

# Media Pack 2019

Synopsis sheet. See more online.

# PRINT BUSINESS

**Print Business is a bi-monthly magazine, publishing six times a year beginning with the January/February issue. The issues are individually themed, and the whole of 2019 celebrates the Prowess of Print. Last year's theme of Automation will continue throughout 2019 and in the run up to Drupa.**

## The 2019 Content

**WHAT TO EXPECT IN THE PAGES OF PRINT BUSINESS IN 2019?** Mega trends such as Brexit, the plastics debate, sustainability, skill shortages and G5 will provide one thrust of content. The developments in LED UV, inkjet and personalisation a second thrust. The evolution of the markets in which printers are working –books, direct mail, labels, cartons and so on – are a third direction. Business management through workflow, MIS, artificial intelligence and the like create the fourth part of the matrix.

**AS WE HAVE STRESSED BEFORE, IN ORDER TO SURVIVE**, we believe that commercial printers must move beyond the ink on paper approach. There is room for a limited number of high volume print specialists, often highly automated and working online. Other printers must adopt a value added bespoke approach, offering different formats, different finishes, different substrates. We know that print can intrigue and engage and can therefore be highly effective. We will highlight the printers that are doing this and are showing what can be done.

**SOMETIMES THE SUBJECTS WILL STAND ALONE.** Sometimes a customer profile will be used to highlight a technology point. For example, a profile of a printer may cover issues relating to workflow automation or embellishment. This makes it tricky to timetable exactly when features will fall during the year. But this is also why readers consume the magazine from end to end. And why, if you are active in any of these areas, you should be advertising that fact in the magazines that business-conscious printers want to read.



Editor Gareth Ward has selected subjects that he predicts will be of the most interest to printers in 2019.

## JANUARY/FEBRUARY

- **Book printing**
- **Has print gone from the high street?**
- **The role of robots in print**
- **Folders for commercial printers**
- **Cost management of paper**
- **Applications for inkjet printing**
- **Looking forward to Hunkeler**

**2019 Forecasts** for the year ahead.

**BOOK PRINTING** How to produce a winning book as books become long term promotional pieces as well as literature.

**HIGH STREET** Has the traditional printshop disappeared?

**ROBOTS** What role do they play in print?

**FOLDERS FOR COMMERCIAL**

**PRINTERS** As the demands on commercial printers change, so does the challenge for finishing equipment.

**COST MANAGEMENT AND PAPER**

How to minimise the impact of price increases.

**APPLICATIONS FOR INKJET**

**PRINTING** The technology is in place, but where can printers make money?

**HUNKELER** Preview of the popular finishing and digital event.

## MARCH/APRIL

- **LED UV**
- **Large format goes beyond graphics**
- **Brexit and print** (subject to change)
- **Breaking into carton printing**
- **Cutting: tables/rotary/die/laser**
- **The place for plastic**
- **Workflow automation**

**LED UV** Where are we now?

**LARGE FORMAT** Opportunities beyond graphics, decor and fabrics, plus the Sign & Display preview.

**BREXIT AND PRINT** This feature is subject to change.

**CARTON PRINTING** Can commercial printers change their spots and break into cartons?

**CUTTING** All things table, rotary die and laser.

**PLACE FOR PLASTIC** Is plastic necessary in the printing industry? What are the alternatives and how to avoid the problems plastic creates?

**WORKFLOW AUTOMATION** Why is it necessary and what to be aware of.

## MAY/JUNE

- **The Internet of Things & Industry 4.0**
- **Personalisation and variable data**
- **Direct mail for Generation Z**
- **Colour management across technology and locations**
- **Minimising use of chemistry**

**INDUSTRY 4.0** That and the Internet of Things: how these technologies are being adopted by suppliers and what this means for printers.

**PERSONALISATION** That and variable data for printers.

**DIRECT MAIL** The medium for Generation Z, including inserting machines, integrity and envelopes.

**COLOUR MANAGEMENT** For different technologies and multiple locations.

**CHEMISTRY IN PRINT** How to minimise it. No IPA founts, process-free plates etcetera.

## JULY/AUGUST

- **Online printing**
- **The changing face of catalogues**
- **Why print beats digital**
- **Foiling, varnish and added value**
- **Recycled paper and boards**
- **The role of forest certification**
- **Is JDF finished?**

**ONLINE PRINTING** The low down ahead of the Online Print Forum in September.

**CATALOGUES** The changing face of the old staples, from low cost to high value bespoke. And why print beats digital.

**FINISHING** Foiling, varnish, lamination and other ways to add value after printing. For cards, cartons and brochures.

**RECYCLED** Papers and boards and the role of forest certification.

**IS JDF FINISHED?** Discuss.

## SEPTEMBER/OCTOBER

- The Preview Issue
- The Print Show and Labelexpo
- Hybrid printing: is it the future?
- High value papers for a touch of class
- New markets for print: any surface, direct to product
- The weird stuff

**EXHIBITION PREVIEWS** The Print Show and Labelexpo.

**HYBRID PRINTING** Is the future of the printing press built around a combination of technologies.

**HIGH VALUE** Papers that exude a touch of class.

**NEW MARKETS FOR PRINT** Printing on any surface, direct to product, garments and the weird stuff.

## NOVEMBER/DECEMBER

- Printed electronics
- Sheetfed printing in 2019: inkjet, offset, toner or LED?
- What is possible to print and finish inline?
- What happened this year...
- ...and next year it is Drupa

**PRINTED ELECTRONICS** The market, the techniques, the low down.

**SHEETFED PRINTING 2009** Inkjet, offset, toner or LED?

**INLINE** What is possible to print and finish inline?

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