

Stitch & Print

International

*Business
magazine for
professional embroiderers,
textile printers
and garment
decorators*

stitchprint.eu

Planning & Prices 2019

Stitch & Print International

Stitch & Print International is a mediaplatform for embroiders, textile printers and garment decorators. The business magazine appears every quarter and is written in English and German. In addition free digital EMagazines are published. The website offers news, product and trends on a daily basis for the entire market. A digital newsletter is sent out in English once every fortnight.

Readers profile

Stitch & Print International is distributed among manufacturers of embroidery and textile printing machines and sales representatives. Our readers are embroiderers, textile printers and garment decorators. Most of them work for small companies.

Multimedia Campaign

Stitch & Print International offers various options for online and offline advertising. For instance, print advertising, branded content, online bannering or online advertorials. This media-brochure offers an overview of the standard options. Customisation is also possible. Our media advisor is willing to advise you about a suitable (multimedia) campaign that will help you achieve your marketing targets.



Statistics

Business magazine

Quarterly, circulation 1,700

Website stitchprint.eu

1,900 unique visitors per month.

Digital Newsletter 2,300 readers

Facebook 840 followers

Twitter 250 followers

Publication list printed & digital magazines 2019

Edition	Theme	Deadline supplying advert	Publication date
1	New Collections & Products, Commentary PSI/PromoTex Expo/viscom, Screenprinting equipment	14 February	5 March
2	Preview FESPA/ ITMA/Texprocess, DTG equipment	11 April	1 May
3	New Collections & Products, Commentary FESPA/ ITMA/ Texprocess, Preview PRINTING United, Transfer presses	29 August	17 September
4	Preview TV TecStyle Visions/PromoTex Expo, Commentary PRINTING United, Embroidery equipment	14 November	3 December
1	Digital Magazine: Transfer printing	24 May	10 June
2	Digital Magazine: Embroidery	23 September	7 October

Advertising Print & digital EMagazine

Size	Specifications w x h (mm)	Rates €
1/1 page	230 x 300 (excl. 3 mm bleed)	2,500
1/2 page portrait	93 x 275	1,575
1/2 page landscape	190 x 135	1,575
1/4 page portrait	93 x 135	1,175
1/4 page landscape	190 x 65	1,175
Cover	230 x 194	On request
Surcharge branded content*		+ 750
Inserts		On request
Other advertisement sizes		On request

* Including editing

Stitchprint.eu & Digital Newsletter

Maximize your exposure: use our website and the digital newsletter. The newsletter appears every fortnight.

Advertising Website stitchprint.eu

Size	Specifications	Rates €
Leaderboard	728 x 90, 320 x 50	500 a month
Megabanner	970 x 90	765 a month
Large Rectangle	336 x 280, 300 x 250	500 a month
Logolink	Logo 150 x 150 pixels+ URL or animated logolink in gif-format+ URL.	290 a month
Advertorial		475

• Bannering

Your banner will be shown on the homepage and/or underlying pages. Your banner can be shown in a carousel of maximum 3 banners.

• Logolink

A logolink is a short and clickable text in combination with a logo, leading to a website of your choice.

• Advertorial

A digital advertorial is a short message about your company of product written by the editors of Stitch & Print and placed online after your approval. Maximum 250 words.

The message will be placed inbetween editorial messages.

Advertising Digital Newsletter

Size	b x h pixels	Rates €
Full banner	468 x 60	500
Advertorial	Website advertorial placed in newsletter	475
Partner newsletter		1,785

Specifications Online banners

	Website	Newsletter
File type	jpg, gif, animated gif, html5	jpg
Colour mode	RGB	RGB
Resolution	72 dpi	72 dpi
Maximum size	99 kb	99 kb
Landing page	Provide web address	Provide web address

Where to send your advert

Please use Ad | Portal to send your advertising material for print. You will receive a request from Ad | Portal to do so. Please be aware of emails going to the spam folder.

Please send advertising material for online purposes (website and newsletters) to traffic@archermedia.nl. You will receive a request to do so from the Traffic department.

We provide ad lay-out for many of our customers. Please contact us for possibilities.



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All amounts are in euros, excluding VAT



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