age 26-34.
- Project engineer for packaging machinery company, 10-14 years, age 25-44.

Rates - One week e-broadcast package is \$300.00 or annual ownership - \$6,000.00. Contact LindaL@womeninpackaging.org for additional details.

P A C K A G I N G

Career Hotline

Packaging Career Hotline - This Women in Packaging job board, www.packagingcareerhotline.com, supplies a pathway to find qualified packaging professionals. The most qualified packaging professionals use this site to narrow their search for the best job.

Readership & Reach - Packaging Career Hotline receives approximately 11,000 impressions per month. An additional component to the website traffic is the job email subscription list. This is a list of close to 1,000 active packaging job seekers. They sign up to be notified every week of the newest jobs available.

Rates - \$200 for 300 words online for 8 weeks. Contact ShellyN@womeninpackaging.org for additional details.



About Women in Packaging

Founded in January 1993, Women in Packaging (WMPKG) has experienced phenomenal growth and is currently nearing 1000 members. Founded as an organization dedicated to helping increase diversity in the packaging industry. Our focus is to encourage an industry-wide commitment to the future of women in the field. WMPKG has created many programs to foster that goal. The organization serves men and women equally in its professional development programs. WMPKG successfully provides packaging professionals with inspiration, education, conferences, on-line services, publications and worldwide resources.