



2020

MEDIA GUIDE

THE **LEADING PUBLICATION** FOR THE PRINT, DISPLAY, SIGNAGE, DIGITAL PRINTING AND GRAPHIC DESIGN INDUSTRIES.

ABOUT

VISUAL IMPACT MAGAZINE

Covering the full spectrum of the commercial print, sign, graphics and display industries, Visual Impact Magazine brings you face to face with the people, businesses and products at the forefront of the industry today and those shaping tomorrow.

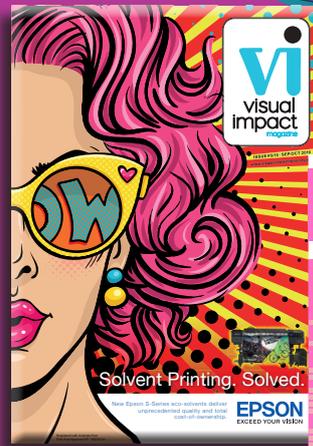
Visual Impact Magazine combines unbiased, insightful articles and interviews with exciting graphics and layouts to the readership beyond the news and behind the scenes. Whether it's the premier industry awards and trade shows, exclusive product launches, trade seminars and conferences, previewing the latest technology or telling the stories of the people and businesses that shape and direct the industry, Visual Impact Magazine is always there.

Visual Impact Magazine distributes 6,000 copies per issue across Australia, New Zealand and to industry professionals around the world. The magazines are endorsed by leading manufacturers and suppliers and the peak industry bodies including the Australian Sign and Graphics Association, Print & Visual Communication Association, New Zealand Sign and Display Association, FESPA Australia and the Australian Engravers Association.

Our readership includes professionals from:

- Digital Printing ■ Commercial Printing ■ Sign Manufacturing ■ Textiles
- Visual Communications ■ LED and Illuminated Sign Technology ■ Graphic Design
- Screenprinting ■ Laser Engraving ■ 3D Printing ■ Large Format Printing
- Advertising and Marketing ■ Display and Signage Consumables ■ Education and Training

WE LOOK FORWARD TO HEARING HOW WE CAN HELP YOU.



EDITION #1 January/ February – The 2020 Buyer's Guide

ARTWORK DUE 22 NOVEMBER 2019

EDITION #2 March/April

- Lets talk labels – the different sections of the label market
- Softly Does It – where the demand is for textile printing
- Are all routers equal?
- What to do when debtors go down
- New markets you never imagined = medicine, education, travel, death
- Old School – Success stories with antique presses
- Why good help is hard to find – and how to fix that
- Major Events for 2020
- VI Gold Coast 2020 Preview
- VIP Executive Spotlight
- Business & Professional features

ARTWORK DUE 13 MARCH

EDITION #3 May/June

- Drupa 2020 preview
- VI Gold Coast Wrap Up
- New frontiers in outdoor media
- Print and cut – what are the machine choices
- Can magazine printing survive the screen age
- Let RIP – Solutions for PSPs
- Cold or hot stamping – which to choose and why
- There are green choices but are they green solutions?
- Do you have protection – protective coating for digitally printed products
- VIP Executive Spotlight
- Business & Professional features

ARTWORK DUE 8 MAY

EDITION #4 July/August

- Drupa wrap up
- Where to for vehicle wraps
- Red Tape – how to navigate council bylaws
- Get on the floor – options for surface media
- A complete guide to DTG printers
- Illuminated Signage – Choices – Part 1
- Your guide to flatbed laminate applicators
- Smart Signage – what's the future?
- Photobooks – what is the market in Australia
- When packaging becomes art
- VIP Executive Spotlight
- Business & Professional features
- VI Sydney 2020 Preview

ARTWORK DUE 27 JULY

EDITION #5 September/October

- VI Sydney 2020 Wrap up
- Illuminated signage – The build – part 2
- Letterheads 2020
- Has the bubble burst for pop-up shops
- Maintenance – where the costs are for a printing press
- What does it mean to be a colour specialist
- Pretreatment for DTG processes
- New developments in signage in the retail space
- Textiles and trade shows
- VIP Executive Spotlight
- Business & Professional features

ARTWORK DUE 14 SEPTEMBER

EDITION #6 November/December

- Best Releases of 2020
- Everything worth seeing at Labelexpo Chicago 2020
- Illuminated signage – Power and lighting – part 3
- Stamps – the commercial side of small print
- Designing signs – which software is best?
- Is it worth it? Short-term event signage
- You had one job to do – when signage goes wrong
- How to pick a wide-format printing partner
- The future of mailing systems in the age of emails and PDF
- Printing for merchandising
- VIP Executive Spotlight
- Business & Professional features

ARTWORK DUE 2 NOVEMBER

ALL ADVERTISING, EDITORIAL AND PRODUCTION ENQUIRIES CAN BE MADE TO:

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