

# MEDIAKIT 2021

# Converting

PACKAGING LABELING CARTOTECNICA

**CONVERTING** is an **eco-system of communication platforms** which discuss – in Italian and English – everything needed to produce and market flexible packaging, converting products, corrugated cardboard, and labels



**Converting** uses all the technologies and channels that can be used to ensure the players of the printing supply chain and the players of the packaging



## NETWORK



**PRINT4ALL**  
More than the sum of the parts.

## THE MAGAZINE



## THE NEWSLETTER



## THE WEBSITE



# A PRINT AND ONLINE TOOL FOR OVER 20.000 PROFESSIONALS

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**Convert<sup>ing</sup>** uses all the technologies and channels that can be used to ensure the players of the printing supply chain and the players of the packaging converting sector meet.

A print and online tool for **over 20.000 professionals**.

With its magazine, online platform and newsletter, **Convert<sup>ing</sup>** uses all the necessary channels to reach a wide-ranging audience with a horizontal, integrated approach.

With over 18 years of experience and its modern expertise in digital communication, **Convert<sup>ing</sup>** distributes content in all formats, from paper to digital, video, stories and conversations on social media.

## THE READERS (%)

31

printers and converters

19

companies in the paper industr

10

packaging producers

12

labels producers

8

producers of machinery,  
equipment and parts

7

producers of consumables  
and auxiliary products

9

% producers of fast-moving consumer goods

4

public administration, universities  
and research institutions

## THE ADVERTISERS

**Convert<sup>ing</sup>** is the voice of producers of technology, machinery, printing substrates, of printers and converters who want to tell our audiences about themselves.

## THE TOPICS

### REFINING RAW MATERIALS

Extrusion and co-extrusion systems, corrugators, surface treatments, corona treatments, flame treatments, lamination.

### PRINTING SUBSTRATES

Plastic, cellulosic, metallised, coupled materials, non-wovens, bioplastics.

### CONSUMABLES

Inks, lacquers, varnishes, adhesives.

### PRE-PRINTING

Print rollers and masters, engraving-developing systems, software.

### PRINTING

Machines (web and flexo offset, digital...), parts (pressure cylinders, blades, ink systems), auxiliary equipment (winders, unwinders, cutters).

### CONVERTING

Machines and accessories for the production of packaging, labels.

### ENHANCEMENT

Materials and systems (foil, holograms).

### CHECKS

Systems and parts for inspections and checks.

### ANTI-COUNTERFEITING, SAFETY, TRACEABILITY

Materials, technologies and systems.

### CIRCULAR ECONOMY

Recycling and disposal systems and technologies.

### LOGISTICS

Warehouses and movement systems for raw materials, reels, semifinished products.

### TISSUE

Tissue production, transformation and packaging.

### INDUSTRY 4.0

Skills, solutions and processes to become 4.0

# EDITORIAL PLAN 2021

ISSUE	DATE	FOCUS TOPIC	EXHIBITIONS
#1	Jan-Mar	The paper industry for food and pharma (sanitizing treatments, new green materials, tabs, all-in-line machinery and finishing, digitalisation)	PRINT4ALL CONFERENCE ICE-CCE
#2	Apr-May	Lamination and coating: state of the art machinery and materials, from adhesives to checks. New flexible and multi-material substrates	DRUPA
#3	June-Aug	Web offset: the new frontier of web offset for short runs, digitalised colour management, Italian web offset in the world	
#4	Sept-Oct	Labelling between design and technology: machines, substrates, enhancements	LABELXPO ROTO4ALL
#5	Nov-Dec	Flexo printing: how far does flexibility go. Hardware, software and services. The role of complementary equipment	

Each issue will include special pages on Flexo and Web offset printing, with interviews and features on applications and markets.

## PRICES

### CONVERTING MAGAZINE



<b>Full Page</b>	<b>Horizontal 1/2 page</b>	<b>Vertical 1/2 page</b>	<b>Horizontal 1/3 page</b>	<b>Vertical 1/3 page</b>	<b>Cover speciale con loghi (*)</b>
1.800 €	1.100 €	1.100 €	780 €	780 €	450 €
FULL BLEED 240x320 mm +5 mm bleed	FULL BLEED 240x160 +5 mm bleed	FULL BLEED 120x320 mm +5 mm bleed	NON-BLEED 210x95 mm	NON-BLEED 65x280 mm	40x40 mm
NON-BLEED 210x280 mm	NON-BLEED 210x145 mm	NON-BLEED 105x280 mm			

#### Special positions

Back cover  
2.700 €

Left and right inside covers, first page  
2.250 €

Position on the right  
+ 5%

Special position  
+ 10%

#### SPECIAL COVER WITH LOGOS

	€
DRUPA and LABELXPO issues	400

Outer and back covers for the copies distributed at the exhibition

#### EDITORIAL SERVICES (PRINT AND ONLINE)

	€
News story (max 1.000 characters + 1 photo)	330
Short feature (max 2.500 characters + 2 photos)	1.000
Feature (max 7.500 characters + 4 photos)	2.200

#### ONLINE PLATFORM 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

#### NEWSLETTER ADVERTISING

	€	ISSUES
Top banner (468x60 px)	450	1
Medium banner (468x60 px)	400	1
Bottom banner (468x60 px)	350	1
DEM	1.200	1

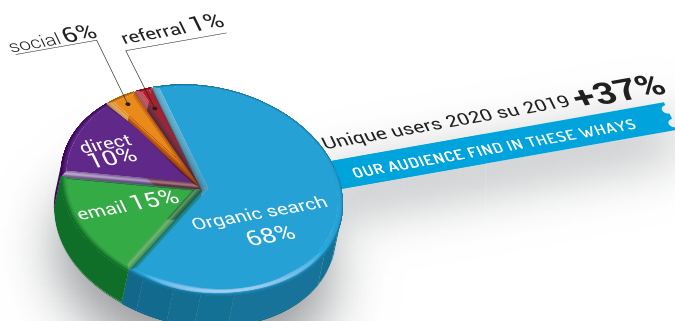
# THE INTEGRATED PLATFORM

## WEBSITE

Over **32.000** individual user | **71.360** views per page  
Average session length: **01:22** (Yearly data)

Always published in both Italian and English, **www.convertingmagazine.it** offers daily updates on the supply chain, with features and a series of video interviews with key players in the field, both clients and suppliers.

**THE WEBSITE IS OPTIMISED FOR SEO IN BOTH ITALIAN AND ENGLISH**



## NEWSLETTER

News from the market and the supply chain, technologies, sustainability, case histories and success stories are the topics that reach over **23.000 profiled readers** every two weeks in the Italian newsletter.

The English version is sent monthly to **7.300 users** abroad.

### OPEN RATE TOTALE

ITALIAN VERSION	<b>35%</b>
ENGLISH VERSION	<b>39%</b>



Some examples of the Converting newsletter, in the Italian and English versions.

## PHYGITAL

With Converting's **Augmented Reality** you can bring to life campaigns that increase engagement with end users, creating interactive, compelling and measurable print experiences. The app can manage images, videos, buttons, 3D models, text and HTML. You can choose one or all the options, depending on the content of the campaign. You can test the functionality before publication and you can update the augmented reality aspects even after publication and any time you want to.



## DEM

A tool to send your message, and your message only, to over 23.000 readers in Italy and 7.300 readers abroad, profiled with an effective automatic sending system which is monitored in order to guarantee that your communication reaches the most receptive audience.

Unique openings  
**19,1%**

Click  
**7,2%**

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

## EXHIBITIONS AND EVENTS

The magazine is distributed in national and international exhibitions, also thanks to agreements with **Acimga**.



## LINKEDIN

Converting has a **LinkedIn** profile which constantly shares information and news about the supply chain. A network which brings together the business community of printing and converting of flexible packaging, labels and paper products.



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