

MEDIA KIT 2020



Converting

PACKAGING LABELING CARTOTECNICA

The voice of the printing, packaging
converting, labeling and paper
industry business community

A TOOL FOR 20,000 PROFESSIONALS ON PAPER AND ONLINE

Converting is an **eco-system of communication platforms** that talks - in Italian and English - about everything needed to produce and market flexible packaging, converting products and corrugated cardboard, and labels.

With its magazine, online portal, newsletter and LinkedIn page, Converting **offers all the necessary channels** to reach a wide-ranging audience with a horizontal, integrated approach.

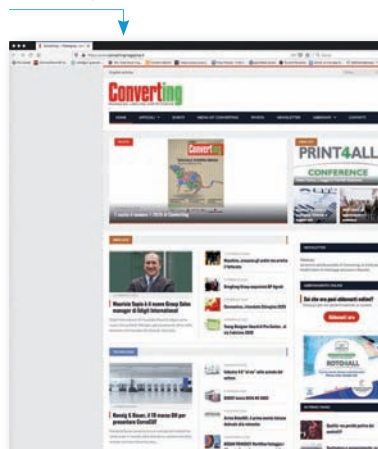
With its tradition **of over 18 years** and its modern expertise in digital communication, Converting distributes content in any format whatsoever, from paper to digital, video, and stories and conversations on social media.

Converting uses all the technologies and channels that can be useful for ensuring people in the printing sector and those in the packaging converting sector meet up



THE MAGAZINE

THE WEBSITE

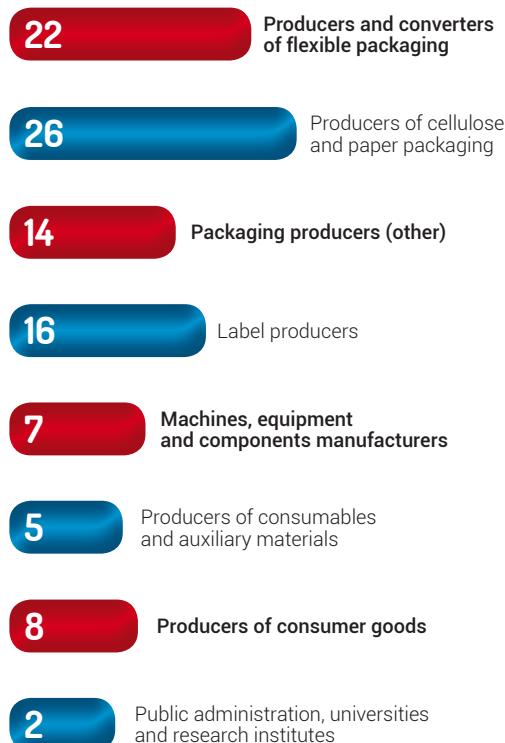


THE NEWSLETTER



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 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

Tissue production, converting, packaging

INDUSTRY 4.0

Skills, solutions and processes to be 4.0

CONVERTING THE MAGAZINE



5 editions a year, each distributed to 5,000 sector professionals sub-divided among company representatives and decision-makers, company owners and C-level executives.

An exhaustive editorial plan describes all the innovations in the sector, new types of processing, substrates, printing, its technologies and finally there are in-depth looks at products and production processes.

It's an entirely **bilingual magazine** - Italian and English - with widespread distribution at the most important international events and exhibitions in the sector. It's a voice that relates the abilities and experiences of an outstanding Italian industrial sector.

It's a voice that carries the message of sector

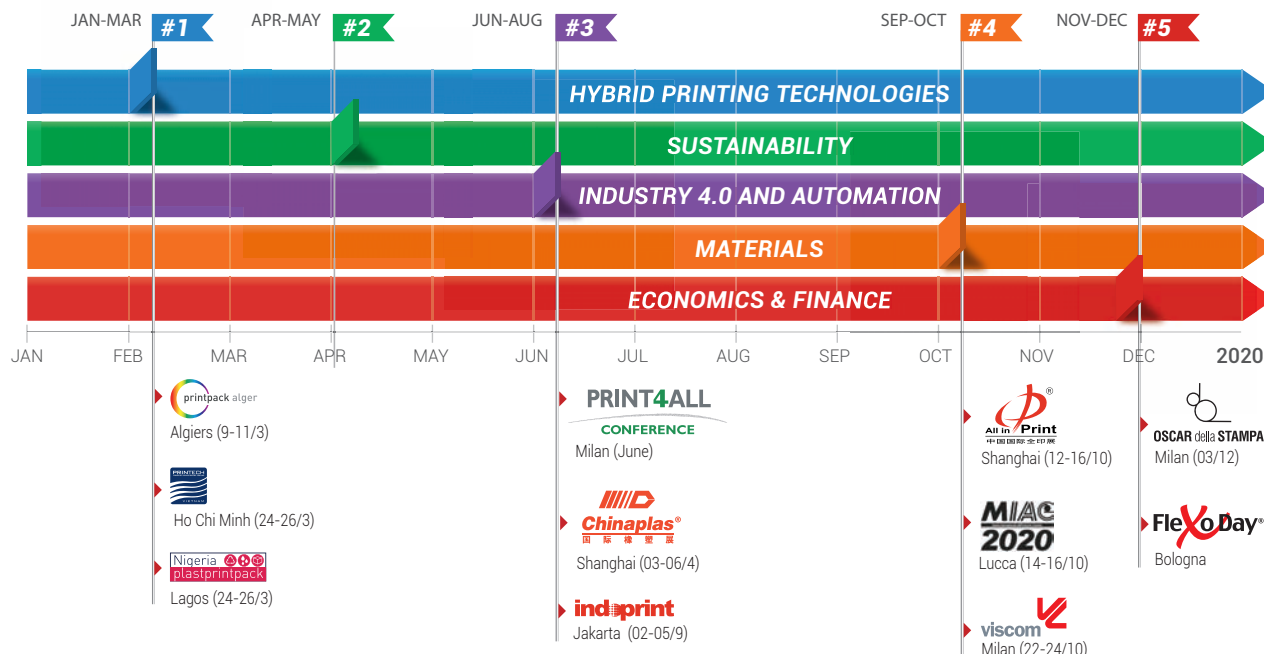
associations and federations and is integrated with the platforms of national and international conventions and fairs.

THE SECTIONS

- **NEWS:** about companies and products
- **TECHNOLOGIES:** a space for in-depth technological studies
- **MARKET:** the national and international trends in the sector, in terms of technologies and applications
- **SUCCESS STORIES:** the stories that describe the application of innovation
- **THE SECTOR SPEAKS:** the column for the opinions and initiatives of brand owners
- **IN-DEPTH STUDY:** in each edition the focus on one of the five driving topics of 2020

CONTENT

Converting's editorial plan is based on **five main driving topics**, which cut across all the content in the editions: Sustainability; Industry 4.0 and Automation; Materials; Hybrid Printing Technologies; Economics & Finance in the Converting Industry.



DISTRIBUTION AT FAIRS

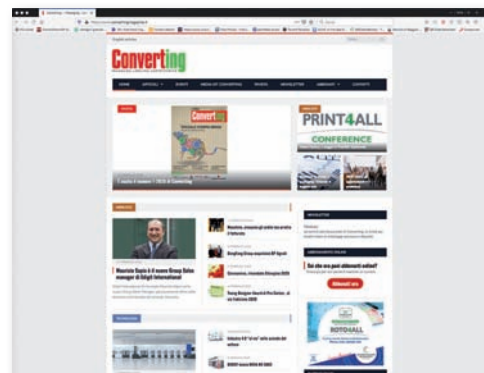
The magazine has a sound distribution plan at national and international fairs. As well as the agreements with **ACIMGA** on the presence on the **Printech** circuit. The media partnerships remain unchanged with the main Italian events and the role of **Converting** as a content driver for **drupa 2021** and **Print4All 2021** is going forward.

WWW.CONVERTINGMAGAZINE.IT

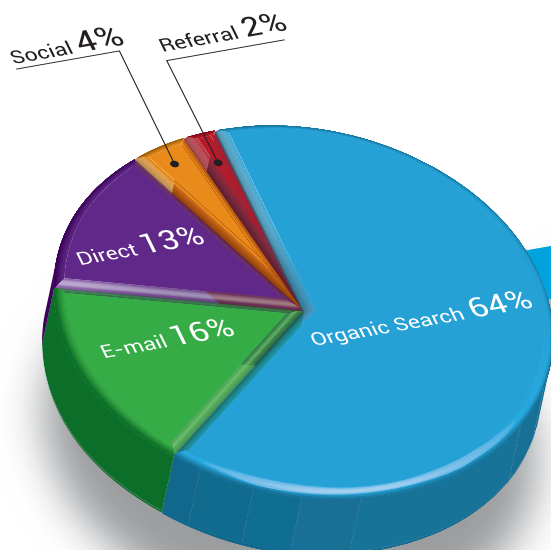
Over **28,000** unique users | **60,820** page visualisations | Average time per session: **01:37**
(annual data)

Once again in a bilingual edition, **www.convertingmagazine.it** provides a daily update on the sector, in sections on the Market, Technologies, Sustainability, and Success Stories. A series of video interviews with leading sector figures, clients and suppliers completes the editorial offering.

THE SITE IS OPTIMISED FOR SEO BOTH
IN ITALIAN AND ENGLISH



Social 4% Referral 2%



Unique users 2019 on 2018 **+33%**

OUR AUDIENCE FIND US IN THESE WAYS:

- **ORGANIC SEARCH (64%)** The highest percentage of hits comes from searches on Google. This reflects our strategy: providing answers for people looking for products, solutions and suppliers for printing and converting in the packaging and labelling markets.
- **DIRECT (13%)** This percentage of readers gets to Converting directly from the url www.convertingmagazine.it because they already know about our database.
- **EMAIL (16%)** ■ **SOCIAL (4%)** ■ **REFERRAL (2%)** 22% of the traffic takes advantage of the possibilities of amplifying the web content through different channels.

NEWSLETTER

News from the market and sector, technologies, sustainability, case histories and success stories are the topics that reach the **over 23,000** readers profiled every fortnight with the newsletter in Italian.

The English version is sent out monthly to **7,300** foreign operators.

TOTAL OPEN RATE

ITALIAN VERSION **33%**

ENGLISH VERSION **38%**



Some examples of the Converting newsletter, in Italian and English

DEM

A medium to transport only and exclusively your message to over 23,000 readers in Italy (7,300 overseas) profiled with an effective, monitored automatic sending system in order to guarantee your communication gets to the most receptive audience.

Unique
openings
18,4%

Each DEM has a system for
control and generation of
opening and reading statistics.

Clicks **7,0%**

LINKEDIN

Converting has a specific profile on **LinkedIn** that constantly carries information and news about the sector. It's a network that gathers together the business community of printing and transformation of flexible packaging, labels and converting.



POWER SPONSOR

The Power Sponsor matches their brand to the Converting eco-system for the whole year, with a visibility that is constant over time and coherent on all channels.

1 MAGAZINE

- > Its logo on the cover (5 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

2 ONLINE

- > Logo at the foot of the site www.convertingmagazine.it under the heading Power Sponsor 2020
- > Publication of 5 news items a year on the site
- > Publication of 5 news items a year in the Italian and the English newsletter
- > 1 DEM

3 SOCIAL

- > 5 posts a year with #nameofyourcompany

POWER SPONSOR
€ 8.500
 (annual cost)

MAGAZINE, TECHNICAL DATA

Magazine size – 240x320 mm

Print – offset, four colour printing

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

INNOVATION 2020 PROJECT

(WAITING DRUPA 2021)

We had expected to see the efforts of R&D in 2020, the year all the new developments in technology and applications would have been showcased at drupa. However, the postponement of drupa to 2021 doesn't mean that, when things start up again after the COVID-19 emergency, the market of printers and converters can't be made aware of these technological innovations and developments.

The **INNOVATION 2020** Project is Converting Magazine's response in order to be at the service of those who have invested a lot in R&D and have things to talk about today. Even without drupa!

From 1 May to 31 October there will be a specific section of the Converting website dedicated to the technological developments that the companies placing ads would have been presenting in mid-June at Drupa 2020. The section will be promoted by means of DEM actions and on Converting's social media.

This part of the website will include a page to access the directory of the companies whose data sheet will be included in the section. The access page will have the name or logo of the company. Two issues of Converting magazine will accompany the development of the online sections. The new

Augmented Reality app (Augmented Printing) will be available to advertisers to connect their offline and online communication.

You can take part in the **Innovation 2020** project for 3200 euros, which will include:

- 1 advertising page or an advertorial + a news in issue #3
- 1 advertising page or an advertorial + a news in issue #4
- 2 news articles in the Italian newsletter
- 2 news articles in the international newsletter
- 2 posts on LinkedIn
- Your Half Square banner on the website homepage during a month of your choice between May and October
- Your logo on the Home Page of the dedicated section of the website
- The inclusion of your company's data sheet in the digital directory of the website
- A video within your company's data sheet (supplied by you, maximum length of 3 minutes)
- Link to the AR app, where your video (or other media) will be shared, in issue #3

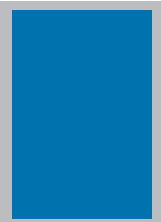



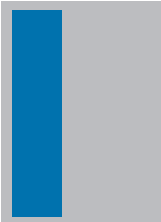

NETWORK

In over 18 years of editorial work, Converting has developed working relationships with major organisations in its market.



RATES & FORMAT

CONVERTING MAGAZINE

						SPECIAL POSITION
Full page	1/2 page horizontal	1/2 page vertical	1/3 page horizontal	1/3 page vertical	Special cover with logos (*)	Backcover 2,700 €
1,800 €	1,100 €	1,100 €	780 €	780 €	450 €	Inside cover, Inside backcover, First right hand page 2,250 €
bleed 240x320 mm art box 210x280 mm	bleed 240x160 art box 210x145 mm	bleed 120x320 mm art box 105x280 mm	art box 210x95 mm	art box 65x280 mm	40x40 mm	Right position + 5%
						Placement at your choice + 10%

SPECIAL COVER WITH LOGOS

	€
#5 Nov/Dec Flexoday – Oscar della Stampa	400

(*) Cover jacket and back cover for copies distributed at exhibitions

EDITORIAL SERVICE (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 to 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	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



PUBLISHER

Convertimg

convertingsrl@convertingmagazine.it

EDITORIAL STAFF

Stratego Group

redazione@convertingmagazine.it

Ph. +39 02 49 53 4500

ADVERTISING

Edizioni Dativo

sales@dativo.it

Ph. +39 02 69 00 7733

Stratego Group

sales@convertingmagazine.it

Ph. +39 02 49 53 4500