



PostPress

2021 MEDIA KIT



WHAT IS POSTPRESS?

PostPress reaches a targeted audience in the print decorating, binding and finishing industries through print, digital and mobile distribution. Packed with articles on process applications, operational challenges, industry trends and production efficiencies, the magazine provides actionable content that aims to educate and improve the entire industry.

OUR MISSION

From the latest in equipment technology to production improvements and samples of stunning finished work, *PostPress* provides information and inspiration. Each magazine is packed with material that benefits trade finishers, trade binders and commercial printing operations with a binding or finishing department.

WHY US?



12,000
readers
each quarter



11,200
digital edition
page views
each month



4,625
e-news readers
each issue



5,175
website page
views
each month

exposure has increased over
2.5x in the last 12 months

Through the combination of both our print distribution and digital edition readership, *PostPress* magazine reaches over **12,000 specific graphic arts professionals** involved in print decorating, binding, and finishing operations. From application highlights and industry trends to equipment features and newly introduced techniques, *PostPress* is the targeted resource for **graphic finishers, trade binders, folding carton and label manufacturers, greeting card manufacturers**, and more.

AUDIENCE EXPOSURE

Print & Digital Magazine

12,000

Avg. Qtrly. Readership

11,200

Avg. Monthly Digital Page Views

PostPress ENews

4,625

Avg. Circulation Each Issue

Website

3,475

Avg. Monthly Unique Visitors

4,250

Avg. Monthly Visits

5,175

Avg. Monthly Page Views



MAGAZINE DISTRIBUTION

The print edition of *PostPress* magazine is distributed across the United States four times each year, with additional distribution at tradeshows and other industry events. Readers also can access digital copies of the publication for free at www.postpressmag.com. Additional audience reach is achieved through a monthly newsletter and via the *PostPress* website, which features the latest news and archived stories from years past.

TARGETED READERSHIP

Graphic Finishers

Trade Binders

Commercial Printers

Label Manufacturers

Folding Carton
Manufacturers

Loose Leaf Manufacturers

Book Printers

Greeting Card
Manufacturers

Industry Suppliers

With print, digital and mobile delivery methods, *PostPress* reaches readers wherever they are.



website contains the latest news with links to stories and access to the digital edition




digital edition features live links to websites and video for more in-depth information




accessible anywhere on mobile devices


TARGETED DISTRIBUTION THAT REACHES THE DECISION MAKERS IN PRINT DECORATING, BINDING AND FINISHING

AUDIENCE REACH OPPORTUNITIES

 Print ads with digital exposure, too

 Website advertising with exposure to every visitor

 ENews advertising for monthly exposure

 Video enhancement opportunities in the digital edition



Digital editions enhance the print magazine with interactive **video** and **clickable links**. The digital edition is hosted on the *PostPress* website and promoted through email and social media – giving advertisers **extended exposure**.

ADDITIONAL EXPOSURE AT TRADESHOWS AND INDUSTRY EVENTS

PACK EXPO
LABELEXPO AMERICAS



BRAND PRINT AMERICAS
PRINTING UNITED



FEBRUARY/MARCH

- **PostPress Buyers Guide Edition**
- Binding: Perfect Binding Equipment Highlight
- Finishing: Diecutting Equipment Highlight
- Event Preview: drupa 2021
- Sustainability Update: Foils and Finishing
- Finishing/Binding Opportunities Following the Pandemic

Bonus Distribution: drupa 2021, Labelexpo Americas, Brand Print Americas, Dscoop 2021, SuperCorrExpo 2021

Ad Closing **Feb. 1, 2021**
Materials Due **Feb. 8, 2021**
Publication Date **Mar. 1, 2021**
Online Launch **Mar. 12, 2021**



MAY/JUNE

- 28th Annual FSEA Gold Leaf Award Winners
- Binding: Folding/Scoring Equipment Highlight
- Finishing: UV Coating and Laminating Equipment Highlight
- Developments in Mailing and Finishing Technology
- Advancements in Digital Spot and Specialty Coatings
- Unique Folder Concepts Attract Attention

Bonus Distribution: SuperCorrExpo 2021

Ad Closing **May 3, 2021**
Materials Due **May 10, 2021**
Publication Date **June 1, 2021**
Online Launch **June 11, 2021**



AUGUST/SEPTEMBER

- Binding: Mechanical Binding Equipment Highlights
- Finishing: Foil Decorating (Hot, Cold, Digital) Equipment Highlight
- Event Previews: FSEA Conference, PRINTING United 2021
- Challenges with Paper Stocks and Coatings
- Troubleshooting Foil and Embossing Challenges in Digital Printing
- Trends in Hard and Soft Book Covers

Bonus Distribution: PRINTING United 2021, PACK EXPO Las Vegas

Ad Closing **Aug. 2, 2021**
Materials Due **Aug. 9, 2021**
Publication Date **Sept. 1, 2021**
Online Launch **Sept. 13, 2021**



NOVEMBER/DECEMBER

- Binding: Paper Cutting & Trimming Equipment Highlight
- Finishing: Folding/Gluing Equipment Highlight
- Print Embellishments for Increased Profits
- Challenges with Digital Coatings
- Innovative Applications for Binding Techniques

Bonus Distribution: RadTech 2022

Ad Closing **Nov. 1, 2021**
Materials Due **Nov. 8, 2021**
Publication Date **Dec. 1, 2021**
Online Launch **Dec. 13, 2021**

Monthly Exposure Opportunities in PostPress ENews

The *PostPress* ENews is distributed to 4,625 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 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.

Daily Exposure Opportunities on the 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 5,175 page views per month from 3,475 unique monthly visitors

Expanded Exposure Opportunities in the PostPress Digital Edition

- Free links to advertisers' websites through the digital editions, with 11,200 page views per month
- Video links available as an ad enhancement
- Promoted via email and social media for additional exposure

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