

Your Words in Their Hands

The Printing BIG BOOK Product Tabloid

Team up with *Cygnus Graphics Media* in the Winter to showcase your products in the Industry's only Product Tabloid The 2014 BIG



BOOK Printing Product Showcase, reach more than 77,068 printers across the entire commercial printing market, including print and online distribution. In Decem-

ber 2014, showcase your products in a tabloid devoted entirely to providing printers with information on your products. It will be kept and used throughout 2015! Cygnus Graphics Media's qualified readers throughout the commercial printing, graphics communication and wide- and grand-format markets will see products in more than 20 product categories with photos and product descriptions to help them to do their jobs better and increase their revenues in 2014. Make sure your products are included.

Ad Close: October 17, 2014

Materials Due: October 24, 2014

Advertorials/Brochures



Value-added marketing products offering "one-stop" shopping with "out of the book" and "in the book" opportunities. Let our award-winning editorial and design team provide total turn-key opportunities with affordable and efficient advertorials and brochures.

Company Capabilities

Published in December, these issues enable our readers to take an in-depth look at your facilities, markets served, major products offered, technologies, and more. Advertisers who place a full-page ad in December 2014 will receive a facing four-color page at a special rate to highlight their company's capabilities. Our staff will edit your narrative and set all type (including photos) free of charge. This two-page spread will inform the printing industry about your company with more impact than ever.

Trade Show In Print

Coinciding with GRAPH EXPO, our September issues will showcase equipment, consumables, and the suppliers serving the graphic communications market. Similar to walking a trade show, our readers will be able to go from page to page assessing features, benefits, and gathering new ideas about products and technology in an easy, reader-friendly format. Advertisers won't want to miss this opportunity for impact and awareness.

ShowStoppers



Coinciding with the industry trade shows—Graphics of the Americas (February), ISA - International Sign Expo (April), GRAPH EXPO (September), and SGIA (October) — our

Showstoppers sections highlight the equipment, consumables, and suppliers serving the graphic communications market. Similar to walking a trade show, our readers will be able to go from page to page assessing features, benefits, and gathering new ideas about products and technology in an easy, reader-friendly

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Article Reprints

You can request reprints from Cygnus Business Media when your company receives editorial coverage. Our custom reprint service provides high-quality reproductions of the original article reformatted to your needs. Reprints of selected articles or ads are available as laminated ad reprints for use as trade show traffic builders or counter displays. For more information, email Reprints at reprints@quickprinting.com.

Polybag Ride-Alongs

Enclose your direct mail piece as a polybag insert with the publications to deliver your sales message directly into the hands of our readers. This is a cost-effective way to reach decision-makers and buyers of your products and services. Available for any show with bonus distribution as well as every print issue.

