

DIGITAL PRINT FOR CORRUGATED

With rapid growth in the demand for shorter runs, more colour and experimental designs in terms of marketing messages and variable content, the use of digital print is mainstream in the graphic arts, folding carton and label markets. But now, digital print has firmly arrived in the corrugated market. With various machine manufacturers investing heavily in R&D and leading companies putting corrugated packaging as their number one target for the coming years, converters around the world would do well to educate themselves on what it takes to 'go digital'.

Brought to you by the publishers of International Paper Board Industry, the leading monthly magazine for the corrugated industry – **Digital Print For Corrugated** is a brand new title, aimed at helping converters navigate the complexity of bringing digital print into an analog business model.

Published quarterly, this print-format publication will be packed with technical articles, company insight, in-plant reports and statistical reports on what and why the global corrugated industry needs to embrace everything that digital print has to offer. Although it is clear that digital will not 'replace' flexo as the print process of choice, the growing complexity of focussed marketing campaigns by brand owners and retailers will make digital print a necessary add-on to your converting capabilities.

Supplementing the print magazine will be a new on-line community, which will be found at www.digitalprintforcorrugated.com – the website will have a daily news feed, feature articles and all the regular comment and content you would expect of a news platform. Embedded videos, Twitter feed and list of industry specific events will keep the reader fully apprised of what is happening in the world of digital printing, specifically for corrugated applications.

MEDIA INFORMATION

The magazine will be distributed, free of charge, to companies who are actively examining the digital print market, specific to short run and promotional corrugated packaging. With access to the global readership database from the Brunton Group, the print run will be in excess of **8,000** copies per issue.

The online community will grow with time and will be promoted heavily to the **43,000+ unique users** registered with

www.thepackagingportal.com

Make sure
you're in!

See over for advertising
opportunities and specs or
email dan@brunton.co.uk

DIGITAL PRINT FOR CORRUGATED

ADVERTISING OPPORTUNITIES

As this magazine is being published only four times per year, we are asking advertisers to commit to all the issues in one year. The prices are being positioned carefully so that it is an affordable opportunity to be present in this new publication for the whole year.

IN PRINT

Full page Euro 1,500.00 per insertion
(total of Euro 6,000.00 for one year)

Half page Euro 850.00 per insertion
(total of Euro 3,400.00 for one year)

Please email Dan Brunton on dan@brunton.co.uk to book your place in this **exciting new publication!**

ONLINE

Banner ad Six months minimum engagement.
Euro 1,000.00 per six months.

Size of banner advertisement should be **728 x 90 pixels**.

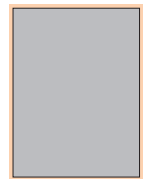
Please email Dan Brunton on dan@brunton.co.uk to book your banner advert on the new website.

MECHANICAL DATA

FULL PAGE

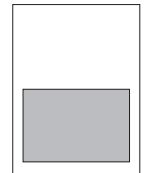
■ Trim (width x height):
210mm x 280mm

■ Bleed (width x height):
216mm x 286mm



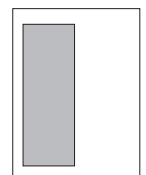
HALF PAGE (Horizontal)

176mm x 120mm
(width x height)



HALF PAGE (Portrait)

86mm x 235mm
(width x height)



Make sure
you're in!

email dan@brunton.co.uk
today to be a part of this
exciting new publication

