

MEDIA KIT 2019

CONVERTING
QUARTERLY
Web Processing & Finishing Technologies



MARKETING OPPORTUNITIES

20,000
print readers
each quarter

30,569
digital edition
page views
each month

7,814
enews readers
each week

14,818
website page
views
each month



CONVERTING QUARTERLY MAGAZINE

- Reach 20,000 guaranteed circulation
- Get bonus distribution at dozens of trade shows, conferences and all AIMCAL events and Converting School courses
- Receive FREE ads and links to your website in the digital edition
- Offers Q&A technical columns and eight to 10 technical-journal articles in each issue

“ CQ is the most professional and informative packaging magazine that I get and, probably more importantly, it's the only one that I actually fully read. It goes in my briefcase and comes out time and time again. ”

- Steve Jackson, Managing Director, Camvac, Ltd.

CONVERTING QUARTERLY E-NEWS

- Serves over 7,800 email subscribers every Tuesday
- Choose from Leaderboard, Skyscraper or Text-Banner Ads with links to your website
- Provides snapshots of Industry News, as well as Technical Topic posts

“ CQ is the converting industry's definitive source for technical and market information. CQ also keeps me informed in a timely manner of what is going on in the industry through the weekly CQ E-News blasts. We have sourced new vendors through CQ press releases & advertisements. ”

- Dante Ferrari, president, Celplast Metallized Products, Ltd.

CONVERTING QUARTERLY WEBSITE

- Almost 5,000 unique visitors each month
- Banner ads available on specific Website pages
- Sponsorships available on up to six Technical Topic Channels

EDITORIAL LINE-UP

IN EVERY ISSUE

TECHNICAL COLUMNS

- Substrates
- Vacuum Web Coating
- Web Coating
- Slitting/Rewinding
- Web Handling

DEPARTMENTS

- AIMCAL News
- Breakthroughs
- Market Monitor
- Installations
- Patent Profiles
- Technology Watch (New Products)

QUARTER 1



QUARTER 2



QUARTER 3



QUARTER 4



DATES

Ad Closing: Jan. 7, 2019
Materials Due: Jan. 14, 2019
Publication Date: Feb. 6, 2019

Ad Closing: April 4, 2019
Materials Due: April 11, 2019
Publication Date: May 1, 2019

Ad Closing: July 3, 2019
Materials Due: July 11, 2019
Publication Date: August 1, 2019

Ad Closing: Oct. 4, 2019
Materials Due: Oct. 11, 2019
Publication Date: Oct. 30, 2019

CONTENT

TECHNOLOGY/MARKET FOCUS

- Vacuum Web Coated and Metallized Films & Papers
- Printed Electronics
- Rolls & Rollers
- Drives for Web Handling

2018 MATTEUCCI AWARDS

Top Papers at AIMCAL R2R Conference USA

ICE USA 2019 SHOW PLANNER & AIMCAL Technical Conference Program

BUSINESS

ICE Europe 2019 Preview; AIMCAL R2R Conference Asia; Spring 2019 Events At-A-Glance

BONUS DISTRIBUTION

- ICE USA 2019 & ICE Europe 2019
- SEMI / FlexTech Alliance 2019
- GAA Gravure Global Summit 2019
- SVC TechCon 2019
- AIMCAL R2R Conference Asia
- AIMCAL Annual Meeting 2019
- BIG IDEAS for UV+EB Technology

TECHNOLOGY/MARKET FOCUS

- Web Handling & Guiding
- Flexible Packaging
- Film Making & Substrates
- Specialty Papers

BUSINESS

2019 AIMCAL Awards;
 FPA Achievement Awards

BONUS DISTRIBUTION

- PACK EXPO Las Vegas 2019
- AIMCAL R2R Conference USA / SPE FlexPackCon
- AIMCAL Converting School Courses

TECHNOLOGY/MARKET FOCUS

- Slitting & Rewinding
- Web Inspection & Gauging
- Flexo/Gravure Printing
- Drying & Curing

BUSINESS

AIMCAL R2R Conference USA / SPE FlexPackCon 2019; Fall 2019 Events At-A-Glance

BONUS DISTRIBUTION

- PACK EXPO Las Vegas 2019
- AIMCAL R2R Conference USA / SPE FlexPackCon
- GAA Technical Forum 2019
- K 2019
- AIMCAL Converting School Courses

TECHNOLOGY/MARKET FOCUS

- Solution & Extrusion Web Coating
- Laminating
- Adhesion & Adhesives
- Surface Treatment

ALSO: 2020 BUYERS GUIDE Edition:
 Print, Digital Edition & Online

BONUS DISTRIBUTION

- Printed Electronics USA 2019
- interpack 2020
- drupa 2020
- AIMCAL Converting School Courses

“ I always look forward to receiving my edition of *Converting Quarterly* as it allows me to keep up with the latest industry news. The quality of the articles is second to none and very informative. ”

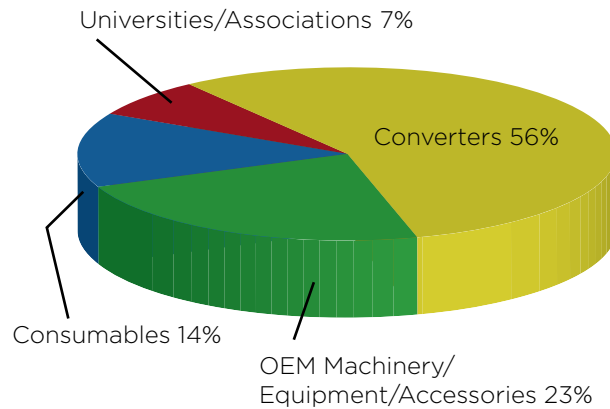
– Andrew C. Jack, Sales and Marketing Director, Vacuum Depositing, Inc.

READERSHIP

Converting Quarterly is distributed to 20,000 converting professionals, with each quarterly print issue covering a variety of web converting and finishing processes.



SERVING TOP INDUSTRY PROFESSIONALS



TOTAL REACH

Print Magazine

20,000

Avg. Qtrly. Print Edition

Digital Edition/Mobile App

30,569

Avg. Monthly Page Views

CQ E-News

7,814

Avg. Weekly Circulation

Website

4,724

Avg. Monthly Unique Visitors

6,746

Avg. Monthly Visits

14,818

Avg. Monthly Page Views



OFFICIAL PUBLICATION OF AIMCAL

Association of International Metallizers, Coaters and Laminators

201 Springs St. • Fort Mill, SC 29715 • 803.948.9470 • Fax: 803.948.9471 • www.aimcal.org

PUBLISHED BY



2150 SW Westport Dr., Suite 101 • Topeka, KS 66614 • 785.271.5801 • www.petersonpublications.com



Editorial: Mark Spaulding

262.697.0525

mark@aimcal.org

Advertising: Janet Dunnichay

785.215.3753

janet@petersonpublications.com

