



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.

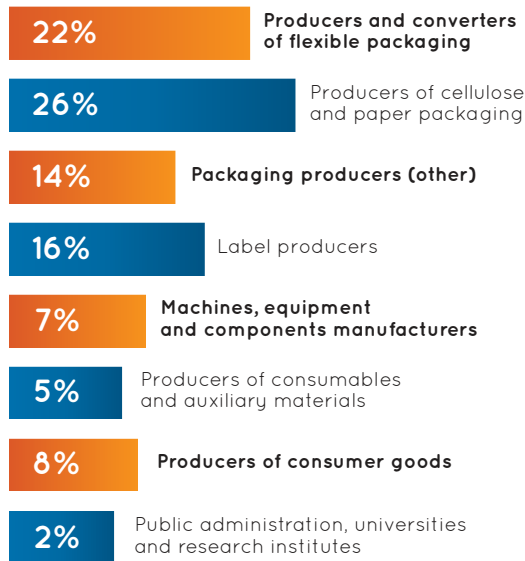
Converting is digital information:

- on web www.convertingmagazine.it
- with its newsletters, in English and Italian
- with social media **NEW**



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 EDITORIAL BOARD

Converting is an industry magazine. A group of experts who represent various supply chain segments and competences contributes to define the editorial project.

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

Tissue **NEW**

Tissue production, converting, packaging

CONVERTING **EDITORIAL PLAN 2019**

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.

PAPER INFORMATION

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 technological and regulatory hot topics
- the *Special*, which in 2019 will be in the shape of a journalistic enquiry between vendors and users, will be in turn dedicated to one of the products/processes of the packaging printing and converting production.

DIGITAL INFORMATION

- **www.convertingmagazine.it** and its English page is made up by Markets, Technologies, Sustainability, Success Stories and Supply Chain. It offers daily updates on relevant facts for the sector. From this year, it also offers two new services: video-interviews to companies and free classified job ads. Last year the website had 21 thousands unique users and 62 thousands page views
- *Two newsletter*: one goes out every 2 weeks, in Italian language, to over 23 thousands profiled readers; the other goes out monthly, in English, to 7,300 foreign professionals. Global Open Rate 18,3% - CTR 7,8%.
- The activities on social media

PLAN PAPER **MAGAZINE ISSUE'S**

N°	COVERED MONTHS	SPECIAL "PACKAGE PRINTING, CONVERTING AND..."	CONVERTING @	COVER WITH LOGOS
#1	Jan/Mar	Post press: market trends and vendors' answers	ICE Europe + CCE International Print China	yes
#2	Apr/May	Sustainability in printing and converting processes	Printech Asia	
#3	Jun/Aug	Substrates and consumables: when materials make a difference	Labelexpo Europe 2019	yes
#4	Sept/Oct	Converting: lamination and coating, the latest solutions	K 2019 Viscom Italia	yes
#5	Nov/Dec	Digital printing in packaging from corrugated to flexible packaging	Flexo Day	

Converting, the distribution plan abroad

In 2019 the magazine will reinforce its distribution abroad thanks to the Printech circuit and the media partnership agreements with the main international fairs.



Vietnam – 19-21 March, Ho Chi Min City

Asia – 12-15 June, Bangkok

Indonesia – November, Giacarta

ICE Europe + CCE International – 12-14 March, München (D)

Print China – 9-13 April, Dongguan (RPC)

Labelexpo Europe – 24-27 September, Brussels (B)

K 2019 – 16-23 October, Düsseldorf (D)

In 2019 Converting boosts its distribution abroad, with the aim of providing an adequate information and promotion in the globalised market

Converting, the distribution plan in Italy

Print4All events

to be scheduled

Assografici vertical groups' events:

Gifco - Gifasp - Giflex - Gipea

Viscom Italia – October, Milan

Flexo Day – November, Bologna



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)

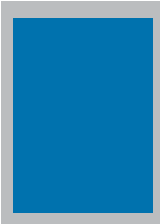





Image bleed – 3 mm for each size

Paper – matte gr. 115/mq

Distribution – 5,000 copies

RATES & FORMATS

ADVERTISING

						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%
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 COVER WITH LOGOS	€
#1 Jan/Mar – ICE Europe + ECC International	450
#3 Jun/Aug – Labelexpo Europe 2019	450
#4 Sep/Oct – K 2019	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
Article (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
VIDEOINTERVIEW NEW	1,350	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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