

The Leading Global Technical Reference for the Printing Industry

Specialist Printing Worldwide is the premier source of expert information for professionals working with screen, digital, flexo, and pad printing technologies across industrial, graphic, and textile sectors.

With a distribution of over 100,000 and strong partnerships with key industry associations, we deliver unparalleled access to a highly engaged and passionate global audience of print specialists.



# MEDIA KIT



2026

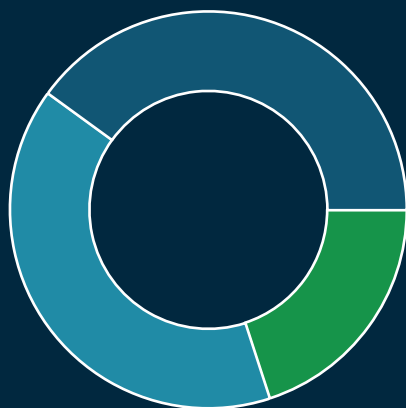
# AUDIENCE

Our global audience includes influential decision-makers from a wide range of industries who rely on Specialist Printing Worldwide for insight into the latest technological advancements and market trends in the printing sector. We engage with both dedicated print professionals and industrial manufacturers who incorporate printing into their production processes - reaching readers in more than 150 countries.

To meet the evolving needs of this highly specialised and diverse audience, we deliver content across a variety of formats. This multi-channel approach enables us to continually refine our editorial and advertising strategies - fostering stronger engagement and delivering measurable results for our clients wherever possible.

## Global Reach

Our audience spans the globe and includes Printers, Suppliers to the print industry and Manufacturers using print in their processes.



40% - North America  
40% - Europe  
20% - Rest of World

## Markets

Industrial / Graphic / Textile

## Printing Types

Digital / Screen / Pad / Flexo

"We chose to work with Specialist Printing Worldwide for the broad range of industries and applications covered, for their global reach within the printing industry and for their commitment to high quality technical content that benefits their readers. Above that, the team at SPW are incredibly supportive and ensure any content created gets maximum exposure across the multiple audience channels."

**Simon Daplyn, Product & Marketing Manager, Sun Chemical**



# OPPORTUNITIES

## Distribution Channels

We collaborate closely with our partners to develop targeted, effective, and efficient marketing campaigns - leveraging a combination of our trusted distribution channels to maximise your brand visibility.

## Content Opportunities

We offer a range of high-impact content formats across our print, digital, and social platforms - designed to position your brand in front of a highly engaged, specialist audience.

### PRINT & DIGITAL PUBLICATION

**Distribution:** Approx. 100,000

**Frequency:** 4 English-language issues per year

**Additional Edition:** 1 Chinese-language issue annually

**Timing:** Published in line with major global industry events

### DIGITAL NEWSLETTER

**Distribution:** Approx. 30,000

**Frequency:** Monthly

**Average Open Rate:** 26%

**Average Click-Through Rate:** 52%

### WEBSITE

**Average Monthly Events:** 8250

**Average Monthly Visits:** 1200

### SOCIAL MEDIA

**Total Reach:** 300,000+

**LinkedIn (Direct):** 18,000+

**LinkedIn (Industry Groups):** 300,000+

**LinkedIn Ava. weekly impressions:** 2500+

**Facebook (via printing groups):** 60,000+

### PRINT & DIGITAL PUBLICATION

Display Advertising: Full-page, half-page, and custom formats

Articles: Technical, Customer Success Stories, Company Focus, Thought Leadership

### DIGITAL NEWSLETTER

Featured News Placement

Sponsored Event Listings

Product Spotlights

Banner Advertising

Call-to-Action Buttons Driving to Your Site

### WEBSITE

Banner Adverts

Supplier Directory Listings

Event Promotions

Publication and Article Hosting

### SOCIAL MEDIA

Sponsored Posts on Facebook & LinkedIn

Content Sharing in Industry Groups

Event Highlights & Countdown Campaigns

Video Clips & Short-Form Features

Live Coverage During Trade Shows (tagging & mentions)

## Integrated Campaigns

Bundle your placements across platforms to increase visibility and engagement - tailored to match your marketing objectives.

# PUBLICATION

## ADVERTS FOR PRINT & DIGITAL DISTRIBUTION

MAGAZINE PRINT & DIGITAL		COST PER INSERTION				
Number of Issues		1	2	3	4	5
<b>Front Cover</b> Plus First Article Position	Euro	€6740				
	USD	\$7550				
	GBP	£5400				
<b>Inside Front Cover</b> OR <b>Outside Back Cover</b>	Euro	€5420	€5150	€4880	€4340	€3800
	USD	\$6070	\$5760	\$5470	\$4860	\$4260
	GBP	£4340	£4120	£3910	£3480	£3040
<b>Inside Back Cover</b>	Euro	€5070	€4810	€4580	€4070	€3570
	USD	\$5680	\$5390	\$5130	\$4550	\$4000
	GBP	£4060	£3850	£3660	£3250	£2860
<b>Full Page Internal</b>	Euro	€3950	€3760	€3570	€3160	€2770
	USD	\$4420	\$4210	\$4000	\$3540	\$3100
	GBP	£3160	£3010	£2860	£2530	£2210
<b>Half Page Internal</b>	Euro	€2200	€2080	€1980	€1740	€1540
	USD	\$2460	\$2330	\$2210	\$1950	\$1720
	GBP	£1760	£1660	£1580	£1400	£1230
<b>Third Page Internal</b>	Euro	€1760	€1680	€1580	€1410	€1250
	USD	\$1970	\$1890	\$1770	\$1580	\$1400
	GBP	£1410	£1350	£1270	£1130	£1000

## Inserts / Fold outs available on request

### EVERYTHING INCLUDED WITH YOUR PRINT ADVERT

Benefit from comprehensive, multi-platform exposure to maximize your visibility and ROI:

**Press Releases:** Published across the print publication, website, and social media channels

**Live Web Articles:** Editorial content featured as live web pages for broader reach

**Social Media Sharing:** Articles and press releases shared and tagged as individual posts on our social platforms

**Digital Publication Link:** Direct link to your website from the digital edition of the publication

**Content Sharing:** Published editorial available for sharing on your own website and social media

**Long-Term Visibility:** Editorial and adverts remain accessible on our website for ongoing exposure

**Analytics & ROI Tracking:** Analytics provided to measure campaign performance wherever possible.

#### Need help creating your advert?

Our experienced design team is here to bring your vision to life. Let us handle the creative work - just ask us for more details!

## SCHEDULE 2026

Publish Date	Editorial Deadline	Advert Deadline	Key Events
<b>Issue 1</b> Feb 17	Jan 9	Jan 16	LOPEC Germany, Fogra Colour Management Symposium Germany, VIATT Vietnam, Decorative Surfaces Conference Europe, IMI Inkjet Conference, ExpoPrint Brazil, productronica China, Impressions Expo Atlantic City, Gulf PrintPack Expo Dubai, WEPACK China, ISA Sign Expo USA, Media Expo Mumbai, TechTextil Germany
<b>Issue 2</b> Apr 23	Mar 5	Mar 20	FESPA Global Print Expo Barcelona, Glassprint Conference Germany, Interpack Germany, Techtextil USA, FESPA Wrapfest UK, Automotive Interiors Germany, Identity Week Amsterdam, TechBlick USA, Hightex Turkey, ITM Turkey, Global Printing & Packaging Expo Indonesia, American Coatings Show USA, Metpack Germany, Bhara Print Expo India
<b>Issue 3</b> Sept 10	Jul 16	Jul 31	PRINTING United Expo USA, Glasstec Germany, Labelexpo USA , All In Print China, Fakuma Germany, Intergraf Identity Denmark, Techblick Europe Germany, LabelExpo India
<b>Issue 4</b> Nov 5	Sept 17	Oct 2	ImpressionsExpo Long Beach, Hunkeler Innovationdays Switzerland, Printpack India, ITMA Asia + CITME China, LabelExpo China, Formnext Germany, TecStyle Visions, LabelExpo Asia, Shanghai
<b>Chinese Issue</b> Aug 6	Jun 5	Jul 10	WEPACK China, All In Print China, Productronica China, LabelExpo Asia, Shanghai

## NEW FOR 2026

### Keyword Link Opportunities

Enhance your article's visibility with in-article keyword links directly to your website. Boost SEO and drive targeted traffic with this added feature.

### Pricing:

Per Article: **Euro €750 / USD \$840 / GBP £600**

## NEW PRODUCT LAUNCH PACKAGE

Let us help you select the most effective mix of marketing channels within your budget to introduce your new product to the market. Contact us today to discuss your objectives and maximise the impact of your marketing spend: **Contact: [nicola@specialistprinting.com](mailto:nicola@specialistprinting.com)**

*"Few other media outlets offer as much specialized, technical information, as SPW, and we want to reach audiences that are looking for important technical innovations that will help them grow their businesses. Beyond that, SPW offers remarkable reach, especially across Europe, to digital printing professionals EFI wants to connect with in industrial and display graphics markets."*

**Holly O'Rourke, Director of Corporate Communications, EFI**

# DIGITAL

## SUPPLIER DIRECTORY - PREMIUM SUPPLIER

### [specialistprinting.com/find-a-supplier](https://specialistprinting.com/find-a-supplier)

Our comprehensive directory connects you with thousands of potential customers in the printing industry. Join today to increase your visibility and grow your business.

### PREMIUM POSITION BENEFITS

**Top Search Rankings:** Appear at the top of search results

**Smart Search Filters:** Easily find your company with advanced filtering options

**Custom Company Profile:** Include your logo, company information, images, videos, and website link

**Social Media Exposure:** Welcome message shared with our 18,000+ LinkedIn connections

**Cost for 12 months:** Euro €810 / USD \$900 / GBP £650

## WEB ADVERTS

WEBSITE DIGITAL ADVERTS		HOME PAGE / NEWS PAGE Number of months				ALL OTHER PAGE OPTIONS Number of months			
Position		3	6	9	12	3	6	9	12
Billboard 970 x 250 320 x 100	Euro	€2020	€3830	€5450	€6850	€1530	€2910	€4130	€5200
	USD	\$2260	\$4290	\$6110	\$7670	\$1710	\$3260	\$4630	\$5820
	GBP	£1620	£3070	£4360	£5480	£1220	£2330	£3310	£4160
Leaderboard 728 x 90 320 x 100	Euro	€1500	€2850	€4030	€5080	€1290	€2450	€3470	€4360
	USD	\$1680	\$3190	\$4510	\$5690	\$1440	\$2740	\$3880	\$4890
	GBP	£1200	£2280	£3230	£4060	£1030	£1960	£2770	£3490
MPU 320 x 250	Euro					€990	€1840	€2620	€3280
	USD					\$1100	\$2050	\$2930	\$3680
	GBP					£790	£1470	£2090	£2630

"Our partnership with Specialist Printing Worldwide has been a valuable part of our global marketing strategy. Nicola and her team offer a well-balanced media mix - from print and digital ads to sponsored content, editorial features, and podcasts - that allows us to showcase our expertise and reach a highly engaged audience. We appreciate their collaborative approach and deep understanding of the print industry."

**Nancy Byrne, VP Marketing, Keypoint Intelligence**

## MONTHLY NEWSLETTER - FEATURED ITEM

### PERFORMANCE HIGHLIGHTS

**Reach 30,000, Average Open Rate 26%, Average Click Rate 48%**

Get your product, service, event or announcement directly in front of a highly engaged, global audience.

**SCHEDULE 2026** - Material deadline - 5 working days before publish date

#### Publish Upcoming Events

Jan 13	ImpressionsExpo Long Beach USA, Futureprint Tech Industrial Germany, IMI Europe Inkjet Spain, Pamex India, RemaDays Poland, C!Print Lyon France, Paris Packaging Week, eps Connect USA
Feb 12	LOPEC Germany, Fogra Colour Management Germany, Decorative Surfaces Conference Germany, IMI InnoLAE UK, Sign&Digital UK, VIATT Vietnam,
Mar 17	IMI Europe Inkjet Conference Germany, ExpoPrint & Conver Expo Brasil, productronica China, ImpressionsExpo Atlantic City USA, Gulf PrintPack Expo UAE, WEPACK China, O'zuPACK Uzbekistan, ISA Sign Expo USA, Media Expo India
Apr 16	TechTextil Germany, Bharat Print Expo India, Glassprint Conference Germany, Metpack Germany, American Coatings Show USA, Global Printing & Packaging Expo Indonesia, Interpack Germany

#### Publish Upcoming Events

May 12	FESPA Global Print Expo Spain, ITM & Hightex Turkey, TechBlick USA, Identity Week Amsterdam
Jun 16	Automotive Interiors Germany FESPA WrapFestUK
Jul 23	Screen Print India - Textile
Aug 20	China Coatings Show 2025, FESPA Africa
Sept 8	PRINTING United Expo USA, Techtextil USA, LabelExpo USA, All In Print China, Fakuma Germany, Intergraf Identity Denmark
Oct 15	TechBlick Europe Germany, Glasstec Germany, LabelExpo India
Nov 12	FormNext Germany, ITMA Asia + CITME China, LabelExpo South China
Dec 3	Shenzhen, LabelExpo Asia, Shanghai IntraPac India

### FEATURED ITEM PRICING - PER NEWSLETTER

Circa 200 words, image and action button linked to url of your choice.

Top position **Euro €1640 / USD \$1840 / GBP £1310**

Standard Position: **Euro €820 / USD \$920 / GBP £660**

### BANNER ADVERT PRICING - 12 MONTHS

**Billboard Advert** Top of newsletter (970x250)

**Euro €6880 / USD \$7710 / GBP £5510**

**Leaderboard Advert** Mid newsletter (728x90)

**Euro €4990 / USD \$5590 / GBP £3990**

## VIDEO CONTENT - SOCIAL MEDIA AND CORPORATE

### Social Media Event Video

Capture attention with short-form video content filmed live at your stand using our portable mobile kit and wireless mics - for clear audio and freedom to move.

#### Includes:

On-site filming at key event  
Edited for social media platforms  
Shared across our social channels

#### Use it to:

Showcase products in action  
Deliver key messages  
Promote where to find you next

### Pricing

**Video x 1 - Euro €1060 / USD \$1180 / GBP £850**

### Corporate Video

Please contact us for more information and pricing.



## PODCAST

### Grow with the printconnect Podcast – The New Voice in Specialist Printing

The printconnect Podcast is an exciting new platform that's rapidly gaining traction across the printing community. Organically grown and built by passionate industry insiders, our podcast is becoming the go-to source for fresh perspectives, expert insights, and real conversations shaping the future of print.

**Price per podcast: EURO €750 USD \$ 980 GBP £700**

# SPECIALIST printing WORLDWIDE

Published by



SPECIALIST PRINTING WORLDWIDE IS PROUD TO PARTNER WITH



The partnership of Specialist Printing Worldwide with ESMA, PRINTING United Alliance, FESPA, SGAI, Fogra, CSGIA and CSPIA contributes greatly towards the high standard of editorial content and global circulation. We are able to draw on the industry knowledge, expertise and contacts of the associations and their many members.

"Ricoh maintains a strong working relationship with Specialist Printing through the contribution of thought-provoking articles and expert insights. By sharing knowledge on emerging trends, sustainable practices, and innovations in print technology, Ricoh positions itself as a thought leader within the industry. In turn, Specialist Printing Worldwide provides a respected platform to engage a targeted audience of professionals seeking forward-thinking content. This collaborative exchange not only enhances Ricoh's brand visibility but also supports the magazine's mission to inform and inspire its readers with cutting-edge industry developments."

**Graham Kennedy, General Manager Industrial Solutions, Ricoh**

## CONTACT

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