

# Labels

# Plus

Australia – New Zealand Labels & Packaging Magazine

LABELS PLUS IS A PROUD  
PARTNER OF THE FPLMA



## Welcome to the industry's dedicated magazine for labels & packaging... PLUS more!



# 2023 MEDIA KIT

### SALES ENQUIRIES

Matthew Callahan –  
National Advertising Manager

P: 0401 757 777

E: [matt.labelsplus@gmail.com](mailto:matt.labelsplus@gmail.com)

For over 13 years, **Labels Plus** has been the industry's trusted source of news on market developments, innovations, and industry best practice in the dynamic, exciting and essential label and packaging sector. That's why it's perfect to help build your brand...and make your message stick!

## OUR MARKET IS YOUR MARKET!

**Labels Plus** is the publication of choice for everyone involved in labels and packaging:

- Label printers & converters
- Food & beverage manufacturers and packagers
- CEOs and business owners
- Sales specialists
- Designers & creatives
- Equipment and consumables manufacturers & suppliers

## PRINT & ONLINE MEANS BETTER EXPOSURE FOR YOU!

Every edition of **Labels Plus** is published in print and online, to maximise reach and exposure – and increase the value of every advertising dollar.

## LABELS PLUS COVER VITAL SUBJECTS INCLUDING:

- Digital, UV flexo & hybrid presses
- Ink and inking systems
- Label and packaging stocks & substrates
- Pressure sensitive developments
- Intelligent labels – including RFID and NFC developments
- Barcoding, track-and-trace and functionality
- Anti-counterfeiting, security & product verification
- Flexible packaging & packaging innovations
- Rollers: anilox and beyond
- Sleeves and accessories
- Sustainability & the environment
- Embellishment & finishing
- Proofing, inspection & quality control

## EDITORIALS

We welcome contributions to **Labels Plus**, so send any information for consideration to us as WORD documents, with images, logos and other graphics sent as separate files.

## PUBLICATION SCHEDULE & DEADLINES

**Labels Plus is published four times a year – April, June, September & December.**

- **Booking Deadline:** 45 days prior to start of publication month.
- **Material Deadline:\*\*** Complete material and inserts 30 days prior to start of publication month.
- **Cancellation deadline:** 30 days prior to start of publication month.
- **Payment Terms:** 30 days nett.

## ADVERTISING MATERIAL

Please supply your advertising material as print-ready PDFs:

- Registration & trims included
- 5mm bleed
- CMYK
- Images >300dpi at 100% scaling.

Email files up to 10Mb to **matt.labelsplus@gmail.com** or transfer larger files using a service like wetransfer.com. Need help with design and artwork? Give us a call to discuss our special, advertiser-only prices.

## DON'T DELAY!

Contact Matthew Callahan today to discuss how **Labels Plus** can help make your message stick!

**P: 0401 757 777**

**E: matt.labelsplus@gmail.com**

# FEATURES LIST 2023

## MARCH/APRIL

> **Small, Medium or Large Press – what are the options and what's best for you?**

**Plus** all the latest news, installations, trends and happenings in the Australian/New Zealand and Oceania label industry.

## JUNE/JULY

> **Hybrid Presses & Robotics – the future for labels and packaging**

**Plus** all the latest news, installations, trends and happenings in the Australian/New Zealand and Oceania label industry.

## AUGUST/SEPTEMBER

> **New Technology & Services – LabelExpo Brussels review**

**Plus** all the latest news, installations, trends and happenings in the Australian/New Zealand and Oceania label industry.

## NOVEMBER/DECEMBER

> **Foils, Effects and Finishing – giving labels extra impact**

**Plus** all the latest news, installations, trends and happenings in the Australian/New Zealand and Oceania label industry.

## ADVERTISING RATES 2023

Four colour	Casual	4x
Full page	\$AUD2,700	\$AUD2,300
Half page	\$AUD2,050	\$AUD1,850
Third page	\$AUD1,550	\$AUD1,200
Qtr page	\$AUD1090	\$AUD950
DPS	\$AUD3,850	\$AUD3,300

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

All rates PLUS gst

\* Rates quoted are subject to variation with 30 days' notice.

\*\* 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. It is the advertisers' responsibility to ensure advertising complies with the Trade Practices Act and all other legal codes. All advertising material is subject to the approval of the publisher, and the publisher reserves the right to decline any material that does not comply with these requirements or in any other way contravenes accepted standards.