



wide-format Impressions

MEDIA KIT 2018





NEW LAUNCH FOR 2018



WELCOME TO WIDE-FORMAT IMPRESSIONS 2018

Wide-Format Impressions provides authoritative coverage on the industry trends, emerging technologies and the news in the graphic arts industry with a specific focus on innovative, high-margin, wide-format digital inkjet applications.

Our mission is to build community between our audience and our clients through integrated media programs, video services, events, marketing services, custom content and e-learning. Our services are designed to deliver value and provoke actions that generate measurable results. Your success is our primary objective.

With that in mind, we have constructed the following pages to help you meet your definition of success by offering a multitude of channels and methods to reach our audience and educate them about your product, solution or service.

We look forward to partnering with you in 2018 and being a part of what success means to you and your team.

All the Best,

DENISE M. GUSTAVSON

Editor-in-Chief


MATT STEINMETZ

Publisher




BRAND MAP

WIDE-FORMAT IMPRESSIONS OFFERS SEVERAL CHANNELS AND VEHICLES TO ELEVATE YOUR BRAND, GENERATE QUALIFIED LEADS AND DRIVE NEW BUSINESS TO YOUR ORGANIZATION.

MAGAZINE 

Published three times in 2018 (July/Aug, Sept/Oct, Nov/Dec) and six times in 2019, *Wide-Format Impressions* reaches the industry's top executives.


20k + in circulation

WEBSITE 


Our online counterpart, wideformatimpressions.com, is updated daily with expertly curated content.

E-NEWSLETTER 


Wide-Format Impressions' weekly e-newsletter features the latest news and informed commentary, reaching thousands of senior executives.

E-LEARNING 

Webinars are full-service, turnkey marketing opportunities that generate hundreds of qualified leads and elevate your brand.

VIDEO 


Attach your brand to one of our popular video series and interact with our audience in a whole new way.

E-BLAST & LIST RENTAL 


Fill your sales funnel FAST with *Wide-Format Impressions'* engaged collection of email addresses, or take advantage of postal list rental.

CUSTOM PROJECTS 

Create custom videos, research reports, white papers, case studies and more with our subject matter experts to connect with your customers in a whole new way.

RESEARCH 

Attach your brand to an industry-leading research report, leveraging our engaged audience and editorial expertise to elevate your brand with thought leadership.

AUDIENCE RETARGETING 

Increase contact with your branding using multiple touchpoints across many contexts to help increase conversion. Address your audience with components designed for brand awareness as well as lead generation.

SOCIAL MEDIA 

Join the conversation on our LinkedIn group, engage with us on *Wide-Format Impressions'* Facebook page and follow us on Twitter.



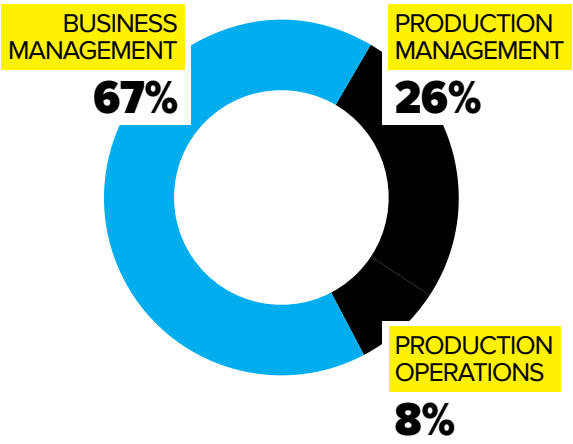
AUDIENCE

217,200+ and growing!

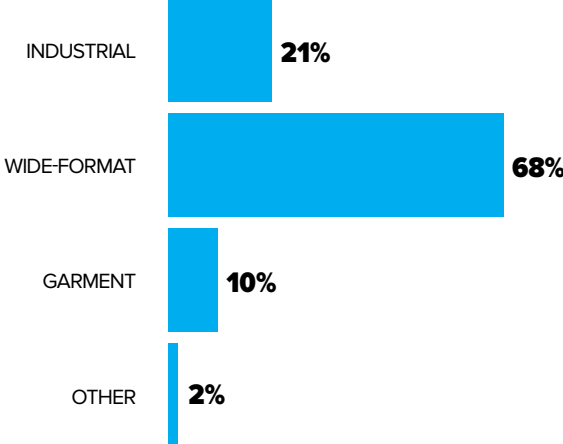
POWERED BY *PRINTING IMPRESSIONS*, *WIDE-FORMAT IMPRESSIONS*, *IN-PLANT GRAPHICS* AND *PACKAGEPRINTING*, THE **NAPCO MEDIA PRINTING AND PACKAGING GROUP**, SERVE THE DISTINCT **COMMERCIAL PRINTING, WIDE-FORMAT, IN-PLANT AND PACKAGE PRINTING SECTORS.**

Our audience relies on the **NAPCO Media Printing and Packaging Group** to bring them critical information and news, cutting-edge technologies and processes through our industry-leading and compelling magazines, websites, e-newsletters and events.

JOB FUNCTION



SEGMENT



EMPLOYEE SIZE

16% 100+ Employees

21% 10-19 Employees

29% 20-99 Employees

34% 1-9 Employees





EDITORIAL CALENDAR

WIDE-FORMAT IMPRESSIONS 2018 EDITORIAL CALENDAR

	July / Aug. 2018	Sept. /Oct. 2018	Nov. / Dec. 2018
Editorial Due	June 20, 2018	Aug. 28, 2018	Oct. 17, 2018
Ad Close	June 29, 2018	Sept. 7, 2018	Oct. 26, 2018
Materials Due	July 5, 2018	Sept. 12, 2018	Oct. 31, 2018
Theme	Retail	Travel & Tourism / Hospitality / Food & Beverage	Education
Cover Story	The Top Trends Impacting the Retail Market — and Your Business	Constructing a “Sense of Place” in a Blank Space	Making The Grade: Signage that Supports School Pride
Features	<ul style="list-style-type: none"> The Evolution of In-Store Signage and Displays 2018 SGIA Industry Benchmarking Survey Results 	<ul style="list-style-type: none"> Eat With Your Eyes: Creating the Full Foodie Experience Top Installation Tips 	<ul style="list-style-type: none"> Connecting with the Students of the Future Avoiding Top 10 Mistakes Printers Make With Customers
Research	State of the Visual Communications Industry (Research)	Opportunities in Industrial Print (Research)	Opportunities in Textile and Garment (Research)
Event Coverage	Preview to SGIA 2018	SGIA Expo New Product Showcase	Key Takeaways from the 2018 SGIA Expo
Operations		Boosting Operational Efficiencies: Prepress and Color Management	
Sales & Marketing	Customer Engagement & Experiential Marketing		Successful Marketing Strategies that Drive Business Development
Technology	UV	Aqueous / Durable Aqueous/Latex	
Sign/Graphics Apps	Window Graphics	Soft Signage	Sports Graphics
Industrial Apps	3D Signage / Pop Up Stores	Interior Décor / Decorative Wallpaper & Laminates	Direct-to-Object / Promotional Products
Garment & Textiles Apps	Fashion and Garments	Home Goods	T-Shirts
Commercial Print Apps	Package Prototypes	Travel Collateral	Books
Bonus Distribution	SGIA 2018, Las Vegas, NV October 18-20	SGIA 2018, Las Vegas, NV October 18-20	



EDITORIAL CALENDAR

WIDE-FORMAT IMPRESSIONS 2019 EDITORIAL CALENDAR

	Jan. / Feb. 2019	March / April 2019	May / June 2019	July / Aug. 2019	Sept. / Oct. 2019	Nov. / Dec. 2019
Editorial Due	Dec. 27, 2018	Feb. 20, 2019	April 23, 2019	June 18, 2019	Aug. 20, 2019	Oct. 15, 2019
Ad Close	Jan. 7, 2019	March 4, 2019	May 3, 2019	June 28, 2019	Sept. 6, 2019	Oct. 25, 2019
Materials Due	Jan. 10, 2019	March 7, 2019	May 8, 2019	July 3, 2019	Sept. 11, 2019	Oct. 30, 2019
Theme	Renewal / Growth	Transportation	Media & Entertainment	Innovation	Convergence	Non-Profit
Cover Story	Growth Projections for 2019	The “Me” Mindset and Personalization	What You Can Learn from Fan(atic)s About Engagement	The Innovators: Recognizing Best in Class Companies	Convergence: Growth Opportunities Despite a Consolidating Market	The Science of Fundraising
Features	<ul style="list-style-type: none"> • Sign Legislation for 2019 • Top WF Print Producers 	<ul style="list-style-type: none"> • Pimp Your Ride • Building Your B2C Business (aka the Web-to-Print Opportunity) 	<ul style="list-style-type: none"> • Festivals and Fairs in the Summer Sun • Opportunities in Digital Signage 	<ul style="list-style-type: none"> • How the Maker Movement Impacts You • 2019 SGIA Industry Benchmarking Survey Results 	<ul style="list-style-type: none"> • Big Opportunities in Small-Format Output • Opportunities in Package Prototyping 	<ul style="list-style-type: none"> • Data Management Can Fuel Your Business Growth • Top WF Print Producers • Sustainability and Consumer Perceptions
Research	2019 Hot Markets Report (Research)	Brands and You: What Brands Want in a PSP (Research)	The Interactive Print Opportunity (Research)	Opportunities in Industrial Print (Research)	State of the Visual Communications Industry (Research)	Opportunities in Textile and Garment (Research)
Event Coverage				Preview to PRINTING United 2019	PRINTING United 2019 New Product Showcase	Key Takeaways from PRINTING United 2019
Operations	M&A Activity & Trends		Hiring Strategies for the New Workforce		Succession Planning for the Next Generation	
Sales & Marketing		Relationship Selling Success		Omni-Channel Marketing Success		Successful Sales Strategies for Increasing Digital Print Revenues
Technology	Inkjet Printheads	Solvent		UV	Dye-Sub / Direct Print	
Sign/Graphics Apps	Trade Show/Exhibit Signage	Outdoor & Transit Advertising	Soft Signage	Vehicle Graphics	Museum Graphics	Outdoor Advertising
Industrial Apps		Printed Electronics	3D Printing / Modeling	Functional Printing	Specialty Printing (Glass, Ceramic, Metal, Composite)	Industrial Textiles
Garment & Textiles Apps			Blankets & Towels	Fashion and Garments		
Commercial Print Apps	Calendars	Car Manuals & Collateral	Album Covers	Potpourri	Dimensional Printing	Direct Mail
Bonus Distribution				PRINTING United, Dallas, TX, October 23-25	PRINTING United, Dallas, TX, October 23-25	



E-NEWSLETTER

DEMAND GEN | LEAD GENERATION | THOUGHT LEADERSHIP | BRANDING

WIDE-FORMAT IMPRESSIONS ENEWSLETTER

Delivered Daily to 16,000+ subscribers

- A LEADERBOARD**
 - 728x90 - \$1,250
 - 970x250 (scales to 728 x 188) - \$1,495
- B SECONDARY SPONSOR**
 - 300x250 - \$995
- C REGULAR SPONSOR**
 - 300x250 - \$795

Featured Resources - \$1,250

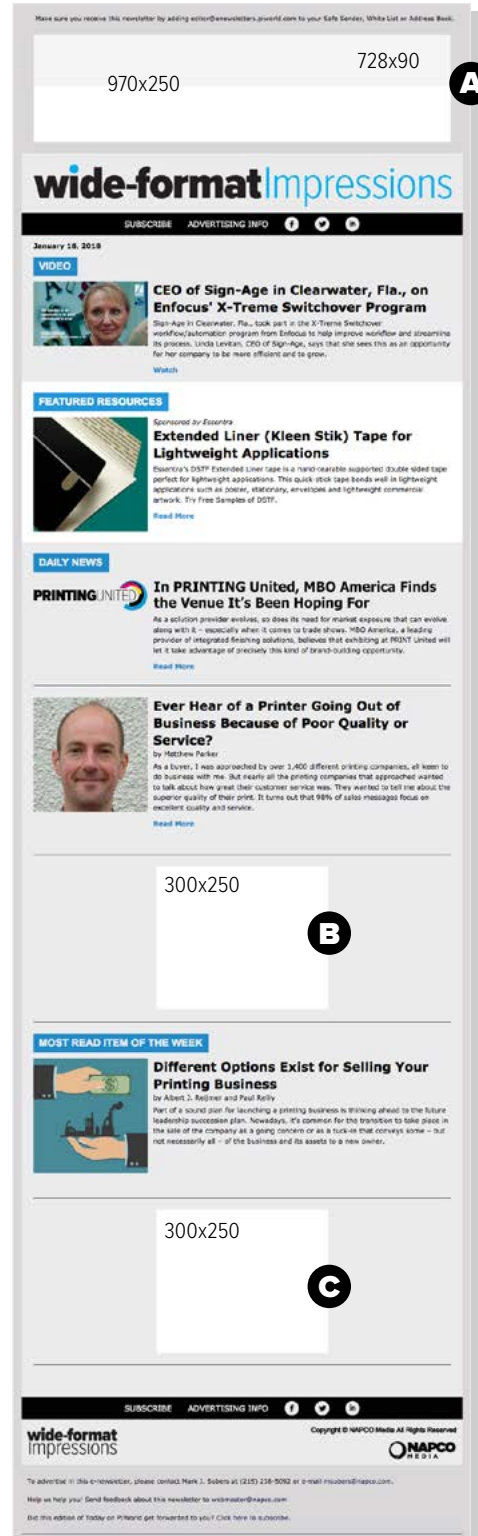
Highlight your whitepaper, demo, video, webinar or any lead generation asset in the Featured Resources Section.

SPECIAL FIRST-TIME RATES AVAILABLE – [CALL US!](#)



Leads, Leads & More Leads!

**DOWNLOAD
ENEWS SPECS**





WEBSITE

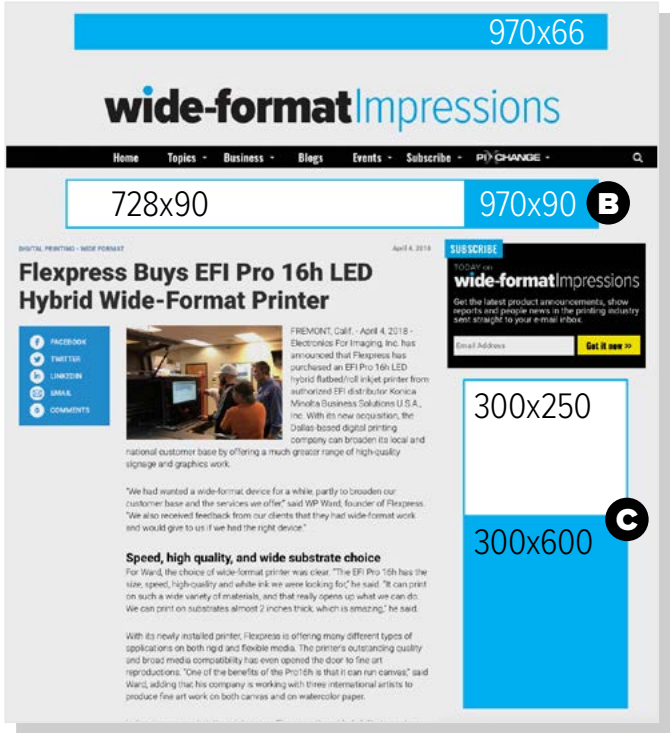
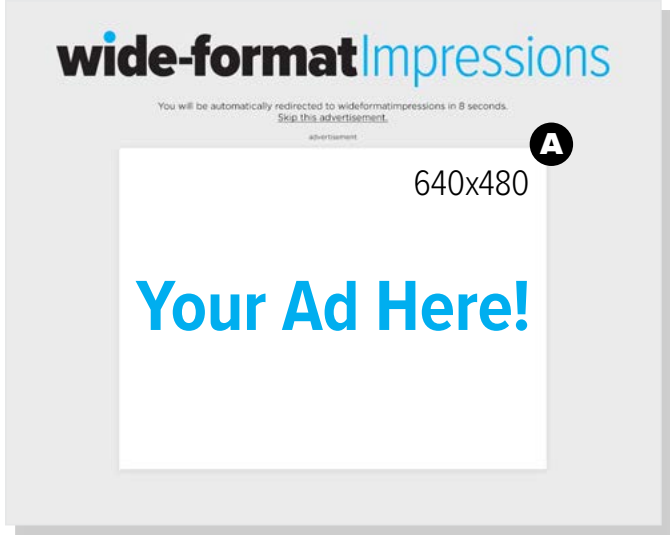
WIDEFORMATIMPRESSIONS.COM

- A PRESTITIAL AD**
640x480 - \$1,795
• 35k+ prestitial impressions available/month

Run-of-Site

- B LEADERBOARD**
728x90 - \$1,295
- SUPER LEADERBOARD**
970x90 - \$1,495
- C HALF PAGE/FILM STRIP**
300x600 - \$1,295
- MEDIUM RECTANGLE**
300x250 - \$995

DOWNLOAD WEBSITE SPECS 





PARTNER VOICES

PrintingImpressions In-plantGraphics packagePRINTING wide-formatImpressions

PARTNER WITH WIDE-FORMAT IMPRESSIONS TO TELL YOUR STORY

PARTNER VOICES ARE AN **EXCELLENT WAY TO ENGAGE WITH OUR AUDIENCE AND TELL YOUR STORY FROM A TRUSTED 3RD PARTY PERSPECTIVE.**

Each Partner Voice is produced in cooperation between our clients and our editorial team and includes several design elements to support your messaging. **The Partner Voices remain evergreen on wideformatimpressions.com for maximum ROI.**

Deliverables:

- Your story professionally edited by *Wide-Format Impressions* editorial staff (1,000 - 1,5000 words).*
- Up to two (2) relevant embedded links
- Up to two (2) relevant embedded images
- One (1) relevant embedded video
- Multiple “Road Block” Banners:
 - A 728x90 or 970x60 banner ad.
 - A 300x250 or 300x600 banner ad.
 - A 88x31 or 120x60 logo.

Distribution:

- Evergreen placement on wideformatimpressions.com
- Up to three (3) placements in *Wide-Format Impressions* eNewsletter.
- Social channel distribution
- Additional market segment distribution is available through our other brands (ask your representative for additional details).

* *Wide-Format Impressions* editorial staff is available to develop the content asset. The cost is based on the individual requirements (single source, multi-source, word-count, etc.) and will be priced accordingly.



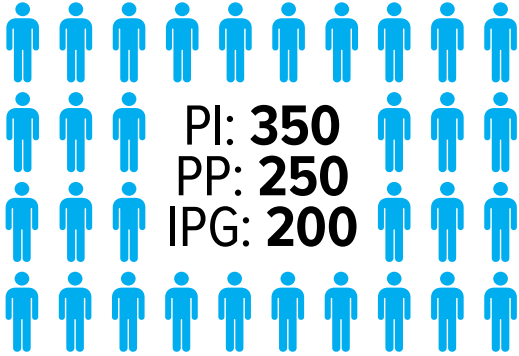


WEBINAR

LEAD GENERATION | THOUGHT LEADERSHIP | BRAND AWARENESS

EVERY **PRINTING & PACKAGING GROUP** WEBINAR IS A **FULL-SERVICE, TURNKEY MARKETING SOLUTION** THAT GENERATES LEADS, ENHANCES YOUR BRAND AND IDENTIFIES YOUR COMPANY AS A THOUGHT LEADER.

When we create a Printing & Packaging Group webinar, we fuse your message with the current interests and needs of our audience (your targets!). And when all is said and done, you'll have an online event that's on-target, expertly marketed, flawlessly produced and delivers a solid return on investment.



Average **Webinar Registrants**

WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES.

TRADITIONAL WEBINARS

Live, hour-long educational sessions that feature some of the most renowned experts in marketing. Sponsorship provides a unique opportunity to align your brand with our editorial content.

\$10,500

WEBINAR EXPRESS

Short, pre-recorded webinars available to busy professionals on-demand. Work with an editor to put your presentation together or provide your own content.

\$6,500



Highlight Reel **\$1,750**

Work with our team to create a short video featuring the highlights of your event. This video will be posted on our site as content and used to encourage registrants who have not viewed the webinar to check out the full-length session!

Whitepaper Spotlight

Give us a resource to feature on the event console and in post-event emails.

Webinar Recording

Use these video files as content on your own site! Included in all webinar packages.

Samples: piworld.com/webinars



CUSTOM VIDEO

Need high quality videos?

BRING YOUR BRAND TO LIFE AND INTERACT WITH CUSTOMERS AND PROSPECTS IN A WHOLE NEW WAY.

Using video gives the first-person experience, and that’s the next best thing to a customer standing right in front of you. **From branded product videos and live-streaming to the tradeshow floor, our end-to-end digital video production services offer a sophisticated blend of creativity and insight to help you enhance your company’s dialogue in the marketplace.**

Services Include:

- Video production, from pre-to post-production. Our capabilities include producing, writing, storyboarding, cinematography, editing, sound design and motion graphics.
- Encoding, streaming and delivery
- Social media and optimized online video strategy to determine the life and interactivity of your video after the final cut.

Categories:

- Product Videos
- Testimonials
- Trade Show Videos
- Company Profiles
- Training Videos
- And so Much More!

SEE MORE EXAMPLES AT NAPCOVIDEO.COM





CLIENT TESTIMONIAL VIDEOS

WHAT'S BETTER THAN A CLIENT TESTIMONIAL VIDEO? ONE THAT CAN BE DONE QUICKLY, COST-EFFECTIVELY, FROM ANYWHERE IN THE WORLD, AND COMES FROM AN INDUSTRY-TRUSTED, THIRD-PARTY SOURCE!

From Studio 1500 in Philadelphia, NAPCO Video Services and the editorial staff of Printing Impressions can interview your clients from around the globe via Skype! Sleek “glossy” videos from your client’s facility are wonderful and can be produced by NAPCO Video Services, but often come with a high price tag due to T&E requirements. They can also be disruptive for your client’s staff and operation. The Skype videos process take approximately 20 minutes and are a highly effective way for your client to tell their success story with your products or solutions.



Services Include:

- 5 minute interview via Skype (or, if local, in-studio) with one of our trusted editors
- Templated intro using your logo
- Pre-video scheduling and testing
- All video pre- and post-production – plus encoding, streaming and delivery
- Preview and approval of the video before it goes live
- Your company has full rights to additional distribution of the video

Promotion:

- Placed 2x on Today on *Wide-Format Impressions* to 16,000 daily subscribers
- Posted 2x on *Wide-Format Impressions* social channels
- Addition promotional options are available for additional cost – such as e-list blasts

COST: \$5,500

SEE MORE EXAMPLES AT NAPCOVIDEO.COM



E-BLASTS & LIST RENTALS

FILL YOUR SALES FUNNEL FAST WITH *WIDE-FORMAT IMPRESSIONS'* ENGAGED COLLECTION OF EMAIL ADDRESSES, OR TAKE ADVANTAGE OF POSTAL LIST RENTAL.

E-BLASTS

Get immediate results with email list rental. Promote your brand to established marketing professionals and industry thought-leaders.

Promote: whitepapers, webinar registration, trade show attendance, road show or open house attendance, sales and special programs, surveys and more!

20,000+ Wide-Format Impressions email addresses

78,000+ Printing Impressions Group email addresses

\$250/M Base Price \$95/M Transmission Fee

POSTAL LIST RENTAL

Selects Available: Industry | Job Function | Region | Printing Capabilities

- Find selections on job function, industry, services performed, employee size, and more!
- Serve the executives who make the key purchasing decisions within the commercial printing industry.
- **PING US FOR MORE INFORMATION ABOUT ALL OF OUR LIST RENTAL OPPORTUNITIES!**
- Postal lists also available. Base price \$135/M | 45,000+ postal records | Selections available





CUSTOM CONTENT MARKETING

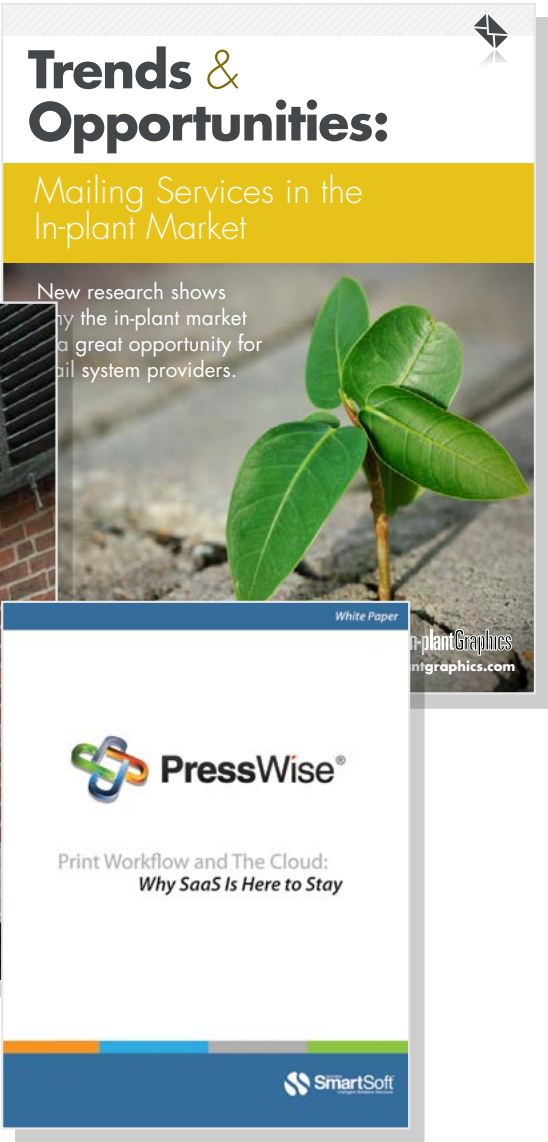
WORK WITH OUR EXPERT EDITORIAL TEAM TO MAKE YOUR CONTENT RISE ABOVE THE NOISE. OUR TEAM OF SEASONED PRINTING INDUSTRY PROFESSIONALS MAKE IT EASY FOR YOU TO GET THE RESULTS YOU WANT IN ORDER TO INCREASE SALES AND GAIN A LARGER CUSTOMER BASE.

As the go-to source for marketing professionals, the *Wide-Format Impressions* team offers:

- Professional writers and editors with outstanding knowledge of the printing industry to develop your content
- Decades of experience generating leads and nurturing relationships with printing audiences
- A collaborative process to create engaging content that accomplishes your goals
- Expertly designed pieces by our experienced team of graphic designers

A few examples of what we have done for our partners:

- Whitepapers
- Case Studies
- Infographics
- eBooks
- Custom Publications





CUSTOM RESEARCH

Full-Service Research Partner, NAPCO Research, Provides Expertise in Audience, Content and Industry, and Research

WIDE-FORMAT IMPRESSIONS RESEARCH CREATES DATA-DRIVEN STUDIES THAT WILL HELP YOU UNCOVER NEEDED MARKETING INTELLIGENCE AND HELP YOU PUBLISH BRANDED THOUGHT LEADERSHIP THAT **GENERATES LEADS, FEEDS CONTENT MARKETING PROGRAMS AND BUILDS BUZZ** FOR YOUR BRAND!

RESEARCH STUDY SPONSORSHIP INCLUDES:

- Co-branded report with logos on front, inside and back covers.
- Logos on all email, online and any other report promotions
- Report featured in *Wide-Format Impressions* print magazine and half-page 4/C ad
- 250 printed copies of the study for your own distribution
- All leads generated from the report downloads will be shared with the sponsor
- Sponsor can include one custom question on the study download form

Choose NAPCO Research because of our ...



Audience

- 700,000+ reach
- Brand trust & recognition
- Access to deeply engaged audiences
- Vast job title spectrum
- Best-in-class engagement data



Content & Industry Expertise

- Long-time industry thought leaders
- Deeply embedded in respective industries
- Frequent conference speakers
- Deep industry networks



Research

- Led by former Forrester Research analyst
- Deep experience developing custom research solutions that solve clients' business problems
- Research covered by Reuters, *Fortune Magazine*, *The Washington Post* and other publications



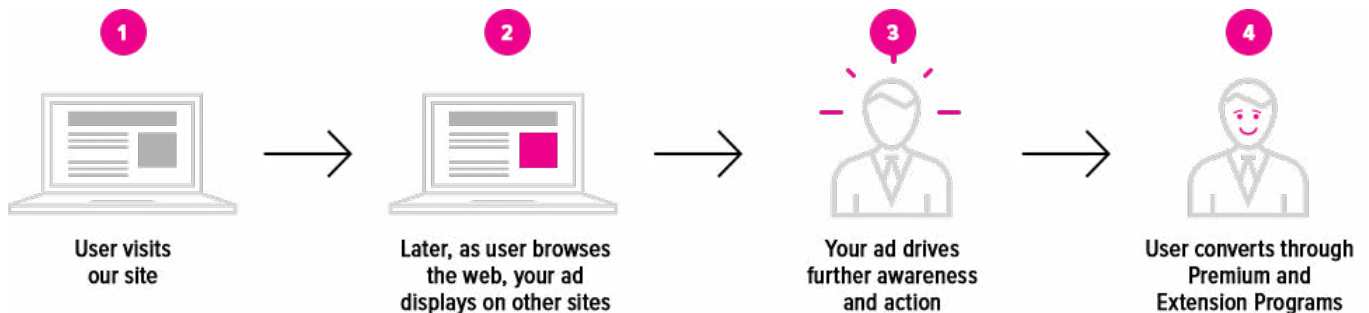
AUDIENCE RETARGETING

Extending Your Reach **Extends Awareness**

FOLLOW AND RETARGET OUR AUDIENCE WHEREVER THEY TRAVEL ON THE WEB. SCALE IMPRESSION INVENTORY BY REACHING OUR AUDIENCE ACROSS THE WEB ON OTHER WEBSITES, SOCIAL NETWORKS AND NEWSLETTERS.

- Address top-of-funnel audience with components designed for brand awareness AND lead generation.
- Increase contact with your branding using multiple touchpoints across many contexts to help increase conversion.
- Target our unique audience in the digital channels where they interact most.
- Use targeted creative to reach our uniquely qualified audience based on where they are in the buying cycle.

HOW IT WORKS



PRICE

\$50 CPM

Minimum 50,000 Impressions to Participate

Up to **75% boost**
in performance
over traditional online displays



PRINT GROUP ADVERTISERS

Successful Companies Trust in *Wide-Format Impressions*

4OVER, INC.	EASTMAN KODAK	MAGNUM MAGNETICS	ROOSEVELT PAPER
AGFA CORPORATION	ELECTRONICS FOR	MANROLAND SHEETFED	SANTEC
AIR MOTION SYSTEMS	IMAGING (EFI)	MANROLAND WEB	SCODIX INC.
AIR SYSTEMS DESIGN	ENVELOPE MART USA	SYSTEMS	SCREEN AMERICAS
AMERI LAM SUPPLY	ENVELOPES.COM	MARK ANDY	SENTRY INSURANCE
GROUP	EPSON AMERICA	MARTIN YALE	SIGNS365
APPLETON COATED	EZ TURNER	MBM CORPORATION	SMARTSOFT
APPLETON PAPERS	FINCH PAPER	MBO AMERICA	SOLIMAR SYSTEMS
APPVION	FLEXMAG INDUSTRIES	MELISSA DATA	SPIEL ASSOCIATES
ASAP PRINTING	FLINT GROUP	MEMBRANA	SPIRAL JAMES BURN
AVERY PRODUCTS	FOLDER EXPRESS	MEMJET	STANDARD FINISHING
AVONTI COMPUTER	FOSTER KEENCUT	MESSE DUSSELDORF	SUN CHEMICAL
SYSTEMS	FUJIFILM USA	NORTH AMERICA	SUPER WEB DIGITAL
B&W PRESS	G&K-VIJUK	MGI USA	TECHNIFOLD USA
BAUM	INTERNATIONAL	MIDLAND PAPER	TECNAU
BELL & HOWELL	GEORGIA PACIFIC	MITSUBISHI IMAGING	TEMBEC PAPER
BLANKS USA	GF PUHL	(MPM), INC.	THE DFS GROUP
BOBST GROUP NORTH	GFI INNOVATIONS INC	MOHAWK FINE PAPERS	THE MAGNET FACTORY
AMERICA	GLATFELTER	MONDI PAPAER	THERM-O-TYPE
BOISE, INC.	GOSS INTERNATIONAL	MORGANA USA	TRADE CARBONLESS
BRANDTJEN & KLUGE	GRAFIX LP	MULLER MARTINI	TRELLEBORG
CANON SOLUTIONS	GRANWELL PRODUCTS	NEENAH PAPER	ULINE
AMERICA	GRAPHIC ARTS SHOW	NELA	UNIVENTURE
CANON USA	COMPANY	NEWPAGE CORPORATION	US POSTAL SERVICE
CATALYST PAPER	GSNA/RYOBI MHI	OKI DATA AMERICAS	VALCO MELTON
CLEARWATER PAPER	HAMMERMILL PAPER	ON DEMAND MACHINERY	VECOPLAN
COLTER & PETERSON	HEIDELBERG USA	PAPER AND DUST PROS	VERITIV
COMPACT FOILERS	HEWLETT PACKARD	PITNEY BOWES	VERSO PAPER
CRAWFORD	HOHNER STITCHING	PRESENTATION FOLDER	VIDEK
TECHNOLOGIES	PRODUCTS	PRESSCLEAN	VITS INTERNATIONAL
D&K GROUP	HOWARD GRAPHIC	PRESSTEK INC.	VIVID LAMINATING
DELPHAX	EQUIPMENT	PRINTHARMONY.COM	WCJ PILGRIM
DIVERSIFIED GRAPHIC	IMPRESSION INKS LTD	PRINTLINK	WEST STAR PRINTING
MACHINERY	INX INTERNATIONAL INK	PROFECTUS	WESTERN STATES
DOCUMENT SECURITY	IST	RESOLUTE FOREST	ENVELOPE & LABEL
SYSTEMS	KBA NORTH AMERICA	PRODUCTS	WHITTIER MAILING
DOMTAR	KERLEY INK	RICOH CORPORATION	WHOLESALE ENVELOPE
DORSTENER WIRE	KERN	ROCHESTER SOFTWARE	XANTE
DUPLO USA	KIRK RUDY	ROLAND DGA	XEROX CORPORATION
E-Z TAG CORPORATION	KOMORI AMERICA	ROLLAND ENTERPRISES	XINGRAPHICS
EAGLE SYSTEMS	KONICA MINOLTA	ROLLEM INTERNATIONAL	ZOO PRINTING



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