

# WRAPS

## 2019 MEDIA PLANNER



**WRAPS** magazine is a special annual resource for vinyl wrap professionals serving the mobile advertising, vehicle wrap advertising, commercial fleet graphics and other related graphics markets.

**WRAPS'** emphasis is on the business of running a profitable wraps shop, which includes the products, tools, equipment, production, trends and insights into the rapidly growing wraps marketplace.

We have hand-picked 30,000 readers who are professionals involved with the process, products, supplies, equipment and sales related to the design, printing and installation of digital wraps.

Specifically, **WRAPS** focuses on individuals and companies with:

- Supplies and Equipment Purchasing Power
- High Annual Company Sales Volume
- High Percentage of Overall Revenue from Wraps-Related Output

### BONUS DISTRIBUTION

at major industry trade shows, including **WRAPSCON @ THE NBM SHOW** and more.



### Representative Distribution\*

**Guaranteed Distribution . . . . . 30,000**

Delivered either in print or digital formats, or both.

**Total Promotional Copies . . . . . 700**

**Total Bonus Distribution . . . . . 2,368**

**Total Distribution . . . . . 32,936**

\*Based on actual 2018 distribution

### Important Dates:

Advertising Close:	Materials Due:	Mailing Date:
May 15, 2019	May 16, 2019	June 13, 2019



For more information, contact your sales rep:

**800-669-0424**

# Editorial Focus

Editorial content in **WRAPS** magazine is focused on serving those involved with the wraps and mobile advertising industry who are looking at ways to grow their wraps business and expand the industry.

**WRAPS** magazine is an important and reliable resource for shop owners who seek to further educate themselves and gain insights into all areas of this vibrant, high-growth industry. Savvy shop owners know that being informed on the latest market trends, applications and business strategies will give them a competitive edge.

**WRAPS** is dedicated to the expansion of the mobile advertising, custom wrap and color-change markets. The publication showcases the latest design and installation techniques, and presents the latest supplies and equipment. **WRAPS** also details jobs that include vehicle wraps, fleet graphics, paint protection film, specialty applications such as building wraps, wall murals and on-premises retail applications.

We offer a deep network of wrap industry contributors—industry leaders and installers who are willing to educate their peers with their experienced-based insights—as well as industry suppliers who actively promote education and the awareness of the wraps marketplace.

### Want Your Story Published In *Wraps*?

Contact: Ken Mergentime, Executive Editor, KenM@nbm.com or Matt Dixon, Managing Editor, mdixon@nbm.com

### New for 2019! The Paint Protection & Window Film Report

This year, we will take an in depth look at these films through the eyes of both manufacturer and installer. Get involved now, as we plan our informative and how-to articles. A special product section will also be available to showcase your best product. Ask your representative for more details or click here to find out more.

**83%** of shops involved in wraps reported an increase in revenues in 2017\*

**57%** cite turning to industry publications for continuing education for installers\*

**68%** of shops are very likely to try new media\*

**49%** use printable magnetics\*

**33%** of our readers plan to purchase a printer for their wraps business in 2019\*



\*June 2018 WRAPS Market Intelligence Analysis

# Media

Respondents in our 2018 *Wraps Market Intelligence Analysis Survey* noted installation of all types of film with cut vinyl and printed film topping the list\*

Cut Vinyl Film	92%
Printed Film	86%
Perforated Window Film	81%
Laminating Film	74%
Reflective Film	69%
Chrome/Metallic Film	60%
Color Change Film	59%
Paint Protection Film	37%

## Wrappers Buy Tools... A Lot of Them

Here's what they say they buy from online suppliers\*

Cutters/Knives	99%
Squeegees	98%
Heat Sources (guns, lamps)	96%
Cleaners	91%
Vinyl/Adhesive Removers	88%
Magnets (for holding vinyl in place)	85%
Knifeless Tape	82%
Rolling Stools	69%
Body Gear (knee pads, gloves, etc.)	68%
Stools	53%
Other	7%

## Advertising Rates

**WRAPS** uses a rate structure designed for you, the advertiser, to put the spotlight on your target comprehensively—via several ad pages bought in bulk. Ad pages can be run as single full pages, spreads, consecutive pages, or run of press.

### RATES PER ISSUE

Spread	\$9,870
Full page	\$5,795
2/3 page	\$4,645
1/2 page	\$3,950
1/3 page	\$3,015
Product Highlight	\$1,200
Tool Box Ad	\$635
Installer Directory Basic Listing	\$100
Installer Directory Enhanced Listing	\$250

### COVERS

Back Cover	\$6,955
Inside-Front Cover	\$6,665
Inside-Back Cover	\$6,375

For special print media programs and digital opportunities contact your sales representative.

For more information, contact your sales rep: 800-669-0424

# WRAPSCON @

FOCUSED ON THE SUCCESS OF GRAPHICS INSTALLERS

Powered By Wraps Magazine

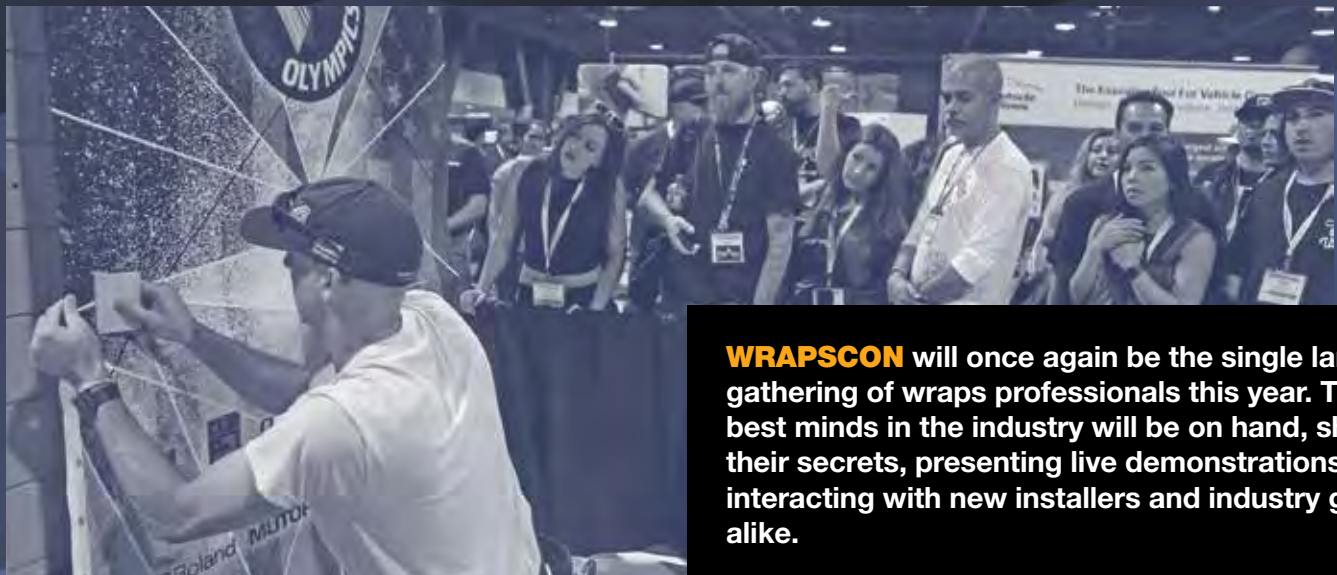
**THE**   
**NBM**  
**SHOW**

**Long Beach, CA**  
**AUG 15-17, 2019**



## THE WRAPS EVENT For Wrappers, By Wrappers!

**\$2,900**  
**10'x10' Booth**



Ask about  
our Early Bird  
discount and  
supporting  
advertising  
opportunities.

INCLUDING THESE POPULAR HIGHLIGHTS:

**WRAPSCON**CONNECT

MEET THE  
MASTERS  
HAPPY HOUR  
**WRAPSCON**

**WRAPSCON**  
Wrap OLYMPICS

**WRAPSCON** will once again be the single largest gathering of wraps professionals this year. The best minds in the industry will be on hand, sharing their secrets, presenting live demonstrations and interacting with new installers and industry giants alike.

The 2019 event will feature more educational opportunities, an artistic hands-on setting, and a contest like no one has ever seen before. The event will be held at the beautiful Long Beach Convention & Entertainment Center, a part of THE NBM SHOW August 15-17, 2019.

If you have skin in the wraps market, we would like to invite you to be a part of this great industry event. Reserve your booth today!

For more information, contact Damon Cincotta: 800-669-0424 x265

# WRAPSCON<sup>®</sup>

**THE**  
**NBM**  
**SHOW**

FOCUSED ON THE SUCCESS OF GRAPHICS INSTALLERS

Powered By Wraps Magazine

**Long Beach, CA**  
**AUG 15-17, 2019**

## WRAPSCON 2019 Sponsorship Packages

Level of Sponsorship		Platinum	Gold	Silver
<b>Your Price</b>		<b>\$21,000</b>	<b>\$15,750</b>	<b>\$10,500</b>
	<i>Retail Value</i>	\$37,390	\$20,665	\$14,595
<b>Package Includes:</b>	<b>Value:</b>	<b>20x50</b>	<b>20x30</b>	<b>20x20</b>
Booth Space	\$2,900 per 10x10 + Corner Fees	X	X	X
Logo on Weekly WRAPS eNews	\$100	X	X	X
Highlighted Inclusion in Show Preview (August Issue)	\$495	X	X	X
Logo in Show Planner	\$100	X	X	X
National Marketing Program via <i>Sign &amp; Digital Graphics</i> and <i>WRAPS</i> Magazines	\$1,200	X	X	X
Registration Area (shared) Banner Stand - All logos	\$100	X	X	X
Meet the Masters (shared) Banner Stand - All logos	\$100	X	X	X
Wraps Designation in Show Directory	\$100	X	X	X
Shared Pre-Show Quarterly eblast	\$120	X	X	
Vehicle Spotting Fees	\$150	X	X	
Social Media Promos (monthly)		X	X	
Meet the Masters/Wraps Institute/ Competition Badge Scans	\$175	X		
Company/Installer Profile in <i>WRAPS</i> Annual	\$3,950	X		
Installer Banner Stand (Available for purchase Gold & Silver Level)	\$1,000	X		
Project Vehicle Car Pads Available for Purchase (throughout the hall)	\$1,000			

To reserve your WRAPSCON Sponsorship Package or standard booth space, contact us today!



Trade Show

**Damon Cincotta**  
National Show Sales Manager  
email: dcincotta@nbm.com  
Phone: 800-669-0424 ext. 265



Advertising

**Sara Siau**  
Account Executive - East  
email: ssiaw@nbm.com  
Phone: 800-669-0424 ext. 266



**Erin Geddis**  
Account Executive - West  
email: egeddis@nbm.com  
Phone: 800-669-0424 ext. 235



**Diane Gilbert**  
Marketplace & Select Accounts  
email: dgilbert@nbm.com  
Phone: 800-669-0424 ext. 297