

FMCG  
**CEO**

*Inspiring the UK's leading manufacturing executives*

[www.fmcgceo.co.uk](http://www.fmcgceo.co.uk)

SPECIAL  
FEATURE  
**PACKAGING  
DESIGN**

**SHOW  
SEASON  
PREVIEWS**

PERFECTING  
**PREMIUM**

**SAMPLING  
SUCCESS**

THE POWER OF  
**POP-UP**

**LOGISTICS  
MICRO-HUBS**

HOUSEHOLD  
**BIN BAN?**

**LORD KARAN  
BILIMORIA**

CHAIRMAN, COBRA BEER



# FMCG CEO *magazine*

The only magazine in Britain written and curated exclusively for the most influential individuals in the industry. The only medium that links your brand with the ultimate decision makers.

FMCG CEO is hand delivered to the CEO of the largest 2000 FMCG manufacturers in the UK. Providing you direct access and the most precise targeting for your campaigns and promotions. Captivating CEOs with content specifically written and curated for them and their challenges, ensuring the best performance and response from your advertising. Our exclusive cover interviews regularly feature the biggest names in the business. Previous issues include Steve Challouma (General Manager of Birds Eye), Jon Woods (General Manager of Coca-Cola GB), Geraldine Huse (Chief Executive of P&G Central Europe), Paul Lindenberg (President of Budweiser Brewing Group UK&I) and Paul Graham (Managing Director of Britvic).

- Your brand will take centre stage in front of our elite readership of over 2000 CEOs from companies including Budweiser, Unilever, Coca Cola, L'Oreal, Kraft Heinz, Procter & Gamble, Tesco, Sainsbury's and more.
- As part of your print price, you'll be showcasing your brand online via our App and website - which attracts more than 11,000 unique users every month. We'll also showcase your brand through our Twitter profile which has 11K unique followers.
- FMCG CEO boasts a heavy presence, both digitally and in print, at all of our partner shows including Packaging Innovations, The PPMA Show and Food Matters Live, reaching tens of thousands of potential customers in attendance.

FMCG CEO is read by the CEOs of the companies who matter most to your business including:

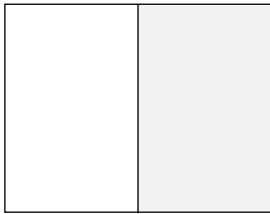


# Advertising that works

It pays to influence the industry's key figureheads

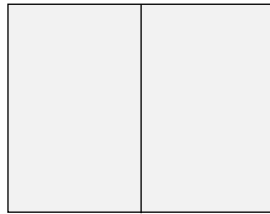
When you're at the helm of a billion pound company, there's little time to search for the vital information that's relevant to your industry, your job, your workforce and future. Everything a leading FMCG CEO needs to know, see - and more - lands on their desk in a high quality publication tailored specifically for them. Speak to our commercial team today.

## Rate card & mechanical data



### Cover Positions

£3120.....1 off  
 £2810.....3 series  
 £2495.....6 series  
 216mm (W) X 303mm (H)



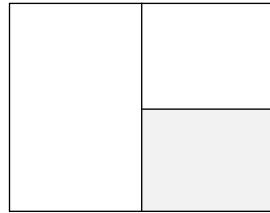
### Double Page Spread

£3120.....1 off  
 £2810.....3 series  
 £2495.....6 series  
 426mm (W) X 303mm (H)



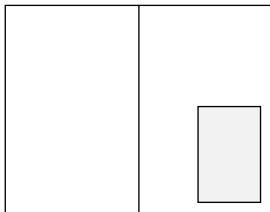
### Full Page

£1795.....1 off  
 £1615.....3 series  
 £1435.....6 series  
 216mm (W) x 303mm (H) bleed  
 210mm (W) x 297mm (H) trim  
 190mm (W) x 260mm (H) type



### Half Page

£1065.....1 off  
 £955.....3 series  
 £855.....6 series  
 216mm (W) x 151mm (H) bleed  
 190mm (W) x 130mm (H) type



### Quarter Page

£660.....1 off  
 £595.....3 series  
 £535.....6 series  
 90mm (W) x 130mm (H)

### Company/Product Editorial

£175.....1/4 page PR  
 £495.....1/2 page PR  
 £880.....full page PR  
 £1620.....DPS PR

### PPMA Directory

£45.....3 intersections  
 £35.....6 intersections  
 35mm (W) X 81mm (H)  
 Includes your logo, a photograph, contact details and a fifty-word description of your company.

### Online Advertising Digital Per Month

Premium Banner.....£540  
 Product Profile.....£520  
 Mid Page Banner.....£500  
 HTML Eshot.....£1950

### CANCELLATION POLICY

1. Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space. 2. A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement. 3. A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.

## Special features 2024

### JANUARY

Labels & Printing  
 Health & Beauty  
 Packaging Developments

### JULY

Future of Packaging  
 Food & Labelling  
 Processing & Machinery

### MARCH

The World of Packaging  
 Robotics & Automation  
 Materials Handling & Logistics

### SEPTEMBER

Logistics  
 Bottles, Caps & Closures  
 Packaging Design

### MAY

Print & Coding  
 Innovations in Packaging  
 Food & Beverage

### NOVEMBER

Refrigeration & Cooling  
 The World of Packaging  
 & Recycling  
 Beverages

## Shows & events supported editorially



To advertise call

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