

# SPECIALIST printing WORLDWIDE

The leading global technical reference source for users of screen, digital, flexo and pad printing systems for the industrial, graphic and textile sectors.

With distribution to over 100,000 people and through close collaboration with industry associations, Specialist Printing Worldwide is uniquely placed, reaching a highly engaged and passionate audience of printing professionals around the world.

media kit

2025

# who we reach

Our audience spans the globe and is comprised of some of the printing industry's key decision-makers, who have come to rely on Specialist Printing Worldwide to keep them updated on latest printing developments.

We reach both printers and industrialists who use printing in their manufacturing process across more than 150 countries.

To truly understand what makes this unique audience tick we regularly reach out to our readership and beyond to gather insights that enable us to tailor our offering to engage with them in a way that resonates, delivering the best possible response for our clients.

## AUDIENCE PROFILE

### Geography

US 40%  
Europe 40%  
Rest of world 20%

### Markets

Industrial  
Graphic  
Textile

### Printing Types

Digital  
Screen  
Pad  
Flexo

### Split (approx.)

Printers 30%  
Manufacturers who use print in their processes 30%  
Suppliers to the print industry 30%

*“Specialist Printing Worldwide is a global leading international reference source that offers a broad range of printing professionals in the graphic, textile and industrial sectors insight in the technology trends that drive market growth and innovation. We enjoy cooperating with them as they provide a relevant, insightful and diverse platform to engage with our existing and potential customers. The cooperation complements our other communication campaigns, and drives high-quality traffic to our website.”*

Marc Graindourze, Business Development Manager Industrial Inks Agfa

# what we do

We work with you to create an effective and efficient marketing campaign using a combination of the following:

## DISTRIBUTION CHANNELS

### PUBLICATION - PRINTED AND DIGITAL

**Distribution circa. 100 000**

4 English issues annually

1 Chinese issue annually

Published in line with major events

Content:

*Adverts / Articles / News*

### DIGITAL NEWSLETTER

**Distribution circa. 27 000**

**Frequency: Monthly**

**Average Open Rate: 23%**

**Average Click Rate: 35%**

Content:

*Featured News and Events Items*

### WEBSITE

**Average monthly page views: 8500**

**Average monthly visits: 2500**

Supplier Directory

Content:

*Adverts / News / Articles / Events / Publication*

### SOCIAL MEDIA

**Distribution: circa 150 000+**

Facebook via printing groups **60 000+**

LinkedIn Direct **17 000+**

LinkedIn Printing Interest Groups: **600 000+**

## CONTENT

### EDITORIAL

Technical / Educational Articles

Customer Success Articles

Company Focus Articles

Featured News Items

Event Information

### ADVERTISING

Publication - Print/Digital Adverts

Supplier Directory Premium Position

Website - Digital Adverts

### NEWSLETTER

Featured Items

Digital Adverts

### VIDEO

Social Media Content

Corporate Video Production

# publication

## ADVERTS FOR PRINT & DIGITAL DISTRIBUTION

| MAGAZINE<br>PRINT & DIGITAL                                  |      | COST<br>PER INSERTION |        |        |        |        |
|--|------|-----------------------|--------|--------|--------|--------|
| Number of Issues   |      | 1                     | 2      | 3      | 4      | 5      |
| <b>Front Cover</b><br>Plus First Article Position            | Euro | €6130                 |        |        |        |        |
|  | USD  | \$6620                |        |        |        |        |
|  | GBP  | £4910                 |        |        |        |        |
| <b>Inside Front Cover</b><br>OR<br><b>Outside Back Cover</b> | Euro | €5170                 | €4900  | €4650  | €4140  | €3620  |
|  | USD  | \$5580                | \$5290 | \$5020 | \$4470 | \$3910 |
|  | GBP  | £4130                 | £3920  | £3720  | £3310  | £2900  |
| <b>Inside Back Cover</b>                                     | Euro | €4830                 | €4580  | €4360  | €3870  | €3400  |
|  | USD  | \$5220                | \$4950 | \$4710 | \$4180 | \$3670 |
|  | GBP  | £3870                 | £3670  | £3490  | £3100  | £2720  |
| <b>Full Page Internal</b>                                    | Euro | €3760                 | €3580  | €3400  | €3010  | €2630  |
|  | USD  | \$4060                | \$3870 | \$3670 | \$3250 | \$2840 |
|  | GBP  | £3010                 | £2870  | £2720  | £2410  | £2110  |
| <b>Half Page Internal</b>                                    | Euro | €2090                 | €1980  | €1880  | €1660  | €1470  |
|  | USD  | \$2260                | \$2140 | \$2030 | \$1790 | \$1580 |
|  | GBP  | £1670                 | £1590  | £1510  | £1330  | £1170  |
| <b>Third Page Internal</b>                                   | Euro | €1670                 | €1600  | €1510  | €1340  | €1190  |
|  | USD  | \$1810                | \$1730 | \$1630 | \$1450 | \$1280 |
|  | GBP  | £1340                 | £1280  | £1210  | £1070  | £950   |

Inserts / Fold outs available on request

*“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

## ALL INCLUDED WHEN YOU PLACE A PRINT ADVERT

- Press releases published in the publication, on the website and social media.
- Articles published as live web pages.
- Key word link opportunities throughout editorial to your website.
- Articles shared and tagged as individual posts on social media.
- Direct link to your website from the digital publication.
- Published editorial shared for use on your own website and social media channels.
- Editorial and adverts remain on our website.
- All links and available analytics shared for ROI purposes.

## NEW FOR 2025

**WEBPAGE ARTICLE LINKS** - Link key search words to your website.

**SPECIAL FEATURE ARTICLES** - Example Topics: Sustainability, Wide Format, Packaging.

## SCHEDULE 2025

| Publication | Editorial Deadline | Advert Deadline | Publish Date  | Key Events   |
|-------------|--------------------|-----------------|---------------|--|
| Issue 1     | January 9th        | January 17th    | February 18th | LOPEC, CCE International and InPrint, Decorative Surfaces Conference Europe, Intergraf, FESPA Brazil, LabelExpo Mexico   |
| Issue 2     | March 6th          | March 20th      | April 24th    | FESPA Global Expo, ESMA SPI, Global Print&Packaging Jakarta, LabelExpo SE Asia, Interzum, Print4All                      |
| Issue 3     | July 10th          | July 31st       | September 4th | PRINTING United, LabelExpo Europe, K Show, PackPrint International, ITMA Asia, Pacific Coatings Show, Gulf Coatings Show |
| Issue 4     | September 25th     | October 14th    | November 13th | ESMA IPI, Impressions Long Beach, Formnext, Heimtextil, C!Print, LabelExpo Asia, Productronica Europe                    |
| Chinese     | June 5th           | July 10th       | August 7th    | DSPrintech, WEPACK, All in Print China   |

## NEW PRODUCT LAUNCH PACKAGE

We can help you choose a range of appropriate mediums within your budget to share new information with the market. Contact us to discuss your objectives and make the most of your marketing budget: [nicola@specialistprinting.com](mailto:nicola@specialistprinting.com)

# website

## SUPPLIER DIRECTORY

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

A comprehensive directory for the printing industry.  
Join the directory and get in front of thousands of potential customers.

### PREMIUM POSITION

- Top positions when people search
- Intelligent search filters
- Company logo, information, images, video, website link, contact person
- Welcome message on social media to 17 000+

**Cost for 12 months: Euro €740 / USD \$860 / GBP £620**

### DIGITAL ADVERTS

| WEBSITE DIGITAL ADVERTS                     |      | HOME PAGE / NEWS PAGE<br>Number of months |        |        |        | ALL OTHER PAGE OPTIONS<br>Number of months |        |        |        |
|---|------|---|--------|--------|--------|--|--------|--------|--------|
| Position                                    |      | 3   | 6      | 9      | 12     | 3  | 6      | 9      | 12     |
| <b>Billboard</b><br>970 x 250<br>320 x 100  | Euro | €1850                                     | €3500  | €4990  | €6260  | €1400                                      | €2660  | €3780  | €4750  |
|   | USD  | \$2160                                    | \$4090 | \$5820 | \$7310 | \$1630                                     | \$3110 | \$4410 | \$5540 |
|   | GBP  | £1540                                     | £2920  | £4160  | £5220  | £1170                                      | £2220  | £3150  | £3960  |
| <b>Leaderboard</b><br>728 x 90<br>320 x 100 | Euro | €1310                                     | €2490  | €3520  | €4430  | €1120                                      | €2140  | €3030  | €3810  |
|   | USD  | \$1530                                    | \$2900 | \$4100 | \$5170 | \$1310                                     | \$2500 | \$3530 | \$4440 |
|   | GBP  | £1090                                     | £2070  | £2930  | £3700  | £940                                       | £1780  | £2520  | £3180  |
| <b>MPU</b><br>320 x 250                     | Euro |   |        |        |        | €860                                       | €1600  | €2280  | €2870  |
|   | USD  |   |        |        |        | \$1000                                     | \$1870 | \$2660 | \$3340 |
|   | GBP  |   |        |        |        | £720                                       | £1340  | £1900  | £2390  |

*“With its detailed industry updates, technical insights and global reach, SPW is a fundamental partner for our company communication and marketing taking advantage of all its tools, both digital and print.”*

Yvonne Morguet, Marketing Director, Coveme

# NEWSLETTER

Sent to circa. 27 000 - Average open rate 23% - Average click through rate 35%. [Example.](#)

## FEATURED ITEM:

- 150 - 200 words, plus image, plus action button with link to your web page..
- Average clicks per item: Top Position 1500+ Standard Position 700+

**Top Position (per newsletter): Euro €1500 / USD \$1750 / GBP £1250**

**Standard Position (per newsletter): Euro €750 / USD \$880 / GBP £630**

## BANNER ADVERT 12 MONTHS\*

**Billboard - Located at top of newsletter (970x250) Euro €6290 / USD \$7340 / GBP £5240**

**Leaderboard - Located mid newsletter (728x90) Euro €4560 / USD \$5320 / GBP £3800**

**\*Includes 4 Featured News Items Standard Position**

## NEWSLETTER DATES 2025

|            | MATERIAL BY   | PUBLISHES     | UPCOMING EVENTS  |
|------------|---------------|---------------|--|
| <b>Jan</b> | January 9th   | January 14th  | Impressions Expo Long Beach, FESPA Middle East, CI!Print, Printpack India, RemaDays Warsaw, Paris Packaging Week. Heimtextil |
| <b>Feb</b> | February 7th  | February 13th | Hunkeler Innovationdays, LOPEC, TCM, VIATT, Intergraf Currency+Identity, CCE International & InPrint, FESPA Brazil           |
| <b>Mar</b> | March 12th    | March 18th    | European Coatings Show, LabelExpo Mexico, O'ZuPACK   |
| <b>Apr</b> | April 24th    | April 29th    | FESPA Global Print Expo, LabelExpo Southeast Asia  |
| <b>May</b> | May 16th      | May 22nd      | ESMA Screen Print Innovations, Print4All   |
| <b>Jun</b> | June 13th     | June 19th     | -  |
| <b>Jul</b> | July 11th     | July 17th     | -  |
| <b>Aug</b> | September 3rd | September 9th | Sign & Print Scandinavia, LabelExpo Europe, Pack Print International, K Show   |
| <b>Oct</b> | October 8th   | October 14th  | PRINTING United, Pacific Coatings Show, ITMA + CITME   |
| <b>Nov</b> | October 30th  | November 6th  | Productronica Europe, Gulf Coatings Show   |
| <b>Dec</b> | December 5th  | December 11th | LabelExpo Asia, Pamex  |

# VIDEO

## SOCIAL MEDIA VIDEO RECORDED AT AN EVENT

Filmed using our portable mobile event kit using wireless mics to give you freedom to move within your stand. Edited to create short form social content.

- Deliver key messages and demonstrate your products, how to connect and where to see you next!
- Content shared on social media

**Cost for one video: Euro €970 - USD \$1130 - GBP £810**

## CORPORATE VIDEO

Our in-house video production team creates video content for a wide range of international clients.

**Please contact  
our Creative Director,  
[robert@specialistprinting.com](mailto:robert@specialistprinting.com)**

**NEW FOR 2025** • PODCAST OPPORTUNITIES - INTERVIEW / SPONSORSHIP  
• DIRECT EMAILS - GEOGRAPHIC TARGETING

# 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.

*“Specialist Printing Worldwide is the publication that gives us direct access to participants from our core markets. The changing focus topics of each issue provide opportunities to present our own variety of product and process solutions to customers and market participants. In addition, we gain a good overall view of all aspects of our industries.”*

Matthias Graf, Managing Director, Koenig & Bauer Kammann GmbH

## CONTACT

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