

# 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.

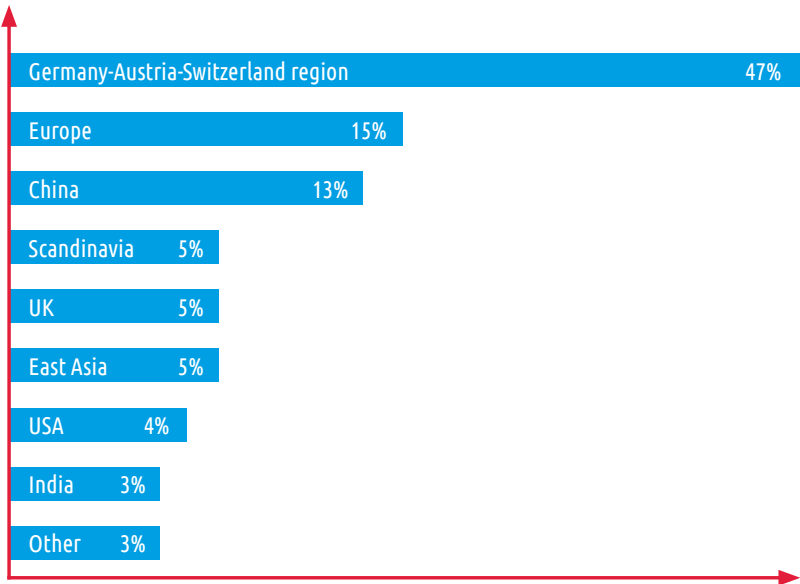
The issues of printmarket will be sent to over 5.200 selected addresses on the topics of screen printing, pad printing, textile printing, digital printing, large-format printing and advertising technology. It is aimed at manufacturers, distributors, suppliers and users of software, paper, films, inks, 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,- €

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# Inserts – Print

**Insert**  
Max. end format  
210 x 297 mm

**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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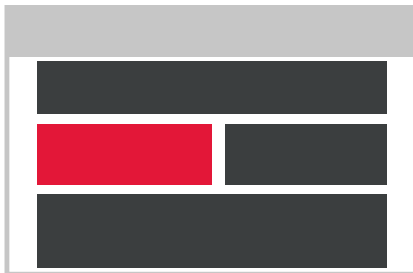
# Size example Ad – website

### Gold-Ad fullwidth



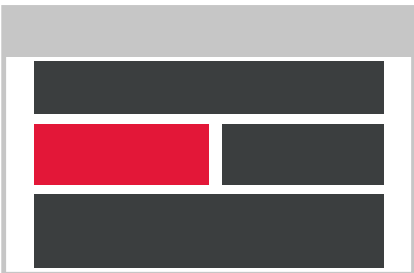
**Desktop**  
1920 x 250 px  
6 months 2.950€  
12 months 4.950€

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



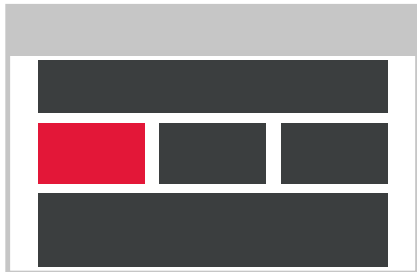
**Desktop**  
880 x 250 px  
6 months 2.500€  
12 months 3.950€

### Silver-Ad 1/2 width



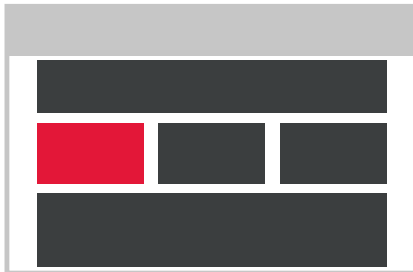
**Desktop**  
880 x 250 px  
6 months 2.000€  
12 months 3.600€

### 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 2025

\*Subject to change

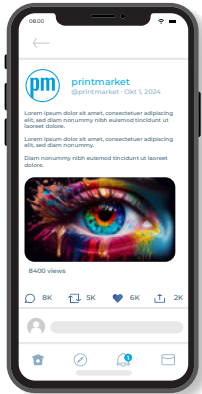
- Middle of March
- Middle of June
- Middle of September
- Middle of December



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# 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,- €**, yearly

**3 x 24 Posts\*** (biweekly) **1.900,- €**, yearly

**3 x 52 Posts\*** (once a week) **3.500,- €**, yearly

\*on facebook, instagram and linkedin.

# Contact

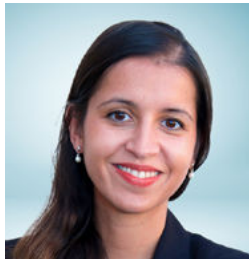


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## Production schedule 2025

Printmarket	Editorial deadline	Ad deadline	Publication date	Key events
Issue 1	December 18, 2024	January 15	January 31	InPrint Munich, March 11 - 13, 2025
Issue 2	March 31	April 15	April 30	FESPA Global Print Expo, May 6 - 9, 2025
Issue 3	June 30	July 15	July 31	Expo Sign, August 14 - 16 2025
Issue 4	September 30	October 15	October 31	Formnext, November 18 - 21 2025

Subject to change

# Fairs

## Trade fairs | Germany 2025

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
Additive manufacturing Forum	March 17 - 18, 2025	Berlin
8 AM-Forum	March 20 - 21, 2025	Berlin
FESPA Global Print Expo	May 6 - 9, 2025	Berlin

<b>European Sign Expo</b>	May 6 - 9, 2025	Berlin
<b>EMPACK</b>	May 7 - 8, 2025	Dortmund
<b>Rapid.Tech 3D</b>	May 13 - 15, 2025	Erfurt
<b>Print &amp; Digital Convention</b>	May 13 - 14, 2025	Düsseldorf

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 **2025**

<b>GULF PRINT &amp; PACK</b>	January 14 - 16, 2025	Riad, Saudi-Arabia
<b>C!Print Madrid</b>	January 14 - 16, 2025	Madrid, Spain
<b>RemaDays Warsaw</b>	January 28 - 31, 2025	Nadarzyn, Poland
<b>SIGN &amp; TALK</b>	February 23 - 25, 2025	Birmingham, UK
<b>C!Print France</b>	February 4 - 6, 2025	Lyon, France
<b>Gapp Print Expo</b>	March 11 - 14, 2025	Johannesburg, South Africa
<b>Sign &amp; Print Expo</b>	March 25 - 27, 2025	Gorinchem, Netherlands
<b>EMPACK Netherlands</b>	April 2 - 3, 2025	Herzogenbusch, Netherlands
<b>Futureprint Tech</b>	April 2 - 3, 2025	Valencia, Spain
<b>Graphics Canada</b>	April 9 - 11, 2025	Toronto, Canada
<b>Biennale de Design Graphique</b>	May 23 - 25, 2025	Chaumont, France
<b>Reklama / Polygraf</b>	May 13 - 15, 2025	Prag, Czech Republic
<b>PICK &amp; PACK</b>	May 13 - 15, 2025	Bilbao, Spain
<b>Modernpack</b>	May, 2025	Zagreb, Kroatien
<b>PRINT4ALL</b>	May 27 - 30, 2025	Milan, Italy

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