

# GRAVUREZINE™

THE DEFINITIVE TECHNICAL JOURNAL FOR THE GLOBAL GRAVURE COMMUNITY

- ★ TECHNICAL ARTICLES
- ★ GRAVURE PRODUCT HIGHLIGHTS
- ★ BUSINESS TRENDS & BEST PRACTICES
- ★ INDUSTRY NEWS

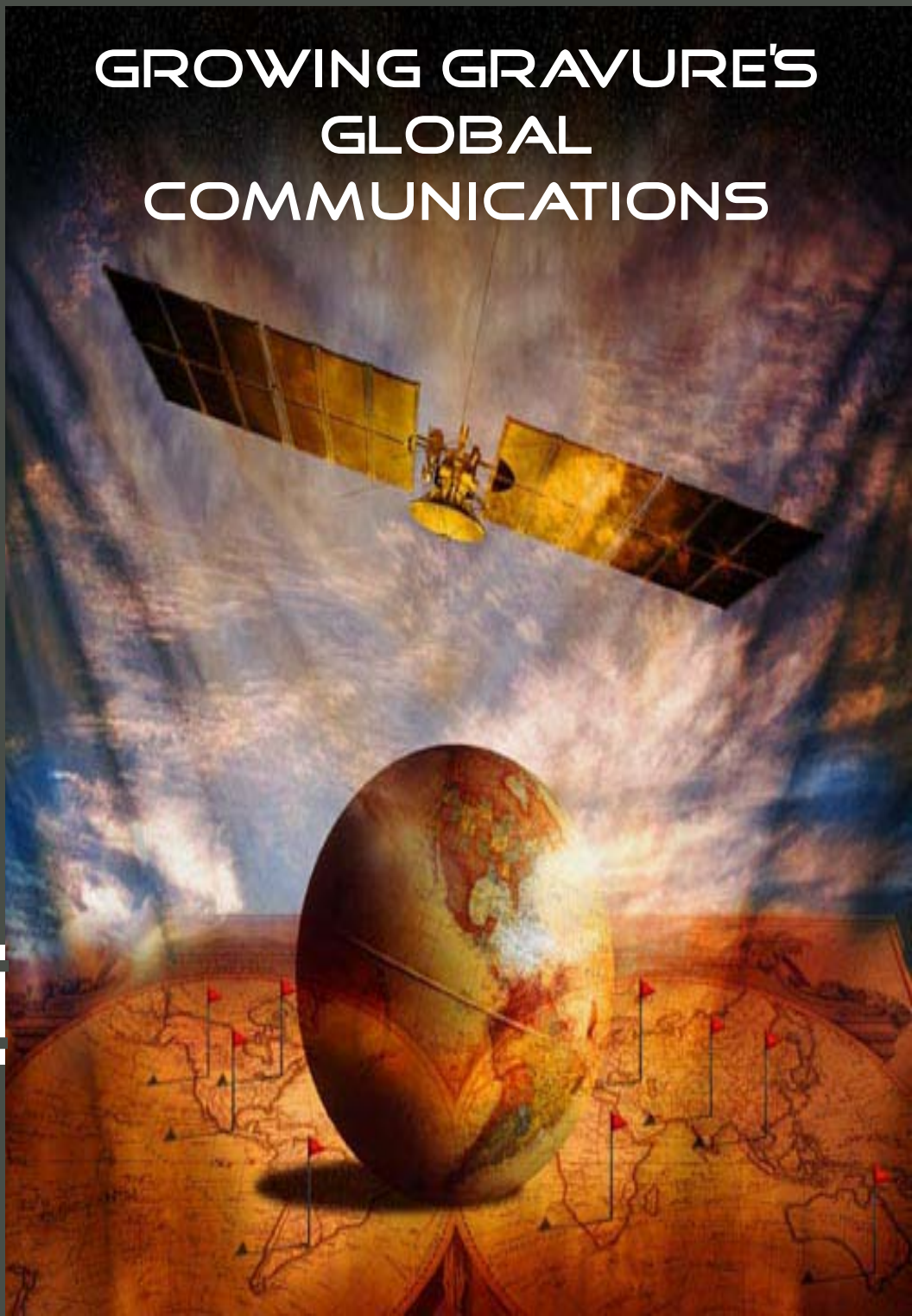
... AND MORE!



2009 MEDIA KIT

BROUGHT TO YOU  
BY  
SALMON CREEK PUBLISHING

## GROWING GRAVURE'S GLOBAL COMMUNICATIONS



### **The Gravure Industry:**

Gravure is a force to be reckoned with in today's global marketplace. It is no longer a craft, but a high-tech manufacturing process offering consistent and repeatable high-quality print at affordable prices.

**Packaging Printing:** folding cartons, flexible packaging, labels, wrappers, etc.

Gravure market share worldwide in packaging:  
(source: ERA)

Japan	85%
Asia	50%
Europe	25%
North America	18%

Gravure market share in flexible packaging worldwide:  
(source: ERA)

Asia	80%
Europe	50%
North America	20%

Print processes used by brand-name manufacturers:  
(source: GfK Group)

Gravure exclusively	50%
Gravure & Flexo	30%
Flexo	20%

**Publication Printing:** consumer magazines circulation, Sunday newspaper magazines, catalogues, newspaper inserts.

**Product/Specialty Printing:** wallcoverings, gift wrapping, vinyl, stamps, lottery tickets, decorative laminates, flooring, tissue, cigarette-filter tips, heat-transfer paper, textiles, house siding, pharmaceuticals, candies, etc..

### **GravurEzine**

Reaching the global gravure industry with its varied market segments can be a real challenge. Only one organization communicates and services the international players — GravurExchange and its official publication, GravurEzine

### **Our Accomplishments:**

- Increased the download rate by over 700 percent, making GravurEzine the most widely read gravure magazine in the world!
- Winner of two APEX Awards for Publication Excellence!
- Over 158,000 hits to Web site in first 10 months!

### **Our Readers:**

GravurEzine's readership is from companies around the world (North America, Latin American, Europe, Asia, and Australia), including:

- High-level managers, including those responsible for making purchasing decisions.
- Middle managers and technical staff.
- Gravure printers and print buyers.

### **Our Value:**

- GravurEzine is distributed free of charge to a distribution list that can be customized to include your key target audience.
- It's available both in an online version or downloadable in a PDF version that can be read or printed to read wherever and whenever it's convenient.
- It reaches readers immediately, with delivery records confirming delivery.

**You can count on GravurEzine to reach your target market, no matter where in the world they are located!**

**GravurEzine—the most widely read gravure magazine in the world!**

GravurEzine's mission is to maximize your exposure to the international Gravure community!

As the official publication of GravurExchange, GravurEzine offers a fully integrated media and marketing program that is unmatched in the gravure industry.

It begins with GravurEzine, the gravure printer's definitive source of up-to-date technical and industry information. Distribution reaches across 6 continents to over 40 countries.

It continues with the online Gravure Resource Guide, a directory of the key players in the gravure industry, filled with contact information and descriptions of company products and services. GravurEzine's advertisers move to the top of the list.

And, it is rounded out with hyperlinked company logos on several pages throughout the GravurExchange Web site.

GravurEzine gives you great advertising exposure at cost-effective rates!

### ***GravurExchange Quick Facts***

- Over 12,000 hits per month
- Averaging approximately 7,000 downloads of each GravurEzine issue
- Mailing list to 5,000 gravure professionals globally (printers, suppliers, educators, consumer product companies)



## ***A GravurExchange Sponsorship gives you great exposure at cost-effective rates!***

**GravurExchange's Platinum Sponsorship is designed to give your company maximum exposure at a value that's hard to beat.**

### ***Platinum Sponsorship - \$2895 annually***

- One full-page ad in each issue of GravurEzine, published a minimum of 6 times per year.
- Banner placement with hyperlink on all GravurExchange Web pages
- Banner placement with hyperlink on the online GravurExchange article pages for as long as they remain online.
- Priority insertion in the online GravurExchange Resource Guide
- Banner placement with hyperlink in every GravurExchange e-newsletter for the duration of the sponsorship.
- E-newsletter features on company special events—i.e., invitations, seminars, special offers—once a month.
- Priority placement of news releases in e-newsletter's "Industry News"

**Sponsors receive "click-thru" reports from each e-newsletter (individuals' names, company names, and e-mail addresses) for logos, press releases, and any hyperlinks that may be featured in a particular newsletter.**

***Special rates are available for those wishing to advertise on both  
GravurExchange & FlexoGlobal.***



## GravurExchange Sponsorship Form

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip, Country & Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Platinum Sponsorship:

**GravurExchange:**                      **One Year**     \$2895                      **Two Years**     \$4925

**GravurExchange & FlexoGlobal:**    **One Year**     \$4925                      **Two Years**     \$8375

- One full-page ad in each issue of GravurEzine
- Banner placement with hyperlink on all GravurExchange Web pages
- Banner placement with hyperlink on online GravurExchange article pages for as long as they remain posted.
- Priority insertion in the online GravurExchange Resource Guide
- Banner placement with hyperlink in every GravurExchange e-newsletter for the duration of the sponsorship.
- Newsletter features on company special events—i.e., invitations—up to once every two months.
- Priority placement of news releases in e-newsletter’s “Latest News”

\* All combination GravurExchange & FlexoGlobal Sponsorships include placement on both Web sites, Resource Guides, Newsletters, and in their respective e-magazines.

### Payment:

Check: Make Checks Payable To Salmon Creek Publishing

Credit Card:     MasterCard     Visa     American Express     Discover Card

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Print your Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Mail payments to: Salmon Creek Publishing, 7580 Salmon Creek Road, Williamson, NY 14589-9510**

or

**Become a Sponsor by calling Laura Wayland-Smith Hatch at 315.589.8879 or e-mailing LauraH@gravurexchange.com**

# GRAVUREZINE™

THE OFFICIAL PUBLICATION OF GRAVUREXCHANGE

## **January 2009**

Publication Date:	Week of January 4, 2009
Editorial Insertion Deadline	December 19, 2008
Ad Insertion Deadline:	December 29, 2008
Ad Materials Deadline:	December 29, 2009

## **March 2009**

Publication Date:	Week of March 8, 2009
Editorial Insertion Deadline	February 23, 2009
Ad Insertion Deadline:	February 23, 2009
Ad Materials Deadline:	February 27, 2009

## **May 2009**

Publication Date:	Week of May 3, 2009
Editorial Insertion Deadline	April 20, 2009
Ad Insertion Deadline:	April 24, 2009
Ad Materials Deadline:	April 27, 2009

## **July 2009**

Publication Date:	Week of July 5, 2009
Editorial Insertion Deadline	June 22, 2009
Ad Insertion Deadline:	June 22, 2009
Ad Materials Deadline:	June 26, 2009

## **September 2009**

Publication Date:	Week of September 6, 2009
Editorial Insertion Deadline	August 14, 2009
Ad Insertion Deadline:	August 21, 2009
Ad Materials Deadline:	August 28, 2009

## **November 2009~~≠~~**

Publication Date:	Week of November 8, 2009
Editorial Insertion Deadline	October 16, 2009
Ad Insertion Deadline:	October 23, 2009
Ad Materials Deadline:	October 30, 2009