

Stitch & Print International

Business magazine for professional embroiderers, textile printers and garment decorators



PLANNING & PRICES | 2021



All information about Stitch & Print International



Publication dates and themes



Overview of the promotional options



Exclusive possibilities for partners

STITCH & PRINT INTERNATIONAL

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Stitch & Print International is distributed worldwide among garment decorators and keeps them informed about the latest news in the garment decoration industry. In each issue you can find articles about garment decoration techniques such as embroidery, digital printing, screen printing and transfer printing.

Stitch & Print also reviews the newest machinery & products and provides information about the new garment collections and articles about trends in the industry. The magazine appears in print and as digital issue in German and English language and has a presence of almost 30 years in the market.

In addition free Online Magazines are published. The website offers news, products and trends 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, textile printing machines and sales representatives. Our readers are embroiderers, textile printers and garment decorators worldwide.

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.



PRINT

Print run

2,000

ONLINE

Website visitors

2,500

Newsletter readers

2,500

Facebook followers

950

Online magazine readers

7,750

LinkedIn followers

660

PUBLICATION DATES STITCH & PRINT INTERNATIONAL 2021

Printitions and Themes	Publication Date	Deadline supplying advert
1 New collections & products; Preview FESPA Global Print Expo; Overview transfer presses	23 February	28 January
2 Texprocess & Heimtextil show preview; viscom, PromoTex Expo & PSI show preview; FESPA show report; Overview embroidery machines	13 April	17 March
3 New collections & products; Printing United Preview; Texprocess & Heimtextil show report; viscom, PromoTex Expo & PSI show report; Overview workwear	14 September	19 August
4 viscom, PromoTex expo & PSI show preview; Heimtextil show preview; Overview sportswear	07 December	11 November

Online Magazines and Themes	Publication Date	Deadline supplying advert
1 FESPA Global Print Expo	01 March	15 February
2 Texproces & Heimtextil show	20 April	06 April
3 viscom, PromoTex expo & PSI show preview	11 May	13 April
4 Embroidery	11 October	27 September
5 Viscom/PromoTex Expo, PSI	13 December	29 November

ADVERTISEMENT SPECIFICATIONS PRINT ADVERTISEMENTS

Specifications	w x h (mm)	Rates €*
1/1 page	230 x 300**	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
Buyers Guide	53 x 80	4x 750 6x 900

* All prices are exclusive VAT. ** Excl 3 mm bleed.

Specifications	w x h (mm)	Rates €*
Cover	230 x 194	On request
Surcharge branded content**		+ 750
Inserts		On request
Other advertisement sizes		On request

* All prices are exclusive VAT. ** Including editing.

SUBMISSION GUIDELINES PRINT

Delivery formats: Certified PDF 300 dpi true scale (JPEG, TIFF, EPS). Full-colour ads in CMYK. Do not include Crop Marks. Embed fonts or transfer into lettercontours. All ads need to be delivered print-ready.

Ads can be submitted by e-mail to: traffic@virtumedia.nl. We provide ad lay-out for many of our customers. Please contact us for possibilities.

ONLINE MAGAZINE

ADVERTORIAL

Logo + contactinformation.

Copyrightfree images (size 1920 x 1080 pixels, max 800 kb).

NATIVE ADD IN AN EDITORIAL ARTICLE

Copyrightfree images (size 1920 x 1080 pixels, max 800 kb).

Placed between the second and third paragraph of the article

Specifications	Information	Rates € *
Advertorial	Text 250 to 350 words	500
Banner homepage	<i>Desktop</i> 1400 x 210 pixels <i>Tablet</i> 680 x 150 pixels <i>Telephone</i> 300 x 150 pixels	450
Banner in an editorial article	All devices 900 x 450 pixels. Placed at the end of the article	400
Native Add in an Editorial Article	Text 50 to 100 words	600



STITCHPRINT.EU & EMAIL NEWSLETTER

Publisher	Virtùmedia B.V.
Unique visitors per month	2,500
Emailnewsletter	2,500 subscribers

STITCHPRINT.EU & EMAIL NEWSLETTER

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

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 WEBSITE

A digital advertorial is a short message about your company or 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.

BANNERS

Specifications	w x h (pixels)	Rates € *
Leaderboard	728 x 90, 320 x 50	500,-
Megabanner	970 x 90	500,-
Rectangle	300 x 250	765,-
Button	300 x 95	380,-
Logolink **	Complete block (150 x 150 pixels) + URL of destination site	290,-
Advertorial		475,-

* All prices are exclusive VAT.

** Please deliver the URL with the banner or logolink

EMAIL NEWSLETTER

Specifications	w x h (pixels)	Rates € *
Full banner	550 x 90	500,-
Advertorial	Logo or picture of 550 x 350 pixels, max. 40 kb Header maximum 50 characters Text maximum 190 characters including call-to-action (ex. Read more or more info) +Url of destination site	500,-
Partner newsletter		1,785,-

* All prices are exclusive VAT.

WEBSITE

Banners must be submitted as jpg, gif, animated gif, html5, 72 dpi. Max. 99 kb. Provide web address. Publisher can approve or reject banners. Banners can be placed in carousel.

EMAILNEWSLETTER

Banners must be submitted as jpg, 72 dpi, max 99 kb. Provide web address.

All prices exclusive VAT. Banners and other advertisements can be submitted 5 workdays before publication by e-mail to: **traffic@virtumedia.nl**

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

CONTACT

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All transactions are according to the terms and conditions of Virtùmedia B.V.

