

Labels

Plus

**A magazine that reflects
what's new in the
Australasian label industry.**



MEDIA KIT 2020

Welcome to the only dedicated label magazine for the Australian and New Zealand label markets.

While many forms of printing and packaging have been affected by world financial problems where we are seeing the contracting and consolidation of business entities, one area of the market that's remained resilient, is the label industry.

ALL THE LOCAL NEWS

"Labels Plus" showcases that innovation, creativity and development within Australia and New Zealand.

"LABELS PLUS" WILL COVER SUBJECTS LIKE:

- Digital presses
- Ink systems
- Substrates
- RFID development
- Pressure sensitive development
- Intelligent labels
- UV flexo
- Anilox and beyond
- Sleeves and accessories
- Sustainability
- Environment and the move to be green
- Barcoding

"Labels Plus" looks at the industry's best practice that helps reduce costs and improve your bottom line.

OUR MARKET IS YOU!

If you're involved in the label industry as a:

- Printer/Converter
- Food manufacturer/packager
- Beverage bottler
- Confectioner
- Press manufacturer
- Ink supplier
- Plate supplier
- Tapes supplier
- Equipment supplier
- Label/coding system supplier
- Foil stamping equipment
- Proofing & inspection system supplier
- Sales representative
- Company manager
- Design studio

Plus..... all those who have an interest in the label industry.

"LABELS PLUS" IS AVAILABLE ON THE NET

While we firmly believe that it's essential to provide a "hard copy" magazine, that gets down to the people on the shop floor, we also realise that many people love to surf the internet for information.

Therefore every issue is available on the internet to read or as reference material. This "Plus" service will mean greater exposure for every advertiser.

DON'T DELAY!

Call "Labels Plus" National Sales Manager, **MATTHEW CALLAHAN**

today, on

0401 757 777

or send an email to

matt.labelsplus@gmail.com

to discuss how "Labels Plus" can target your market.

"Labels Plus" is always interested in stories that reflect what's happening within the label industry. For more information on how your news can become industry news, contact our editorial team.



LABELS PLUS MECHANICAL SPECIFICATIONS FOR ADVERTISING AND EDITORIAL MATERIALS

ADVERTISING MATERIAL

PDF is the preferred file format for all advertising material:

- PDFs must be Print/Press Quality with registration and trim marks included and located 5mm outside the trim area.
- Bleed must extend 5mm outside the trim area.
- All images must be in CMYK and no less than 300dpi at 100% scaling.
- All colours must be CMYK process.

Other acceptable file formats:

- We only accept artwork in Mac Format.
- File types accepted:
 - Indesign CC file.
Convert all text to paths and include all linked image files.
 - Illustrator CC.
Convert all text to paths and include all linked image files.
 - Photoshop files.
Make sure material includes 5mm bleed, CMYK and 300 dpi.

PC Files: If your artwork is in a PC format please supply material as a PDF or EPS file, with all fonts converted to vector. Please indicate program used.

Disclaimers:

The publisher reserves the right to refuse any material that does not comply with the requirements listed. Alternatively, we will charge for alterations needed to produce a client's advertisement to the specification requested. While internal production processes may verify that material is within specifications, the responsibility is firmly with you to supply material meeting these specifications.

Unacceptable file formats:

We do not accept materials supplied or produced in Microsoft Word, Publisher or Powerpoint.

Design/artwork services:

Available for advertisers, price on application.

EDITORIAL MATERIAL

Please supply copy, graphics or pictures as separate files. For example text files as a Word document, pictures (jpegs) or graphics (logo etc) as attachments.

DO NOT SEND EMBEDDED PICTURES OR GRAPHICS IN A FILE IF AT ALL POSSIBLE.

WHERE TO SEND MATERIALS

By Mail:

**Label & Packaging Pty Ltd,
PO Box 3723, Marsfield NSW 2122**

We accept CDs, DVDs, or USB Sticks. Please send a self-address envelope if you require media to be returned.

Electronic Transfers:

- Files no larger than 10mb, email to matt.labelsplus@gmail.com
- Larger files (10mb+) can be uploaded via one of the many file transfer websites eg. www.wetransfer.com

DEADLINES

- Labels Plus is published four times per annum.
- **Booking Deadline:** 45 days prior to publication.
- **Material Deadline:** Complete material and inserts 30 days prior to publication.
- **Cancellation deadline:** 30 days prior to publication.

The publisher reserves the right to charge in full for advertising cancelled after the deadline, and to use previous material if copy is not supplied by deadline.

CONDITIONS

Advertising accounts are payable 30 days nett. All advertising material is subject to the approval of the publisher, who reserves the right to decline the insertion of any material.

It is the responsibility of the advertiser to ensure copy does not infringe the Trade Practices Act or contravene any legal code. Quoted rates are subject to variation at one month's notice. All advertising material is held for a maximum of three months at the advertiser's risk unless scheduled for repeat insertion.

| SIZES (mm) | TRIM | | TYPE | | BLEED | |
|-------------------------|-------|-------|-------|-------|-------|-------|
| | Width | Depth | Width | Depth | Width | Depth |
| Full Page | 210 | 297 | 190 | 287 | 220 | 307 |
| Double Page Spread | 420 | 297 | 400 | 287 | 430 | 307 |
| Half Page Horizontal | 210 | 148 | 190 | 128 | 220 | 158 |
| Half Page Vertical | 100 | 297 | 80 | 287 | 110 | 307 |
| One Third Horizontal | 210 | 105 | 190 | 85 | 220 | 115 |
| Quarter Page Vertical | 100 | 148 | 80 | 138 | 110 | 158 |
| Quarter Page Horizontal | 210 | 75 | 190 | 55 | 220 | 85 |

Labels Plus Magazine

FEATURES LIST 2020

MARCH/APRIL

The Hybrid Press issue - we examine the real meaning of the term "hybrid press" - who the main players are, what are the pros and cons of going 'hybrid' - is it better to keep digital and flexo/offset label presses separate? - will converting/finishing manufacturers add digital stations and provide complete solutions - costs, strengths and weaknesses of hybrid.

- Drupa 2020 preview special
- Anilox and the changing roller industry
- Plus all the latest news, installations, trends and happenings in the Australian/New Zealand and Oceania label industry.

JUNE/JULY

From Labels to Pouches - in this issue, we look at the emerging trend for label printers to add stand-up pouches to their portfolio - will increased use of pouches detract from self-adhesive label use? - how suited are existing label presses to pouch production? - what are the converting needs? - who are the customers and what run lengths are typical? - why have 35% of European label printers added pouches to their offerings?

- Drupa 2020 news
- Rotary Dies are changing the label industry
- Design impact on label production
- Inks and Substrates
- Plus all the latest news, installations, trends and happenings in the Australian/New Zealand and Oceania label industry.

AUGUST/SEPTEMBER

The Wine & Beverage issue & Drupa - wines, craft ales, boutique gin, sports/energy drinks and flavoured milks have grown to be of major importance to the label industry. Whether pressure-sensitive, shrink-sleeve or even wet gum; Australia and New Zealand's demand for beverage labels continues unabated. But what of the future? We look at the trends, market dynamics, design and creative impacts, plus a report on Drupa trends in labeling.

- Drupa 2020 special overview
- Estimation software
- Training and Education
- Rewind/Splicers
- Plus all the latest news, installations, trends and happenings in the Australian/New Zealand and Oceania label industry.

NOVEMBER/DECEMBER

FPLMA Forum issue, Digital & Linerless - the awards, achievements and recognitions for 2020. The label industry's night of nights - full report on the Forum proceedings. We also look at the uptake of linerless labels and progress in recycling release liner and update you on digital happenings while keeping a careful eye on Flexo!

- Narrow-web Packaging
- The year rolled-up
- Embellishing/Foiling
- Plus all the latest news, installations, trends and happenings in the Australian/New Zealand and Oceania label industry.

KEEP UP-TO-DATE WITH ALL THE LATEST LABEL & PACKAGING NEWS AT:
www.australianlabelsandpackaging.com

Advertising Rates 2020

| Four colour | Casual | 4x |
|-------------|------------|------------|
| Full page | \$AUD2,600 | \$AUD2,200 |
| Half page | \$AUD1,950 | \$AUD1,750 |
| Third page | \$AUD1,450 | \$AUD1,100 |
| Qtr page | \$AUD990 | \$AUD850 |
| DPS | \$AUD3,750 | \$AUD3,200 |

All rates PLUS gst

The magazine is produced 4 times a year - Mar/Apr, Jun/Jul, Aug/Sep, Nov/Dec

Labels Plus

SALES ENQUIRIES

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