

Specialist Printing Worldwide –
the trusted source of industry
intelligence for senior decision-
makers, technical specialists, and
business leaders across global
printing and manufacturing sectors.

SPECIALIST
printing
WORLDWIDE

MEDIA KIT



2027

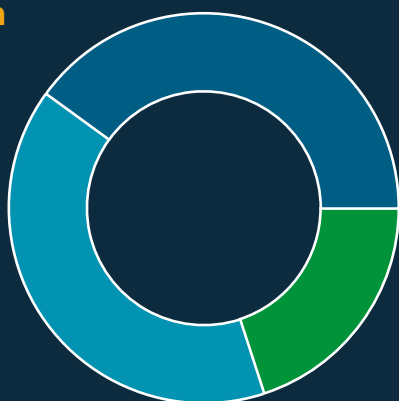
AUDIENCE

Specialist Printing Worldwide is a trusted source of industry intelligence for senior decision-makers, technical specialists, and business leaders across the global printing and manufacturing sectors. Reaching a highly engaged audience in more than 150 countries, our readers rely on us for authoritative insight into the latest technological innovations, market developments, and emerging opportunities shaping the industry.

Our audience includes dedicated print professionals, brand owners, industrial manufacturers, and production specialists who utilise printing technologies as part of their manufacturing processes. By delivering expert editorial coverage of new technologies, applications, and market trends, we provide valuable knowledge to our readers while offering advertisers direct access to influential professionals responsible for investment, innovation, production, and purchasing decisions.

To serve this specialised and diverse audience, we deliver content through a strategically integrated mix of print and digital channels. This multi-platform approach enables us to continually refine our editorial offering and advertising solutions, creating multiple touchpoints that strengthen audience engagement, maximise visibility, and help our partners achieve measurable marketing outcomes.

Global Reach



40% - North America

40% - Europe

20% - Rest of World

Markets

Industrial / Graphic / Textile

Printing Types

Digital / Screen / Pad / Flexo

“ We chose to work with Specialist Printing Worldwide for the broad range of industries and applications covered, for their global reach within the printing industry and for their commitment to high quality technical content that benefits their readers. Above that, the team at SPW are incredibly supportive and ensure any content created gets maximum exposure across the multiple audience channels. ”

Simon Daplyn, Product & Marketing Manager, Sun Chemical

OPPORTUNITIES

We collaborate with our partners to deliver targeted marketing campaigns through a strategic mix of trusted print and digital channels. This multi-platform approach maximises brand exposure, enhances audience engagement, and ensures your message reaches key industry decision-makers worldwide.

Distribution Channels

PRINT & DIGITAL PUBLICATION

Distribution: 100,000+

Frequency: 4 English-language issues per year

Additional Edition: 1 Chinese-language issue annually

Timing: Published in line with major global industry events

DIGITAL NEWSLETTER

Distribution: Approx. 30,000

Frequency: Monthly

Average Open Rate: 26%

Average Click-Through Rate: 48%

WEBSITE

Average Monthly Events: 8,250

Average Monthly Visits: 2,600

EVENTS

Publication distributed at industry events globally.

SOCIAL MEDIA

Total Reach: 300,000+

LinkedIn (Direct): 20,000+

LinkedIn (Industry Groups): 300,000+

LinkedIn Ava. weekly impressions: 3,000+

Facebook (via printing groups): 60,000+

Content Opportunities

PRINT & DIGITAL PUBLICATION

Display Advertising: Full/Half/Third Page and Custom Formats

Articles: Technical, Customer Success Stories, Company Focus, Educational, Thought Leadership

DIGITAL NEWSLETTER

Featured News Placements

Sponsored Event Listings

Product Spotlights

Banner Advertising

Call-to-Action Buttons Driving Traffic to Your Site

WEBSITE

Banner Adverts

Supplier Directory Listings

Event Promotions

Publication and Article Hosting

SOCIAL MEDIA

Sponsored Posts on Facebook & LinkedIn

Content Sharing in Industry Groups

Event Highlights & Countdown Campaigns

Video Clips & Short-Form Features

Live Coverage During Trade Shows (tagging & mentions)

Podcasts

“The team at Specialist Printing Worldwide always have their finger on the pulse of the industry, which is an invaluable resource to help us determine what to talk about, how, and to whom. The technical depth combined with broad reach of the platform in both traditional channels and social media makes it a great venue for getting our key messages out in the industry.”

Jake Stevens, Corporate Communications, Fiery

PUBLICATION

ADVERTS FOR PRINT & DIGITAL DISTRIBUTION

MAGAZINE PRINT & DIGITAL

PRICE PER INSERTION

Number of Issues		1	2	3	4	5
Front Cover Plus First Article Position	Euro	€6,970				
	USD	\$8,210				
	GBP	£5,670				
Inside Front Cover OR Outside Back Cover	Euro	€5,500	€5,220	€4,950	€4,400	€3,850
	USD	\$6,480	\$6,150	\$5,830	\$5,190	\$4,540
	GBP	£4,470	£4,240	£4,030	£3,580	£3,130
Inside Back Cover	Euro	€5,140	€4,880	€4,640	€4,120	€3,620
	USD	\$6,060	\$5,750	\$5,470	\$4,860	\$4,260
	GBP	£4,180	£3,970	£3,770	£3,350	£2,940
Full Page Internal	Euro	€4,000	€3,810	€3,620	€3,200	€2,800
	USD	\$4,720	\$4,490	\$4,260	\$3,780	\$3,300
	GBP	£3,260	£3,100	£2,940	£2,610	£2,280
Half Page Internal	Euro	€2,230	€2,110	€2,000	€1,770	€1,560
	USD	\$2,620	\$2,480	\$2,360	\$2,080	\$1,840
	GBP	£1,810	£1,710	£1,630	£1,440	£1,270
Third Page Internal	Euro	€1,780	€1,710	€1,600	€1,430	€1,260
	USD	\$2,100	\$2,010	\$1,890	\$1,680	\$1,490
	GBP	£1,450	£1,390	£1,310	£1,160	£1,030

Inserts / Fold outs
available on request

Need help creating your advert?

Our experienced design team is here to bring your vision to life. Let us handle the creative work - just ask us for more details!

EVERYTHING INCLUDED WITH YOUR PRINT ADVERT

- **Press Release Distribution:** Company news and product launches promoted in print, online, and across social media.
- **Online Editorial Coverage:** Dedicated web articles to boost visibility and reach.
- **Social Media Promotion:** Content shared across our social media channels with company tagging where relevant.
- **Digital Edition Website Link:** Direct link to your website from the digital edition.
- **Content Amplification:** Editorial content available for use across your website, newsletters, and social media.
- **Extended Online Visibility:** Advertising and editorial content remain online for ongoing exposure.
- **Campaign Reporting:** Performance and engagement data provided where available.

SCHEDULE 2027

Publish Date	Editorial Deadline	Advert Deadline	Key Events
Issue 1 Feb 18	Jan 8	Jan 15	LOPEC, Hunkeler Innovationdays, ISA Sign Expo, VIATT, FESPA Brasil, APPP Expo, Decorative Surfaces Conference, CCE International, ICE Europe, Impressions Expo Atlantic City, productronica Shanghai
Issue 2 Mar 30	Feb 19	Feb 26	FESPA Global Expo, FuturePrint TECH, LOUPE Mexico, European Coatings Show, UV Days 2027, WEPACK, Media Expo Mumbai, O'ZuPACK, Graphispag, Graphics Canada, LIGNA, Interzum, Bharat Print Expo, Print4All, Global Printing & Packaging Expo, TechBlick USA, LOUPE South East Asia, IGAS
SPI (Feature Issue) Jun 1	Apr 20	Apr 29	SPI Screen Print Innovations
Chinese Issue Aug 5	Jun 3	Jul 8	WEPACK China, All In Print China, Productronica China, LabelExpo Asia, Shanghai
Issue 3 Sep 7	Jul 20	Jul 30	PRINTING United, ITMA, LOUPE Europe, PACK PRINT INTERNATIONAL, Sign & Print Scandinavia, FACHPACK, All2Print Show, TechBlick Europe, Pacific Coatings Show
Issue 4 Nov 4	Sep 16	Oct 1	IPI-X (Inkjet Print Innovations Expo), productronica Europe, Glassprint Conference, LOUPE Asia, Impressions Expo Long Beach

KEYWORD LINK OPPORTUNITIES

Increase the impact of your article with strategically placed keyword links directing readers to your website. A simple and effective way to boost visibility, drive targeted traffic, and support your SEO goals.

Pricing: Per Article: Euro €890 / USD \$1,050 / GBP £720

PRODUCT LAUNCH PACKAGE

Give your latest innovation the exposure it deserves with a bespoke product launch campaign from Specialist Printing Worldwide.

Combining targeted editorial coverage, advertising, digital promotion, website features, and social media exposure, we create integrated marketing programmes designed to generate awareness, engage key decision-makers, and accelerate market adoption.

Our experienced team will help you select the most effective combination of channels to meet your objectives and maximise the impact of your marketing investment.

To discuss your product launch requirements, contact: nicola@specialistprinting.com

DIGITAL

SUPPLIER DIRECTORY - PREMIUM SUPPLIER

specialistprinting.com/find-a-supplier

Our comprehensive directory connects you with thousands of potential customers in the printing industry. Join today to increase your visibility and grow your business.

PREMIUM POSITION BENEFITS

Top Search Rankings: Appear at the top of search results

Smart Search Filters: Easily find your company with advanced filtering options

Custom Company Profile: Include your logo, company information, images, videos, and website link

Social Media Exposure: Welcome message shared with our 20,000+ LinkedIn connections

Cost for 12 months: Euro €820 / USD \$960 / GBP £670

WEB ADVERTS

WEBSITE DIGITAL ADVERTS		HOME PAGE / NEWS PAGE Number of months				ALL OTHER PAGE OPTIONS Number of months			
Position		3	6	9	12	3	6	9	12
Billboard 970 x 250 320 x 100	Euro	€2,050	€3,880	€5,530	€6,940	€1,550	€2,950	€4,190	€5,270
	USD	\$2,410	\$4,580	\$6,510	\$8,180	\$1,830	\$3,480	\$4,940	\$6,210
	GBP	£1,670	£3,160	£4,490	£5,650	£1,260	£2,400	£3,410	£4,280
Leaderboard 728 x 90 320 x 100	Euro	€1,520	€2,890	€4,090	€5,150	€1,300	€2,480	€3,510	€4,420
	USD	\$1,790	\$3,400	\$4,820	\$6,070	\$1,540	\$2,930	\$4,140	\$5,210
	GBP	£1,240	£2,350	£3,320	£4,190	£1,060	£2,020	£2,860	£3,600
MPU 320 x 250	Euro					€1,000	€1,860	€2,650	€3,330
	USD					\$1,180	\$2,190	\$3,130	\$3,920
	GBP					£810	£1,510	£2,160	£2,710

“ We greatly value our collaboration with Specialist Printing Worldwide. It is characterised by excellent advice, outstanding reliability and a truly collaborative partnership. The wide range of formats available allows us to present our key topics in the most effective way and tailor our communication to each specific area of focus. ”

Thorsten Brandt, Chief Marketing Officer, Eurolaser

MONTHLY NEWSLETTER - FEATURED ITEM

Connect your product, service, event, or announcement with a highly engaged global audience of industry professionals and decision-makers.

SCHEDULE 2027 - Material deadline - 5 working days before publish date

Publish Upcoming Events

Jan 7	Heimtextil, PSI, C!Print Madrid, FESPA Middle East, ImpressionsExpo Long Beach, RemaDays, Printpack India, C!Print Lyon, TecStyle Visions, Paris Packaging Week
Feb 16	Hunkeler Innovation Days, VIATT, FESPA Brasil, LOPEC, APPPEXpo, Decorative Surfaces Conference, CCE International, ICE Europe
Mar 23	Impressions Expo Atlantic City, productronica Shanghai, WEPACK, FESPA, Media Expo Mumbai, O'ZuPACK, Future Print TECH
Apr 20	LOUPE Mexico, European Coatings Show,
May 6	Graphispag, LIGNA, Interzum, Bharat Print Expo, Print4All, Global Printing & Packaging Expo
Jun 3	UV Days 2027, TechBlick USA, LOUPE South East Asia, SPI Screen Print Innovations
Jul 8	IGAS
Aug 19	-
Sep 9	PRINTING United, PACK PRINT INTERNATIONAL, ITMA, Sign & Print Scandinavia, FACHPACK, All2Print Show
Oct 1	LOUPE Europe, TechBlick Europe, Pacific Coatings Show
Nov 2	IPI-X (Inkjet Print Innovations Expo), productronica Europe, Glassprint Conference
Dec 7	LOUPE Asia, Impressions Expo Long Beach

PRICE - FEATURED ITEM PER NEWSLETTER

Circa 200 words, image and action button linked to url of your choice.

Top Position: Euro €1,660 / USD \$1,960 / GBP £1,350

Standard Position: Euro €830 / USD \$980 / GBP £680

PRICE - BANNER ADVERT IN 12 NEWSLETTERS

Billboard Advert Top of newsletter (970x250)

Euro €6,980 / USD \$8,220 / GBP £5,670

Leaderboard Advert Mid newsletter (728x90)

Euro €5,060 / USD \$5,960 / GBP £4,110

VIDEO CONTENT - SOCIAL MEDIA AND CORPORATE

Social Media Event Video

Capture attention with professional short-form video content filmed live at your exhibition stand. Using our portable filming kit and wireless microphones, we create engaging, social media-ready content that extends your reach beyond the event.

Includes:

- On-site filming at your stand
- Professional editing for social media
- Promotion across our social channels

Ideal for:

- Showcasing products in action
- Sharing key messages and updates
- Promoting future events and exhibitions

Pricing

Video x 1: Euro €1,070 / USD \$1,260 / GBP £870

Corporate Video

Please contact us for more information and pricing.

PODCAST

The PrintConnect Podcast is an established industry platform with a growing global audience across the specialist printing community. Created by industry professionals, it features authentic conversations, expert insights, and real-world perspectives from across the sector, and has become a trusted source for discussion on the technologies, trends, and challenges shaping the future of print.

Price per podcast: EURO €1,040 USD / \$1,220 / GBP £840

SPECIALIST printing WORLDWIDE

Published by



SPECIALIST PRINTING WORLDWIDE IS PROUD TO PARTNER WITH



The partnership of Specialist Printing Worldwide with ESMA, PRINTING United Alliance, FESPA, SGAI, Fogra, AIPIMA, CSGIA and CSPIA contributes greatly towards the high standard of editorial content and global circulation. We are able to draw on the industry knowledge, expertise and contacts of the associations and their many members.

“ The Specialist Printing Worldwide team take time to understand our marketing objectives and work with us to help drive enquiries through close collaboration with technical articles and marketing campaigns.

In addition they are very friendly and extremely professional. ”

**Folker Stachetzki, Head of Marketing,
Brother Internationale Industriemaschinen GmbH**

CONTACT

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