

Media Kit 2024



Blömer Medien GmbH

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www.worldofprint.com

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Media Partner of **DOXNET**

f.m.p.
fachvernetzte
medienproduktion

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1 Overview World of Print

World of Print is your competent and reliable partner for communication in the graphic arts industry. For over 30 years, we have always been at the cutting edge and are constantly reinventing ourselves. Our **magazines, websites, newsletters and APPs** are always up to date with the latest communication technology, and we meet our readers wherever they retrieve information - at their desks or on the move.

Around 70% of our readers are **owners, managing directors or production managers** of their companies, so you can reach the decision-makers in the production companies via our publications, from prepress through conventional and digital printing to postpress. Due to our media partnerships, you can also reach all members of the f:mp and Doxnet trade associations.

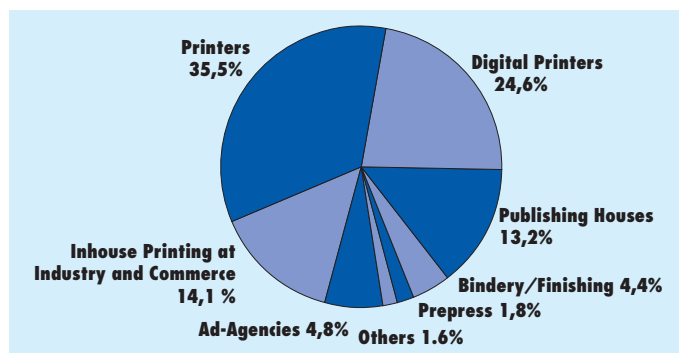
In addition to technological developments, which are conveyed by means of diverse market overviews and stories, economic aspects and profitable business models are the focus of our editorial work. We prefer to communicate this through interviews and user reports, in which we also take your interesting customers into account.

Talk to us! The World of Print team is always open to new ideas and proud to carry out projects in an uncomplicated and smooth manner.

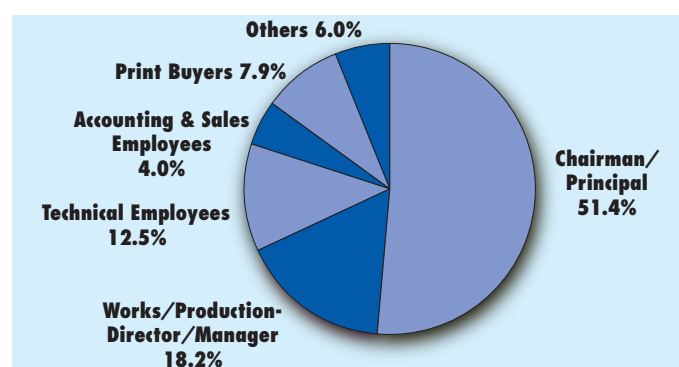
We are also happy to support you **internationally**. All of our online publications are also **available in English**.

2 Publishing House	Blömer Medien GmbH
3 Publishing Manager	Andreas Blömer (Dipl.-Kfm.)
4 Editorial Team	Daniela Blömer Dr. Rossitza Velkova Sabine Slaughter
5 Advertising	Oliver Göpfert
6 Volume/Year	Volume 33/2024
7 Publishing intervall	monthly (10 issues per year)
8 E-Mail	input@worldofprint.de/.com
9 Dates, deadlines, topics	see page 5
10 Cover price	Annual subscription incl. postage Abroad 85.— €

11 Current readership profile by business



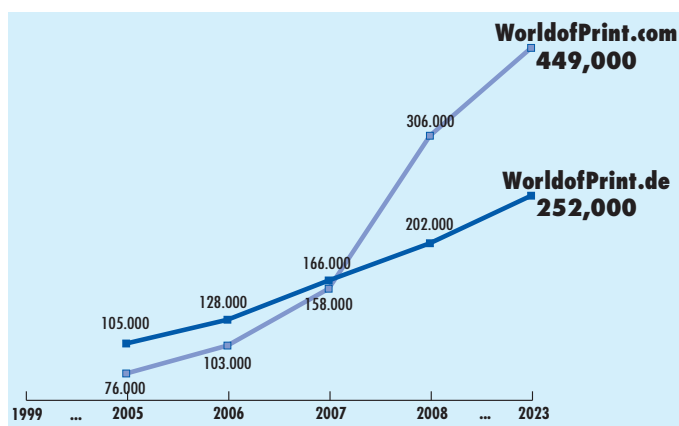
12 Current readership profile by job title



13 Distribution:

sold copies:	2,001
paid subscriptions:	2,001
Print run:	6,700
distributed copies	6,650

14 Development of online PageImpressions per month



Size of issue: DIN A4 (210 mm wide x 297 mm high)
Type area: 180 mm wide x 253 mm high

Advertising prices

Size	Price per ad in Euro
150 x 210 mm on front page	6.980,-
1/1	5.720,-
2/3	4.690,-
1/2	3.490,-
1/3	2.390,-
1/4	1.850,-

Loose inserts: up to 20 gram: 499.- € per 1,000 copies plus postal charge
up to 30 gram: 529.- € per 1,000 copies plus postal charge
up to 40 gram: 549.- € per 1,000 copies plus postal charge
up to 50 gram: 569.- € per 1,000 copies plus postal charge
All loose inserts up to DIN A4 format

Bound inserts: 4 pages: 999.- € per 1,000 copies - whole print run: 8,500 copies
8 pages: 1,299.- € per 1,000 copies - whole print run: 8,500 copies

All bound inserts up to DIN A4 format

Tip on cards: Whole print run of 8,500 copies, 399.- € per 1,000 copies incl. postal charges, requires booking of full base page

Delivery of loose inserts, bound inserts and tip on cards to:
D + L Printpartner GmbH, Schlavenhorst 10, 46395 Bocholt, Germany

Discounts: based on the amount of advertising within any 12 month period

Frequency discount	Volume discount
3 ads and more 3%	3 pages and more 5%
6 ads and more 5%	6 pages and more 10%
10 ads and more 10%	12 pages and more 15%
15 ads and more 15%	18 pages and more 20%

No discounts for loose or bound inserts and tip on cards.

Color charges: Standard colors 4c Euroscale
Special colors on request

Special positions: Guaranteed positions and 2nd, 3rd, 4th cover page + 10%

Terms of payment: Net amount payment within 30 days of invoice date

Printing process: Offset

Printers copy: PDF-files with proper specifications for offset-printing. For different file-formats, please contact Mr. Oliver Goepfert at oliver.goepfert@worldofprint.de

Publishing and advertising: Blömer Medien GmbH
Freiligrathring 18-20
40878 Ratingen, Germany

Telephone: ++49 (0) 21 02/1 47 08-70

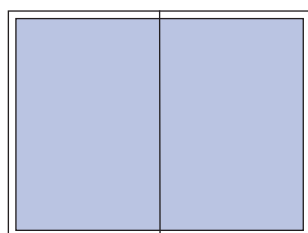
Fax: ++49 (0) 21 02/1 47 08-65

Frequency: monthly, 10 issues per year

Advertising deadlines: see editorial calendar

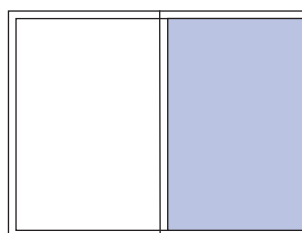
Sizes & dimensions

For bleed format, please allow additional 3 mm for bleeding.



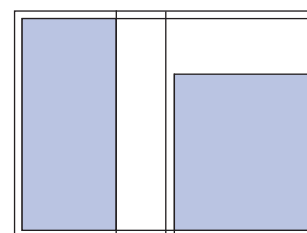
2/1 pages

Type area: 390 mm wide x 253 mm high
Bleed: 420 mm wide x 297 mm high



1/1 page

Type area: 180 mm wide x 253 mm high
Bleed: 210 mm wide x 297 mm high

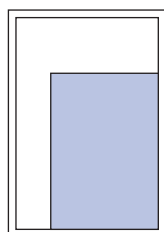


2/3 page vertical

Type area: 118 mm wide x 253 mm high
Bleed: 133 mm wide x 297 mm high

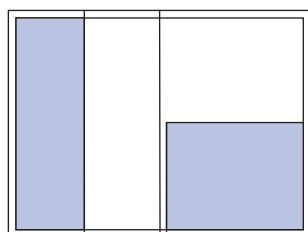
2/3 page horizontal

Type area: 180 mm wide x 166 mm high
Bleed: 210 mm wide x 188 mm high



Front Page Placement

150 mm wide x 210 mm height

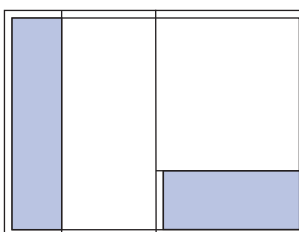


1/2 page vertical

Type area: 87 mm wide x 253 mm high
Bleed: 102 mm wide x 297 mm high

1/2 page horizontal

Type area: 180 mm wide x 124 mm high
Bleed: 210 mm wide x 146 mm high

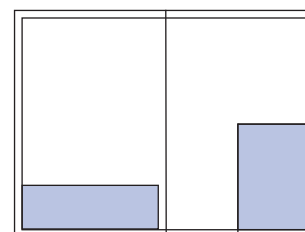


1/3 page vertical

Type area: 56 mm wide x 253 mm high
Bleed: 71 mm wide x 297 mm high

1/3 page horizontal

Type area: 180 mm wide x 86 mm high
Bleed: 210 mm wide x 108 mm high



1/4 page

Type area: 87 mm wide x 124 mm high

1/4 page horizontal

Type area: 180 mm wide x 60 mm high

Your Exclusive Front Page Special

We offer you a prominently positioned Advertorial-Special right on top of the front cover of our magazine.

The 8-page A5 booklet will be glued to the front cover and will be the first item that addresses our readers. This way we offer you an exclusive placement which will grab the attention of our readers for sure. Based on your input we will create a unique brochure about your products and services, presented in the editorial layout of World of Print.

Our online readers will read it, too!

In our HTML-newsletter

The special will additionally be distributed as a PDF file along with our HTML-Newsletter. It will be placed right at the top, of course..

On the homepage of www.WorldofPrint.de

Your special will be advertised on the homepage of www.worldofprint.de for 4 weeks and can be downloaded as a PDF.

Printed copies and file for your own use

You will receive additionally printed copies for your own use and the PDF file for free distribution.

- **Production, print and distribution**
- **Online in our newsletter**
- **Website placement for 4 weeks**
- **up to 3.000 additionally printed copies**
- **PDF file for unlimited distribution**



14.990,- € for your success

Content will be created based on your texts and images in close cooperation with you.



Regular Items:

- Product News
- Events and Trade Shows
- Business News
- Product Tests
- Case Studies
- Interviews
- Reports
- How-to Guides for Professionals

Issue	Trade Fair	ED	AD	AM	PD	Main Topics	Focus Features
January/February		11.01.24	16.01.24	18.01.24	31.01.24	<ul style="list-style-type: none"> ● Paper for Inkjet-Printing (Market Overview) ● Folding Carton (Print & Finishing) 	<ul style="list-style-type: none"> ● Printing Inks ● Workflow ● Inserting Systems ● MIS-Systems ● Label Printing ● Digital Textile Printing
March 	Fespa Global Print Expo	08.02.24	13.02.24	15.02.24	29.02.24	<ul style="list-style-type: none"> ● Digital Web Presses (Market Overview) ● Trends in Digital Textile Printing (Print & Finishing) 	<ul style="list-style-type: none"> ● UV-Drying ● Folding machines ● Color Measuring + Calibration Tools ● Large Format Printing ● Commercial Software for Printers ● POS-Displays ● CTP ● Flexographic printing ● Fespa previews
April	drupa-Preview	07.03.24	12.03.24	14.03.24	28.03.24	<ul style="list-style-type: none"> ● Folding Machines (Market Overview) ● Corrugated Packaging Print (Preprint and Postprint technologies) 	<ul style="list-style-type: none"> ● Logistics for Packaging ● Waterless Offset ● Editorial Systems ● Ink Supply ● Green Printing ● Softproof ● Robotics
May	drupa-Preview	11.04.24	16.04.24	18.04.24	30.04.24	<ul style="list-style-type: none"> ● Web-to-Print (Market Overview) ● Finishing + Shipping (Flexible and Efficient Mailings) 	<ul style="list-style-type: none"> ● Digital Label Printing ● Processless Printing Plates ● Workflow ● Quality Control ● Cleaning Systems ● Folding Carton and Corrugated ● Flexible packaging
June 	drupa Main Issue	10.05.24	14.05.24	16.05.24	28.05.24	<ul style="list-style-type: none"> ● Sheet-Fed Digital Printing (Market Overview) ● MIS (Commercial Printing Software) ● Digital Textile Printing 	<ul style="list-style-type: none"> ● Workflow ● Mail Inserters ● Package Printing ● JDF and CIP4 ● Laser Die Cutting ● Printing Blankets ● Uncoated Papers
July	drupa-Reports + Interviews	07.06.24	11.06.24	13.06.24	28.06.24	<ul style="list-style-type: none"> ● Sheetfed Offset Printing (Market Overview) ● Book-on-Demand (Technology, Finishing + Workflow) 	<ul style="list-style-type: none"> ● Papers for digital printing ● CtP ● Combination Folding Machines ● Quality Control ● Workflow for Digital Printing ● Climate Control ● POS-Displays
September	drupa-Reports + Interviews	08.08.24	13.08.24	15.08.24	30.08.24	<ul style="list-style-type: none"> ● Large Format Printing (Market Overview) ● Packaging and Label Printing (Flexographic and Digital) 	<ul style="list-style-type: none"> ● Cutting and Stamping ● MIS and Web-to-Print ● Cleaning Systems ● Cradle-to-Cradle ● Coldfoil/Hotfoil ● Variable Data Printing ● Automation Robotics
October 		05.09.24	10.09.24	12.09.24	30.09.24	<ul style="list-style-type: none"> ● Computer-to-Plate (Market Overview) ● Cutting, Folding and Binding (Modern Finishing Technologies) 	<ul style="list-style-type: none"> ● Processless Plates ● Fine Paper ● Digital PoD ● Inline + Offline Finishing ● Book-on-Demand ● UV-Drying ● Sustainability
November		10.10.24	15.10.24	17.10.24	31.10.24	<ul style="list-style-type: none"> ● Digital Textile Printing (Market Overview) ● Specialized Finishing (Technologies, Trends and Marketing) 	<ul style="list-style-type: none"> ● Workflow ● Paper for Digital Printing ● LFP ● Embellishment ● Small Format Offset Printing ● Color Measuring and Calibration Tools
December 		07.11.24	12.11.24	14.11.24	29.11.24	<ul style="list-style-type: none"> ● Digital Label Printing (Market Overview) ● Flexographic Printing ● XXL-Printing (Trends + Applications) 	<ul style="list-style-type: none"> ● High-Speed Cutters ● Color Consistent Displays ● Water and Cleaning Technology ● Printing Inks ● Commercial Software for Printers

ED = editorial deadline, AD = advertising deadline, AM = deadline for ad material, PD = publication date (day.month.year)
Topics and dates can always be subject to changes

World of Print MOBILE

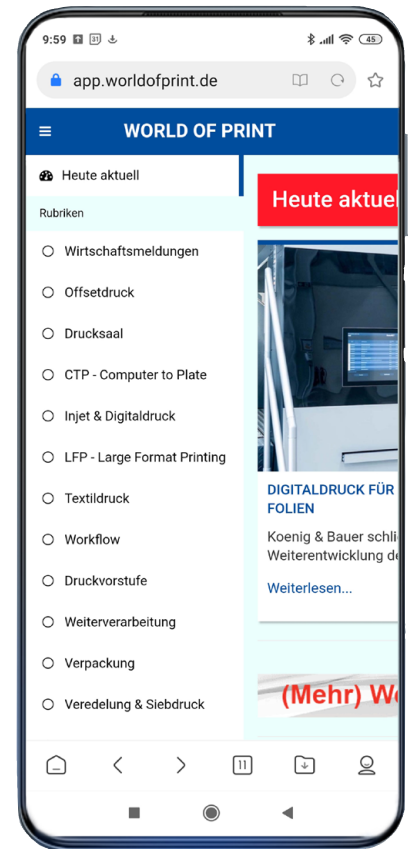
Optimized websites for mobile readers

More and more digital content is viewed on smartphones and tablets. World of Print – MOBILE is purpose-built for those mobile devices and does not rely on the responsive design of the regular website. Thereby we eliminate the sometimes random resorting of entries and your advertising is delivered just as perfect as the editorial content.

If you book a banner on www.worldofprint.de/com we can guarantee the position of your ad on the mobile site just as well as on the regular website.

Just position the link on your phone's home screen and enjoy:

<https://app.worldofprint.de>



Advertorial-Newsletter - E-shot

Your exclusive content for our subscribers

The german newsletter of www.worldofprint.de is distributed to approximately 15.000 subscribers. Reach out to those readers with an exclusive advertorial newsletter that showcases your products and services effectively.

Whether you want to present your product portfolio, offer a white paper or invite to an online event – this medium offers the perfect way to facilitate response by intergrated links.

Just send us your texts, images and URLs, and we will create the newsletter in the design our readers are used to.

3.990,- € per shot





www.WorldofPrint.de – Advertising prices for website and newsletter

Website	Width Pixel	Height Pixel	Published	Price per month in Euro
Standard Banner	176	60	on every page	1,200.–
Fullsize Banner	468	60	on every page	3,200.–
Skyscraper Banner	160	600	on every page	3,200.–
ContentAd	145	60	related to topic	200.–/topic
Newsletter	Width Pixel	Height Pixel	Published	Price per month in Euro
Fullsize Banner	468	60	HTML-newsletter	1,200.–
Premium Banner	600	140	HTML-newsletter	1.600.–
Website + Newsletter combination	Width Pixel	Height Pixel	Published	Price per month in Euro
Fullsize Banner Website and NL	468	60	on every page and in HTML-Newsletter	3,600.–
Standard Banner Website and NL	145	60	on every page and in HTML-Newsletter	1,500.–
Multimedia	Width Pixel	Height Pixel	Published	Price per week in Euro
Movie up to 10 minutes running length	200	100	on homepage	500.–

A banner will always appear Run-of-Site and with every PI and will not alternate with other banners.

Other formats like leaderboards, wallpaper asf. can be implemented at your wish.

For special events we can send out a exclusive advertorial newsletter with your content.

Discounts

All discounts are granted for the booking of one site or for all sites in combination:

3 months/year 10%

6 months/year 20%

Statistics (September 2023)

PageImpressions/month: 252,000

Newsletter subscribers: 14,975

Subscribers by area of interest

Digital printing:	79.2 %	Inks, paper etc.:	63.7 %
Prepress:	71.3 %	Post-processing and finishing:	72.9 %
Offset printing:	70.4 %	Newspaper production:	52.3 %
Other printing technologies:	71.1 %	Business news:	68.9 %

ContentAds

Banner placements



www.WorldofPrint.com – Advertising prices for website and newsletter

Website	Width Pixel	Height Pixel	Published	Price per month in Euro
Standard Banner	145	60	on every page	500.–
Fullsize Banner	468	60	on every page	1,200.–
Skyscraper Banner	160	600	on every page	1,600.–
ContentAd	145	60	related to topic	150.–/topic
Newsletter	Width Pixel	Height Pixel	Published	Price per month in Euro
Fullsize Banner	468	60	in HTML-Newsletter	800.–
Premium Banner	600	140	HTML-newsletter	1.000.–
Website + Newsletter combination	Width Pixel	Height Pixel	Published	Price per month in Euro
Fullsize Banner Website and NL	468	60	on every page and in HTML-Newsletter	1,500.–
Standard Banner Website and NL	145	60	on every page and in HTML-Newsletter	680.–
Multimedia	Width Pixel	Height Pixel	Published	Price per week in Euro
Movie up to 10 minutes running length	200	100	on homepage	500.–

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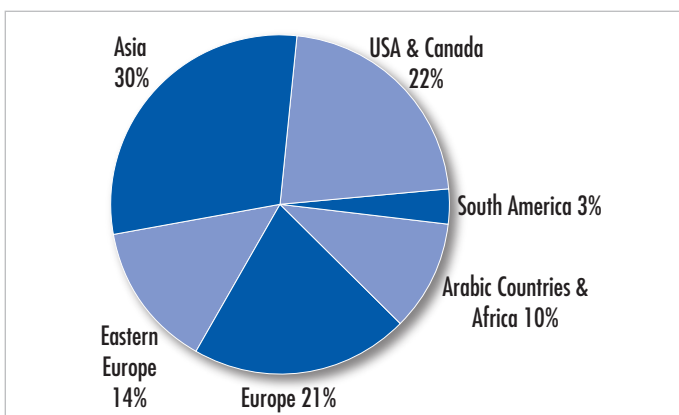
PageImpressions/month: 449,000

Newsletter subscribers: 34,257

Subscribers by area of interest

Digital printing:	79.7 %	Inks, paper etc.:	61.7 %
Prepress:	61.8 %	Post-processing and finishing:	76.6 %
Offset printing:	77.9 %	Newspaper production:	54.9 %
Other printing technologies:	68.5 %	Business news:	75.3 %

Geographical distribution



Banner placements

The screenshot shows the World of Print website with various banner placements. A large 'Fullsize 468 x 60' banner is at the top right. A 'Skyscraper 160 x 600' banner is on the right side. The main content area features a large banner for 'INKJET & DIGITAL PRINTING' with a headline 'Konica Minolta unveils AccurioLabel 190 press' and an image of the press. Below this is a 'Download our app now!' section with icons for iOS and Android. The footer contains a 'NEWS TODAY' section with a headline 'ILJ highlighting high speed wallpaper applications at LJC'.