

MACHINERY update

Message from the Editor

Machinery Update has, for nearly 20 years, been the UK's only dedicated "packaging and processing machinery" publication for directors, managers, specifiers and buyers within the brand owner, manufacturing, retailer and engineering communities. It has an unrivalled reputation among its readership as the prime source of information about the UK's packaging and processing technology sector.

The new look *Machinery Update*, introduced in the spring of 2008, continues to provide a completely focused information source to its readership. It brings readers more legislative and regulatory news; international news; research and development; environmental issues, market-led features and news on the impact of consumer trends on the processing and packaging sectors.

The introduction of the 'new look' and the expanded content followed extensive research with PPMA members and the readership. The survey established that, just as processing and packaging machinery suppliers seek to keep pace with customers' needs, so must their pre-eminent business magazine. But these changes are not radical, and *Machinery Update* continues to cover all its readers' favourite topics.

We continue to offer the most in-depth coverage of the latest market news, machinery developments, installations, components, coding, marking and labelling, processing machinery and much more.

The PPMA's *Machinery Update* is circulated bi-monthly to some 9,000 movers and shakers in the sector, including the 350+ PPMA members. It is also distributed at all the major shows at which the PPMA has a presence. From the established giants of the industry interpack and Pack Expo to important new market shows such as ProPak in Asia, China, and Vietnam; as well as Gulfood Dubai and others.

And, of course, it also provides the best coverage of the PPMA Machinery Only shows and Total Processing & Packaging through its unique relationship with these events.

Machinery Update is the UK's only dedicated source of information for anyone who wants to know anything about processing and packaging systems, equipment and related technologies such as robotics, drives and controls, etc.

We always welcome comments and suggestions from PPMA members and the readership, so please don't hesitate to contact us.

Mary Murphy

Editor

**Research was conducted by phone, email and fax by MAJIC LIMITED - End Users: 100 and the 350 members of the PPMA were contacted.*

CIRCULATION / READERSHIP PROFILE

FOOD SECTOR – 6111



TOILETRIES, COSMETICS & PHARMACEUTICALS – 2193



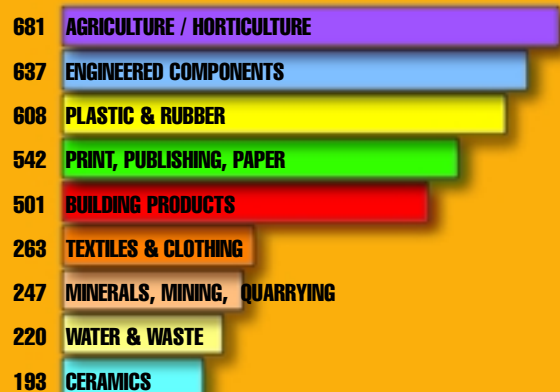
CHEMICALS & LIQUIDS – 1795



DRINKS SECTOR – 996



GENERAL INDUSTRIAL – 3892



MISCELLANEOUS – 864

