

# Stitch & Print

International



Photo: Gustav Daiber GmbH

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# Stitch & Print International for garment decorators and manufacturers in the garment decoration industry

**Stitch & Print International** trade magazine for garment decorators has been published for the market for 33 years. The magazine appears in print in German and English and as digital issue in English as well.

In each issue you will find articles about garment decoration techniques such as embroidery, digital printing, DTF printing, screen printing and transfer printing. Stitch & Print also reviews the newest machinery & products and provides information about the latest events, garment collections and trends in the industry.

**Stitch & Print International** is Media Partner of important industry trade shows such as Expo 4.0, FESPA Global Print Expo, ITMA, PSI and Sign & Print Expo.





**Our magazine**

Inform yourself and get inspired by Stitch & Print International.

**PRINT RUN 2,000 READERS**



**Our website**

Our new website offers the latest news in the garment decoration industry.

**2,500 VISITORS PER MONTH**



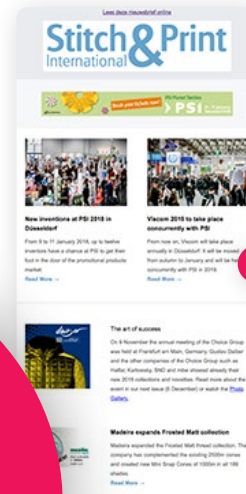
**Our Online Magazines**

Our Online Magazines inform you about trade shows, special decoration methods and themes such as automation and sustainability. Our Online Magazines are available free of charge to all the 7,750 readers in our platform and to more than 50,000 international professionals in printing and embroidery via social media campaigns.



**Our Media**

**REACH 66,675  
GARMENT  
DECORATORS**



**Our digital newsletters**

Stay informed about the latest news in the garment decoration industry.

**2,500 READERS**

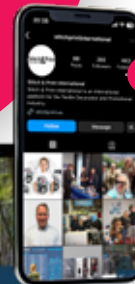
**Our social media**

Our social media channels keep you informed about the latest news in the garment decoration industry.

**FACEBOOK: 1,100 FOLLOWERS**

**LINKEDIN: 650 FOLLOWERS**

**NEW: INSTAGRAM: 175 FOLLOWERS**



## Stitch & Print International Our readers

The garment decoration industry has become a very important industry thanks to the rich possibilities of the decoration methods.

**Stitch & Print International** offers independent trade information about the latest garment decoration techniques and products as well as about other decoration techniques and trends. The magazine appears in print in German and English and as digital issue in English as well. If you subscribe to the magazine you will also receive all online magazines free of charge.

The magazine is distributed among manufacturers of embroidery, textile printing machines and sales representatives. Our readers are embroiderers, textile printers and garment decorators worldwide. The magazine keeps you informed about the latest news in the garment decoration industry.



### **Print advertisements and branded content**

By putting an advertisement in our printed issues you can reach your target group and keep our readers informed about your presence and products on the market.

### **Online communication**

The Stitch & Print International website, Online Magazines and digital newsletters offer you the possibility to reach your target group online and digital. Our Online Magazines are easily accessible on any online device.

### **Reviews, branded content and inserts**

Besides advertisements Stitch & Print international offers the possibility of content related communication. We can translate your marketing communication plans in a content strategy. Please contact us for the possibilities. See page 6 for the advertisement possibilities.





## Printed Magazines

### Issue 1:

- New collections and products
- How to start your E-commerce store
- Trends in transfer printing
- Overview of transfer presses
- PSI show report

### Issue 2:

- FESPA show preview
- Trends in DTF printing
- Overview of DTF printers
- Expo 4.0 show report
- Screen printing posters
- AI in the printing industry

### Issue 3:

- New collections and products
- PRINTING United show preview
- FESPA show report
- Embroidery trends
- Overview of embroidery machines

### Issue 4:

- PSI show preview
- PRINTING United show report
- Trends in laser printing
- Overview of laser printers



## Dates Printed Magazines

Issue	Publication Date	Deadline artwork
No. 1	21 February	23 January
No. 2	01 May	03 April
No. 3	12 September	14 August
No. 4	05 December	06 November

## Dates Online Magazines

Issue	Publication Date	Deadline artwork
No. 1 Expo 4.0	27 January	13 January
No. 2 FESPA	14 April	31 March
No. 3 AI and automation	26 May	19 May
No. 4 DTF printing	30 June	16 June
No. 5 Sustainability	29 September	15 September
No. 6 Embroidery	27 October	13 October
No. 7 PSI	09 December	24 November



## Specification Print advertisements

Specifications	w x h (mm)	Rates €*
1/1 page	230 x 300**	2,500
Cover	230 x 194	on request
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
Company Guide		4x 300

### Specifications

	Rates*
Surcharge branded content***	+ 750
Inserts	on request
Other advertisement sizes	on request

\* ALL PRICES ARE EXCLUSIVE VAT. \*\* EXCL. 3 MM BLEED. \*\*\* 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 letter contours. All ads need to be delivered print-ready. Ads can be submitted by our Adportal system. You will receive automatic reminders to upload the artwork. We provide ad lay-out for many of our customers. Please contact us for possibilities.

## Specifications Online Magazines

Advertorial	Rates €*
Text 250-350 words, logo + contact information, copyrightfree images (size 1920 x 1080 pixels, max 800 kb), Youtube link+URL	500

Banner	Rates €*
Desktop 1400 x 210 pixels	450
Tablet 680 x 150 pixels	450
Telephone 300 x 150 pixels	450

Banner in an editorial article	Rates €*
All devices 900 x 450 pixels. Placed at the end of the article + URL	400

Native Add in an Editorial Article	Rates €*
Text 50 to 100 words. Copyrightfree images (size 1920 x 1080 pixels, max 800 kb). Placed between the second and third paragraph of the article.	600

## Stitchprint.eu

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

## Logolink

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

### Branded content 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 in between editorial messages.

### Banners\*\*\*

Specifications	w x h (mm)	Rates €*
Leaderboard	728 x 90, 320 x 50	500
Rectangle	300 x 250	465
Button	300 x 95	380
Logolink **	Complete block (150 x 150 pixels) + URL of destination site	290
Advertorial		475

### Digital Newsletter

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

Specifications	w x h (mm)	Rates €*
Dedicated Newsletter	Four times: Text in Word file maximum 190 characters including call-to- action (ex. Read more or more info) + Url of destination site. Logo or picture of 550 x 350 pixels, max. 40 kb Header maximum 50 characters.	1,785

\* ALL PRICES ARE EXCLUSIVE VAT.

\*\* PLEASE DELIVER THE URL WITH THE BANNER OR LOGOLINK

\*\*\* PRICES WEBSITE BOOKINGS ARE PER MONTH

### Submission guidelines

#### Website

Banners must be submitted as jpg, gif, animated gif, html5, 72 dpi. Max. 99 kb. Provide URL. 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 URL.

All prices exclusive VAT. Banners and other advertisements can be submitted 7 workdays before publication to our Adportal system. You will receive automatic reminders to upload the artwork. We provide ad lay-out for many of our customers. Please contact us for possibilities.



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