### Editorial Line-Up

#### 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

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### 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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