

**TIRED OF SCARY  
SALES PEOPLE?**



# **EARTH ISLAND MEDIA PACK 2025** **PROVIDING SOLUTIONS**

**EARTH  
ISLAND**

PRINT  
**SOLUTIONS**

GREEN  
**SOLUTIONS**

PACKAGING  
**SOLUTIONS**

IND  
**PRINT**

**SOLUTIONS**  
AWARDS

# Welcome to a world of positive print – come and be part of it!

Come and try a new, better, more positive way of promoting and marketing your products and services.

Whatever market you are looking to get to in print, we can help. If it is general commercial – offset or digital, packaging and labels, industrial print, wide format, or even environmentally friendly printing, we have a magazine that can cover all your needs.

As a leading print and digital publisher, Earth Island's market leading circulation, distinctive informal style, incredibly good looks and a greater breadth of editorial, have grown to become the ones that your customers are talking about and taking notice of.

We do not believe in a 'one size fits all' package, and you will find that we will work with you in a very different way to many other business titles.

**Advertising enquiries**  
david@earthisland.co.uk  
01892 522563/07711 004558



The Solutions portfolio, which includes Print Solutions, Packaging Solutions, Green Solutions and IndPrint, is a print and digital news source that offers engaging, compelling, trusted, and industry relevant content.

## Reach

<b>28,000+</b>	<b>25,000+</b>	<b>28,000+</b>	<b>7,700+</b>
Print circulation	Newsletter subscribers	E-mail subscribers	Followers on X

**Website average visitor  
duration 8 minutes,  
38 seconds  
Performing 90% better  
than comparative news  
and media sites**

**Unique visitors  
Performing 66% better  
than comparative news  
and media sites**



## Bringing you Solutions – the team

Our editorial and advertising team will be happy to talk to you so that you can plan your marketing strategies as a cohesive whole across print and online channels.

**Telephone: 01892 522563**

**EARTH  
ISLAND**

Pickforde Lodge, Pickforde Lane , Ticehurst, East Sussex, TN5 7BN



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generally getting the best message out for you**  
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**For all biscuit related enquiries**  
**Chewman of the Board**  
**Dr Ted E Bear**  
[hello@earthisland.co.uk](mailto:hello@earthisland.co.uk)

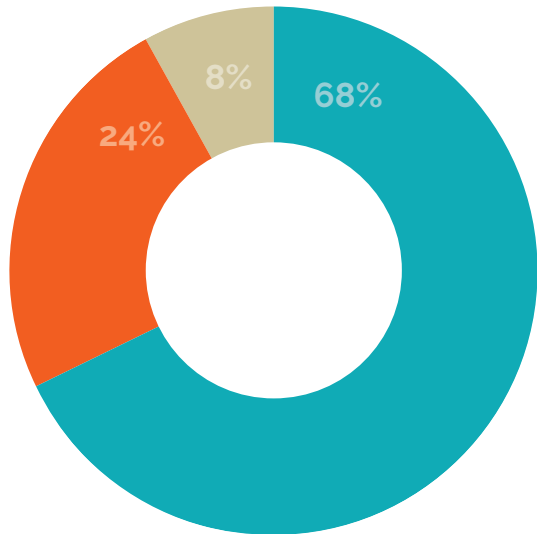


# What we can do for your business

- Better market penetration.
- Enhanced presence through creative marketing.
- Better relationship building with customers through our informal, friendly and consumer based style.
- Be part of the brightest, most stimulating and positive magazine in the industry – the one that gets noticed.
- Be seen as an ethical company that supports the printing industry.
- Help to bring print back to life and enthuse your customers.

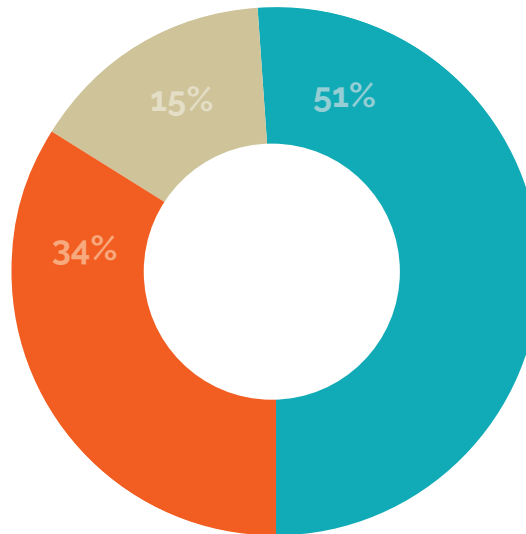
## Our print and packaging readership

Readership demographic



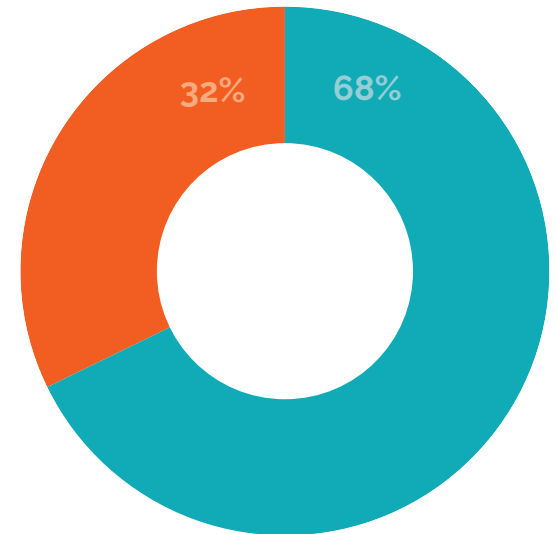
- Printers
- Print buyer
- OEMs

Print buyer demographic



- Graphic designers
- Brand owners
- Ad agencies

Printer demographic



- Commercial printers
- Packing

# PRINT SOLUTIONS

In business we all need to find Solutions, and get results. Solutions to creativity and ideas, solutions to generally running a business, solutions to new market opportunities, solutions to sustainability. We will provide those Solutions and get you results.

Print Solutions provides a bright, strong print industry monthly, with a mix of in-depth features and news, written in an informal, friendly manner with a 'consumer' style that is like no other print industry magazine on the market

We are proactive to trends and changes in the industry, so will adapt our features to reflect the most important issues to the graphic arts. Give us a call to find out more.





## **Editorial themes**

- Eco friendly plates
- Why use digital for packaging?
- Short run labels
- Coloured papers
- MIS
- Bookletmaking
- High quality board
- Colour management
- Die cutting
- Web to print
- How to sell digital
- Remote proofing
- Small format offset
- Working with uncoated paper
- Preflighting
- Automation on-press
- Folding and creasing
- Creative papers
- Special effects on-press
- PUR/EVA binding
- Workflow – making the link
- Adding value through finishing

## **Circulation:**

The printed magazine goes to 8000+ registered readers (a mixture of printers and print buyers), with another 28,000+ receiving an online page turner version by e-mail.

We also post news, articles and promotions to thousands more across our websites and social media channels.

Advertising deadline 25th of each month. Editorial deadline 15th of each month.

News is updated daily on our websites and e-newsletters are sent out weekly.

Solutions is free, on a sign up basis, to everyone involved in UK print, packaging, design, mailing, publishing, cross media brand owners or allied industries.

## **Advertising options include:**

- Front cover campaign package from £3500
- 'Tech it out' technology focused double page spread £1750
- £1200 full page ad, £695 half page, £375 quarter page or strip ad.
- Newsletter sponsorship £550 per month.
- Featured products/company showcase £350 for 3 months, £500 for 6 months, £750 for 12 months
- Ad banner or video £350 per month.
- Hyperlinked PR with web and social media coverage just £250.
- Targeted emailouts just £750.
- Other options including front covers, knowledge guides, sponsorships, competitions, digital promotions, available.



# PACKAGING SOLUTIONS

Packaging is a powerful influencer in the buying decision and it can make or break the product. It is about brand extension, it is about stirring the buyer and ensuing them to select a certain product. Packaging differentiates, it is alive, it is stimulating, and it can engage the senses.

Packaging Solutions brings you all the creative ideas and inspiration that you need to look at the market opportunities and bring them into your business.

## Editorial themes

- Colour management
- Smart packaging
- Short run packaging
- Embossing and foiling
- Creative boards
- Printing corrugated
- Packaging and sustainability
- Using variable data effectively
- Software
- Design

### PACKING THEM IN

The next Packaging innovations & Empack will be crowned with good things for everyone in the packaging supply chain, from innovative products and services to a packed seminar and knowledge sharing programme. We find out more.

Packaging innovations & Empack 2025 is set to be the largest ever for the industry, with a packed programme of seminars, workshops, and networking opportunities. The event is aimed at the largest ever audience, with a focus on the latest innovations in packaging, from sustainable materials to digital printing and automation. The event is also a great opportunity to meet the industry's leading experts and share your own experiences. The event is a must for anyone involved in packaging, from designers to manufacturers. The event is a great opportunity to meet the industry's leading experts and share your own experiences. The event is a must for anyone involved in packaging, from designers to manufacturers.

#### AUTOMATION

Automation is a key focus for the industry, with many companies investing in new machinery and software to improve efficiency and reduce costs. The event will feature a number of seminars and workshops on automation, including a panel discussion on the challenges of implementing automation in the packaging industry.

#### GETTING SMART

The event will also feature a number of seminars and workshops on digital printing and smart packaging. These topics are of increasing importance to the industry, and the event will provide a great opportunity to learn from the experts.

#### DESIGN

Design is a key focus for the industry, and the event will feature a number of seminars and workshops on this topic. These topics are of increasing importance to the industry, and the event will provide a great opportunity to learn from the experts.

### THE NEXT PACKAGING TRAILBLAZER?

In partnership with ICM and Mercury Search & Selection, returns for 2025.

The packaging industry is on the cusp of a new era, with many companies investing in new machinery and software to improve efficiency and reduce costs. The event will feature a number of seminars and workshops on automation, including a panel discussion on the challenges of implementing automation in the packaging industry.

#### EXCEPTIONAL TALENT

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### CLOSING THE PACKAGING SKILLS GAP

As the packaging industry moves forward, the need to nurture new talent is becoming increasingly clear.

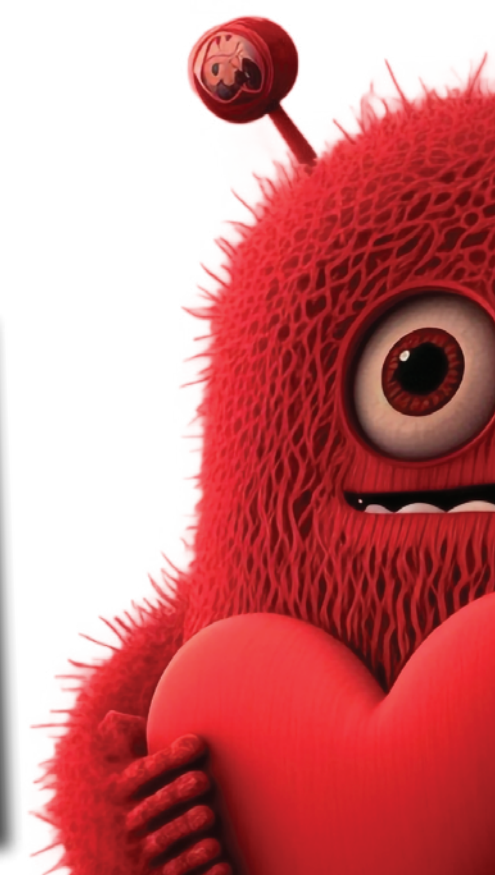
Many of the new graduates entering the industry are not equipped with the skills and knowledge needed to succeed in the packaging industry. The industry needs to invest in training and development to ensure that it has a sufficient pipeline of talent. The event will feature a number of seminars and workshops on this topic, including a panel discussion on the challenges of training new graduates.

#### DEVELOPMENT AND SUCCESS

The event will also feature a number of seminars and workshops on digital printing and smart packaging. These topics are of increasing importance to the industry, and the event will provide a great opportunity to learn from the experts.

#### DESIGN

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## GREEN FROM THE GROUND UP!

As an environmentally responsible company itself, and also one that cares about its customers, Formara is always willing to share knowledge. Here, the company looks at simple ideas for small companies and start-ups who are looking for more sustainable packaging and print materials.

Starting a new business is an exciting journey filled with endless possibilities, but it comes with its fair share of challenges too. One of the most important yet often overlooked aspects of building a successful start-up today is making sure your business is environmentally friendly right from the 'get go'. In a world where consumers are increasingly choosing brands that care about the planet, adopting sustainable practices isn't just a good idea, it is essential.

And, where better to start than with your packaging and print materials?

### PART OF YOUR DNA

When you are launching a start-up, it can feel like there are a million things demanding your attention. It is easy to think of sustainability as something to tackle later when the business is more established. But here is the thing: building green practices into your business from day one can actually make things easier in the long run.

Think about it this way – if you start with eco-friendly packaging and print solutions now, you won't have to overhaul your operations later. Plus, it shows your customers, and potential investors, that you are serious about making a positive impact. It is not just about being responsible, it is about setting your brand apart in a market that values sustainability more and more each day.

### YOU JUST NEED TO KNOW WHERE TO LOOK

With so many myths around sustainability it is that it is a bit of a mystery. As a start-up, you are probably already keeping a close eye on your costs, so the idea of spending more on sustainable packaging like a perfect fit. But here is the good news: there are many ways to make your business more sustainable without breaking the bank.

At Formara, we have been working with start-ups for years, helping them find cost-effective, sustainable solutions that fit within their budgets. Whether it is sourcing recycled materials for your packaging or using printing processes that reduce waste, there are plenty of ways to be green without breaking the bank. And the best part? These practices can often save you money in the long run.

For example, here at Formara, one thing we did was make the switch from using plastic business card boxes to using a paper-based one that is fully recyclable and compostable. This was a great way to show we were environmentally friendly and to uniquely stamp our brand on the product to showcase our values using creativity.

### THE PAY OFF

Choosing sustainable options isn't just good for the environment, it is good for your business too. More and more consumers are looking to support brands that share their values and using eco-friendly is a huge part of that. By committing to sustainability early on, you are building a brand that people can trust and believe in.

But it is not just about customer loyalty. As governments tighten regulations around packaging and waste, being ahead of the curve on sustainability could save you from future headaches and expenses. Starting green now means you will be ready for whatever changes come down the road.

As you will see, there are many ways to make your business more sustainable without breaking the bank. At Formara, we help an ever-growing number of businesses find the right sustainable solutions for their needs.

**TRANSFORM YOUR BUSINESS**  
Formara is a leading sustainable packaging and print company. We help businesses of all sizes find the right sustainable solutions for their needs. Our products are made from recycled materials and are fully recyclable and compostable. We also offer a range of sustainable printing services, including eco-friendly inks and paper.

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Initially using a less eco-friendly and expensive material for its blotters. By switching to Nautillus Superwhite 100S Recycled Paper 300 gsm, we helped them make a significant positive environmental impact while also achieving a dramatic cost saving. This change not only reduced their carbon footprint but also aligned perfectly with their brand's luxury and sustainability ethos.

Can you imagine the amount of money they would have saved if they had done this from day one?

### DOING SUSTAINABILITY RIGHT

Take Brewdog for instance, the Scottish craft beer company, which has become a leader in sustainability within the beverage industry. As a start-up that quickly grew into a business, the company has implemented a 'zero waste' initiative by eliminating unnecessary plastics and opting for recyclable materials. Additionally, Brewdog's commitment to reducing its carbon footprint led it to become one of the world's first carbon-negative breweries.

Then there is Upcycled, a relatively new UK-based start-up which began with the idea of repurposing used coffee grounds into skincare products. But its commitment to sustainability extends beyond the core products. As an eco-conscious brand, it also prioritises sustainable print materials for all of its packaging and marketing materials.

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### YOUR PARTNER IN BUILDING A GREEN BUSINESS

Formara is passionate about helping start-ups and smaller companies thrive, whilst staying true to sustainable values. It believes that no business is too small to make a difference, and will help to provide you with the tools and support you need to get there.

Whether you are just getting started or looking to grow, the company can help you find the right sustainable packaging and print solutions that align with your goals, on your budget.

Starting a new business is tough, but making sustainable a part of your journey from the beginning doesn't have to be. By choosing eco-friendly packaging, print materials or suppliers, you are not just helping the planet, you are building a brand that stands out in today's market. Remember, being green is about more than just doing the right thing, it is about building a smarter, stronger business. And with Formara by your side, you have got what you need to make it happen.

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## YOUR BRAND PERSONIFIED

Let creativity know no bounds when it comes to packaging for your products. Easyfairs highlights the importance of packaging.

Whether the biggest global brand or the smallest business, packaging is probably the most important item in your sales and marketing toolbox. Having the greatest and most innovative product in its category is not enough, it must be supported by packaging that matches and enhances the potential of your carefully crafted and expertly manufactured (or created) masterpiece. Vagabond chocolate, a delicious gift, is a perfect example of this and presents a smorgasbord of design potential for designers and brand alike. This can be used to create an emotional attachment and enhance exclusivity. Antiquarian print processes are keeping up with the pace too, if you think of such things as photosensitive (light), thermochromic (temperature) and conductive (electricity) inks, which can be used to produce packs that are essentially functional and/or highly engaging.

Finishing and embellishment techniques bring another level of creativity to the table and are able to take the blandest, dullest piece of packaging and elevate it to a whole other level, using embossing, foils, metallisation, spot colours, and die cutting to create visually appealing and tactile pieces. Whether making to impress a client or wishing to include something or other visual elements into the design, this presents further opportunity to go wild and take your packaging to the next level.

Such waypoints along your packaging journey illustrate the need to be as creative, dynamic and engaging as possible with your design and execution. From the simplest label applied to a glass jar to direct decoration of the jar itself, the potential to bring your packaging – and your brand's personality – to life is immense. And many choose London Packaging Week as the idea starting point.

### ALL PACKS GREAT AND SMALL

Let us start with the pack structure itself. Advances in materials and machinery mean even the wildest shapes and sizes can now be realised and commercialised, and often from previously unsuitable substrates. Paper and microfilm, for example, can be used to create lightweight yet strong sliding sleeves, telescopic tubes, foldable boxes and fibre-based boxes, whilst monomaterial plastics can be shaped, stretched and shrunk in various creative ways and rigid formats moulding into complex shapes that set your packaging apart from the rest. 3D modelling and printing allow structures to be tried and tested digitally and physically before being put into production, ensuring structural integrity and quality.

Once you have settled on a material/shape combination, an endless array of decoration techniques then present



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### BEYOND THE BOX

Don't, however, let your creativity conclude with the physical pack. Today, myriad smart and connected packaging tools exist to take your packaging from the physical world into the digital realm. This gives you the best of both worlds and consumers another route to interact with your brand. Whether using QR codes and the like for authentication purposes or augmented reality to gamify engagement, it is quite literally a whole other world for you and your brand, realised through Packaging. No longer are interactions confined to the supermarket shelf or store cupboard, now they can take place everywhere and anywhere there is a connected device present.

For any brand, this is a highly valuable proposition. It gives you the ability to connect with consumers on a personal level and often through a device they have in their hand or pocket most of the day. This gives your brand exposure to those who matter the most – the consumer – on a previously unattainable level. Of course, consumers will expect to pay off for this level of engagement, but if you can deliver on that through discounts, freebies, prizes, etc., you will create a priceless emotional attachment and connection with your brand.

There is also the ability to use the likes of accessible QR

codes or a connected packaging platform to make packaging practical. Such tools are used to assist those with a visual impairment or other challenge to engage with the world around them. When deployed on pack, this makes your product accessible to even more of the market and positions your brand as a socially responsible enterprise with the needs of the wider world in view.

All these tools and many more already exist today. Tomorrow even more will exist, making it as easy as it is important to make your packaging your own. An event such as London Packaging Week furthers this by providing the perfect playground to learn about and explore these opportunities, as well as to meet with and hear from those designing, developing and introducing cutting-edge packaging concepts into the market.

Make sure you are there, and raise your profile and presence by putting your own stamp on bottles and boxes, to own your brand's personality through packaging.

Registration is now open for London Packaging Week 2024, which takes place 11 and 12 September at ExCel. For further information, please see [www.londonpackagingweek.com](http://www.londonpackagingweek.com)



# GREEN SOLUTIONS

As a business you simply have to be green. But not all businesses can afford expensive consultants or certification. Green Solutions will act as your very own FREE environmental consultant and help you through that journey.

Green Solutions's purpose is to give businesses a platform to highlight all the positive steps that they continue to take to improve the sustainability of what they do and reduce impacts on the environment. It also offers a look at environmental technologies and sources of supply, as well as useful 'help' articles to give ideas to green up business.

## Editorial themes

- How can technology clean up my business?
- Paper: Is virgin fibre all bad?
- Why does 'nature' matter to my business?
- Waste minimisation
- What's carbon offsetting all about?
- How can small business manage sustainability?
- Energy and the need for renewables
- Greening up your office space
- Certification explained
- Best ideas to start your sustainable journey
- Green in the workplace: getting employees enthused

## The green team

Editorial: [susan@earthisland.co.uk](mailto:susan@earthisland.co.uk)

Advertising and promotions: [david@earthisland.co.uk](mailto:david@earthisland.co.uk)





## Green Solutions online magazine

- Full page A4 advert : £1250
- Half page advert: £650
- Quarter page/strip advert: £350

## Green Solutions website

- Box ad (for three months): £350
- Box ad (for six months): £550
- Box ad (for one year): £750

Social media packages also available on request.





IndPrint magazine covers the whole industrial print market, from glass to ceramics, from wall coverings to garments, from wood and metals to 3D, from construction to industrial packaging, bringing information on this very exciting opportunity.

This website and e-newsletter explores the technology, the applications, the resources needed, and the machines you need to know about, as well as bringing you news and views on the market and its future.

## Advertising options include:

Specifically targeted at decisions makers in the industrial inkjet and 3D printing markets.

- Sponsorship of newsletter: From £550 per month.
- Featured section: From £350 per month.
- Web banners: From £350 per month.
- E-mail blast to targeted audience: £850
- Social media campaigns: From £500



# The Solutions websites

**PRINT SOLUTIONS** [www.earthisland.co.uk](http://www.earthisland.co.uk) **PACKAGING SOLUTIONS** [www.packagingsolutionsmag.co.uk](http://www.packagingsolutionsmag.co.uk) **GREEN SOLUTIONS** [www.greensolutionsmag.co.uk](http://www.greensolutionsmag.co.uk) **IND PRINT** [www.indprint.uk](http://www.indprint.uk)

Our websites are packed with exciting opportunities for promotion on our online and digital publications:

- Featured companies and products
- Standard box advertising
- Sponsorships
- Dedicated bespoke pages
- Listings
- Video opportunities
- Links back to your own information,
- Daily/weekly news service for you to populate your own websites

## **Advertising options include:**

- Ad banner £350 per month
- Videos £350 per month. (£300 for 3 months, £250 for 6 months)
- Hyperlinked PR with web and social media coverage just £250 (£200 for 3 months).

Ad sizes on request

We also have a series of e-newsletters that include sponsorship, adverts and more. Please let us know what interests you.





# SOLUTIONS AWARDS

## New for 2025 – The Solutions Awards

### The idea

To award companies and people who are excelling within the industry, and focused on the best people and principles within print, packaging and design.

Rather than just looking at the quality of print, which can be subjective at best, these awards will be judged against the backdrop of sustainable and socio-ethical approaches.

The awards will be run year round, with a number of categories available including business of the year, sustainable company of the year, CEO/director of the year and customer service team of the year.

The awards will be run predominantly online, as our focus will be on supporting the winners with a promotional and marketing package as part of their win, to give them something tangible and worthwhile to drive business forward and to allow maximum benefit.

The awards will develop worldwide and it would be logistically difficult for all of our winners to attend a localised ceremony.

### Benefits to being a partner

Great brand extension in print and online: Unrivalled chance to promote your company within the industry.

- Year long coverage in the Earth Island publications and online, plus other promotional opportunities.
- A package of editorial, advertising and online content across our portfolio. You can choose to run that in either Print Solutions, Packaging Solutions, Green Solutions or IndPrint – or a mixture to suit your needs.
- Your logo on all awards' collateral and the dedicated website page.
- A full page ad in the post awards commemorative handbook, which will showcase the winners and sponsors.

All this for just £2500 as a category sponsor, with year round promotion.

Call David on 01892 522563 or 07711 004558

Further information specific to our awards can be sent to interested parties.





# Media packages and promotional opportunities

We will work with you to get the best results. As well as a number of advertising opportunities, we will deliver a package that includes credible editorial. We also offer a wide range of options, including:

- A wide range of knowledge sharing/ market specific handbooks
- Augmented reality covers
- Bellybands
- Bookmarks
- Contract publishing
- Copywriting, PR and editorial assistance
- Embedded video, audio and hyperlinks (yes in the printed page)
- Events, roundtables, seminars, conferences, training days and networking opportunities
- Gatefolds
- Inserts and outserts
- International Print Day
- Licensing and syndication
- List rentals and targeted e-mail blasts
- Market surveys and reports
- Opportunities within our Out of Print section including sponsorships, competitions and networking support
- Opted-in e-mail database of over 35,000
- Purl campaigns
- Registered postal database of over 28,000
- Social media promotions
- Specialised front covers. We will work with you to show your products off to their best
- Sponsorships
- Tech-it-outs for your latest products
- Website advertising and videos

And, lots of other creative ideas to get you noticed – give us a call and we will explain more.  
We are here to help.

## Contact David at:

david@earthisland.co.uk

01892 522563/07711 004558



## Mechanical data: online advertising

### Print Solutions

- Home/news: Scrolling banner ads 700 x 250
- Home/news: static ad box 250 x 250
- Events page: static box 250 x 250

### Packaging Solutions

- Home/news: Scrolling banner ads 980 x 180

### Green Solutions

- Home/news: Scrolling banner ads 980 x 180
- Sponsored pages: Green actions: 600 x 145
- Sponsored pages: Resources: 430 x 150

### IndPrint

- Home/news: 298 X 298
- Featured page: Scrolling banner ads 500 x 200

A number of other opportunities are available including sponsored video, featured products and services, podcasts, suppliers' listings, downloadable guides and more, or we can tailor make a package suited to your individual requirements.

Call David on 01892 522563 or 07711 004558 who can talk you through all the options available and how they can best serve your business.



## Mechanical data: magazine pages



Double page spread

Trim 420 x 297mm

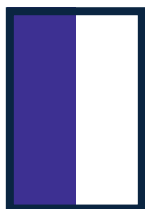
Bleed 426 x 303mm



Full page

Trim 210 x 297mm

Bleed 216 x 303mm



Half page vertical

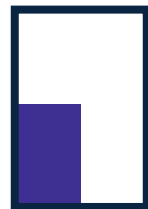
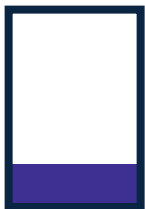
Trim 105 x 297mm

Bleed 111 x 303mm

Half page horizontal

Trim 210 x 149mm

Bleed 216 x 155mm



Quarter page strip

Trim 210 x 50mm

Bleed 216 x 56mm

Quarter page

Trim 105 x 149mm

Bleed 111 x 155mm

Other formats

Web banners

Long portrait – w980 x h205 pixels

Bound inserts

A4 plus 100 mm on the bound edge (saddle stitched)

3 mm on all edges (perfect bound)

Loose inserts

Can be up to 200 x 290mm

We would be very happy if you would provide us with a press ready pdf with all your images encapsulated (300 dpi), fonts embedded, transparencies flattened and artwork centred, in CMYK colour mode.

There also needs to be a 3 mm bleed on each edge. Please create your PDFs by distilling PostScript or eps files to minimise trapping.

If you have any problems, please just give us a call.

We are here to help.

T: 01892 522563

M: 07711 004558

or e-mail [steve@earthisland.co.uk](mailto:steve@earthisland.co.uk)







# SOLUTIONS

PRINT  
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