

img  
MATBAA & TEKNİK®  
1996



**MEDIA  
KIT  
2024**

# MEDIA INFORMATION 2024

## 2024 EXHIBITION CALENDAR

EDITION	EXHIBITION	DATES	COUNTRY
<b>JANUARY</b>	Gulf Print & Pack Show	9-11 January 2024	UAE
<b>FEBRUARY</b>	Salon C! Print	6-8 February 2024	France
<b>MARCH</b>	Printpack Alger	4-6 March 2024	Algeria
<b>May</b>	Luxepack Newyork	8-9 May 2024	USA
<b>JUNE</b>	drupa	28 May – 7 June 2024	Germany
<b>SEPTEMBER</b>	Paper ME	8-10 September 2024	Egypt
<b>OCTOBER</b>	Eurasia Packaging Show	23-26 October 2024	Turkey
<b>NOVEMBER</b>	SIGN Istanbul	31 October-3 November 2024	Turkey
<b>DECEMBER</b>	FESPA Eurasia	November	Turkey

## 2024 Editorial Calendar

<p><b>January</b> Printing press and binding machines Labels</p> <p>Deadline: January 5 Publication date: January 12</p>	<p><b>July</b> Conveyor belts and tapes Knives &amp; grinding machines</p> <p>Deadline: June 24 Publication date: July 5</p>
<p><b>February</b> Finishing and converting Industrial equipments &amp; systems</p> <p>Deadline: January 25 Publication date: February 1</p>	<p><b>August</b> Digital printing technologies</p> <p>Deadline: July 29 Publication date: August 5</p>
<p><b>March</b> Publishing software Printing inks</p> <p>Deadline: February Publication date: March 4</p>	<p><b>September</b> Certification, testing and standardization Labels</p> <p>Deadline: August 27 Publication date: September 5</p>
<p><b>April</b> Converting Finishing</p> <p>Deadline: March 25 Publication date: April 3</p>	<p><b>October</b> Ink / processing systems Cloud based solutions</p> <p>Deadline: September 23 Publication date: October 4</p>
<p><b>May</b> Adhesives &amp; glues Paper, cardboard and board for packaging</p> <p>Deadline: April 26 Publication date: May 3</p>	<p><b>November</b> Packaging Flexographic printing machines</p> <p>Deadline: October 28 Publication date: November 4</p>
<p><b>June</b> Film &amp; Foils Digital printing machines and printing systems</p> <p>Deadline: May 27 Publication date: June 7</p>	<p><b>December</b> Publishing software</p> <p>Deadline: November 25 Publication date: December 4</p>

# ADVERTISEMENT RATES & TECHNICAL SPECS

## PRINT MAGAZINE

### PAGE OPTIONS

---

FRONT COVER	7,000 Euro
BACK COVER	5,000 Euro
1 INSIDE PAGE	1,500 Euro
TWO PAGE SPREAD	3,250 Euro
HALF PAGE	850 Euro
INSIDE FRONT COVER	2,500 Euro
INSIDE BACK COVER	2,000 Euro

\*In yearly reservations 15% discount will be applied.

### ADVERTISEMENT SIZES

---

Full page sizes:	20,6 (width) x 27,6 cm
Two-page spread:	40,6 (width) x 27,6 cm
Half page vertical ad:	10 cm (width) x 27 cm
Half page horizontal ad:	20 cm (width) x 13,5 cm

### ADVERTORIAL

---

Text should be English & Turkish.

Text and pictures should be delivered by client.

We help to translate your text into Turkish for free.

We prepare your pages and send you for your approval.

2-page advertorial:	2,000 Euro
---------------------	------------

# ADVERTISEMENT RATES & TECHNICAL SPECS

## DIGITAL ADVERTISEMENT OPTIONS

### BANNERS ON OUR HOMEPAGE | [www.matbaateknik.com.tr](http://www.matbaateknik.com.tr)

**Top banner price:**  
1,500.00 Euro / month  
Sizes: 728 x 90 px

**Skyscraper price:**  
1,200 Euro / month  
Sizes: 160 x 600 px

**Side banner price:**  
600 Euro / month  
Sizes: 350 x 350 px

**Pop-up price:**  
1,250 Euro / month  
Sizes: 600 x 400 px



### EDM (E-MAILING SERVICE):

We offer e-shot service for exporters, importers and manufacturers so that they can reach their target markets. Your specific information / advertisement designed at newsletter format will be sent to our database. (Over 78,000 international e-mail addresses.) The companies are sector professionals, purchasing managers, CEO's, R&D departments in the industry. We hyperlink the material to your website so that potential buyers can see what you're offering.

We share after-delivery report including click numbers, country breakdown, visitor numbers, etc. After we send the email, we will give you all details such as which companies visited your website most and which ones stayed most. We receive demands from the interested parties and forward them to you. Alternatively, we can put your e-mail address to reply button and customers can write you directly and contact with you. We will prepare test e-mailing before sending and you can see e-shot before.

**E-mailing service for 1 time:**  
3,750 euro

**E-mailing specs:**  
750 (width) x 1500 pxl at HTML format



## MEDIA INFORMATION 2024

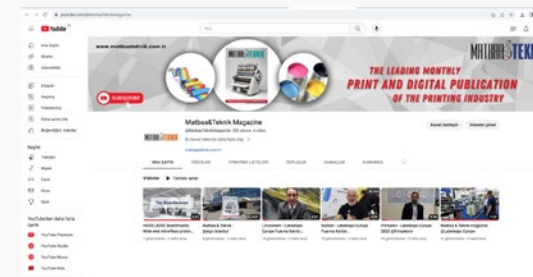
### ONLINE / NEWSLETTER ADVERTORIALS

Advertorials are published on our homepage

[www.matbaateknik.com.tr](http://www.matbaateknik.com.tr)

Maximum number of characters for text: 1,000, incl. blanks

Price: 750.00 Euro



### VIDEO INTERVIEW

We can make video interviews in your stand you attend in trade shows.

This options is available for all exhibitions we attend in 2024.

Video examples can be found at

[www.matbaateknik.com.tr](http://www.matbaateknik.com.tr)

Price: 1.250 Euro

### WEBINARS THE PLATFORM THAT YOU CAN INTRODUCE YOUR COMPANY, PRODUCTS AND INNOVATIONS TO YOUR TARGET AUDIENCE

You can showcase your new product / your exhibition, the results of a study, new developments or a pilot project in an interactive webinar format to your customers / target audience.

The process lasts 60 minutes, including a subsequent discussion or a question and answer session with the participants. The webinar will be recorded and can also be accessed later via our website.

A webinar package includes:

- Invitation of participants for the webinar through mailings, newsletters and website
- Reminder e-mails for the participants
- Implementation of the webinar, including moderation
- One banner in our newsletter and the banner will be online in our website.
- After webinar, we publish the news about webinar in our upcoming issue.

**Webinar package price:**  
13,500 Euro



# img MATBAA & TEKNİK®

1996

## Please contact

Ayca Sarioglu  
International  
Advertising Coordinator

**Mobile:** +90 (536) 227 29 87

**Phone:** +90 (212) 454 22 22

**Direct:** +90 (212) 454 22 33

## e-contact

[www.img.com.tr](http://www.img.com.tr)

[www.foodingredientsmag.com](http://www.foodingredientsmag.com)

[ayca.sarioglu@img.com.tr](mailto:ayca.sarioglu@img.com.tr)

[sales@img.com.tr](mailto:sales@img.com.tr)