

Stitch & Print International

Business magazine for professional embroiderers, textile printers and garment decorators



PLANNING & PRICES | 2020



All information
about Stitch & Print
International



Publication dates
and themes



Overview of the
promotional options



Exclusive
possibilities
for partners

STITCH & PRINT INTERNATIONAL

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 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. An E-mailnewsletter is sent out in English once every week.

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

Quarterly
Circulation
4 x P.Y.

Print run
1,700

ONLINE

Website
visitors
1,900

Newsletter
readers
2,300

Facebook
followers
840

Twitter
followers
250

Online
magazine
readers
7750

LinkedIn
followers
625

PUBLICATION DATES STITCH & PRINT INTERNATIONAL 2020

Printeditions and Themes	Publication Date	Deadline supplying advert
1 New collections & products, preview FESPA & Sportswear Pro, TV TecStyle Visions show report, viscom, PromoTex Expo & PSI show report, overview sportswear	03 March	06 February
2 FESPA & Sportswear Pro report, Screenprinting inks	28 April	01 April
3 New collections & products, Printing United preview, Embroidery threads overview	15 September	20 August
4 viscom, PromoTex Expo & PSI show preview, Heimtextil preview, DTG printers overview	01 December	05 November

Online Magazines and Themes	Publication Date	Deadline supplying advert
1 FESPA & Sportswear Pro	24 February	10 February
2 DTG & digital printing	15 June	01 June
3 Embroidery	12 October	28 September
4 viscom/PromoTex Expo, PSI	14 December	30 November

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 + contact information.

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	Desktop 1400 x 210 pixels	450
	Tablet 680 x 150 pixels	
	Telephone 300 x 150 pixels	
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 50-100 words	600

Publisher	Virtùmedia B.V.
Unique visitors per month	1,900
Emailnewsletter	2,300 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.

