

Stitch & Print International



General information

Title	Stitch & Print International	
Subtitle	Business magazine for professional embroiderers, textile printers and garment decorators.	
Published by	Eisma Businessmedia bv Postbus 340, 8901 BC Leeuwarden The Netherlands	
Publisher	Mr Minne Hovenga	
Marketing & sales manager	Mr Seb van der Kaaden	
Advert department	Sales Ms Marion Zuurveen	Sales Support traffic@eisma.nl
	T +31(0)33-2585215	T +31 (0)58 2954879
		F +31 (0)58 2954871
Circulation	13.000 copies	
Year	18	
Publication frequency	4 x per year	
Editor	Ms Marijke Kuypers, managing editor Ms Marion Zuurveen, assistant editor T +31 (0)58-2954858 F +31 (0)58-2954878 E info@stitchprint.eu	

Advertising rates

Number of full colour insertions (in 12 months)

Size	1 x	2/3 x	4 x
2/1 pag.	3,995	3,495	3,095
1/1 pag.	2,365	1,995	1,775
1/2 pag.	1,300	1,125	975
1/4 pag.	775	675	580

Printing details

printing procedure	offset
cover	170 g/m ² hv sat. mc
inside	90 g/m ² hv halfmat mc

Surcharge

cover 2	+ 15%
cover 3	+ 10%
cover 4	3.000
special position	+ 10%
enrichment in ePaper	+ 25%
classifieds	17,-
dtp costs	based on actual costs incurred for designing and making the advert

Inserts / bound inserts

max. 1 A4	on request
max. 1 A3 (folded to A4)	on request
larger than 1 A3	on request
bound inserts, max. 1 A3	on request
bound inserts, larger than 1 A3	on request

for technical specifications, please contact on time

Combinations

50% discount in combination with	• P/f, Professionele Fotografie • Sign+ Magazine
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Discount does not apply in combination with other discounts or offers.

Advertorial

- Editorial business presentation in English and German with the company address in a total of 300 words per language € 775,- per page (with room for 1 image)
- A small advert of w:42 x h:67 mm (text, address or logo) in full colour for € 750 a year (every issue).

Dimensions

Size	portrait (w x h in mm)	landscape (w x h in mm)
2/1 pagina	--	466 x 306
1/1 pagina	202 x 268	--
1/2 pagina	99 x 268	202 x 132
1/4 pagina	99 x 132	202 x 64
Cover	--	230 x 194
print area	202 x 268	
page size	230 x 300	bleed: 3 mm trim all around
colour mode	CMYK	
resolution	300 dpi	

Digital file types

PDF

- Certified PDF
- Images and fonts embedded

Quark Xpress

- Please add or include all (Macintosh) fonts, illustrations and images

Adobe Illustrator

- Outlines
- *.ai, *.eps

Adobe Photoshop

- Flattened (not layered)
- *.tiff, *.eps, *.jpg, *.psd
- No multichannel or duotone images

Other file types (e.g. Word)

- Text in Word, images as separate files (not embedded)

Where to send your advert

Up to 6 mb by e-mail to sales support (see page 1) with a print of your advert by fax to +31 (0)58-2954871

Over 6 mb via one of the free servers www.dropsend.com, www.sendthisfile.com or www.yousendit.com to sales support (see page 1) with a print by fax to +31 (0)58-2954871

Cd with a colour proof to P.O. Box 340, 8901 BC Leeuwarden, The Netherlands or, when using express delivery, to Archimedesweg 20, 8912 AK Leeuwarden, The Netherlands

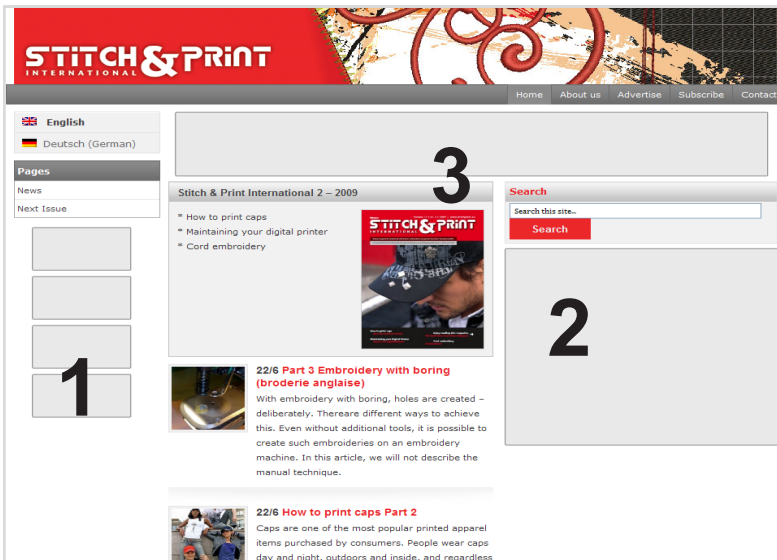
Inserts

amount	same as circulation (see page 1)
delivery type	in boxes
deadline	no less than 6 working days before the publication date
delivery address	Scholma Druk Attn.: Christa van Opzeland Industrieweg 4 9781 AC Bedum, The Netherlands ref.: sender, title and number of issue

Publication list 2010

Number	reservation deadline	copy deadline	publication date	theme / focus
1	09-02-2010	12-02-2010	25-02-2010	
2	23-04-2010	28-04-2010	17-05-2010	
3	07-09-2010	10-09-2010	23-09-2010	
4	23-11-2010	26-11-2010	09-12-2010	

www.stitchprint.eu



Copy details

- Gif
- Jpg
- with url

Colour mode:	RGB
Resolution:	72 dpi
Send to:	Sales Support (see page 1)

Type	Size w x h (pixels)	Max. kb's	Rate (a month)
1 Button	120 x 60	40 Kb	295
2 Large Rectangle	336 x 280	80 Kb	395
3 Leaderboard	728 x 90	80 Kb	495
4 Logo - link	40 x 15	-	

- logo
- name company or product
- slogan, max. 25 characters, including spaces
- website link to advertiser

Publication date digital newsletter

More information will be available soon.

Digital newsletter

Type	Size w x h (pixels)	Max. Kb's	Rate
Full Banner	468 x 60	80 Kb	on request
Advertorial	100 x 50 of 70 x 70	30 Kb	495

- header, bodytext and pay-off
- max. 400 positions, including spaces
- logo
- website link to advertiser

Max. 2 positions per newsletter