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.

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.
READERSHIP

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 enewsletter 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.

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.

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

Additional Exposure at Trade Shows and Industry Events

- PACK EXPO
- LABELEXPO AMERICAS
- PRINTING UNITED

Targeted Distribution that reaches the decision makers in print decorating, binding and finishing.
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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