

MEDIA KIT



Edition 2026

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 6.250 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:

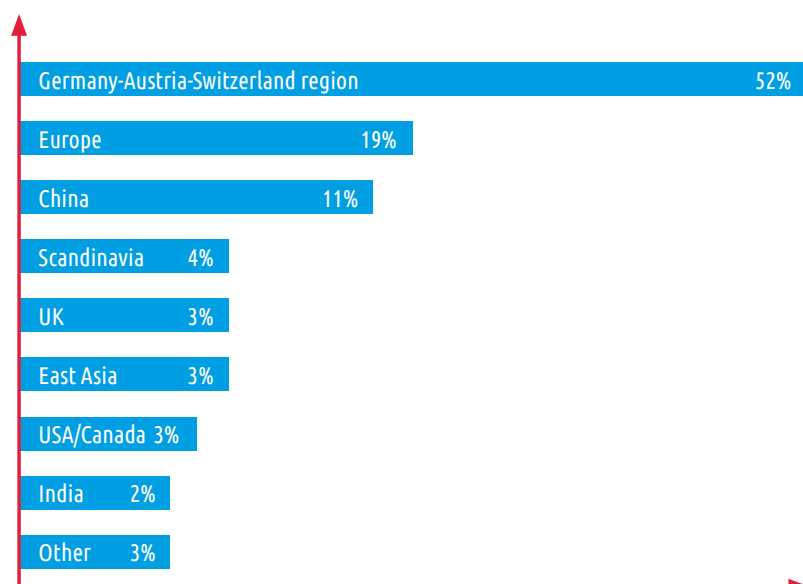
The price for advertisement on the front page is **€ 3.000,-**.

Best-Deal

15% off for four Ads

10% off for two Ads

Main catchment areas 2025



*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

Bonus with ad placement:
1 press release online, in the magazine, in the
social media channels Facebook, Instagram and LinkedIn
as well as the publication of an exclusive interview with a CEO.

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.



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.

*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.

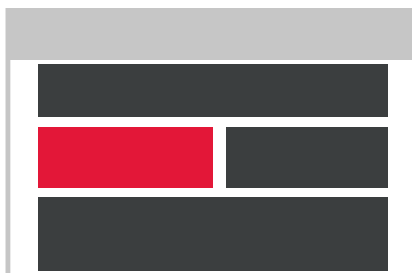
Size example Ad – website

Gold-Ad
fullwidth



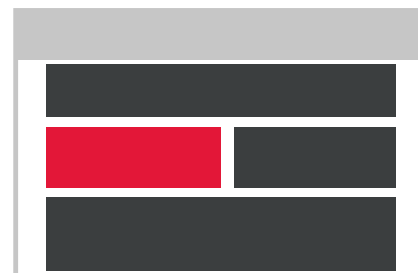
Desktop
1920 x 250 px
6 months 2.950€
12 months 4.950€

Silver plus-Ad
1/2 width - Top position



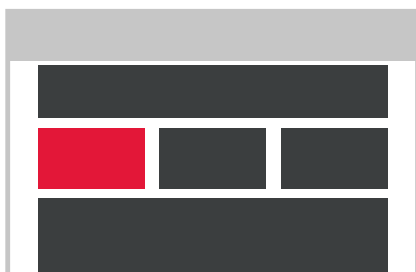
Desktop
880 x 250 px
6 months 2.500€
12 months 3.950€

Silver-Ad
1/2 width



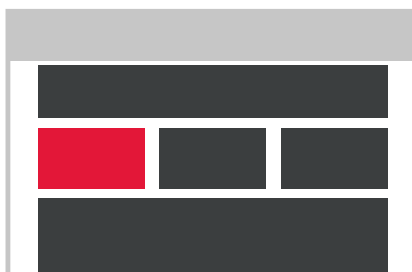
Desktop
880 x 250 px
6 months 2.000€
12 months 3.600€

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€

Special-offer:
Print and online
ad 10% off

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



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 2026

*Subject to change

Mid-March 2026

Mid-June 2026

Mid-September 2026

Mid-December 2026



Social Media



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.

Text and image materials will be provided by the client.

6250

Recipients

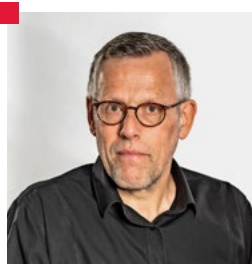
69

Distribution countries

100%

Passion

Contact

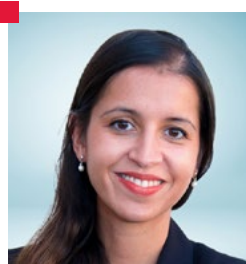


Udo W. Schulz

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



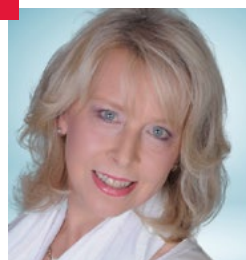
Andreas Oeding

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



■ Production schedule 2026

Printmarket	Editorial deadline	Ad deadline	Publication date	Key events
2026 Issue 1	18 December 2025	15 January	30 January	ICE Europe 9. to 11. March 2026
2026 Issue 2	17 March	30 March	16 April	FESPA Global Print Expo 19. to 22. May 2026
2026 Issue 3	30 June	15 July	31 July	Labelexpo Americas 15. to 17. September 2026
2026 Issue 4	30 September	15 Oktober	30 Oktober	Formnext 17. to 20. November 2026

Subject to change

Fairs

■ Trade fairs | Germany 2026

PSI	6 to 8 January 2026	Düsseldorf
Viscom	7 to 9 January 2026	Düsseldorf
wetec	3 to 5 February 2026	Stuttgart
LOPEC	24 to 26 February 2026	Munich
EMPACK	25 to 26 February 2026	Dortmund
ICE Europe	9 to 11 March 2026	Munich
AM Forum Berlin	10 to 11 March 2026	Berlin
rapid.tech 3D	5 to 7 May 2026	Erfurt
Interpack	7 to 13 May	Düsseldorf
PRINT DIGITAL CONVENTION	16 to 17 June 2026	Düsseldorf

Fakuma	12 to 16 October 2026	Friedrichshafen
glasstec	20 to 23 October 2026	Düsseldorf
Creative Paper Conference	29 and 30 October 2026	Munich

As of December 2025. 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 2026

Pharmapack Europe 2026	21 to 22 January 2026	Paris, France
Impressions Expo	22 to 24 January 2026	Long Beach, USA
RemaDays Warsaw	27 to 29 January 2026	Nadarzyn, Poland
C!Print Madrid	13 to 15 January 2026	Madrid, Spain
PAMEX	27 to 30 January 2026	Mumbai, India
EMPACK	14 to 16 April 2026	Gorinchem, Netherlands
FESPA Global Print Expo	19 to 22 May 2026	Barcelona, Spain
Labelexpo Americas	17 September 2026	Chicago, USA

As of December 2025. 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.