

2026 MEDIA KIT

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.

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.



AUDIENCE EXPOSURE

Print & Digital Magazine

13,000

Avg. Qtrly. Readership

4,100

Avg. Monthly Digital Page Views

PostPress ENews

4,000

Avg. Circulation Each Issue

Website

2,542

Avg. Monthly Visits

6,081

Avg. Monthly Page Views

TARGETED READERSHIP

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

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.

PRINT + DIGITAL ADVERTISING

PostPress reaches a targeted readership of industry professionals involved with print decorating, binding and finishing processes through its quarterly print and digital editions. Featuring articles on equipment technology, production improvements and finished applications, the magazine provides actionable information for trade finishers, trade binders and commercial printers with a binding or finishing department.

Each magazine includes information and inspiration for an audience tasked with drawing attention to print and packaging in all of its forms.

MARKETING OPPORTUNITIES

- **DIGITAL EDITIONS** – Recognizing the mobile nature of today’s businesses, the magazine is available online through a digital edition. Ads in the digital edition feature a direct link to the advertisers’ websites, with opportunity to upgrade to a video overlay or embed. Additional advertising opportunities available for each digital edition.
- **TRADESHOW DISTRIBUTION** – Advertisers maximize their presence at industry tradeshows and events with bonus distribution throughout the year. See the editorial calendar for distribution information.
- **BUYERS GUIDE LISTING** – Print advertisers receive a free listing in the Buyers Guide in the February/ March edition of *PostPress*. The Buyers Guide is available in print and online throughout the year.
- **ADDITIONAL PRESS COVERAGE** – Gain maximum exposure through advertiser-specific press releases as submitted.



RATES

PRIME POSITIONS (Full page only)

Back Cover	\$2,575
Inside Front Cover	\$2,275
Inside Back Cover	\$2,175
Page 3	\$2,175

Rates (4-color) 4x Advertisers Only (per issue)

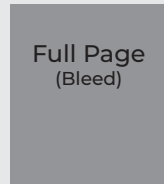
	Rates (4-color)	
	1x to 3x (per issue)	4x (per issue)
Full Page	\$2,275	\$2,075
1/2 Page (horizontal or vertical)	\$1,725	\$1,600
1/4 Page (horizontal or vertical)	\$1,225	\$1,175

Inserts \$2,500 per issue
Please contact the production office at 785.271.5801 for insert specifications, quantities and shipping information.

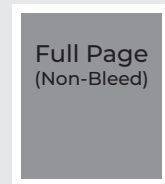
PRINT ADVERTISING SPECIFICATIONS

Web Offset, Perfect Bound

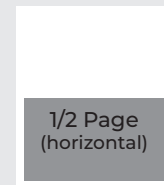
	Width	Height
Magazine Trim Size	8.375"	10.875"
Bleed Size	8.625"	11.125"
Live Area	7.875"	10.5"



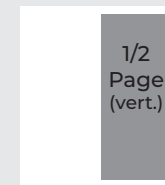
Full Page (Bleed)
8.625" x 11.125"



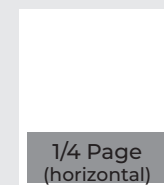
Full Page (Non-Bleed)
7.5" x 10"



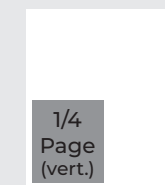
1/2 Page (horizontal)
7.5" x 4.875"



1/2 Page (vertical)
3.75" x 10.25"



1/4 Page (horizontal)
7.5" x 2.5"



1/4 Page (vertical)
3.75" x 4.875"

ENEWS ADVERTISING

POSTPRESS ENEWS MARKETING OPPORTUNITIES

The *PostPress* ENews is distributed to 4,000 graphics arts professionals involved with finishing, binding and specialty effects processes each month, providing

- Increased circulation
- Up-to-date industry news
- Product launches and technology trends
- FSEA news and events

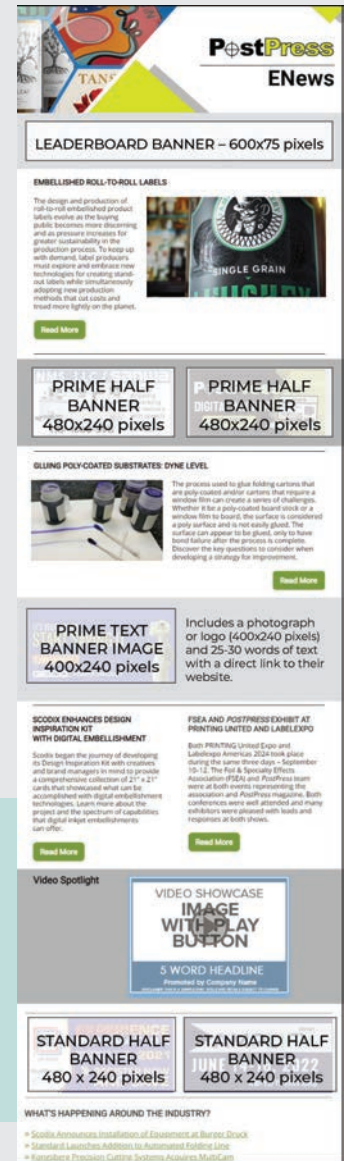
This cost-effective advertising vehicle offers another way to reach a worldwide audience and drive traffic through direct links to the advertiser's website. (A limit of four advertising opportunities each monthly issue.)

- **LEADERBOARD AD**
- **PRIME HALF BANNER AD**
- **PRIME POSITION TEXT BANNER**
- **VIDEO SPOTLIGHT** Located directly under the first set of industry stories, this advertising opportunity helps companies take advantage of the growing online video trend and can be directly linked to the video or video page on the company's website. Includes 5-word headline and company name.
- **STANDARD HALF BANNER AD**

Size	Rates (per issue)		
	3x	6x	12x
Leaderboard	\$600	\$525	\$450
Prime Half Banner (2 spots available)	\$575	\$500	\$425
Prime Text Ad	\$550	\$475	\$400
Video Spotlight	\$525	\$450	\$375
Standard Half Banner (2 spots available)	\$475	\$400	\$325

Required Formats

- Send all banners as .jpg files only. No animated ads will be accepted.
- Files should be at least 300 dpi and RGB color.



WEBSITE ADVERTISING

PostPress offers additional advertising opportunities to connect with customers and prospects through strategically placed banners on the *PostPress* website.

WEBSITE ADVERTISING BANNER OPPORTUNITIES

(Exclusive to one advertiser. Does not rotate with other ads)

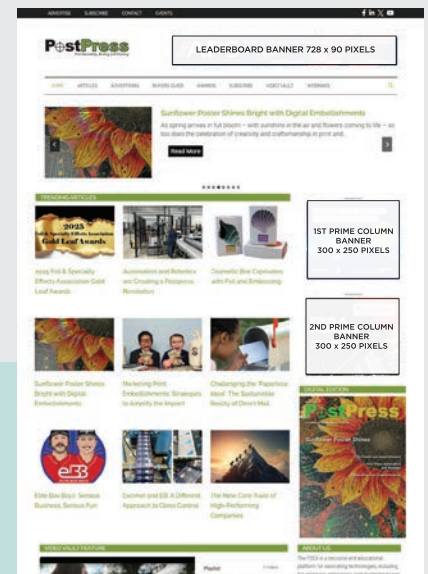
- **TOP LEADERBOARD BANNER** (1 opportunity - run of site)
- **ARTICLE PAGES TOP LEADERBOARD BANNER** (1 opportunity - Article and Digital Archive)
- **PRIME COLUMN BANNERS** (1 opportunity each - run of site)

Size	Rates (monthly)*			
	1x	3x	6x	12x
Top Leaderboard Banner	\$950	\$600	\$500	\$425
Article Leaderboard Banner	\$625	\$425	\$350	\$300
1st & 2nd Prime Column Banner	\$825	\$550	\$450	\$375

*Ad placement is for a one-/three-/six-/twelve-month time period.

Required Formats

- Send static banners as .jpg files only. Animated .gif files are allowed - no longer than 8 seconds.
- Files should be at least 72 dpi and RGB color and no larger than 50KB in size.



EDITORIAL LINE-UP

FEBRUARY/MARCH

- **Buyers Resource Guide Edition**
- Market Focus: Embellishment Trends for Folding Cartons and Labels
- Application Highlights
- Equipment Highlight: UV Coating and Laminating Equipment
- Technology: How AI Will Play a Role in Finishing and Embellishment Processes
- Event Preview: FSEA Print Embellishment Conference

Bonus Distribution:

- LUXE PACK New York
- FSEA Print Embellishment Conference

Ad Closing **Feb. 5, 2026** Ad Materials Due **Feb. 12, 2026** Publication Date **Mar. 11, 2026** Online Launch **Mar. 20, 2026**

MAY/JUNE

- Market Focus: Finishing and Binding Trends for Books and Periodicals
- Application Highlights – Focus on Sustainability
- Equipment Highlight: Binding Equipment
- Technology: Prepress Insights: Optimizing Design for Print Embellishments
- Event Preview: PRINTING United 2026

Bonus Distribution:

- FSEA Print Embellishment Conference
- PRINTING United 2026

Ad Closing **Apr. 29, 2026** Ad Materials Due **May 6, 2026** Publication Date **June 3, 2026** Online Launch **June 12, 2026**

AUGUST/SEPTEMBER

- Market Focus: Finishing and Embellishment Opportunities for Commercial Print
- Application Highlights
- Equipment Highlight: Digital Embellishment Technologies
- Technology: Folding Schemes That Pack a Punch
- Event Preview: PACK EXPO International 2026

Bonus Distribution:

- PRINTING United 2026
- PACK EXPO International 2026
- Digital Packaging Summit

Ad Closing **July 31, 2026** Ad Materials Due **Aug. 7, 2026** Publication Date **Sept. 4, 2026** Online Launch **Sept. 11, 2026**

NOVEMBER/DECEMBER

- Market Focus: Finishing and Embellishments for Direct Mail
- Application Highlights
- Equipment Highlight: Folding/Gluing Equipment
- Technology: Selecting the Right Binding Technique
- Printing and Finishing Outlook for 2027

Bonus Distribution:

- FSEA Print Embellishment Conference 2027

Ad Closing **Oct. 28, 2026** Ad Materials Due **Nov. 4, 2026** Publication Date **Dec. 4, 2026** Online Launch **Dec. 11, 2026**



Please call Blake Peterson at 785.271.5801
or mail blake@petersonmg.com to book your advertising.



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