

# MEDIA KIT



## Edition 2024

### 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,- .

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.

## Best-Deal

15% off for four Ads

10% off for two Ads

## 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,- €

**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**

- up to 25 g = **950,- Euro**
- up to 30 g = **1.100,- Euro**
- up to 35 g = **1.250,- Euro**
- up to 40 g = **1.400,- Euro**
- up 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 dates of programmes not listed.



**Please refer to the following information**  
 Please provide photos in sufficient resolution (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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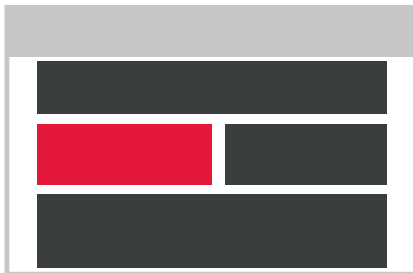
# Size example Ad – website

### Gold-Ad fullwidth



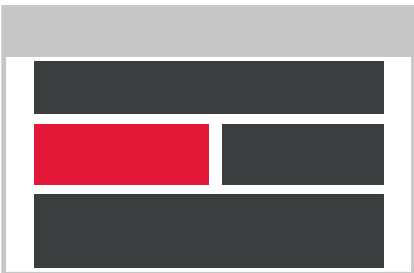
**Desktop**  
1920 x 250 px  
6 months 2.950€  
12 months 4.950€

### Silver plus-Ad 1/2 width - Top position



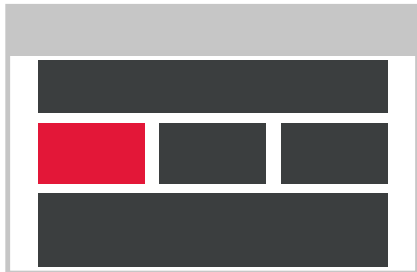
**Desktop**  
880 x 250 px  
6 months 2.500€  
12 months 3.950€

### Silver-Ad 1/2 width



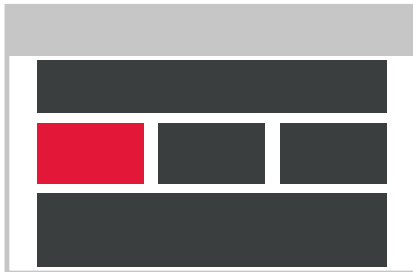
**Desktop**  
880 x 250 px  
6 months 2.000€  
12 months 3.600€

### 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€

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

The purchase of a **GOLD** or **SILVER** web ad on [printmarket](http://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 2024

\*Subject to change

- 27. March
- 26. June
- 25. September
- 18. December



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# Deadlines

## Production schedule 2023/2024

Edition	Nr. 1	Nr. 2	Nr. 3	Nr. 4
<b>Ad deadline</b>	CW 51	CW 12	CW 25	CW 38
	12/21/2023	3/27/2024	6/26/2024	9/25/2024
<b>Editorial deadline</b>	CW 51	CW 12	CW 25	CW 38
	12/21/2023	3/27/2024	6/26/2024	9/25/2024
<b>Publication date</b>	<b>CW 4</b>	<b>CW 17</b>	<b>CW 30</b>	<b>CW 43</b>

Subject to change

# Fairs

## Trade fairs | Germany 2023/2024

Formnext	2023 Nov. 7-10	Frankfurt, Germany
PSI	2024 Jan. 09 - 11	Düsseldorf
LOPEC	2024 Mar. 05 - 07	Munich
ICE Europe	2024 Mar. 12 - 14	Munich
Additive Manufacturing Forum	2024 Mar. 20 - 21	Berlin
Rapid.Tech 3D	2024 May. 14 - 16	Erfurt
Empack	2024 May. 15 - 16	Dortmund
Empack	2024 Jun. 12 - 13	Hamburg

<b>drupa</b>	2024 May. 28 - Jun. 7	Düsseldorf
<b>Print &amp; Digital Convention</b>	2024 May. 28 - Jun. 7	Düsseldorf
<b>DMEXCO</b>	2024 Sep. 18 - 19	Cologne
<b>Glasstec</b>	2024 Oct. 22 - 25	Düsseldorf
<b>Fakuma</b>	2024 Oct. 15 - 19	Friedrichshafen

As of October 2023. Due to the current situation, dates and information may be out of date or not up to date.

Please contact the respective organiser for date confirmation.

## Trade fairs international **2023/2024**

<b>FESPA Eurasia</b>	2023 Nov. 23 - 26	Istanbul, Turkey
<b>Remadays Warsaw</b>	2024 Jan. 30 - Feb. 2	Warsaw, Poland
<b>Converttech Japan</b>	2024 Jan. 31 - Feb. 2	Tokyo, Japan
<b>Screen Print India Textile</b>	2024 Feb. 1 - 3	Mumbai, India
<b>C!Print</b>	2024 Feb. 6 - 8	Lyon, France
<b>Pamex</b>	2024 Feb. 6 - 9	Mumbai, India
<b>Printwear &amp; Promotion</b>	2024 Feb. 25 -27	Birmingham, United Kingdom
<b>FESPA Global Print Expo</b>	2024 March. 19 -22	Amsterdam, The Netherlands
<b>Surfex</b>	2024 Jun. 4 -5	Warwick, United Kingdom
<b>Coatings Expo</b>	2024 Jun. 12 -16	Ho Chi Minh City, Vietnam
<b>FuturePrint</b>	2024 Jul. 10 -13	Sao Paulo, Brazil
<b>Indoprint</b>	2024 Sep. 4 - 7	Jakarta, Indonesia
<b>SuperCorrExpo</b>	2024 Sep. 8 - 12	Orlando, USA
<b>Labelexpo</b>	2024 Sep. 10 - 12	Rosemont, USA

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# Contact



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For further questions please do not hesitate to contact us!