

# PostPress

## 2022 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



**12,400**  
digital edition  
page views  
each month



**4,600**  
enews readers  
each issue



**7,300**  
website page  
views  
each month

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

4,600

Avg. Circulation Each Issue

#### Website

5,150

Avg. Monthly Unique Visitors

5,950

Avg. Monthly Visits

7,300

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 tradeshow and other industry events. Readers also can access digital copies of the publication for free at [www.postpressmag.com](http://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

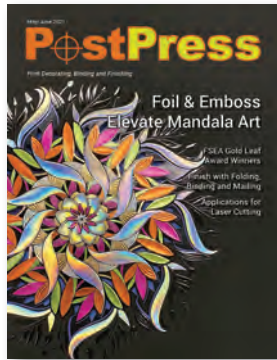
Loose Leaf Manufacturers

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



accessible anywhere on mobile devices



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


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



### FEBRUARY/MARCH

- **PostPress Buyers Guide Edition** (for all finishing and bindery suppliers) – FREE listing with print advertising
- Binding Highlight: Perfect Binding Equipment
- Finishing Highlight: Diecutting
- Rethinking Your Paper Choices: Design Trends for Printing and Embellishments
- Designing for Specialty UV Coatings

**Bonus Distribution:** RadTech Conference 2022, Amplify Print 2022

Ad Closing **Feb. 7, 2022**  
Materials Due **Feb. 14, 2022**  
Publication Date **Mar. 1, 2022**  
Online Launch **Mar. 14, 2022**



### MAY/JUNE

- Finishing Highlight: UV Coating and Lamination
- Binding Highlight: Folding/Scoring Equipment
- Troubleshooting Adhesives and Paper Stocks for Perfect Binding
- Adding Digital Technology to the Traditional Finishing Operation
- Finding and Keeping Customers in a Post-Pandemic World

**Bonus Distribution:** Amplify Print 2022, PRINTING United 2022, Pack Expo International, Label Expo Americas 2022

Ad Closing **May 2, 2022**  
Materials Due **May 9, 2022**  
Publication Date **May 30, 2022**  
Online Launch **June 13, 2022**

## Monthly Exposure Opportunities in PostPress ENews

The *PostPress* ENews is distributed to 4,600 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 7,300 page views per month from 5,200 unique monthly visitors



### AUGUST/SEPTEMBER

- Event Preview for Amplify Print 2022 – Minneapolis, MN
- Finishing Highlight: Foil Decorating (Hot, Cold, Digital)
- Binding Highlight: Mechanical Binding
- Choosing the Right Printing, Finishing and Decorating Process for Your Application
- Q&A on Solving Cold Foil Challenges
- Event Preview: Printing United 2022
- Books Make a Comeback – Trends in Binding and Finishing

**Bonus Distribution:** PACK EXPO International, PRINTING United 2022

Ad Closing **Aug. 1, 2022**  
Materials Due **Aug. 8, 2022**  
Publication Date **Aug. 29, 2022**  
Online Launch **Sept. 12, 2022**



### NOVEMBER/DECEMBER

- 2023 Print and Packaging Industries Outlook
- Finishing Highlight: Folding/Gluing
- Binding Highlight: Unique Binding Processes
- Q&A on Folding/Gluing
- Troubleshooting Offline UV Coating Challenges

**Bonus Distribution:** FSEA/Amplify Conference Event, Big Ideas Conference 2023

Ad Closing **Nov. 1, 2022**  
Materials Due **Nov. 7, 2022**  
Publication Date **Nov. 28, 2022**  
Online Launch **Dec. 12, 2022**

## 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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