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.

WHAT IS POSTPRESS?

OUR MISSION

WHY US?

15,000 print readers each quarter
4,200 digital edition page views each month
4,000 enews readers each issue
2,900 website page views each month
In 2015, *PostPress* magazine combined the audiences of *InsideFinishing* and *The Binding Edge* to provide expanded industry coverage to nearly 15,000 readers in print each quarter. From application highlights and industry trends to equipment features and newly introduced techniques, *PostPress* is the print decorating, binding and finishing resource for graphic finishers, trade binders, commercial printers, label manufacturers and many more.

### Audience Exposure

<table>
<thead>
<tr>
<th>Medium</th>
<th>Readership</th>
<th>Tradeshows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Magazine</td>
<td>14,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Print Edition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Edition</td>
<td>4,200</td>
<td></td>
</tr>
<tr>
<td>Avg. Monthly Page Views</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PostPress ENews</td>
<td>4,000</td>
<td></td>
</tr>
<tr>
<td>Avg. Circulation Each Issue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>1,750</td>
<td></td>
</tr>
<tr>
<td>Avg. Monthly Unique Visitors</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2,000</td>
<td></td>
</tr>
<tr>
<td>Avg. Monthly Visits</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2,900</td>
<td></td>
</tr>
<tr>
<td>Avg. Monthly Page Views</td>
<td></td>
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</tr>
</tbody>
</table>

### 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](http://www.postpressmag.com). Additional audience reach is achieved through a twice-monthly enewsletter 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.

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**TARGETED DISTRIBUTION THAT REACHES THE DECISION MAKERS IN PRINT DECORATING, BINDING AND FINISHING**

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**AUDIENCE REACH OPPORTUNITIES**

- Print ads with digital exposure, too
- Website advertising with exposure to every visitor
- ENews advertising for twice-monthly exposure
- Video enhancement opportunities in the digital edition

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**ADDITIONAL EXPOSURE AT TRADESHOWS AND INDUSTRY EVENTS**

- **RADTECH 2020**
- **PACK EXPO**
- **LABELEXPO AMERICAS**

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**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**.
**EDITORIAL LINE-UP**

**FEBRUARY/MARCH**

- PostPress Buyers Guide Edition
- Binding: Perfect Binding Highlight
- Finishing: Diecutting Equipment Highlight
- Event Preview: FSEA/IADD 2020 Joint Conference
- Offset Printing Market For Bindery: Innovations for Large Volumes
- Q&A: Digital Foil and Coatings

**MAY/JUNE**

- Binding: Folding and Scoring Highlight
- Finishing: UV Coating Equipment
- FSEA Gold Leaf Award Winners
- Hot Design Trends For Binding, Foil and Coatings
- Loose Leaf Application Highlight

**AUGUST/SEPTEMBER**

- Binding: Mechanical Binding Highlight
- Finishing: Foil Decorating (Hot, Cold, Digital) Equipment Highlight
- Event Previews: LabelExpo Americas, Brand Print Americas and Printing United 2020
- Q&A: Folding/Gluing
- What’s New in Folding Carton Decorating and Finishing?

**NOVEMBER/DECEMBER**

- Binding: High-Speed Saddlestitching Highlight
- Finishing: Folding/Gluing Equipment Highlight
- Q&A: Perfect Binding Efficiencies
- Accurate Costing for Finishing and Binding Services

**2020 Twice-Monthly Exposure Opportunities in PostPress ENews**

The PostPress ENews is distributed to 4,000 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 2,900 page views per month from 1,750 unique monthly visitors

**Expanded Exposure Opportunities in the PostPress Digital Edition**

- Free links to advertisers’ websites through the digital editions, with 4,200 page views per month
- Video links available as an ad enhancement
- Promoted via email and social media for additional exposure

**Bonus Distribution**:
- RadTech 2020, LuxePack New York
- LabelExpo Americas, Brand Print Americas, PRINTING United, PACK EXPO International
- LabelExpo Americas, Graphics of the Americas
- LuxePack Los Angeles, Graphics of the Americas
- Labelexpo Americas, Brand Print Americas, PRINTING United, PACK EXPO International
- RadTech 2020, Graphics of the Americas