

# 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.

M E D I A K I T

2024

# 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 162 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***

Content:

*Featured News and Events Items*

### WEBSITE

**Average monthly page views: 6000**

**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 SPW/NP Direct **12 000+**

LinkedIn Printing Groups: **250 000+**

## 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

### 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
<b>Front Cover</b> Plus First Article Position	Euro	€5350				
	USD	\$6240				
	GBP	£4460				
<b>Inside Front Cover</b> <b>OR</b> <b>Outside Back Cover</b>	Euro	€4720	€4480	€4250	€3780	€3310
	USD	\$5510	\$5230	\$4960	\$4410	\$3860
	GBP	£3940	£3740	£3550	£3150	£2760
<b>Inside Back Cover</b>	Euro	€4420	€4190	€3990	€3540	€3110
	USD	\$5150	\$4890	\$4650	\$4130	\$3630
	GBP	£3680	£3490	£3320	£2950	£2590
<b>Full Page Internal</b>	Euro	€3440	€3270	€3110	€2750	€2410
	USD	\$4010	\$3820	\$3630	\$3210	\$2810
	GBP	£2870	£2730	£2590	£2290	£2010
<b>Half Page Internal</b>	Euro	€1910	€1810	€1720	€1520	€1340
	USD	\$2230	\$2110	\$2010	\$1770	\$1560
	GBP	£1590	£1510	£1440	£1270	£1120
<b>Third Page Internal</b>	Euro	€1530	€1470	€1380	€1230	€1090
	USD	\$1790	\$1710	\$1610	\$1430	\$1270
	GBP	£1280	£1220	£1150	£1020	£910

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

## THE FOLLOWING IS INCLUDED WHEN YOU PLACE A PRINT ADVERT

Your press releases are published - in the relevant issue, on our website, on social media.\*

Your article is shared and tagged individually on social media.

There will be a direct link to your website from the digital publication. \*\*

Your finished editorial used in the publication can be sent to you as a digital copy to use on your own website and social media channels.\*\*\*

Your editorial and adverts will remain on our website.

\* Material must be relevant and maximum 4 per year.  
 \*\* The website address must be shown on the advert.  
 \*\*\* Published on a request basis.

## DEADLINES 2024

Magazine	Editorial Deadline	Advert Deadline	Publish Date	Key Events
Issue 1 2024	18/01/2024	01/02/2024	27/02/2024	FESPA Global Print Expo, TechTextil Europe, LOPEC, Decorative Surfaces Conference Europe
Issue 2 2024	28/03/2024	14/04/2024	14/05/2024	DRUPA, ITM, Hightex, Identity Week, TechTextil North America
China Issue 2024	N/A	12/07/2024	08/08/2024	DSPrintech, WEPACK, New digital and screen printing fair, All in Print China
Issue 3 2024	10/07/2024	25/07/2024	03/09/2024	PRINTING United, LabelExpo Chicago, FachPack, ESMA TPS
Issue 4 2024	20/09/2024	04/10/2024	05/11/2024	ESMA IPI, Formnext, Impressions Long Beach 2025, Heimtextil 2025, C!print Lyon 2025

## 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

## SPECIALISTPRINTING.COM

Visitors per month average      2500+  
Views per month average        6000+

## 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 150 000+

Cost for 12 months: Euro €700 / USD \$820 / GBP £590

## 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
Billboard 970 x 250 320 x 100	Euro	€1680	€3190	€4530	€5690	€1270	€2420	€3440	€4320
	USD	\$1960	\$3720	\$5290	\$6640	\$1480	\$2820	\$4010	\$5040
	GBP	£1400	£2660	£3780	£4750	£1060	£2020	£2860	£3600
Leaderboard 728 x 90 320 x 100	Euro	€1190	€2260	€3200	€4030	€1020	€1950	€2750	€3460
	USD	\$1390	\$2640	\$3730	\$4700	\$1190	\$2270	\$3210	\$4040
	GBP	£990	£1890	£2670	£3360	£850	£1620	£2290	£2890
MPU 320 x 250	Euro					€780	€1460	€2080	€2610
	USD					\$910	\$1700	\$2420	\$3040
	GBP					£650	£1210	£1730	£2170

## VIDEO CONTENT

### 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. Footage is then edited to create short form social content.

- Deliver key messages
- Demonstrate your products
- Tell people about your company, how to connect with you and where to see you next!
- Content shared on social media with 150 000+
- [Example Video](#)

**Cost for one video: Euro €920 - USD \$1070 - GBP £770**

### 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.

- [Example Video](#)

## DIGITAL NEWSLETTER

Sent to circa. 27 000 - Average open rate 21% - Average click through rate 29%

- [Example Newsletter](#)

### FEATURED ITEM

Feature your news item in our monthly newsletter including a link to a web page of your choice. Approx. 100 words, plus image, plus action button with link.

- Top position average clicks per item 1500+
- Standard position average clicks 700+

**Top Position (per newsletter): Euro €1440 / USD \$1680 / GBP £1200**

**Standard Position (per newsletter): Euro €720 / USD \$840 / GBP £600**

### NEWSLETTER ADVERT (per newsletter)

**Billboard - Located at top of newsletter (970x250) Euro €2640 / USD \$3080 / GBP £2200**

**Leaderboard - Located mid newsletter (728x90) Euro €1560 / USD \$1820 / GBP £1300**

## NEWSLETTER DATES 2024

	Deadline for Material	Publish Date	Note - Upcoming Events
Jan	12/01/2024	18/01/2024	Impressions Expo Long Beach, FESPA Middle East, CIPrint Lyon
Feb	15/02/2024	20/02/2024	LOPEC, Screen Print India, FESPA Brazil
Mar	07/03/2024	12/03/2024	FESPA Global Expo Amsterdam, Impressions Expo Atlantic City
Apr	11/04/2024	16/04/2024	TechTextil Europe
May	16/05/2024	21/05/2024	DRUPA
Jun	14/06/2024	20/06/2024	-
Jul	12/07/2024	18/07/2024	-
Aug	-	-	-
Sept	30/08/2024	05/09/2024	PRINTING United, LabelExpo Chicago
Oct	03/10/2024	08/10/2024	ESMA TPS
Nov	07/11/2024	12/11/2024	Formnext, LabelExpo India, ESMA IMI
Dec	06/12/2024	12/12/2024	-

# SPECIALIST printing WORLDWIDE

Published by



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

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.

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

## CONTACT

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