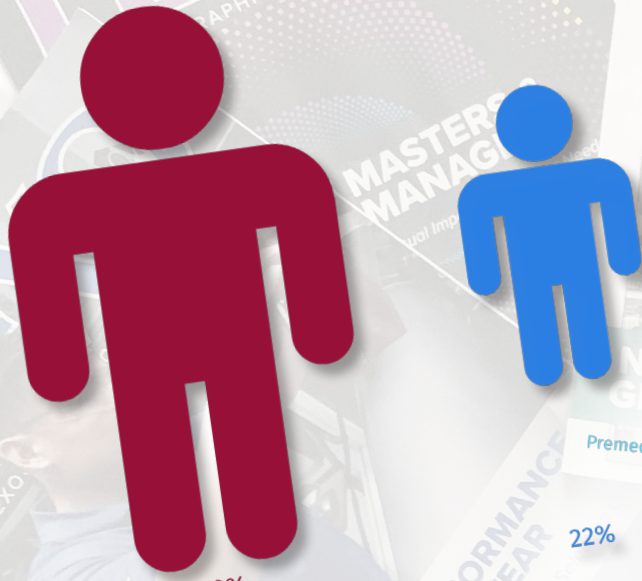


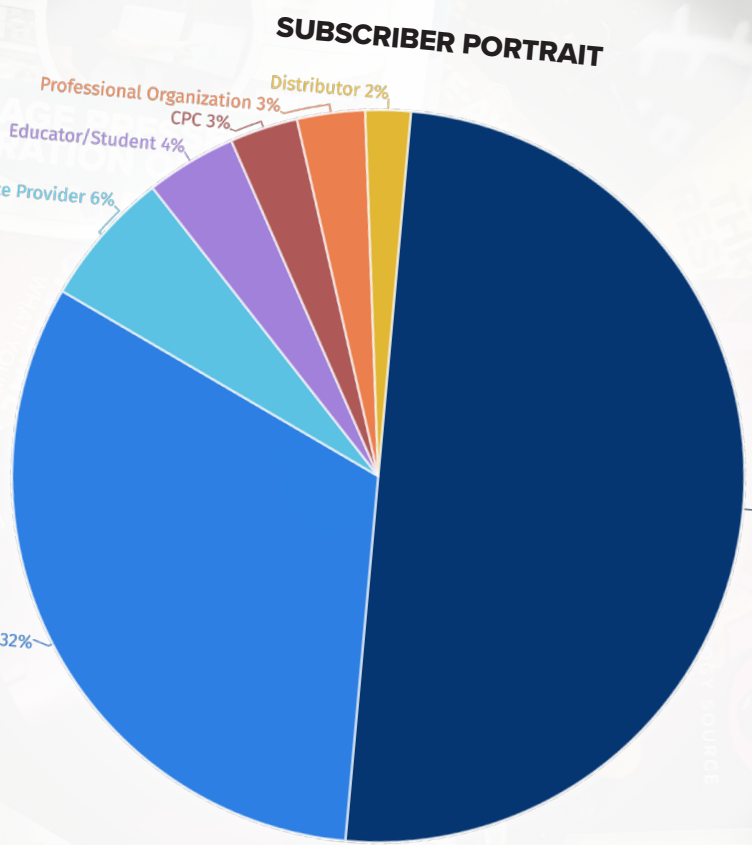
FLEXO

2024 MEDIA KIT



FTA AFFILIATION

● FTA Members ● Non-Members



PACKAGE PRINTING & CONVERTING'S PERIODICAL OF CHOICE

EDITORIAL CALENDAR

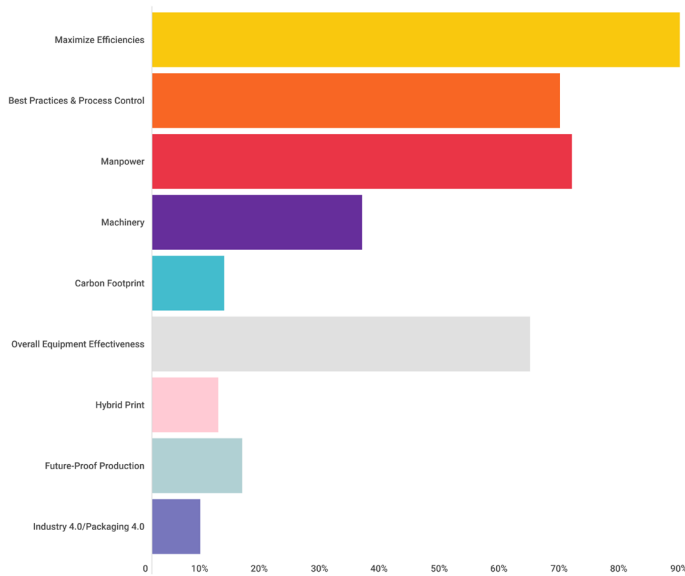
ISSUE DATES	EDITORIAL CONTENT
<p>January Ad Close: Dec. 21 Material: Jan. 3</p>	<p>PACKAGING'S PRIORITIES</p> <ul style="list-style-type: none"> • Printer Members on Building the Business • Will AI Transform Packaging? • LEAN Manufacturing & Operational Excellence: How to Apply It to Converting <p><i>FORUM & INFOFLEX PRE-SHOW PLANNER</i></p>
<p>February Ad Close: Jan. 12 Material: Jan. 19</p>	<p>SUSTAINABLE INKS & SUBSTRATES</p> <ul style="list-style-type: none"> • Recyclable, Reclaimable, Compostable Packaging • Time, Speed, Temperature—Better Understanding Curing • PFAS Bans • Analyzing Ink Sets
<p>March Ad Close: Feb. 12 Material: Feb. 19</p>	<p>FIRST METHODOLOGIES FOR FLEXIBLE PACKAGING</p> <ul style="list-style-type: none"> • Cost Containment • Waste Management • Process Control
<p>April Ad Close: March 8 Material: March 15</p>	<p>OFFICIAL INFOFLEX 2024 EXHIBIT GUIDE</p> <ul style="list-style-type: none"> • Floorplan & Navigational Map • Alphabetical Directory of Exhibitors • Innovations Central Program
<p>May Ad Close: April 4 Material: April 11</p>	<p>FTA FORUM & INFOFLEX EDITION</p> <ul style="list-style-type: none"> • Excellence in Flexography Awards Recap • Sustainability Excellence Awards • FTA Hall of Fame: The 65th Inductee • drupa: Create the Future... Think Digital, be Sustainable <p><i>(Stand Alone Supplement, closes Feb. 26)</i></p>
<p>June Ad Close: May 16 Material: May 23</p>	<p>TECHNICAL INNOVATION MONTH: 2024 Winners Tell Their Stories</p> <ul style="list-style-type: none"> • FORUM & INFOFLEX Wrap-Up • Anilox Rolls & Doctor Blades • Anatomy of Your Anilox Roll—What to Look For & Why • Chamber Pressure: Its Role in Optimizing Outcome • Best Practices: Storing, Handling, Cleaning & More

EDITORIAL CALENDAR

ISSUE DATES	EDITORIAL CONTENT
<p>July Ad Close: June 17 Material: June 25</p>	<p>PLATES/SLEEVES/PROCESSORS + PRE-MEDIA SERVICES SUPPLIER LOCATOR</p> <ul style="list-style-type: none"> • Battling Bounce: How to Mitigate It • How Long Will My Plates Last? • In-House Plate Making: How to Get Started • Automating Art Workflow <p><i>FALL TECHNICAL CONFERENCE PLANNER</i></p>
<p>August Ad Close: July 16 Material: July 23</p>	<p>PRESS BUYER'S GUIDE</p> <ul style="list-style-type: none"> • Bells, Whistles, Wizardry: Flexo, Hybrid, Digital • Pit Stop Production Floors • Preventative Maintenance <p><i>LOOKING AHEAD TO LABELEXPO—FTA Members: Who's Exhibiting, What They're Showing, How to Find Them</i></p>
<p>September Ad Close: Aug. 12 Material: Aug. 19</p>	<p>LABELEXPO AMERICAS EDITION</p> <ul style="list-style-type: none"> • Narrow Web: Niceties vs. Necessities • Waste Management: What to Do with Scrap • SuperCorr Expo: Time Tested, Future Forward, Preview the FTA Member Experience <p><i>SPECIAL SUPPLEMENT: Official INFOFLEX at Fall Technical Conference Exhibit Guide</i></p>
<p>October Ad Close: Sept. 9 Material: Sept. 20</p>	<p>FTA FALL TECHNICAL CONFERENCE EDITION</p> <ul style="list-style-type: none"> • Brand Protection • Security & Variable Data Printing
<p>November Ad Close: Oct. 14 Material: Oct. 22</p>	<p>SOFTWARE & SOLUTIONS</p> <ul style="list-style-type: none"> • Roadmap to In-Plant Automation • Color Management: Proven Practices/Reliable Instruments
<p>December Ad Close: Nov. 12 Material: Nov. 19</p>	<p>SourceBook 2025: FTA's OFFICIAL MEMBERSHIP DIRECTORY</p> <ul style="list-style-type: none"> • International Directory of Flexographic Printing & Converting Products & Services • FTA Demographic Portrait: Who We Are, What We Do, Where to Find Us <p><i>SPECIAL ADVERTISING SECTION: Who's Who on the Supply Side + Ready for Launch: What's Ahead for 2025</i></p>

FLEXO: “THE VOICE OF FTA & ITS MEMBERS”

PRINTERS' TOP PRIORITIES



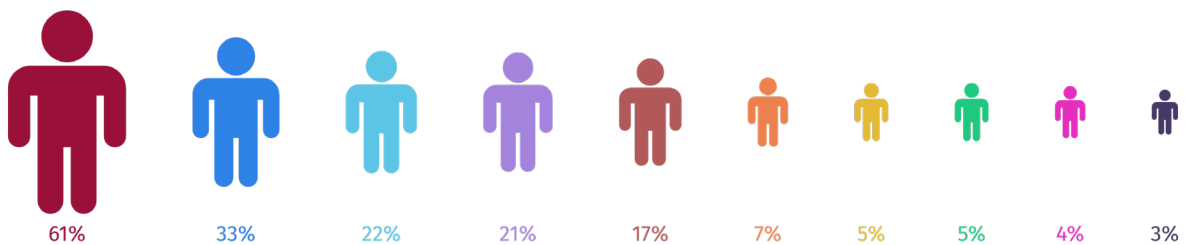
Optimizing Production, Managing Change

FLEXO Magazine—the voice of FTA and its members maintains a perennial focus on process control by printing to the numbers as it documents flexography’s transition from art to science. It’s vowed to improve the competence of people working in the trade and staunchly advocates optimizing production and managing change.

In charting the path to becoming a better printer, the periodical delivers instructional, informative, technical narrative, intended to strike up conversation while serving as a guide to continuous improvement. FLEXO Magazine addresses package printing plants’ challenges, plus their impact on strategic business plans, capital expenditure budgets, competitive positioning tactics and efficiency-enhancing pursuits. Situational analyses is provided by printers themselves. Their common credo: “Spend wisely!” “Stay relevant.” “Broaden capabilities.”

At the dawn of 2024, sustainability is driving change. Personnel, followed by pricing, remain printers’ toughest challenges. Flexographers resolve to “continuously improve “get better, more consistent, less wasteful,” “work harder and smarter,” “establish higher standards;” plus, “automate, streamline and simplify—operations, procedures and practices.” FLEXO’s content reflects those commitments and reinforces the methodologies so necessary to acting as a catalyst of change.

WHAT THEY PRINT



- Flexible packaging
- Labels/tags/decals
- Hybrid print
- Digital print
- Folding carton
- Security printing
- Corrugated
- Envelope
- Towel/tissue/napkin
- Preprinted linerboard

Data Current as of Oct. 1, 2023; Percentages may total greater than 100, reflecting multi-application work in member plants.

INTERNET EDITION AFFORDS IMMEDIATE ACCESS WORLDWIDE

FLEXOMAG.COM

ACTIVITY & ANALYSIS

23,970 recordable impressions of some nature beyond print

11,742 Unique Visits to Internet Edition
~1,000 monthly

7,156 redirects from FLEXOGRAPHY.ORG / CURRENT ISSUE

4,586 Views FLEXOMAG.COM

4,070 FLEXO Landing Page Views on FLEXOGRAPHY.ORG



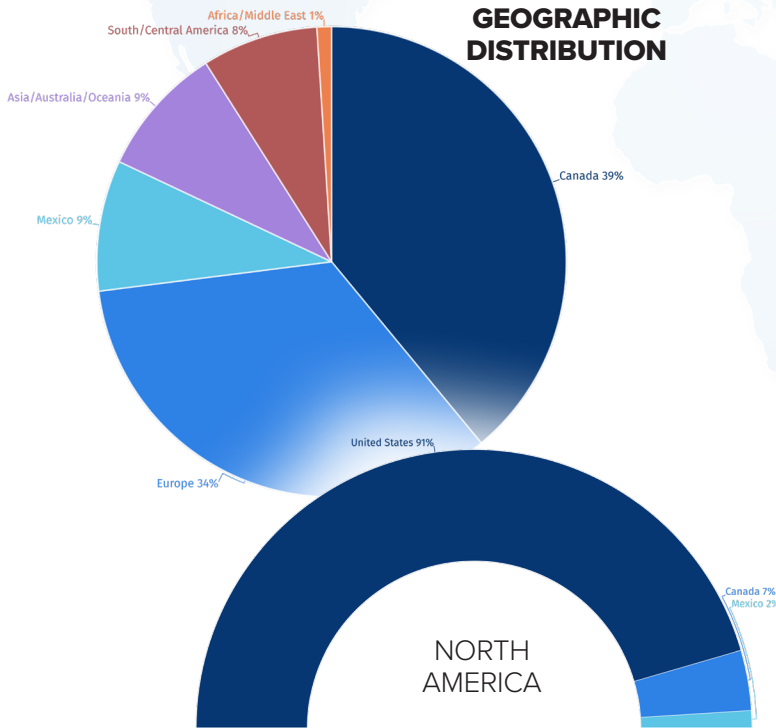
Data captured Oct. 1, 2022–Sept. 30, 2023.

GLOBAL REACH/PRINT

Average Monthly Distribution = 14,723

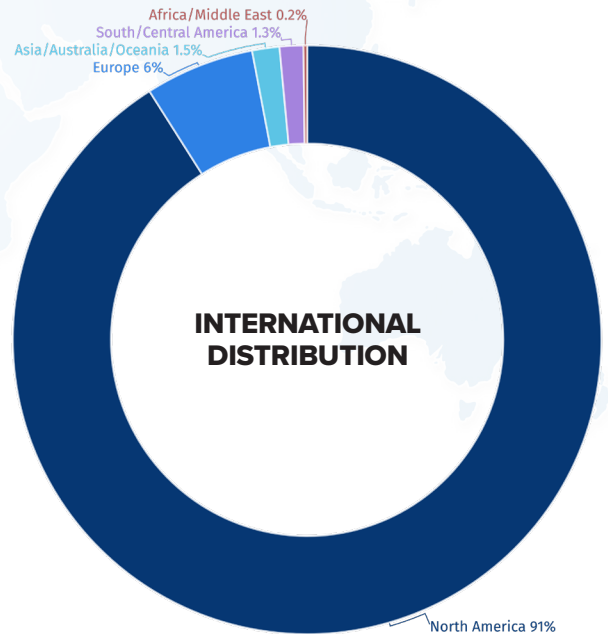
Pass-Along Readers = 4,500

GEOGRAPHIC DISTRIBUTION



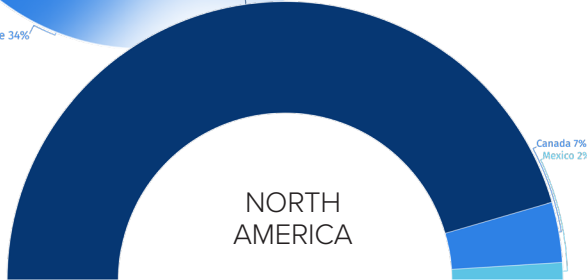
*Data Current as of Oct. 1, 2023

INTERNATIONAL DISTRIBUTION



*Data Current as of Oct. 1, 2023

NORTH AMERICA



FLEXO Magazine / 80 Orville Drive, Suite 100 / Bohemia, NY 11716 / Phone: 631-737-6020 / www.FLEXOmag.com

CONTACTS

Brad Pareso, President & Publishing Director, X 131, bpareso@flexography.org

Bob Moran, Publisher, X 117, rmoran@flexography.org

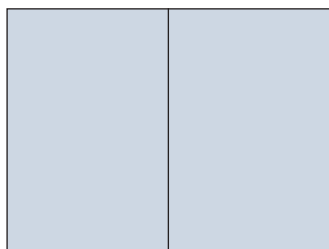
Jay Kaible, Director of Membership & Business Development (Sales), X 120, jkaible@flexography.org

Susan Raab, Membership Manager (Classifieds and Reprints), X 111, sraab@flexography.org

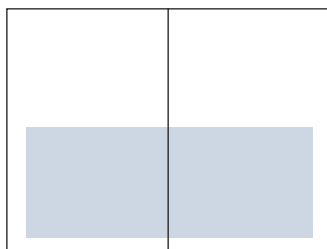


*Ownership Statement, filed each October, reflects only mailed copies in the US. Above figures include bulk shipments and international distribution. FLEXO is a registered trademark of FTA.

PRODUCTION SPECS



Full-Page Spread w/Bleed
16.25" x 11.125"



Half-Page Spread
14" x 4.875"
16.25" x 5.56" w/bleed

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).

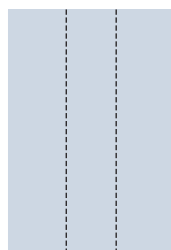
FILE GUIDELINES

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.

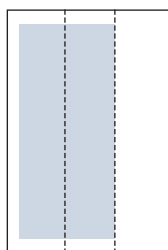
NATIVE FILE FORMATS

- **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

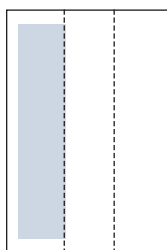
General Conditions: Publisher, FTA, has the right to accept/reject any/all advertising. Material that simulates editorial content will be marked "Advertisement" or "Advertorial," at Publisher's discretion. Advertiser is ultimately responsible for payment of charges incurred. In consideration for publishing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



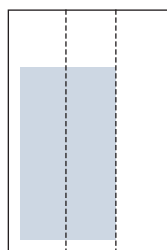
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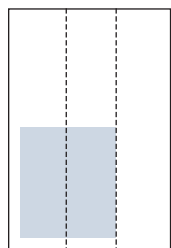
2/3 Page
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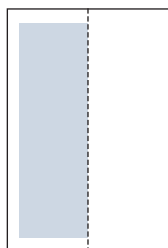
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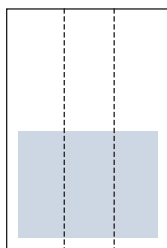
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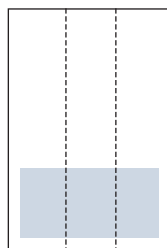
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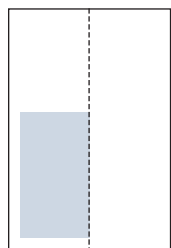
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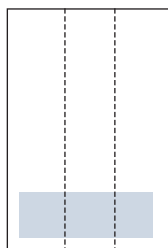
1/2-Page Horizontal
7" x 4.875"



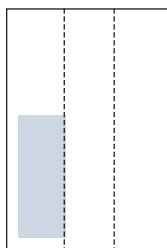
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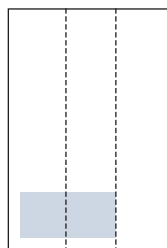
1/4-Page Vertical
3.375" x 4.875"



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"

2024 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: + \$375 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	\$450 Net Monthly
Posting E-Blast Announcement Banner Sponsor 600 x 160 px	\$450 Net Monthly
FORUM & INFOFLEX Show Daily Banners 250 x 250 px	5 days / \$1,195 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