



Functional Film, Paper, Foil, and Converting Technology

# Media Kit 2024



Converting  
Technical  
Institute



## Get the Edge

*Converttech International* magazine is the best resource for the latest in all converting technologies and news from Japan:

 Laminating

 Coating

 Printing

 Slitting

 Printable Electronics

 Functional Materials

 Flexible Packaging

 Web Handling

 Market Statistics

 Corporate News

 Exhibition News

 New Products

## Straight From the Source



60%

**Focus On...:** Articles written by our editorial staff based on interviews and research—no press releases here!

20%

**Features:** Highly detailed articles written by academics, engineers, and other converting professionals.

10%

**Serials:** Multi-part serials covering the basics of each converting technology field written by experts.

10%

**Specials:** Exhibition coverage, international events, company listings, and all the rest!



## Paper or Digital

*Converttech International* magazine is available in both print and digital formats.

Free sample digital issue is available:



**Converttech International** offers the best way to reach professionals throughout the global converting industry!

## Distribution

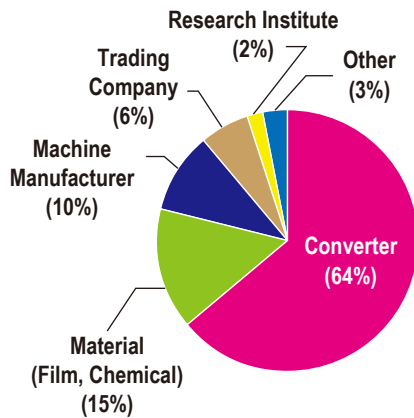
- **Trade Shows/Events**  
Individual issues distributed for free at international trade shows around the world
- **Targeted Distribution**  
Mailed out to potential readers at the recommendation of authors/businesses
- **Subscribers**  
Thousands of readers globally

## Summary

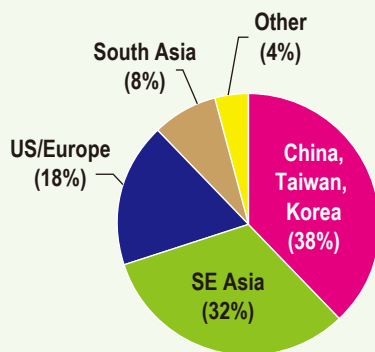
<b>Distribution</b>	
Print.....	3,000
Electronic.....	10,000
Pages Per Issue.....	60-90+
Print Frequency .....	4x/year
Subscription Renewal Rate .....	85%
Content/Sponsor Ratio .....	90/10
Established.....	2011



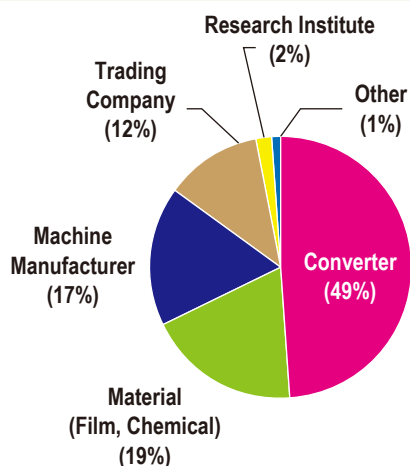
### Readership by Industry



### Readership by Region (outside Japan)



### Mailing List by Industry



## E-magazine Advantages

- **Direct Links to Advertisers' Homepage**  
While the ad on the screen may be static, the updated information on your homepage will provide the latest information even with older advertisements.
- **Instant Viewing**  
The magazine reaches the reader as soon as it is ready for publishing.
- **Ubiquitous Access**  
The electronic version can be viewed on PCs, tablet PCs, smart phones, and any device that has internet access or can load a PDF file.
- **Non-subscriber Access**  
Each issue will also be available in sample form. The sample issues contain portions of many articles, but also includes all advertisements. The sample is viewable for free by any interested party.
- **Portability**  
Because the format is portable, readers and advertisers can use their handheld devices to show articles and advertisements to those without internet access at the moment.

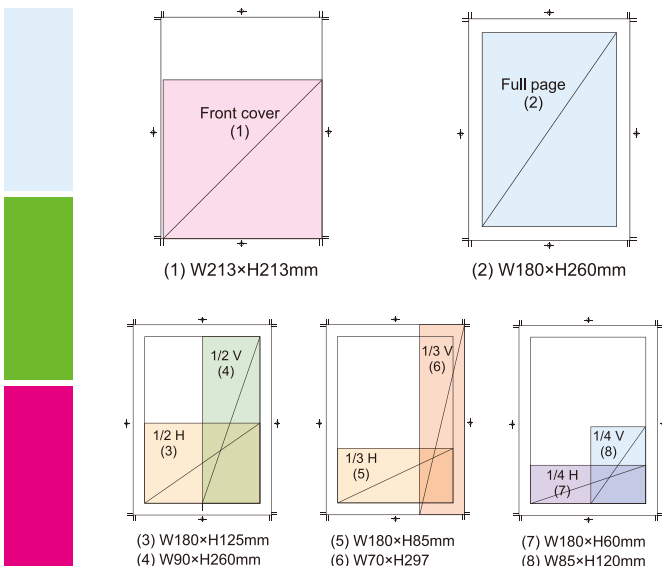
# 2024 Advertising Rates

2 Color	1x/year	2-4x/year
1 Page	\$3,200	\$2,680
1/2 Page	\$2,000	\$1,680
1/3 Page	\$1,500	\$1,260
1/4 Page	\$1,400	\$1,170

4 Color	1x/year	2-4x/year
1 Page	\$4,500	\$3,780
1/2 Page	\$3,000	\$2,520
1/3 Page	\$2,500	\$2,100
1/4 Page	\$2,000	\$1,680

Premium Position	1x/year	2-4x/year
Front Cover	\$6,000	\$5,520
Inside Front Cover	\$5,300	\$4,870
Inside Back Cover	\$5,300	\$4,870
Back Cover	\$5,800	\$5,330
Front Top 4C	\$5,100	\$4,690
Front Top 2C	\$4,100	\$3,770

\*2-color ads: Combination of Black and Cyan, Magenta, or Yellow  
 \*\* All premium positions are 4-color unless otherwise specified  
 \*\*\* Premium positions are filled on a first come first serve basis  
 \*\*\*\* For additional options (spread, island, etc.) contact us directly



## Reach the World

Advertising in *Converttech International* provides you with a way to reach all corners of the converting world. Our readership is not limited to one aspect of the industry, so your advertisements will be seen by potential customers, as well as those who will ask your customers to use your products.

*Converttech International* is a quarterly magazine. Expected issue dates are around the end of January, April, July, and October. Advertising order must be sent by email one month before the date of issue.

## Contact Information

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