

PostPress

2025 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?



13,000
readers
each quarter



4,000
digital edition
page views
each month



4,500
enews readers
each month



6,050
website page
views
each month

Through the combination of both our print distribution and digital edition readership, *PostPress* magazine reaches over **13,000 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

13,000

Avg. Qtrly. Readership

4,000

Avg. Monthly Digital Page Views

PostPress ENews

4,500

Avg. Circulation Each Issue

Website

4,300

Avg. Monthly Unique Visitors

3,700

Avg. Monthly Visits

6,050

Avg. Monthly Page Views



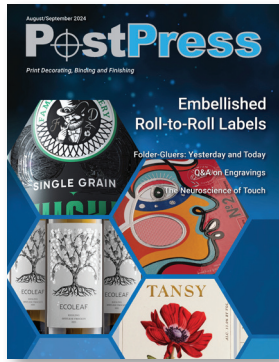
MAGAZINE DISTRIBUTION

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. 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.

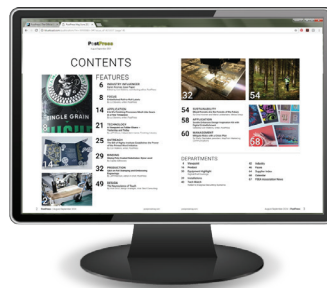
TARGETED READERSHIP

- | | |
|------------------------------|-----------------------------|
| Graphic Finishers | Loose Leaf Manufacturers |
| Trade Binders | Book Printers |
| Commercial Printers | Greeting Card Manufacturers |
| Label Manufacturers | Industry Suppliers |
| Folding Carton Manufacturers | |

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

LUXEPACK NEW YORK



AMPLIFY PRINT EXPO

PACK EXPO LAS VEGAS



PRINTING UNITED



FEBRUARY/MARCH

- **Buyers Resource Guide Edition**
- Market Focus: Luxury Packaging
- Application Highlights
- Process Highlights: UV Coatings and Equipment
- Technology: Selecting Metallic Decorating Processes

Bonus Distribution: LuxePack New York; Amplify Print Expo

Ad Closing **Feb. 5, 2025**
 Ad Materials Due **Feb. 12, 2025**
 Publication Date **Mar. 11, 2025**
 Online Launch **Mar. 20, 2025**



MAY/JUNE

- Market Focus: Embellishments and Direct Mail
- Application Highlights
- Process Highlights: Perfect Binding Equipment
- Technology: Importance of Automating Finishing Processes

Bonus Distribution: Amplify Print Expo; PACK EXPO Las Vegas 2025

Ad Closing **Apr. 29, 2025**
 Ad Materials Due **May 6, 2025**
 Publication Date **June 3, 2025**
 Online Launch **June 12, 2025**



AUGUST/SEPTEMBER

- Market Focus: Greeting Cards and Invitations
- Application Highlights
- Process Highlights: Hot/Cold/Digital Foils and Engravings
- Technology: Sustainability Choices for Finishing Operations

Bonus Distribution: PRINTING United 2025; PACK EXPO Las Vegas 2025; Digital Packaging Summit

Ad Closing **Aug. 1, 2025**
 Ad Materials Due **Aug. 8, 2025**
 Publication Date **Sept. 5, 2025**
 Online Launch **Sept. 12, 2025**



NOVEMBER/DECEMBER

- Market Focus: Folding Cartons and Labels
- Application Highlights
- Process Highlights: Folding/Gluing Equipment
- Technology: Security and Embellishment Technologies

Bonus Distribution: Print Embellishment Conference 2026

Ad Closing **Oct. 28, 2025**
 Ad Materials Due **Nov. 4, 2025**
 Publication Date **Dec. 5, 2025**
 Online Launch **Dec. 12, 2025**

Monthly Exposure Opportunities in PostPress ENews

The *PostPress* ENews is distributed to 4,500 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 6,050 page views per month from 4,300 unique monthly visitors

Expanded Exposure Opportunities in the PostPress Digital Edition

- Free links to advertisers' websites through the digital editions, with 4,000 page views per month
- Video links available as an ad enhancement
- Promoted via email and social media for additional exposure

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