



We love print!

PRINT documents, and stays a step ahead of, technological and stylistic trends in the field of cartographic design and best graphics and their applications to printed communication. It is the meeting point and the privileged means for presenting international and Made in Italy brands with all the potential, techniques, printing and converting processes on the market. From this year **PRINT goes international**. The main articles are translated in English and the magazine is distributed to a selected target in the most important European countries.

A common thread connects 5 issues of PRINT, this year translated into English: from planning to design, from luxury to printing flavour, we celebrate the leaders of Italian printing and disseminate their work in the world

ISSUES IN 2019

(CIRCULATION: ITALY 5,000 COPIES – EUROPE: 500 COPIES)

N°	MONTH	SPECIAL TOPICS
#76	12 February	Italian Printing Style Print Connection
#77	2 April	Design loves Print Cosmopack Vinitaly Milan Design Week
#78	21 May	Italian talent in luxury rituals Packaging Première Independent Paper Show Genève Luxury Packaging London
#79	17 September	Discover Italian Printing Excellence Luxepack Monaco
#80	26 November	Luxury Food Packaging: the Italian printing flavour PCD Paris

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.

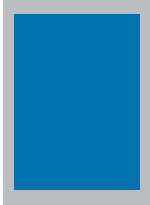


THE MAIN TARGETED FIELDS

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

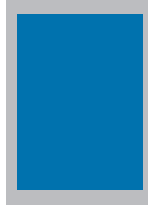


Full page

2,700 €

art box
195x240 mm
bleed
235x280 mm

ADVERTORIAL



Article 1 page

3,000 €

max 3000 words
+ 2 o 3 photos

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

FRONT COVER – The cover of each issue is made of different printing, enhancing and finishing techniques, with the use of several substrates. We often experiment unusual matches. Cover sponsorship includes a company's description in the section "How PRINT is made" – **5,000 €**

INSERTS – 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 no. 79, which is distributed at **Luxepack**, is presented as a case which contains the inserts.

Simple insert (1 sheet, 2 sides) – **2,700 €**

CUT OUT AND COLLECT – It is an insert with a decided design that can be printed and enhanced according to the client's capability. Readers can cut the inserts out and collect them in a special box – Insert **2,500 €**



CONTENT MARKETING

MULTICHANNEL STRATEGY

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

PRINT CONNECTION

The first issue of the year features the database of the best printers, a directory for designers that amplifies the online objectives of printlovers.net.

NATIVE AND SOCIAL MEDIA 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 1,500 €**

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 may be effective for your business. – **500 € every 10,000 profiled readers**