




SPECIALIST **printing** **WORLDWIDE**

The leading global technical reference source
for users of screen and digital printing systems
for the industrial, graphic and textile sectors.

MEDIA KIT

2021

Prices in GBP



THE SPW PORTFOLIO

SPECIALIST
printing
WORLDWIDE



Magazine



specialistprinting.com



Social Reach



Video Production

**BRAND
SPW**



"We are the definitive publication in global specialist printing featuring expert contributors from many nations, all leaders in their field. SPW has grown significantly in circulation along with our social footprint. 2021 will be a dynamic and exciting year for the brand as we strengthen our partnerships across the world and continue to deliver the most authoritative and informative editorial in the specialist printing market."

Nicola Penhallow
Publisher
Specialist Printing Worldwide

"Specialist Printing Worldwide is the publication we encourage our colleagues to read. It provides well-informed coverage into multiple aspects of the printing world, giving readers insight into what the major players in our industry are working on. Each edition is packed with insightful technical articles that help to bring printing trends to the forefront."

Jessica Makrinos
Marketing Manager
Inkcups Now Corporation

AUDIENCE PROFILE & REACH

We reach over **100,000** decision makers consisting of printers and industrialists using printing in their manufacturing process across **162** countries.



NORTH AMERICA 40%



EUROPE 40%



REST OF WORLD 20%

PRINT

4 English language Issues,
1 Chinese language Issue a year

Mailed to a targeted audience.

Distributed at major events
including but not limited to:

FESPA
InPrint
PRINTING United
ImpressionsExpo
LabelExpo
DRUPA
TheIJC

ONLINE

All issues are digitised

Directly emailed to our database

Shared to printers via partner
associations:

ESMA (Europe) - Reach 54,000+

SGAI (India) - Reach 19,000+

CSGIA (China) - Reach 5000+

specialistprinting.com subscribers
can access all past issues and
technical articles.

"Specialist Printing Worldwide has always focused on professional articles with high technical value and know-how. This has been very well received by the international target group. This high relevance makes the magazine an important platform for us."

Daniel Bischof,
Media Relations
Zünd Systemtechnik AG

"Specialist Printing Worldwide's audience occupies the sweet spot in industrial inkjet. Packed full of insight and useful information, this publication is an invaluable tool for Meteor to reach potential customers around the globe."

Tracey Brown
Business Development,
Strategy and Marketing
Meteor Inkjet Ltd

COMMERCIAL OPPORTUNITIES



ADVERTISING AND EDITORIAL IN PRINTED AND DIGITAL MAGAZINES

PRINT DISPLAY



ADVERTISING ON SPECIALISTPRINTING.COM INCLUDING: EVENTS, INDUSTRY NEWS, RESOURCES, READ THE MAGAZINE, HOME PAGE

ONLINE DISPLAY



PHYSICAL AND VIRTUAL EVENT PARTNERSHIPS

EVENT PARTNERSHIPS



PRODUCT, PROMOTIONAL, SOCIAL MEDIA, TRAINING AND EVENTS

VIDEO PRODUCTION

ADVERTISING & EDITORIAL CALENDAR 2021

Magazine	Editorial Deadline	Advert Deadline	Publish Date	Key Events
Issue 1 2021	14/01/2021	01/02/2021	25/02/2021	Inprint, FESPA, LabelExpo Americas, LOPEC, European Coatings Show, Graphispag, Intergraf
Issue 2 2021	01/03/2021	15/03/2021	05/04/2021	DRUPA, Sign&Digital, Techtextil and Texprocess - Europe, Interzum
China Issue 2021	N/A	21/07/2021	13/08/2021	New Digital and Screen Printing Fair, All in Print - China, SPEG - China
Issue 3 2021	24/07/2021	03/08/2021	06/09/2021	Printing United, LabelExpo Europe, TheIJC, Fakuma, Productronica
Issue 4 2021	11/10/2021	20/10/2021	15/11/2021	ImpressionsExpo, AFIP, LabelExpo Asia

EDITORIAL CONTENT

Technical Articles

Detailed, educational technical articles which users and purchasers of printing systems turn to for the latest information on techniques and products.

Company Focus & Case Studies

Profiles on suppliers to the industry who are at the forefront of technical advances.

In Brief

The industry's latest developments.

Events

Previews and reviews of events from across the world.

"Specialist Printing Worldwide has been a media partner of Marabu for many years. I always look forward to the latest issue, because in addition to interesting articles from Marabu there are many other exciting reports from the world of printing. So you are always up to date on what's happening in the industry. I like the modern and clear design of the magazine very much, and we can address a precise target group with our content."

Daniel Gandner
Director, Marketing & Communication Printing Inks
Marabu GmbH & Co. KG

"Your content is exactly what the industry needs. I grow professionally from reading the quality information your publication provides. I forget to say thank you sometimes. So, Thank you!"

Mike Ruff, Owner
Mike Ruff Consulting LLC

PRINT ADVERTISING RATES 2021



COST PER INSERTION

Number of Issues	1	2	3	4	5
Front Cover	£ 3,500				
Inside Front Cover	£ 3,208	£ 3,048	£ 2,888	£ 2,567	£ 2,246
Outside Back Cover	£ 3,208	£ 3,048	£ 2,888	£ 2,567	£ 2,246
Inside Back Cover	£ 3,000	£ 2,850	£ 2,700	£ 2,400	£ 2,100
Full Page	£ 2,333	£ 2,217	£ 2,100	£ 1,867	£ 1,633
Half Page	£ 1,292	£ 1,227	£ 1,163	£ 1,033	£ 904
Third Page	£ 1,042	£ 990	£ 938	£ 833	£ 729

**10% off ALL advertising rates when
print and digital adverts booked together.***

* Minimum of two print adverts must be booked.
This offer does not include Supplier Directory Premium entry.

You can advertise in English language issues only or include an advert in our Chinese Language issue
which also includes SPW translating your previous editorial piece for inclusion.

**“Not only do they take time to understand our marketing
objectives and work with us to help drive enquiries through
close collaboration with technical articles and marketing
campaigns they are in addition very friendly and
extremely professional.”**

Folker Stachetzki, Marketing Manager
Brother Internationale Industriemaschinen GmbH

DIGITAL ADVERTISING RATES 2021



www.specialistprinting.com

Format

Price Exclusive**

Price Shared***

Number of calendar quarters

1

2

3

4

1

2

3

4

HOME PAGE

Billboard	970 x 250	£1,000	£1,900	£2,700	£3,400	-	-	-	-
Leaderboard 1	728 x 90	£ 708	£1,346	£1,913	£2,408	£ 673	£1,279	£1,818	£2,289
Leaderboard 2	728 x 90	£ 625	£1,188	£1,688	£2,125	£ 594	£1,129	£1,604	£2,020
Leaderboard 3	728 x 90	£ 583	£1,108	£1,575	£1,983	£ 554	£1,053	£1,497	£1,885

ALL OTHER PAGES

Billboard	970 x 250	£ 833	£1,583	£2,250	£2,833	-	-	-	-
Leaderboard 1	728 x 90	£ 667	£1,267	£1,800	£2,267	£ 634	£1,204	£1,711	£2,154
Leaderboard 2	728 x 90	£ 583	£1,108	£1,575	£1,983	£ 554	£1,053	£1,497	£1,885
Leaderboard 3	728 x 90	£ 500	£ 950	£1,350	£1,700	£ 475	£ 903	£1,283	£1,616
MPU	320 x 250	£ 500	£ 950	£1,350	£1,700	£ 475	£ 903	£1,283	£1,616

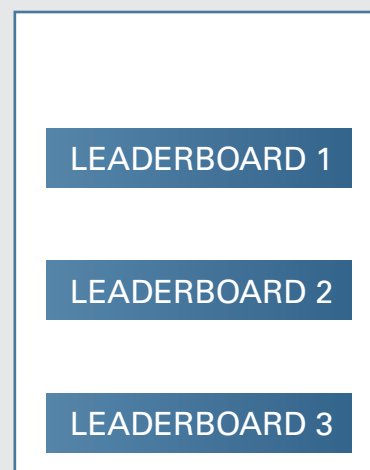
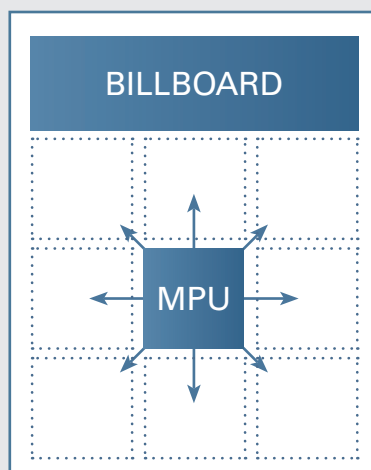
**10% off ALL advertising rates when
print and digital adverts booked together.***

* Minimum of two print adverts must be booked.

** Price Exclusive - your advert only in this position

***Price Shared - Maximum 5 adverts

Display Advert Position Guide



SUPPLIER DIRECTORY

Supplier Directory Cost Per 12 Months Includes

Unlock sales opportunities.
Increase traffic to your website.
Connect with potential customers globally.
Intelligent filtering - search quickly and efficiently.

	PREMIUM £ 495	BASIC Free
Company name, address, phone, region, website (not linked)	✓	✓
Contact name, address & email	✓	
Website link	✓	
Logo	✓	
Details of products and services	✓	
Geographical areas covered	✓	
Company background	✓	
Video entry	✓	
Accreditations and certifications	✓	
Association memberships	✓	

"Specialist Printing Worldwide helps us to make existing and potential customers aware of our products and to keep them up to date. Working with their team is great and is a pleasure for us!"

Alex Mayer
Marketing Manager
ZENTNER Systems GmbH

"Ultraflex is a proud partner of Specialist Printing Worldwide. Our team would like to thank you for your dedication and hard work to help our team reach our market and dedicated customers worldwide. Specialist Printing Worldwide works with industry leading companies, like Ultraflex, to create technical articles that provide a different perspective into the industry while providing input and opportunities."

Natalie Christ
Marketing Manager, Ultraflex

SPECIALIST printing WORLDWIDE

PARTNERS

SPECIALIST PRINTING WORLDWIDE
IS PROUD TO PARTNER WITH



The partnership of Specialist Printing Worldwide with ESMA, PRINTING United Alliance, FESPA, SGAI, NASMA, 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 close cooperation between ESMA and SPW has brought great opportunities to the market and we are still very proud to be a supporter of the magazine on behalf of all our members! Their organisation and speed of response allow us to ensure all our events and news are shared with the market. They work to build long term campaigns maximising exposure for our members using advertising and editorial to really reach the target market and drive enquiries."

Peter Buttiens,
CEO
ESMA

"Specialist Printing Worldwide is a valued PRINTING United Alliance partner that always delivers. From helping to share industry and association information globally, to supporting, publicising and attending our events; SPW gives us every reason to work together."

Ford Bowers,
President & CEO
PRINTING United Alliance

SPECIALIST printing WORLDWIDE

Published by



"For many years, we have had an excellent partnership with the team, built with Dave Fordham and more recently Nicola Penhallow. This continuity over many years is due to the close relationship of Specialist Printing Worldwide and our ESMA association. This is combined with the fact that SPW is 'THE' global benchmark for screen printing over all the possible industrial branches. Specialist Printing Worldwide gives to our niche market segment "Screen Printing" a voice and weight. The technical oriented value for readers is very important and for us one more reason to continue our close cooperation."

Andreas Ferndriger
CEO SignTronic AG and Marketing Director of Grünig-Interscreen AG

"Working with SPW creates a great benefit for us. The printed as well as the digital magazine are an important communication platform to the inkjet community. Due to the strict quality guidelines the editorial and indeed the whole magazine has a continuous professional appearance. Thank you for your always friendly support!"

Dr Anke Pankoke
Head of Marketing/PR
Hymmen GmbH Maschinen und Anlagenbau

"Working in partnership with SPW helps us to consistently create enquiries, build brand awareness and grow our business globally. They hit our target market spot on and work with us to produce great features and resources about our flat bed cutting plotters which can contour cut, crease and deliver a fantastic finished product."

Nico Valiani
CEO
Valiani SRL

CONTACT US

Nicola Penhallow
Publisher
Specialist Printing Worldwide
nicola@specialistprinting.com
+44 (0)7889 637 434

www.specialistprinting.com

