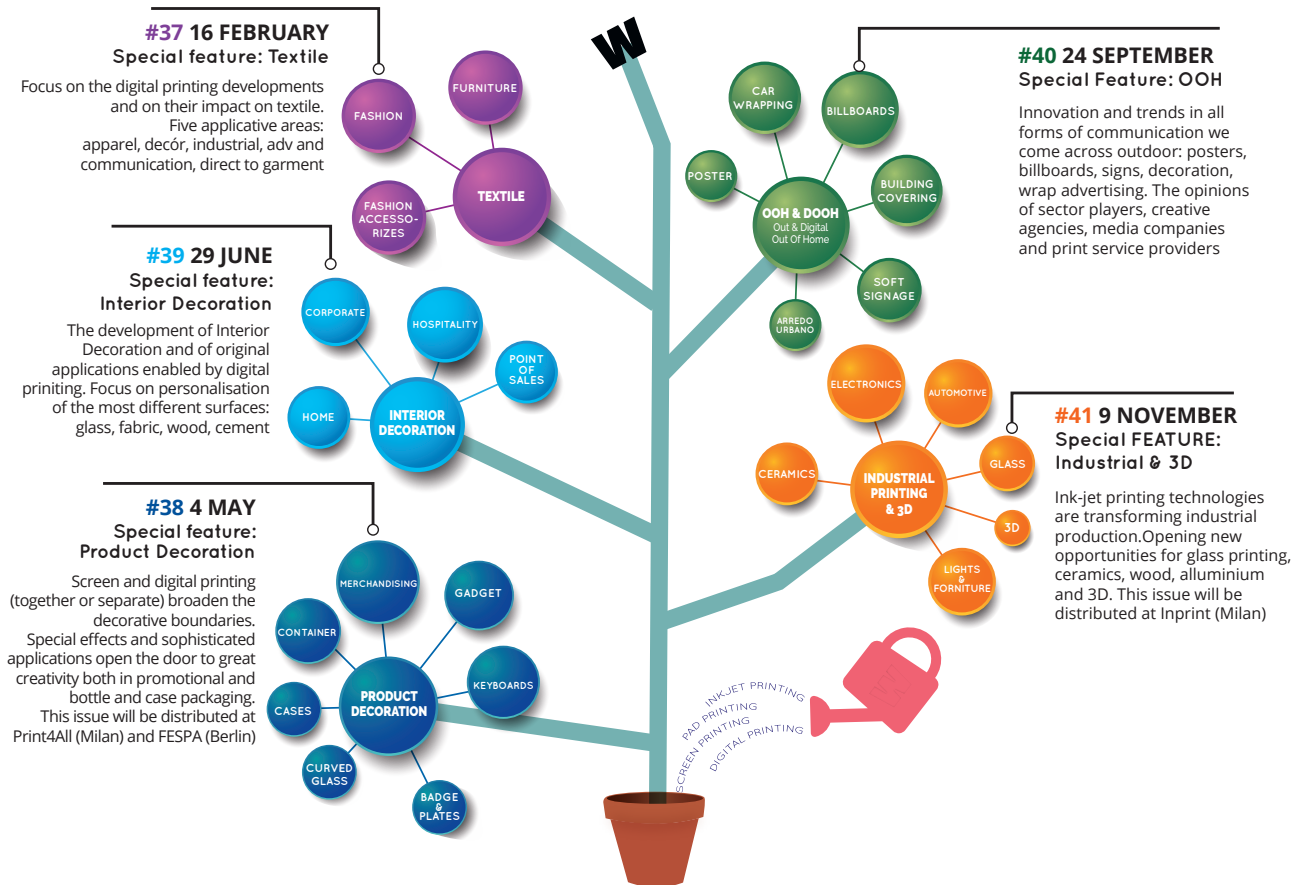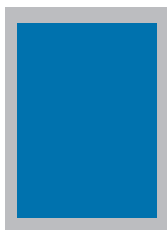# WIDE

**WIDE** is a 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

# EDITORIAL PLAN 2018

**#37 16 FEBRUARY**
Special feature: Textile

Focus on the digital printing developments and on their impact on textile. Five applicative areas: apparel, decór, industrial, adv and communication, direct to garment

**#39 29 JUNE**
Special feature: Interior Decoration

The development of Interior Decoration and of original applications enabled by digital prinitng. Focus on personalisation of the most different surfaces: glass, fabric, wood, cement

**#38 4 MAY**
Special feature: Product Decoration

Screen and digital printing (together or separate) broaden the decorative boundaries. Special effects and sophisticated applications open the door to great creativity both in promotional and bottle and case packaging. This issue will be distributed at Print4All (Milan) and FESPA (Berlin)

**#40 24 SEPTEMBER**
Special Feature: OOH

Innovation and trends in all forms of communication we come across outdoor: posters, billboards, signs, decoration, wrap advertising. The opinions of sector players, creative agencies, media companies and print service providers

**#41 9 NOVEMBER**
Special FEATURE: Industrial & 3D

Ink-jet printing technologies are transforming industrial production.Opening new opportunities for glass printing, ceramics, wood, alluminium and 3D. This issue will be distributed at Inprint (Milan)

## TEXTILE
FASHION · FURNITURE · FASHION ACCESSORIZES

## INTERIOR DECORATION
CORPORATE · HOSPITALITY · POINT OF SALES · HOME

## PRODUCT DECORATION
MERCHANDISING · GADGET · CONTAINER · KEYBOARDS · CASES · CURVED GLASS · BADGE & PLATES

## OOH & DOOH
Out & Digital Out Of Home
CAR WRAPPING · BILLBOARDS · POSTER · BUILDING COVERING · SOFT SIGNAGE · ARREDO URBANO

## INDUSTRIAL PRINTING & 3D
ELECTRONICS · AUTOMOTIVE · GLASS · 3D · LIGHTS & FORNITURE · CERAMICS

INKJET PRINTING · PAD PRINTING · SCREEN PRINTING · DIGITAL PRINTING

# ADVERTISING

## ADV



**Full Page**

2.000 €

240x320 mm

**Half Page**

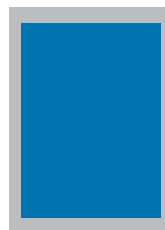1.250 €

art box
170x110 mm

bleed
240x130 mm

**Half Page**

1.250 €

art box
110x245 mm

bleed
105x320 mm

## ADVERTORIAL



**Full Page**

3.000 €

max 3000 words
+ 2/3 photos

**Double Page**

5.500 €

max 6000 words
+ 4/5 photos

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

# POWER SPONSOR

**Power Sponsor** associate their brand for a whole year to one of the 5 areas of interest: Textile, Out of Home, Interior Decoration, Product Decoration or Industrial Printing, and they benefit of the following exclusive opportunities:

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- Inside page with all the Power Sponsors' logos
- Advertising or advertorial (1 page in each issue)
- One interview a year
- Highlighted featured news with the "News from Power Sponsors"
- Discounts to publish Case Histories
- Presence on widemagazine.net portal

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**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.

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**WIDE**