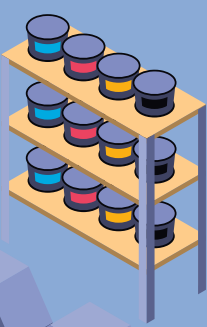




GRAPHICS WORLD 월간 인쇄계

Media Information 2024



Part 1. Introduction

About Graphics World

Graphics World has founded in 1969 by Hee-Lim Ahn and it is the first trade magazine for the printing and graphic arts industries in Korea.

As a premier trade magazine, Graphics World provides the latest news about commercial, packaging, digital and publishing printing industries.

Over the last 55 years, it covers all the printing segments and focuses on the latest trends and developments in printing technologies, educations, marketing as well as management.

Directed towards the influential leaders of the industry, it contains exclusive region-specific economic analysis and authoritative reports on business, the latest industries news and vital information, design and technology from the most respected industry commentators.

Our company vision is to be a reliable information & technology communication and connection platform for all the professionals in the printing and graphic arts industries. Since it has published its first issue on September 1969, it has been committed to deliver unrivaled best contents for the industries.

Readership

The readership of the Graphics World magazine comprises top level of printing industry company owners and managers in Korea.

In addition, it is widely circulated and highly regarded for its production values among the graphic design community.

By addressing print originators as well as print providers, Graphics World provides advertisers with an unbeatable and cost effective showcase for their products and services. It is widely circulated and is highly regarded for its production values among the graphic design community as well.

It is the highest circulated printing trade magazine in Korea and reaching an average monthly circulation of over 5,000 copies.

It reaches publishing, design and printing professionals such as advertising agencies, print buyers, consultants, educational institutes, printing solution manufacturers/suppliers and printers.

Online platform

Our online platform www.printway.co.kr is the leading information provider on the latest technologies developments, innovative applications, government policies and issues confronting the end users.

The portal's objective is to disseminate knowledge to all stakeholders through education, training, research, consultancy and media services.

It reaches most of the leaders of the industry and gives the readers real insight into the industry as they get something valuable, credible and worthwhile from it each time and every time.

Youtube channel

Currently we runs Youtube channel to deliver vital and live news to our readers. Please check it out our video news as well.

Independent Media Alliance_IMA

The reach of Graphics World is global, with Independent Media Alliance(IMA) that has founded in 2005. It is the professional publication network together with Print21 in Australia and New Zealand, Print & Publishing International in Europe, Indian Printer and Publisher in India, Keyin Publishing in China and Label Shimibun in Japan. The IMA covers major trade exhibitions around world and exchange comprehensive information and knowledge. Through the IMA we offer unparalleled support and exposure in these regions to our International advertisers. Together with the IMA readers, Graphics World sets the agenda in worldwide regions. Graphics World is ready to be your trustful partner for your success.

Global partnership



drupa
media partner



IGAS
media partner



PRINT
media partner



CHINA PRINT / PRINT CHINA
media partner



All in Print
media partner



FESPA
media partner



ASIA LABEL AWARDS
Local official partner



K-PRINT
Daily News Publisher



SWOP
media partner



Graphics World monthly
GRAPHICS WORLD



IMA(Independent Media Alliance) International print association member

 Idealliance. Southeast Asia, Japan & Korea

Idealliance Southeast Asia, Japan & Korea
International print standard G7 Certificate Authority



FTA Korea
Exclusive partner in Korea

GRAPHICS WORLD

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