

MEDIA KIT



Edition 2026-2027

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:

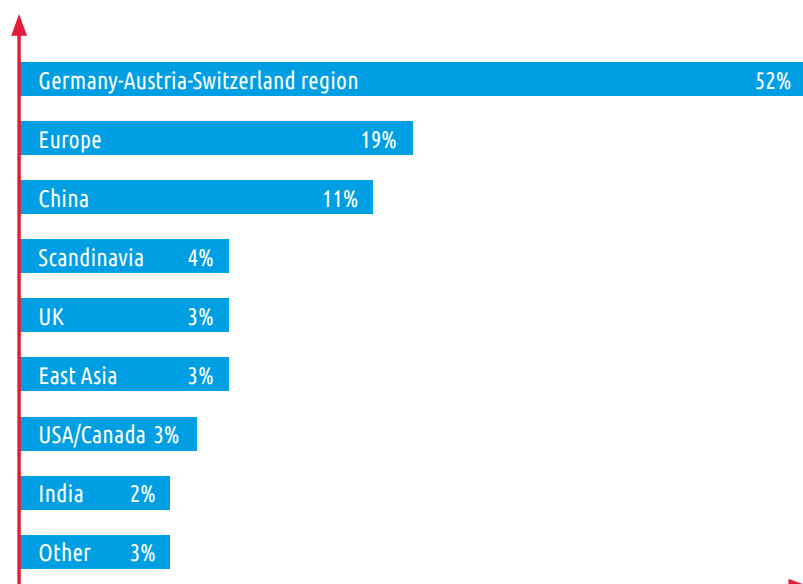
The price for advertisement on the front page is € 3.000,- .

Best-Deal

15% off for four Ads

10% off for two Ads

Main catchment areas 2026



*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.

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

■ 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 = **1.000,- EUR**

up to 30 g = **1.155,- EUR**

up to 35 g = **1.350,- EUR**

up to 40 g = **1.470,- EUR**

up to 45 g = **1.700,- EUR**

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.

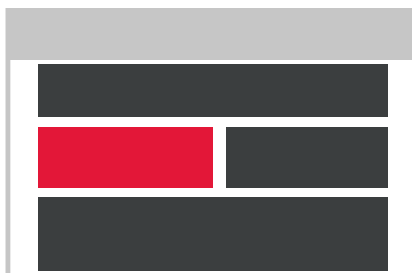
Size example Ad – website

Gold-Ad fullwidth



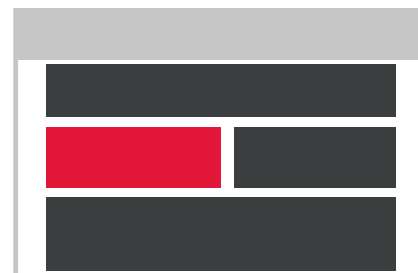
Desktop
1920 x 250 px
6 months 2.950€
12 months 4.950€

Silver plus-Ad 1/2 width - Top position



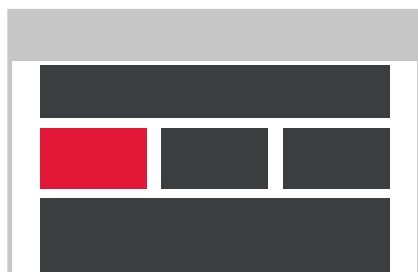
Desktop
880 x 250 px
6 months 2.500€
12 months 3.950€

Silver-Ad 1/2 width



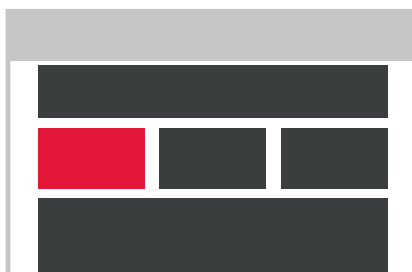
Desktop
880 x 250 px
6 months 2.000€
12 months 3.600€

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 2026-2027

*Subject to change

Mid-September 2026

Mid-December 2026

Mid-March 2027

Mid-June 2027

Mid September 2027



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.

The text length is limited to 1,000 characters per language, including spaces.

6250

Recipients

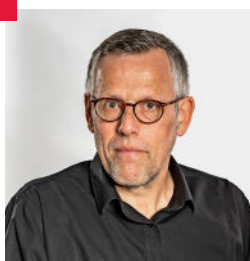
69

Distribution countries

100%

Passion

Contact

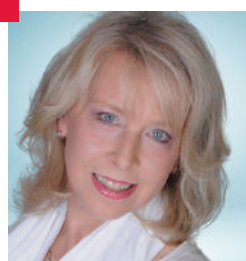


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For further
questions please
do not hesitate to
contact us!

■ Production schedule 2026-2027

Printmarket	Editorial deadline	Ad deadline	Publication date	Key events
2026 Issue 4	30 September 2026	15 October 2026	30 October 2026	Formnext 17. to 20. November 2026
2027 Issue 1	18 December 2026	15 Januar 2027	29 January 2027	FESPA Global Print Expo 6. to 9. April 2027
2027 Issue 2	15 March 2026	31 March 2027	16 April 2027	Screen Print Innovations 15. to 17. June 2027
2027 Issue 3	30 June 2027	15 July 2027	30 July 2027	ITMA 16. to 22. September 2027
2027 Issue 4	30 September 2027	15 October 2027	29 October 2027	Drupa 9. To 17. Mai 2028

Subject to change

Fairs

■ Trade fairs | Germany 2026-2027

Digital X	September 8, 2026	Cologne
Textile Printing Sustainability & Conference	September 15-17, 2026	Mönchengladbach
European Printing Summit	September 29-30, 2026	Dortmund
EHI Connect	September 29-30, 2026	Düsseldorf
Fakuma	October 12-16, 2026	Friedrichshafen
glasstec	October 20-23, 2026	Düsseldorf
Creative Paper Conference	October 29-30, 2026	Munich
Formnext	November 17-20, 2026	Frankfurt am Main
IPI Conference 2026	November 24-25, 2026	Düsseldorf-Neuss
wetec	February 3-5, 2027	Stuttgart
TecStyle Visions	February 3-5, 2027	Stuttgart
InPrint Munich	March 9-11, 2027	Munich

As of August 2026. Due to the current situation, dates and information may be outdated or not up-to-date. Please contact the respective organizer for confirmation of dates.
Further international trade fairs can be found on our website at: printmarket.online/messe

Trade fairs international 2026-2027

Labelexpo Americas	September 15–17, 2026	Chicago, USA
London Packaging Week	September 16–17, 2026	London, UK
Warsaw Print-Tech Expo	September 22–24, 2026	Warsaw, Poland
Printing United Expo	September 23–25, 2026	Las Vegas, USA
Sign Istanbul	September 23–26, 2026	Istanbul, Türkiye
FESPA Eurasia	September 24–27 2026	Istanbul, Türkiye
3DExpo	October 2026	Prague, Czech Republic
Viscom Italia	October 27-28, 2026	Milan, Italy
C!Print	January 12-14, 2027	Madrid, Spain
EMBAX-Print	February 2027	Brno, Czech Republic
Reklama Polygraf	May 2027	Prague, Czech Republic

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