



## 2021 Media Kit



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# About us

**FTA Europe** represents the common interests of the European flexographic printing industry. Our members are Europe's national associations, of which flexo companies are members. We are flexo companies' European family and platform for growth. Flexography is a direct rotary relief printing system predominantly used within the packaging industry that offers both high quality and extreme versatility in the production of any sort of packages, from labels to flexible films, paper, cardboard and corrugated carton. Flexo is the single largest printing process in Europe and is a fast-growing sector. The valued output of the flexo printing industry is €39.2 billion.

Since 2015, FTA Europe has represented its members across Europe in providing:

- A common voice
- Education and training
- Alignment
- Best practice
- Professional network
- Harmonisation and standardisation
- Advocacy
- Events and industry awards

FTA Europe's Secretariat, which runs the day-to-day management of the association, is based in Brussels, Belgium. FTA Europe shares its offices with Intergraf, the European federation for the printing industry.

More information about our organisation and activities can be found at [www.FTA-Europe.eu](http://www.FTA-Europe.eu) or by contacting [info@fta-europe.eu](mailto:info@fta-europe.eu).

# Our offer

Being the single point of communication between FTA Europe's members is one of our core activities. Our news is distributed to a large global audience, including:

- Printers and suppliers
- Trade press
- FTAs around the world
- Research institutes and flexo academics

The countries to which our news is sent extends way beyond Europe, including to the USA, Australia, Brazil, India and many more!

Featuring in our newsletter is the perfect way to **extend the reach of your communications campaign**. Your brand will be shown alongside news about FTA Europe's activities, as well as the latest industry developments. **We are inviting you to be part of the European flexo community.**



# In detail

*Yearly publications:* 4 (quarterly – March, June, September, December)

*Magazine format:* A4

*Sizes available:*

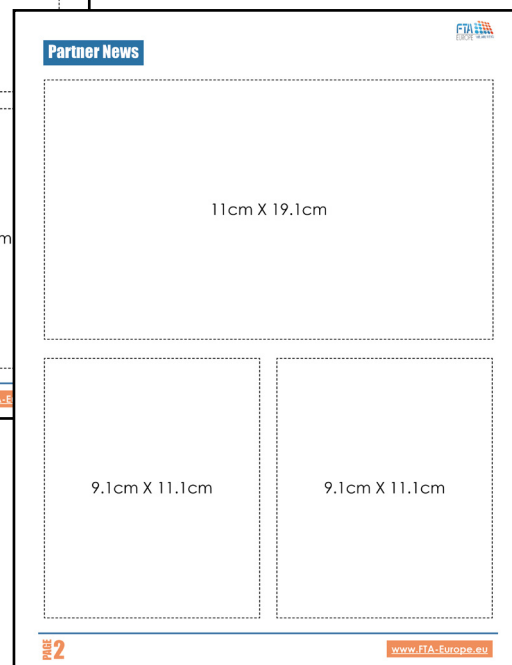
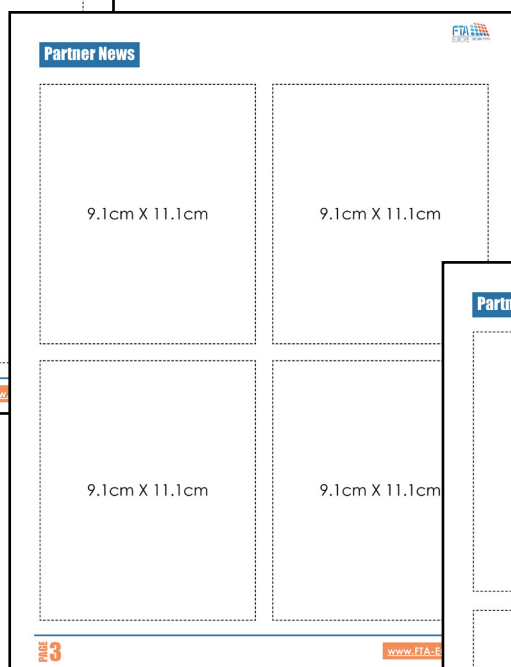
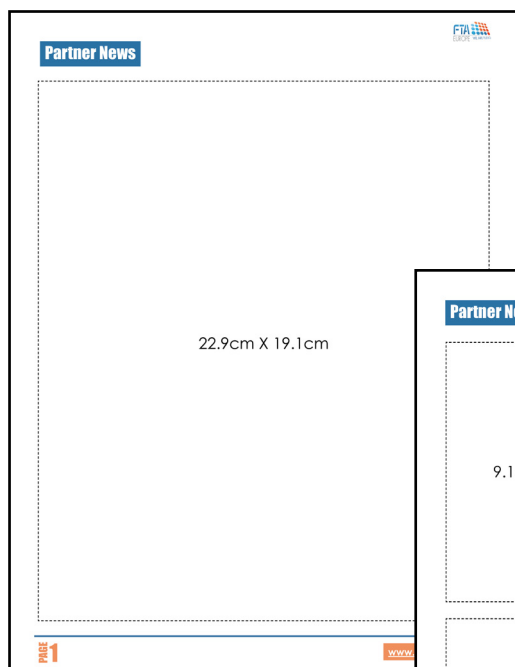
Size of ad	Basic 2021 rate	Basic rate 2021 bulk purchase	FTA Europe member company rate 2021	FTA Europe member rate 2021 bulk purchase
Full page 22.9cm X 19.1cm	520 EUR + VAT	-5% per each additional issue	390 EUR + VAT	-10% per additional issue
Half page 11cm X 19.1cm	260 EUR + VAT	-5% per each additional issue	195 EUR + VAT	-10% per each additional issue
Quarter page 9.1cm X 11.1cm	130 EUR + VAT	-5% per each additional issue	97.50 EUR + VAT	-5% per each additional issue

*“The newsletter has become a core way to communicate with flexo companies. This advertising opportunity is a unique chance for companies to share their story with the industry.*

Silvia Casellato  
FTA Europe Marketing Committee  
Lohmann

# Examples

Click [here](#) to see past editions.



# Benefits

**Access to a global flexo audience.** Have your advert on display to the flexo community in Europe and beyond.

**Direct in their mailbox and online.** Instant access and attention from our network.

**Image boost.** Have your advert displayed alongside the latest industry news.

**Competitor edge.** Communicate new innovations to printers, and your competitors.

*“ Being part of the FTA Europe network is an easy way to promote your brand to the whole of Europe and beyond. This unique access to the FTA Europe database might just be a game-changer for your communications strategy.*

Raúl El Fakdi  
FTA Europe Marketing Committee  
Comexi

# Small print

*Term of agreement:* Any agreement made with FTA Europe is valid per issue or bulk of issues purchased. The advert will appear in the newsletters' 'Partner News' section only. Companies are to indicate in the agreement if and of which member association they are member.

*Arrangement:* Advert to be sent to FTA Europe on the 15th day of the preceding month (i.e., February, May, August, November).

*Conditions:* The order covers the issue(s) agreed. The advert must be provided in the correct size. The advert must not make false claims. FTA Europe retains the right to reject any advertisement submitted if it is not in line with FTA Europe's values. There is a spacing limit of 4 adverts in total per newsletter. Member companies will be prioritised if requests exceed this limit.





# Interested?

**Contact us now!**

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[info@fta-europe.eu](mailto:info@fta-europe.eu)

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