MARKETING OPPORTUNITIES

POSTPRESS MAGAZINE
PostPress has expanded its targeted readership reach in the print decorating, binding and finishing industries through its print and digital editions.

- Reaches 15,000 industry professionals in print each quarter
- Free links to the advertiser’s website through the digital edition, with 4,360 page views each month
- Bonus distribution at tradeshows and conferences throughout the year

Each magazine is packed with information on operational challenges, industry trends, management topics and production efficiencies.

POSTPRESS ENEWS
The PostPress ENews is distributed to 4,100 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 the BIA and 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.

POSTPRESS WEBSITE
The PostPress website offers additional advertising opportunities to connect with customers and prospects through strategically placed web banners.

The PostPress website will be completely redesigned for 2019, making content easily accessible for cellphones and tablets. In addition to a clean look, enhanced SEO will drive more viewers to the site.

The website contains expanded news stories, fresh content and live links to industry resources.

- Banner ads available
- Averaging 2,300 page views per month from 1,300 unique monthly visitors
EDITORIAL LINE-UP

FEBRUARY/MARCH

- PostPress Buyers Guide Edition
- Binding – Focus on Perfect Binding
- Finishing – Focus on Diecutting
- Event Preview – Odyssey Expo 2019 (May 1-3, Atlanta, Georgia)
- Digital Printing Growth Sparks Opportunities for Trade Binders/Finishers
- Q&A on Film Lamination

MAY/JUNE

- Binding – Focus on Folding and Scoring
- Finishing – Focus on UV Coatings and Film Lamination
- FSEA Gold Leaf Award Winners
- Breaking Down Metallic Embellishment Choices (Digital, Cold, Hot)
- New Technologies for Quality Control in the Bindery
- Loose Leaf Application Highlight

AUGUST/SEPTEMBER

- Binding – Focus on Mechanical Binding
- Finishing – Focus on Folding/Gluing
- Event Preview – PRINT 19
- Q&A on Perfect Binding Challenges
- Laser Cutting for Decoration and Production
- Advantages of Refractive (Micro-Etched) Foil Stamping

NOVEMBER/DECEMBER

- Binding – High-Speed Saddlestitching
- Finishing – Foil Decorating Equipment (Digital, Cold, Hot)
- Planning for Plastic Coil Binding
- Security Applications for Foil and Holograms
- Q&A on Folding/Gluing

IN EVERY ISSUE

- Application success stories, featuring award-winning binding and finishing projects
- New product press releases covering advances in all aspects of the postpress industry
- Installations from equipment manufacturers and the facilities implementing new technology

DATES

- Ad Closing: Feb. 1, 2019
  Materials Due: Feb. 11, 2019
  Publication Date: Mar. 1, 2019

- Ad Closing: May 3, 2019
  Materials Due: May 13, 2019
  Publication Date: June 1, 2019

- Ad Closing: July 26, 2019
  Materials Due: Aug. 5, 2019
  Publication Date: Sept. 1, 2019

- Ad Closing: Nov. 1, 2019
  Materials Due: Nov. 11, 2019
  Publication Date: Dec. 1, 2019

CONTENT

- Odyssey Expo 2019
- BIG IDEAS for UV+EB Technology Conference (formerly UV+EB West)
- HBA Global Expo
- PACK EXPO International
- PRINT 19
- PRINTING United 2019 (formerly SGIA Expo)
- Graphics of the Americas 2020
- RadTech 2020

BONUS DISTRIBUTION

- PostPress Buyers Guide Edition
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- Q&A on Film Lamination
READERSHIP

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.

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

TOTAL REACH

**Print Magazine**
- 14,000
  - Print Edition

**Tradeshow Distribution**
- 1,000

**Digital Edition**
- 4,360
  - Avg. Monthly Page Views

**PostPress ENews**
- 4,100
  - Avg. Monthly Circulation

**Website**
- 1,300
  - Avg. Monthly Unique Visitors
- 1,450
  - Avg. Monthly Visits
- 2,300
  - Avg. Monthly Page Views