



FOOD & DRINK PROCESSING & PACKAGING

2025

MEDIA PACK

Food & Drink Processing & Packaging Magazine is the leading publication for the food and drink manufacturing industries. Our mission is to keep you informed with the latest news, trends, and product information in the sector, empowering your business with vital insights. With a circulation of over 126,500 key decision-makers, we ensure your brand reaches industry leaders who are shaping the future of food and drink processing and packaging.



Meet Some of Our Awesome Team:

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FOR MORE INFORMATION OR TO ADVERTISE

CALL 01227 936971

www.fdpi.co.uk

OPENING HOURS
MON-FRI 9AM - 5PM

MH MEDIA GLOBAL LTD. 18/20 NEWINGTON
ROAD RAMSGATE CT12 6EE

CIRCULATION BREAKDOWN

Key Audience Groups:

- Production Managers
 - Oversee the manufacturing process, ensuring efficiency, quality, and safety standards.
- Quality/Technical Managers
 - Focus on maintaining product standards, ensuring compliance with health and safety regulations.
- Operations Managers
 - Manage the entire production lifecycle, from procurement to output, ensuring smooth workflows and cost-effectiveness.
- Managing Directors (MDs)
 - Senior leaders responsible for the strategic direction and profitability of their companies, often driving major investment decisions.
- Facilities Managers
 - Oversee the infrastructure and physical operations of plants, including maintenance, upgrades, and safety.
- Warehouse/Supply Managers
 - Manage inventory, supply chain logistics, and ensure the timely delivery of raw materials and finished products.
- Health & Safety Managers
 - Ensure workplace safety and compliance with industry regulations, particularly important in food and drink processing environments.
- Packaging Managers
 - Responsible for packaging operations, from material selection to machinery, focusing on cost-efficiency and sustainability.
- Process Engineers
 - Design and optimize manufacturing processes, driving improvements in production efficiency, sustainability, and innovation.
- Automation Engineers
 - Implement and manage automation technologies in production lines, ensuring consistent quality, efficiency, and safety.

Industry Sectors Covered:

FDPP serves a wide range of sectors, including:

- Food Processing and Packaging: Covering machinery, materials, and technologies related to food production.
- Beverage Processing: Insights into liquid handling, bottling, and distribution systems.
- Pharmaceutical and Chemical Processing: For sectors with crossover technologies in packaging, safety, and automation.
- Warehousing and Logistics: Focused on supply chain efficiency and innovations in material handling and distribution.

Each issue of FDPP contains in-depth features, product innovations, and case studies tailored to help industry leaders make informed decisions that impact profitability, safety, and operational efficiency.



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FEATURES CALENDAR 2025

Each issue of Food & Drink Processing & Packaging Magazine covers a range of industry-specific topics. Aligning your advertising with relevant features can further enhance your visibility and relevance. Below is the editorial calendar for 2025:



Jan/Feb

Automation, Facilities Management, Health & Safety, Packaging, Processing

Mar/Apr

Automation, Food & Drink, Machinery, Packaging, Sustainability

May/Jun

Automation, Facilities Management, Health & Safety, Packaging, Software & Technology

Jul/Aug

Logistics & Transport, Manufacturing, Measurement & Control, Processing, Waste & Recycling

Sep/Oct

Packaging, Food & Drink, Machinery, Processing, Software & Technology

Nov/Dec

Automation, Packaging, Sustainability, Waste & Recycling, Print/Labelling, Processing



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MAGAZINE ADVERTISING OPPORTUNITIES

Our advertising options are designed to cater to a variety of marketing needs and budgets, providing high-impact placements in every issue. Choose from the following:

1. Double Page Spread - Cost: £2,895

Description:

A double-page spread offers unmatched visibility, allowing you to convey your message across two full pages. This premium space is perfect for bold, high-impact campaigns that showcase your product or service in an eye-catching way. It's ideal for creating memorable and engaging content for readers.

2. A4 Full Page - Cost: £1,695

Description:

A full-page ad allows your brand to stand out prominently within the magazine. With a large, uninterrupted space to deliver your message, this option is perfect for companies seeking to make a strong impression and communicate key messages or product features effectively.

3. Half Page - Cost: £995

Description:

The half-page ad provides a balanced mix of content and editorial. It's a cost-effective option that ensures visibility while leaving room for editorial context, making it ideal for companies looking to maintain a presence without taking up a full page.

4. Quarter Page - Cost: £695

Description:

This compact, budget-friendly advertising option offers a smaller footprint but maintains high visibility. Ideal for businesses looking to showcase new products, announce company news, or simply maintain brand awareness, the quarter-page ad provides targeted exposure without the higher costs of larger placements.

5. Product Showcase - Cost: £395

Description:

The product showcase is a focused, editorial-style advertisement designed to highlight a specific product. With a combination of a brief write-up, image, and your contact details, this is perfect for promoting individual products or special offers in a more editorial context, encouraging readers to take immediate action.



ADDITIONAL ADVERTISING FEATURES

1. Front Cover (Price on Request)

Description:

The ultimate premium position. Advertise on the front cover of the magazine, subject to artwork approval. This placement ensures that your brand is the first thing readers see when they receive their copy, making a powerful first impression.

2. Inside Front Cover (Price on Request)

Description:

Another high-visibility position, the inside front cover is a great way to capture the reader's attention early, ensuring that your brand is seen as soon as the magazine is opened.

3. Outside Back Cover (Price on Request)

Description:

The outside back cover is one of the most visible positions in the magazine. It's the last page readers see and offers significant impact, ensuring your ad leaves a lasting impression.

Digital Campaign Options

Email Campaigns / Solus E-shot

Solus E-shots are dedicated email blasts sent directly to our database of 126,500 decision-makers. These campaigns provide maximum impact by focusing on your specific message without distractions from other content.

- Pricing:
- 1 E-shot: £1,495
- 2 E-shots: £2,495
- 3 E-shots: £3,295

Benefits:

- **Direct Engagement:** A dedicated email delivers your message straight to inboxes, providing a high engagement rate.
- **Full Campaign Statistics:** We provide detailed data on open rates, click-through rates, and conversions, allowing you to assess the success of your campaign.
- **Optimized Timing:** E-shots are typically sent on Tuesdays or Wednesdays, between 10 AM and 12 PM, to avoid high-volume spam times and reach recipients when they are most likely to engage.
- **Hyperlinks:** Include direct links to your website or landing pages, driving traffic and conversions.

e-Newsletter Banner

Advertise within our bi-weekly e-Newsletters with a banner ad that reaches industry decision-makers every two weeks.

- Cost: £1,295 per annum
- Banner Size: 600 pixels x 210 pixels
- Benefits:
- **Prime Real Estate:** Banners appear in a highly visible location within the newsletter, ensuring engagement.
- **Regular Exposure:** With bi-weekly newsletters, your banner will be seen repeatedly by industry professionals throughout the year.
- **Wide Circulation:** Reach tens of thousands of targeted professionals each time the newsletter is sent.

A newsletter banner ad is a great way to maintain brand awareness, promote ongoing offers, or drive traffic to your website. It offers consistent exposure at a reasonable cost.



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RATES & DATA

Specifications

Double Page Spread

Area: 400mm x 277mm

Trim: 420mm x 297mm

Bleed: 426mm x 303mm



Full A4 Page

Area: 190mm x 277mm

Trim: 210mm x 297mm

Bleed: 216mm x 303mm



Half Page -

Area: 180mm x 132mm



Quarter Page

Area: 88mm x 132mm



QP Editorial Showcase

150 words of text and a colour image plus company contact details

Why Choose Magazine Advertising in FDPP?

- **High Engagement:** Print remains a powerful medium for delivering targeted and focused messaging to an engaged audience.
- **Audience Reach:** With over 126,500 key decision-makers in our circulation, your message will reach the right people in the industry.
- **Credibility and Trust:** Our readers trust FDPP Magazine for its editorial content and rely on it for up-to-date industry insights, meaning your advertisement will benefit from this association.

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GET IN TOUCH

General Inquiries

For general questions, information about our publication, or any other inquiries related to food and drink processing and packaging, please contact us at:

Email: director@mhmagazine.co.uk
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Editorial and Content Contributions

If you have news tips, story ideas, or wish to contribute content related to food and drink processing and packaging, please reach out to our editorial team:

Email: amanda@fdpp.co.uk
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Advertising and Sponsorship Opportunities

Interested in advertising or sponsorship opportunities with FDPP? Contact our sales department for details:

Email: director@mhmagazine.co.uk
Phone: +44 (0)1227 936971

Event Coverage and Participation

For information about our event coverage, including food and drink processing and packaging conferences and exhibitions, please get in touch with us:

Email: antony@mhmagazine.co.uk
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SUBSCRIBE



Subscribe and stay at the forefront of the food and drink processing and packaging industry by subscribing to FDPP. Our newsletter delivers the latest news, trends, and insights directly to your inbox.

Why Subscribe?

- **Industry Updates:** Get the latest news and developments in food and drink processing and packaging.
- **Exclusive Content:** Access in-depth articles, expert opinions, and case studies.
- **Event Alerts:** Be the first to know about major industry events, conferences, and exhibitions.
- **Product Innovations:** Discover new products and technologies shaping the future of the industry.

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