

2016 PRELIMINARY EDITORIAL CALENDAR

| | | | | BRAND STRATEGY AND INSIGHTS | DESIGN REALIZATION | SECTOR SPOTLIGHT | |
|--|---|--|--------------------|--|---------------------------------------|---------------------------------|--|
| JANUARY / FEBRUARY | Ad Close: 01.19.16 Materials Due: 01.28.16 | PACKAGE DESIGN MATTERS SERIES (IN PRINT & VIDEO WEBCASTS) | REAL WORLD ACADEMY | Brand Extension | Bottles & Closures | Food | |
| MARCH | Ad Close: 02.16.16 Materials Due: 02.26.16 | | UP/NEXT | Developing Metrics to Measure Design ROI & Effectiveness | Cartons & Paperboard | Beverage | |
| APRIL | Ad Close: 03.17.16 Materials Due: 03.30.16 | | REAL WORLD ACADEMY | Building Customer Engagement | Specialty Papers & Coatings | Luxury | |
| MAY | Ad Close: 04.20.16 Materials Due: 05.02.16 | | UP/NEXT | Influencing the C-Suite | Digital Printing and Finishing | Digital Printing | |
| JUNE / JULY | Ad Close: 06.10.16 Materials Due: 06.20.16 | | REAL WORLD ACADEMY | Driving Alignment across Creative, Marketing and Other Departments | Metallizing and Other Special Effects | Liquor | |
| AUGUST | Ad Close: 07.11.16 Materials Due: 07.21.16 | | UP/NEXT | Mobile Marketing | Smart & Active Packaging | Housewares/ Electronics | |
| SEPTEMBER | Ad Close: 08.10.16 Materials Due: 08.22.16 | | REAL WORLD ACADEMY | Package Design's Role in Content Marketing | Glass & Metal | Beauty | |
| ANNUAL AWARDS SPECIAL ISSUE | Ad Close: 09.02.16 Materials Due: 09.22.16 | | UP/NEXT | <p>Providing inspiration throughout the year, this special issue takes a look at how award-winning packaging, such as those from the DBA Business Effectiveness Awards, is positively impacting brands' bottom lines</p> <p>PACKAGE DESIGN BRAND LEADERS & RISING STARS PROGRAM PD is celebrating the best in the industry with an annual competition honoring and recognizing the marketing, branding and design leaders who are elevating design's strategic role in the marketing mix.</p> | | | |
| DECEMBER/ JANUARY 2017 Package Design Matters Conference Issue | Ad Close: 11.08.16 Materials Due: 11.18.16 | | REAL WORLD ACADEMY | Linking Consumer Behavior to Design Messaging | Eco-conscious Materials & Packaging | Corporate Social Responsibility | |

MERCHANDISING SUPPORT INCLUDED WITH EVERY ISSUE Precision Leads 360 (page 16) - Resource Showcase (page 12)

| DEBATE AND DISCUSS | SPECIAL PROMOTIONS | BONUS DISTRIBUTION | IN EVERY ISSUE |
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| Building Better RFPs, Project Quotes and Creative Briefs | | Cosmoprof Worldwide (Bologna) - March South Pack, Charlotte, NC - March Graphics of Americas, Miami Beach - February | <p>PACKAGE DESIGN MATTERS SERIES Brand Leaders & Rising Stars: PD celebrates the best in the industry, with a special online event that recognizes the winners of our new Brand Leaders contest. This new contest spotlights the marketing, branding, innovation and design leaders who are elevating design's role in marketing.</p> <p>FRONT PANEL <i>Package Design</i> delivers research, news, consumer and shopper, insights, and more from inside and outside the package design industry. Each issue serves as fresh inspiration for looking at design as a business strategy.</p> <p>SECTOR SPOTLIGHT Get ready to learn industry best practices for a wide range of packaged goods verticals. Every issue of <i>Package Design</i> looks at some of the best collaborations in the industry and how all these teams worked together to develop winning brand and marketing strategies. Series also examines shopper insights, trends and inspiring packaging from around the globe.</p> <p>DEBATE & DISCUSS Each issue, we invite business leaders to push against the boundaries of today's design conversation. The resulting conversations are witty, provocative and fuel for changing the design, branding and marketing of consumer packaged goods and establishing best practices for the industry.</p> <p>REAL-WORLD ACADEMY & UP/NEXT Real-world Academy features first-person essays by design and business leaders describing lessons hard won. These contributing authors will answer the question, "What they didn't teach me in design or business school?" Alternates with Up/Next, where leaders in the structural design and manufacture of packaging give readers a sneak peek into the up-and-coming tools for branding and marketing consumer packaged goods.</p> <p>FIELD NOTES We believe the last word for every issue should be the readers'. In this regular feature, we spotlight readers' opinions on the strategy and execution of package designs for a wide range of consumer goods verticals. The opinions are always informative, often entertaining and sometimes irreverent.</p> |
| Driving Breakthrough Innovation | <p>WEBINAR - MARCH 17 Prototyping as a design and marketing tool</p> <p>SPECIAL SECTION Agencies to watch</p> | Fuse, Miami - April SustPack, Chicago - April | |
| Preventing Visual Plagiarism | MAKEOVER CHALLENGE Introducing the Makeover Challenge brand, competitors and their design philosophies | Texas Pack, Fort Worth - May PackEx Toronto - May 2017 HOW Design Live (Chicago) - May LuxePack NY - May | |
| Designing Amazing Design Organizations | | CPP, New York - June PharmaPack N.A., NYC - June HBA Global, NYC - June EastPack, NYC - June | |
| How Workspace Design Affects Creativity | <p>WEBINAR - JUNE 2 Design ROI</p> <p>MAKEOVER CHALLENGE The unveiling of the Makeover Challenge's concepts and kick-off for voting</p> <p>SPECIAL SECTION Agencies to watch</p> | Cosmoprof (Las Vegas) - July | |
| Building Emotional Connections with Consumers | | LuxePack, Monaco - Dates TBA | |
| Creating More Collaborative Relationships with Retail Buyers | WEBINAR - SEPTEMBER 7 Digital Printing : Uncovering the creative branding and marketing possibility of digital printing | Graph Expo, Chicago - September LuxPack, Monaco - Dates TBA MinnPack, Minneapolis - September PhillyPack, Philadelphia - October | |
| How do you win the support of shareholders, and should your design strategy start with the company's annual report? | <p>WEBINAR - NOVEMBER 16 Social Responsibility : How brands are winning brand fans by doing good.</p> <p>SPECIAL SECTION Agencies to watch</p> | Pack Expo, Chicago - November | |
| Defining What's True Corporate Social Responsibility | <p>WEBINAR - AIR DATE - TBD Design Realization & Actualization</p> <p>MAKEOVER CHALLENGE Announcing the winning concept for our 2015 Makeover Challenge</p> | <p>PACKAGE DESIGN MATTERS CONFERENCE 2017 Dates/Location TBA</p> <p>Pharmapack Europe 2017 Dates/Location TBA</p> <p>WestPack, Anaheim - Dates/Location TBA</p> | |

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