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.

**EDITORIAL SCHEDULE**

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<tr>
<th>DEC 2019 / JAN 2020</th>
<th>JUNE 2020</th>
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<tr>
<td>• Film &amp; Foil</td>
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<td>• Slitting &amp; Rewinding</td>
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<td>• Sustainable Converting</td>
<td>• Reel &amp; Roll Handling</td>
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<th>MARCH 2020</th>
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<td>• Static Control &amp; Web Cleaning</td>
<td>• Event Preview: LabelExpo</td>
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<td>• Film &amp; Foil</td>
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*The features throughout the year are subject to change*
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
- Corporate management
- Director
- General management
- 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 - £200 or 3 months - £500

BUTTON - 120 (w) x 90 (h) pixels
Your button ad will be positioned prominently on the right-hand side of each webpage.
1 month - £250 or 3 months - £650

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

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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