



ADVERTISING TARIFF (PER ISSUE)

PRINT EDITION:

Full Page Ordinary: 45,000/450 US\$

Fixed Ordinary: 50,000/500 US\$

Ordinary Half Page: 30,000/300 US\$

F/Back Inside: 60,000/600 US\$

Back Page: 85,000/850 US\$

Centre Spread: 75,000/750 US\$

Title Gatefold: 90,000/900 US\$

PRINT & DIGITAL ADVERTISING:

Full Page Ordinary + Top Slider:
Rs. 100,000/1000 US\$

Fixed Position + Top Slider:
Rs. 120,000/1200 US\$

Centre Spread + Top Slider:
Rs. 140,000/1400 US\$

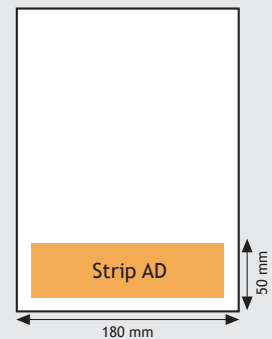
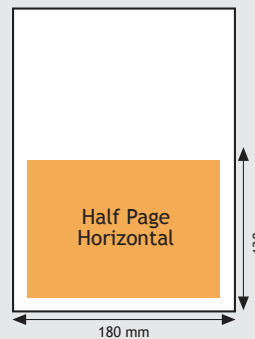
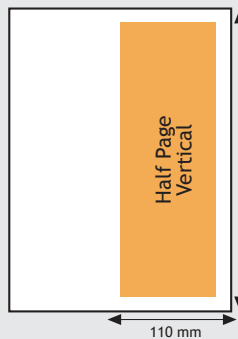
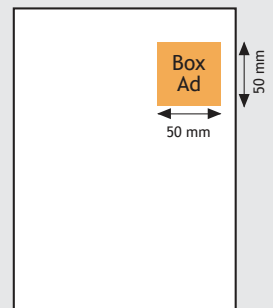
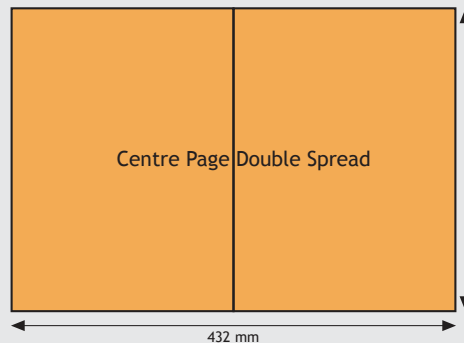
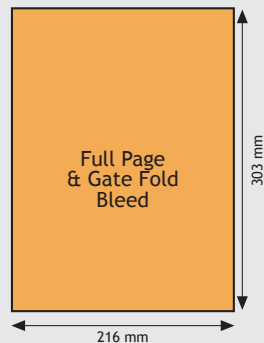
Gatefold + Top Slider:
Rs. 150,000/1500 US\$

Full Page Ordinary + Banner:
Rs. 70,000/700 US\$

Fixed Position + Banner:
Rs. 100,000/1000 US\$

Centre Spread + Banner:
Rs. 120,000/1200 US\$

Gatefold + Banner:
Rs. 135,000/1350 US\$



TECHNICAL DATA

Trim Size

A4 (Height 297mm
x Width 210mm)

Format / Bleed size

303 mm x 216 mm
(3mm Bleed, each size)

Printing Mode

4 Color offset

SIZE & POSITIONS

Matter should be kept 15mm from the trim size

THE MAGAZINE

Polymer & Packaging International (quarterly) is Pakistan's leading trade magazine on plastics and packaging industry. The core concept of the magazine is to be an interactive instrument of voicing developments & innovations, which are currently underway in the manufacturing value chains running across local industrial sectors.

It's an excellent choice for campaigning & long term advertising as the magazine outreach to the decision makers & influencers of Plastics & Packagings, Food & Beverage, Automotive, Pharmaceutical, Building & Construction, Banking & Finance & many others.

FACTS

First Published	January 2013	Frequency	Quarterly (4 Issues Per Year)
Language	English	Circulation	> 3,000 Copies Per Issue

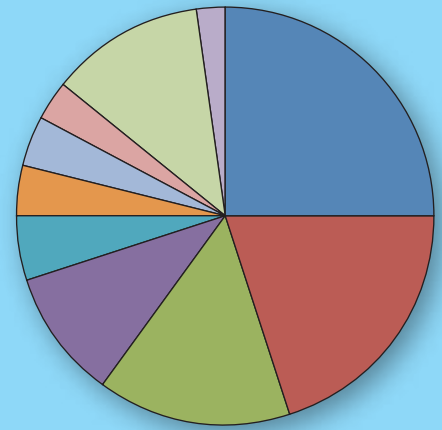
SUBSCRIBERS

- Chemical Manufacturers & Importers
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- Process Consultants
- Marketing & Sales Managers
- Researchers
- Academics
- Company Heads
- Heads of Financial Institutions
- Chambers of Commerce & Trade
- Embassies & Consulates

VIEWERSHIP

In Pakistan	13,500+ Copies (> 10,000 Readers, average 3 persons per copy)
Abroad (soft copies)	> 31,500 Readers (to our exclusive database)
Distributed at	Distributed at World's Most Important Exhibitions including: Plastivision Arabia, Chinaplas, K Show, Interpack, Arabplast, Plasti&pack Pakistan & Iftech Pakistan

DEMOGRAPHY OF READERSHIP



Plastics & petrochemicals	25%
Packagings (Material – Machine)	20%
Food & Beverages	15%
Services	12%
Pharmaceuticals	10%
Chemicals	5%
Trade Associations	4%
Chambers	4%
Foreign Missions	3%
Miscellaneous	2%

LIST OF TOPICS AND PUBLICATION SCHEDULE 2018

ISSUE 1

Main Theme:

Plastics in Automobile & Automotive Industry

Sub Theme:

Engineered plastics, molds & machines, advance polymers, performance chemicals, automotive plastic recycling

Deadline Ads/Editorial:

March 25, 2018

Publication Date:

April 10, 2018

ISSUE 2

Main Theme:

Plastics In Food & Beverages

Sub Theme:

Flexible packaging, filling, capping & sealing. Medical plastics, pharmaceutical packaging, recycling

Deadline Ads/ Editorial:

September 25, 2018

Publication Date:

October 10, 2018

ISSUE 1

Main Theme:

Everyday Plastics

Sub Theme:

Safer plastics for everyday use
Role of molding in design & safety
Plastic recycling
Building & Construction
Chinaplas 2018

Deadline Ads/ Editorial:

June 25, 2018

Publication Date:

July 10, 2018

ISSUE 3

Main Theme:

Annual Issue

Sub Theme:

The year in focus

Deadline Ads/ Editorial:

December 25, 2018

Publication Date:

January 10, 2018

ISSUE 4

Main Theme:

Annual Issue

Sub Theme:

The year in focus

Deadline Ads/ Editorial:

December 25, 2018

Publication Date:

January 10, 2018

THESIS
PUBLISHING

Address:

Room No. 706, Business Plaza Mumtaz Hassan Road, Karachi-74000, Pakistan
Phone: +92-21-3246-1722 | Website: www.thesis.com.pk | Email: info@thesis.com.pk

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