

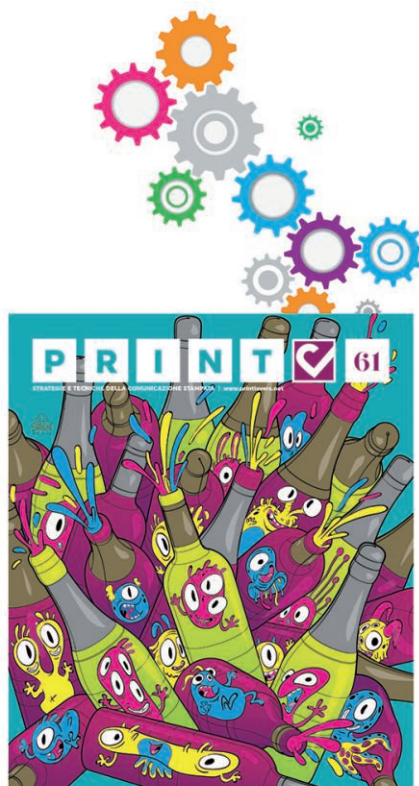


Applications, strategies and techniques
of printed communication

PRINT THE POWER AND EFFECTIVENESS OF PRINTED COMMUNICATION

PRINT, which has been valued by communicators and the entire printing supply chain for over ten years, now works within a wide network of services. It is rich in food for thought, ideas, examples of applications, technical information. As yet, it is the only magazine on the market able to create a direct connection from printers and manufacturers to brands and communicators.

PRINT documents and is a step ahead of technological and stylistic trends in the field of cartographic design and graphics and their applications to printed communication. It is the meeting point and the privileged means to present international and Made in Italy brands with all the potential, techniques, printing and converting processes on the market.



PRINT, THE **REFERENCE POINT** FOR THOSE IN CHARGE OF COMMUNICATION PROJECTS

THE READERS

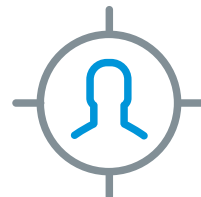
The magazine speaks to the entire community of communicators, from buyers of packaging and communication projects, to marketing and communication managers, art directors, graphic designers and publishers. These are the decision makers who move communication and brand identity campaign and packaging projects in leading companies.

ADVERTISERS

Printers, converters, enrichers, bookbinders, paper industries and mills, printing equipment manufacturers, agencies and companies reaching out to decision makers in the field of communication and to those who offer services and products to communication agencies.

THE MAIN TARGETED FIELDS:

- Fashion
- 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



PRINT EDITORIAL PLAN 2017

PRINT's editorial programme of 2017 is for 5 issues.

Each issue will include:

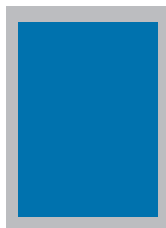
- *Interviews* with Brand Owners, Fashion Designers, Product Designers and Art Directors at creative agencies
- *Advice* and in-depth studies of printing techniques
- *Detailed analysis* of creative projects
- *Special features* on emerging or economically interesting fields
- *Inquiries* on market trends (Luxury, Food, Wine and Spirit)
- *Features* on different types of paper and packaging applications
- *News* and information from the sector, analysis of events and of news from all over the world

ISSUES, SPECIAL TOPICS AND EXHIBITIONS

#66	15 February	Catalogs and Books	
#67	1 April	Beverage	Vinitaly
#68	15 May	Packaging	Packaging Premiere
#69	15 September	Luxury	LuxePack
#70	15 November	Food Packaging	

RATES & FORMATS

ADVERTISING



Full page

2.700 €

art box
195x240 mm
bleed
235x280 mm

ADVERTORIALS



News

1.000 €

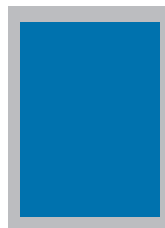
max 250 words
+ 1 photo



Article half page

1.800 €

max 350 words
+ 2 photos



Article 1 page

2.700 €

max 500 words +
2 o 3 photos

Advertorials appear in both the printed and the online version of the magazine. In the latter, it is possible to insert a link to the advertiser's website.

Prices refer to news and advertorial articles with material supplied by the client.

Native Solution

350 €

A specific content related to the topic discussed, placed within the text as a highlighted box with a title or a particular colour scheme.

SPECIAL POSITION Back cover + 50% | Front and inside cover, inside back cover, first right hand page, page facing index +25%

PRINT'S INSERTS AND THE LUXEPACK SPECIAL EDITION

Every PRINT issue brings to the attention of readers printing examples of different techniques, enrichment and finishing on an extremely wide range of media, often experimenting with unusual combinations. The cover is the first example of PRINT's experimental nature.

The inserts supplied by clients and featured in PRINT have an added value for those who want to tangibly express their technical abilities, but also for those who want to present a new printing media.

The issue dedicated to the international event Luxe Pack is distributed to visitors of the pavilions of Monte Carlo. It is presented as a case which contains the inserts.

Simple insert (1 sheet, 2 sides) 2.700 €

(for inserts with more sides or other particular projects please request a personalised quote)

SECTION SPONSOR

Every Print issue includes a feature on Wine & Beverage Packaging.

The feature can include up to 4 advertisers, not in competition with each other, who work in the field with exclusive trade exposure, who support

the section throughout the 5 issues published during the entire year. It is a chance to regularly associate your brand with a dedicated theme.

5 ADV PAGES, ONE IN EACH ISSUES

9.500 €

TECHNICAL DATA

Magazine size – 235x280 mm

Print – offset, four colour printing. On demand hexachrome, varnishing and other enrichment

ADV file – PDF in high resolution (min 300 dpi), CMYK (no RGB – no ICC profiles)

Image bleed – 5 mm for each side

Paper – matte gr. 115/mq

Cover – each issue printed with a different process

Distribution – 5.000 copies

PRINT A MIX OF MEDIA FOR YOUR COMMUNICATION



MAGAZINE

Advertising

Inserts

Advertorials

Personalised mailing

Targeted distribution
at exhibition and events



ONLINE

PRINTLOVERS.net portal

Newsletter

DEM

Facebook



MARKETING ACTIVITIES

Use of database

Events organisation

Video shooting

PRINT and Stratego Group's network

Synergies that give added value to your communication

PUBLISHING



ilPoliGrafico

WIDE

DIGITAL DOCUMENT
online



stampamedia.net

EVENTS

DIGITAL PRINTING FORUM



OSCAR della STAMPA



Data Driven Marketing DAY

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