

convertermag.com

converter

magazine

PAPER & BOARD • FLEXIBLE PACKAGING • FOIL • NONWOVENS • CARTONS • LABELS • FLEXO



Images courtesy of Delta ModTech

2021 MEDIA PACK

With breaking news, technologies and case studies

www.convertermag.com is your key to a successful marketing campaign.

EDITORIAL POLICY

Converter is the essential go-to guide for the UK and international converting, printing and packaging industries.

The Converter magazine and website are packed with targeted features, news, interviews, technical articles, company profiles and reviews of major industry events, reflecting the diversity and innovation of the market.

It presents the most up-to-date technological developments, getting the inside story and the latest opinions from the biggest personalities and companies making the news.

Landing in the
summer of 2021:
Converter
Directory 2021-22

EDITORIAL SCHEDULE

DEC 2020 / JAN 2021

- Film & Foil
- Finishing Equipment
- Labelling Solutions
- Slitting & Rewinding
- Sustainable Converting

FEBRUARY 2021

- Carton, Board & Paper
- Drying, Curing & UV
- Machine Vision & Web Inspection
- Reel & Roll Handling
- Flexo Technology

MARCH 2021

- Adhesive Applications
- Coating & Laminating
- Flexible Packaging
- Slitting & Rewinding
- Static Control & Web Cleaning

APRIL 2021

- Cutting Systems
- Digital Printing
- Film & Foil
- Labelling Solutions
- Software & Controls
- Web Tension & Guiding

MAY 2021

- Coating & Laminating
- Drying, Curing & UV
- Flexible Packaging
- Ink & Ink Dispensers
- Machine Vision & Web Inspection

JUNE 2021

- Carton, Board & Paper
- Finishing Equipment
- Flexo Technology
- Luxury Packaging
- Reel & Roll Handling
- Slitting & Rewinding

JULY/AUGUST 2021

- Adhesive Applications
- Coating & Laminating
- Drying, Curing & UV
- Labelling Solutions
- Static Control & Web Cleaning

SEPTEMBER 2021

- Film & Foil
- Flexible Packaging
- Machine Vision & Web Inspection
- Slitting & Rewinding
- Web Tension & Guiding

OCTOBER 2021

- Drying, Curing & UV
- Ink & Ink Dispensers
- Reel & Roll Handling
- Shrink Sleeve Solutions
- Sustainable Converting
- Labelling Solutions

NOVEMBER 2021

- Coating & Laminating
- Cutting Systems
- Digital Printing
- Luxury Packaging
- Software & Controls
- Static Control & Web Cleaning

CIRCULATION

Total circulation (UK and International)

Print = 3,807 Digital = 9000+ (Subject to monthly change)

- UK 43%
- Europe 40% (excl UK)
- Rest of World 17%

Establishment type

- Consulting/Consulting engineers
- Distribution
- Manufacturer
- Press/marketing/PR

Job function

- Buyer/purchaser/specifier
- Director
- Management
- Corporate management
- General management
- Sales & marketing

PRINT ADVERTISING

DISPLAY

| | |
|---------------------|---|
| Front cover package | £2160 - Front cover image, repeater on Contents page, double page spread (full page advert and full page cover story) |
| Inside front cover | £1800 or £1600 each for 2 or more issues |
| Back cover | £1800 or £1600 each for 2 or more issues |
| Double page spread | £3100 or £2800 each for 2 or more issues |
| Full page | £1700 or £1550 each for 2 or more issues |
| Junior page | £1350 or £1200 each for 2 or more issues |
| ½ page | £1200 or £1050 each for 2 or more issues |
| ¼ page | £900 or £750 each for 2 or more issues |

CLASSIFIED

| | |
|---------------------|------------------------|
| Marketplace section | Start at £250 per year |
| Inserts | Price on application |

CONVERTER DIRECTORY

Each year Converter publishes an easy-to-use reference guide listing suppliers and manufacturers of converting machinery, equipment and materials. The Converter Directory is sent free-of-charge to over 3,800 readers of Converter, offering advertisers a 12-month presence to promote themselves within the industry. It is a must-have tool for everyone in the market.

For over 50 years, Converter has been a leading platform to market equipment and services to the decision makers within key target markets.

Packages start at £150

Advertisers need look no further than **Converter's** diverse range of marketing opportunities to promote their products and services to the international converting industry.

ONLINE ADVERTISING RATES & DATA - www.convertermag.com

CAROUSEL BANNER - 1000 (w) x 120 (h) pixels

The most prominent advertising space available, positioned clearly on every web page of the website.
1 months - £500

BANNER - 468 (w) x 60 (h) pixels

A prominent advertising space available, positioned clearly within the header section of each web page. It will feature on every page of the website.
1 month - £400

BUTTON - 120 (w) x 90 (h) pixels

Your button ad will be positioned prominently on the right-hand side of each webpage.
1 month - £200 or 3 months - £500

SPOT ADVERT - 160 (w) x 120 (h) pixels

Your button ad will be positioned prominently on the right-hand side of each webpage.
1 month - £250 or 3 months - £650

SKYSCRAPER - 120 (w) x 600 (h) pixels

Your skyscraper ad will be positioned running down the right-hand side of each webpage.
1 month - £250 or 3 months - £650

SUPPLIER DATABASE ENHANCED ENTRY

List your company details here. You can include:
Up to five category headings to be listed under,
800 words Company profile
Company logo, Hyperlinked contact details, 3 images & 1 video
12 months £500

E-NEWSLETTERS

E-Newsletters are an effective way of communicating with readers and introducing them to new technology and the latest developments within the industry.

Advertising opportunities include a chance to showcase products and services in an editorial format by displaying a headline link to the story's full details. Banner sponsorship opportunities are also available on a first come, first served basis. These slots need to be booked well in advance to secure inclusion.

£120 per release

ADVERTORIALS

We can run press releases for you on our homepage, under sector-specific categories.
Please contact for quote.

BESPOKE E-BLASTS

We can create, design and send customised e-blasts on behalf of advertisers. These emails are forwarded to a tailored readership chosen from Converter readers or the full Converter email list.
Price on application

MPU 300 x 250 pixels

We can run a mid-page unit content for you on our homepage.
£250 per month (static) £300 (video)

SITE TAKEOVER 300 x 840 pixels

£800 per month



MECHANICAL DATA

All artwork must be supplied in digital file format

File format: PDF / TIFF / JPEG / Illustrator / Quark

Print quality: Minimum 300 dpi (or pixels per inch)

Files must contain all images in HIGH RESOLUTION,

4-colour CMYK format - with all fonts embedded.

To send artwork or for more information please contact cnoe@datateam.co.uk

PUBLICATION DATE

First week of the cover month

COPY DATE

6 weeks prior to publication date

ADVERTISEMENT SIZES

| Size | Inset Advert | Trim | Trim with Bleed |
|-------------------------|--------------|-------------|-----------------|
| Full page | 191 x 272mm | 210 x 297mm | 216 x 303mm |
| Half horizontal | 191 x 130mm | 210 x 140mm | 216 x 146mm |
| Half vertical | 86 x 272mm | 96 x 297mm | 102 x 303mm |
| Junior page | 140 x 185mm | - | - |
| Quarter page | 88 x 130mm | - | - |
| Quarter page horizontal | 191 x 65mm | - | - |
| Quarter page vertical | 44 x 272mm | - | - |
| Third horizontal | 191 x 77mm | - | - |
| Third vertical | 58 x 272mm | - | - |
| DPS | 393 x 272mm | 420 x 297mm | 430 x 303mm |

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