

MEDIAKIT 2022

Converting

PACKAGING LABELING CARTOTECNICA

Converting is an eco-system of communication platforms which discuss – in Italian and English – everything needed to produce and market flexible packaging, converting products, corrugated cardboard, and labels.

CONVERTING uses all the technologies and channels that can be used to ensure the players of the printing supply chain and the players of the packaging.



THE COMMUNICATION CHANNELS WITH THE ENTIRE **PACKAGE PRINTING** COMMUNITY

With its magazine, online platform and newsletter, Convertitng uses all the necessary channels to reach a wide-ranging audience with a horizontal, integrated approach.

With over 20 years of experience and its modern expertise in digital communication, **Convertitng** distributes content in all formats, from paper to digital, video, stories and conversations on social media.

THE WEBSITE, MAGAZINE, NEWSLETTER AND SOCIAL MEDIA ARE PUBLISHED ENTIRELY IN ITALIAN AND IN ENGLISH

THE MAGAZINE



THE NEWSLETTER



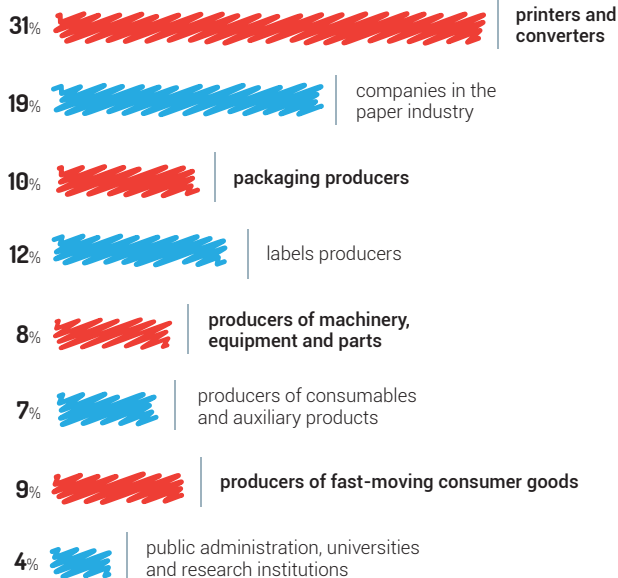
THE WEBSITE



LINKEDIN



THE READERS



THE ADVERTISERS

Converting is the voice of producers of technology, machinery, printing substrates, of printers and converters who want to tell our audiences about themselves.

THE TOPICS

REFINING RAW MATERIALS

Extrusion and co-extrusion systems, corrugators, surface treatments, corona treatments, flame treatments, lamination.

PRINTING SUBSTRATES

Plastic, cellulosic, metallised, coupled materials, non-wovens, bioplastics.

CONSUMABLES

Inks, lacquers, varnishes, adhesives.

PRE-PRINTING

Print rollers and masters, engraving-developing systems, software.

PRINTING

Machines (web and flexo offset, digital...), parts (pressure cylinders, blades, ink systems), auxiliary equipment (winders, unwinders, cutters).

CONVERTING

Machines and accessories for the production of packaging, labels.

ENHANCEMENT

Materials and systems (foil, holograms).

CHECKS

Systems and parts for inspections and checks.

ANTI-COUNTERFEITING, SAFETY, TRACEABILITY

Materials, technologies and systems.

CIRCULAR ECONOMY

Recycling and disposal systems and technologies.

LOGISTICS

Warehouses and movement systems for raw materials, reels, semifinished products.

TISSUE

Tissue production, transformation and packaging.

INDUSTRY 4.0

Skills, solutions and processes to become 4.0

EDITORIAL PLAN 2022

ISSUE	Data	Focus topic	Exhibitions
#1	Jan-Mar	FOCUS ON ROTOGRAVURE Under the lens: Industrial Packaging	ICE – CCE Europe (Munich, 15-17 March)
#2	Apr-May	FOCUS ON LABEL PRINTING & SUBSTRATES Under the lens: Wine & Spirits	PRINT4ALL More than the sum of the parts. PRINT4ALL (Milan, 3-6 May)
			LABELEXPO EUROPE 2022 Labelexpo Europe (Brussels, 26-29 April)
#3	Jun-Aug	FOCUS ON HYBRID PRINTING Under the lens: Cosmopharma & Healthcare	
#4	Sep-Oct	FOCUS ON PACKAGE PRINTING & SUBSTRATES Under the lens: Food Packaging	K (Düsseldorf, 19-26 October)
#5	Nov-Dec	FOCUS ON FLEXO Under the lens: Private labels	

The 2022 hashtag (these are the topics on which the editorial staff expects special attention during 2022 and which will be the subject of case histories and in-depth analyzes throughout the year).

#case #folding_carton #smart_label #AR # traceability #logistics #sustainable_packaging #e-commerce #short_run #tissue #rotogravure #flexible_packaging #packaging #substrates #laminates #coating

PRICES

CONVERTING MAGAZINE



Full Page
1,800 €

FULL BLEED
240x320 mm
+5 mm bleed
NON-BLEED
210x280 mm



Horizontal 1/2 page

1,100 €
FULL BLEED
240x160
+5 mm bleed
NON-BLEED
210x145 mm



Vertical 1/3 page

1,100 €
FULL-BLEED
120x320 mm
+5 mm bleed
NON-BLEED
105x280 mm



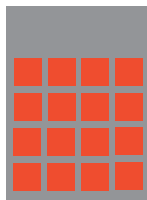
Horizontal 1/3 page

780 €
NON-BLEED
210x95 mm



Vertical 1/3 Page

780 €
NON-BLEED
65x280 mm



Special Cover with logos

450 €
40x40 mm

Special positions

Back cover
2,700 €

Left and right inside covers,
first page
2,250 €

Position on the right + 5%

Special position + 10%

SPECIAL COVER WITH LOGOS

€

ICE-CCE, Print4All, Labelexpo, K issues

450

Outer and back covers for the copies distributed at the exhibition

ONLINE PLATFORM ADVERTISING

€

WEEKS

Top banner header side (728x90 px)

550

4

Horizontal banner (700x86 px)

500

4

Square banner (300x250 px)

400

4

Half Square banner (300x125 px)

300

4

Video (300x250 px)

550

4

NEWSLETTER ADVERTISING

€

ISSUES

Top banner (468x60 px)

450

1

Medium banner (468x60 px)

400

1

Bottom banner (468x60 px)

350

1

DEM

750

1

EDITORIAL SERVICES (PRINT AND ONLINE)

€

News story (max 1,000 characters + 1 photo)

330

Short feature (max 2,500 characters + 2 photos)

1,000

Feature (max 7,500 characters + 4 photos)

2,200

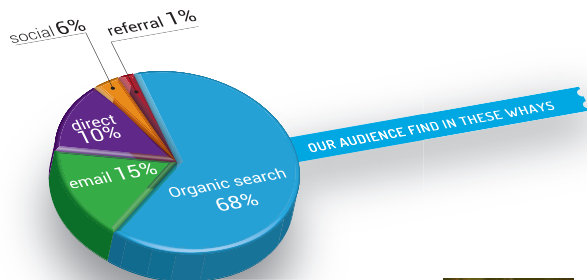
THE INTEGRATED PLATFORM

WEB SITE

Over **34,000** individual user | **74,150** views per page
 Average session length: **01:22** (Yearly data)

Always published in both Italian and English, **www.convertimgazine.it** offers daily updates on the supply chain, with features and a series of video interviews with key players in the field, both clients and suppliers.

THE WEBSITE IS OPTIMISED FOR SEO IN BOTH ITALIAN AND ENGLISH



EXHIBITION & EVENTS

The magazine is distributed at the most important national exhibitions.



NEWSLETTER

News from the market and the supply chain, technologies, sustainability, case histories and success stories are the topics that reach **over 24,000 profiled** readers every two weeks in the Italian newsletter.

The English version is sent monthly to **7,700 users abroad**.

TOTAL OPEN RATE

ITALIAN VERSION 35% | **ENGLISH VERSION 39%**

LINKEDIN

Convertimg has a LinkedIn profile which constantly shares information and news about the supply chain. A network which brings together the business community of printing and converting of flexible packaging, labels and paper products.

DEM

A tool to send your message, and your message only, to over **24,000** readers in Italy and **7,700** readers abroad, profiled with an effective automatic sending system which is monitored in order to guarantee that your communication reaches the most receptive audience.

OFFLINE-TO-ONLINE

The magazine offers its readers both a paper-based reading experience and a multi-media experience, accessible on paper with all the possible applications available today thanks to the technology (AR, QR-CODE, RFID, ecc).

NETWORK



PUBLISHER

Converting
converting srl@convertingmagazine.it

EDITORIAL TEAM

Stratego Group
redazione@convertingmagazine.it
Tel. +39 02 49 53 4500

ADVERTISING

Stratego Group
sales@convertingmagazine.it
Tel. +39 02 49 53 4500