

MEDIA KIT



Edition 2025

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.

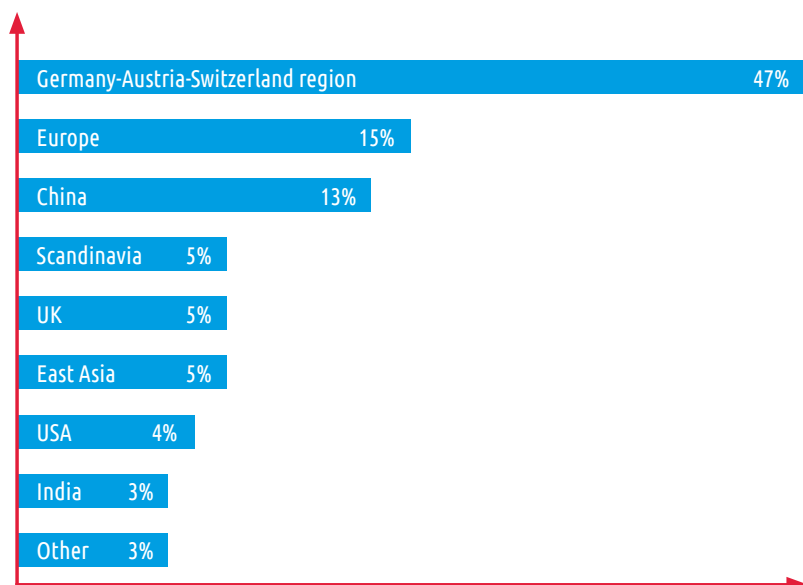
The issues of **printmarket** will be sent to over 5.200 selected addresses on the topics of screen printing, pad printing, textile printing, digital printing, large-format printing and advertising technology. It is aimed at manufacturers, distributors, suppliers and users of software, paper, films, inks, coatings, auxiliaries, machines and accessories. **printmarket** provides practical support and places companies in an industry-specific market environment.

We can offer you the cover page:

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

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

Main catchment areas 2025



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.

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,- €

*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.



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.

*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.

Size example Ad – website

Gold-Ad

fullwidth



Desktop

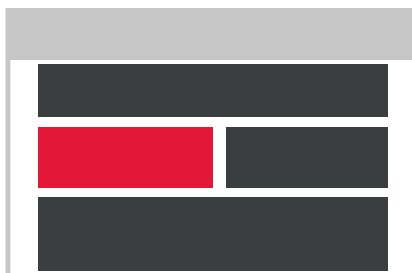
1920 x 250 px

6 months 2.950€

12 months 4.950€

Silver plus-Ad

1/2 width - Top position



Desktop

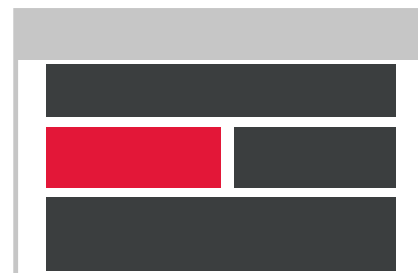
880 x 250 px

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

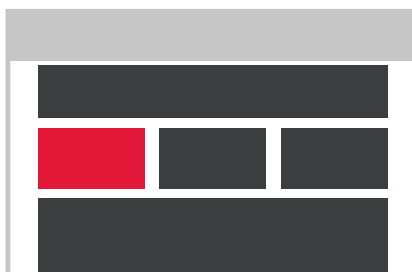
570 x 250 px

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€



The purchase of a **GOLD** or **SILVER** web ad on [printmarket](http://printmarket.com) includes both the standard desktop format and an ad for mobile devices such as smartphones and tablets.

*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.

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 2025

*Subject to change

Middle of March

Middle of June

Middle of September

Middle of December



*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.

Social Media



Text and image materials will be provided by the client.

In addition to placing ads, banners, and inserts, social media is also becoming an increasingly effective marketing tool for your products and services. You can position yourself with company-specific posts on our three social media channels: Facebook, Instagram and LinkedIn, thereby attracting new customers. In combination with the placement of ads and banners, we are also happy to offer you individual discount prices.

3 x 12 Posts* (once a month) 1.000,- €

3 x 24 Posts* (biweekly) 1.900,- €

3 x 52 Posts* (once a week) 3.500,- €

*on the three specified platforms.

Contact



Udo W. Schulz

Editorial

0176 - 993 999 64

udo.schulz@printmarket.online



Katharina Sabarathnam

Sales Manager / international Support

+49 4521 797 410 30

k.sabarathnam@hoelter-media.de



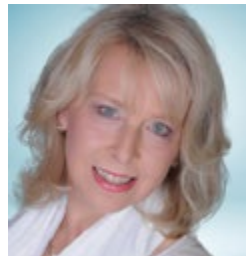
Andreas Oeding

Publisher / Graphics & Layout

0461 - 318 51 75

kontakt@printmarket.online

www.buerooeding.de



Gaby Rasch

Media consulting / Sales

+49 4521 797 410 30

gr@hoelter-media.de



Ranja Anke

Media consulting / Sales

+49 4521 797 410 30

ra@hoelter-media.de



*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.

■ Production schedule **2024/2025**

Edition	Nr. 1	Nr. 2	Nr. 3	Nr. 4
Ad deadline	CW 03	CW 16	CW 29	CW 42
	Mid-January	Mid-April	Mid-July	Mid-October
Editorial deadline	CW 51	CW 14	CW 27	CW 40
	18.12.24	End of March 2025	End of June 2025	End of September 2025
Publication date	CW 5	CW 18	CW 31	CW 44
Key events	InPrint Munich, March 11 - 13	FESPA Global Print Expo, May 6 - 9	Expo Sign, May 14 - 16	Formnext, November 18 - 21

Subject to change

Fairs

■ Trade fairs | Germany **2024/2025**

FACHPACK	September 24 - 26, 2024	Nürnberg
Glasstec	October 22 - 25, 2024	Düsseldorf
Fakuma	October 15 - 19, 2024	Friedrichshafen
PSI	January 7 - 9, 2025	Düsseldorf
TecStyle Visions	February 13 - 15, 2025	Stuttgart
GiveADays	February 13 - 15, 2025	Stuttgart
wetec	February 13 - 15, 2025	Stuttgart
LOPEC	February 25 - 27, 2025	Munich
CCE International	March 11 - 13, 2025	Munich
ICE Europe	March 11 - 13, 2025	Munich
InPrint Munich	March 11 - 13, 2025	Munich

8 AM-Forum	March 20 - 21, 2025	Berlin
FESPA Global Print Expo	May 6 - 9, 2025	Berlin
EMPACK	May 7 - 8, 2025	Erfurt
Rapid.Tech 3D	May 13 - 15, 2025	Erfurt

As of October 2024. 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 **2024/2025**

viscom Italia	October 16 - 18, 2024	Milan, Italy
SIGN	Oct. 31 - Nov. 3, 2024	Istanbul, Turkey
GULF PRINT & PACK	January 14 - 16, 2025	Riad, Saudi-Arabia
C!Print Madrid	January 14 - 16, 2025	Madrid, Spain
RemaDays Warsaw	January 28 - 31, 2025	Nadarzyn, Poland
SIGN & TALK	February 2025	Birmingham, UK
C!Print France	February 4 - 6, 2025	Lyon, France
Sign & Print Expo	March 25 - 27, 2025	Gorinchem, Netherlands
EMPACK Netherlands	April 2 - 3, 2025	Herzogenbusch, Netherlands
Graphics Canada	April 9 - 11, 2025	Toronto, Canada
Biennale de Design Graphique	May 2025	Chaumont, France
Reklama / Polygraf	May 13 - 15, 2025	Prag, Czech Republic
PICK & PACK	May 13 - 15, 2025	Bilbao, Spain
PRINT4ALL	May 27 - 30, 2025	Milan, Italy

As of October 2024. 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.