

Stitch & Print International

Business magazine for professional embroiderers, textile printers and garment decorators



PLANNING & PRICES | 2023



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

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 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.

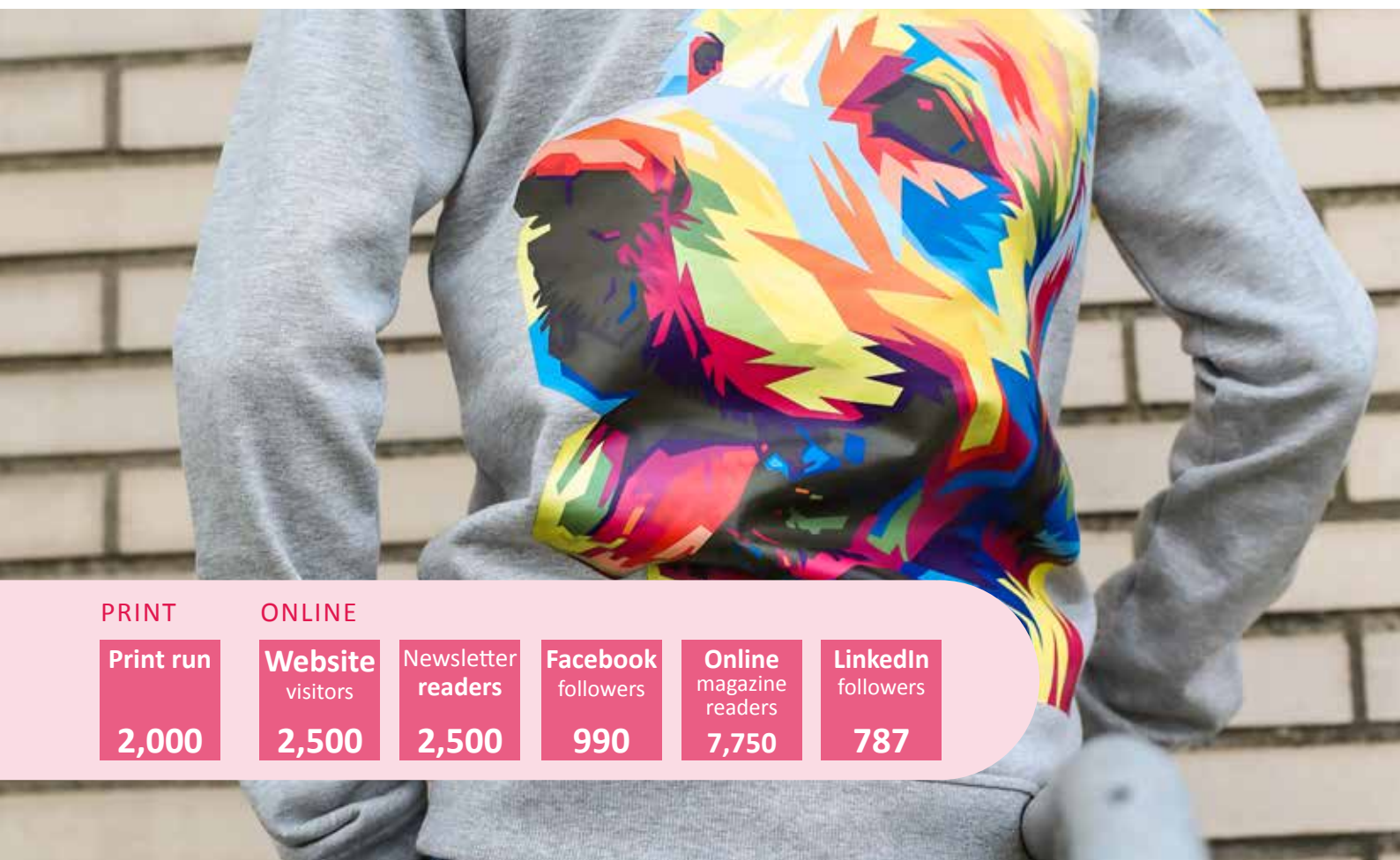
MULTIMEDIA CAMPAIGN

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.

MEDIA PARTNER

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.



PRINT

Print run

2,000

ONLINE

Website visitors

2,500

Newsletter readers

2,500

Facebook followers

990

Online magazine readers

7,750

LinkedIn followers

787

PUBLICATION DATES STITCH & PRINT INTERNATIONAL 2023

Print editions and themes	Publication Date	Deadline artwork
1 Preview Expo 4.0 New collections and products The challenges of DTF printing Overview of transfer presses Smart Embroidery PSI show report	24 February	26 January
2 FESPA & ITMA show preview Overview of DTF machines DTG printing vs DTF printing Expo 4.0 show report Embroidery stitches	04 May	06 April
3 New collections and products PRINTING United show preview Overview of jackets Framing of embroideries FESPA & ITMA show report	15 September	17 August
4 PSI & Heimtextil show preview PRINTING United show report Overview of embroidery machines 3d embroidery Magic of screen print	08 December	09 November

Online Magazines and themes	Publication Date	Deadline artwork
1 Expo 4.0	13 March	27 February
2 FESPA	08 May	24 April
3 ITMA	22 May	08 May
4 DTF Printing	05 June	22 May
5 Embroidery	02 October	18 September
6 PSI	11 December	27 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.

SUBMISSION GUIDELINES ONLINE MAGAZINE

Specifications	Information	Rates € *
Advertorial	Text 250-350 words, Logo + contactinformation, Copyrightfree images (size 1920 x 1080 pixels, max 800 kb), Youtube link+URL	500
Banner	<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 + URL	400
Native Add in an Editorial Article	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



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

STITCHPRINT.EU

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.

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 inbetween editorial messages.

BANNERS

Specifications	w x h (pixels)	Rates € *
Leaderboard	728 x 90, 320 x 50	500
Megabanner	970 x 90	595
Rectangle	300 x 250	465
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

DIGITAL 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
Dedicated 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 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 by e-mail to: **traffic@virtumedia.nl**

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

CONTACT

Marion Zuurveen

T +31 (0) 6 - 466 273 59

E mzuurveen@virtumedia.nl

Publisher	Virtùmedia B.V., Postbus 595, 3700 AN Zeist The Netherlands
Frequency	4 times a year Plus five Online Magazines
Subscriptions	klantenservice@virtumedia.nl +31 (0) 85 - 0401400

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

