

Pakistan's Premier Quarterly Industrial Magazine

**POLYMER**  
**& PACKAGING**  
INTERNATIONAL

# Media Kit 2015

## Gateway to Pakistan's Plastic & Packaging Industry

### PLASTICS INDUSTRY OF PAKISTAN

Second largest domestic market in South East Asia after India  
Contributes 1.6 percent in National Output

Production Capacity: 624,200 MT per annum

Products: Plastic Furniture, Radio and TV Parts, Automobile and Machinery Parts, Medical and Surgical Instrument, PVC Pipes, Syringes, Batteries and Containers for the Oil Industry and others.

Province wise Production break up:

Punjab:	60 %
Sindh:	30 %
KPK:	7 %
Baluchistan:	3 %



### THE MAGAZINE

Polymer & Packaging International is Pakistan's premier Quarterly Trade Magazine, covering the Plastics and Packaging Industries. Since its launch in January, 2013, the Magazine has aimed at playing its active role as a bridge between the local and international trade and industry and has been receiving recognition from the stake holders of the industry for its efforts. The mission is to provide plastics industry officials with the market information and competitive intelligence they need to do their jobs more effectively.

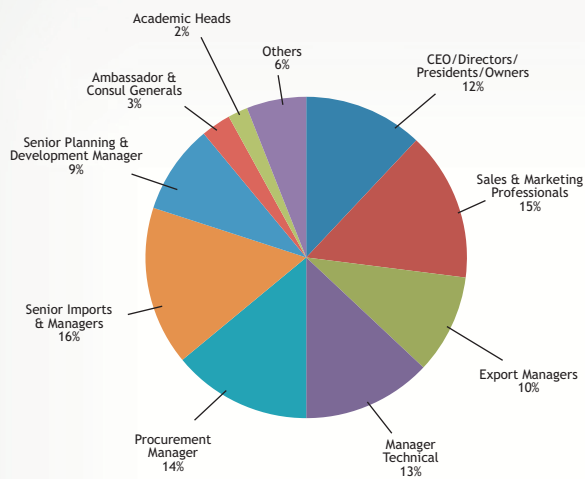
### FACTS

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

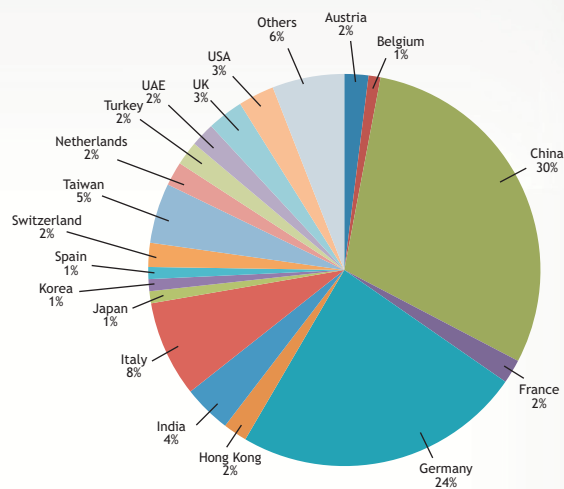
### Readership

In Pakistan	3300+ Copies (> 10,000 Readers, average 3 persons per copy)
Abroad (soft copies)	> 9,000 Readers (to our exclusive database)
Bonus Distribution	Distributed at World's Most Important Exhibitions including: <i>K-Show Germany, Chinaplas China, Plasti&amp;Pack Pakistan, Arabplast UAE, Plastivision Arabia UAE, GPCA Plasticon UAE, Plasturasia Turkey and other</i>

## Distribution by Job Function



## Distribution - Country Wise



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 K-Show Germany, Chinaplas China, Plasti&Pack Pakistan, Arabplast UAE,  
 Plastivision Arabia UAE, GPCA Plasticon UAE, Plasturasia Turkey and others

## EVENT CALENDAR

### Arabplast

10-13 January 2015, Dubai

### IC Packaging Technology Expo

14-16 January 2015, Japan

### Sino-Pack China International Exhibition on Packaging Machinery and Materials

9-11 March 2015, China

### Propak Africa Packaging, Food Processing, Printing, Plastics and Labelling Exhibition

15-18 March 2016, South Africa

### Propak West Africa Exhibition

1st to 3rd September 2015, West Africa

### ProPak Vietnam

31 March - 02 April 2015, Vietnam

### Sino Corrugated

14-17 April 2015, China

### Hong Kong International Printing and Packaging Fair

27-30 April 2015, Hong Kong

### Converflex Package Printing and Converting

19-23 May 2015, Italy

### Plast-Ex Canada's National Plastics Exposition

16-18 June 2015, Canada

### Chinaplas

20-23 May 2015, China

### RosuPack

16 - 19 June 2015, Russia, Moscow

### InterMold Thailand

24-27 June 2015, Thailand

### Taipei Pack

24-27 June 2015, Taiwan

### ProPak China

15-17 July 2015, China

### ProPak ASIA

17-20 June 2015, Thailand

### APPLAS

1-4 September 2015, China

### Gulf Print&Pack

13-16 April 2015, Dubai

### Afro Pack

14-17 May 2015, Egypt

### InterPlas Thailand

9-12 July 2015, Thailand

### Vietnam plas

5-8 Nov 2014, Vietnam

### Plasti & Pack and iftech Pakistan

1-3 September 2015, Pakistan

### SAUDI PLASTICS & PETROCHEM

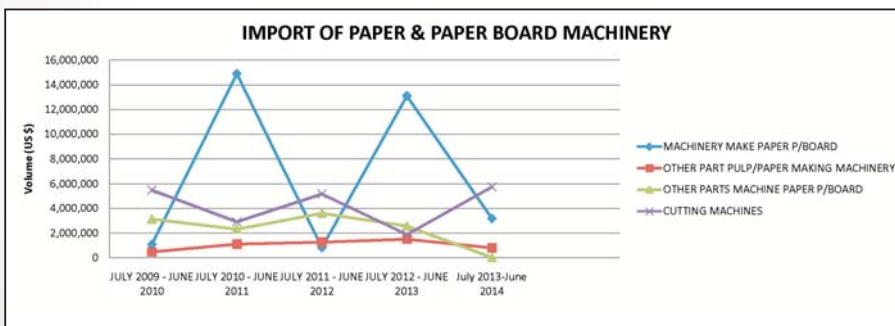
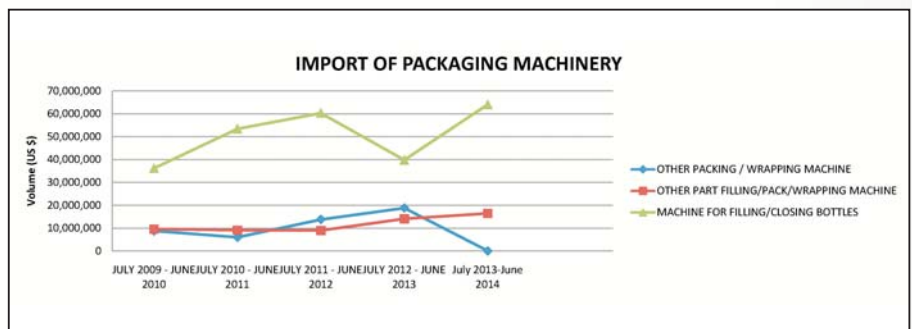
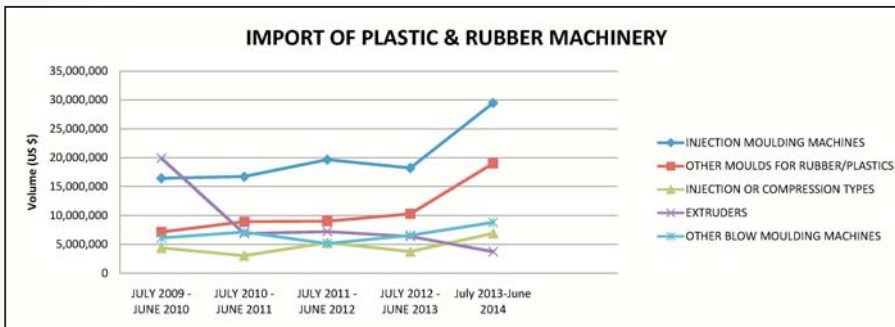
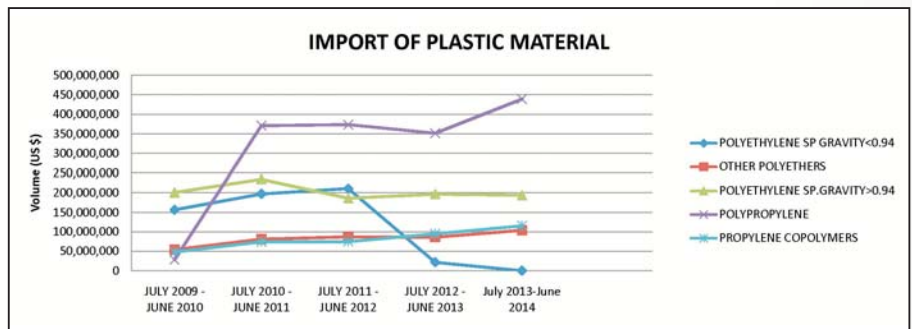
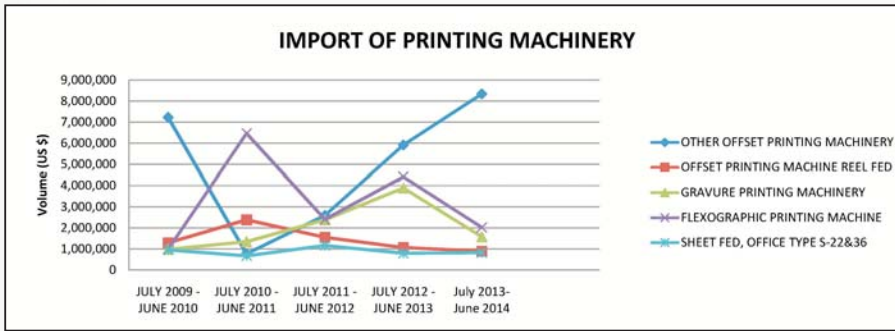
March 01 - 03, 2015, Jeddah Saudi

### SAUDI PRINT & PACK 2015

March 01 - 03, 2015, Jeddah, Saudi

# PERFORMANCE OF PAKISTAN PLASTICS & PACKAGING INDUSTRY - A GRAPHICAL REPRESENTATION

From July 2009 - June 2010 To July 2013 - June 2014



# ADVERTISING TARIFF 2015

**Back Cover**  
USD 650/-

**Inside Front**  
USD 500/-

**Inside Front (2nd Position)**  
USD 400/-

**Center Spread (2 Pages)**  
USD 700/-

**Inside Back**  
USD 500/-

**Inside Back (2nd Position)**  
USD 400/-

**Full Page (Inside)**  
USD 350/-

**Half Page**  
USD 200/-

**Quarter Page**  
USD 100/-

## 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

### Printing Material

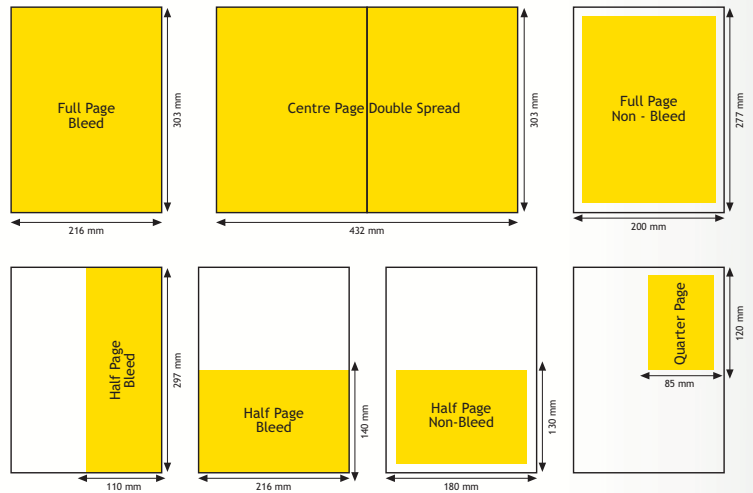
Digital Format

### Cover

Art Card

## Size & Positions

Matter should be kept 15mm from the trim size



## EDITORIAL PLAN 2015

### ISSUE 01 | January - March 2015

- Technology Update: Bioplastics
- Coverage of Arabplast 2015 & GPCA PlastiCon 2015
- Coverage of Pakistani Pavilion at Arabplast
- Industrial Survey: How Pakistani industry views Bioplastics
- Analytical Report: 5-Year Trends in Import of Raw Materials
- Show Review: Pre Show Review of Asia's No.1 event Chinaplas 2015
- Interview: President, Federation of Pakistan Chambers of Commerce and Industry. Learn about the Trade and Industrial activities and their performance. The interview will also cover the issues faced by the Trade & Industry.
- Review: Post Show Review of Plast Eurasia 2014 held in Istanbul, Turkey.
- Technical Article
- Latest Development and Innovations
- Trade & Industrial News and Activities

### ISSUE 02 | April- June 2015

- Technology Update: Flexible Packaging
- Pre Show Report of Chinaplas 2015
- Industrial Review: Future of Flexible Packaging in Pakistan. View the future as envisaged by the Men at the Forefront.
- Analytical Report: 5-Year Trends in Imports of Plastics & Packaging Machinery
- Show Review: Pakistan's premier Plastics & Packaging Exhibition - Plasti&Pack 2015
- Interview of Industry Leader(s). Know about the Trade & Industry as discussed by its Leader(s).
- Technical Article(s)
- Latest Developments and Innovations
- Trade & Industrial News and Activities

### ISSUE 03 | July - September 2015

- Technology Update: Automotive Plastics
- Coverage of Chinaplas 2015 including the Interviews with Exhibitors
- Coverage of New Technologies Launched at Chinaplas 2015
- Post Show Report of Chinaplas 2015
- Industrial Review: Plastics in Automotive Applications
- Analytical Report: 5-Year Trends in Imports of Plastics & Packaging Machinery
- Coverage of Pakistan's premier exhibition "Plasti&Pack 2015" including Interview with Exhibitors
- Post Show Report of Plasti&Pack 2015
- Interview of Industry Leader(s). Read the Trade & Industry as discussed by its Leader(s).
- Technical Article(s)
- Latest Developments and Innovations
- Trade & Industrial News and Activities

### ISSUE 04 | October - December 2015

- Technology Update: Pharma Plastics
- Industrial Review: Application of Plastic in Pharmaceutical Sector
- Graphical Analysis: 5-Year Trends in Imports of Plastic Materials and Plastic, Prining & Packaging Machinery
- Interview of Industry Leader(s). Read the Trade & Industry as discussed by its Leader(s).
- Technical Article(s)
- Latest Developments and Innovations
- Trade & Industrial News and Activities

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