# MEDIA KIT




## Edition 2026-2027

### Printmarket
Trade journal for screen, pad and digital printing

### Format
210x297 mm

### Published
4 times a year

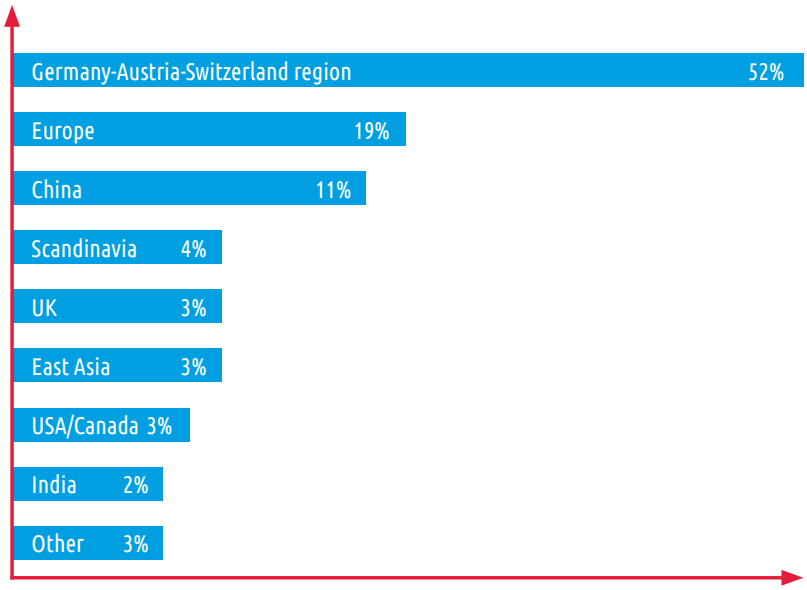
printmarket reports in a practical and competent manner about all important topics for screen, pad and digital printing. The magazine presents well-prepared specialist information, new approaches and solutions, explains new business models, names trends and describes visionary approaches - combined by 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




Place an inexpensive editorial contribution which can discribe 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.

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.

## 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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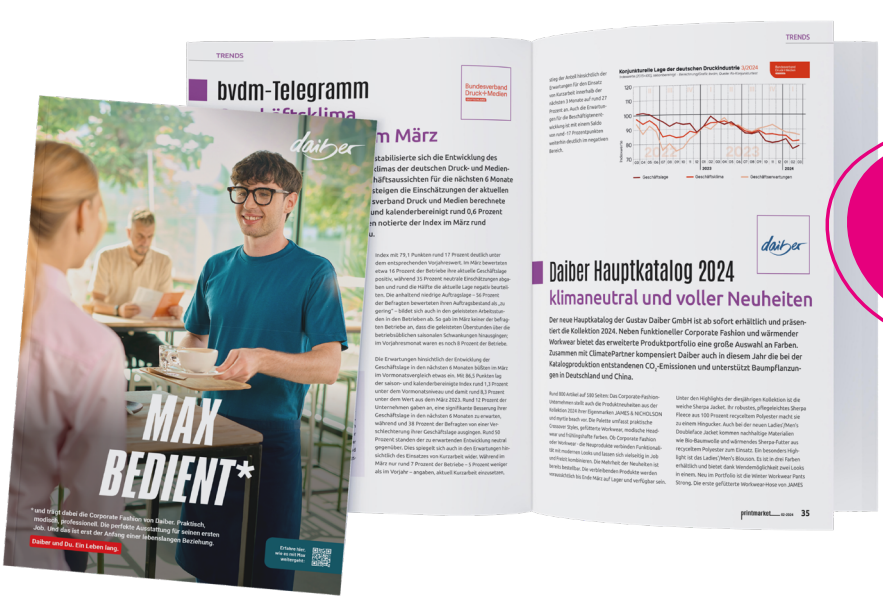
# Inserts – Print

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

## Format: max. end format DIN A4 at 1.500 pieces

up to 25 g = **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.

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# Size example Ad – website

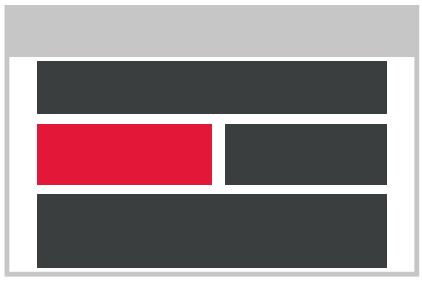
## Gold-Ad
fullwidth



**Desktop**
1920 x 250 px

6 months 2.950€
12 months 4.950€

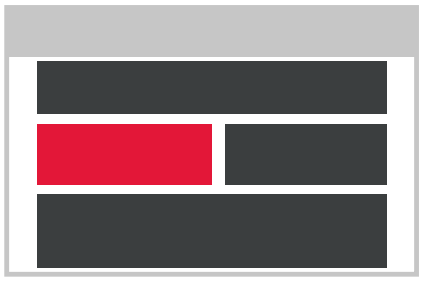
## Silver plus-Ad
1/2 width - Top position



**Desktop**
880 x 250 px

6 months 2.500€
12 months 3.950€

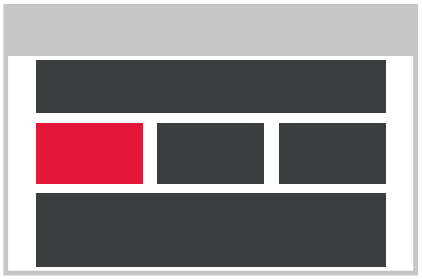
## Silver-Ad
1/2 width



**Desktop**
880 x 250 px

6 months 2.000€
12 months 3.600€

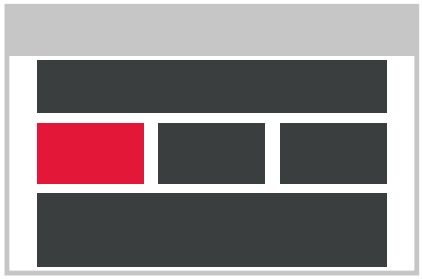
## Bronze plus-Ad
1/3 width - Top position



**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 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 2026-2027

*Subject to change

Mid-September 2026
Mid-December 2026
Mid-March 2027
Mid-June 2027
Mid September 2027

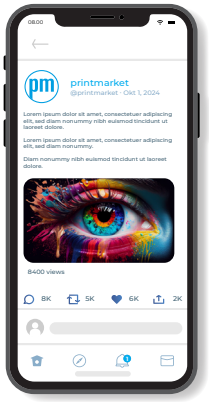



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# Social Media



Text and image materials will be provided by the client.
The text length is limited to 1,000 characters per language, including spaces.

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.

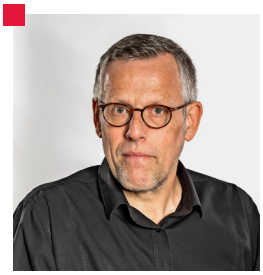
**6250**
Recipents

**69**
Distribution countries

**100%**
Passion

# Contact

For further questions please do not hesitate to contact us!



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## 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** | March 3–5, 2027 | Stuttgart |
| **TecStyle Visions** | March 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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