



Wide-format Impressions

MEDIA KIT 2024



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PRINTING + PACKAGING GROUP

Powered by *Wide-format Impressions*, *In-plant Impressions*, *Printing Impressions*, and *Packaging Impressions*, the **Printing + Packaging Group** has an audience reach of more than **174,000+ print professionals** in the distinct wide-format, in-plant, commercial printing, and package printing and converting sectors.

The Printing + Packaging Group takes great pride in providing its audience with critical information and news, cutting-edge technologies, and processes through its industry-leading and compelling magazines, e-newsletters, live and virtual events, video services, and research projects.

Wide-format Impressions

Specifically focuses on innovative, high-margin, wide-format digital inkjet applications.

Packaging Impressions

The packaging professional's leading source of business solutions.

APPARELIST

Connecting the decorated apparel community.

Printing Impressions

America's most influential and widely read resource for the commercial printing industry.

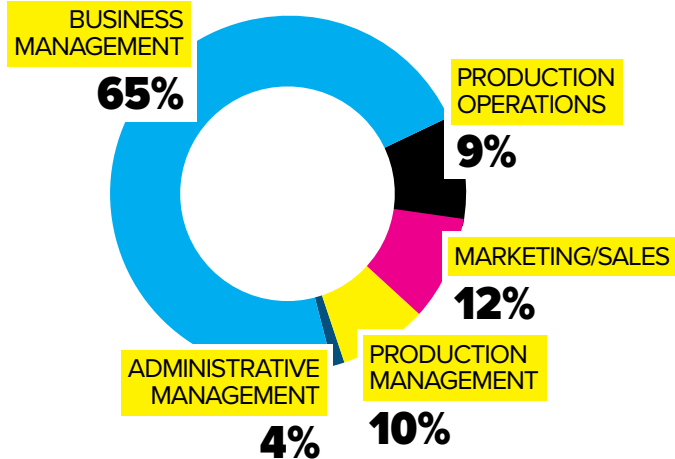
In-plant Impressions

The leading resource for in-plant printers.

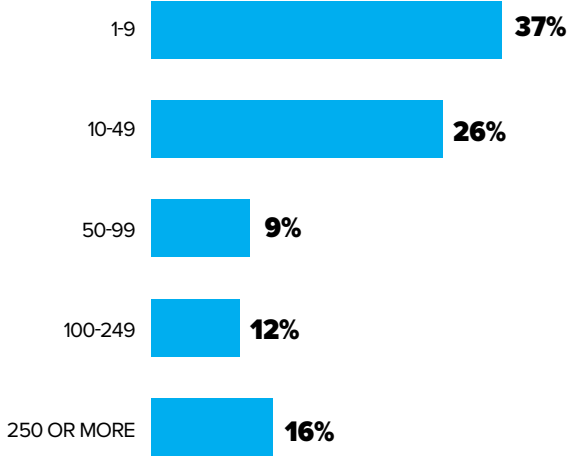
ppm print & promo marketing

Product and marketing information for distributor sales professionals.

JOB FUNCTION



NUMBER OF EMPLOYEES:



Interested in learning more about other Printing & Packaging Group Brands? Contact your sales representative for more information.



A NOTE FROM THE TEAM



WELCOME TO WIDE-FORMAT IMPRESSIONS 2024

Wide-format Impressions provides authoritative coverage on the industry trends, emerging technologies, and 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 2024 and being a part of what success means to you and your team.

All the Best,

DENISE M. GUSTAVSON

Editor-in-Chief


STEVE DUCCILLI

Group Vice President




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 six times in 2024 (Jan/Feb, Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, and Nov/Dec), *Wide-format Impressions* reaches the industry's top executives.

24,000+ in circulation

WEBSITE 


A site designed for wide-format printers — reach your target audience anytime, anywhere

3,600+ Average Monthly Users

E-NEWSLETTER 


Wide-format Impressions' twice a week e-newsletter features the latest news and informed commentary, reaching thousands of senior executives.

9,000+ opt-in subscribers

E-LEARNING 

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

An average of 100+ registrants per webinar


VIDEO 

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


E-BLAST AND LIST RENTAL 

Gain access to the largest collection of email addresses in the printing industry, or take advantage of postal list rental.

15,300+ emails

CUSTOM CONTENT CREATION 


Create custom content (videos, research reports, white papers, case studies, and more) with our subject matter experts.

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.

EVENTS 

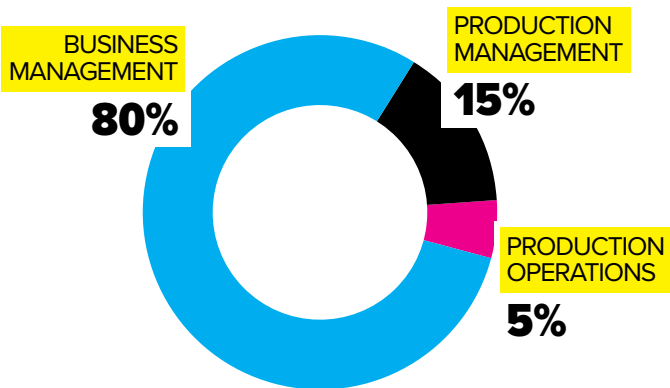
Connect directly with your target prospects at our variety of live events including the **Wide-Format Summit** and **PRINTING United Expo**.

WIDE-FORMAT AUDIENCE

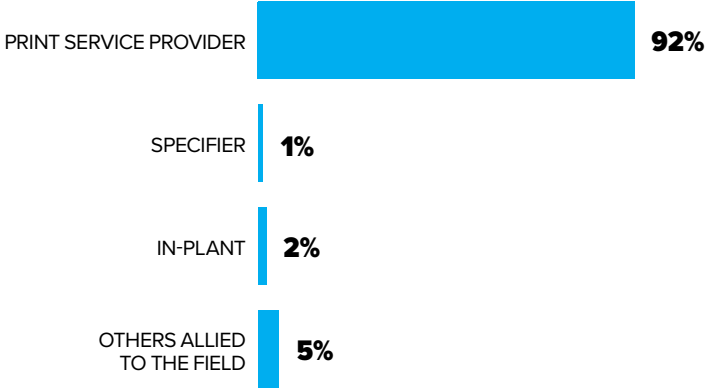
Total Audience: 33,000+

WIDE-FORMAT IMPRESSIONS PROVIDES AUTHORITATIVE COVERAGE ON THE INDUSTRY TRENDS, EMERGING TECHNOLOGIES, AND THE STORIES BEHIND THE NEWS IN THE VISUAL COMMUNICATIONS INDUSTRY.

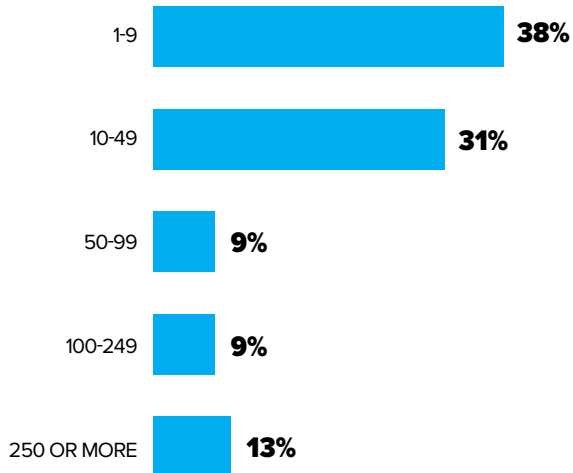
JOB FUNCTION



INDUSTRY



NUMBER OF EMPLOYEES





EDITORIAL CALENDAR

WIDE-FORMAT IMPRESSIONS 2024 EDITORIAL CALENDAR

MONTH	FEATURES	RESEARCH	BONUS DISTRIBUTION
JANUARY/FEBRUARY Ad Close: 1/8/2024 Materials Due: 1/11/2024	<ul style="list-style-type: none"> ■ Theme: Renewal & Growth ■ Cover Story: Economic Outlook 2024 ■ Features: <ul style="list-style-type: none"> • Sign Legislation for 2024 • Top WF Print Producers • Growth Opportunities in 2024 ■ Operations: M&A Activity & Trends ■ Industrial: The State of Industrial Print 	<ul style="list-style-type: none"> ■ 2024 Hot Markets Report 	
MARCH/APRIL Ad Close: 3/8/2024 Materials Due: 3/13/2024	<ul style="list-style-type: none"> ■ Theme: Retail ■ Cover Story: The Evolving Retail Landscape — What You Need to Know ■ Feature: Branding A Retail Space ■ Technology: Cutting & Routing ■ Sign/Graphics: Floor Graphics ■ Garment & Textiles: Textiles & Apparel 		
MAY/JUNE Ad Close: 5/7/2024 Materials Due: 5/10/2024	<ul style="list-style-type: none"> ■ Theme: Inspiration ■ Cover Story: Inspiring our Industry: The People Making a Difference ■ Feature: Bringing Out the Big Guns: Over-the-Top Wide-Format Projects ■ Event Coverage: Preview of Wide-Format Summit ■ Operations: Contingency Planning ■ Technology: Building a Better Workflow ■ Sign/Graphics: OOH and 3D Graphics 		
JULY/AUGUST Ad Close: 7/10/2024 Materials Due: 7/15/2024	<ul style="list-style-type: none"> ■ Theme: Hospitality ■ Cover Story: Luxurious Accommodations: Transforming Hotel Interiors ■ Feature: Tasty Design: Restaurant Makeovers ■ Event Coverage: PRINTING United Program and Event Preview ■ Sales & Marketing: Engaging Customers with Open Houses ■ Sign/Graphics: Window Graphics ■ Industrial: Laminate Flooring: The Opportunity at Your Feet ■ Garment & Textiles: Upholstery and Textiles 		<ul style="list-style-type: none"> ■ Wide-Format Summit, Aventura, FL, July 29-31, 2024 ■ PRINTING United, Las Vegas, NV, September 10-12, 2024
SEPTEMBER/OCTOBER Ad Close: 9/9/2024 Materials Due: 9/12/2024	<ul style="list-style-type: none"> ■ Theme: Ideas & Innovation ■ Cover Story: The Idea Issue: Top Trends in Wide-Format You Can't Afford to Ignore ■ Feature: The Innovators: Recognizing Best in Class Companies ■ Event Coverage: <ul style="list-style-type: none"> • PRINTING United New Products Preview • Key Takeaways from Wide-Format Summit ■ Operations: Boosting Operational Efficiencies: Prepress and Color Management ■ Technology: UV 		<ul style="list-style-type: none"> ■ PRINTING United, Las Vegas, NV, September 10-12, 2024
NOVEMBER/DECEMBER Ad Close: 11/8/2024 Materials Due: 11/13/2024	<ul style="list-style-type: none"> ■ Theme: Education ■ Cover Story: Graphics Go Back to School ■ Features: <ul style="list-style-type: none"> • Bridging the Gap: Connecting with the Next Generation • Promotional Products and the Education Market • Rising Stars ■ Event Coverage: Key Takeaways from PRINTING United ■ Technology: Dye-Sub / Direct Print ■ Sign/Graphic: Backlit Signage / SEG ■ Industrial: Awards and Engraving 		



PRINT RATES AND SPECS

AD SIZE	RATES
Inside Cover	\$6,500
Full Page	\$5,250
1/2 Page	\$3,750
1/3 Page	\$2,750
1/4 Page	\$2,500



INSIDE COVERS AND FULL PAGE

Trim: 8.875"w x 10.875"h
 Bleed: 9.125"w x 11.125"h
 Safety: 8"w x 10"h

1/2 PAGE

Horizontal
Trim: 7.875"w x 4.75"h

Vertical
Trim: 3.75"w x 10"h

1/3 PAGE

Horizontal
Trim: 5.125"w x 4.75"h

Vertical
Trim: 2.375"w x 10"h

1/4 PAGE

Horizontal
Trim: 7"w x 2.5"h

Vertical
Trim: 3.75"w x 4.75"h

**More print advertising opportunities are available.
 Contact your sales representative for more information.**



E-NEWSLETTER

ALIGN YOURSELF WITH LEADING INDUSTRY KNOW-HOW AND BEST PRACTICES!

WIDE-FORMAT IMPRESSIONS E-NEWSLETTER

Delivered Three Times a Week to 9,000+ subscribers

- A LEADERBOARD**
• 728x90 - \$1,900
- B MARQUEE**
• 728x188 - \$1,900
- C MEDIUM RECTANGLE**
• 300x250 - \$995

Featured Resources - \$2,500

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



Leads, Leads & More Leads!

DOWNLOAD E-NEWS SPECS

The screenshot shows the layout of the e-newsletter. At the top right, there are two ad spots: a 728x90 Leaderboard (labeled 'A') and a 728x188 Marquee (labeled 'B'). Below these is the newsletter header with the title 'Wide-format Impressions', a 'SUBSCRIBE' button, and 'ADVERTISING INFO' with social media icons. The main content area includes an 'EDITOR'S PICKS' section with an article 'The Eco-System of Printing Opportunity' by Dan Marx, and a 'FEATURED RESOURCES' section with an article 'Sign Ink Increases Profit Potential with SEI Laser' sponsored by Matic Inc. Below the featured resources is a 300x250 Medium Rectangle ad (labeled 'C'). Further down is a 'TOP NEWS' section with articles like 'Expo Session to Address Opportunities in Installed Graphics' and 'Expo 411: Attendee's Quest for Growth and Industry Insights'. At the bottom, there is another 300x250 Medium Rectangle ad (labeled 'C') and a 'Sprints Creative Acquisition Builds Largest Design Archive in the Industry' article.



E-NEWSLETTER TAKEOVER

WANT YOUR BRAND TO STAND OUT?
TAKE OVER THE *WIDE-FORMAT IMPRESSIONS* E-NEWSLETTER

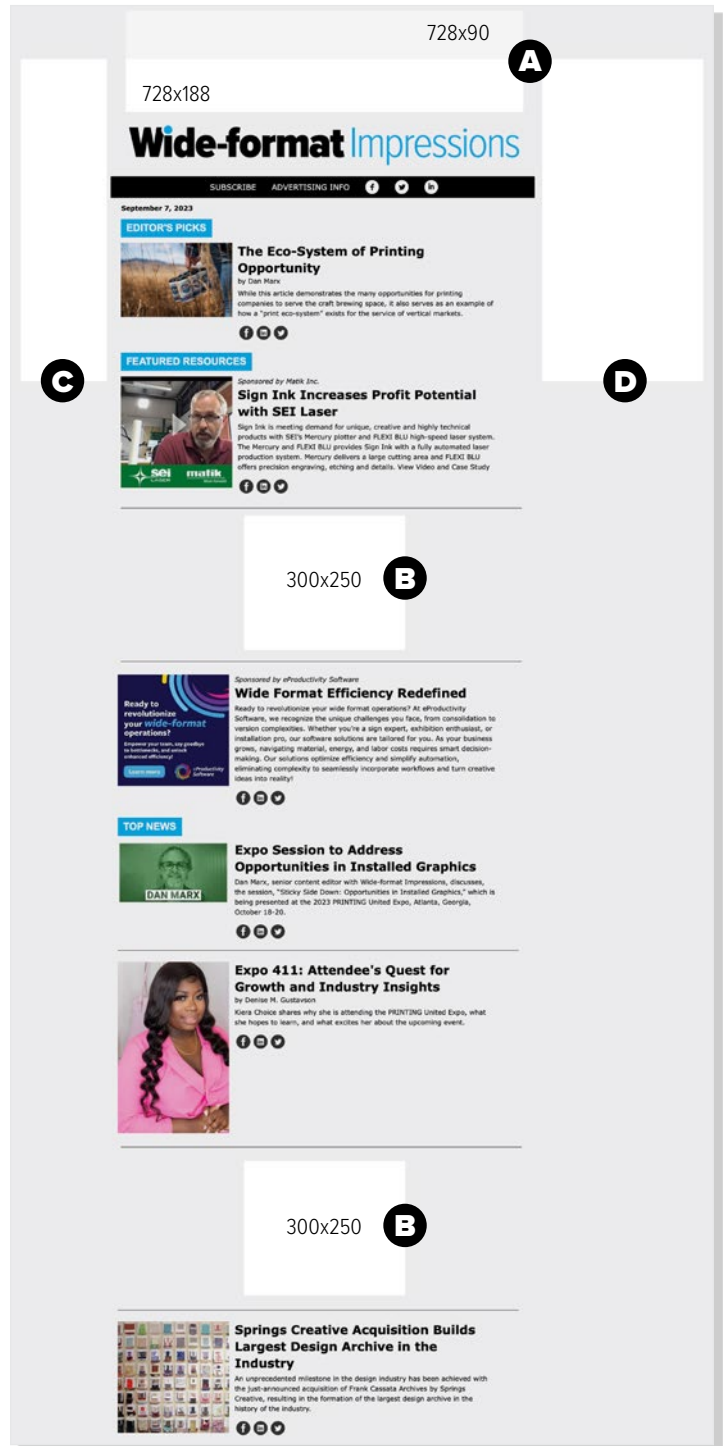
E-NEWSLETTER TAKEOVER

INCLUDES:

- A** LEADERBOARD (728x90) OR MARQUEE (728x188)
- B** MEDIUM RECTANGLE (300x250)
- C** SKYSCRAPER (160x600)
- D** HALF PAGE (300x600)

Cost - \$3,000

DOWNLOAD E-NEWS SPECS





RESOURCE LIBRARY PREMIUM LEAD GENERATION

Looking for prospects leveraging your content marketing strategy? We can deliver powerful prospects utilizing our Resource Library — the premier source for marketing best practices, case studies, white papers, and more. Our robust Resource Library is designed for senior-level executives, business owners, operations and sales managers, and other top decision makers.

KEY FEATURES

- Receive unlimited downloads each week for 12 months.
- Full individual contact, firmographics, and context for each download.
- Multichannel distribution across newsletter, personalized website recommendations and social media.
- Optionally ask additional custom questions (additional fees apply).

BENEFITS INCLUDE:

- Exposure in trusted media channels to 33,000+
- Branded impressions in front of most engaged audiences.

COST ANNUALLY: \$3,750

WEBSITE

WIDEFORMATIMPRESSIONS.COM

A WELCOME AD
640x480 - \$1,795

Run-of-Site

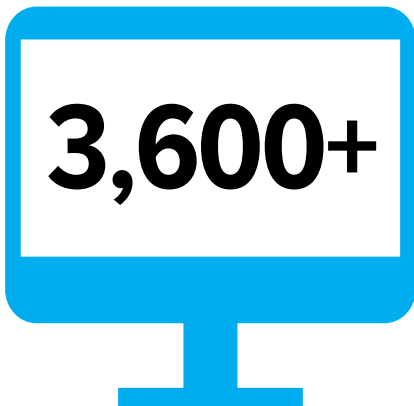
B LEADERBOARD
728x90 - \$1,375

SUPER LEADERBOARD
970x90 - \$1,500

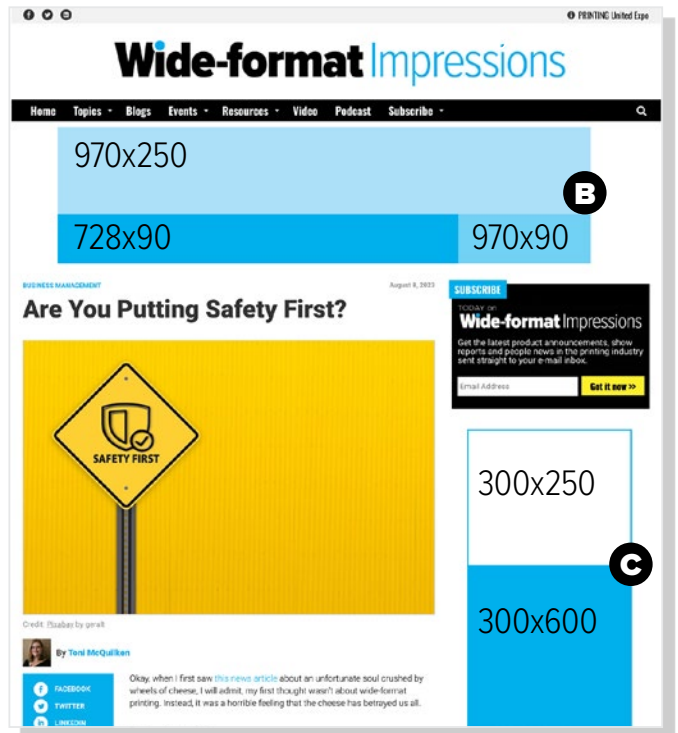
BILLBOARD
970x250 - \$1,650

C HALF PAGE
300x600 - \$1,445

MEDIUM RECTANGLE
300x250 - \$1,445



Average Monthly
Users



**DOWNLOAD
WEBSITE SPECS**



PARTNER VOICES

In-plant Impressions **Packaging Impressions** **Printing Impressions** **Wide-format Impressions**

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.**

Cost - \$3,500

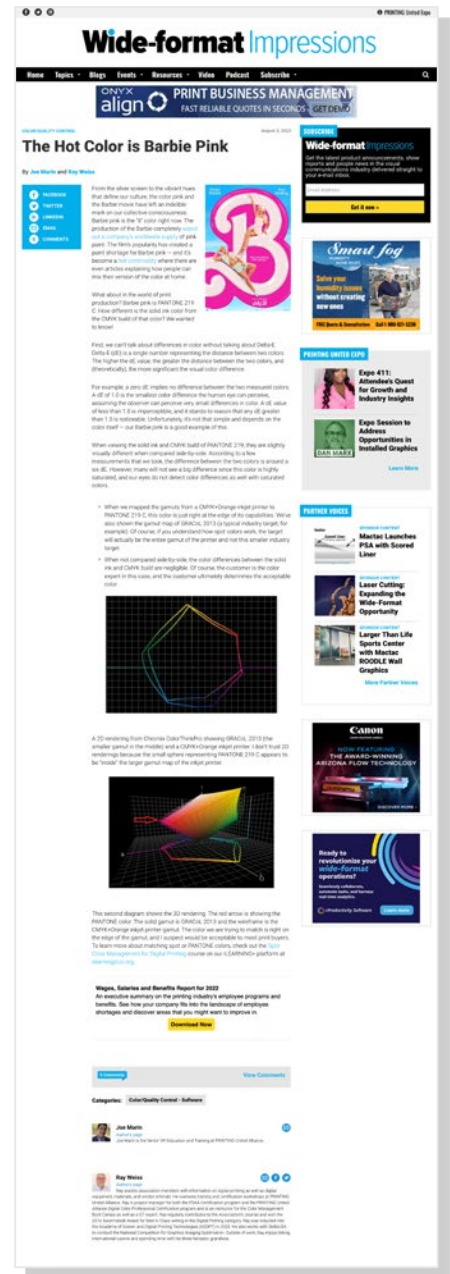
Deliverables:

- Your story professionally edited by *Wide-format Impressions* editorial staff (1,000 - 1,200 words)*
- Up to two (2) relevant embedded links
- Up to two (2) relevant embedded images
- One (1) relevant embedded video
- Roadblock Banners:
 - A 728x90 or 970x60 banner ad.
 - A 300x250 or 300x600 banner ad.
 - A 120x60 logo.

Distribution:

- Evergreen placement on wideformatimpressions.com
- Up to three (3) placements in *Wide-format Impressions* E-Newsletter.
- 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.





WEBINARS

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.

Printing & Packaging Group webinars are live, hour-long educational sessions that feature some of the most renowned experts in the industry, as well as printer panels sharing their real-life experiences. Sponsorship provides a unique opportunity to align your brand with our editorial content.

\$8,500

**For multiple brand promotion pricing, contact your sales representative.*

Each Webinar Includes:

- An expert eLearning event manager and editorial contact who oversees the webinar from the kick-off call to lead delivery, and everything in-between
- Sponsor can add 3 custom questions to registration form, add content/resources to webinar console, live polling, etc.
- 90-day archival period of webinar on-demand, MP4 recording provided to sponsor after archival period
- Production via ON24 including branded registration page, lobby page and event console
- Creation of promotional materials and webinar promotion to target audience (custom email provided to sponsor)

Minimum 4-week promotional period including but not limited to:

- Up to three emails to target audience
- Editorial coverage of webinar (e.g., articles, social media, etc.)
- Webinar promoted as a Featured Resource in presenting publications' newsletters
- Webinar added to presenting publications' site
- Two pre-event emails to registrants and two post-event emails to registrants

NOTEWORTHY *extras:*

Promoted to *Wide-format Impressions* subscribers only:
100+ average registrants

Promoted to *Wide-format Impressions + other Impressions Group* subscribers:
200+ average registrants

***A \$15,000 Value Package!**

White Paper 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: wideformatimpressions.com/webinars



LIVE EVENTS



April 22-24, 2024

Hyatt Regency Grand Cypress
Orlando, Florida

ijsummit.com

June 3 - 5, 2024

Hilton Nashville Downtown
Nashville, Tennessee

summit.apparelist.com

July 29-31, 2024

JW Marriott Miami Turnberry Resort & Spa
Miami, Florida

wideformatsummit.com

November 11-13, 2024

Ponte Vedra Inn & Club
Ponte Vedra Beach, Florida

digitalpackagingsummit.com

RESULTS-DRIVEN HOSTED BUYER EVENTS CONNECTING EXECUTIVE DECISION MAKERS WITH LEADING SUPPLIERS AND MANUFACTURERS.

As a sponsor of one of the Printing and Packaging Group’s hosted buyer events, you will have guaranteed 1:1 time with executive decision makers responsible for evaluating and purchasing major technology solutions for their businesses. Attendees are not only senior-level decision makers, but they have qualified to attend the event because of their intent to purchase, with budget to support.

Each component of the hosted buyer events is designed to provide you with quality business development opportunities



Qualified Attendees

Our hosted buyer events match sponsors with buyers who have demonstrated intent and budget to invest in digital printing technology.



1:1 Meetings

Pre-scheduled 1:1 meetings match buyers and sellers, providing an ideal way to drive sales and solidify partnerships.



Boardroom Case Studies

Showcase your client success stories with attendees looking for solutions to implement in their organizations.



Relationship Building

Work hard, play hard. The hosted buyer events pack months of business-building opportunities into 3 days of meetings, sessions, and networking.

CUSTOM VIDEOS

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 trade show 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. This includes 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!





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!

The editorial staff of *Wide-format Impressions* can interview your clients from around the globe! Sleek “glossy” videos from your client’s facility are wonderful but often come with a high price tag due to T&E requirements. Our testimonial videos 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 to 10 minute interview 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 *Wide-format Impressions* E-Newsletter to 9,000+ weekly subscribers
- Posted 2x on *Wide-format Impressions* social channels
- Addition promotional options are available for additional cost – such as e-list blasts

COST: \$4,500



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!

15,000+ *Wide-format Impressions* email addresses

130,000+ **Printing & Packaging Group** email addresses

\$300/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.
- **CONTACT US FOR MORE INFORMATION ABOUT ALL OF OUR LIST RENTAL OPPORTUNITIES!**
- Postal base price: \$200/M Base Price | 15,000+ postal records | Selections available





CUSTOM CONTENT CREATION

WORK WITH OUR EXPERT EDITORIAL TEAM TO MAKE YOUR CONTENT RISE ABOVE THE NOISE. OUR TEAM OF SEASONED PRINTING INDUSTRY PROFESSIONALS MAKES 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:

- White Papers
- Case Studies
- Infographics
- eBooks





RESEARCH

ATTACH YOUR BRAND TO AN INDUSTRY-LEADING RESEARCH REPORT, LEVERAGING OUR ENGAGED AUDIENCE AND EDITORIAL EXPERTISE TO ELEVATE YOUR BRAND WITH THOUGHT LEADERSHIP

What Can NAPCO Research Do For You?

- *Wide-format Impressions* Research creates data-driven studies that will help you uncover needed marketing intelligence and publish branded thought leadership that generates leads, feeds content marketing programs, and builds buzz for your business.
- We partner with our clients to IDENTIFY their unique business challenges and create solutions that ENABLE deeply informed decision-making and DELIVER results.
- Gain access to the Printing & Packaging Groups’ engaged audiences of industry executives across key industries.

Services Include:

- Landscape Analysis
- Competitive Analysis
- Benchmarking
- User Research & Analysis
- Lead Generation
- Sales Training
- Research-Based Webinars
- Brand Awareness and Market Positioning
- Print Growth Strategies & Capital Investment Research

Sponsorship Includes:

- Co-branded report with logos on front, inside, and back covers
- Report featured on wideformatimpressions.com
- Logos on all email, online, and any other report promotions
- All leads generated from the report downloads will be shared with sponsor

NAPCO Research Clients



Powered by:





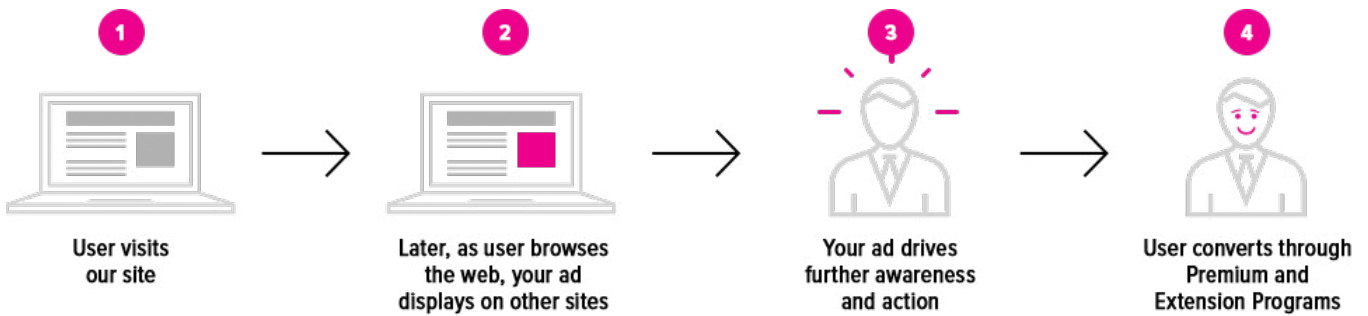
AUDIENCE RETARGETING

Extending Your Reach **Extends Awareness**

SCALE YOUR CAMPAIGN BY REACHING OUR AUDIENCE ACROSS THE WEB ON OTHER SITES, 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

PRINTING UNITED
EXPO



SAVE THE DATE

SEPT. 10-12, 2024

LAS VEGAS

STAY IN THE KNOW

GET NOTIFIED WHEN 2024 REGISTRATION OPENS!





CONNECT WITH US

Our Team



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Social



**FACEBOOK.COM/
WIDEFORMAT
IMPRESSIONS**



@WF_IMPRESSIONS



**LINKEDIN.COM/
COMPANY/
WIDE-FORMAT-
IMPRESSIONS**



**INSTAGRAM.COM/
WIDEFORMAT
IMPRESSIONS**



新発想。
美容家電で、
日差しケア



イオンの力で、
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