

# PostPress



MEDIA GUIDE  
**2017**

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

# NOTE FROM THE EDITOR

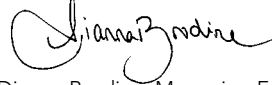
With print, digital and online audiences, *PostPress* is reaching nearly 22,000 readers across all areas of the postpress industry, including graphic finishers, binders, commercial printers, label manufacturers, carton manufacturers and more. The publication provides access to those working in operational and leadership capacities, making decisions that ensure the finished product shines far beyond its time on the printing press.

Despite the claims, print is not dead, and *PostPress* is committed to covering the processes, applications and machinery that contribute to the successes of our readership. From greeting cards, book covers and wine labels to corporate brochures and product packaging, the targeted readership of *PostPress* translates to an engaged audience for your advertising message. The quarterly magazine features the new technologies and finishing process that can make the difference in any facility, while also showcasing articles that help to enhance job profitability or work around operational challenges. In addition to print coverage, our audience is expanded through a monthly ENews that covers the latest industry news in between issues of the print

magazine; on a website that is accessed daily for its article resources; and at tradeshows where copies of the magazine reach those who haven't yet subscribed.

*PostPress* is the best resource for those offering finishing and binding services that enhance a printed product. We're proud to be a valued supplier of industry news and technology advances, and we invite you to reach our targeted audience with your advertising message.

Thank you,



Dianna Brodine, Managing Editor



# MARKETING OPPORTUNITIES

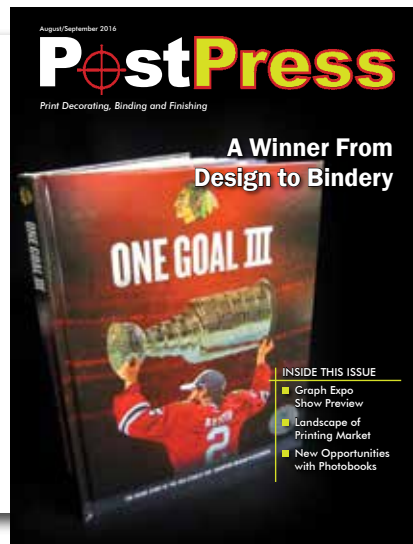
Maximum Impact for Your Targeted Advertising Dollar

## POSTPRESS MAGAZINE

*PostPress* has expanded its targeted readership reach in the print decorating, binding and finishing industries through its print and digital editions.

- Reaches nearly 16,000 industry professionals
- Free links to the advertiser's website through the digital edition
- Bonus distribution at tradeshows and conferences throughout the year

Each magazine is packed with information on application highlights, operational challenges, industry trends, management topics and production efficiencies.



## POSTPRESS WEBSITE

The *PostPress* website offers additional advertising opportunities to connect with customers and prospects through strategically placed web banners.

The website contains expanded news stories, fresh content and live links to industry resources.

- Banner ads available
- Averaging 1,600 unique visitors per month



## POSTPRESS ENEWS

The *PostPress* ENews is distributed to 4,300 print industry professionals throughout the US each month, providing

- Increased circulation
- Up-to-date industry news
- Product launches and technology trends
- Conference and event updates for the BIA and FSEA

This cost-effective advertising vehicle offers another way to reach the postpress audience and drive traffic through direct links to the advertiser's website.



## EDITORIAL CALENDAR

### **FEBRUARY/MARCH 2017**    **Ad Closing:** February 6    **Materials Due:** February 13    **Publication Date:** March 1

- *PostPress* Buyers Guide (for all finishing and bindery suppliers) – FREE listing with print advertising
- Finishing Equipment Feature: Diecutting
- Bindery Equipment Feature: Cutting Machinery
- IADD•FSEA Odyssey Show Preview
- Grabbing Attention with Direct Mail: Folds, Foil, Coatings and More
- Decreasing Spoilage/Waste on the Production Floor

#### BONUS DISTRIBUTION

- IADD•FSEA Odyssey 2017
- ICE USA 2017 (International Converting Exposition)

### **MAY/JUNE 2017**    **Ad Closing:** May 8    **Materials Due:** May 14    **Publication Date:** June 1

- Focus on Narrow-Web Decorating: Foils and Coatings
- FSEA Gold Leaf Award Winners
- Finishing Equipment Feature: Folding/Gluing
- Bindery Equipment Feature: Perfect Binding
- Unique Loose Leaf Applications
- Common Challenges with Perfect Binding
- Adding Product Security with Foil

#### BONUS DISTRIBUTION

- PRINT 2017
- HBA Global Expo

### **AUGUST/SEPTEMBER 2017**    **Ad Closing:** July 27    **Materials Due:** August 7    **Publication Date:** August 23

- Show Preview for PRINT17
- Decreasing Costs in Bindery and Finishing Operations
- BIA Product of Excellence Award Winners
- Finishing Equipment Feature: UV Coating/Laminating
- Bindery Equipment Feature: Mechanical Binding
- Sheet-Fed Cold Foil – Where Is the Niche?
- Video Vault Spotlight (Special Advertising Section)

#### BONUS DISTRIBUTION

- PRINT17
- PACK EXPO Las Vegas

### **NOVEMBER/DECEMBER 2017**    **Ad Closing:** November 6    **Materials Due:** November 13    **Publication Date:** December 1

- 2018 Print and Packaging Industries Outlook
- Finishing Equipment Feature: Foil Stamping
- Bindery Equipment Feature: Folding
- Solving Production Issues on Folding/Gluing Equipment
- RF Heat Sealing Technology and Applications
- New Bindery/Finishing Equipment: Worth the Investment?
- Motivating Printing Customers to Sell Enhancements

#### BONUS DISTRIBUTION

- Graphics of the Americas 2018

## IN EVERY ISSUE

- ▶ Application Success Stories, featuring award-winning binding and finishing projects
- ▶ New product press releases covering advances in all aspects of the postpress industry
- ▶ Installations from equipment manufacturers and the facilities implementing new technology

# PROJECTED READERSHIP AND CIRCULATION

*PostPress* magazine has combined the audiences of *InsideFinishing* and *The Binding Edge* to provide expanded industry coverage to nearly 16,000 readers each quarter. From application highlights and industry trends to equipment features and newly introduced techniques, *PostPress* is the print decorating, binding and finishing resource for graphic finishers, trade binders, commercial printers, label manufacturers and many more. Published on a quarterly basis, all four print issues will have additional circulation at tradeshow and conferences throughout the year, including PRINT17, PACK EXPO Las Vegas, IADD•FSEA Odyssey and Graphics of the Americas. A monthly ENews and updated website reach additional audiences with fresh content.

## AUDIENCE BREAKDOWN PER QUARTER

Print Edition.....	14,000
Trade Show Distribution.....	1,000
Digital Edition* .....	900

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Total Magazine Distribution..... 15,900

\*Average quarterly unique visitors

## POSTPRESS ENEWS

Average Monthly Circulation..... 4,300

## WEBSITE

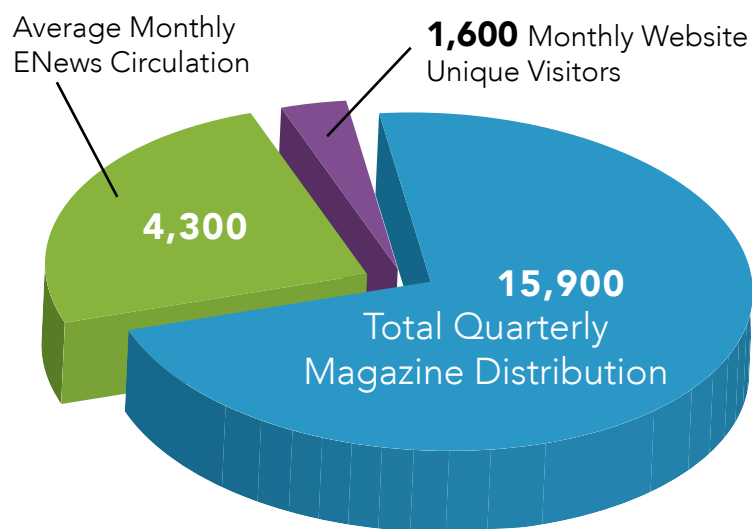
Average Monthly Unique Visitors..... 1,600

Average Monthly Visits..... 1,800

Average Monthly Page Views..... 2,500

## TOTAL AUDIENCE: 21,800

(includes duplicate circulation/visitors)



## INDUSTRY SEGMENTS REACHED

- |                              |                             |
|------------------------------|-----------------------------|
| Graphic Finishers            | Loose Leaf Manufacturers    |
| Trade Binders                | Book Printers               |
| Commercial Printers          | Greeting Card Manufacturers |
| Label Manufacturers          | Industry Suppliers          |
| Folding Carton Manufacturers |                             |

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