

convertermag.com

# converter

## magazine

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



*Images courtesy of Delta ModTech*

# 2020 MEDIA PACK

With breaking news, technologies and case studies

[www.convertermag.com](http://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 2020:  
**Converter**  
Directory 2020-21

## EDITORIAL SCHEDULE

### DEC 2019 / JAN 2020

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

### FEBRUARY 2020

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

### MARCH 2020

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

### APRIL 2020

- Cutting Systems
- Digital Printing
- Film & Foil
- Labelling Solutions
- Software & Controls
- Web Tension & Guiding
- **Event Preview: The Battery Show**

### MAY 2020

- Coating & Laminating
- Drying, Curing & UV
- Flexible Packaging
- Ink & Ink Dispensers
- Machine Vision & Web Inspection
- **Event Preview: Drupa**

### JUNE 2020

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

### JULY/AUGUST 2020

- Adhesive Applications
- Coating & Laminating
- Drying, Curing & UV
- Labelling Solutions
- Static Control & Web Cleaning
- **Event Preview: LabelExpo**

### SEPTEMBER 2020

- Film & Foil
- Flexible Packaging
- Machine Vision & Web Inspection
- Slitting & Rewinding
- Web Tension & Guiding
- **Event Preview: PPMA**

### OCTOBER 2020

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

### NOVEMBER 2020

- 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](http://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.

£100 per insertion

### 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](mailto: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

## CONTACTS

### Editor:

Niamh Marriott

T: +44 (0) 1622 699194

E: [nmarriott@datateam.co.uk](mailto:nmarriott@datateam.co.uk)

### Advertisement Manager:

Scott Russell

T: +44 (0) 1622 699117

E: [srussell@datateam.co.uk](mailto:srussell@datateam.co.uk)

### Business Director:

Louise Pudney

T: +44 (0) 1622 699104

E: [lpudney@datateam.co.uk](mailto:lpudney@datateam.co.uk)