

PRO flexconvert

Media Hub for Coating and Web Processing Professionals

Infos & Preview

- ➔ Editorial topics 2024
- ➔ Ad formats and digital options
- ➔ M2N Converting Gipfel 2024

The converting industry in times of transformation.
Introducing: PRO Flexconvert!



Presenting the new international media hub for converting and flexible electronics!

Dear readers,

Converting is a family!

Since the official launch of our M2N Media GmbH at the beginning of January 2024, we have experienced exactly this strong sense of togetherness in many conversations - and we are very grateful for all the motivation and encouragement!

We have been supporting the web processing, coating and finishing industry at trade fairs, open houses and conferences for many years. We are Martin Hirschmann, Nina Pirchmoser and Nadine Bauernfeind.

We proudly present: PRO Flexconvert and PRO Flextronics!

We stand for committed and impartial specialised journalism from the industry and for the industry. We think beyond media boundaries and are fully committed to multichannel content.

Have we piqued your interest? Then let us convince you!

- » **Subscribe to our newsletter**
- » **Order our print editions**
- » **Connect with us on LinkedIn**
- » **Get in touch with us and tell us about your ideas**
- » **Create your media strategy together with us: advertising and editorials!**

We look forward to hearing from you!

Your PRO Flexconvert and PRO Flextronics Team

*Join the
Converting Family!*



Martin Hirschmann

He has more than a decade of experience in writing about converting and printed electronics. Podcasts, hosting live events and online reporting are also part of his repertoire!



Nina Pirchmoser

She boasts long-term experience as media sales manager in the Converting and Flextronics industries. Company visits and networking at leading industry events are a mainstay in Nina's professional philosophy. She thrives on personalised and individual customer service and advice.



Nadine Bauernfeind

She brings her long-standing experience with various magazines into this project. Nadine has her core competences in design, typesetting and layout. With her keen sense for colours, shapes and motives, she puts the icing on the cake, when it comes to graphic design.

Three brands - one passion!

PRO Flexconvert – Your new media hub for the coating and web processing industry



We are Print!

You tell us what moves you - we will design your individual media concept. Cooperative, simple and in close collaboration.

Your free technical article - we edit and design everything according to your needs and journalistic standards.

Your advertisement – in the print magazine and in the E-Paper.

Together, we will find the optimal format. Call us - or should we visit you directly?



We are Online!

Our website offers daily news about latest products, appointments, tradeshows, events and „Industry Gossip“ – bilingually in English and German.

Send us your latest press release in order to fully seize this attractive environment for your business.

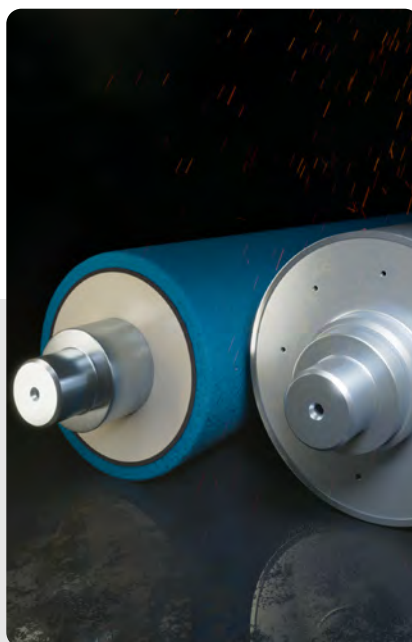
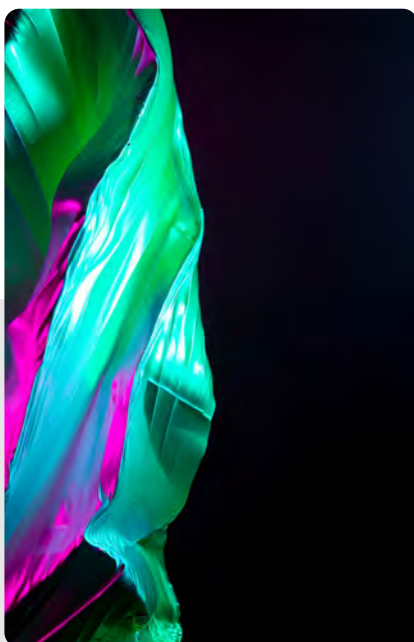
Book attractive banner placements or an online extension for your already published print articles!



We are Content Creators!

We go to all the places where we meet our target group. Besides our up-to-date website, we also fly our flags on LinkedIn – including attractive advertisement opportunities.

Our podcasts The Voice of Converting and The Voice of Flextronics offer exclusive insights and conversations with fascinating guests.



M2N Converting Showcase

The pulse of the industry: The M2N Converting Showcase 2024/25



Compact, comprehensive, relevant – the industry guide for real ConvertingPROs!

With the M2N Converting Showcase, we offer manufacturers and suppliers in the global converting industry the ideal platform for presenting their products and services.

This exclusive special edition highlights the converting industry in all its diversity. Manufacturing companies involved in processes such as coating, laminating, slitting and winding, finishing, die-cutting, embossing and many more are addressed directly.

Numerous key players from the converting industry are taking part in the Converting Showcase, presenting their products, innovations and services in visually appealing company profiles.

The M2N Converting Showcase will be distributed at the following trade fairs:

techtexsil



THE BATTERY SHOW
EUROPE



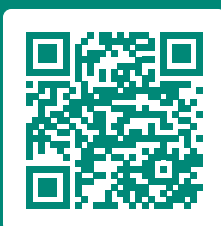
Language: English

Print circulation:
10,000 copies

Publication date:
April 2024

Trade fair distribution 2024:
Techtextil, drupa,
The Battery Show Europe,
M2N Converting Gipfel,
Fachpack, MKVS

Trade fair distribution 2025:
ICE Europe, Lopec, Print4All,
Labelexpo Europe, K



Click here for the
Showcase!

More than an industry guide!

In addition, the Converting Showcase contains five trend interviews with experts from outside the industry: Artificial intelligence, social media, GenZ, transformation and innovation culture are among the topics discussed by our interview partners.

A guiding light in challenging times

Interested? You can find more information at:
converting-showcase.com

You want to be included next time?

Make sure to secure your exclusive company profile in the next Showcase edition:
nina.pirchmoser@m2n-media.com

Straight talk at the M2N Converting Gipfel 2024: Industry event surrounded by Hamburg’s Heart and Flair

M2N Converting Gipfel is a German-language, high-calibre event for the key players of the coating and web processing industries.

Converting in the Age of TikTok and ChatGPT – What does GenZ want, and how much AI do we need?

A new generation has arrived on the labour market: Opinions are divided on GenZ. The former Fridays-For-Future kids on the one hand, TikTok dances on the other. Only one thing is clear: they are few and they know how sought-after they are.

How do I become an attractive employer for GenZ? What recruiting strategies are available? And why is this generation perhaps not as bad as its reputation?

„What happens to my company when I retire?“ We talk about company succession and strategies for securing the future. At the M2N Converting Summit, we’ll talk about it!

The biggest revolution since the printing press

Artificial Intelligence is everywhere right now. From ChatGPT chatter to impressive AI paintings, the technology has already had a massive impact on pop culture. But what is the relevance of AI in the converting industry? Look forward to such debates at M2N Converting Gipfel!

Don’t miss a single announcement - on our website you will always find the the latest updates and programme highlights:

m2n-converting-gipfel.de



Venue:
east Hotel Hamburg

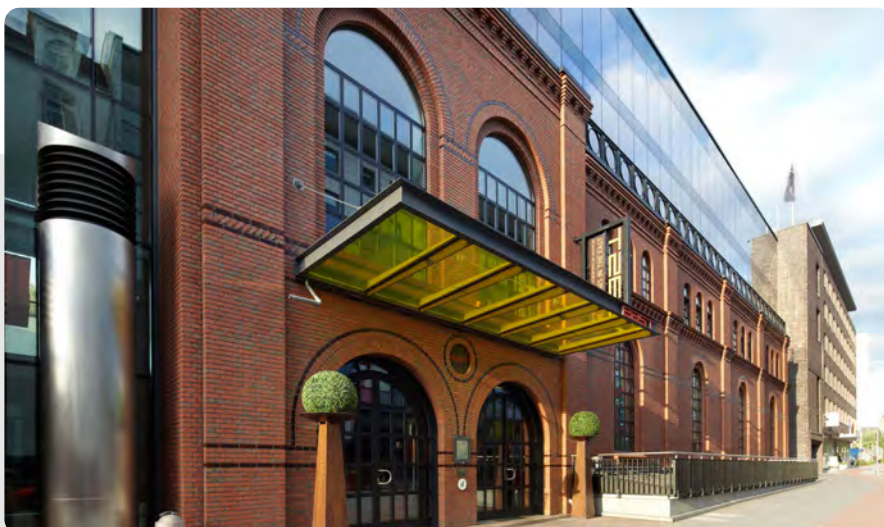
Date:
26.-28.06.2024

Conference language:
German

If you want to find out more, please check out our German info page of the M2N Converting Gipfel:



Sign up now!



© east Hotel Hamburg

Editorial preview PRO Flexconvert EN



Language: English
(targeted at international recipients)

You can also look forward to our exclusive „Converting Spotlight“ in every issue: reports, company portraits and current interviews from the industry.

With the ConvertingPROs, we will highlight one producing company in detail.

PRO Flexconvert EN 1/2024

Advertising deadline: 11.04.2024 | Publication date: 25.04.2024

- » Slitting & Winding Technologies
- » Print Finishing
- » Die Cutting, Embossing & Perforating

TechTextil, 23.-26.04.2024, Frankfurt am Main
drupa, 28.05.-07.06.2024, Düsseldorf

PRO Flexconvert EN 2/2024

Advertising deadline: 22.05.2024 | Publication date: 17.06.2024

- » Coating & Laminating
- » Web Inspection & Measurement
- » Batteries & Energy Storage

The Battery Show, 18.-20.06.2024, Stuttgart
M2N Converting Gipfel, 26.-28.06.2024, Hamburg

PRO Flexconvert EN 3/2024

Advertising deadline: 16.07.2024 | Publication date: 30.07.2024

- » Smart Packaging & Printed Electronics
- » Rollers & Sleeves
- » Adhesive Technologies & Tapes

Fachpack, 24.-26.09.2024, Nuremberg
67th Afera Annual Conference, 25.-27.09.2024, Thessaloniki

PRO Flexconvert EN 4/2024

Advertising deadline: 30.09.2024 | Publication date: 14.10.2024

- » The Green Issue
- » Coating, Metallizing & Pilot Lines
- » Static Control & Web Cleaning

MKVS, 28.-30.10.2024, Munich

PRO Flexconvert EN 5/2024

Advertising deadline: 22.11.2024 | Publication date: 06.12.2024

- » Knives & Winding
- » Automation, Handling & Software
- » Surface Treatment

ICE Europe, 11.-13.03.2025, Munich



PRO Flexconvert EN free of charge as print version?
Subscribe here!



Editorial preview PRO Flexconvert DE



Language: German
(targeted at recipients from
Germany, Austria and Switzerland)

You can also look forward to our
exclusive „Converting Spotlight“
in every issue: reports, company
portraits and current interviews
from the industry.

With the ConvertingPROs, we will
highlight one producing company
in detail.

PRO Flexconvert DE 1/2024

Advertising deadline: 14.03.2024 | Publication date: 18.04.2024

- » Slitting & Winding Technologies
- » Print Finishing
- » Die Cutting, Embossing & Perforating

TechTextil, 23.-26.04.2024, Frankfurt am Main
drupa, 28.05.-07.06.2024, Düsseldorf

PRO Flexconvert DE 2/2024

Advertising deadline: 22.05.2024 | Publication date: 17.06.2024

- » Coating & Laminating
- » Web Inspection & Measurement
- » Batteries & Energy Storage

The Battery Show, 18.-20.06.2024, Stuttgart
M2N Converting Gipfel, 26.-28.06.2024, Hamburg

PRO Flexconvert DE 3/2024

Advertising deadline: 12.07.2024 | Publication date: 26.07.2024

- » Smart Packaging & Printed Electronics
- » Rollers & Sleeves
- » Adhesive Technologies & Tapes

Fachpack, 24.-26.09.2024, Nuremberg
67th Afera Annual Conference, 25.-27.09.2024, Thessaloniki

PRO Flexconvert DE 4/2024

Advertising deadline: 24.09.2024 | Publication date: 09.10.2024

- » The Green Issue
- » Coating, Metallizing & Pilot Lines
- » Static Control & Web Cleaning

MKVS, 28.-30.10.2024, Munich

PRO Flexconvert DE 5/2024

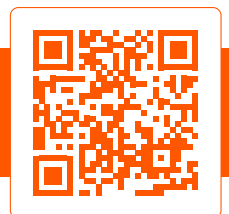
Advertising deadline: 20.11.2024 | Publication date: 04.12.2024

- » Knives & Winding
- » Automation, Handling & Software
- » Surface Treatment

ICE Europe, 11.-13.03.2025, Munich



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techtex



THE BATTERY SHOW
EUROPE

M2N
converting
GIPFEL



MÜNCHENER KLEBSTOFF- & FOLIE
VEREDELUNGS-SYMPOSIUM
MK
VS

ICE
europe
INTERNATIONAL CONVERTING EXHIBITION

PRO Flextronics – The Next Generation of Electronics

Flextronics is our abbreviation for flexible electronics: Lightweight, thin, low-cost, sustainable, and easily integrated.

Start into your flexible future with us!

We report on new form factors, more sustainable production methods and exciting product novelties. Accompany this growth sector on its way into the mass markets!

PRO Flextronics will be published twice annually as Print Magazine and E-Paper, accompanied by monthly newsletters and daily online-news. The magazine's language is English.

We have attractive advertising opportunities for you!



PRO Flextronics 1/2024

Advertising deadline: 05.02.2024 | Publication date: 28.02.2024

» Smart Living & Mobility

LOPEC, 05.-07.03.2024, Munich

drupa, 28.05.-07.06.2024, Düsseldorf

TechBlick „The Future of Electronics Reshaped“ USA, 12.-13.06.2024, Boston, USA

PRO Flextronics 2/2024

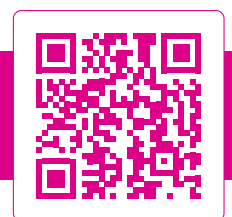
Advertising deadline: 12.09.2024 | Publication date: 26.09.2024

» Flexible Displays & Smart Surfaces

TechBlick „The Future of Electronics Reshaped“, 23.-24.10.2024, Berlin



PRO Flextronics free of charge as print version?
Subscribe here!



Website and Newsletter

The new virtual home for Converting and Flextronics!

Welcome to our brand-new website! Here you will find daily industry news, separated into the categories „PRO Flexconvert DE“, „PRO Flexconvert EN“ and „PRO Flextronics“ (EN)!

We have published your article in our magazines (print/e-paper) and you would like to extend its reach? We offer an attractive online extension for your print articles: Your full article from the magazine exclusively on top of the news section of our website for one week! Afterwards, it will remain highly visible as an exclusive feature within the news, including a back link to your website. Additional distribution in our e-newsletter and on LinkedIn.



Attractive online enhancements for your print article - only €2,350.
With TOP placement on the website, in the newsletter and boosted via LinkedIn!
Get in touch with us!

Advertising formats on the website

	Format	Position
Leaderboard	970px x 150px	On all pages
Home Banner	356px x 300px	Home-page
News Banner	970px x 150px	News pages
Standard Banner	300px x 250px	News pages
Advertorial	Text and picture	News pages



30 minutes of opinion, personality and debate. Our Podcasts, „The Voice of Converting“ and „The Voice of Flextronics“ are as entertaining as they are informative. Be our guest or place your 30-second advert in our podcast – introductory price only 1,990 €!

The Newsletters of PRO Flexconvert and PRO Flextronics

Monthly Newsletters, compact, relevant and perfectly tailored to our industries: Receive your compact digest of the most important news conveniently in your inbox!

Newsletter ads are attention-grabbing: Be a part of it from the beginning – secure the best banner positions in the Newsletter of PRO Flexconvert and PRO Flextronics now!

Newsletter formats

	Format
Leaderboard	740px x 150px
Contentbanner	740px x 150px
Medium Banner	347px x 347px
Small Banner	226px x 226px
Advertorial	Text and picture



Subscribe to our free monthly newsletter!



Multichannel-Content

We are Content Creators!

Print is alive - but print is by no means everything. We are all about Multichannel Content Creation for maximising your bandwidth. We have got something for everybody!



Podcast

30 minutes of opinion, personality and debate. Our Podcasts, „The Voice of Converting“ and „The Voice of Flextronics“ are as entertaining as they are informative. And they guarantee optimal audio quality.

Attractive audio ad placements and distribution on all relevant platforms (e.g. Spotify and Apple Music) round off the experience.



Online Talks

You desire direct and immediate communication with Converting or Flextronics Professionals? You want to discuss topics that really matter to our community? Then look no further: our Online Talks are coming!

We will put you on the air, competently hosted by our Editor-in-Chief, Martin Hirschmann.



LIVE-Videos

You fly your flag at the most important international tradeshows of your industry - we are there as well! We offer you the opportunity to stand in front of our cameras:

YOUR BOOTH IN 60 SECONDS!
Short, on-point and immediately available online: You tell us why visitors shouldn't miss your booth, we will upload your clip to LinkedIn directly on-site!

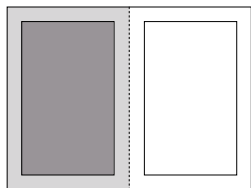


Advertising formats

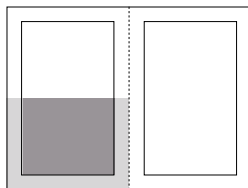
Print formats

- » Magazine dimensions: DIN A4, 210mm width x 297mm height
- » 4mm bleed on all sides, please add trim marks
- » 5mm minimum distance to the ad margin for texts or important details

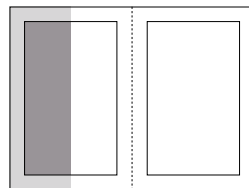
Combine your ads!
 We offer you attractive print and online ad packages at **UNIQUE** introductory prices.



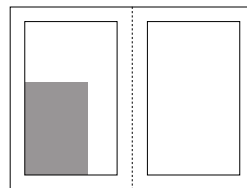
1 Page
 210 mm x 297 mm
 184 mm x 256 mm



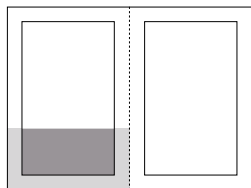
1/2 Page horiz
 210 mm x 142 mm
 184 mm x 126 mm



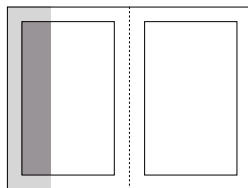
1/2 Page vert
 102 mm x 297 mm
 89 mm x 256 mm



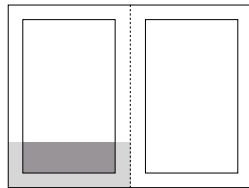
1/2 Island
 121 mm x 184 mm



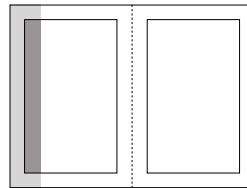
1/3 Page horiz
 210 mm x 98 mm
 184 mm x 82 mm



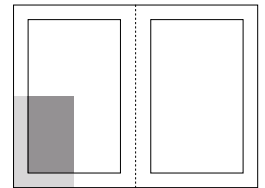
1/3 Page vert
 70 mm x 297 mm
 57 mm x 256 mm



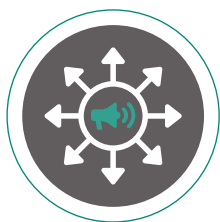
1/4 Page horiz
 210 mm x 76 mm
 184 mm x 60 mm



1/4 Page vert
 54,5 mm x 297 mm
 41,5 mm x 256 mm



1/4 Page 2 col vert
 102 mm x 142 mm
 89 mm x 126 mm



- » Distribution of print editions by mail and at numerous industry trade fairs
- » Distribution as an e-paper on the website, via LinkedIn and e-mail

Contact us for your individual media schedule!



We are Social Media!

LinkedIn has become THE platform for professionals. Whether recruiting or networking - it is the place to be!

PRO Flexconvert and PRO Flextronics provide you with a front row seat in this environment!

Follow our media on LinkedIn and don't miss out on a single highlight:

- + Online News
- + Appointments
- + LinkedIn Live
- + YOUR BOOTH IN 60 SECONDS
- + Event Videos

www.linkedin.com/company/m2n-media-gmbh

Contact

M2N Media GmbH
Walter-Meindl-Siedlung 4
91622 Rügland
GERMANY

M2N MEDIA



Martin Hirschmann

Managing Director, Editor in Chief
martin.hirschmann@m2n-media.com
+49 9828 911 3082



Nina Pirchmoser

Managing Director, Head of Sales
nina.pirchmoser@m2n-media.com
+49 9828 911 3081



Nadine Bauernfeind

Managing Director, Head of Design
nadine.bauernfeind@m2n-media.com
+49 9828 911 3083



Print & E-Paper



Website



M2N Converting
Gipfel



Newsletter



Podcasts &
Online Talks



LIVE-Videos



Support us!

We believe in communities, not in paywalls. Our media hub is available to all readers free of charge.

Support us with a (regular) financial contribution - it would mean the world to us. More information:

