



We love print!

MEDIA KIT 2020

Since 2005 **PRINT** has been anticipating and documenting the technological and stylistic trends in packaging design and graphics applied to all printed communication. It's a meeting point and preferred way of showing brands all the potential, the techniques, and the possible printing and converting processes.

PRINT is also international because of the English translation of its main articles, its delivery to a selected target and its media partnership with the most important European events and exhibitions in the sector.

In 2020 we'll deal with the big topics that involve brands and that are reflected in the printing world:

- Sustainability and the circular economy from design thinking to the afterlife of products.
- The power of design in helping brands to deal with the world's problems.
- New and renewed material for new communication possibilities.
- Technological innovation and the rediscovery of analogue.

ISSUES IN 2020

N°	MONTH	SPECIAL TOPICS	CONNECTED EVENTS
#81	21 February	Innovation is... Printlovers Connection	
#82	3 April	The power of design	Vinitaly Cosmpack Fuorisalone Print4All Conference
#83	19 May	Luxury in the time of the circular economy	Packaging Première Brand Revolution LAB Pentawards Luxury Packaging & Packaging Innovations
#84	17 September	Italian printing style	Luxepack Monaco
#85	26 November	Beauty & more. Printing beauty	ADF PCD & PLD 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

I'D DO IT LIKE THIS – Each number of PRINT has two covers. The first, produced by us, has augmented reality content that can be seen using our Stampare Aumentato app.

The second is the back cover that you produce with the same graphic layout but different printing, enhancement and finishing techniques on the most varied substrates, often experimenting with unusual combinations.

The offer includes your company description in the column "How PRINT is made" (back cover provided by the client) and an ADV page. – **€ 5,000**

THE COLLECTIBLES – There are inserts in the magazine with graphics you decide on that are printed and enhanced according to your abilities. The readers can pull out and collect the inserts, which also describe the company and the techniques used within a case to consult so as to find inspiration.

Insert € 2,500

FREE INSERTS – The free inserts (provided by the clients) have an added value for whoever wants to express their technical abilities or present a new printable substrate

Insert (1 sheet, 2 sides) – € 2,700

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 COVER



Layout
provided by us
€ 5,000
bleed
235x280 mm

THE COLLECTIBLES



Layout at your
choice
€ 2,500
bleed
235x280 mm

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 your clients 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 that may be effective for your business.

€ 500 every 10,000 profiled readers

Thanks to our new **Augmented Reality** app the reader gets the benefit of:

- Image viewing, slideshows, videos, animations produced with 3D graphics, text information.
- References to external links, such as mails, contacts, sites, maps etc.
- Other content produced ad hoc.

All of this, with the chance of getting and analysing the numbers of interactions with the content published on paper.

SPECIAL POSITION Backcover + 50%

Front and inside cover, Inside Backcover, First right hand page,

Page facing index +30% | Other Position +15%

CIRCULATION 5,000 COPIES (Italy) | **500 COPIES** (foreign countries)