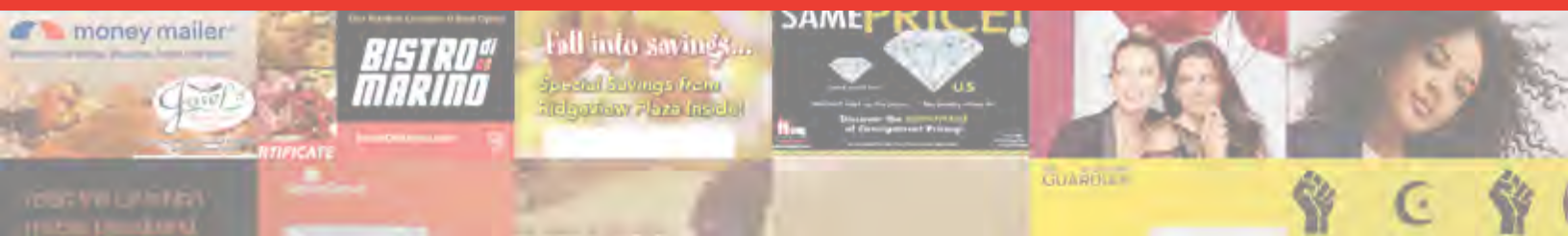




2022 MEDIA KIT

PACKAGE PRINTING &
CONVERTING'S
PERIODICAL OF CHOICE



EDITORIAL CALENDAR

ISSUE DATES	EDITORIAL CONTENT
January Ad Close: Dec. 14 Material: Dec. 17	Flash Poll & Forecast <ul style="list-style-type: none"> Printers & Priorities 2022 FTA FORUM & INFOFLEX 2022: Sessions, Show Floor, Support Forecast
February Ad Close: Jan. 10 Material: Jan. 13	Official INFOFLEX 2022 Exhibit Guide <ul style="list-style-type: none"> Floorplan & Navigational Map Alphabetical Directory of Exhibitors <i>On-Site Distribution: FTA FORUM & INFOFLEX 2022, Fort Worth, TX</i>
March Ad Close: Feb. 4 Material: Feb. 8	FTA FORUM & INFOFLEX 2022 Edition <ul style="list-style-type: none"> 2022 FTA Excellence in Flexography Awards Recap FTA Hall of Fame Inductee INFOFLEX 2022 Innovation Central Program <i>On-Site Distribution: FTA FORUM & INFOFLEX 2022, Fort Worth, TX</i>
April Ad Close: March 18 Material: March 21	Labels, Flexibles, Pouches, Sleeves <i>Plus: Early Look at Labelexpo Americas & Labelexpo Europe</i> <i>On-Site Distribution: Labelexpo Europe, Brussels</i>
May Ad Close: April 14 Material: April 18	25+ Years of Technical Innovation <ul style="list-style-type: none"> 2022 FTA Technical Innovation Award Recipients Tell Their Stories Technical Innovation: A Historical Recap Repeat Winners on the Future of Ever-Evolving Technologies <i>Plus: FTA FORUM & INFOFLEX 2022 Recap</i>
June Ad Close: May 16 Material: May 19	Anilox Roll, Doctor Blade & Ink Selection Guide



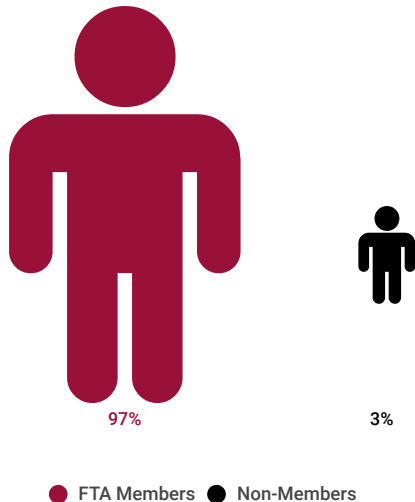
EDITORIAL CALENDAR

ISSUE DATES	EDITORIAL CONTENT
July Ad Close: June 16 Material: June 20	Plate/Sleeve/Processors Selection Guide <i>Plus: Premedia Services Provider Directory & Locator</i>
August Ad Close: July 14 Material: July 17	Press Buyer's Guide FTA Fall Conference 2022 Planner Labelexpo Americas Preview & FTA Member Locator <i>On-Site Distribution: Labelexpo Americas, Rosemont, IL</i>
September Ad Close: Aug. 9 Material: Aug. 12	One-Pass Production <ul style="list-style-type: none"> Labelexpo Americas Edition: FTA's Inline Converting Equipment Selector—Hybrid Presses, Digital Embellishments—Label, Folding Carton, Small Flexibles FTA Member Exhibitor Showcase <i>On-Site Distribution: Labelexpo Americas, Rosemont, IL</i>
October Ad Close: Sept. 12 Material: Sept. 15	FTA Fall Conference 2022 Edition <ul style="list-style-type: none"> Program Highlights + Presenter Perspectives Exhibit Guide <i>Plus: PACK EXPO International for the Package Printer—FTA Member Locator & More</i> <i>On-Site Distribution: FTA Fall Conference 2022, Covington, KY (Cincinnati); PACK EXPO International, Chicago, IL</i>
November Ad Close: Oct. 14 Material: Oct. 17	In-Plant Automation <ul style="list-style-type: none"> Future-Proof Production A Winning Workflow Controlling Color
December Ad Close: Nov. 11 Material: Nov. 14	SourceBook 2023 <ul style="list-style-type: none"> International Directory of Flexographic Packaging, Printing and Converting Products & Services FTA Member Directory <i>Plus: Early Look: 2023 Technologies to Count On—A Special Advertising Supplement</i> <i>On-Site Distribution: 2023 FTA & Industry Events</i>



FLEXO: “THE VOICE OF FTA & ITS MEMBERS”

FLEXO Subscriber Portrait



FLEXO Magazine’s commitment to supporting FTA members in their quest to become better printers is unwavering. It embraces their challenges, promotes their successes and illustrates best practices to deploy in tandem with advanced technologies. The objective: eliminate problematic variables and minimize any need for intervention on the pressroom floor.

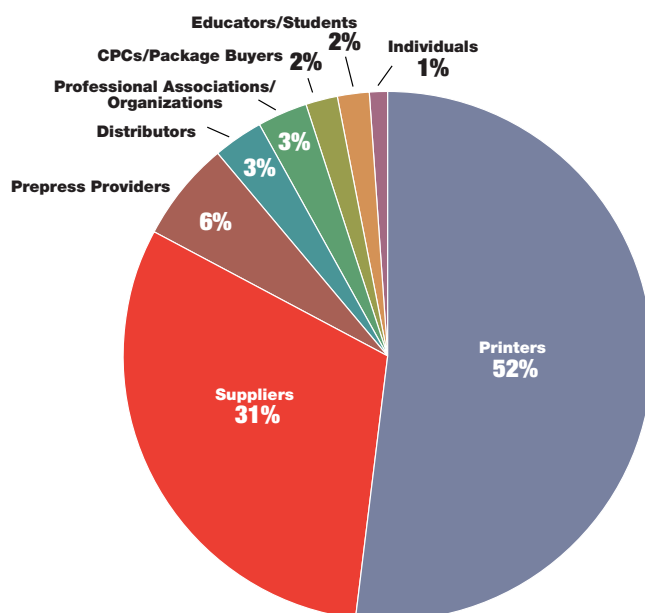
Your magazine—the voice of FTA and its members—documents flexography’s transition from art to science and its adaptation to a multi-functional/multi-format world, where short runs, quick changeovers, reduced waste streams, and automated, efficient techniques dictate every move. Like its readers, the magazine’s perennial focus is on process control by printing to the numbers.

The periodical’s content is carefully honed to deliver 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 45 years now, 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, stick packs or specialty multi-process applications—the dynamics and demographics driving our exciting world are clearly and concisely captured on FLEXO’s pages.

Readers see it as a networking tool that helps them stay in touch with industry trends, provides valuable training from leading SMEs and serves as a conduit to new innovations continually under development. It answers important questions—What’s new? Who is doing what? How? Where will it take things? The message is consistent; the dialogue constant.

FLEXO SUBSCRIBERS



Data Current as of Oct. 1, 2021

MARKET METRICS

PRINTED PACKAGING	\$432 Billion 2020
	491 Billion 2025
FLEXO’S MARKET SHARE	40% 2020
	37% 2025
FLEXO \$	\$172 Billion 2020
	\$182 Billion 2025

Source: Smithers

INTERNET EDITION
AFFORDS IMMEDIATE
ACCESS WORLDWIDE

WWW.FLEXOMAG.COM

Registered Users Beyond Print Subscribers = 5,452

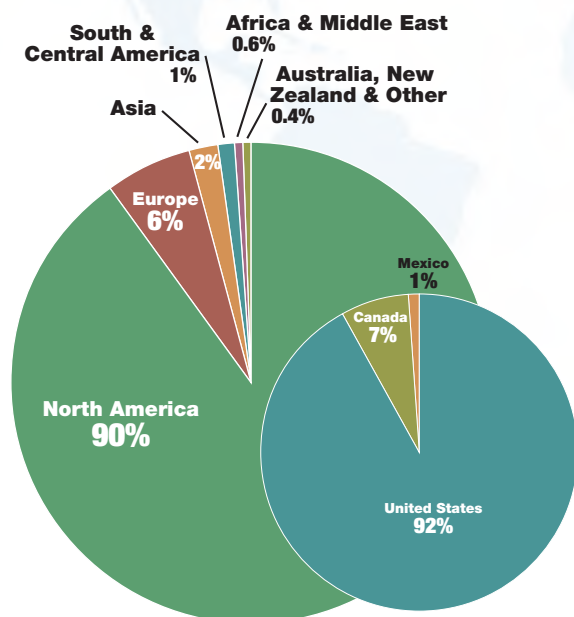


GLOBAL REACH/PRINT

Average Monthly Distribution = 11,040

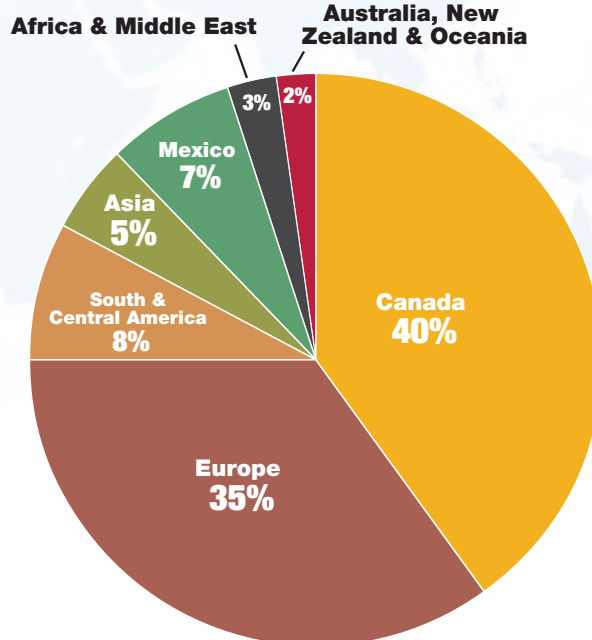
Pass-Along Readers = 4,500

GEOGRAPHIC DISTRIBUTION



*Data Current as of Oct. 1, 2021

INTERNATIONAL DISTRIBUTION



*Data Current as of Oct. 1, 2021

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

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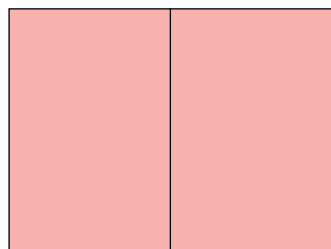
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FLEXO

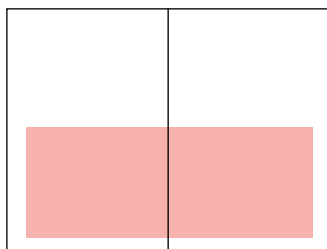
fta

*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).

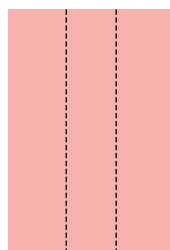
FILE GUIDELINES

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.

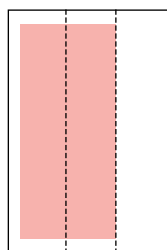
NATIVE FILE FORMATS

- **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

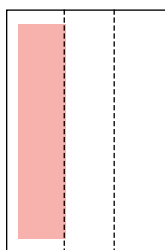
General Conditions: Publisher, FTA, has the right to accept/reject any/all advertising. Material that simulates editorial content will be marked "Advertisement" or "Advertorial," at Publisher's discretion. Advertiser is ultimately responsible for payment of charges incurred. In consideration for publishing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



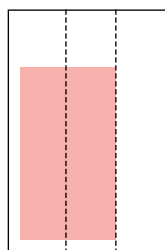
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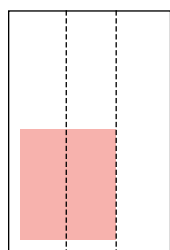
2/3 Page
4.5625" x 9.5"



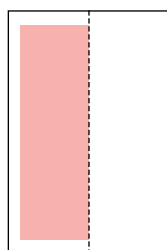
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2.1875" x 9.5"



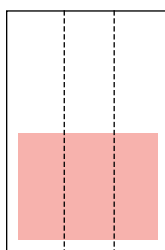
1/2-Page Island
4.5625" x 7.375"



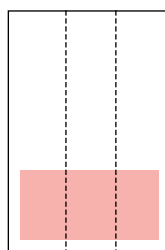
1/3 Page
4.5625" x 4.875"



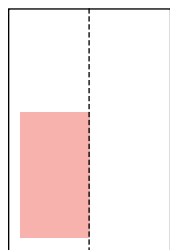
1/2-Page Vertical
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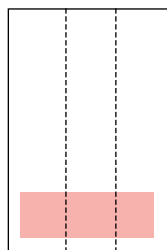
1/2-Page Horizontal
7" x 4.875"



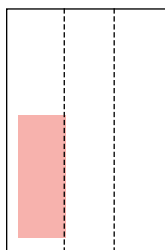
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7" x 3.25"



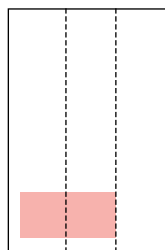
1/4-Page Vertical
3.375" x 4.875"



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"

2022 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

FLEXO: REPUTABLE, READ, RETAINED

"FLEXO is the industry's leading periodical for industry insights such as technical developments, innovation and GMPs. While there are other worthy periodicals still in publication (both print and digital), FLEXO provides the most emerging and comprehensive data/intel to support our continuous quest to print the perfect dot."

— John McDowell, President, McDowell; a Resource Label Group Co

"FLEXO is informative and relevant to the industry's trends and challenges. It also provides meaningful solutions and insight to these issues."

— Joe Genova, Poly Print

"I read FLEXO magazine in search of what's new and what's next for flexographic printing. Cost savings and efficiencies are always on our production radar, but what technology and innovation is up around the corner?"

— Russ Joiner, Scientific Games

"I have read FLEXO for years and I depend on it as one of the best sources for news, articles and technology reviews—whether new or existing—for the flexographic industry."

— John Edgemon, ABX Packaging

"I read FLEXO Magazine for many reasons, but these are probably my top three:

- I like the articles from flexographic folks who do the job every day*
- I like the articles from the suppliers that have new technology, tricks, and helpful tips to help with production work and troubleshooting*
- I like being able to reference back to this information for myself or forward important and applicable articles to others within my company, especially peers or colleagues that might receive value from it"*

— Mike Robinson, Sealed Air

"I have been in this industry for over 35 years and find FLEXO a fascinating magazine to keep up with current events and upcoming technologies."

— Vince Maltese, Prairie State Group

"I read FLEXO to keep up on the changing technology, quantity and efficiency efforts from the most unbiased source in the industry"

— Karl Nurse, President, Bay Tech Label

"It's got some valuable information to store in the back of my head for a day when we may have to troubleshoot an issue we haven't seen before on press. I manage an ink department and there always seems to be plenty to read relating to ink."

— Jason Peterson, Macaran Printed Products

"I read FLEXO Magazine because of the content and the new information we learn as a flexographic shop. It is great to hear what is going on in the industry and how it applies to us."

— Nye Hornor, President, Amherst Label

"I'm looking for:

- Articles on what new technology other printers have implemented*
- Achievements of other professionals in the field, kind of a 'who's who' networking tool*
- Opportunities—training, associations, events"*

— Alyssa Denney, Graphic Packaging