

FLEXO



2023 MEDIA KIT

PACKAGE PRINTING & CONVERTING'S
PERIODICAL OF CHOICE

EDITORIAL CALENDAR

ISSUE DATES	EDITORIAL CONTENT
January Ad Close: Dec. 5 Material: Dec. 8	Definitive Directions <ul style="list-style-type: none"> • State of the Industry + 2023 Business Drivers • Value Stream Mapping: A True Efficiency Tool • FTA FORUM & INFOFLEX 2023 Pre-Show Planner
February Ad Close: Jan. 4 Material: Jan. 6	Inks, Coatings & Substrates <ul style="list-style-type: none"> • Sustainable, Synthetic & Innovative Materials • The Science Behind Delam/Relam • Ink Formulating & Color Theory • Waste Management—Inks & Substrates <i>Plus: FTA FORUM & INFOFLEX 2023 Pre-Show Planner Part II</i>
March Ad Close: Feb. 1 Material: Feb. 3	OFFICIAL INFOFLEX 2023 Exhibit Guide <ul style="list-style-type: none"> • Floorplan & Navigational Map • Alphabetical Directory of Exhibitors • Plus: Carton Converting & Inline Finishing—Flexo's Fastest Growing Application in North America <i>On-Site Distribution: FTA FORUM & INFOFLEX 2023 in Columbus, OH</i>
April Ad Close: March 1 Material: March 3	FTA FORUM & INFOFLEX 2023 Edition <ul style="list-style-type: none"> • FTA Excellence in Flexography Awards Recap • FTA Hall of Fame Inductee • FTA Sustainability Excellence Award Recipients • Standards & Standards Bearers <i>On-Site Distribution: FTA FORUM & INFOFLEX 2023 in Columbus, OH</i>
May Ad Close: April 3 Material: April 5	Technical Innovation <ul style="list-style-type: none"> • 2023 FTA Technical Innovation Award Recipients Tell Their Stories • FTA FORUM & INFOFLEX 2023 Recap • Plant Management & Automation: Lessening Dependency on Labor • Innovations in Sustainability
June Ad Close: May 1 Material: May 3	14th Annual Anilox Roll & Doctor Blade Selection Guide <ul style="list-style-type: none"> • Plus: Warehouse Management & Materials Handling, Preventing Freight Damage

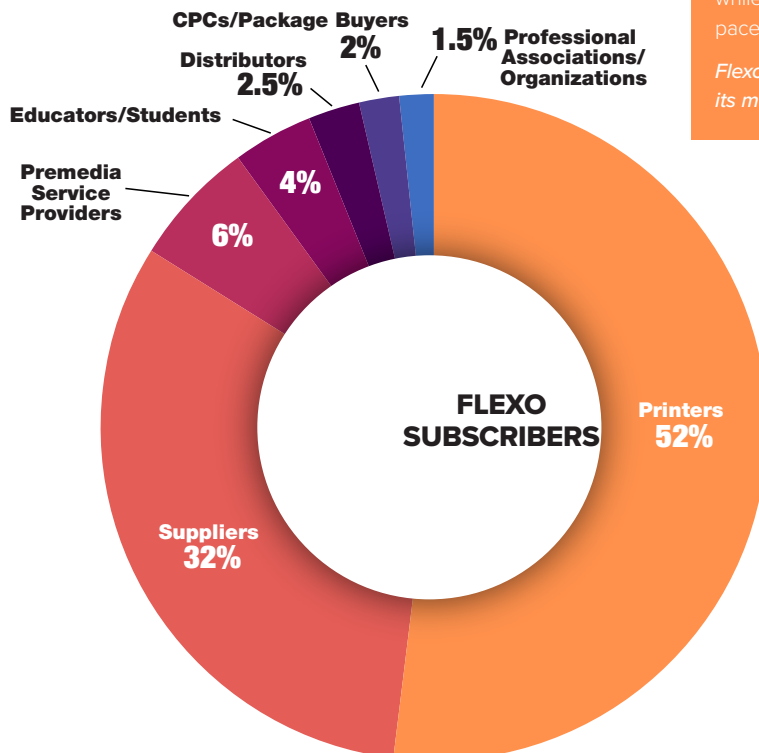
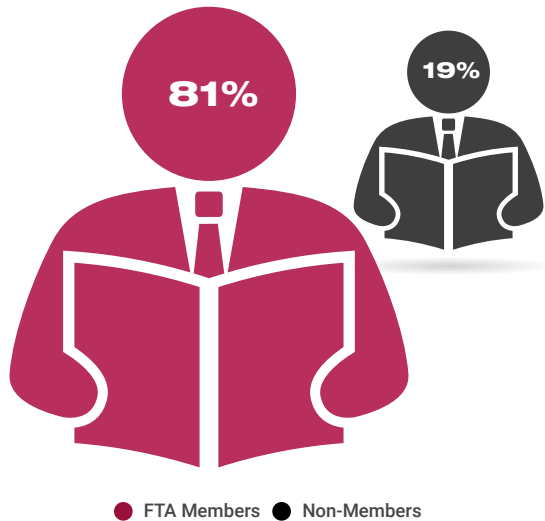
EDITORIAL CALENDAR

ISSUE DATES	EDITORIAL CONTENT
July Ad Close: June 1 Material: June 5	Plate/Sleeve/Processor Selection Guide <ul style="list-style-type: none"> • Demounting Techniques, Storage Options, Cutting Tools, Automated Mounting Systems, Plate Cleaners & Washout Systems • Screening Tools: Enhance the Impact of Graphics <i>Plus: FTA Member Premedia Services Provider Directory & Locator</i>
August Ad Close: July 6 Material: July 10	15th Annual Press Buyer's Guide <ul style="list-style-type: none"> • Next Generation Press Operators: What's Needed & How to Train Them • Corrugated Converting <i>Plus: FTA at Corr Expo (Aug. 28-30, Cleveland); Early Look: Labelexpo Europe; FTA Fall Conference Planner</i>
September Ad Close: Aug. 3 Material: Aug. 7	Inline Finishing <ul style="list-style-type: none"> • Digital Embellishments—Label, Folding Carton, Small Flexibles • Hybridization's Firm Hold—Flexo + Digital, Flexo + Rotary Screen, Flexo + Offset, Flexo + Gravure • OFFICIAL INFOFLEX at Fall Conference Exhibit Guide <i>Plus: FTA Members at Labelexpo Europe 2023 in Brussels, Belgium</i>
October Ad Close: Sept. 2 Material: Sept. 8	FTA Fall Conference 2023 Edition <ul style="list-style-type: none"> • Select Presentations Take on FLEXO's Signature Technical Article Format <i>On-Site Distribution: FTA Fall Conference 2023 in Louisville, KY</i>
November Ad Close: Oct. 2 Material: Oct. 6	Software & Solutions: Keys to Automation in the Plant <ul style="list-style-type: none"> • A Winning Workflow • Front-End Systems: Customer Service Goes Paperless • Controlling Color • Understanding L*a*b* Values: What Printers Need to Know
December Ad Close: Nov. 2 Material: Nov. 6	SourceBook 2024 <ul style="list-style-type: none"> • International Directory of Flexographic Packaging, Printing & Converting Products & Services • Demographic Profile of FTA—Who We Are; What We Do; Where to Find Us; How We Fit Into the Association <i>Plus: Early Look at 2024 Technologies to Count On—A Special Advertising Supplement</i> <i>On-Site Distribution: 2024 FTA & Industry Events</i>

FLEXO: “THE VOICE OF FTA & ITS MEMBERS”

FLEXO Subscriber Portrait

Subscriber Base = 10,253



Data Current as of Oct. 1, 2022

Continuous Dialogue, Consistent Message & Technical Tone

Revenues, results, production volumes and capacity—four points drive every printer’s strategic plan. Optimization of production is the paramount concern. Flexographic printing and converting plants rank maximizing efficiencies as the No. 1 agenda item. Other critical moves, include: manpower management, adoption of best practices and process controls and maintaining overall equipment effectiveness. Reducing waste and enhancing productivity are two strategies that reign supreme.

FLEXO Magazine addresses package printing plants’ challenges, plus their impact on strategic business plans, capital expenditure budgets, competitive positioning tactics and efficiency-enhancing pursuits. Situational analyses is often provided by printers themselves. Their common credo: “Spend wisely!” “Utilize all resources ever-more efficiently.” “Stay relevant.” “Be responsible.” “Improve quality.” “Broaden capabilities.”

Going into 2023, new innovations and equipment are allowing for much better process control. Sustainability is driving change. Personnel, followed by pricing, remain printers’ toughest challenges. Flexographers resolve to “continuously improve” “get better, more consistent, less wasteful,” “work harder and smarter,” “establish higher standards;” plus, “automate, streamline and simplify—operations, procedures and practices.”

FLEXO—the voice of FTA and its members—documents flexography’s transition from art to science and its adaptation to a multi-format world. Like its readers, the magazine’s perennial focus is on process control by printing to the numbers.

In charting the path to becoming a better printer, the periodical delivers instructional, informative, technical narrative, intended to strike up conversation while serving as a guide to process improvement. FLEXO covers a vibrant, fast paced, dynamic industry.

Flexography remains packaging’s print process of choice; FLEXO stands as its magazine of record.

MARKET METRICS

	2022	2027
PRINTED PACKAGING	\$473.7 billion	\$551.3 billion
PRINT VOLUME	13 trillion A4 units	15.4 trillion A4 units
CAGR	3.1%	2.4%
FLEXO \$	\$173.1 Billion	\$196.4 billion

Source: Smithers

INTERNET EDITION AFFORDS IMMEDIATE ACCESS WORLDWIDE

WWW.FLEXOMAG.COM

12,261 recordable impressions of some nature beyond
print—January - June 2022

4,266 page views for FLEXO Current Issue

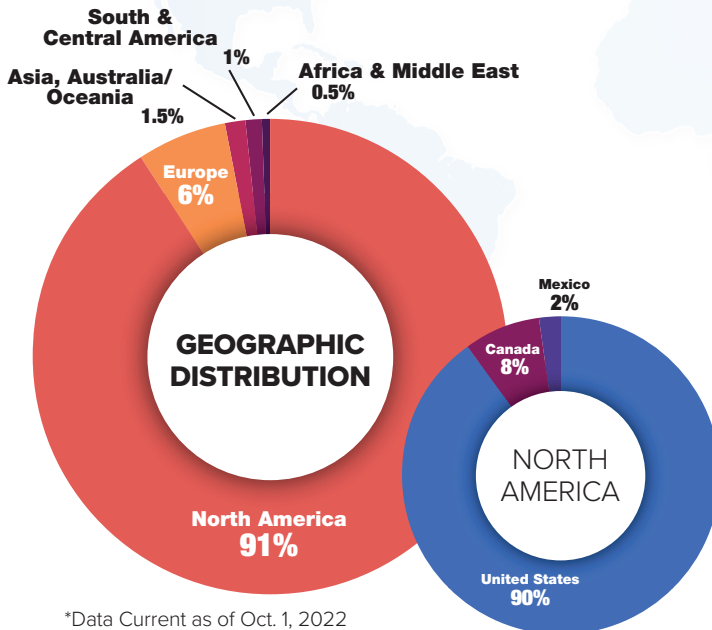
2,598 FLEXO Landing Page views



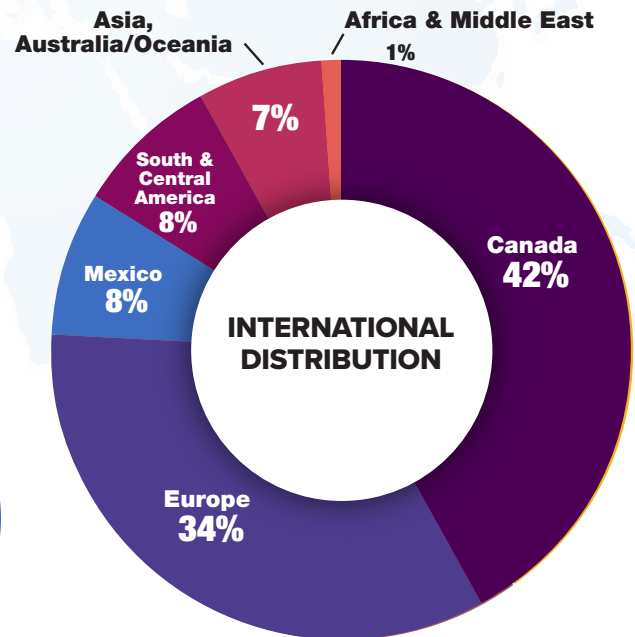
GLOBAL REACH/PRINT

Average Monthly Distribution = 14,723

Pass-Along Readers = 4,500



*Data Current as of Oct. 1, 2022



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FLEXO Magazine / 3920 Veterans Memorial Hwy, Ste 9 / Bohemia, NY 11716 / Phone: 631-737-6020 / www.FLEXOMag.com

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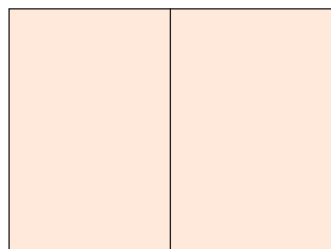
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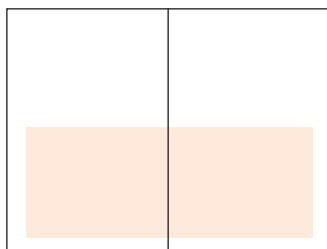


*Ownership Statement, filed each October, reflects only mailed copies in the US. Above figures include bulk shipments and international distribution.
FLEXO is a registered trademark of FTA.

PRODUCTION SPECS



Full-Page Spread w/ Bleed
16.25" x 11.125"



Half-Page Spread
14" x 4.875"

PUBLICATION SIZE & PAGE FORMAT

- 8" x 10.875" trim size
- 8.25" x 11.125" bleed size
- 7.25" x 10.125" live area

BLEED/TRIM/TRAP

Bleed should be 1/8" outside trim. Live matter must be a minimum of 3/8" (10-mm.) from trim. Reverse type should be no less than 6 pt. All lines and line art images should be of a minimum 1/3 pt. thickness (1/2 pt. for reverses).

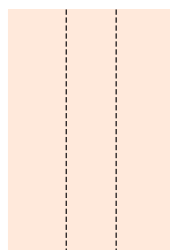
FILE GUIDELINES

All color images/files are to be submitted in CMYK color space. **Adobe Acrobat PDF** is the preferred file format. Ads must be submitted at a minimum 300 dpi resolution. Convert all **fonts into outlines**. DO NOT use menu stylized fonts.

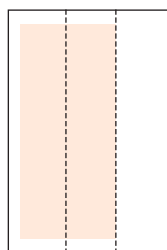
NATIVE FILE FORMATS

- **Adobe InDesign CS5 or later** - Include all fonts and linked images
- **Adobe Illustrator CS5 or later** - Convert all fonts to outlines, include all linked images, and save as EPS
- **Adobe Photoshop** - Layered PSD with fonts rasterized or save file as flattened TIFF

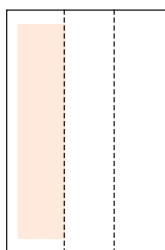
General Conditions: Publisher, FTA, has the right to accept/reject any/all advertising. Material that simulates editorial content will be marked "Advertisement" or "Advertorial," at Publisher's discretion. Advertiser is ultimately responsible for payment of charges incurred. In consideration for publishing an advertisement, the advertiser or its agency will compensate FLEXO Magazine/Foundation of Flexographic Technical Association and not hold it responsible for losses resulting from publication of said advertisement—liable, common law and privacy statutes, copyright infringements, plagiarism etc.



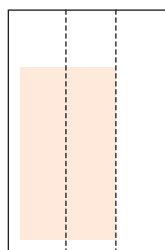
Full Page w/ Bleed
8.25" x 11.125"



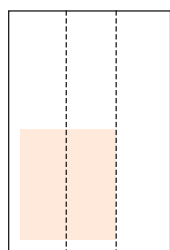
2/3 Page
4.5625" x 9.5"



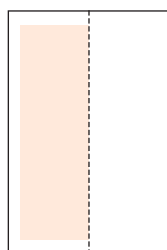
1/3-Page Vertical
2.1875" x 9.5"



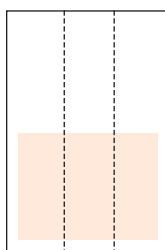
1/2-Page Island
4.5625" x 7.375"



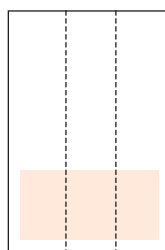
1/3 Page
4.5625" x 4.875"



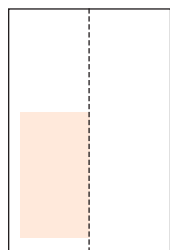
1/2-Page Vertical
3.375" x 9.5"



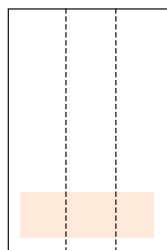
1/2-Page Horizontal
7" x 4.875"



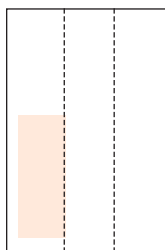
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7" x 3.25"



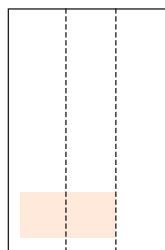
1/4-Page Vertical
3.375" x 4.875"



1/4-Page Horizontal
7" x 2.375"



1/6-Page Vertical
2.1875" x 4.875"



1/6-Page Horizontal
4.5625" x 2.375"

2023 ADVERTISING RATES NET \$

	1X		3X		6X		12X	
	B/W	COLOR	B/W	COLOR	B/W	COLOR	B/W	COLOR
Full Page	\$2,295	\$2,795	\$2,210	\$2,710	\$2,125	\$2,625	\$2,000	\$2,500
2-Page Spread	3,825	4,325	3,610	4,110	3,400	3,900	3,060	3,560
2/3 Page	1,805	2,305	1,745	2,245	1,700	2,200	1,530	2,030
1/2-Page Spread	2,565	3,065	2,465	2,965	2,360	2,860	2,095	2,595
1/2 Page	1,565	2,065	1,500	2,000	1,260	1,760	1,630	2,130
1/3 Page	1,065	1,565	1,015	1,515	980	1,480	930	1,430
1/4 Page	785	1,285	760	1,260	745	1,245	700	1,200
1/6 Page	635	1,135	595	1,095	565	1,065	535	1,035
Rotating banner on FLEXO web pages and internet edition supporting print placement: + \$300 each insertion								

Gatefold/Extended Gatefold	Rates Available on Request
2-Sided Pre-Printed Insert	\$1,700 Net
Customized Supplements	Rates Available on Request
Preprinted Inserts	Rates Available on Request/Dependent on Page Count
Wrap-Around Cover Belly Band	\$4,000 Net
Cover Message Card Tip-On	Rates Available on Request
2-Sided Section Tabs (SourceBook, INFOFLEX Guide, Awards)	\$4,000 Net
Customized Pre-Show E-Blasts (Your Content, Our List—strict limit)	\$1,295 Net
Customized E-Blasts, Non-Event Specific	\$1,000 Net
Direct Mail Pieces (List Rental, Printed Piece Supplied)	Custom Rates Available on Request
Tech Talk Potential Presentation(s) Targeted One Tuesday Per Month	Exclusive Single Sponsor—60 minutes: \$3,000 net One of Three Collaborative 20-minute Sessions Comprising 60-minutes: \$1,500 net. Contingent upon demand
Homepage Leaderboard Banner 1200 x 150 px Limit 1	\$1,275 Net Monthly, 6X Commitment
FLEXO Page Leaderboard Banner 1200 x 150 px Limit 1	\$750 Net Monthly, 3X Commitment
Banner Ad on Web—Homepage 450 x 450 px	\$450 Net Monthly
Banner Ad on Web—FLEXO Page 450 x 450 px	\$300 Net Monthly
Prepress E-Blast Announcement Banner Sponsor 600 x 160 px	\$400 Net Monthly
Posting E-Blast Announcement Banner Sponsor 600 x 160 px	\$400 Net Monthly
FORUM & INFOFLEX Show Daily Banners 250 x 250 px	5 days / \$1,095 Net
FORUM & INFOFLEX Show Daily Leaderboard Banners 600 x 160 px Limit 1	5 days / \$1,395 Net

CLASSIFIED ADS & MARKET-APPLICABLE SERVICES

SIZE & SHAPE	BLACK & WHITE	2-COLOR	4-COLOR
2" Square	\$180	\$240	\$300
1/3-Page Square	550	625	750
1/6 Page	360	375	400
1/12 Page	275	300	325
Business Card	200	260	320