

FLEXO


**FRESH NEW
FACE FOR
2020**

2020 MEDIA KIT

PACKAGE PRINTING & CONVERTING'S PREMIER PERIODICAL



EDITORIAL CALENDAR

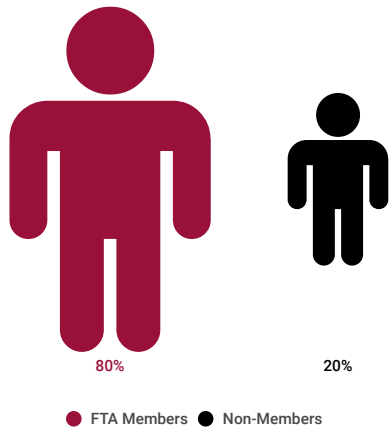
ISSUE DATES	EDITORIAL CONTENT
January Ad Close: Jan. 3 Material: Jan. 10	Decoding the New Decade <ul style="list-style-type: none"> Tactics & Trendlines: Packaging's Priorities 2020 Essential Events—FTA's FORUM & INFOFLEX, drupa, Labelexpo, SuperCorrExpo, PACK EXPO 1:1 Q&A Not Necessarily Narrow <i>Plus: Color, Brands, Technology: The Complete Package—FTA FORUM 2020 Chairs Share Their Insights</i> 
February Ad Close: Jan. 22 Material: Jan. 29	FTA FORUM & INFOFLEX 2020 Pre-Show Planner <ul style="list-style-type: none"> Flexible Packaging Special Directory: FTA Flexible Packaging Printer Members 1:1 Q&A Pouch Production—Streamlined & Standing Up 
March Ad Close: Feb. 14 Material: Feb. 21	Official INFOFLEX 2020 Exhibit Guide <ul style="list-style-type: none"> Standards, Controls, Reference Points, Continuous Improvement 1:1 Q&A Orchestrating the Fold: Entrepreneurs & Envelopes <i>On-Site Distribution: FTA FORUM & INFOFLEX 2020 Exhibition, Columbus, OH</i> 
April Ad Close: March 16 Material: March 20	FTA FORUM & INFOFLEX 2020 Edition <ul style="list-style-type: none"> Excellence in Flexography Awards Recap Technical Innovation Award Flexo Hall of Fame Inductee Sustainability Excellence Award <i>Plus: Supercharge Production: drupa, Industry 4.0, The Future of Flexo</i> <i>On-Site Distribution: FTA FORUM & INFOFLEX 2020 Exhibition, Columbus, OH</i> 
May Ad Close: April 29 Material: May 4	drupa: Embrace the Future <ul style="list-style-type: none"> Flexography at the Fairgrounds FTA Member Locator <i>Plus: The Lead-In: FTA FORUM & INFOFLEX 2020 Recap</i> <i>On-Site Distribution: drupa 2020, Düsseldorf, Germany</i> 
June Ad Close: May 25 Material: May 29	Anilox Roll, Doctor Blade & Ink Selection Guide <ul style="list-style-type: none"> Paper Makes the Grade Films, Foils & Functions 1:1 Q&A Form, Fit, Flexible Footprints 

EDITORIAL CALENDAR

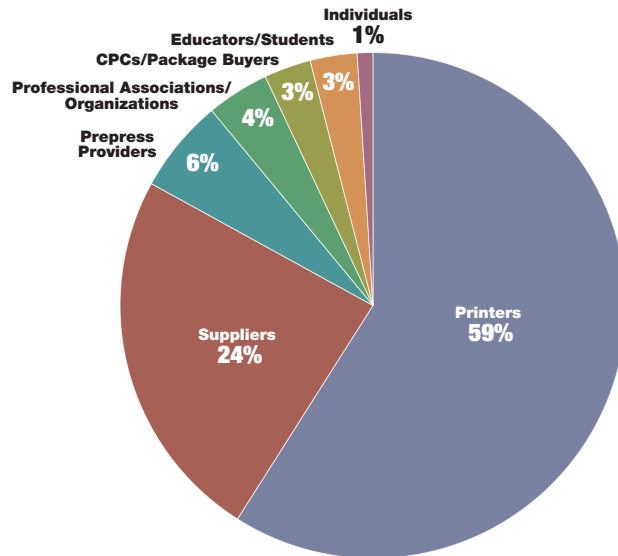
ISSUE DATES	EDITORIAL CONTENT
<p>July Ad Close: June 15 Material: June 19</p>	<p>Plate/Sleeve/Plate Making Selection Guide</p> <ul style="list-style-type: none"> Processors & Plate Setters Screens on Scene 1:1 Q&A Designers with Diligence Premedia Services Providers, Directory & Locator <p><i>Plus: drupa 2020 Wrap-Up</i></p> 
<p>August Ad Close: July 24 Material: July 28</p>	<p>SuperCorrExpo Edition & Labelexpo Americas Pre-Show</p> <ul style="list-style-type: none"> Corrugated Direct Print Carton Converting FTA Member Locator 1:1 Q&A Boxmaking's Boldest <p><i>Plus: FTA Fall Conference 2020 Primer</i> <i>On-Site Distribution: SuperCorrExpo, Orlando, FL; Labelexpo Americas 2020, Rosemont, IL</i></p>  
<p>September Ad Close: Aug. 17 Material: Aug. 21</p>	<p>Labelexpo Edition</p> <ul style="list-style-type: none"> Labels... Shrink Sleeves... Stickpacks... Stand-Up Pouches FTA Member Locator 1:1 Q&A Label Legends <p><i>Plus: Workforce Development: Skills, Needs, Mentors & Their Role</i> <i>On-Site Distribution: Labelexpo Americas 2020, Rosemont, IL</i></p> 
<p>October Ad Close: Sept. 10 Material: Sept. 16</p>	<p>FTA Fall Conference 2020 Edition</p> <ul style="list-style-type: none"> Press Buyer's Guide Converting Equipment Selector <p><i>On-Site Distribution: FTA Fall Conference 2020, Cincinnati, OH</i></p> 
<p>November Ad Close: Oct. 14 Material: Oct. 19</p>	<p>Holding Color</p> <ul style="list-style-type: none"> Tools & Technologies In-Plant Automation 1:1 Q&A Cut & Creased—When Cartons Are Your Canvas <p><i>On-Site Distribution: PACK EXPO, Chicago, IL</i></p> 
<p>December Ad Close: Nov. 12 Material: Nov. 17</p>	<p>SourceBook 2021</p> <ul style="list-style-type: none"> International Directory of Flexographic Packaging, Printing and Converting Products & Services FTA Member Directory <p><i>Plus: 2020 Year in Review</i> <i>On-Site Distribution: 2021 FTA & Industry Events</i></p> 

FLEXO: "THE VOICE OF FTA & ITS MEMBERS"

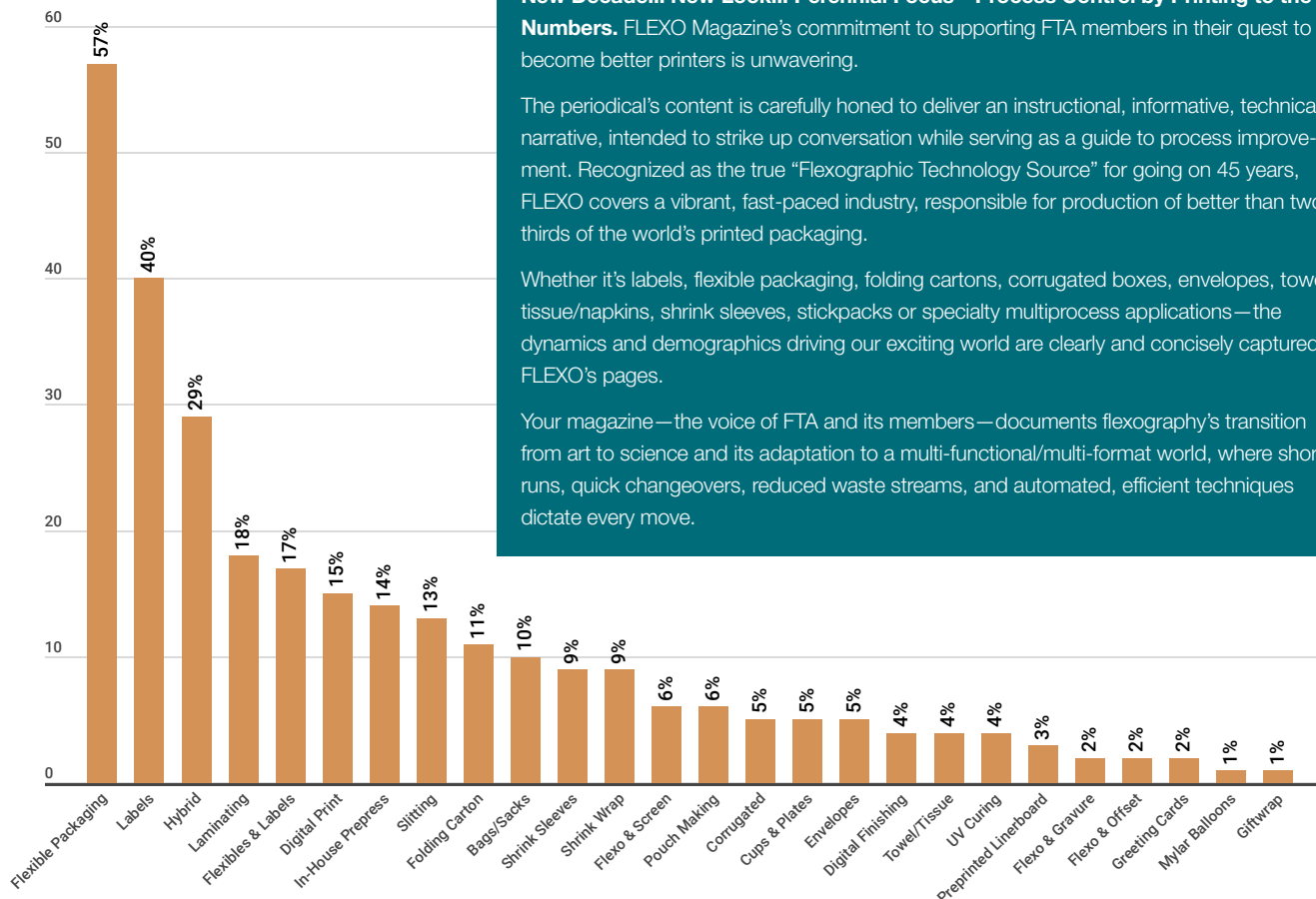
FLEXO Subscribers



READERSHIP BY SEGMENT



FTA PRINTER/FLEXO SUBSCRIBER EXPERTISE



New Decade... New Look... Perennial Focus—Process Control by Printing to the Numbers. FLEXO Magazine's commitment to supporting FTA members in their quest to become better printers is unwavering.

The periodical's content is carefully honed to deliver an instructional, informative, technical narrative, intended to strike up conversation while serving as a guide to process improvement. Recognized as the true "Flexographic Technology Source" for going on 45 years, FLEXO covers a vibrant, fast-paced industry, responsible for production of better than two-thirds of the world's printed packaging.

Whether it's labels, flexible packaging, folding cartons, corrugated boxes, envelopes, towel/tissue/napkins, shrink sleeves, stickpacks or specialty multiprocess applications—the dynamics and demographics driving our exciting world are clearly and concisely captured on FLEXO's pages.

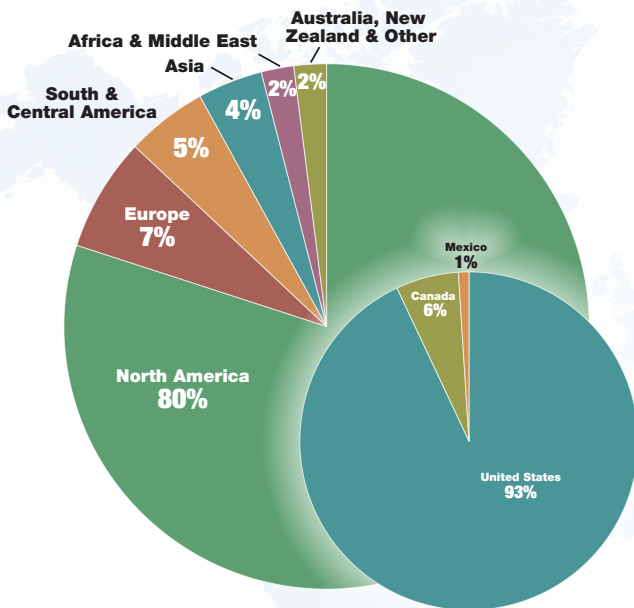
Your magazine—the voice of FTA and its members—documents flexography's transition from art to science and its adaptation to a multi-functional/multi-format world, where short runs, quick changeovers, reduced waste streams, and automated, efficient techniques dictate every move.

GLOBAL REACH/PRINT

Average Monthly Distribution = 14,082

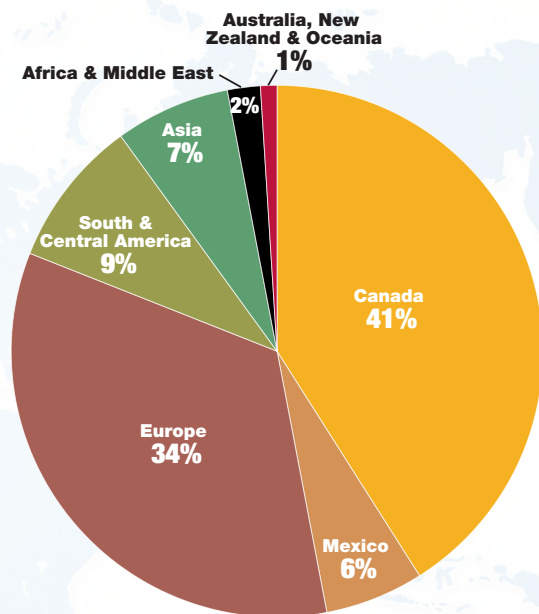
Pass-Along Readers = 4,500

GEOGRAPHIC DISTRIBUTION



*Data Current as of Oct. 1, 2019

INTERNATIONAL DISTRIBUTION



*Data Current as of Oct. 1, 2019

INTERNET EDITION
AFFORDS IMMEDIATE
ACCESS WORLDWIDE

WWW.FLEXOMAG.COM



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

CONTACTS

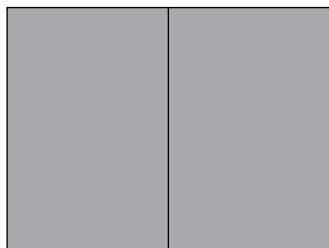
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FLEXO

fta

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 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).

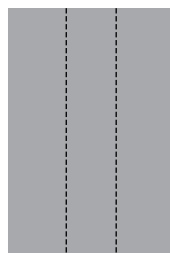
FILE GUIDELINES

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.

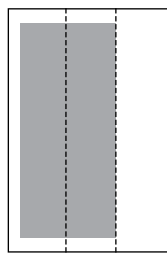
NATIVE FILE FORMATS

- **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

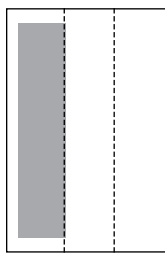
General Conditions: Publisher, FTA, has the right to accept/reject any/all advertising. Material that simulates editorial content will be marked "Advertisement" or "Advertorial," at Publisher's discretion. Advertiser is ultimately responsible for payment of charges incurred. In consideration for publishing 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.



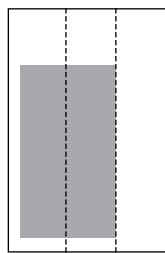
Full Page w/ Bleed
8.25" x 11.125"



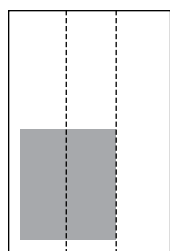
2/3 Page
4.5625" x 9.5"



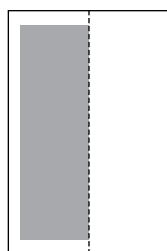
1/3-Page Vertical
2.1875" x 9.5"



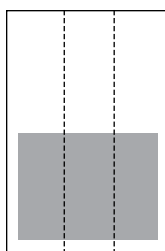
1/2-Page Island
4.5625" x 7.375"



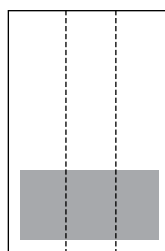
1/3 Page
4.5625" x 4.875"



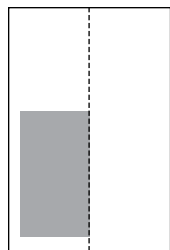
1/2-Page Vertical
3.375" x 9.5"



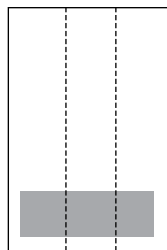
1/2-Page Horizontal
7" x 4.875"



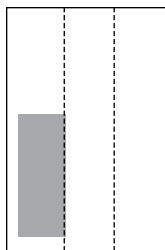
1/3-Page Horizontal
7" x 3.25"



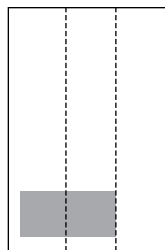
1/4-Page Vertical
3.375" x 4.875"



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"

2020 ADVERTISING RATES NET \$

	1x		3x		6x		12x	
	B/W	COLOR	B/W	COLOR	B/W	COLOR	B/W	COLOR
Full Page	\$2,295	\$2795	\$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 net 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 Limit 4 Annually / 1 Per Quarter	\$3,000 Net
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

TOASTED CRUNCH
AROUND EVERY CORNER

Fresh Harvest
FOCACCIA
RANCH
CRUMBLES

USDA
ORGANIC

TOASTED CRUNCH
AROUND EVERY CORNER

Fresh Harvest
FOCACCIA
GARLIC TOAST
CRUMBLES

USDA
ORGANIC

A collection of five candy bars is displayed on a large, stylized heart shape that resembles a flame or a burst of energy, colored in shades of orange and yellow. The heart is set against a dark, starry background. The candy bars are: a blue and white Crunch bar (Creamy Milk Chocolate with Crunchy Bits), a yellow and white Butterfinger bar (Salted), a yellow and white Gobstopper bar (No Real Artificial Flavors), a purple Nerds bar (Gotta Have Grape), and a pink Strawberry Nerds bar (Real Strawberry Strawberry). The candy bars are arranged in a cluster, with the Crunch bar at the top left, the Butterfinger bar at the top right, the Gobstopper bar in the middle left, the Nerds bar in the middle right, and the Strawberry Nerds bar at the bottom center.

FLEXO  **TECH TALK**
TUESDAY