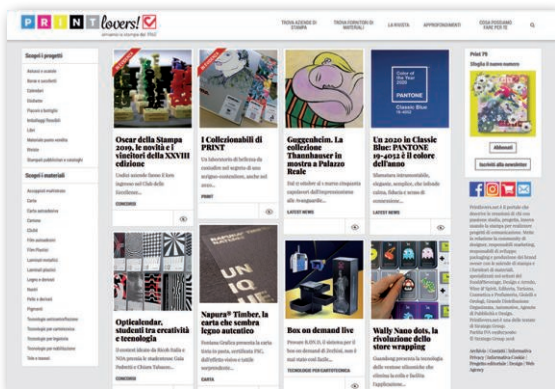




P R I N T lovers!

MEDIA KIT 2020

If there's an excellent company in printing and its substrates, you'll find it at **www.printlovers.net**, because Printlovers is a careful selection of only the best.



Being in the **Printlovers** database means being under the eyes of the people who plan and commission printing works on a national and international level.

It means providing **visibility** for your own most important creations and, above all, it means talking to the **right people**: to designers and creatives for printed products, planners, architects, packaging production managers, brand owners, decision makers.

They're our audience, they're your clients.

HOW **WWW.PRINTLOVERS.NET** IS MADE?

Printlovers projects the universe of **PRINT** magazine onto web, with all the advantages of getting heard better through newsletters and social channels, of being able to structure digital advertising campaigns and, above all, of indexing on search engines. Printlovers is divided in:

DATABASE

- Profiles of the printing and transformation companies and of the producers of substrates and materials
- The projects produced, with the technical specifics and a photo gallery
- The details of the materials, with technical specifics, available variants and formats, photo gallery

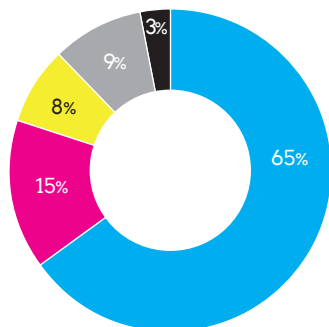
The contents are correlated and indexed on search engines.

MAGAZINE SECTION

- The best of the articles published in PRINT: interviews; trends; inquiries; ideas; technology
- Latest news from the printed communication world, company news, competitions and events

Integrated communication between PRINT and Printlovers enables you to be always present on the different channels and to communicate all your news and initiatives promptly.

HOW YOUR CLIENTS FIND YOU ON PRINTLOVERS



■ **ORGANIC SEARCH (65%)** The highest percentage of hits comes from searches on Google. This reflects our strategy: providing answers for people looking for print companies, producers and materials suppliers, and sources of creative inspiration.

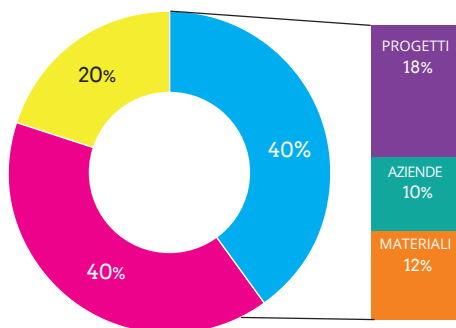
■ **DIRECT (15%)** This percentage of readers gets to Printlovers directly from the url www.printlovers.net because they already know about our database.

■ **EMAIL (8%)** ■ **SOCIAL (9%)** ■ **REFERRAL (3%)** 20% of the traffic takes advantage of the possibilities of amplifying the web content through different channels.

TOP QUERIES THAT LEAD TO PRINTLOVERS

Queries are the questions users ask search engines when they're searching for information. Some of the main ones that have led readers to Printlovers are: Packaging design | Luxury packaging | Luxury shopping bags | Enhancements | Wine label printing | Packaging materials | Label design | Printing cases | Printed cases | Luxury food packaging | Cold foil | Self-adhesive films | Metallic laminates | Augmented reality packaging | Paper shopping bags... In addition to these there are searches tied to the names of products and companies.

WHAT YOUR CLIENTS READ UN PRINTLOVERS



■ **DATABASE (40%)** Traffic focuses on the Database, in other words the section of Printlovers dedicated to ■ **PROJECTS (18%)** of the overall traffic), to ■ **COMPANIES (10%)** and to ■ **MATERIALS (12%)**.

■ **MAGAZINE (40%)** Traffic about the content of the Magazine section, made up of the selection of articles from PRINT and the latest news.

■ **HOME PAGE (20%)** Percentage of traffic that focuses on the first natural way of getting to the site, a genuine shop window that shows a panorama of ideas, projects and materials that leads to those who produced them.

HOW PRINTLOVERS IS POSITIONED IN GOOGLE'S SERP

The Search Engine Results Page (SERP) is the ordered list the user gets every time they do a search. Printlovers is top of Google's SERP with keywords such as: Sustainable luxury packaging | Ecological luxury packaging | Luxury brand packaging | Enhancements | Luxury printing company | Inclusive packaging | Italian luxury packaging trends | Prestige printing | Luxury paper producer | Luxury shopping bag producer.

PRINTLOVERS NUMBERS

Ours is a highly specialized traffic because it reaches an audience profiled in a niche sector. It's the same audience that attends the most important luxury packaging exhibitions for the Italian market: Luxepack Monaco (9,200 visitors/year); Packaging Première (6,700 visitors); Luxury Packaging London (4,700 visitors). (2019 data)

www.printlovers.net	Facebook	Newsletter
> 19,500 unique user/year (+56% vs 2018)	> 1,300 followers	4,600 enrolements from 7,000 user on the DB
> 22,500 session/year (+42% vs 2018)		48% total open rate
> 44,000 page views/year (+18% vs 2018)		11% click-to-open rate 21% click totali
2,15 minute/session (average data)		

(figures from november 2019)

WHAT WE OFFER THE PEOPLE WHO ENTER THE DATABASE

PRINTING AND CONVERTING COMPANIES AND SUBSTRATES PRODUCERS HAVE A COMPANY PROFILE WITH:

- company presentation
- company details and contacts
- types of products supplied
- production systems used (printing and converting companies)
- services on offer to the market
- photo gallery
- overview of products created

In addition they can:

- publish up to 12 news items on the site a year (a product/material, a company news item, an event..)
- benefit from the distribution of content on Printlovers' social pages, according to the public they want to reach
- benefit from the publication of content in the newsletters that are sent every 2 weeks to a profiled public
- a personalized communication strategy, if required

The company profiles are indexed and appear in every search connected to the types of product created

Presence on Printlovers also provides access to the paper magazine **PRINT**:

- with a company profile in the annual **Print Connection**
- with a selection of the best projects in a **dedicated column**



PRESENCE ON WWW.PRINTLOVERS.NET

	One year	Six months	Single news item	Video post or Video in company profile (provided by client)
Cost €	2,200	1,200	400	350

NEWSLETTER

Every **THREE WEEKS** the top news published on Printlovers and the most appreciated projects reach over 4,160 readers who are registered and profiled according to specific interests. This newsletter is the ideal tool for describing yourself to an audience where you can already find your clients.

NEWSLETTER ISSUES	1 ISSUE	4 ISSUES	8 ISSUES	12 ISSUES
Banner 468x60 pixel	450	1,500	2,700	3,900
News sponsored	400	1,200		

Ads are exclusive, not on rotation. All prices are expressed in euros

DEM

A **Direct Email Marketing** campaign requires a good database and a reliable platform for distributing email messages. Printlovers guarantees both things: a readership of **over 7,000 users who are profiled** in the communication agencies and the companies that invest in printing for their communication, **and a highly sophisticated and effective automatic sending system** to guarantee that your communication reaches the most receptive audience.

DEM	1 to 3	4 to 8	9 to 12	OVER 12
Costo € each	1,200	1,000	850	700

LONG FORM JOURNALISM

Following one of the most innovative trends in online journalism, printlovers.net is embracing the long form, a narrative technique that involves articles written at greater length, with a greater quantity of content and enriched graphically. The **Approfondimenti** section of Printlovers gathers this content together, sorting it by topic. In the header image for that particular subject, the advertising company is highlighted as the company that is enabling the editorial team to offer that con-

tent, with a positive spin-off in terms of branding, expression of skill, and relationship and engagement with the reader. The content is relaunched by the newsletter and the social channels to guarantee the maximum possible exposure, to a profiled target. It's a perfect section for special native communication projects.

Cost: **€ 4,800** for 6 content sections in 6 months (content produced in association with the editorial team)

