

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 & salesmanager	Mr Seb van der Kaaden		
Advert department	Sales	Sales Support	
	Ms Marion Zuurveen	Ms Marian Obma	
	M +31 (0)33-2585215	T +31 (0)88-2944845	
	E m.zuurveen@eisma.nl	E m.obma@eisma.nl	
Editor	Ms Marijke Kuypers, managing editor T +31 (0)88-2944819 E info@stitchprint.eu		
Circulation print + online	10,271 copies		
Volume	20		
Publication frequency	4 x per year in print + a thrice-weekly digital newsletter		

Advertising rates

Size	Number of full colour insertions (in 12 months)		
	1 x	2/3 x	4 x
2/1 page	4,238	3,708	3,284
1/1 page	2,509	2,117	1,883
1/2 page	1,379	1,194	1,034
1/4 page	822	716	615

Printing details

printing procedure	offset
cover	170 g/m2 hv sat. mc
inside	90 g/m2 hv halfmat mc

Surcharge

cover 2	+ 15%
cover 3	+ 10%
cover 4	+ 20%
special position	+ 10%
classifieds	18,50
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 our advert department on time

Combinations

50% discount on the lowest rate in combination with:

- Sign® Magazine
- P/F, Professionele Fotografie



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 € 822,- 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 € 796,- a year (every issue).

Rates are in Euros, excluding 19% VAT and based on full colour advertisements. Contract period: 12 months, starting on the date of the first insertion.

Eisma Businessmedia bv reserves the right to change the information provided. No right can be derived from this media kit.

On all orders and deliveries our general conditions apply, as filed with the Chamber of Commerce Leeuwarden with number 2615.

Dimensions

Size	portrait (w x h in mm)	landscape (w x h in mm)
2/1 page	--	466 x 306
1/1 page	202 x 268	--
1/2 page	99 x 268	202 x 132
1/4 page	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	

Where to send your advert to

Up to 10 mb by e-mail to: stitchandprint@zeedesign.nl
 Over 10 mb via one of the free servers www.dropsend.com,
www.sendthisfile.com or www.yousendit.com to:
stitchandprint@zeedesign.nl

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)

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: Veldhuis Media
 Attn.: Mr Theo Nitrauw
 Kanaaldijk OZ 3
 8102 HL Raalte, The Netherlands
 ref.: sender, title and number of issue

Publication list 2012

Number	reservation deadline	copy deadline	publication date	theme / focus
1	31-01-12	03-02-12	24-02-12	Laser cutting & engraving, TV TecStyle Visions report, Clothing Preview Spring/Summer
2	12-04-12	17-04-12	08-05-12	Digital Printing, Fespa Digital Show report
3	14-08-12	17-08-12	07-09-12	Surfaces/materials, Clothing Preview Autumn/Winter
4	13-11-12	16-11-12	07-12-12	Embroidery accessories

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Website www.stitchprint.eu



The screenshot shows the website layout with several ad placements:

- Leaderboard:** A horizontal ad at the top right for '50. PSI Messe 2012 Düsseldorf, 11. - 13. Oktober' with the website www.psi-messe.com.
- Large Rectangle:** A vertical ad on the right side featuring a blue and green circular graphic.
- Button:** A small ad at the bottom left for 'Mimaki's textile pigment printing system'.

1. Button

A button is highly suitable for enlarging company or brand awareness.

A button contains a hyperlink to a site of your choice.

Specifications

- 120 x 60 pixels, max. 20 kb

Rate

- € 313,- a month

2. Large Rectangle

A rectangle is a large advert size that is always on the right-hand side of the page, above the 'fold'. This type of advert is ideal for communicating different types of messages including video.

Specifications

- 336 x 280 pixels, max. 40 kb

Rate

- € 419,- a month

3. Leaderboard

A leaderboard is a big, almost page-wide advertisement and one of the most common online advert sizes. A leaderbord is displayed directly below the head.

Specifications

- 728 x 90 pixels, max 40 kb

Rate

- € 525,- a month

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Newsletter Stitch & Print

Delivery specifications

Full Banner



- Gif
- Jpg
- with url

Colour mode RGB

Resolution 72 dpi

Deliver digital copy by e-mail:
banners@zeedesign.nl

Publication date digital newsletter

The digital newsletter appears once a month

Full Banner

A full banner is a horizontal newsletter advert that runs across virtually the entire centre width of the newsletter.

Specifications

- 468 x 60 pixels, max 40 kb

Rate

- € 420,- per edition

Advertorial

An advertorial is a text ad in terms of layout resembling the editorial page content. By clicking on the advertorial the visitor will hit the landing page.

Specifications, characters

- 200 tekens plus logo, max 40 kb
(100 x 50 pixels or 70 x 70 pixels)

Rate

- € 525,- per edition

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