

2019



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.



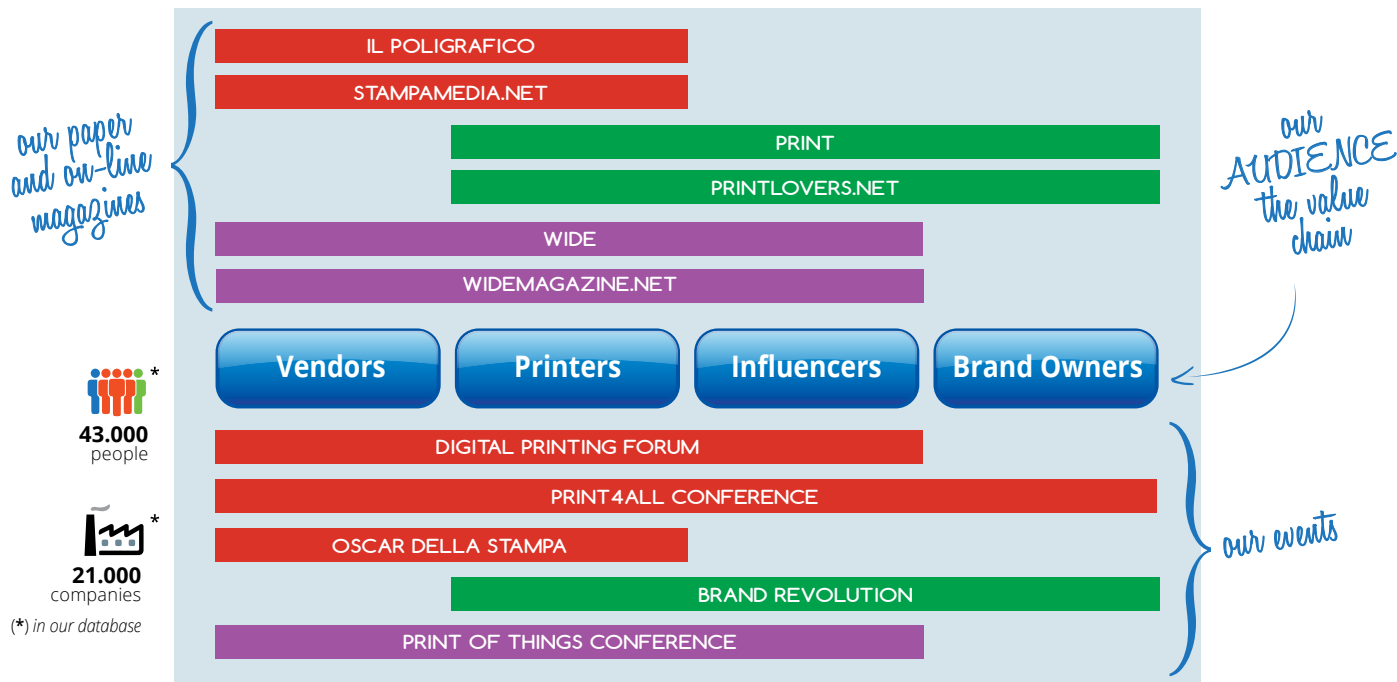
# OUR AUDIENCE, YOUR CLIENT

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



# 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: 924 per issue
- Average time spent online: 8 mins per session

## IN EACH ISSUE

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



15 February  
29 March  
17 May  
5 July  
13 September  
31 October  
6 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.

- 25,000 sessions/months
- 15,000 unique user/month
- 52,000 page views
- Average time:  
1,57 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**





# 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: 700 per issue
- Average time spent online: 6 mins per session

## IN EACH ISSUE

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



Vendors

Printers

Influencers

Brand Owners

# 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** offers fresh content and news from companies with an elegant and minimal format, designed to enhance the reading experience.

- 1,630 sessions/months
- 1,200 unique user/month
- 2,400 page views
- Average time:  
2,12 mins per session
- **Bimontly Newsletter to over 10 thousand contacts**



Vendors

Printers

Influencers

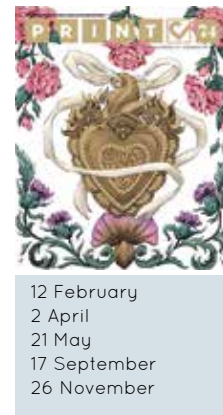
Brand Owners



**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: 450 per issue
- Average time spent online:  
8 mins per session



12 February  
2 April  
21 May  
17 September  
26 November



Vendors

Printers

Influencers

Brand Owners



**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.

- 2,100 sessions/months
- 1,500 unique user/month
- 5,000 page views
- Average time:  
2,51 mins per session



## DIGITAL PRINTING FORUM



MILAN

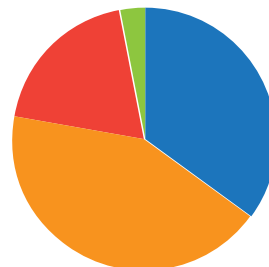
[www.digitalprintingforum.it](http://www.digitalprintingforum.it)

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 25 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

# PRINT4ALL CONFERENCE

ORGANIZED BY



ITALIAN TRADE AGENCY  
RSC - Agenzia per le promozioni all'estero e  
l'internazionalizzazione delle imprese italiane



ACiMGA  
made in Italy - Italy



Associazione Fornitori Industria Grafica



FIERA MILANO

WITH THE SUPPORT OF

MILAN

21-22 March 2019

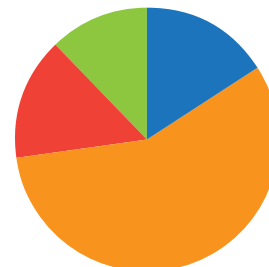
[conference.print4all.it](http://conference.print4all.it)

**Print4All Conference** takes stock of the evolution of the whole graphics and communication industry. It's the event that brings together the complete sector of technology producers, converters/printers, influencers and brand owners, as the natural follow on of the path begun in Milan in May-June 2018. It's a new chance for talking and making comparisons in the market of converting, package printing, labelling, commercial and industrial printing in the light of the next Print4All in 2021.

**Print4All Conference** opens a window on the future of technologies and markets, in a scenario driven in all areas of the ongoing evolution determined by digital: from the printed product to the business models of interconnected companies; from consumer influences and selection criteria to production processes. Participants will discuss on the future challenges in the printing sector, the new production frontiers opened up by smart manufacturing and on the evolution of the purchasing process.

The work of the main associations and organisations in the sector will bring to:

- an exclusive White Paper on the **value of smart print manufacturing**
- **two days of convention** and round tables with market leaders from the graphics and communication industry and with prestigious viewpoints from Italy and overseas
- the presence of people in the sector and journalists from the **Europe, USA, Israel, Egypt, Libya, Morocco, Tunisia, Turkey, Algeria, and India.**



16%  
Vendors

57%  
Printers

15%  
Influencers

12%  
Brand Owners



MILAN

November 2019

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

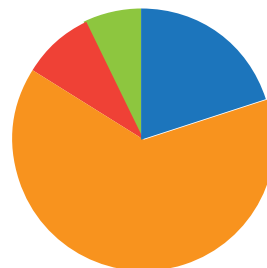
## Defining excellence in printing

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



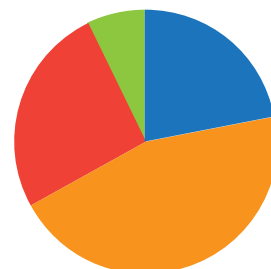
## MILAN

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

## BRAND•REVOLUTION

LAB

MILAN  
June 2019

### Innovative Printing's creative show

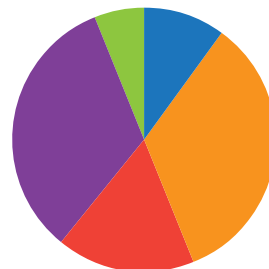
Are you looking for a Lab which involves all players in the printed product value chain? It's **Brand Revolution**. Here you meet up with:

- 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

**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)

- 5 issues per year
- Average distribution paper magazine: 5,000 copies
- Average readership online magazine: 180 per issue
- Average time spent online: 2,50 mins per session

### WEBSITES STATS

- 2,879 sessions/months
- 1,940 unique user/month
- 5,200 page views
- Average time: 1,32 mins per session



January/March  
April/May  
June/August  
September/October  
November/December

## DATABASE, GOLD DUST FOR VENDORS

**The vendors' database** is one of the most used tools by those who look for information in the wide and complex world of printing. You access the database through the **stampamedia.net** homepage.

The companies in the database have a data sheet with their contacts, the names of people in management and in the commercial network, the list of brands represented, a presentation of the company and of the products/services it commercialises.

Various research criteria facilitate the user in navigation:

- search by name
- search by type of product
- search by companies represented

Another way to access the company's data sheet is through the hyperlinks in the website's news.

Every time the name of a company or of a represented one comes up in the news, a hyperlink to the data sheet is created. In this way, the reader has the chance to access the information and the complete offers related to the company.

**The vendors' database** also comes in a printed version published in Print Connection, special feature in Il Poligrafico.





## ARE YOU AN ONLINE PRINTER? **BE THERE**

**Web to Print Hub** is the meeting point between online printers and print buyers. It is the database which gathers those who sell print through an e-commerce platform.

They are organised by product and service type, so that users can find the most appropriate suppliers for the product or service they need. Moreover, at a glance, it shows costs, offers and current promotions.

It is a showcase for online printers, promoted through stampamedia.net and all Stratego Group's social media, with specific digital strategies to increase the traffic to and generate conversions on the companies' websites.

Being in the Web to Print Hub includes:

- Being in the database "printed products" and "offered services"
- Content creation distributed with a native advertising strategy
- Banner to highlight special offers
- Link to the company's website home page
- Posts on Stratego Group's Facebook pages



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

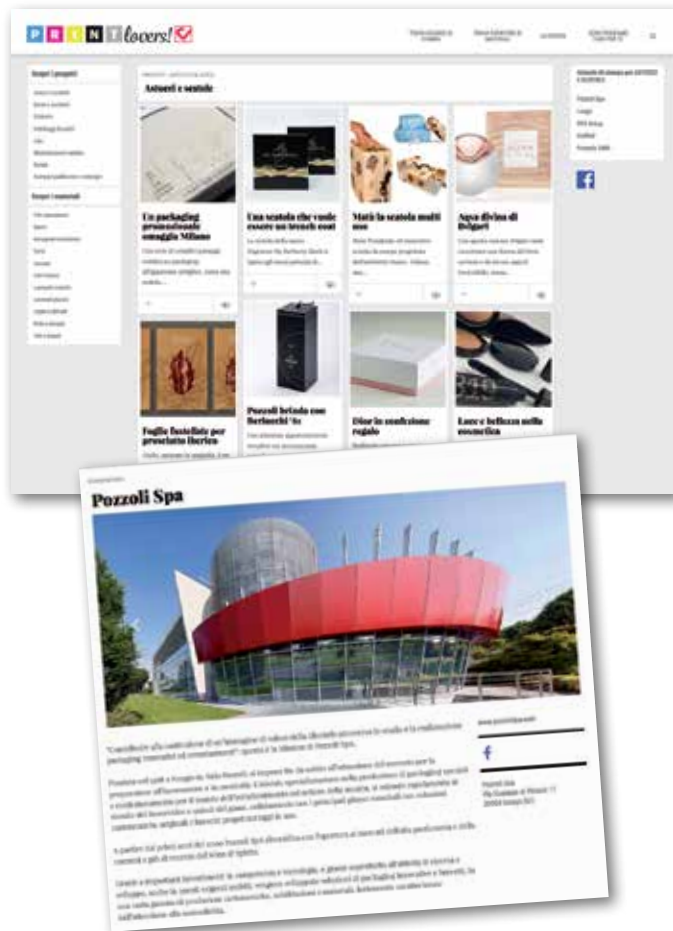
Books, magazines, catalogs, labels, cases, boxes, counter displays, posters, shopping bags, envelopes, invitations: thanks to a photo and video gallery any job is described in all its strong points.

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

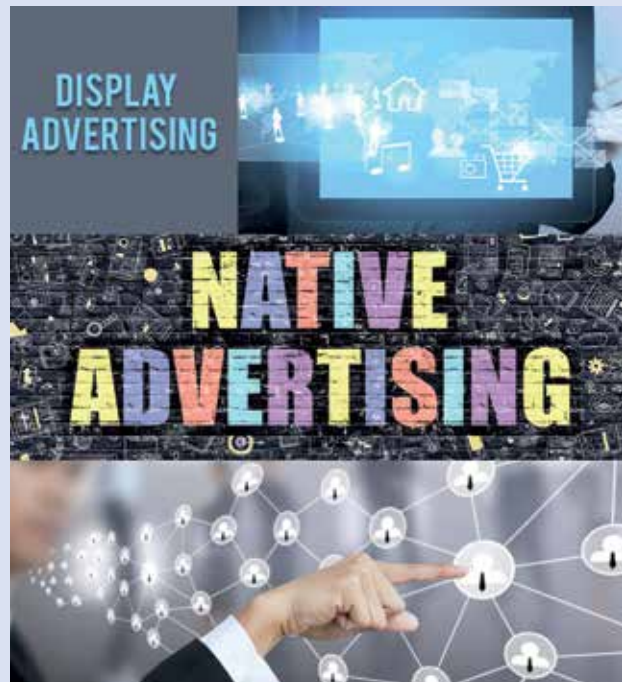
Match your media planning on **paper** with your presence in one of our **database** and with online **display advertising** and **news**

### 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•Я•EVOLUTION**

**LAB**



**PRINT4ALL**  
CONFERENCE

**PRINT OF THINGS**  
CONFERENCE

## CONTACT & INFORMATION

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**STRATGO**  
GROUP