

2027 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 information on the latest technologies and news for the print embellishments and finishing industry.



AUDIENCE EXPOSURE

Print & Digital Magazine

13,000

Avg. Qtrly. Readership

2,728

Avg. Monthly Digital Page Views

PostPress ENews

4,288

Avg. Circulation Each Issue

Website

22,067

Avg. Monthly Visits

26,040

Avg. Monthly Page Views

TARGETED READERSHIP

- Graphic Finishers
- Trade Binders
- Commercial Printers
- Label Manufacturers
- Folding Carton Manufacturers
- Trading Cards
- 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 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.

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 the newest equipment technology, production improvements and specific application highlights, the magazine provides actionable information for the entire print embellishment and finishing industry.

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.

2027 NEW DIGITAL OFFERINGS

PostPress is evolving with the way the industry connects. Our digital offerings provide more ways to share your expertise, to offer your solutions and to give you more ways to reach industry professionals.

- **WEBINARS** – Share a conversation with a presentation that highlights your expertise and technologies as a focus.
- **EMAIL BLASTS** – Stand out with dedicated emails highlighting your products, services, news or events.
- **VIDEO PODCASTS** – 5 to 10 minute video interview where companies can provide details on its current offerings, new product launches, company expansions and more.

Contact us for details, pricing and availability.

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)

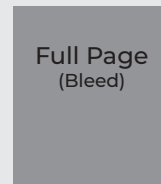
	1x to 3x (per issue)	4x (per issue)
Full Page	\$2,275	\$2,075
1/2 Page (horizontal or vertical)	\$1,725	\$1,600
1/4 Page (horizontal or vertical)	\$1,225	\$1,175

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

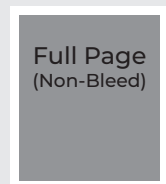
PRINT ADVERTISING SPECIFICATIONS

Web Offset, Perfect Bound

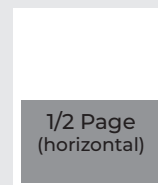
	Width	Height
Magazine Trim Size	8.375"	10.875"
Bleed Size	8.625"	11.125"
Live Area	7.875"	10.5"



Full Page (Bleed)
8.625" x 11.125"



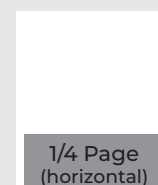
Full Page (Non-Bleed)
7.5" x 10"



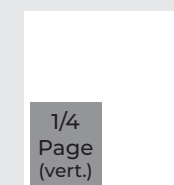
1/2 Page (horizontal)
7.5" x 4.875"



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 4,288 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 BANNER AD**
- **PRIME 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 BANNER AD**

Size	Rates (per issue)		
	3x	6x	12x
Leaderboard	\$600	\$525	\$450
Prime Banner (2 spots available)	\$575	\$500	\$425
Prime Text Banner	\$550	\$475	\$400
Video Spotlight	\$525	\$450	\$375
Standard 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)
- **ARTICLES PAGE 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
Articles 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.

LEADERBOARD BANNER – 600x75 pixels

EMBELLISHED ROLL-TO-ROLL LABELS
 The design and production of roll-to-roll embellished product labels evolve as the buying public becomes more discerning and as pressure increases for greater sustainability in the production process. To keep up with demand, label producers must explore and embrace new technologies for creating stand-out labels while simultaneously adopting new production methods that cut costs and treat more lightly on the planet.
[Read More](#)

PRIME BANNER
 480x240 pixels

PRIME BANNER
 480x240 pixels

GLUING POLY-COATED SUBSTRATES: DYNE LEVEL
 The process used to glue folding cartons that are poly-coated and/or cartons that require a window film can create a series of challenges. Whether it be a poly-coated board stock or a window film on board, the surface is considered a poly surface and is not easily glued. The surface can appear to be glued, only to have bond failure after the process is complete. Discover the key questions to consider when developing a strategy for improvement.
[Read More](#)

PRIME TEXT BANNER IMAGE
 400x240 pixels

Includes a photograph or logo (400x240 pixels) and 25-30 words of text with a direct link to their website.

SCODIX ENHANCES DESIGN INSPIRATION KIT WITH DIGITAL EMBELLISHMENT
 Scodix began the journey of developing its Design Inspiration kit with creatives and brand managers in mind to provide a comprehensive collection of 21" x 21" cards that showcased what can be accomplished with digital embellishment techniques. Learn more about the project and the spectrum of capabilities that digital inkjet embellishments can offer.
[Read More](#)

FSEA AND POSTPRESS EXHIBIT AT PRINTING UNITED AND LABEL EXPO
 Both PRINTING United Expo and LabelExpo Americas 2024 took place during the same three days – September 10-12. The Full & Specialty Effects Association (FSEA) and PostPress team were at both events representing the association and PostPress magazine. Both conferences were well attended and many exhibitors were pleased with leads and responses at both shows.
[Read More](#)

Video Spotlight

VIDEO SHOWCASE IMAGE WITH PLAY BUTTON
 5 WORD HEADLINE
 Provided by Company Name

STANDARD BANNER
 480 x 240 pixels

STANDARD BANNER
 480 x 240 pixels

WHAT'S HAPPENING AROUND THE INDUSTRY?

- Scodix Announces Installation of Equipment at Burger Druck
- Standard Launches Addition to Automated Folding Line
- Kienbo Precision Cutting Systems Acquires Multi-Cut

LEADERBOARD BANNER 728 x 90 PIXELS

Sunflower Poster Shines Bright with Digital Embellishments
As spring arrives in full force – with warmer weather and flowers coming to life – you too can celebrate the celebration of creativity and craftsmanship in print and...
[Read More](#)

TRENDING ARTICLES

- 2023 Gold Leaf Awards
- Print & Specialty Effects Association Gold Leaf Awards
- Automation and Robotics are Crossing a Progress Revolution
- Chemical-Free Capsules with Full and Embossing

1ST PRIME COLUMN BANNER
 300 x 250 PIXELS

Sunflower Poster Shines Bright with Digital Embellishments

Marketing Print Embellishments: Strategies to Amplify the Impact

Challenging the 'Paperless' Ideal: The Sustainable Beauty of Direct Mail

2ND PRIME COLUMN BANNER
 300 x 250 PIXELS

Ella Day Buyer Services: Business, Serious Fun

Customer and EE: A Different Approach to Glass Control

The New Core Traits of High-Performing Companies

VIDEO HIGHLIGHTS

- Printed
- Printed

ARTICLES
 The 2024 is a resource and educational platform for decorating technologies, including foil stamping, embossing, color foiling technologies.

EDITORIAL LINE-UP

FEBRUARY/MARCH

- **Buyers Resource Guide Edition**
- Market Focus: Finishing Trends for Direct Mail
- Application Highlights
- Equipment Highlight: UV Coating and Laminating Equipment
- Technology: Stump the Techs – Hot, Cold and Digital Challenges
- Q&A: Diecutting
- Event Preview: FSEA Print Embellishment Conference

Bonus Distribution:

- FSEA Print Embellishment Conference
- PrintUV 2027
- RadTech Conference 2027

Ad Closing **Feb. 5, 2027** Ad Materials Due **Feb. 12, 2027** Publication Date **Mar. 11, 2027** Online Launch **Mar. 26, 2027**

MAY/JUNE

- **FSEA Gold Leaf Award Winners**
- Market Focus: Finishing and Embellishments for Greeting Cards
- Application Highlights
- Equipment Highlight: Binding Equipment
- Technology: Automation & Robotics in Finishing
- Q&A: Cold Foil Transfer
- Event Preview: PRINTING United 2027

Bonus Distribution:

- FSEA Print Embellishment Conference
- PRINTING United 2027

Ad Closing **Apr. 30, 2027** Ad Materials Due **May 7, 2027** Publication Date **June 4, 2027** Online Launch **June 18, 2027**

AUGUST/SEPTEMBER

- **Digital Embellishment Market Guide Supplement**
- Application Highlights
- Equipment Highlight: Digital Embellishment Technologies
- Technology: Workflow Efficiencies for Finishing and Embellishment Operations
- Q&A: Perfect Binding
- Event Preview: PACK EXPO International 2027

Bonus Distribution:

- PRINTING United 2027
- PACK EXPO International 2027

Ad Closing **July 30, 2027** Ad Materials Due **Aug. 6, 2027** Publication Date **Sept. 3, 2027** Online Launch **Sept. 17, 2027**

NOVEMBER/DECEMBER

- Market Focus: Embellishment Technology for Trading Cards
- Application Highlights
- Equipment Highlight: Machinery and Auxiliary Equipment for Folding/Gluing
- Technology: Paper Selection for Finishing and Embellishments
- Q&A: Specialty UV Coatings

Bonus Distribution:

- FSEA Print Embellishment Conference 2028

Ad Closing **Oct. 29, 2027** Ad Materials Due **Nov. 5, 2027** Publication Date **Dec. 3, 2027** Online Launch **Dec. 17, 2027**



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



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