



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



THE SPW PORTFOLIO



specialistprinting.com



Social Reach



Video Production

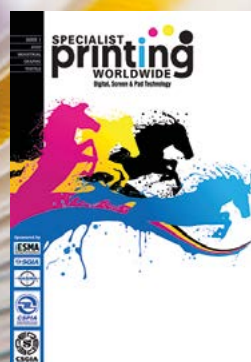


Magazine



Event Partnerships

BRAND
SPW



"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

"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

COMMERCIAL OPPORTUNITIES



We add value by working with you to achieve your commercial objectives. We can help you to create an effective and efficient marketing campaign using a combination of the following resources:

CONTENT OPPORTUNITIES

EDITORIAL

- Technical / Educational articles
- Case Studies
- Company Focus
- Press Releases

ADVERTISING

- Magazine – front cover/full page/half page/third page adverts
- Specialistprinting.com – Supplier Directory Premium Placement
- Specialistprinting.com – Display adverts
- Digital newsletter – featured item linking to site of your choice

DISTRIBUTION OPPORTUNITIES

MAGAZINE IN BOTH PRINT AND DIGITAL

- 4 English issues annually
- 1 Chinese issue annually
- Published in line with major events.
- Reach over 100,000 + people globally through our own database and partner network

DIGITAL NEWSLETTER, MONTHLY

- Reach circa. 30,000

WEBSITE

- News / articles / events / current and past issues / Printconnect community

SOCIAL MEDIA

- We can share your content with over 6,000 people throughout the world of specialist printing

"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

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%

AUDIENCE PROFILE

Geography

- US 40%
- Europe 40%
- Rest of World 20%

Printing Types

- Digital
- Screen
- Pad
- Flexo

Markets

- Industrial
- Graphic
- Textile

REACH

Magazine Print & Digital

- Over 100,000

Digital newsletter

- Circa. 30,000
- Average Click Through Rate 14%

Linked In

- 6,000 + print professionals

Events

- Distributed at major events such as: FESPA, InPrint, PRINTING United, LOPEC, LabelExpo, ImpressionsExpo, DRUPA

"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

EDITORIAL CALENDAR



EDITORIAL CALENDAR

For all future publishing dates as well as editorial and advertising deadlines please scan QR Code or visit specialistprinting.com/advertise-with-us

EDITORIAL EXAMPLES

To see examples of technical articles, company focus, case studies, event previews/reviews and news items please join our printconnect community to view the latest issue and all previous issues and articles. Either scan the QR code or **visit specialistprinting.com/signup**



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

PRICING



MAGAZINE PRINT & DIGITAL		COST PER INSERTION				
Number of Issues		1	2	3	4	5
Front Cover	Euro	€4,410				
	USD	\$5,220				
	GBP	£3,680				
Inside Front Cover OR Outside Back Cover	Euro	€4,040	€3,840	€3,640	€3,230	€2,830
	USD	\$4,780	\$4,540	\$4,310	\$3,830	\$3,350
	GBP	£3,370	£3,200	£3,030	£2,700	£2,360
Inside Back Cover	Euro	€3,780	€3,590	€3,400	€3,020	€2,650
	USD	\$4,470	\$4,250	\$4,030	\$3,580	\$3,130
	GBP	£3,150	£2,990	£2,840	£2,520	£2,210
Full Page Internal	Euro	€2,940	€2,790	€2,650	€2,350	€2,060
	USD	\$3,480	\$3,310	\$3,130	\$2,780	\$2,430
	GBP	£2,450	£2,330	£2,210	£1,960	£1,710
Half Page Internal	Euro	€1,630	€1,550	€1,470	€1,300	€1,140
	USD	\$1,930	\$1,830	\$1,730	\$1,540	\$1,350
	GBP	£1,360	£1,290	£1,220	£1,080	£950
Third Page Internal	Euro	€1,310	€1,250	€1,180	€1,050	€920
	USD	\$1,550	\$1,480	\$1,400	\$1,240	\$1,090
	GBP	£1,090	£1,040	£980	£870	£770

MONTHLY NEWSLETTER FEATURED ITEM

Euro €550.00
USD \$690.00
GBP £490.00

REACH circa.
30,000 worldwide

Direct link to
WEB PAGE
of your choice

Direct link to
VIDEO
of your choice



SUPPLIER DIRECTORY

Premium position
for 12 months

Euro €590.00
USD \$640.00
GBP £495.00

UNLOCK sales opportunities

CONNECT with potential customers globally

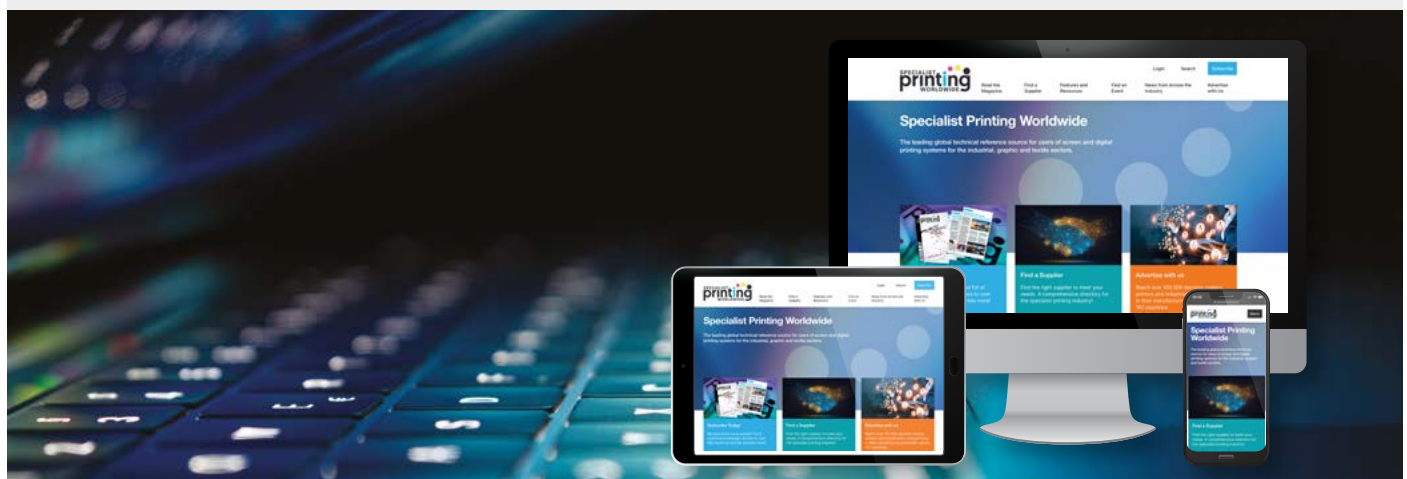
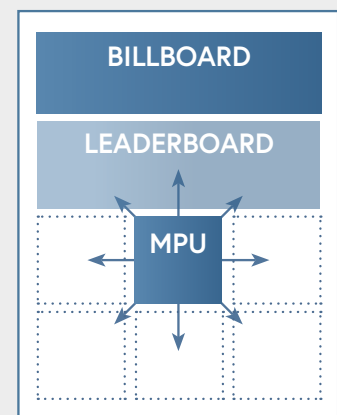
INCREASE traffic to your website

INTELLIGENT FILTERING for
quick and efficient searching

WEBSITE DIGITAL ADVERTS		HOME 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	€1,440	€2,740	€3,890	€4,900	€1,200	€2,280	€3,240	€4,080
	USD	\$1,630	\$3,100	\$4,410	\$5,550	\$1,240	\$2,360	\$3,350	\$4,220
	GBP	£1,150	£2,190	£3,110	£3,910	£870	£1,660	£2,360	£2,970
Leaderboard 728 x 90 320 x 100	Euro	€1,020	€1,940	€2,750	€3,470	€960	€1,820	€2,590	€3,260
	USD	\$1,160	\$2,200	\$3,120	\$3,930	\$990	\$1,890	\$2,680	\$3,380
	GBP	£810	£1,550	£2,200	£2,770	£700	£1,330	£1,890	£2,380
MPU 320 x 250	Euro					€720	€1,370	€1,940	€2,450
	USD					\$750	\$1,420	\$2,010	\$2,530
	GBP					£530	£1,000	£1,420	£1,790

'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

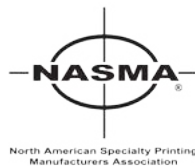


SPECIALIST printing WORLDWIDE

Published by



**SPECIALIST PRINTING WORLDWIDE
IS PROUD TO PARTNER WITH**



The partnership of Specialist Printing Worldwide with ESMA, PRINTING United Alliance, FESPA, SGAI, 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.

CONTACT

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"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 Ferndrager
CEO SignTronic AG and Marketing Director of Grünig-Interscreen AG