

Stitch & Print International

Business magazine for professional embroiderers, textile printers and garment decorators



PLANNING & PRICES | 2019



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 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.



PRINT

Quarterly Circulation	Print run
4 x	1,700

ONLINE

Website visitors	Newsletter readers	Facebook followers	Twitter followers	EMagazine readers	LinkedIn followers
1,900	2,300	840	250	700	625

PUBLICATION DATES 2019

Edition and Theme	Publication Date	Deadline supplying advert
1 New Collections & Products, Commentary PSI/PromoTex Expo/viscom, Screenprinting equipment	05 March	14 February
2 Preview FESPA/ ITMA/Texprocess, DTG equipment	01 May	11 April
3 New Collections & Products, Commentary FESPA/ ITMA/ Texprocess, Preview PRINTING United, Transfer presses	17 September	29 August
4 Preview TV TecStyle Visions/PromoTex Expo, Commentary PRINTING United, Embroidery equipment	03 December	14 November
1 Digital EMagazine: Transfer printing	10 June	24 May
2 Digital EMagazine: Embroidery	07 October	23 September

Title Stitch & Print International
Publisher Virtumedia B.V.,
 Postbus 595, 3700 AN Zeist
 The Netherlands
Frequency 4 times a year
Subscriptions klantenservice@virtumedia.nl
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Editor Marion Zuurveen
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SUBMISSION GUIDELINES

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.

CONTACT

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ADVERTISEMENT SPECIFICATIONS PRINT & DIGITAL EMAGAZINE

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
Cover	230 x 194	On request
Surcharge branded content ***		+ 750
Inserts		On request
Other advertisement sizes		On request

* All prices are exclusive VAT. ** excl 3 mm bleed. *** Including editing.



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

STITCHPRINT.EU & DIGITAL NEWSLETTER

Maximize your exposure: use our website and the digital 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

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
Large Rectangle	336 x 280, 300 x 250	765
Logolink **	Complete block (336 x 40 pixels) including Logo (120 x 40 pixels) and maximum 25 characters text including spaces+ URL of destination site	290
Advertorial		475

* All prices are exclusive VAT.

** Please deliver the ULR with the banner or logolink

ADVERTISING DIGITAL NEWSLETTER

Soort	b x h in pixels	Tarief*
Full banner	468 x 60	500
Advertorial	Website advertorial placed in newsletter	500
Partner newsletter		1,785

* All prices are exclusive VAT.

SUBMISSION GUIDELINES

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**

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All transactions are according to the terms and conditions of Virtùmedia B.V. <https://virtumedia.nl/algemene-advertentievoorwaarden>

