



We love print!

PRINT documents and is a step ahead of technological and stylistic trends in the field of cartographic design and graphics and their applications to printed communication. It is the meeting point and the privileged means to present international and Made in Italy brands with all the potential, techniques, printing and converting processes on the market.

ISSUE IN 2018

N°	MONTH	SPECIAL TOPICS
#71	2 February	Boîtes à bijoux, luxury folding cartons Tales of watches
#72	29 March	The perfume of wine, the fragrance of perfume: printing in wine and cosmetics on stage at Cosmoprof and Vinitaly
#73	11 May	It's luxury time (at Packaging Premiere, Milan)
#74	21 September	International Packaging Excellence: luxury materials at LuxePack
#75	16 November	Green Printing: another printing is possible

OUR AUDIENCE, **YOUR CLIENTS**

The magazine speaks to the entire community of communicators, from buyers of packaging and communication projects, to marketing and communication managers, art directors, creative designers and publishers. These are the decision makers who move communication and brand identity campaigns and packaging projects in leading companies.

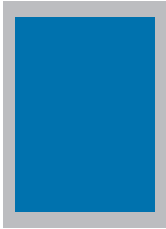


THE MAIN TARGETED FIELDS

The main targeted fields are: food&beverage, design and interior design, wine & spirit, publishing, tourism, cosmetics and perfumery, jewellery and watches, large scale retail trade, automotive, advertising and design agencies.

ADVERTISING

ADV

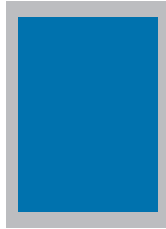


Full page

2.700 €

art box
195x240 mm
bleed
235x280 mm

ADVERTORIAL



Article 1 page

3.000 €

max 3000 words
+ 2 o 3 photos

INSERTS

Every **PRINT** issue brings to the attention of readers printing examples of different techniques, enrichment and finishing on an extremely wide range of media, often experimenting with unusual combinations. The cover is the first example of **PRINT**'s experimental nature.

The inserts supplied by clients and featured in **PRINT** have an added value for those who want to tangibly express their technical abilities, but also for those who want to present a new printing media. The issue n. 74, which is distributed at **LuxePack**, is presented as a case which contains the inserts.

Simple insert (1 sheet, 2 sides) – 2.700 €

SPECIAL POSITION Back cover + 50% | Front and inside cover, inside back cover, first right hand page, page facing index +25%

CONTENT MARKETING

MULTICHANNEL STRATEGY

Match your communication with one of our special sections and broaden your exposure with a strategy on different channels.

Wine & Beverage Packaging. Every Print issue includes a feature on Wine & Beverage Packaging. Participation in this feature is also linked to digital contents published on print-lovers.net, **PRINT**'s web portal.

The feature can include up to 4 advertisers, not in competition with each other, who work in the field with exclusive trade exposure, who support the section throughout the 5 issues published during the entire year. It is a chance to regularly associate your brand with a dedicated theme. 5 ADV pages, one in each issues 9.500 €

NATIVE AND SOCIAL ADVERTISING

Reach our audience with all techniques we know and implement, from paper to social: from context to distribution, from content to prospects who you are looking for and who are looking for you.



We create a specific publishing plan, tied to a content marketing strategy, we help you to write ad hoc contents and a dedicated landing page – from € 1500

We distribute your contents on **Facebook**, addressing them only to people you are interested in. We help you to profile the recipients according to geography, type of activity and any other criteria we decide together may be effective for your business. – € 500 every 10 thousands profiled readers

INFORMATION sales@strategogroup.net | +39 02 49534500

