

2027 MEDIA KIT

THE INDUSTRY IS *TALKING.*

MAKE SURE YOUR BRAND IS
PART OF THE **CONVERSATION.**

FOR WRAPPERS
BY WRAPPERS®

WRAP
FAM
UNLEASHED

advertise@thewrapfam.com

(303) 219-0827 | thewrapfam.com



YOUR CUSTOMERS ARE ALREADY *HERE.*



WrapFam Unleashed reaches the wrap industry throughout the month. Social introduces readers to projects, people and ideas. Email brings them back. The magazine gives them a place to spend time with the content.

ONE AUDIENCE. **MULTIPLE** TOUCHPOINTS.

01 THE MAGAZINE *THEY READ. AND CLICK.*

The only industry magazine built
For Wrappers By Wrappers.®



12.2K+
MAGAZINE VIEWS



3,554
IN-ISSUE CLICKS



1 IN 4
VIEWS OUTSIDE THE U.S



23.6%
INTERNATIONAL READERSHIP

Past 365 days, Aug. 2025 to Aug. 2026.

02 EMAIL *THEY CLICK. AND COME BACK.*

Targeted email campaigns + weekly
updates that drive action.

40.9%

AVERAGE OPEN RATE

4.2K+

OPT-IN INDUSTRY
AUDIENCE

1.76%

AVERAGE CLICK RATE

67

AVERAGE CLICKS PER SEND

Based on eight recent Unleashed This Week sends.



03 SOCIAL *THEY DISCOVER. SHARE. ENGAGE.*

Posted content that sparks engagement +
builds community.



703.5K
SOCIAL IMPRESSIONS



32.47K
INTERACTIONS



23.5%
SOCIAL FOLLOWER GROWTH*

*Growth in combined tracked social followers from Jan. to Jul., 2026.



20K+
IMPRESSIONS ON TOP POSTS

Past 365 days across Facebook, Instagram, LinkedIn,
TikTok, YouTube and Google Business. Multiple individual
posts exceeded 20,000 impressions during the period.

BUILT BY THE INDUSTRY IT SERVES.



25-54

CORE PROFESSIONAL
AGE RANGE*



52%

MANAGEMENT, OWNERSHIP
+ EXECUTIVE ROLES*



38.6%

WORK IN
MANUFACTURING*



76

COUNTRIES
REACHED**

*Audience indicators based on Meta and LinkedIn demographics. **Based on Flipsnack readership location data, Aug. 2025-Aug. 2026.

REACH THE PEOPLE WHO USE, RECOMMEND + BUY INDUSTRY PRODUCTS.

A shop owner may discover a story on social, open the full feature in the magazine and see your brand again in Unleashed This Week. WrapFam Unleashed gives advertisers multiple ways to stay visible as that audience moves through the month.

PUT YOUR BRAND IN THE CONVERSATION.

Your 2027 campaign can go beyond a single magazine ad. Reach the wrap industry through the magazine, email and website throughout the month.

MORE THAN A MAGAZINE. A MULTI-CHANNEL BRAND PLATFORM.

THE MAGAZINE

**STATIC + VIDEO
DISPLAY ADVERTISING**

Put your brand in the monthly issue alongside the projects, products and industry voices readers came to see.

Full Page • 1/2 • 1/3 • 1/4 •
1/6 • 2-Page Spread



EMAIL

**EXCLUSIVE EBLASTS +
EMAIL BANNERS**

Reach WrapFam subscribers directly with a dedicated send, or stay visible with a banner inside Unleashed This Week.

Exclusive Eblast • Leaderboard
• Large Banner • Small Banner



40.4%

AVERAGE OPEN RATE

Recent product-focused eblasts averaged 40.4% opens and 242 link interactions.

WEBSITE

**WEBSITE
BANNER ADS**

Stay visible while readers search contributors, find articles and explore content online.



ONE PLACEMENT GETS YOU SEEN. CONSISTENCY BUILDS RECOGNITION.

WrapFam Unleashed gives brands more than one way to stay visible. Use a single placement for a specific promotion or combine magazine, email and website advertising to build recognition over time.

Different channels. Same focused industry audience.

SPECIAL + EDITORIAL OPPORTUNITIES



EDITORIAL FOCUS

FEATURED INDUSTRY ISSUES

Select issues focus on the products, applications and business topics shaping the wrap industry, giving advertisers natural opportunities to align their message with relevant editorial.



INDUSTRY NEWS

NEWS + ANNOUNCEMENTS

Submit company news, partnerships, expansions, hires, awards, events and other industry developments for editorial consideration.



INSIDE SCOOP

EDITORIAL OPPORTUNITY

Manufacturers and suppliers may submit technical insight, best practices and product education for editorial consideration.

MAGAZINE ADS • EBLASTS • EMAIL BANNERS • WEBSITE BANNERS

Launch a product, promote an event, introduce new equipment or build brand recognition over time.

Choose one placement or combine channels to create a campaign around your goals.

SEE RATES + SPECS →

BUILD YOUR 2027 CAMPAIGN.

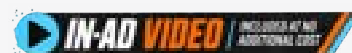
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2027 PRODUCTION SCHEDULE

Issue	Editorial Focus	Deadline	Publish Date	Issue	Editorial Focus	Deadline	Publish Date
January	Show Calendar	12/18/26	1/1/27	July		6/23/27	7/1/27
February		1/22/27	2/1/27	August	M.O.B. Tools	7/23/27	8/2/27
March	Films + Materials	2/19/27	3/1/27	September		8/24/27	9/1/27
April		3/24/27	4/1/27	October	Printers + Equip	9/23/27	10/1/27
May	Edu + Training	4/22/27	5/3/27	November		10/22/27	11/1/27
June		5/24/27	6/1/27	December	Software + AI	11/19/27	12/1/27

MAGAZINE ADVERTISING RATES

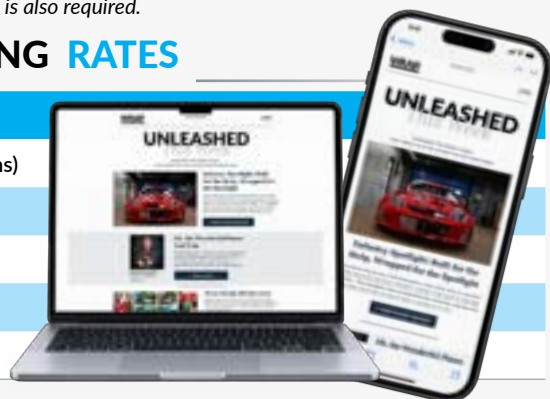


Ad Type	Single Issue	3x (per issue)	6x (per issue)	9x (per issue)	12x (best value)
2-Pg Spread	\$3,000	\$2,850	\$2,700	\$2,550	\$2,400
Full Page	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600
1/2 Page	\$1,250	\$1,190	\$1,125	\$1,065	\$1000
1/3 Page	\$750	\$715	\$675	\$640	\$600
1/4 Page	\$625	\$595	\$565	\$530	\$500
1/6 Page	\$400	\$380	\$360	\$340	\$320
Trainer Spotlight	\$250	3x + Receives highlighted listing in May's Education Station			

Digital magazine ads may include video at no additional charge. A static print-ready version of the ad is also required.

EMAIL + DIGITAL ADVERTISING RATES

Placement	Rate	Duration
Exclusive Eblast	\$1,500	per send (also includes 1 resend to unopens)
Email Leaderboard	\$1,000	4 consecutive <i>Unleashed This Week</i> sends
Email Large Banner	\$750	4 consecutive <i>Unleashed This Week</i> sends
Email Small Banner	\$500	4 consecutive <i>Unleashed This Week</i> sends
Website Banner	\$250	per month



AD SPECS

Print Ad Size	Dimension	Print Ad Size	Dimension	Digital Ad Size	Dimension
2-Pg Spread (bleed)	17.285 x 11.25 in	1/3 Horizontal	7.5 x 3.25 in	Eblast	html preferred
Full Page (bleed)	8.75 x 11.25 in	1/4 Vertical	3.675 x 4.75 in	Email Leaderboard	1200 x 180 px
1/2 Vertical	3.675 x 9.875 in	1/4 Horizontal	7.5 x 2.375 in	Email Large Banner	1200 x 600 px
1/2 Horizontal	7.5 x 4.875 in	1/6 Vertical	2.375 x 4.75 in	Email Small Banner	600 x 600 px
1/3 Vertical	2.375 x 9.875 in	1/6 Horizontal	5 x 2.375 in	Website Banner	1456 x 180 px

Reserve Your 2027 Placement