

INDUSTRY 4.0

INNOVATION

MEDIAKIT  
**2023**

AUTOMATION



SUSTAINABILITY



INTERNATIONALIZATION

**Converting**

PACKAGING LABELING CARTOTECNICA



THE MAGAZINE

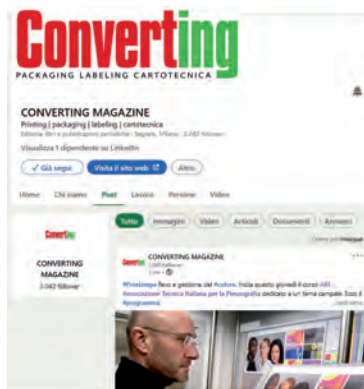
THE WEBSITE



THE NEWSLETTER



LINKEDIN



**CONVERTING** è 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.

With the magazine, online portal, newsletter and LinkedIn page, Converting offers all the channels necessary to reach a diverse audience with a horizontal and integrated approach. With its tradition of almost 20 years and its modern expertise in digital communication, Converting distributes content in all formats, from paper to digital, videos, stories and social media conversations.

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

# TOPICS FOR THE 5 ISSUES

In its 5 issues, the publication will touch on topics of different natures. From technological aspects to applications, from market aspects to analyses on the evolution of materials, and from sustainability to automation processes. Always with an eye on innovation.

## The main topics:

### PRINTING TECHNOLOGIES

Rotogravure, Flexography, Digital and Hybrid

### PROCESSES

Pre-printing, Post-printing  
Automation and maintenance  
*(focusing on AI and predictive maintenance)*

### MATERIALS

Plastic films, Glues, Paper, Inks, Laminates  
*(in relation to printability and laminability)*

## COMPONENTS and AUXILIARY EQUIPMENT

### SUSTAINABILITY

Recurring theme on Machines and Materials  
*(a constantly updated study on standards and innovations)*

### MARKETS

National observatories and international country datasheets  
*(in collaboration with Acimga, Centro Studi Printing Stratego Group and StudiaBO)*

### COMPANY LIFE

A series of articles by experts on:  
Employment law in the smart working and digital age  
Civil law and rules between GDPR, cybersecurity and international contracts  
Directives impacting production (machinery, packaging, etc.)

## READERS

**Converting's** readers are printers and converters, key figures in converting companies, packaging manufacturers, label producers, consumer goods manufacturers and representatives of the public administration, universities and research institutes.

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# Converting | the magazine

Distributed by mail in 5,000 copies per issue to a national and international mailing list, it is published in Italian and English. It is also distributed during the most important sector events in Italy and abroad.

The magazine offers its readers both a paper reading experience and one that is developed with multimedia content, accessible from paper with all the possible applications available today thanks to technology (AR, QR-CODE, RFID, etc.).

N°	DATE IN COVER	FOCUS ON	CONNECTED EVENTS
#1	Jan-Mar 2023	ROTOGRAVUR	ICE-CCE, ROTO4ALL
#2	Apr-Jun 2023	CORRUGATED	Sinocorrugated Print4All Conference
#3	Jul-Sept 2023	LABEL PRINTING AND SUBSTRATES	Labelexpo Europe
#4	Oct-Nov 2023	FLEXO	Flexo Day Printing United
#5	Dec 2023	HYBRID PRINTING	

**The 2023 KEYWORD are:**

#cases #corrugated #smart\_label #AR #traceability #logistics #sustainable\_packaging #e-commerce #short\_run  
#tissue #rotogravure #flexible\_packaging #packaging\_barrier #substrates #laminated #coating

# Converting | websites

Bilingual, as with the other media, [www.convertingmagazine.it](http://www.convertingmagazine.it) offers daily updates on the supply chain with features and video interviews with key players in the field, both clients and suppliers.

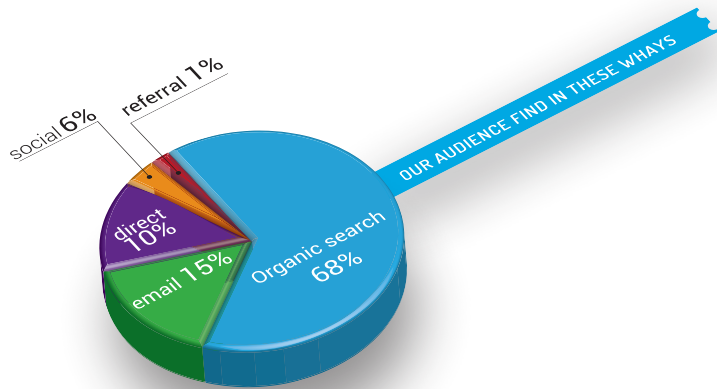
Over **34.000** individual users

**74.150** views per page

Average session length: **01:22**

(Yearly data)

**THE WEBSITE IS OPTIMISED FOR SEO  
IN BOTH ITALIAN AND ENGLISH**



## 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%**

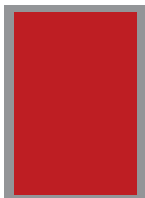
## LINKEDIN

Converting 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 monitored to guarantee that your communication reaches the most receptive audience.

# Advertising



**Full Page**

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



**Horizontal  
1/2 page**

FULL BLEED  
240x160  
+5 mm bleed  
NON-BLEED  
210x145 mm



**Vertical  
1/2 page**

FULL-BLEED  
120x320 mm  
+5 mm bleed  
NON-BLEED  
105x280 mm



**Horizontal  
1/3 page**

NON-BLEED  
210x95 mm



**Vertical  
1/3 Page**

NON-BLEED  
65x280 mm



**Special Cover  
with logos**

40x40 mm

## POSIZIONI SPECIALI

Back cover

Left and right inside covers,  
first page

Position on the right



## SPECIAL COVER WITH LOGOS

ICE-CCE, Print4All Conference, Labelexpo

## ONLINE PLATFORM ADVERTISING

**Horizontal banner 1** (700x86 px)

**Horizontal banner 2** (700x86 px)

**Square banner** (300x250 px)

**Half Square banner** (300x125 px)

**Video** (300x250 px)

## NEWSLETTER ADVERTISING

**Top banner** (468x60 px)

**Medium banner** (468x60 px)

**Bottom banner** (468x60 px)

**DEM**

## EDITORIAL SERVICE (PRINT AND ONLINE)

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

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

**Feature** (max 7,500 characters + 4 photos)

**Do you want an opportunity  
of great visibility?  
Be a Power Sponsor!**

# The Converting Network



## PRINT4ALL

More than the sum of the parts.

MEDIAKIT 2023



## MEDIAKIT 2023

### PUBLISHER

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