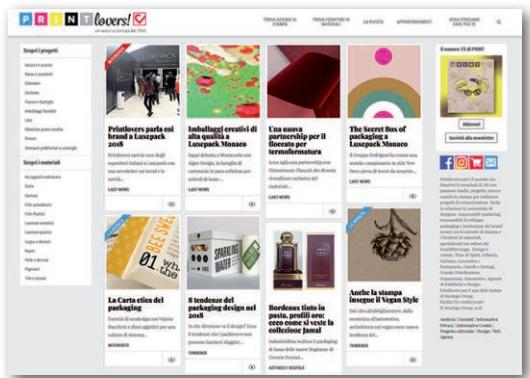




PRINT lovers!

If there's an excellent company in printing and its substrates, you'll find it at www.printlovers.net, because Printlovers is a careful selection of only the best.



Being in the **Printlovers** database means being under the eyes of the people who plan and commission printing works on a national and international level.

It means providing **visibility** for your own most important creations and, above all, it means talking to the **right people**: to designers and creatives for printed products, planners, architects, packaging production managers, brand owners, decision makers.

They're our audience, they're your clients.

HOW **WWW.PRINTLOVERS.NET** IS MADE?

Printlovers projects the universe of **PRINT** magazine onto web, with all the advantages of getting heard better through newsletters and social channels, of being able to structure digital advertising campaigns and, above all, of indexing on search engines. Printlovers is divided in:

DATABASE

- Profiles of the printing and transformation companies and of the producers of substrates and materials
- The projects produced, with the technical specifics and a photo gallery
- The details of the materials, with technical specifics, available variants and formats, photo gallery

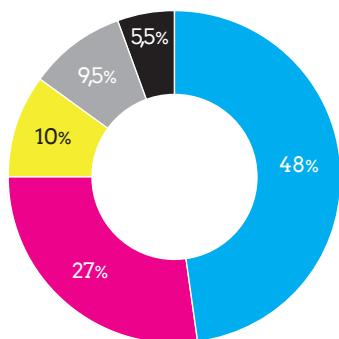
The contents are correlated and indexed on search engines.

MAGAZINE SECTION

- The best of the articles published in PRINT: interviews; trends; inquiries; ideas; technology
- Latest news from the printed communication world, company news, competitions and events

Integrated communication between PRINT and Printlovers enables you to be always present on the different channels and to communicate all your news and initiatives promptly.

HOW YOUR CLIENTS FIND YOU **ON PRINTLOVERS**



■ **ORGANIC SEARCH (48%)** The highest percentage of hits comes from searches on Google. This reflects our strategy: providing answers for people looking for print companies, producers and materials suppliers, and sources of creative inspiration.

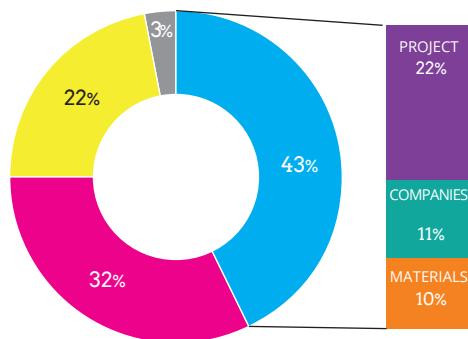
■ **DIRECT (27%)** This percentage of readers gets to Printlovers directly from the url www.printlovers.net because they already know about our database.

■ **EMAIL (10%)** ■ **SOCIAL (9.5%)** ■ **REFERRAL (5.5%)** 25% of the traffic takes advantage of the possibilities of amplifying the web content through different channels.

Top Queries that lead to Printlovers

The queries are the questions users ask search engines when they are seeking information. Among the main ones that led readers to Printlovers are: Packaging design | Produzioni di lusso | Luxury packaging | Packaging di lusso | Smart packaging | Nobilitazioni | Effetti speciali stampa | Stampa su carta | Stampa cataloghi di pregio | Stampa imballaggi | Produzione shopper | Etichettificio | Progettazione etichette vino | Packaging carta | Tela per legatoria | Produttore bottiglie vetro. We need to add to these the searches connected to the names of products and companies.

WHAT YOUR CLIENTS READ **ON PRINTLOVERS**



■ **DATABASE (43%)** Almost half the traffic focuses on the Database, in other words the section of Printlovers dedicated to ■ **PROJECTS (22% of the overall traffic)**, to ■ **COMPANIES (11%)** and to ■ **MATERIALS (10%)**.

■ **MAGAZINE (32%)** Traffic about the content of the Magazine section, made up of the selection of articles from PRINT and the latest news.

■ **HOME PAGE (22%)** Percentage of traffic that focuses on the first natural way of getting to the site, a genuine shop window that shows a panorama of ideas, projects and materials that leads to who produced them.

How Printlovers is positioned in Google's SERP

The Search Engine Results Page (SERP) is the ordered list the user gets every time they do a search. Printlovers is top of Google's SERP with keywords such as: Aziende di stampa luxury | Packaging di lusso, definizione | Packaging lusso ecologico | Stampa con laminati metallici | Tendenze packaging lusso Italia | Luxury packaging design Italia | Stampa di pregio | Aziende di stampa beni di lusso | Packaging brand lusso | Nobilitazioni, definizione | Nobilitazioni di stampa | Produttore carte lusso | Tendenze packaging Italia | Rivestimento floccato lusso | Nobilitazioni | Produttore shopper lusso.

PRINTLOVERS NUMBERS

Ours is a highly specialized traffic because it reaches an audience profiled in a niche sector. It's the same audience that attends the most important luxury packaging exhibitions for the Italian market: Luxepack Monaco (9,000 visitors/year); Packaging Première (4,800 visitors in 2018); Luxury Packaging London (4,300 visitors in 2017).

www.printlovers.net	Facebook	Newsletter
> 12,500 unique users/year	> 1,300 followers	4,160 enrolements from 7,000 users on the DB
> 18,000 sessions/year	> 1,200 people reached/week	48% total open rate
> 44,000 page views/year		11% click-to-open rate
2,15 minutes/session (average time)		

Figures from October 2018

WHAT WE OFFER **THE PEOPLE WHO ENTER THE DATABASE**

PRINTING AND TRANSFORMATION COMPANIES AND SUBSTRATES PRODUCERS HAVE A **COMPANY PROFILE** WITH:

- company presentation
- company details and contacts
- types of products supplied
- production systems used (printing and transformation companies)
- services on offer to the market
- photo gallery
- overview of products created

In addition they can:

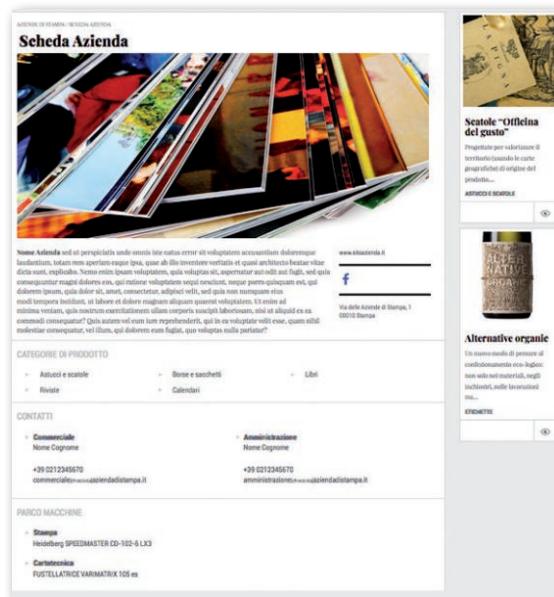
- publish up to 12 news items on the site a year (a product/material, a company news item, an event...)
- benefit from the distribution of content on Printlovers' social pages, according to the public they want to reach
- benefit from the publication of content in the newsletters that are sent every 2 weeks to a profiled public
- a personalized communication strategy, if required

The company profiles are indexed and appear in every search connected to the types of product created

Presence on Printlovers also provides access to the paper magazine **PRINT**:

- with a company profile in the annual **Print Connection**
- with a selection of the best projects in a **dedicated column**

Presence on www.printlovers.net	One year	Six months	Single news item	Video post or Video in company profile (provided by client)
Cost €	2,200	1,200	400	350



NEWSLETTER

Every fortnight the top news published on Printlovers and the most appreciated projects reach over 4,160 readers who are registered and profiled according to specific interests. This newsletter is the ideal tool for describing yourself to an audience where you can already find your clients.

NEWSLETTER ISSUES	1 ISSUE	4 ISSUES	8 ISSUES	12 ISSUES
Banner <i>468x60 pixel</i>	450	1,500	2,700	3,900
News sponsored	400	1,200		

Ads are exclusive, not on rotation. All prices are expressed in euros

DEM

A **Direct Email Marketing** campaign requires a good database and a reliable platform for distributing email messages. Printlovers guarantees both things: a readership of over 7,000 users who are profiled in the communication agencies and the companies that invest in printing for their communication, and a highly sophisticated and effective automatic sending system to guarantee that your communication reaches the most receptive audience.

DEM	from 1 to 3	from 4 to 8	from 9 to 12	OVER 12
Cost € each	1,200	1,000	850	700

LONG FORM JOURNALISM

Following one of the most innovative trends in online journalism, printlovers.net is embracing the long form, a narrative technique that involves articles written at greater length, with a greater quantity of content and enriched graphically. The **Approfondimenti** section of Printlovers gathers this content together, sorting them by topic. In the header image for that particular subject, the advertising company is highlighted as the company that is enabling the editorial team to offer that

content, with a positive spin-off in terms of branding, expression of skill, and relationship and engagement with the reader. The content is relaunched by the newsletter and the social channels to guarantee the maximum possible exposure, to a profiled target. It's a perfect section for special native communication projects.

Cost: € **4,800** for 6 content sections in 6 months

(content produced in association with the editorial team)

BANNER

P R I N T *lovers!*

#01
**PURCHÉ
LUCCICHI**

È una stagione scintillante la nostra, che si esprime attraverso bagliori d'oro e d'argento, dettagli luocicanti e superfici metallizzate, materiali riflettenti, glitter, paillette. Tutto intorno a noi, ancora per il 2018, dovrà risplendere, dilatarsi in quel rituale della modernità che ha fatto della visione iperrealistica la sua ...

I COLORI DEL LUSSO



■ Dimentano i loro bagliori nel tempo della Storia i colori del lusso: il blu dei lapislazzuli, il porpora imperiale, il nero, il bronzo, l'argento. Ma su tutti domina l'oro, con le sue sfavillanti suggestioni cromatiche ...

STAMPARE IL NERO

ВГАСК

■ Il più fashion dei neri? Il freddo e leggermente blu, perfetto per essere in coppia col nuovo bianco che è etico. Una faccenda davvero difficile per chi deve stampare. A proposito, ma come si stampa il nero? ...

LA RIVOLUZIONE DEL TAPPO



La primavera 2018 svela le più brillanti soluzioni nel settore consumer. Il nuovo oggetto di culto del packaging è il tappo ...

NEWS