



# CONVERTING QUARTERLY

Web Processing & Finishing Technologies

## 2025 MEDIA KIT




WHAT IS  
CONVERTING  
QUARTERLY?

*Converting Quarterly* reaches a targeted audience in the roll-to-roll, web-processing and finishing industries through print and online distribution. Packed with technical papers on breakthrough converting technologies and the latest research, market forecasts and industry trends, the magazine provides actionable content that makes a difference in production management and new-product design & development.

OUR  
MISSION

As the official publication of the Association for Roll-to-Roll Converters, *Converting Quarterly* serves the technical information needs of coater, laminator, film-maker, flexo/gravure printer, slitter/sheeter and finishing professionals. Each issue seeks to inform a broad range of end-user markets, including flexible packaging; tapes; labels; unprinted rolls & sheets; batteries; and specialty materials.

WHY  
US?

			
<b>20,000+</b> print & digital subscribers each quarter	<b>19,221</b> digital edition page views each month	<b>7,200</b> inboxes get CQ eNews each week	<b>9,754</b> avg. website page views each month

Through the combination of both our print distribution and digital-edition readership, *Converting Quarterly* magazine reaches more than **21,000 specific web-processing professionals** involved in solution/vacuum/extrusion coating, laminating, metallizing, flexo/gravure printing, slitting/sheeting and finishing operations. From technical papers on breakthrough roll-to-roll technology to Q&A columns and market forecasts, *Converting Quarterly* is a targeted resource for converters of **flexible packaging; tapes, labels & tags; unprinted rolls & sheets; specialty materials; batteries**, and more.

### AUDIENCE EXPOSURE

#### Print & Digital Magazine

20,000+

Avg. Quarterly Readership

19,221

Avg. Monthly Digital Page Views

#### CQ eNews

7,200

Avg. Distribution Each Week

#### Website

5,761

Avg. Monthly Users

9,754

Avg. Monthly Page Views

1.58

Avg. Pages per User

### CONVERTER SUBSCRIBERS COVER THE INDUSTRY'S TOP END-USER MARKETS

**53%**

Flexible Packaging

**22%**

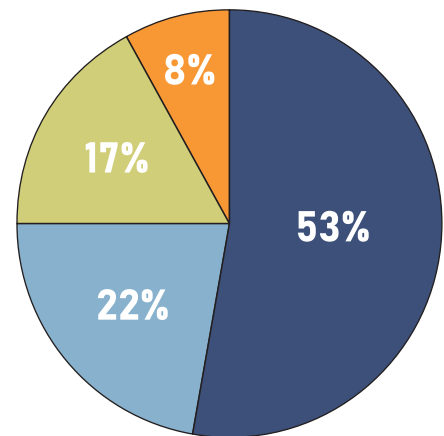
Tapes, Labels & Tags

**17%**

Unprinted Rolls & Sheets

**8%**

Specialty Materials



### SEND YOUR MESSAGE TO THESE KEY READER JOB FUNCTIONS ACROSS THE GLOBE

**47%**

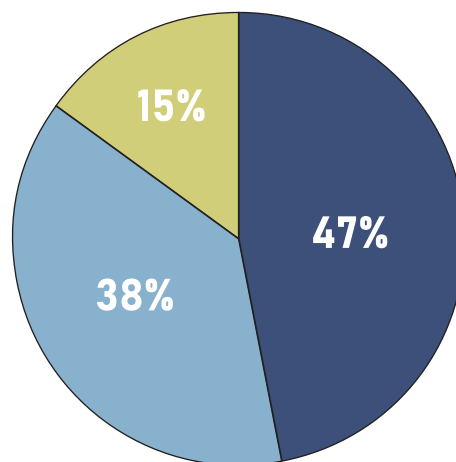
Executive/Senior/General Manager/Business Manager

**38%**

Manufacturing/Production/Operations/Engineering/Maintenance/Design

**15%**

Purchasing/Procurement/Sales/Marketing



With both extensive print and digital delivery methods, *Converting Quarterly* reaches readers wherever they are.



website contains the latest news with links to stories and access to the digital edition



accessible anywhere on mobile devices



digital edition features live links to websites and video for more in-depth information

**TARGETED DISTRIBUTION THAT REACHES THE DECISION MAKERS IN R2R WEB-PROCESSING, AND FINISHING**

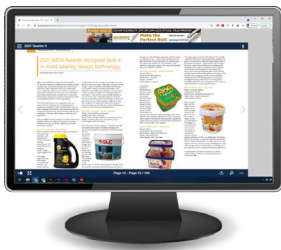
## CUSTOMER TESTIMONIALS

“*Converting Quarterly* magazine is an excellent source of information. Not only can we keep up to date with industry trends, we’ve found that our advertising spend has been very effective in delivering qualified leads.”

– John Guzzo, President, Polykote Corp.

“*Converting Quarterly* is an excellent resource for anyone involved in flexible substrates. It offers a unique mix of technical information for operations, cutting-edge technology for R&D, and relevant market information for people in commercial roles.”

– Carl Fidler, Marketing Manager, DUNMORE



Digital editions enhance the print magazine with interactive **video** and **clickable links**. The digital edition is hosted by the *Converting Quarterly* website

and promoted through email and social media channels giving advertisers **extended exposure**.

## ADDITIONAL EXPOSURE WITH BONUS DISTRIBUTION AT TRADESHOWS AND INDUSTRY EVENTS

PACK EXPO LAS VEGAS



ICE EUROPE

LABELXPO EUROPE



R2R USA

K SHOW



THE BATTERY SHOW



### QUARTER 1

- SPECIAL MARKET REPORT - Flexible Packaging
- TECHNOLOGY FOCUS - Vacuum Web Coating & Metallizing; Drying & Curing

**Bonus Distribution:** ICE Europe 2025, ARC Summit 2025, SVC TechCon 2025, ARC R2R Asia Conference 2025

Ad Closing **Jan. 6, 2025**  
Ad Materials Due **Jan. 13, 2025**  
Publication Date **Feb. 12, 2025**

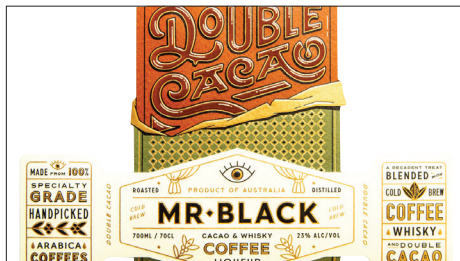


### QUARTER 2

- SPECIAL MARKET REPORT - R2R Battery Manufacturing
- TECHNOLOGY FOCUS - Rolls & Rollers; Web Handling & Guiding
- BREAKTHROUGHS - 2025 FPA Achievement Awards

**Bonus Distribution:** THE BATTERY SHOW Europe 2025, THE BATTERY SHOW North America 2025, ARC R2R USA Conference & Expo 2025

Ad Closing **Apr. 7, 2025**  
Ad Materials Due **Apr. 14, 2025**  
Publication Date **May 14, 2025**



### QUARTER 3

- SPECIAL MARKET REPORT - Labeling & Release Liners
- TECHNOLOGY FOCUS - Solution Web Coating & Laminating; Inspection & Gauging
- BUSINESS - ARC R2R USA Conference 2025 Planner

**Bonus Distribution:** Labelexpo Europe 2025, ARC R2R USA Conference & Expo 2025, PACK EXPO Las Vegas 2025, K SHOW 2025

Ad Closing **July 7, 2025**  
Ad Materials Due **July 14, 2025**  
Publication Date **Aug. 13, 2025**



### QUARTER 4

- SPECIAL MARKET REPORT - Printed & Flexible Electronics; RFID
- TECHNOLOGY FOCUS - Surface Treatment; Slitting & Rewinding
- INDUSTRY RECOGNITION - 2025 ARC Awards & ARC Hall of Honor
- 2026 BUYERS GUIDE Edition - Print, Digital Edition & Online Searchable Database

**Bonus Distribution:** ARC Summit 2026, All 2026 ARC / CQ Events

Ad Closing **Oct. 6, 2025**  
Ad Materials Due **Oct. 13, 2025**  
Publication Date **Nov. 12, 2025**

## IN EVERY ISSUE

### TECHNICAL COLUMNS

- Patent & IP
- Substrates
- Vacuum Web Coating
- Solution Web Coating
- Gravure Printing & Coating
- Slitting & Rewinding
- Web Handling & Converting

### DEPARTMENTS

- ARC News
- Breakthroughs
- Market Monitor
- Installations
- Technology Watch (New Products)



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