# 2017 Editorial Calendar January—June

<table>
<thead>
<tr>
<th>Issue &amp; Closing Dates</th>
<th>Editorial Coverage</th>
<th>Equipment, such as</th>
<th>Materials, such as</th>
<th>Bonus Distribution &amp; Industry Events</th>
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</thead>
</table>
| **January**           | Markets: Food and Beverage  
• Leaders in Packaging  
Annual Issue  
• Automation & Controls  
• PACK EXPO East Preview  
• Workforce Development | case/tray erecting, sealing • cartoning • multipackaging, bundling, shrink and stretch wrapping • F/F/S and bagging • digital printing | resins/additives • closures • labels/sleeves • rigid containers • point of purchase | **The Packaging Conf.**  
Feb. 6-8,  
Tampa Bay, FL |
| Ad closing: 11/23/2016  
Materials due: 12/2/2016 | PACK EXPO East SHOWCASE  
Preshow planner with advance distribution to pre-registrants. | PACK EXPO East exhibitors will profile their products and services in this handy pre-show planner. | The Showcase includes useful show information, exhibitor listings, schedules, and more. | **PACK EXPO East**  
Feb 27-Mar 1,  
Philadelphia |
| **February**           | Markets: Healthcare, Health and Beauty,  
Chemicals and Household Products  
• ProFood Tech Preview  
• Sustainable Packaging | conveying • capping, filling, induction sealing • marking, coding, labeling • RSS bar coding • machine vision | packaging made from renewable resources • film/bioplastics • plastic sheet • paperboard, blisters, and cards | **WestPack 2017**  
Feb. 7-9,  
Anaheim  
PACK EXPO East  
Feb 27-Mar 1,  
Philadelphia, PA  
CPA Annual Mtg  
Feb 25,  
San Antonio  
FPA Annual Mtg  
Mar. 1,  
Boca Raton |
| Ad closing: 1/4/2017  
Materials due: 1/11/2017 | **March**           | Markets: Food and Beverage  
• Shelf Impact!  
• Flexible Pkg | bar coding/imprinting • palletizing/stretchwrapping • robotics • case/tray erecting, sealing • labeling • controls/components | flexible packaging, pouches, closures, and fitments • resins and inks • desiccants • adhesives and tape | **ProFood Tech, April**  
4-6, Chicago |
| Ad closing: 2/6/2017  
Materials due: 2/13/2017 | **April**           | Markets: Consumer Pkg’d Goods  
• Automation & Controls  
• Readex Research: Ad Study  
• The Packaging Conference | conveying • multipackaging, bundling, and shrink wrapping • metal detection/checkweighing • cartoning • machine vision | resins/additives • protective packaging • IBCs (returnable containers) • rigid containers • packaging inks | **Craft Brewers Conference**  
Apr 10-13,  
Washington DC  
**Interpack**  
May 4,  
Dusseldorf, Germany |
| Ad closing: 3/8/2017  
Materials due: 3/15/2017 | **EPG SHOWCASE** | **Guadalajara SHOWCASE**  
print and digital distribution | company profiles of EXPO PACK Guadalajara exhibitors | reach packaging and processing professionals in Latin America | **EXPO PACK Guadalajara**  
June 13-15, Guadalajara |
| **Media Kit** |
|------------------|------------------|------------------|------------------|------------------|
| **May** | **Markets:** Food and Beverage  
- IoPP Salary Survey  
- E-commerce  
- EXPO PACK Guadalajara Preview | marking, coding, labeling  
- capping, filling  
- induction sealing  
- machine vision  
- casing | flexible packaging  
- specialty and shrink films  
- paperboard, blisters and cards | The Automation Conference 2017  
May 23-24, Chicago |
| **June** | **Markets:** Healthcare, Beauty, Chemical and Household Prdcts  
- Shelf Impact!  
- NACD and DuPont Pkg Awards  
- Machine Vision | multipacking, bundling, and shrink wrapping  
- conveying/cartoning  
- controls/components  
- F/F/S and bagging | desiccants  
- labels  
- protective packaging  
- rigid containers  
- plastics | HBA Global Expo  
June 14-16, NYC  
EastPack  
June, NYC |
## 2017 Editorial Calendar  July—December

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<td><strong>July</strong> Ad closing: 6/12/2017 Materials due: 6/19/2017</td>
<td>Markets: Food and Beverage • Sustainable Packaging • Automation &amp; Controls</td>
<td>thermoforming • marking, coding, labeling • filling, capping, induction sealing • metal detection/check-weighing • converting equipment</td>
<td>cartons/corrugated • flexible packaging • pouches, closures • adhesives/tape • shrink film • inks &amp; additives</td>
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<td><strong>August</strong> Ad closing: 7/10/2017 Materials due: 7/17/2017</td>
<td>Markets: Healthcare, Beauty, Chemicals and Household Products • PACK EXPO Las Vegas 2017 • Robotics &amp; Automation • Supplement: Digital Printing for Labels &amp; Packaging</td>
<td>labeling/bar coding • case/tray erecting and sealing • palletizing/stretchwrapping • conveying</td>
<td>resins and additives • closures • labels/sleeves • rigid containers • decorating</td>
<td>PACK EXPO Las Vegas 2017 Sep 25-27, Las Vegas</td>
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<td><strong>PACK EXPO SHOWCASE</strong> Ad closing: 7/14/2017 Materials due: 7/28/2017</td>
<td>PACK EXPO SHOWCASE Preshow planner with advance distribution to pre-registrants.</td>
<td>PACK EXPO exhibitors will profile their products and services in this popular pre-show planner.</td>
<td>The Showcase includes useful show information, exhibitor listings, schedules, and more.</td>
<td>PACK EXPO Las Vegas 2017 Sep 25-27, Las Vegas</td>
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<td><strong>September</strong> Ad closing: 8/1/2017 Materials due: 8/4/2017</td>
<td>PACK EXPO Las Vegas 2017 • Cybersecurity Survey results</td>
<td>Previewing equipment, technology and materials to be at PACK EXPO International 2016, plus show information</td>
<td>flexible packaging pouches, closures, and fitments • resins and inks • desiccants • adhesives and tape</td>
<td>PACK EXPO Las Vegas 2017 Sep 25-27, Las Vegas</td>
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<td><strong>October</strong> Ad closing: 9/8/2017 Materials due: 9/15/2017</td>
<td>Markets: Food and Beverage • Automation &amp; Controls • Shelf Impact! • Serialization • PW Editors cover a TBA trending topic</td>
<td>bar coding/imprinting • palletizing/stretchwrapping • robotics • case/tray erecting, sealing • labeling • controls/ components</td>
<td>Don’t miss our most exciting issue of the year, including bonus distribution to show attendees in Chicago</td>
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<td><strong>November</strong> Ad closing: 10/6/2017 Materials due: 10/13/2017</td>
<td>Markets: Healthcare, Beauty, Chemicals and Household Products • Sustainable Packaging • Biopolymers</td>
<td>weigh/fill • filling, capping, induction sealing • metal detection/check-weighing • marking/coding/labeling</td>
<td>protective packaging pouches, closures, and fitments • adhesives and tape • flexible packaging</td>
<td>PLMA Private Label Trade Show, Nov 13-15, Chicago</td>
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<td><strong>December</strong> Ad closing: 11/6/2017 Materials due: 11/13/2017</td>
<td>Markets: Food and Beverage • Annual “View from the Top” issue • Shelf Impact!</td>
<td>palletizing/stretchwrapping • bar coding/imprinting • case/tray erecting, sealing • robotics • labeling</td>
<td>desiccants • resins and inks • flexible packaging pouches, closures, and fitments • adhesives and tape</td>
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