



Converting

PACKAGING LABELING CARTOTECNICA

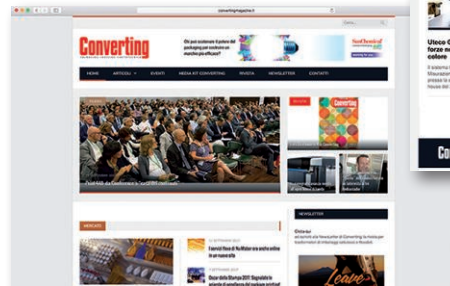
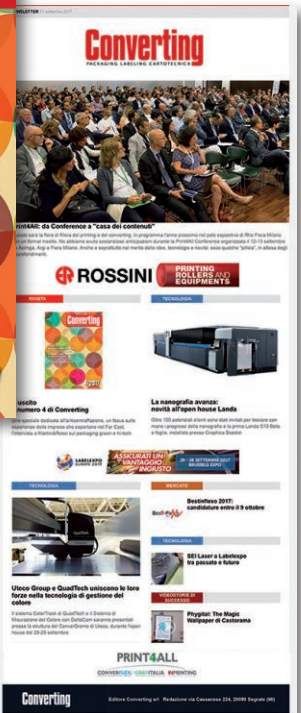
The voice of the printing, packaging
converting, labelling and paper
industry business community

A TOOL FOR 20.000 PROFESSIONALS MAGAZINE AND ON-LINE

Converting, in both Italian and English, talks about everything that contributes to the creation and commercialization of flexible packaging, paper products, corrugated fiber-board and labels.

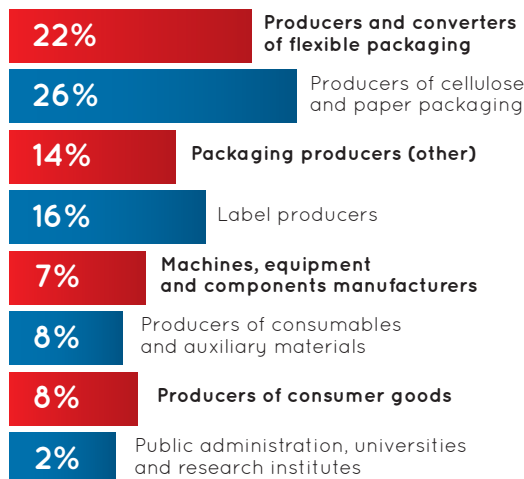
Converting is a B2B magazine that uses all technologies and channels useful to creating a meeting point between the operators in the printing supply chain and the operators of the packaging converting industry.

Converting as well as being a paper based communication tool, Converting is also on-line (www.convertingmagazine.it) with a fortnightly newsletter.



CONVERTING THE LINK IN THE SUPPLY CHAIN

THE READERS



THE ADVERTISERS

Converting is the voice of technology, machinery, media and material producers for packaging and labelling printing and of printers and converters who wish to be heard

THE THEMES

Processing of raw materials

Extrusion and co-extrusion systems, corrugators, surface treatments, corona treatment, flame treatment, lamination

Media

Plastic, cellulose, metallic, laminated, nonwovens

Consumables

Inks, coatings, varnishes, adhesives

Pre-printing

Printing rolls and moulds, engraving-development systems, software

Printing

Machines (roto, flexo, digital...), components (shafts, pressure rolls, blades, inking systems...), auxiliary equipment (winders, rewinders, cutters...)

Converting

Machinery and accessory for the production of packaging and labels

Finishing

Materials and systems (foils, holograms)

Inspection

Systems and components for inspection and control

Anti-counterfeiting, security, traceability

Materials, technologies and systems

Circular economy

Recovery, recycling and disposal systems and technologies

Logistics

Warehouses and handling systems for raw materials, reels, semi-finished products

CONVERTING **EDITORIAL PLAN 2018**

Converting's editorial plan includes 5 issues of the magazine, the continuous update of the site and the sending of 25 newsletters to the entire database of 25 thousand names.

Each issues will include:

- *News* regarding companies and products
- The following *Sections*: Technologies, Market, Case Histories in the converting field, package printing and labelling
- The *Industry's voice*, that features the opinions of brand owners
- The *In-depth study* is dedicated to:
 - Sustainability
 - Security
- The *Special*, in turn dedicated to one of the processes of the packaging printing and converting production cycle according to the logic of Industry 4.0

NEWSLETTER

A newsletter – with a thought-out section of news on products and event – will reach via e-mail the entire converting business community.

PLAN PAPER MAGAZINE ISSUE'S

N°	COVERED MONTHS	SPECIAL "PACKAGE PRINTING, CONVERTING AND..."	CONVERTING @	COVER WITH LOGOS
#1	Jan/Feb	Substrates and consumables for printing and laminating	PrintPack Alger + Printech Vietnam	
#2	Mar/Avr	Process management software	Infoflex - Forum FTA	
#3	May/July	Pre-press and color proof phase	Print4All + Printech Asia + RosUpack	yes
#4	Sept/Oct	Drying, disposal, control and inspection	Graph Expo + Viscom Italia	
#5	Nov/Dec	Slitter-rewinders, finishing systems and end-of-production logistics	Flexo Day + Printech Indonesia	yes

Converting, the distribution plan abroad

In 2018 the magazine will reinforce its distribution abroad thanks to the Printech circuit and the media partnership agreements with the main international fairs.



Vietnam – 20-22 March, Ho Chi Minh City

Asia – 13-16 June, Bangkok

Indonesia – 15-18 November, Jakarta

PrintPack Alger – 11-13 March, Algeri

Infoflex-Forum FTA – 7-8 May, Indianapolis

RosUpack – 26-29 June, Moscow

Graph Expo – 30 September-3 October, Chicago

Converting magazine will also be distributed at the events organized by the international corrugated cardboard (Fefco), aluminium foil (Eafa-Alufoil) and printed electronics (OEA, Lopec) associations.

Converting, the distribution plan in Italy

PRINT4ALL

29 May - 1 June, Milan

Viscom Italia – 18-20 October, Milan

Flexo Day – November - Bologna

Converting, the contents of "Tech in Depth"

In 2018 the magazine will also have a focus on technical articles on Innovation and R&D.

The editorial plan includes innovative technical "paper" and the reworking of articles with "market/marketing" contents rewritten for a specific audience of readers active in company technical offices.

The contents of "Tech In Depth" are thanks to the Converting Technical Committee, comprising technical specialists of technology and solution supplier companies.

POWER SPONSOR

POWER SPONSOR 8.000 €

A Power Sponsor links its brand with the magazine for a whole year and benefits of the following exclusive opportunities:

- Its logo on the cover (5 issues)
- its logo on the special cover (2 issues)
- An internal page of the magazine featuring all Power Sponsors' logos.
- Advertising or advertorial 5 page (one page in each issue)
- 1 Interview (number of choice)
- News feature with a coloured background and the "News from Power Sponsors" logo
- Publication of a Case History chosen by Power Sponsor
- Regular presence on web

TECHNICAL DATA

Magazine size – 245x325 mm

Print – offset, four colour printing. Stabled binding

Adv file – PDF in high resolution (min 300 dpi), CMYK (no RGB – no ICC profiles)

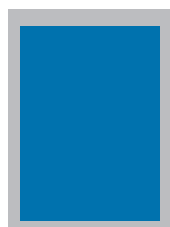
Image blees – 3 mm for each size

Paper – matte gr. 115/mq

Distribution – 5.000 copies

RATES & FORMATS

ADVERTISING



Full page

1.800 €

art box
217x291 mm
bleed
245x325 mm



1/2 page horizontal

1.100 €

art box
217x140 mm
bleed
245x162 mm



1/2 page vertical

1.100 €

art box
106x291 mm
bleed
121x325 mm



1/3 page horizontal

780 €

art box
217x93 mm



1/3 page vertical

780 €

art box
69x291 mm



Special cover with logos (*)

450 €

40x40 mm

SPECIAL POSITION

Back cover
2.700 €

Inside cover,
Inside back cover,
First right hand page
2.250 €

Right position
+ 5%

Placement at your
choice
+ 10%

SPECIAL COVER WITH LOGOS

	€
#3 May - Print4All (1 logo + info in back cover)	450
#5 November - Flexo Day (1 logo + info in back cover)	450

(*) Cover jacket and back cover for copies distributed at exhibitions

EDITORIAL SERVICES (PAPER + WEB)

	€
News (max 170 words + 1 photo)	330
Short article (max 420 words + 2 photos)	1.000
Articolo (max 1300 words + 4 photos)	2.200
Interview of client/user	on demand

WEB ADVERTISING

	€	WEEKS
Top banner header side (728x90 px)	550	4
Horizontal banner (700x86 px)	500	4
Square banner (300x250 px)	400	4
Half Square banner (300x125 px)	300	4
Video (300x250 px)	550	4
Brochure PDF online (300x250 px)	700	4

NEWSLETTER ADVERTISING

	€	ISSUES
Top banner (468x60 px)	450	per issue
Medium banner (468x60 px)	400	per issue
Bottom banner (468x60 px)	350	per issue
Focus On (highlighted news)	600	per issue
News (170 words + 1 photo)	300	per issue
DEM	1.200	1



ADVERTISING

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