



# DIGITAL MARKETING

BUILD YOUR BRAND 365 DAYS A YEAR

[www.adfpcdparis.com](http://www.adfpcdparis.com)



by **EASYFAIRS**

# WE BELIEVE CONTENT COMES FIRST

ADF&PCD and PLD Paris exists to inspire and drive innovation for packaging developers, designers and suppliers across the beauty, luxury, drinks and FMCG markets. The content programmes at our events achieve this by bringing the most influential speakers to the stage to talk about the most important topics in the market.

Now, more than ever before, we are bringing the same approach to our digital platforms - delivering inspiration and insight on packaging design, technology and business to a global audience through our web, email, social and digital event platforms.

And that means a new range of opportunities for packaging suppliers like you to reach your target market of packaging buyers, designers and specifiers at big and small brands in France, Europe and across the world.

## EMAIL DISTRIBUTION

- Fortnightly newsletters to more than 45,000 opt-in subscribers
- Exclusive case studies, interviews and insights on the hottest packaging topics
- Banner and solus email options

## MARKET LEADING WEBSITE

- 24,000 average page views per month, rising to 150,000+ in the three months before an event
- 3,800 unique users per month, rising to 27,000+ in the three months before an event
- Weekly insights, news and case studies
- Global reach - top five visiting countries are France, United States, UK, Italy and Germany

## SOCIAL MEDIA

- Reach of more than 13,000 highly-engaged followers
- Daily posts on Instagram, LinkedIn, Facebook and Twitter
- Focusing on the latest packaging design and industry news



**45,000**  
NEWSLETTER  
SUBSCRIBERS

“ **One of the most interesting experiences at ADF&PCD and PLD Paris is the content.** ”

Ulf Trabert, Gabriel-Chemie



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# WEBSITE BANNERS

The ADF&PCD and PLD Paris website isn't only about the event - it also boasts a growing content offer of news, opinion, innovation, design and webinars, all designed to inform and inspire our community of packaging innovators.

With an average of 24,000 page views every month, the site offers a fantastic opportunity to reach a highly-qualified audience of your potential buyers.

PLACEMENT	SIZES	STANDARD (€)	PREMIUM (€)
Site wide banner	2000x320	2000	4000
Middle banner	970X250	750	1500
MPU row (x4)	300x250	500	1000
Article page MPU	300x250	750	1500

## NOTES

**Time frame** All placement options are based on a one month duration.

**Reporting** Easyfairs will provide monthly reports on demand.

**Delivery** MPU and middle banner placements are part of a rotating carousel (max 5 banners per placement); the site-wide banner is sold on an exclusive basis each month.

**Design** Banners will be used on all devices - please consider the design to suit devices from desktop to mobile.

The screenshot shows the website homepage for the ADF&PCD and PLD Paris event. At the top, there is a navigation bar with the event titles: 'AEROSOL & DISPENSING FORUM', 'PACKAGING OF PERFUME, COSMETICS & DESIGN', and 'PACKAGING OF PREMIUM & LUXURY DRINKS'. Below this is a main header with the event description: 'The world's leading event for perfume, cosmetics and premium drinks packaging and aerosol and dispensing technology' and the dates '23 & 25 June 2021 | Paris Expo Porte de Versailles'. A 'RECEIVE OUR NEWSLETTER' button is visible in the top right.

The main content area features a large pink banner with the text 'SITE WIDE BANNER'. Below this is a featured article titled 'Driving packaging innovation in beauty, luxury, drinks and FMCG' with a sub-image of two men in a meeting. Below the article are three buttons: 'NEW DATES ANNOUNCED: PRESS RELEASE', 'ENQUIRE ABOUT EXHIBITING', and 'VIEW OUR SAFETY MEASURES'.

Below the buttons is another pink banner with the text 'MIDDLE BANNER'. Underneath is a section titled 'Three market-leading innovation events in one' with three sub-sections: 'ADF - Aerosol & Dispensing Forum', 'PCD - Packaging of Perfume, Cosmetics & Design', and 'PLD - Packaging of Premium & Luxury Drinks'. Each sub-section has a small image and a 'DISCOVER' button.

At the bottom, there is a section titled 'Trusted by teams at the world's top brands' with logos for 'W&A WINE & SPIRITS', 'CAMUS', 'Coca-Cola COMPANY', 'COLGATE-PALMOLIVE', and 'kao'. Below this is a row of four pink boxes, the first of which contains the text 'MPU'.



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# POP UP

Pop-up banners at adfpcdparis.com offer an elegant, high-impact way to build your brand with our audience of packaging developers, designers and suppliers across the beauty, luxury, drinks and FMCG industries.

PLACEMENT	SIZES	STANDARD (€)	PREMIUM (€)
Large pop up	300x1050	2000	4000
Medium pop up	476x249	1500	3000
Small pop up	300x250	1000	2000

## NOTES

**Time frame** All placement options are based on a one month duration.

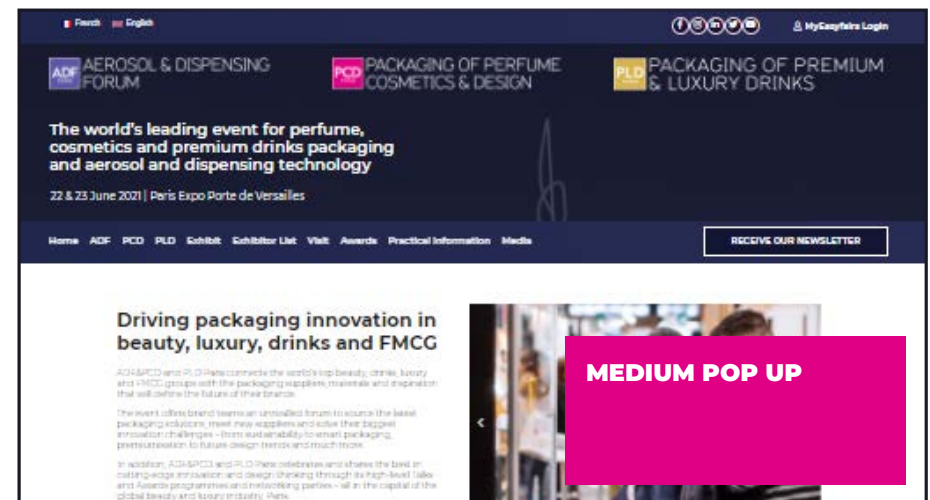
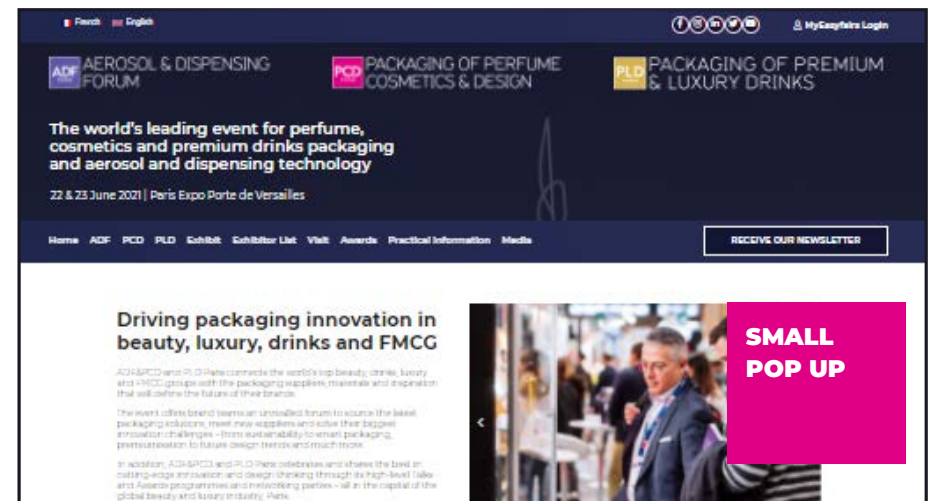
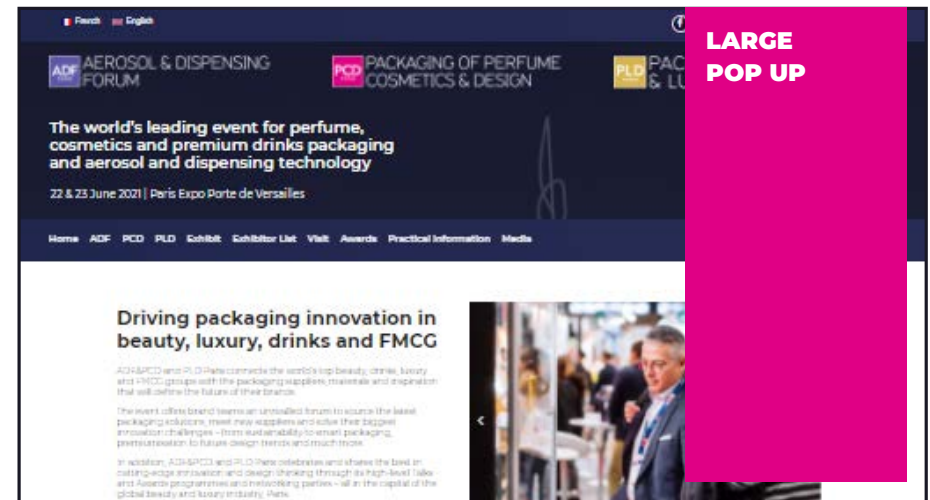
**Reporting** Easyfairs will provide monthly reports on request.

**Availability** Please contact our team to discuss availability of pop-up placements. The large pop-up is not available on mobile.

**Delivery** Pop-ups are site wide. Large right hand side banner not available on mobile.



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# EMAIL BANNERS

Our fortnightly newsletters, with versions in English and French, deliver exclusive news, insights and opinion on packaging design and innovation across beauty, luxury, drinks and FMCG markets.

With an opted-in global audience of more than 45,000 packaging developers, designers and innovators, the newsletter is the perfect way to get your brand into your prospects' inboxes.

NEWSLETTER	SIZES	STANDARD (€)
Upper banner	580x200	1000
Lower banner	580x200	750
Sponsored content block on newsletter + post on website	Spec on request	2000
Solus email	Spec on request	2000

## NOTES

**Time frame** All placement options are based on a one month duration, meaning booked banners will appear in two newsletters in the month.

**Reporting** Easyfairs will provide monthly reports on request.



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ADF

PCD

PLD

Newsletter


The world's leading event for perfume, cosmetics and premium drinks packaging and aerosol technology

Dear Suzannah,

In this newsletter, design is at the heart of the industry as we explore the outstanding project of the OASIS Vodka bottles by the design agency Kendko. Still in glass, but this time a perfume bottle, we take a look at the Louboutin bottle with a remarkable cap representing the brand's iconic shoe.

In an exclusive interview, exhibitor Gabriel-Chemie speaks to us about its experience at the show for six years in a row, and their excitement to meet with the packaging industry again in June.




Don't forget, there is only one week left to apply for the ADF&PCD and PLD Innovation Awards 2021. so on your marks, get set, enter!



**Christelle Anya**  
Community & Content Director, ADF&PCD and PLD Paris

BANNER

SPONSORED  
CONTENT  
BLOCK

BANNER

# SOCIAL MEDIA

Every day, ADF&PCD and PLD Paris brings news, opinion and inspiration to a growing and highly engaged social media audience.

With new packaging designs every day on Instagram and twice-daily industry news on LinkedIn, Facebook and Twitter, we ensure our audience has the market knowledge to drive packaging innovation in their businesses.

## Channel reach

Instagram: 11.8K   LinkedIn: 3.1K   Facebook: 1.7K   Twitter: 1.1K

PLACEMENT	RATE (€)
Post on all four channels	1,000
Story on Instagram and Facebook	500

## NOTES

**Post style** In order to maintain the quality of our social media feeds, please note that we reserve the right to refuse posts that are not in line with our regular style. We will of course be happy to guide you on creating posts that fit our requirements.

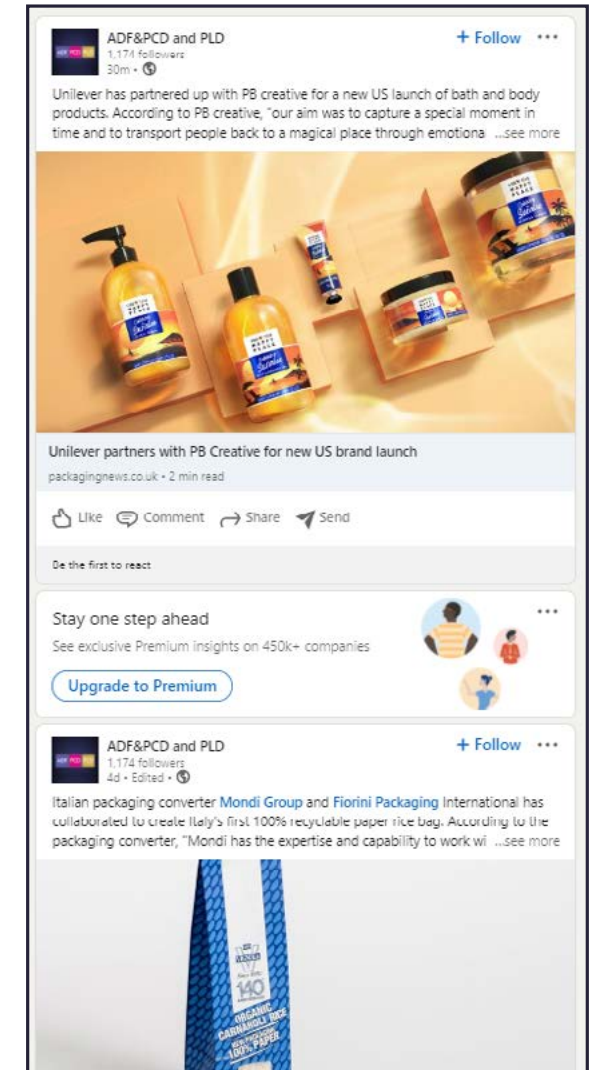
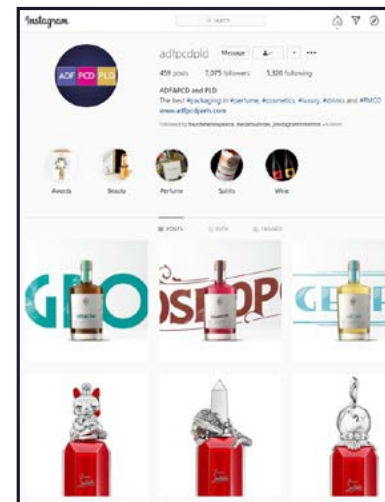
## Dimensions

	Post (Image/video)	Story (Image/video)
Facebook Image	1200 x 628 px	1080 x 1920 px
Instagram Image	1080 x 1080 px	1080 x 1920 px
LinkedIn Image	1200 x 628 px	1080 x 1920 px
Twitter Image	1200 x 675 px	N/A

For video specifications please email us.



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# CONTACT US TODAY

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