

2018



A hub of publishing expertise,  
events, research and market analysis  
for the print and communication markets

## WHAT WE CAN DO **FOR YOU**

**STRATEGO GROUP** is the most complete hub of competence in the Italian printing and communication markets.

A tradition in publishing, the ability to create and distribute content, the organisation of events, the production of exclusive research, accuracy of market analysis and the training services lie in the company.

**STRATEGO GROUP** observes the whole printing market: from office to commercial and transactional printing, from publishing to labeling, from packaging to wide, special and industrial printing.

It adds value to the printing industry and supports its players in a concrete way. We support their business and create opportunities for the actors in the production of printed communication to come together: suppliers of technologies and of consumables, printers, print buyers and those who decide marketing investments in the company.



**STRATEGO GROUP, THE TEAM** Left, from top: Enrico Barboglio, Ruggero Zuliani, Valentina Carnevali, Mauro Tironi, Brando Zuliani, Emanuele Posenato, Arianna Meneghetti, Daniela Brambilla, Cristina Rossi, Paola Bonfanti, Michela Pibiri, Anna Aprea, Leonardo Venturi, Dante Cavallaro, Federico Zecchini, Mattia Reali, Claudio Sanfilippo, Stefano Torregrossa, Deborah Ferrari, Cristina Mascherpa

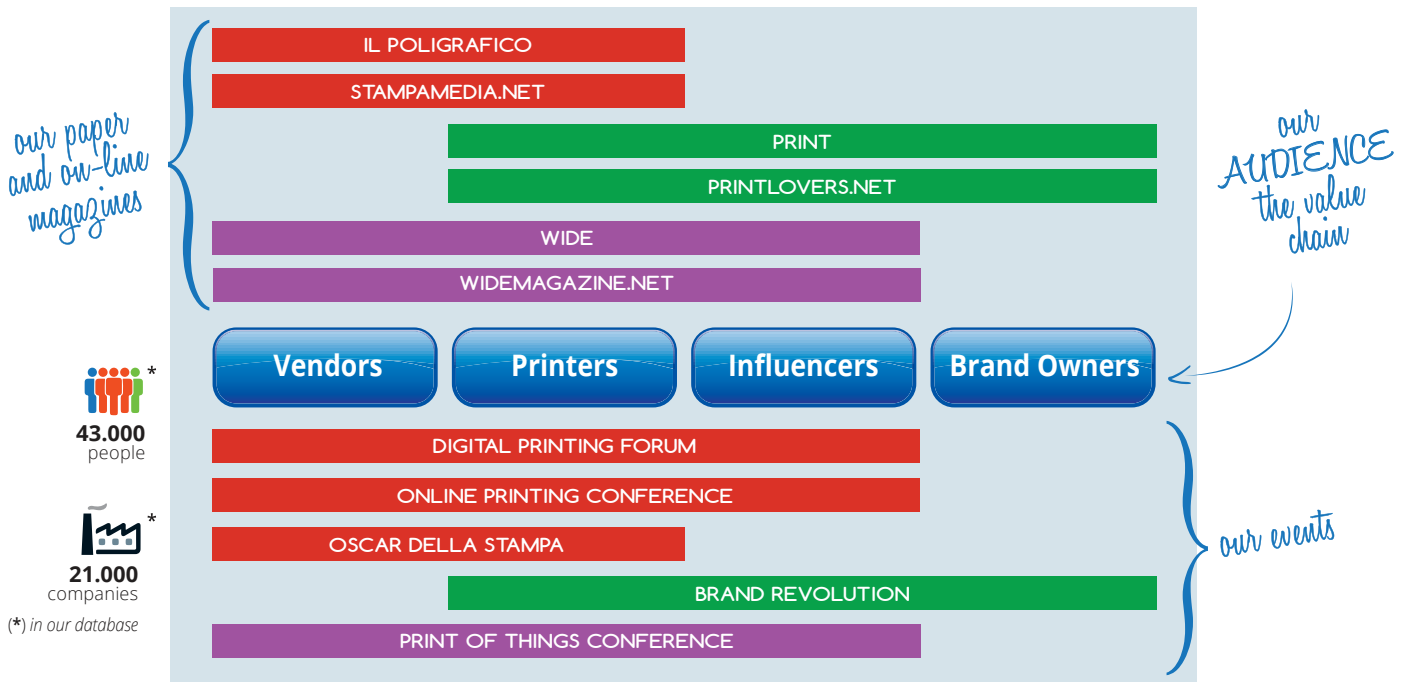
# OUR AUDIENCE, YOUR CLIENT

Get in touch with the broadest audience of key players and decision makers in the printing industry. They read our publications, attend our events, find out all they need to know about the world of printing: it's the audience that we tell the most beautiful stories to, we offer the most up-to-date news to, we commit to with the experience we have from our deep roots in the

past and our desire to keep up with contemporary technologies.

**All your potential clients are already in this profiled audience:** we reach them with a complete and unparalleled strategy, with an integrated publishing plan, with all techniques and platforms we know of, from paper to social.

## FOLLOW THE COLOURS IN THE MAP TO KNOW WHAT AUDIENCE YOU CAN INVOLVE



Vendors

Printers

Influencers

Brand Owners

# ilPoliGrafico

With over 60 years of history, **Il Poligrafico** is the reference point for the printing and converting sectors. The publication documents the constant evolution of the sectors through market analysis, successful case histories, technological updates and detailed studies and current news.

- 7 issues per year
- Average distribution paper magazine: 5,000 copies
- Average readership online magazine: 750 per issue
- Average time spent online: 8 mins per session

#### IN EACH ISSUE

- Products and Companies news
- Special Features
- Cover Interview
- Technology Insights



9 February  
30 March  
18 May  
6 July  
14 September  
26 October  
3 December

# stampamedia.net

il portale della comunicazione stampata

**stampamedia.net** is the online version of Il Poligrafico. It inherits its authority and amplifies it on the web. Data place it at the top of all rankings. Always rich in news, with a constant focus on technological developments, it is also the place where you can find, constantly updated, the Printing Industries Ranking, the Printing Industries Vendors Database and the Web-to-Print Hub.

- 19,854 sessions/months
- 9,730 unique user/month
- 45,751 page views
- Average time:  
2 mins per session

#### USEFUL SERVICES

- Printing Industries Vendors Database
- Green Printers Database
- Printing Industries Ranking
- Job Center
- Web-to-Print Hub
- **Weekly Newsletter to over 20 thousand contacts**



Vendors

Printers

Influencers

Brand Owners

# WIDE

**WIDE** is the quarterly magazine dedicated to speciality printing. It addresses 5 applications: Textile, Interior Decoration, Product Decoration, Out-of-Home & Digital Out-of-Home, Industrial Printing and 3D. It explores digital, screen printing and pad printing technologies.

- 5 issues per year
- Average distribution paper magazine: 5,000 copies
- Average readership online magazine: 499 per issue
- Average time spent online: 8.30 mins per session

## IN EACH ISSUE

- Products and Companies news
- 5 in-depth analyses
- Special Features
- Tech In-Depth



16 February  
4 May  
29 June  
24 September  
9 November

# WIDEMAGAZINE.NET

The analysis and the commitment to technologies and applications that you find in WIDE's contents is also online.

The website [www.widemagazine.net](http://www.widemagazine.net) offers fresh content and news from companies with an elegant and minimal format, designed to enhance the reading experience.

- 750 sessions/months \*
- 500 unique user/month \*
- 1,542 page views
- Average time: 2.12 mins per session
- **Weekly Newsletter to over 15 thousand contacts**



(\* ) online since May 2017



Vendors

Printers

Influencers

Brand Owners



**PRINT** documents and, above all, 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 best way of presenting international and Made in Italy brands with all the potential, techniques, printing and converting processes on the market. As well as this, it is a collectible, an always fresh and exclusive magazine. It is very much appreciated in both languages it is written: Italian and English.

- 5 issues per year
- Average distribution paper magazine:  
5,000 copies (Italy)  
500 copies (Europe)
- Average readership online magazine: 750 per issue
- Average time spent online: 8 mins per session



2 February  
29 March  
11 May  
21 September  
16 November



Vendors

Printers

Influencers

Brand Owners

**P** **R** **I** **N** **T** *lovers!* 

**Printlovers.net** projects **PRINT**'s universe and imagination on the web. With an aesthetic that winks at the world of photographic social media, it offers at a glance the most interesting and current projects related to the printing world. It goes beyond visual communication. In fact, it enables going into great depth, with interviews with sector players, technical sheets about substrates, projects and companies. Finally, it is a showcase for the most important designers in the sector and their projects.

- 2,187 sessions/months
- 1,574 unique user/month
- 7,265 page views
- Average time:  
3 mins per session



## DIGITAL PRINTING FORUM



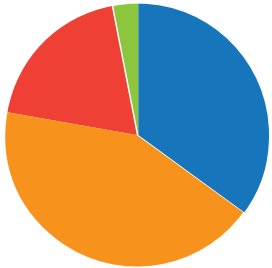
MILAN  
11 April 2018  
[www.digitalprintingforum.it](http://www.digitalprintingforum.it)

You too live in the time of “lifelong learning”. This is why you know that keeping up-to-date is crucial. So the **Digital Printing Forum** is the conference for you. You’ll be able to participate in market updating, offer technological in-depth analysis, strengthen your relationships, generate leads sensitive to the purchase of new digital technologies.

For 24 editions, the Digital Printing Forum has been the annual meeting for those players in the Graphic Arts who want to get news and learn about developments in digital printing technologies and their applications. Not only this. It is also the place for previews. The analysis of the present day goes with a preview of the future. It’s here where the trends of publishing, commercial printing, transactional, direct marketing, labelling and packaging are proposed and intercepted.

### Who can you meet at DPF?

- Players in the Italian graphic companies - small, medium and large
- net new customers, printers who don’t own digital printing equipment yet, but are considering their first purchase
- publishers
- buyers, publishers, advertising, communication and direct marketing agencies and those who influence brand owners in their final printing choices



35%  
Vendors  
43%  
Printers  
19%  
Influencers  
3%  
Press



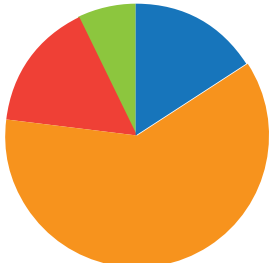
**MILAN**  
**11 April 2018**  
[www.onlineprintingconference.com](http://www.onlineprintingconference.com)

This is a project not to be missed for those interested in the scale of the phenomenon that is online printing. It is built on three pillars: a one-day conference, a market research, a dedicated database.

- **The conference** – It is a moment for technology suppliers and users to meet, share their experiences, identify strengths and weaknesses of this new business model. It also looks abroad, to compare the Italian market with the European one.
- **Market research** – An exclusive and very valuable document which pinpoints emerging trends, the understanding of online printing and the adoption rate of its solutions in the Italian market. It is carried out by Stratego Group in cooperation with Keypoint Intelligence.
- **Web to Print Hub** – It is the Hub where the demand of people working in communication meets the online printers' offer

**Who takes part in the Online Printing Forum?**

- Players in the Italian graphic companies - small, medium and large
- Print buyers
- Marketing officers in industry, trade and services companies



**16%**  
Vendors

**61%**  
Printers

**16%**  
Influencers

**7%**  
Press



MILAN  
22 November 2018  
[www.oscardellastampa.it](http://www.oscardellastampa.it)

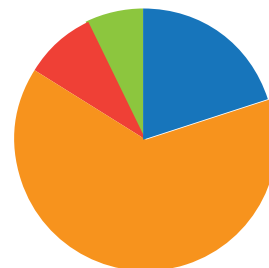
## Defining excellence in printing

Since 1987, active companies in the printing sector have acknowledged the authority of the **Oscar della Stampa**. The Award is the most sought-after recognition by Italian players in this market: those who receive it legitimately enters in the Exclusive **Club of Excellence** of Italian printing.

Since 2017 the Oscar della Stampa have awarded the **converting** and **flexible packaging** sectors as well, and they now have a total coverage of the printing segments, from commercial to publishing and converting.

The Oscar is awarded after looking at **all of the company's operations**, from financial results, to investments made, from environment awareness to CSR activities.

Oscar's sponsors are vendors of technologies, consumables and substrates. Each sponsor titles an Award and gives it to the winner, during a **gala Award Ceremony**, attended by 300 guests who represent the best companies in the field.



20%

Vendors

64%

Printers

9%

Associations

7%

Press



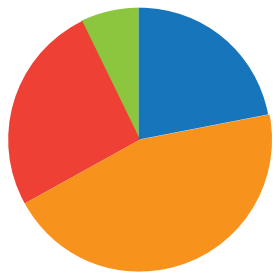
MILAN

PRINT OF THINGS, speciality printing in the application sectors of **Textile, Interior Decoration, Product Decoration, Out of Home and Digital Out of Home, Industrial Printing and 3D with digital, screen and pad printing technologies**. These are the topics of the only event which puts the relationship between printer and print buyer at the centre. Led by sector journalists, printers and clients explain how and why their relationship works well, **what needs the brand owners have** and how it is possible to introduce innovation in products. The day is also made up of market insights and trends.

**PRINT OF THINGS CONFERENCE** is an opportunity. In the event's sessions the offering of technology, substrates and materials can be explained to clients, such as printers, communication agencies and architectural, planning and design firms.

In the **DEMO Gallery** you can exhibit your printing samples.

The **Speedy Meeting** is particularly appreciated because it enables a closer sponsor-audience relationship. It is made up of a series of one-to-one meeting to strengthen the bond with clients and prospects, analyse the needs and create the condition to do business together.



22%  
Vendors

45%  
Printers

26%  
Influencers

7%  
Press

BR·AND·R·EVOLUTION LAB

MILAN  
8 May 2018

### Innovative Printing's creative show

Are you looking for a Lab which involves all players in the printed product value chain? It's **Brand Revolution**. Here you meet up with:

- vendors of technology, substrates and tools for product printing
- printers
- communication agencies and influencers (marketing managers, architects, designers)
- brand owners and print buyers

In Brand Revolution Lab these people work together on the conception and creation of a printed communication product (packaging, PoPs, labels, books, catalogues, brochures, collateral, giveaways, print campaigns, OOH, BtL, direct etc), choosing from the technologies and physical and digital substrates available.

Ten communication agencies talk with suppliers and printers, listen to their needs, invent applications for innovative communication ideas to offer their clients.

This project's sponsors are vendors and printers who are looking for a stable and permanent relationship with influencers and brand owners, who believe in a virtuous system of "coopetition" where all players are involved and can share knowledge to grow stronger together.



10%  
Vendors

34%  
Printers

17%  
Agencies

33%  
Brand Owners

6%  
Press

## PROJECT IN PARTNERSHIP

# PRINT4ALL

CONVERFLEX GRAFITALIA INPRINTING

**Print4All** is the new big trade show event dedicated to the needs of commercial, editorial and industrial printing today.

A new project that brings together the historic brands **Grafitalia**, **Converflex** and **Inprinting**.

A new opportunity meant for all areas of the printing world.

FIERA MILANO RHO – MILAN

29 MAY-1 JUNE 2018

[www.print4all.it](http://www.print4all.it)



**Converting**  
PACKAGING LABELING CARTOTECNICA

**Converting**, in both **Italian** and **English**, is a B2B magazine that uses all technologies and channels useful for creating a meeting point between the operators in the printing supply chain and the operators of the packaging converting industry.

It is also an online communication tool, with a web site and a by-weekly newsletter.

[www.convertingmagazine.it](http://www.convertingmagazine.it)



31 January  
21 March  
23 May  
5 September  
7 November







## IF IT EXISTS AND IS BEAUTIFUL, YOU FIND IT ON PRINTLOVERS

Books, magazines, catalogs, labels, cases, boxes, counter displays, posters, shopping bags, envelopes, invitations: thanks to a photo and video gallery any job is described in all its strong points.

It tells you who has designed it, who has printed it and which techniques, substrates and enhancements with.

Being in **Printlovers** database means to be part of an accurate selection of what is best. It means to show yourself to those who design and commission printing jobs, nationally and internationally. It means to offer your most significant works to the right people.

If you are in Printlovers database you take part in the conversations of printed products designers and creatives, architects, packaging production managers, brand owners, decision makers.

**Our audience,  
your clients.**



# YOUR INTEGRATED MEDIA COMMUNICATION PLAN

**STRATEGO GROUP** is the reference point for the printing world in Italy, for technology vendors, printers, creative directors and print buyers. Your clients are already in our audience: we reach them with our content and all techniques we know and use, from paper to social media.

## 3 OFFERINGS

### TRADITION AND MODERNITY

Match your media planning on **paper** with your presence in one of our **database** and with online **display advertising** and **news**

### INTEGRATION AND CROSS-CHANNEL

It includes all **traditional offering + native advertising + content distribution** with the most sophisticated web marketing techniques

### A GLANCE INTO THE FUTURE

It includes all **traditional offerings + an integrated communication offering for your company**, in all formats, from printed paper to digital content and video, with a developed content marketing strategy, from paper to social: from context to distribution, from content to prospects who you are looking for and who are looking for you. To give more value to each content created for your company.



# STRATEGO GROUP'S NETWORK

Connections that give added value to your communication

## PUBLISHING



**ilPoliGrafico**

**WIDE**

## PUBLISHING ONLINE

**DIGITAL DOCUMENT**  
*online*



**stampamedia.net**

**WIDEMAGAZINE.NET**

## EVENTS

**DIGITAL PRINTING FORUM**



**OSCAR della STAMPA**



**BR·AND·R·EVOLUTION** LAB



**ONLINE PRINTING**  
CONFERENCE

**PRINT4ALL**

CONVERFLEX GRAFITALIA INPRINTING

**PRINT OF THINGS**  
CONFERENCE 2018

## CONTACT & INFORMATION

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**STRATEGO**  
GROUP

a network company by

