

MEDIA KIT



1st Edition 2023

Printmarket

Trade journal for screen, pad and digital printing

Format

210x297 mm

Published

4 times a year

printmarket reports in a practical and competent manner about all important topics for screen, pad and digital printing. The magazine presents well-prepared specialist information, new approaches and solutions, explains new business models, names trends and describes visionary approaches - combined by specialist knowledge with a broad overview. **printmarket** is designed to meet the information needs of manufacturers, distributors, suppliers and users.

The issues of **printmarket** will be sent to over 1350 selected addresses on the topics of screen printing, pad printing,

We can offer you the cover page:

The price for advertisement on the front page is **€ 3.000,-** .

■ Size example Ad – print

Cover
full page
3.000,- €

U2/U3/U4
full page
2.750,- €

1/1 page
210 x 297 mm
+ 3mm
2.200,- €

1/2 page
210 x 148 mm
+ 3mm
1.200,- €

Best-Deal
15% off for four Ads
10% off for two Ads

textile printing, digital printing, large-format printing and advertising technology. It is aimed at manufacturers, distributors, suppliers and users of software, paper, films, inks, coatings, auxiliaries, machines and accessories. **printmarket** provides practical support and places companies in an industry-specific market environment.

1/2 page
 102 x 297 mm
 + 3mm
1.200,- €

1/4 page
 210 x 75 mm
 + 3mm
650,- €

1/8 page
 Type area
 85 x 85 mm
350,- €

Size example Advertorial – print

Double page
 Type area
 386 x 252 mm
2.500,- €

Full page
 Type area
 176 x 252 mm
1.500,- €

1/2 page
 Type area
 176 x 126 mm
800,- €



Place an inexpensive editorial contribution which can describe your company, your products and your services comprehensively with text and images.

*All prices are net prices.

The samples are not decisive for the placement. All editorial advertisements are marked with the word „advertisement“ in accordance with § 9 LPresseG.

Inserts – Print



Format: max. end format DIN A4 at 1.500 pieces

- to 25 g = **950,- Euro**
- to 30 g = **1.100,- Euro**
- to 35 g = **1.250,- Euro**
- to 40 g = **1.400,- Euro**
- to 45 g = **1.600,- Euro**

Without printing costs, more weight classes on request.

In addition to displaying ads and banners, inserts are also an effective – and above all attention-grabbing – marketing tool for their products and services. We are happy to provide you with individual advice on this matter.



Free service
The inserts are available for download online



Print data
PDF files, alternatively JPEG or PNG (min. 300 dpi). We accept data from the following programs: Illustrator, Photoshop, InDesign, Acrobat PDF. Please ask for data of non-listed programs.



Please refer to the following information
Photos please in sufficient resolution available set (at least 300 dpi). Always create colors in CMYK, when supplied with RGB or full-tone colors we do not assume any liability for the color representation.



Have we awakened your interest?
Get in touch with us and we are pleased to support you in the selection of the appropriate packages, for your individual Needs.

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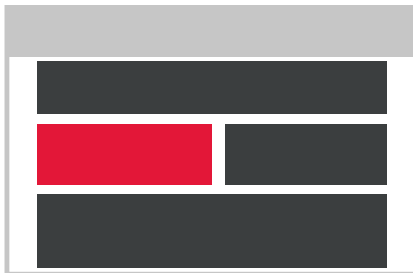
Size example Ad – website

Gold-Ad fullwidth



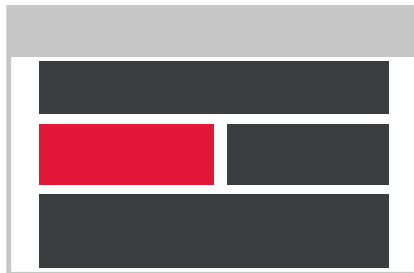
Desktop
1920 x 250 px
6 months 2.950€
12 months 4.950€

Silver plus-Ad 1/2 width - Top position



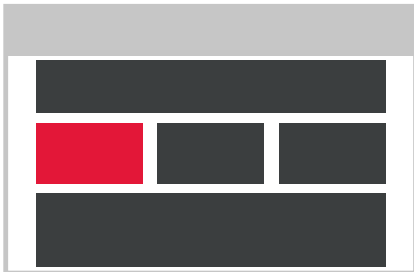
Desktop
880 x 250 px
6 months 2.500€
12 months 3.950€

Silver-Ad 1/2 width



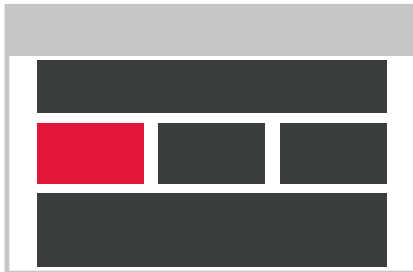
Desktop
880 x 250 px
6 months 2.000€
12 months 3.600€

Bronze plus-Ad 1/3 width - Top position



Desktop
570 x 250 px
6 months 1.750€
12 months 2.900€

Bronze-Ad 1/3 width



Desktop
570 x 250 px
6 months 1.500€
12 months 2.400€

**Spezial-offer:
Print and online
ad 10% off**



The purchase of a **GOLD** or **SILVER** web ad on printmarket includes both the standard desktop format and an ad for mobile devices such as smartphones and tablets.

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Premium-fair banner – Digital

Fair banner fullwidth



1522 x 700 px

Book an exclusive premium trade fair banner. The advantages are obvious: In addition to a top position under the trade fairs section of our website, we also offer you the opportunity to place a picture and a short description of your trade fair.

- 1 month 500€
- 3 months 350€/month
- 6 months 300€/month
- 12 months 250€/month

Size example Ad - newsletter

By ordering our [printmarket](#) newsletter free of charge, you will receive the latest industry-specific news that will be of interest to your company's market expansion.

The informative spectrum includes useful tips, technical background information and potential business areas.

We do the research for you and you save time in your information and acquisition activities! In addition, you can also present yourself attractively with an advertisement in our [printmarket](#) newsletter.

Gold-Banner fullwidth



600 x 150 px

€ 400,- /Ad

Newsletter release dates 2023

*Subject to change

- 31. March
- 30. June
- 30. September
- 20. December



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Deadlines

Production schedule 2023

Edition	Nr. 1	Nr. 2	Nr. 3	Nr. 4
Ad deadline	CW 51	CW 12	CW 25	CW 38
	12/21/2022	3/24/2023	6/23/2023	9/22/2023
Editorial deadline	CW 51	CW 12	CW 25	CW 38
	12/21/2022	3/24/2023	6/23/2023	9/22/2023
Publication date	CW 4	CW 17	CW 30	CW 43

Subject to change

Fairs

Trade fairs | Germany 2023/2024

Print & Digital Convention	2023 Sept. 2 - 4	Leipzig
Industrial Print Integration	2023 Sept. 28 - 29	Düsseldorf-Neuss
Fakuma	2023 Oct. 17 - 21	Friedrichshafen
Formnext	2023 Nov. 7 - 11	Frankfurt
LOPEC	2024 Mar. 6 - 7	Munich
ICE Europe	2024 Mar. 12 - 14	Munich

Additive Manufacturing Forum	2024 Mar. 20 - 21	Berlin
Empack	2024 May 15 - 16	Dortmund
drupa	2024 May 28 - June 7	Düsseldorf

As of March 2023. Due to the current situation, dates and information may be outdated or not up-to-date.
Please contact the respective event organizer to confirm your appointment.

Trade fairs international **2023/2024**

Labelexpo Europe	2023 Sept. 11 - 14	Brussels, Belgium
Digi Sign Africa + Digitex Europe	2023 Sept. 28 - 30	Cairo, Egypt
Viscom Italia	2023 Oct. 5 - 7	Milan, Italy
3D Print Congress & Exhibition	2023 Oct. 11 - 12	Paris, France
Fespa Eurasia	2023 Nov. 23 - 26	Istanbul, Türkiye
C!Print	2024 Feb. 6 - 8	Lyons, France
FESPA Global Print Expo	2024 Mar. 19 - 22	Amsterdam, Netherlands

As of March 2023. Due to the current situation, dates and information may be outdated or not up-to-date.
Please contact the respective event organizer to confirm your appointment.

Contact



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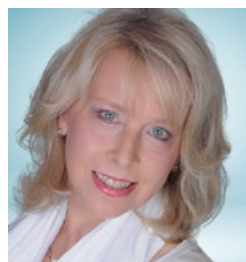
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For further questions please do not hesitate to contact us!