

LABELS PLUS IS A PROUD PARTNER OF THE FPLMA

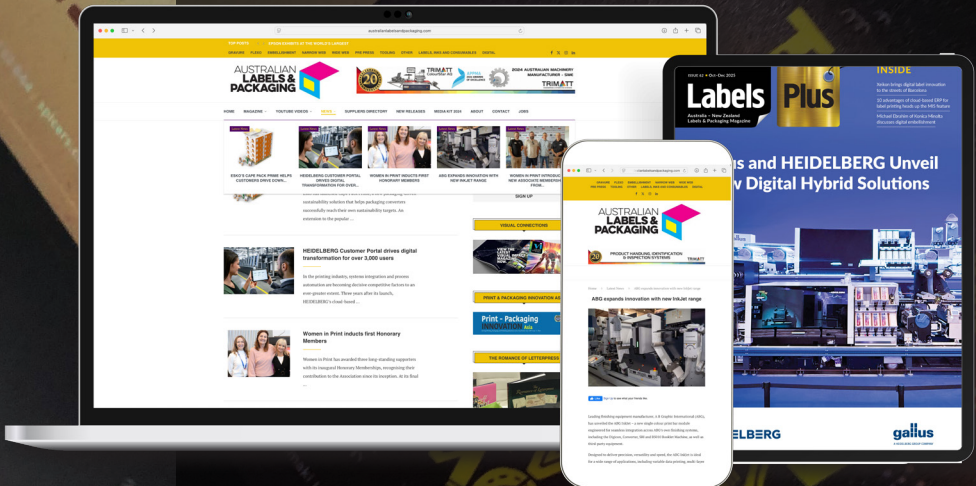
FLEXIBLE PACKAGING & LABEL MANUFACTURERS ASSOCIATION



Labels

Plus

WELCOME TO THE INDUSTRY'S DEDICATED MAGAZINE FOR LABELS & PACKAGING... PLUS MORE!



2026 MEDIA KIT

SALES ENQUIRIES

**Matthew Callahan –
National Advertising Manager**

P: 0401 757 777

E: matt.labelsplus@gmail.com

For over 15 years, **Labels Plus** has been the industry's trusted source of news on market developments, innovations and industry best practice in the dynamic, exciting and essential label and packaging sector. That's why it's perfect to help build your brand...and make your message stick!

2026

OUR MARKET IS YOUR MARKET!

Labels Plus is the publication of choice for everyone involved in labels and packaging:

- Label printers and converters
- Food and beverage manufacturers and packagers
- CEOs and business owners
- Sales specialists
- Designers and creatives
- Equipment and consumables manufacturers and suppliers

PRINT & ONLINE MEANS BETTER EXPOSURE FOR YOU!

Every edition of **Labels Plus** is published in print and online, to maximise reach and exposure – and increase the value of every advertising dollar.

LABELS PLUS COVERS VITAL SUBJECTS INCLUDING:

- Digital, UV flexo and hybrid presses
- Ink and inking systems
- Label and packaging stocks and substrates
- Pressure sensitive developments
- Intelligent labels – including RFID and NFC developments
- Barcoding, track-and-trace and functionality
- Anti-counterfeiting, security and product verification
- Flexible packaging and packaging innovations
- Rollers: anilox and beyond
- Sleeves and accessories
- Sustainability and the environment
- Embellishment and finishing
- Proofing, inspection and quality control

EDITORIALS

We welcome contributions to **Labels Plus**. Send any information for consideration to us as WORD documents, with images, logos and other graphics sent as separate files.

PUBLICATION SCHEDULE AND DEADLINES

Labels Plus is published four times a year – February, May, August and November.

- **Booking Deadline:** 45 days prior to start of publication month.
- **Material Deadline:**** Complete material and inserts 30 days prior to start of publication month.
- **Cancellation deadline:** 30 days prior to start of publication month.
- **Payment Terms:** 30 days nett.

ADVERTISING MATERIAL

Please supply your advertising material as print-ready PDFs:

- Registration and trims included
- 5mm bleed
- CMYK
- Images >300dpi at 100% scaling.

Email files up to 10Mb to **matt.labelsplus@gmail.com** or transfer larger files using a service like wetransfer.com. Need help with design and artwork? Give us a call to discuss our special, advertiser-only prices.

FEATURES LIST

JANUARY–MARCH:

- > Labelexpo Asia Overview
- > Ink feature

PUBLISHING DATE:

Last week of February

APRIL–JUNE:

- > LOUPE SEA
- > RFID feature

PUBLISHING DATE:

1st week of May

JULY–SEPTEMBER:

- > Visual Impact Sydney – preview
- > LOUPE Americas – preview
- > Wide format flexible packaging feature

PUBLISHING DATE:

2nd week of August

OCTOBER–DECEMBER:

- > FPLMA Conference and Awards overview
- > LOUPE South China – preview
- > LOUPE Americas – overview
- > Embellishment and foiling feature

PUBLISHING DATE:

2nd week of November

DON'T DELAY!

Contact Matthew Callahan today to discuss how **Labels Plus** can help make your message stick!

P: 0401 757 777 E: matt.labelsplus@gmail.com

ADVERTISING RATES 2026

Four colour	Casual	4x
Full page	\$AUD2,700	\$AUD2,300
Half page	\$AUD2,050	\$AUD1,850
Third page	\$AUD1,550	\$AUD1,200
Quarter page	\$AUD1,090	\$AUD950
DPS	\$AUD3,850	\$AUD3,300

All rates PLUS gst

SIZES (mm)	TRIM	TYPE	BLEED
	Width x Depth	Width x Depth	Width x Depth
Full Page	210 x 297	190 x 287	220 x 307
Double Page Spread	420 x 297	400 x 287	430 x 307
Half Page Horizontal	210 x 148	190 x 128	220 x 158
Half Page Vertical	100 x 297	80 x 287	110 x 307
One Third Horizontal	210 x 105	190 x 85	220 x 115
Quarter Page Vertical	100 x 148	80 x 138	110 x 158
Quarter Page Horizontal	210 x 75	190 x 55	220 x 85

* Rates quoted are subject to variation with 30 days' notice.

** The publisher reserves the right to charge in full for advertising cancelled after the deadline, and to use previous material if copy is not supplied by deadline. It is the advertiser's responsibility to ensure advertising complies with the Trade Practices Act and all other legal codes. All advertising material is subject to the approval of the publisher, and the publisher reserves the right to decline any material that does not comply with these requirements or in any other way contravenes accepted standards.