Powered by *In-plant Impressions*, *Packaging Impressions*, *Printing Impressions*, and *Wide-format Impressions*, the NAPCO Media Impressions Group services more than 196,000 printers in the distinct in-plant, package printing and converting, commercial printing, and wide-format sectors.

The NAPCO Media Impressions Group takes great pride in providing its audience with critical information and news, cutting-edge technologies, and processes through its industry-leading and compelling magazines, e-newsletters, live and virtual events, video services, and research projects.

**In-plant Impressions**
The leading resource for in-plant printers.

**Packaging Impressions**
The packaging professional’s leading source of business solutions.

**Printing Impressions**
America’s most influential and widely read resource for the commercial printing industry.

**Wide-format Impressions**
Specifically focuses on innovative, high-margin, wide-format digital inkjet applications.

---

**JOB FUNCTION**

- **BUSINESS MANAGEMENT**: 65%
- **PRODUCTION OPERATIONS**: 11%
- **MARKETING/SALES**: 10%
- **ADMINISTRATIVE MANAGEMENT**: 3%
- **PRODUCTION MANAGEMENT**: 11%

**NUMBER OF EMPLOYEES:**

- 1-9: 48%
- 10-49: 27%
- 50-99: 8%
- 100-249: 7%
- 250 AND ABOVE: 10%

Interested in learning more about NAPCO Media’s other Impressions brands? Contact your sales representative for more information.
WELCOME TO
PRINTING IMPRESSIONS 2020

Printing Impressions provides authoritative coverage on the industry trends, emerging technologies and the news in the graphic arts industry with a specific focus on the commercial print segment. Our goal is to connect our readership with cutting-edge solutions and provide stories of success that will drive the future goals of their organizations.

Our mission is to build community between our audience and our clients through integrated media programs, video services, events, marketing services, custom content and e-learning. Our services are designed to deliver value and provoke actions that generate measurable results. Your success is our primary objective.

With that in mind, we have constructed the following pages to help you meet your definition of success by offering a multitude of channels and methods to reach our audience and educate them about your product, solution or service.

We look forward to partnering with you in 2020 and being a part of what success means to you and your team.

Mark P. Michelson
MARK MICHELSON
Editor-in-Chief

Chris Curran
CHRIS CURRAN
Group President
**BRAND MAP**

*Printing Impressions offers several channels and vehicles to elevate your brand, generate qualified leads and drive new business to your organization.*

**MAGAZINE**
Our monthly publication helps our readers manage their printing businesses more efficiently and profitably.

*Reach 50,000+ commercial printers with every issue*

**WEBSITE**
Our robust website is designed for printers — and it's a platform where advertisers get results.

**E-NEWSLETTER**
We help our audience navigate today's business environment with the top printing industry news, analysis and commentary right to their inbox.

*41,000+ opt-in subscribers*

**E-LEARNING**
Webinars provide full-service, turnkey marketing solutions and are the ultimate opportunity for lead generation and branding.

*An average of 260 registrants per webinar*

**VIDEO**
Bring your brand to life and interact with customers and prospects in a whole new way.

**E-BLAST & LIST RENTAL**
Gain access to the largest collection of email addresses in the printing industry, or take advantage of postal list rental.

*62,500+ emails*

**CUSTOM PROJECTS**
Create custom videos, research reports, white papers, case studies and more with our subject matter experts to connect with your customers in a whole new way.

**RESEARCH**
Attach your brand to an industry-leading research report, leveraging our engaged audience and editorial expertise to elevate your brand with thought leadership.

**AUDIENCE RETARGETING**
Increase contact with your branding using multiple touchpoints across many contexts to help increase conversion. Address your audience with components designed for brand awareness as well as lead generation.

**SOCIAL MEDIA**
Join the conversation on our LinkedIn group, engage with us on Printing Impressions’ Facebook page, and follow us on Twitter.
Reach more than 50,000+ commercial printers with every issue.

PRINTING IMPRESSIONS PROVIDES AUTHORITATIVE COVERAGE ON THE INDUSTRY TRENDS, EMERGING TECHNOLOGIES AND THE STORIES BEHIND THE NEWS IN THE GRAPHIC ARTS INDUSTRY.

PRINT AUDIENCE

JOB FUNCTION

- BUSINESS MANAGEMENT: 72%
- PRODUCTION MANAGEMENT: 16%
- PRODUCTION OPERATIONS: 12%

INDUSTRY

- COMMERCIAL PRINTER: 80%
- NEWSPAPER: 10%
- TRADE BINDERY: 8%
- PRINT BUYER: 2%

NUMBER OF EMPLOYEES

- 1-9: 42%
- 10-49: 29%
- 50-99: 8%
- 100-249: 9%
- 250 AND ABOVE: 13%

Printing Impressions provides a robust platform and multiple channels for Canon Solutions America to engage with customers and prospects in the commercial printing segment. We leverage the outreach from Printing Impressions’ magazine, website, e-newsletter and their live events to share our messaging regarding our products with their highly engaged audience. NAPCO Media is a true partner in supporting our marketing efforts.

— TONYA POWERS
MARKETING DIRECTOR
CANON SOLUTIONS AMERICA

DOWNLOAD PRINT SPECS
# Editorial Calendar

## Printing Impressions 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Features</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong></td>
<td>Top 25 &quot;Hot Markets for Print Demand&quot; Annual Forecast&lt;br&gt;2020 Economic Outlook and Key Legislative Issues on Capitol Hill&lt;br&gt;Convergence Case Studies: Expansion Into New Markets</td>
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<tr>
<td>Ad Close: Dec. 20, 2019&lt;br&gt;Materials Due: Dec. 26, 2019</td>
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<tr>
<td><strong>February</strong></td>
<td>Succession Planning for the Next Generation&lt;br&gt;Profiles of Young Industry Up-and-Comers&lt;br&gt;Convergence Case Studies: Expansion Into New Markets</td>
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<td>Ad Close: Jan. 14, 2020&lt;br&gt;Materials Due: Jan. 20, 2020</td>
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<tr>
<td><strong>March</strong></td>
<td>Opportunities for Commercial Printers in Wide-Format Output&lt;br&gt;Preview to Inkjet Summit 2020&lt;br&gt;Convergence Case Studies: Expansion Into New Markets</td>
<td>Inkjet Summit 2020, April 20-22, Austin, Texas</td>
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<tr>
<td><strong>April</strong></td>
<td>Benefits of Web-to-Print Workflows and Online Storefronts&lt;br&gt;State of Industry M&amp;A Activity: What’s Hot, What’s Not&lt;br&gt;Convergence Case Studies: Expansion Into New Markets</td>
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<td>Ad Close: March 16, 2020&lt;br&gt;Materials Due: March 20, 2020</td>
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<td><strong>May</strong></td>
<td>Adding Value with Enhancements and Digital Embellishments&lt;br&gt;Preview of drupa 2020&lt;br&gt;Beyond Print Buyers: Selling to Marketers, Brand Owners and C-Level Execs&lt;br&gt;Convergence Case Studies: Expansion Into New Markets</td>
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<td>Ad Close: April 13, 2020&lt;br&gt;Materials Due: April 17, 2020</td>
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<td><strong>June</strong></td>
<td>Growth Opportunities for Commercial Printers in Packaging&lt;br&gt;Key Takeaways from Inkjet Summit 2020 Special Section&lt;br&gt;Convergence Case Studies: Expansion Into New Markets</td>
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<td>Ad Close: May 13, 2020&lt;br&gt;Materials Due: May 18, 2020</td>
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<td>Ad Close: June 10, 2020&lt;br&gt;Materials Due: June 15, 2020</td>
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<td><strong>August</strong></td>
<td>Printing Impressions Top 100 Print Buyers Rankings and Analysis&lt;br&gt;Mastering Data Management to Power Your Business&lt;br&gt;Convergence Case Studies: Expansion Into New Markets</td>
<td>PRINTING United, Oct. 21-23, Atlanta</td>
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<td>Ad Close: July 13, 2020&lt;br&gt;Materials Due: July 17, 2020</td>
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<td><strong>September</strong></td>
<td>2020 Gold Ink Award Winners Special Section&lt;br&gt;Preview to PRINTING United&lt;br&gt;Convergence Case Studies: Expansion Into New Markets</td>
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<td>Ad Close: Aug. 17, 2020&lt;br&gt;Materials Due: Aug. 21, 2020</td>
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<td><strong>October</strong></td>
<td>PRINTING United Show Issue&lt;br&gt;Innovators: Recognizing Best-in-Class Companies &amp; the Innovator of the Year&lt;br&gt;PRINTING United New Product Showcase&lt;br&gt;Convergence Case Studies: Expansion Into New Markets</td>
<td>PRINTING United, Oct. 21-23, Atlanta</td>
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<td>Ad Close: Sept. 18, 2020&lt;br&gt;Materials Due: Sept. 24, 2020</td>
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<td><strong>November</strong></td>
<td>Cost Justification and TCO Considerations for Production Inkjet Presses&lt;br&gt;LED-UV Advancements in the Offset Pressroom&lt;br&gt;Convergence Case Studies: Expansion Into New Markets&lt;br&gt;Key Takeaways and Post-Show Coverage of PRINTING United</td>
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<td><strong>December</strong></td>
<td>37th Annual Printing Impressions 400 &amp; Who’s Who in Printing&lt;br&gt;Fast-Track Companies on the Printing Impressions 400&lt;br&gt;2021 Outlook and Rankings of Print Market Leaders in Key Segments</td>
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<td>Ad Close: Nov. 11, 2020&lt;br&gt;Materials Due: Nov. 16, 2020</td>
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E-NEWSLETTER

ALIGN YOURSELF WITH LEADING INDUSTRY KNOW-HOW AND BEST PRACTICES!

PRINTING IMPRESSIONS E-NEWSLETTER

Delivered Daily to
41,000+ subscribers

A LEADERBOARD
- 728x90 - $3,675
- 970x250 (scales to 728 x 188) - $1,495

B SECONDARY SPONSOR
- 300x250 - $3,125

C REGULAR SPONSOR
- 300x250 - $2,450

Featured Resources - $3,675
Highlight your whitepaper, demo, video, webinar or any lead generation asset in the Featured Resources Section.

SPECIAL FIRST-TIME RATES AVAILABLE – CALL US!

Leads, Leads & More Leads!

DOWNLOAD ENEWS SPECS
E-NEWSLETTER TAKEOVER

WANT YOUR BRAND TO STAND OUT?
TAKE OVER THE PRINTING IMPRESSIONS E-NEWSLETTER

INCLUDES:

A LEADERBOARD (728x90) OR BILLBOARD (970x250 scales to 728 x 188)
B MEDIUM RECTANGLE 1 (300x250)
C MEDIUM RECTANGLE 2 (300x250)
D Should be different creative from “B” position
E SKYSCRAPER (160x600)
F HALF PAGE/FILM STRIP (300x600)

DOWNLOAD ENEWS SPECS
WEBSITE

PIWORLD.COM

A  PRESTITIAL AD
640x480 $150/CPM

Run-of-Site

B  PUSHDOWN
970x66 - $150/CPM
C  LEADERBOARD
728x90 - $105/CPM
SUPER LEADERBOARD
970x90 -$120/CPM
D  HALF PAGE/FILM STRIP
300x600 - $120/CPM
MEDIUM RECTANGLE
300x250 - $55/CPM

Homepage

E  BILLBOARD
970x250 - $150/CPM
PUSHDOWN
970x66 - $150/CPM
F  SUPER LEADERBOARD
970x90 -$120/CPM
LEADERBOARD
728x90 - $112/CPM
G  HALF PAGE/FILM STRIP
300x600 - $120/CPM
MEDIUM RECTANGLE
300x250 - $68/CPM

average monthly Run-of-Site Page Impressions

average monthly Unique Visitors

DOWNLOAD WEBSITE SPECs

PIWORLD.COM
PARTNER VOICES ARE AN EXCELLENT WAY TO ENGAGE WITH OUR AUDIENCE AND TELL YOUR STORY FROM A TRUSTED 3RD PARTY PERSPECTIVE.

Each Partner Voice is produced in cooperation between our clients and our editorial team and includes several design elements to support your messaging. The Partner Voices remain evergreen on piworld.com for maximum ROI.

**Deliverables:**

- Your story professionally edited by *Printing Impressions* editorial staff (1,000 - 1,5000 words).*
- Up to two (2) relevant embedded links
- Up to two (2) relevant embedded images
- One (1) relevant embedded video
- Multiple “Road Block” Banners:
  - A 728x90 or 970x60 banner ad.
  - A 300x250 or 300x600 banner ad.
  - A 88x31 or 120x60 logo.

**Distribution:**

- Evergreen placement on piworld.com
- Up to three (3) placements in *Printing Impressions* eNewsletter.
- Social channel distribution
- Additional market segment distribution is available through our other brands (ask your representative for additional details).

* *Printing Impressions* editorial staff is available to develop the content asset. The cost is based on the individual requirements (single source, multi-source, word-count, etc.) and will be priced accordingly.
EVERY IMPRESSIONS GROUP WEBINAR IS A FULL-SERVICE, TURNKEY MARKETING SOLUTION THAT GENERATES LEADS, ENHANCES YOUR BRAND AND IDENTIFIES YOUR COMPANY AS A THOUGHT LEADER.

When we create an Impressions Group webinar, we fuse your message with the current interests and needs of our audience (your targets!). And when all is said and done, you’ll have an online event that’s on-target, expertly marketed, flawlessly produced and delivers a solid return on investment.

WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES.

Impressions Group webinars are live, hour-long educational sessions that feature some of the most renowned experts in the industry. Sponsorship provides a unique opportunity to align your brand with our editorial content.

$11,500
*For multiple brand promotion pricing, contact your sales representative.

NOTEWORTHY extras:

Promoted to Printing Impressions subscribers only:
225 average registrants

Promoted to Printing Impressions + other Impressions Group subscribers:
325 average registrants

White Paper Spotlight
Give us a resource to feature on the event console and in post-event emails.

Webinar Recording
Use these video files as content on your own site! Included in all webinar packages.

Samples: piworld.com/webinars
CUSTOM VIDEO

Need high-quality videos?

BRING YOUR BRAND TO LIFE AND INTERACT WITH CUSTOMERS AND PROSPECTS IN A WHOLE NEW WAY.

Using video gives the first-person experience, and that’s the next best thing to a customer standing right in front of you. From branded product videos and live-streaming to the tradeshow floor, our end-to-end digital video production services offer a sophisticated blend of creativity and insight to help you enhance your company’s dialogue in the marketplace.

Services Include:

- Video production, from pre-to post-production. Our capabilities include producing, writing, storyboarding, cinematography, editing, sound design and motion graphics.
- Encoding, streaming and delivery
- Social media and optimized online video strategy to determine the life and interactivity of your video after the final cut.

Categories:

- Product Videos
- Testimonials
- Trade Show Videos
- Company Profiles
- Training Videos
- And so Much More!

SEE MORE EXAMPLES AT NAPCOVIDEO.COM
WHAT’S BETTER THAN A CLIENT TESTIMONIAL VIDEO? ONE THAT CAN BE DONE QUICKLY, COST-EFFECTIVELY, FROM ANYWHERE IN THE WORLD, AND COMES FROM AN INDUSTRY-TRUSTED, THIRD-PARTY SOURCE!

From Studio 1500 in Philadelphia, NAPCO Video Services and the editorial staff of Printing Impressions can interview your clients from around the globe via Skype! Sleek “glossy” videos from your client’s facility are wonderful and can be produced by NAPCO Video Services, but often come with a high price tag due to T&E requirements. They can also be disruptive for your client’s staff and operation. The Skype videos process take approximately 20 minutes and are a highly effective way for your client to tell their success story with your products or solutions.

Services Include:
- 5 minute interview via Skype (or, if local, in-studio) with one of our trusted editors
- Templated intro using your logo
- Pre-video scheduling and testing
- All video pre- and post-production – plus encoding, streaming and delivery
- Preview and approval of the video before it goes live
- Your company has full rights to additional distribution of the video

Promotion:
- Placed 2x on Today on Printing Impressions to 41,000 daily subscribers
- Posted 2x on Printing Impressions social channels
- Addition promotional options are available for additional cost – such as e-list blasts

COST: $5,500

SEE MORE EXAMPLES AT NAPCOVIDEO.COM
FILL YOUR SALES FUNNEL FAST WITH PRINTING IMPRESSIONS’ ENGAGED COLLECTION OF EMAIL ADDRESSES, OR TAKE ADVANTAGE OF POSTAL LIST RENTAL.

**E-BLASTS**

Get immediate results with email list rental. Promote your brand to established marketing professionals and industry thought-leaders.

Promote: whitepapers, webinar registration, trade show attendance, road show or open house attendance, sales and special programs, surveys and more!

62,500+ *Printing Impressions* email addresses

84,000+ *Printing Impressions Group* email addresses

$250/M Base Price $95/M Transmission Fee

**POSTAL LIST RENTAL**

Selects Available: Industry | Job Function | Region | Printing Capabilities

- Find selections on job function, industry, services performed, employee size, and more!
- Serve the executives who make the key purchasing decisions within the commercial printing industry.
- **PING US FOR MORE INFORMATION ABOUT ALL OF OUR LIST RENTAL OPPORTUNITIES!**
- Postal lists also available. Base price $135/M | 45,000+ postal records | Selections available
CUSTOM PROJECTS

WORK WITH OUR EXPERT EDITORIAL TEAM TO MAKE YOUR CONTENT RISE ABOVE THE NOISE. OUR TEAM OF SEASONED PRINTING INDUSTRY PROFESSIONALS MAKES IT EASY FOR YOU TO GET THE RESULTS YOU WANT IN ORDER TO INCREASE SALES AND GAIN A LARGER CUSTOMER BASE.

As the go-to source for marketing professionals, the *Printing Impressions* team offers:

- Professional writers and editors with outstanding knowledge of the printing industry to develop your content
- Decades of experience generating leads and nurturing relationships with printing audiences
- A collaborative process to create engaging content that accomplishes your goals
- Expertly designed pieces by our experienced team of graphic designers

A few examples of what we have done for our partners:

- White Papers
- Case Studies
- Infographics
- eBooks
AUDIENCE RETARGETING

Extending Your Reach Extends Awareness

FOLLOW AND RETARGET OUR AUDIENCE WHEREVER THEY TRAVEL ON THE WEB. SCALE IMPRESSION INVENTORY BY REACHING OUR AUDIENCE ACROSS THE WEB ON OTHER WEBSITES, SOCIAL NETWORKS AND NEWSLETTERS.

• Address top-of-funnel audience with components designed for brand awareness AND lead generation.
• Increase contact with your branding using multiple touchpoints across many contexts to help increase conversion.
• Target our unique audience in the digital channels where they interact most.
• Use targeted creative to reach our uniquely qualified audience based on where they are in the buying cycle.

HOW IT WORKS

1. User visits our site
2. Later, as user browses the web, your ad displays on other sites
3. Your ad drives further awareness and action
4. User converts through Premium and Extension Programs

PRICE

$50 CPM
Minimum 50,000 Impressions to Participate

Up to 75% boost in performance over traditional online displays
Our Team

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Social

FACEBOOK.COM/PICONNECTS
@PICONNECTS
PIWORLD.COM/LINKEDIN
@PICONNECTS

Printing Impressions 2020
piworld.com