



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**

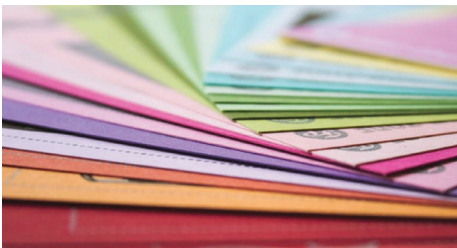


MAY/JUNE

- 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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