

MEDIA KIT 2020

**CONVERTING
QUARTERLY**
Web Processing & Finishing Technologies



MARKETING OPPORTUNITIES

20,000
print/digital
readers
each quarter

32,000
digital edition
page views
each month

7,500
enews readers
each week

12,400+
website page
views
each month



CONVERTING QUARTERLY MAGAZINE + DIGITAL

- Reach 20,000 guaranteed circulation via Print, Digital Edition and Mobile Apps
- Receive FREE Ads and Links to your Website in the Digital Edition and Mobile Apps
- Get bonus distribution at trade shows, conferences and all AIMCAL/CQ events
- Offers Q&A technical columns and 10-12 technical papers in each issue

“ 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 Director, Emerson & Renwick

CONVERTING QUARTERLY E-NEWS

- Serves 7,500 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

CONVERTING QUARTERLY WEBSITE

- Almost 6,000 unique visitors each month
- Various banner ads available on dozens of Website pages
- Sponsorships available on specific Technical Topics Channels: Substrates, Web Coating, Vacuum Coating, Web Handling & Converting, and Drives for Web Handling

“ CQ is the best publication for the converting industry. While others have turned into a thin, monthly collection of ads, CQ actually has useful content written by industry experts. I don't always understand all of the articles, but I read them anyway to help understand the issues my customers face and how my product offerings may be able to help. ”

- Joe Rodibaugh, Technical Sales, PolymagTek Incorporated

EDITORIAL LINE-UP

IN EVERY ISSUE

TECHNICAL COLUMNS

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

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. 6, 2020
Materials Due: Jan. 13, 2020
Publication Date: Feb. 3, 2020

Ad Closing: April 6, 2020
Materials Due: April 13, 2020
Publication Date: May 4, 2020

Ad Closing: July 6, 2020
Materials Due: July 13, 2020
Publication Date: August 3, 2020

Ad Closing: Oct. 5, 2020
Materials Due: Oct. 12, 2020
Publication Date: Nov. 2, 2020

CONTENT

SPECIAL MARKET REPORT
 Flexible Packaging

TECHNOLOGY FOCUS

- Vacuum Web Coating & Metallizing
- Drives for Web Handling
- Drying & UV/EB Curing

2019 MATTEUCCI AWARDS

Top Papers from AIMCAL R2R Conference USA 2019

BUSINESS

AIMCAL R2R Conference Europe 2020 Preview;
 Spring 2020 Events At-A-Glance

BONUS DISTRIBUTION

- 2020FLEX
- GAA Gravure Global Summit 2020
- 2020 AIMCAL Annual Meeting
- RadTech 2020
- SVC TechCon 2020
- interpack 2020
- AIMCAL R2R Conference Europe

SPECIAL MARKET REPORT
 Batteries

TECHNOLOGY FOCUS

- Web Handling & Guiding
- Rolls & Rollers
- Web Inspection & Gauging

BUSINESS

2020 AIMCAL Awards;
 2020 FPA Achievement Awards

BONUS DISTRIBUTION

- AIMCAL R2R Conference Europe
- Labelexpo Americas 2020
- AIMCAL R2R Conference USA / SPE FlexPackCon 2020

AIMCAL 50TH ANNIVERSARY SUPPLEMENT

Ad Close:
 Feb. 21, 2020

Materials Due:
 Feb. 28, 2020



SPECIAL MARKET REPORT
 Release Liners & Labeling

TECHNOLOGY FOCUS

- Solution Web Coating & Laminating
- Film Making & Substrates
- Specialty Papers

BUSINESS

AIMCAL R2R Conference USA / SPE FlexPackCon 2020 Preview;
 Fall 2020 Events At-A-Glance

BONUS DISTRIBUTION

- Labelexpo Americas 2020
- AIMCAL R2R Conference USA / SPE FlexPackCon 2020
- GAA Technical Forum 2020
- PACK EXPO International 2020
- Printed Electronics USA 2020

SPECIAL MARKET REPORT
 Printed & Flexible Electronics

TECHNOLOGY FOCUS

- Silicone & Adhesive Coating
- Slitting & Rewinding
- Surface Treatment

ALSO: 2021 BUYERS GUIDE Edition

Print, Digital Edition & Online

BONUS DISTRIBUTION

- ICE Europe 2021
- ICE USA 2021
- All 2021 AIMCAL/CQ Events

“ *Converting Quarterly is an authoritative voice in the market and keeps me up to date with current trends and changes. As an advertiser, it's particularly valuable because of its unique circulation and readership.* ”

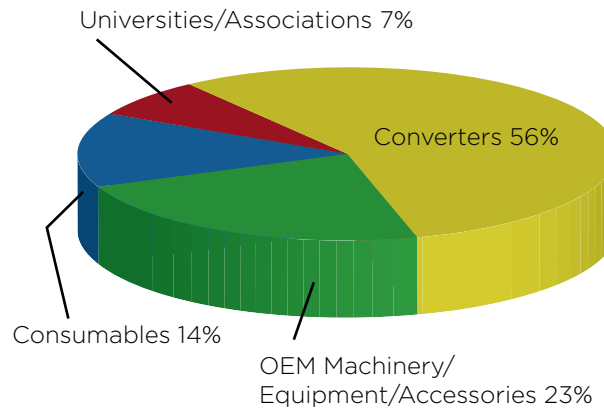
– Kevin McKell, Vice President Sales, Vetaphone

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

32,000

Avg. Monthly Page Views

CQ E-News

7,500

Avg. Weekly Circulation

Website

5,700+

Avg. Monthly Unique Visits

2.21

Avg. Pages per Unique Visit

12,400+

Avg. Monthly Page Views



OFFICIAL PUBLICATION OF AIMCAL

Association of International Metallizers, Coaters and Laminators

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PUBLISHED BY



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