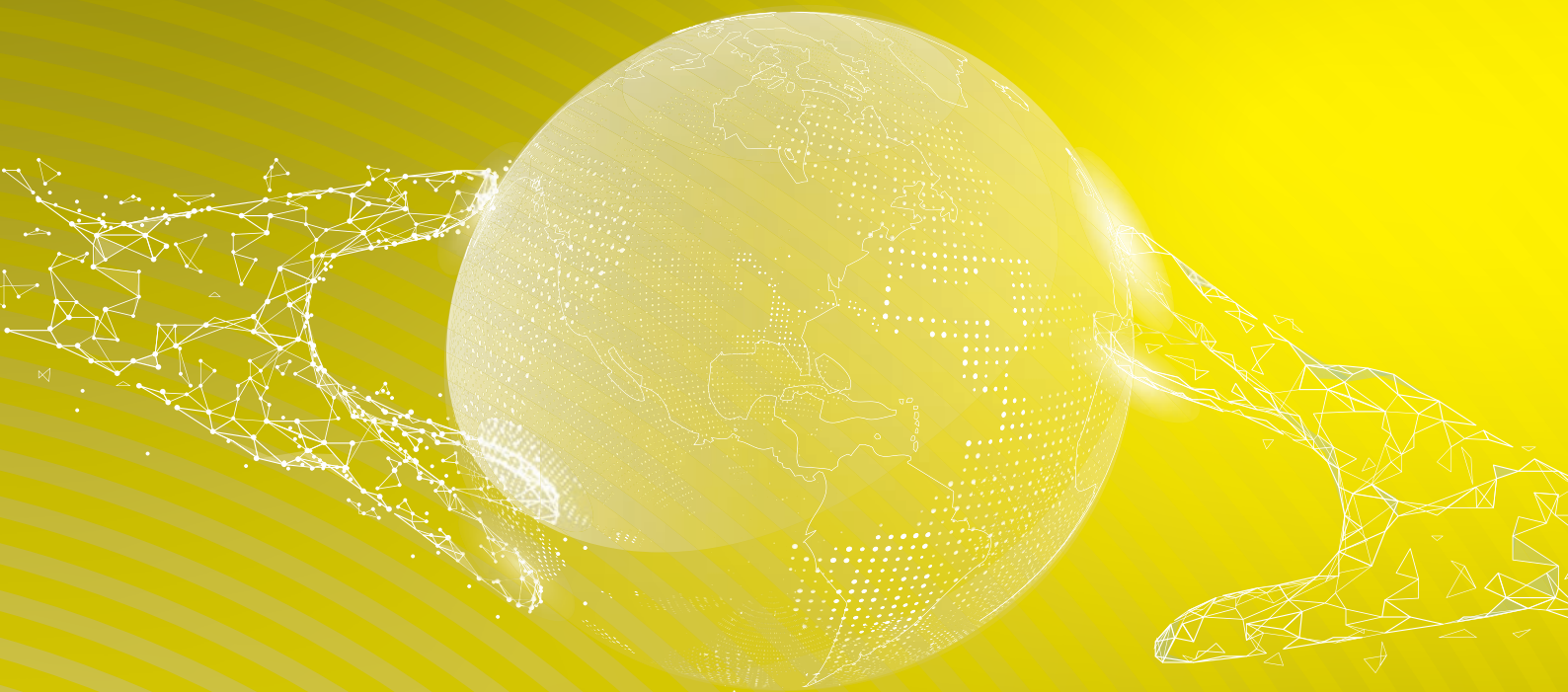


SPECIALIST printing WORLDWIDE



MEDIA KIT

2023

WHO WE ARE

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

With distribution to over 100,000 people and through close collaboration with industry associations, Specialist Printing Worldwide is uniquely placed to tap into a highly engaged and passionate audience of printing professionals.

REACH

Readership - Printed/Digital publication

Circa. 100,000

Digital Newsletter

Circa 30,000

Social

9000+ and growing

Website specialistprinting.com

Average monthly site visits 3000+

Average monthly page views 8500+

Events

Distributed at major events around the world including:

FESPA / Printing United / LOPEC / InPrint / LabelExpo

Impressions Expo / DRUPA

Specialist Printing Worldwide is a global leading international reference source that offers a broad range of printing professionals in the graphic, textile and industrial sectors insight in the technology trends that drive market growth and innovation. We enjoy cooperating with them as they provide a relevant, insightful and diverse platform to engage with our existing and potential customers. The cooperation complements our other communication campaigns, and drives high-quality traffic to our website.

Marc Graindourze, Business Development Manager Industrial Inks Agfa

WHAT WE DO

We work with 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 Items
Press Releases - News Items
Event Information

ADVERTISING

Print Adverts - Printed/Digital Publication
Supplier Directory Premium Position
Website Adverts

VIDEO

Social Media Content
Corporate Video Production

DISTRIBUTION OPPORTUNITIES

MAGAZINE - PRINTED AND DIGITAL

Distribution circa. 100 000

4 English issues annually
1 Chinese issue annually
Published in-line with major events

DIGITAL NEWSLETTER

Distribution circa. 30 000

Frequency: Monthly
Featured News Item

WEBSITE

Average monthly page views: 8500

Supplier Directory
News / articles / events / current and past issues
printconnect community

SOCIAL MEDIA

Distribution: Linked In 9000+, Twitter, Facebook, Instagram, YouTube

Social Media Content
Corporate and social media video production

Specialist Printing Worldwide has been a media partner of Nazdar for many years, because they are one of the best communication channels to our primary markets. Their articles and news stories are always relevant and informative, which ensures engaged readership. We look forward to growing our partnership, for mutual benefit and helping the industry grow.

Jay Tharp, Marketing Communications Director, Nazdar

OUR AUDIENCE

Our audience spans the globe and is comprised of some of the printing industry's key decision-makers, who have come to rely on Specialist Printing Worldwide to keep them abreast of the latest developments in their industry.

We reach both printers and industrialists who use printing in their manufacturing process across 162 countries.

We strive to truly understand what makes this unique audience tick, and regularly reach out to our readership and beyond to gather insights that enable us to tailor our offering to engage with them in a way that resonates, delivering the best possible response for our customers.

AUDIENCE PROFILE

Geography

US 40%
Europe 40%
Rest of World 20%

Markets

Industrial
Graphic
Textile

Printing Types

Digital
Screen
Pad
Flexo

Specialist Printing Worldwide is the publication that gives us direct access to participants from our core markets. The changing focus topics of each issue provide opportunities to present our own variety of product and process solutions to customers and market participants. In addition, we gain a good overall view of all aspects of our industries.

Matthias Graf, Managing Director, Koenig & Bauer Kammann GmbH

KEY DATES 2023

Magazine	Editorial Deadline	Advert Deadline	Publish Date	Key Events
Issue 1 2023	13/01/2023	25/01/2023	21/02/2023	LOPEC, InPrint, FESPA WrapFest
Issue 2 2023	30/03/2023	13/04/2023	09/05/2023	FESPA Expo, ITMA
China Issue 2023	N/A	28/07/2023	17/08/2023	DSPrintech, WEPACK, New digital and screen printing fair, All in Print China
Issue 3 2023	18/07/2023	04/08/2023	07/09/2023	LabelExpo Europe, Printing United, Formnext, Fakuma
Issue 4 2023	10/10/2023	24/10/2023	16/11/2023	ESMA IPI, Impressions Long Beach 2024, LabelExpo Americas

Please get in touch if you would like social video content filmed at any event at which you are exhibiting.

DIGITAL NEWSLETTER PUBLICATION DATES 2023 AND KEY EVENT COVERAGE.

26 January LOPEC

14 February LOPEC

09 March InPrint

20 April FESPA Wrapfest

18 May FESPA

29 June London Security Show / ITMA

27 July LabelExpo

01 September LabelExpo

10 October Printing united

23 November The IPI Conference

14 December Impressions Expo LongBeach

Thanks to SPW's international orientation, this magazine is an essential part of our media planning to reach our target groups.

Oliver Vetter, Head of Business Unit, Gallus Screen Printing

OUR PRICING

PRINT ADVERTS

MAGAZINE PRINT & DIGITAL		COST PER INSERTION				
Number of Issues		1	2	3	4	5
Front Cover	Euro	€4860				
	USD	\$5470				
	GBP	£4050				
Inside Front Cover OR Outside Back Cover	Euro	€4450	€4230	€4000	€3570	€3120
	USD	\$5010	\$4760	\$4500	\$4010	\$3510
	GBP	£3710	£3520	£3340	£2970	£2600
Inside Back Cover	Euro	€4160	€3950	€3750	€3330	€2920
	USD	\$4680	\$4450	\$4220	\$3750	\$3290
	GBP	£3470	£3290	£3130	£2780	£2440
Full Page Internal	Euro	€3240	€3080	€2920	€2590	€2260
	USD	\$3640	\$3470	\$3290	\$2920	\$2540
	GBP	£2700	£2570	£2440	£2160	£1890
Half Page Internal	Euro	€1800	€1710	€1620	€1430	€1260
	USD	\$2020	\$1920	\$1820	\$1610	\$1420
	GBP	£1500	£1420	£1350	£1190	£1050
Third Page Internal	Euro	€1440	€1380	€1300	€1150	€1020
	USD	\$1620	\$1550	\$1460	\$1300	\$1150
	GBP	£1200	£1150	£1080	£960	£850

Few other media outlets offer as much specialized, technical information, as SPW, and we want to reach audiences that are looking for important technical innovations that will help them grow their businesses. Beyond that, SPW offers remarkable reach, especially across Europe, to digital printing professionals EFI wants to connect with in industrial and display graphics markets.

Holly O'Rourke, Director of Corporate Communications, EFI

VIDEO CONTENT

SOCIAL MEDIA VIDEO

Quick turn-around video filmed with you at a key event you're attending. Using our mobile filming kit with wireless mic you can use the video to deliver key messages, talk about your product or simply encourage people to come along and see you. As well as sharing with our LinkedIn audience of 9000+ we can send you the finished video to share on your social networks too.

Cost for one video: Euro €860 - USD \$970 - GBP £720

CORPORATE VIDEO

Our in-house video production team creates video content for a wide range of clients both nationally and internationally. Please contact us for a quote at competitive UK rates.

SUPPLIER DIRECTORY PREMIUM POSITION

- The supplier directory has received over 12000 page views in the last 12 months.
<https://www.specialistprinting.com/find-a-supplier/>
- On average, premium supplier companies receive 10 times more page views than basic free listings.
- We will publicise your premium position on Linked In to over 9000 printing connections.
- Your company will be shown in the top company results when people search for your services.
- Includes: your logo, company information including images and video with a direct link to your website and a specific person to contact.
- Have your product brochure digitized as a flip book and displayed for a small additional charge.

Cost for 12 months: Euro €650 / USD \$740 / GBP £550

DIGITAL NEWSLETTER FEATURED ITEM

- Feature your news item in our monthly newsletter including a link to a web page of your choice.
- Reach circa. 30 000
- Average open rate: 19%
- Average click through rate: 20%

Top Position (one months entry): Euro €1300 / USD \$1460 / GBP £1080

Standard Position (one months entry): Euro €650 / USD \$730 / GBP £540

DIGITAL ADVERTS

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	€1520	€2900	€4110	€5170	€1150	€2200	€3120	€3930
	USD	\$1710	\$3260	\$4620	\$5810	\$1300	\$2470	\$3510	\$4420
	GBP	£1270	£2410	£3430	£4310	£960	£1830	£2600	£3270
Leaderboard 728 x 90 320 x 100	Euro	€1070	€2050	€2910	€3660	€930	€1760	€2500	€3150
	USD	\$1210	\$2310	\$3270	\$4120	\$1040	\$1980	\$2810	\$3540
	GBP	£900	£1710	£2420	£3050	£770	£1470	£2080	£2620
MPU 320 x 250	Euro					€700	€1320	€1880	€2370
	USD					\$790	\$1490	\$2110	\$2660
	GBP					£590	£1100	£1570	£1970

SPECIALIST printing WORLDWIDE

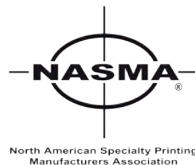
Published by



Working with SPW has provided us with the ideal platform to share our technical knowledge and expertise within the Inkjet Industry, allowing us to reach both existing and potential customers. The magazine as a whole has a professional presence and is always full of relevant technical information.

John Corral, Managing Director, Industrial Inkjet Ltd

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.

With its detailed industry updates, technical insights and global reach, SPW is a fundamental partner for our company communication and marketing taking advantage of all its tools, both digital and print.

Yvonne Morguet, Marketing Director, Coveme

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