

# SPECIALIST printing WORLDWIDE

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, reaching a highly engaged and passionate audience of printing professionals around the world.

media kit

2025

# who we reach

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 updated on latest printing developments.

We reach both printers and industrialists who use printing in their manufacturing process across more than 150 countries.

To truly understand what makes this unique audience tick we 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 clients.

## AUDIENCE PROFILE

### Geography

US 40%  
Europe 40%  
Rest of world 20%

### Markets

Industrial  
Graphic  
Textile

### Printing Types

Digital  
Screen  
Pad  
Flexo

### Split (approx.)

Printers 30%  
Manufacturers who use print in their processes 30%  
Suppliers to the print industry 30%

*“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:

## DISTRIBUTION CHANNELS

### PUBLICATION - PRINTED AND DIGITAL

**Distribution circa. 100 000**

4 English issues annually

1 Chinese issue annually

Published in line with major events

Content:

*Adverts / Articles / News*

### DIGITAL NEWSLETTER

**Distribution circa. 27 000**

**Frequency: Monthly**

**Average Open Rate: 23%**

**Average Click Rate: 35%**

Content:

*Featured News and Events Items*

### WEBSITE

**Average monthly page views: 8500**

**Average monthly visits: 2500**

Supplier Directory

Content:

*Adverts / News / Articles / Events / Publication*

### SOCIAL MEDIA

**Distribution: circa 150 000+**

Facebook via printing groups **60 000+**

LinkedIn Direct **17 000+**

LinkedIn Printing Interest Groups: **600 000+**

## CONTENT

### EDITORIAL

Technical / Educational Articles

Customer Success Articles

Company Focus Articles

Featured News Items

Event Information

### ADVERTISING

Publication - Print/Digital Adverts

Supplier Directory Premium Position

Website - Digital Adverts

### NEWSLETTER

Featured Items

Digital Adverts

### VIDEO

Social Media Content

Corporate Video Production

# publication

## ADVERTS FOR PRINT & DIGITAL DISTRIBUTION

MAGAZINE PRINT & DIGITAL		COST PER INSERTION				
Number of Issues		1	2	3	4	5
Front Cover Plus First Article Position	Euro	€6130				
	USD	\$6620				
	GBP	£4910				
Inside Front Cover OR Outside Back Cover	Euro	€5170	€4900	€4650	€4140	€3620
	USD	\$5580	\$5290	\$5020	\$4470	\$3910
	GBP	£4130	£3920	£3720	£3310	£2900
Inside Back Cover	Euro	€4830	€4580	€4360	€3870	€3400
	USD	\$5220	\$4950	\$4710	\$4180	\$3670
	GBP	£3870	£3670	£3490	£3100	£2720
Full Page Internal	Euro	€3760	€3580	€3400	€3010	€2630
	USD	\$4060	\$3870	\$3670	\$3250	\$2840
	GBP	£3010	£2870	£2720	£2410	£2110
Half Page Internal	Euro	€2090	€1980	€1880	€1660	€1470
	USD	\$2260	\$2140	\$2030	\$1790	\$1580
	GBP	£1670	£1590	£1510	£1330	£1170
Third Page Internal	Euro	€1670	€1600	€1510	€1340	€1190
	USD	\$1810	\$1730	\$1630	\$1450	\$1280
	GBP	£1340	£1280	£1210	£1070	£950

Inserts / Fold outs available on request

“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

## ALL INCLUDED WHEN YOU PLACE A PRINT ADVERT

- Press releases published in the publication, on the website and social media.
- Articles published as live web pages.
- Key word link opportunities throughout editorial to your website.
- Articles shared and tagged as individual posts on social media.
- Direct link to your website from the digital publication.
- Published editorial shared for use on your own website and social media channels.
- Editorial and adverts remain on our website.
- All links and available analytics shared for ROI purposes.

## NEW FOR 2025

**WEBPAGE ARTICLE LINKS** - Link key search words to your website.

**SPECIAL FEATURE ARTICLES** - Example Topics: Sustainability, Wide Format, Packaging.

## SCHEDULE 2025

Publication	Editorial Deadline	Advert Deadline	Publish Date	Key Events
Issue 1	January 9th	January 17th	February 18th	LOPEC, CCE International and InPrint, Decorative Surfaces Conference Europe, Intergraf, FESPA Brazil, LabelExpo Mexico
Issue 2	March 6th	March 20th	April 24th	FESPA Global Expo, ESMA SPI, Global Print&Packaging Jakarta, LabelExpo SE Asia, Interzum, Print4All
Issue 3	July 10th	July 31st	September 4th	PRINTING United, LabelExpo Europe, K Show, PackPrint International, ITMA Asia, Pacific Coatings Show, Gulf Coatings Show
Issue 4	September 25th	October 14th	November 13th	ESMA IPI, Impressions Long Beach, Formnext, Heimtextil, C!Print, LabelExpo Asia, Productronica Europe
Chinese	June 5th	July 10th	August 7th	DSPrintech, WEPACK, All in Print China

## NEW PRODUCT LAUNCH PACKAGE

We can help you choose a range of appropriate mediums within your budget to share new information with the market. Contact us to discuss your objectives and make the most of your marketing budget: [nicola@specialistprinting.com](mailto:nicola@specialistprinting.com)



# website

## SUPPLIER DIRECTORY

[specialistprinting.com/find-a-supplier](http://specialistprinting.com/find-a-supplier)

A comprehensive directory for the printing industry. Join the directory and get in front of thousands of potential customers.

### PREMIUM POSITION

- Top positions when people search
- Intelligent search filters
- Company logo, information, images, video, website link, contact person
- Welcome message on social media to 17 000+

**Cost for 12 months: Euro €740 / USD \$860 / GBP £620**

### DIGITAL 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
<b>Billboard</b> 970 x 250 320 x 100	Euro	€1850	€3500	€4990	€6260	€1400	€2660	€3780	€4750
	USD	\$2160	\$4090	\$5820	\$7310	\$1630	\$3110	\$4410	\$5540
	GBP	£1540	£2920	£4160	£5220	£1170	£2220	£3150	£3960
<b>Leaderboard</b> 728 x 90 320 x 100	Euro	€1310	€2490	€3520	€4430	€1120	€2140	€3030	€3810
	USD	\$1530	\$2900	\$4100	\$5170	\$1310	\$2500	\$3530	\$4440
	GBP	£1090	£2070	£2930	£3700	£940	£1780	£2520	£3180
<b>MPU</b> 320 x 250	Euro					€860	€1600	€2280	€2870
	USD					\$1000	\$1870	\$2660	\$3340
	GBP					£720	£1340	£1900	£2390

*“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

## NEWSLETTER

Sent to circa. 27 000 - Average open rate 23% - Average click through rate 35%. [Example.](#)

### FEATURED ITEM:

- 150 - 200 words, plus image, plus action button with link to your web page..
- Average clicks per item: Top Position 1500+ Standard Position 700+

**Top Position (per newsletter): Euro €1500 / USD \$1750 / GBP £1250**

**Standard Position (per newsletter): Euro €750 / USD \$880 / GBP £630**

### BANNER ADVERT 12 MONTHS\*

**Billboard - Located at top of newsletter (970x250) Euro €6290 / USD \$7340 / GBP £5240**

**Leaderboard - Located mid newsletter (728x90) Euro €4560 / USD \$5320 / GBP £3800**

**\*Includes 4 Featured News Items Standard Position**

### NEWSLETTER DATES 2025

	MATERIAL BY	PUBLISHES	UPCOMING EVENTS
<b>Jan</b>	January 9th	January 14th	Impressions Expo Long Beach, FESPA Middle East, C!Print, Printpack India, RemaDays Warsaw, Paris Packaging Week. Heimtextil
<b>Feb</b>	February 7th	February 13th	Hunkeler Innovationdays, LOPEC, TCM, VIATT, Intergraf Currency+Identity, CCE International & InPrint, FESPA Brazil
<b>Mar</b>	March 12th	March 18th	European Coatings Show, LabelExpo Mexico, O'ZuPACK
<b>Apr</b>	April 24th	April 29th	FESPA Global Print Expo, Labelexpo Southeast Asia
<b>May</b>	May 16th	May 22nd	ESMA Screen Print Innovations, Print4All
<b>Jun</b>	June 13th	June 19th	-
<b>Jul</b>	July 11th	July 17th	-
<b>Sep</b>	September 3rd	September 9th	Sign & Print Scandinavia, LabelExpo Europe, Pack Print International, K Show
<b>Oct</b>	October 8th	October 14th	PRINTING United, Pacific Coatings Show, ITMA + CITME
<b>Nov</b>	October 30th	November 6th	Productronica Europe, Gulf Coatings Show
<b>Dec</b>	December 5th	December 11th	LabelExpo Asia, Pamex

## VIDEO

### SOCIAL MEDIA VIDEO RECORDED AT AN EVENT

Filmed using our portable mobile event kit using wireless mics to give you freedom to move within your stand. Edited to create short form social content.

- Deliver key messages and demonstrate your products, how to connect and where to see you next!
- Content shared on social media

**Cost for one video: Euro €970 - USD \$1130 - GBP £810**

### CORPORATE VIDEO

Our in-house video production team creates video content for a wide range of international clients.

**Please contact our Creative Director, robert@specialistprinting.com**

**NEW FOR 2025** • PODCAST OPPORTUNITIES - INTERVIEW / SPONSORSHIP  
• DIRECT EMAILS - GEOGRAPHIC TARGETING

# 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, 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.

*“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

## CONTACT

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