

PRINTlovers | the magazine

DESIGN, MATERIALS AND TECHNIQUES
FOR PRINTING APPLICATIONS

PRINTlovers is the only Italian magazine about printing applications, going into depth on the topic from the point of view of design, materials and techniques, bringing together the entire printing chain: from creativity to production, from positioning to the end of life of the printed product.

PRINTlovers comes out in **5 issues a year** with a print run of **5000 copies**. The main articles are translated into English, and the magazine is distributed in Italy and Europe, taking advantage of its media partnership with the main events in the sector: Luxepack Monaco, Packaging Première, Paris Packaging Week, Print4All, Viscom, Heimtextil, SIMEI, FESPA Global Print Expo, Label Expo, Pentawards, Brand Revolution LAB, ITMA.



THE 2023 ISSUES

N°	ISSUE	CONNECTED EVENT
#96	24 February	
#97	3 May	Packaging Première FESPA Global Print Expo Monaco ITMA
#98	30 June	Labelexpo
#99	25 September	Luxepack Montecarlo Viscom Brand Revolution LAB
#100	16 November	Paris Packaging Week

OUR AUDIENCE YOUR CLIENTS

Our readers are print and packaging buyers, marketing and communication managers, designers and architects, art directors and creatives, publishers. These are the decision-makers who drive the communication and brand identity campaigns in all sectors: from Fashion to Food & Beverage, from Design & Furniture to Cosmetics, from Luxury to Retailing.

OUR CONTENT, YOUR EXPERTISE

Since 2005 **PRINTlovers** has been talking about the best applications and experiences along four areas of interest.

Graphic Arts	Textile	Visual	Visual culture
Packaging <ul style="list-style-type: none"> • Paper converting • Flexible • Other substrates Labeling Publishing 1	Roll to roll (fashion, interior decoration) DTG (fashion, promotional) Soft Signage and Out Of Home 2	Communication Wide format OOH on various substrates 3	Typography and calligraphy Illustration Photography 4

It looks in depth at the central themes in these areas with **three keywords** always in mind:

Sustainability	Innovation	Digitalisation
In terms of environment, ethics and social responsibility 1	In technology, processes, design, materials and finished products 2	The role of printing in an increasingly digitalised and interconnected world 3

PRINTlovers OPPORTUNITIES

If you print, produce substrates or technology for printing and finishing, **PRINTlovers** is the preferred way of showing a highly professional audience all the potential, techniques and possible printing and converting processes, with a particular attention to sustainability and innovation.

ADV Advertising

A page in the magazine with your visual and copy to create awareness of your products

Short news item

A flexible space for your communication, placed at the top of the magazine in the section on the latest news from our world

600 characters + 1 photo

Advertorials

A one-page space for your communication (material provided by the client)

3000 characters + 2 photos

Case History

A two-page space for a story you want to tell (material provided by editorial staff)

6000 characters + 4 photos

Featured skills

You can tell us about your experience, projects and news by participating in our journalistic reports on the trends or in the focus pieces on technologies, materials and applications in a text box that highlights your skills within the article

1200 characters + 1 photo

Ownership of a column

You can create your two-page column and be in all the year's five issues. The topic is chosen together with the editorial team and the content is designed to give readers an opportunity to look at the topic in-depth. As an example, have a look at the current columns "Percorsi di labeling" and "Percorsi di packaging"

6000 characters + 4 photos

ADV



Full Page

art box
195x240 mm
bleed
235x280 mm

ADVERTORIALS



One-page article

max 3000 characters
+ 2/3 photos

FEATURED SKILLS



In-depth box

max 1200 characters
+ 1 photo

CASE HISTORY



Two-page article

max 6.000 characters + 4/6 photos

SPECIAL POSITIONS Back cover + 50% | other position +15%
Inside cover | Inside back cover | Front page | Page facing index +30%

CIRCULATION 5,000 copies in Italy | 500 overseas

BACK COVER

“I’d do it like this” – Each issue of PRINT has two covers. The first is produced by us. The second one, placed on the front page, is the cover you create with a matching graphic layout characterised by different printing, enhancement and finishing techniques on the most varied substrates. Everything is described in the “How PRINT is made” section and published on www.printlovers.net (+ production or material for each component of the production line)

INSERTS

The inserts offer added value for those who want to express their technical skills tangibly or wish to present a new printable substrate

Free insert - supplied by the customer
Simple insert (1 sheet, 2 sides) (+ supply of insert)

Insert in the PRINTlovers Box

Our collector’s box is designed to contain 5 issues of the magazine and leave space for putting in your inserts and giveaways. It is sent to all subscribers, to select VIP readers and distributed at the major industry events (Packaging Premiere, Luxepack, Viscom, Brand Revolution Lab)

Insert for mailing to subscribers and all events in the year
+ supply of insert)

Insert for one event
(+ supply of insert)



INTERNATIONAL VISIBILITY

The great beauty of Italian printing – For Luxepack Munich, we are promoting the excellence of the Italian printing industry abroad through a directory/booklet distributed inside the PRINTlovers Box, which collects the companies’ profiles with presentation, applications, reference markets and contacts, all in English
Company profile, 2 pages



(Esempio di scheda)

MEDIAKIT 2023

PRINT
lovers

PRINTlovers | the website

Printlovers.net projects the universe of **PRINTlovers** magazine onto the web, with all the advantages of expansion through newsletters and social channels, the possibility of structuring digital advertising campaigns and, above all, indexing in search engines.

Integrated communication between the print magazine and Printlovers.net allows you to be present on several different channels and communicate all your news and initiatives on time.

Printlovers.net:

- brings together the best of the articles published in print: interviews, trends, surveys, ideas, technology;
- publishes the latest news from the world of printed communication, company news, competitions and events;
- publishes completed projects and profiles of material with technical specifications and a photo gallery.

The contents are interrelated and indexed in search engines.

PRINTLOVERS.NET NUMBERS

October 2022 data

www.printlovers.net	Social	Italian Newsletter	International Newsletter EN
> 33,400 unique users/year <i>(+25% compared to 2021)</i>	FACEBOOK > 2,080 follower	12,600 subscribers	9,400 subscribers
> 33,200 session/year	INSTAGRAM > 1,370 follower	28% unique open rate	21% unique open rate
> 55,000 views page/year		45% total open rate	45% total open rate
Average time 2.00 (minutes/session)		11% unique clicks	7% unique clicks
		25% total clicks	34% total clicks

PRINTLOVERS.NET OPPORTUNITIES

BANNER

Alfonso alla rivista Seguici su

PRINT
Newsletter n° 61 | 10 settembre 2021

GIN, L'ALTERNATIVO



Il gin torna protagonista tra gli spiriti grazie all'irresistibile di distillatori e barman e all'energia creativa di packaging designer e art director: un successo locale e internazionale...

L'OTTIMA ANNATA DEL VINO ONLINE



Forti di caratteristiche eccezionali, le piattaforme di wine delivery stanno rafforzando la propria presenza in Italia e puntano su packaging sicuri, pratici, sostenibili e personalizzati...

BRAND REVOLUTION LAB 2021, APPUNTAMENTO AGLI EAST END STUDIOS DI MILANO



Il 22 ottobre il laboratorio della stampa innovativa apre le sue porte al pubblico. In mostra 20 progetti per altrettanti brand, con uno spazio Touch&Talk. Scopri chi ci sarà e come partecipare...

BANNER

PERGRAPHICA®



SPONSORED NEWS
item

Mooni presenta la carta CO2 neutral per progetti creativi e sostenibili...

NEWSLETTER IN ITALIAN AND ENGLISH

Every 3 weeks (in Italian) and once a month (in English), the top news items published on Printlovers.net and the most appreciated projects reach more than 12,000 registered and profiled readers, according to their specific interests.

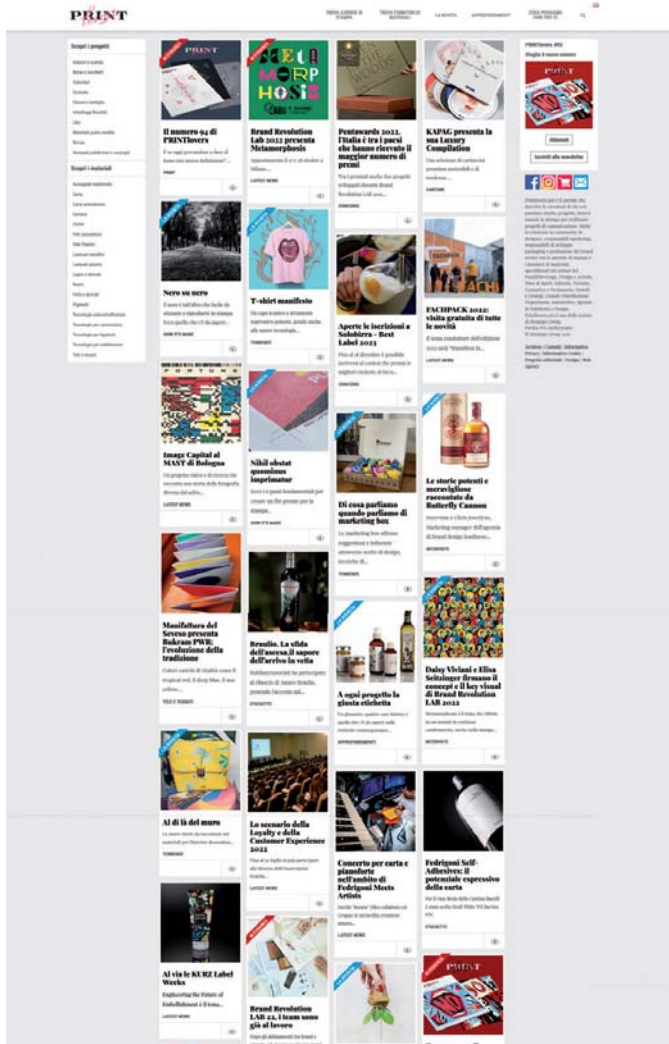
NEWSLETTER ISSUES	1	4	8	12
Banner 468x60 pixel				
Sponsored news item				

Listings are exclusive, not rotational. Values are in Euros

DEM

A **Direct Email Marketing** campaign requires a good database and a reliable distribution platform. Printlovers guarantees both: a readership of over 12,000 profiled users in media agencies and companies that invest in print and a highly sophisticated delivery system to ensure your communication reaches the most receptive audience.

DEM ISSUES	from 1 to 3	from 4 to 8	from 9 to 12	OVER



PRINTLOVERS CONNECTION

Printing and converting companies can ensure a constant presence on the portal through a company profile with:

- company presentation
- contact details
- types of products offered
- production systems used (printing and converting companies)
- services offered to the market
- photo gallery
- overview of completed projects

In addition, they can:

- publish up to 6 news items per year on the portal
- use the distribution of content on Printlovers' social media pages, depending on the audience to be reached
- publish content in newsletters sent out to a broad audience.
- have a personalised communication strategy, on request

Company profiles are indexed and appear in every search linked to the types of products created.

The presence on **Printlovers.net** also gives access to the print magazine **PRINTlovers** with a company profile in the annual **Printlovers Connection**.

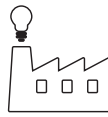
PRESENCE ON WWW.PRINTLOVERS.NET One year Six months Single news item Video post or Video in company profile (supplied by customer)

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OUR AUDIENCE, YOUR CLIENTS

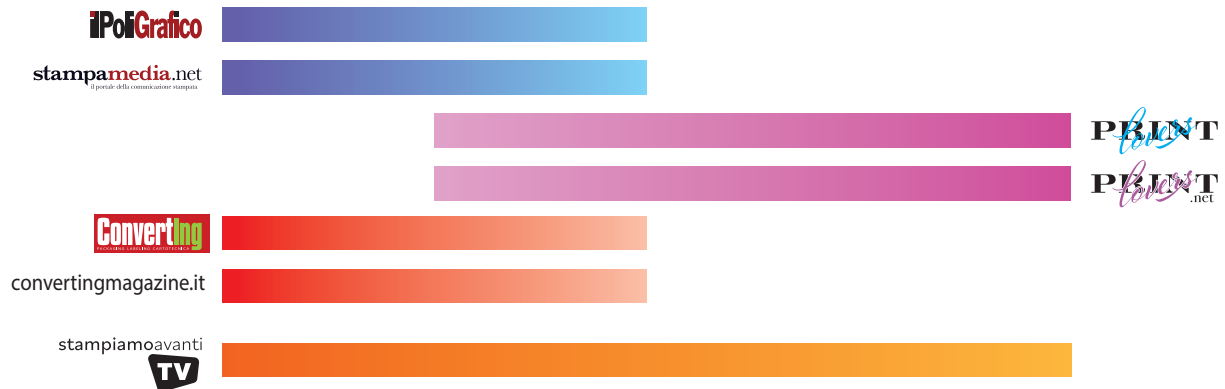


43,000
people



21,000
companies

Our CONTENTS



Our AUDIENCE is the value chain

Our EVENTS



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