



**23 years**  
of Innovation & Know How

Leader in sign making, large format printing & viscom



LARGE FORMAT DIGITAL PRINTING, PUBLISHING, DIGITAL IMAGING & CONTENT CREATION

# media kit '18

 produced in switzerland



# kreativ

now in its 23st year!

LARGE FORMAT DIGITAL PRINTING, PUBLISHING, DIGITAL IMAGING & CONTENT CREATION

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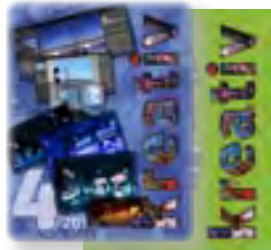
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New website with news blog, calendar and searchable online registry



# kreativ

now in its 23st year!

LARGE FORMAT DIGITAL PRINTING, PUBLISHING, DIGITAL IMAGING & CONTENT CREATION

## 2018 Media Kit & Advertising Info

### Mission Statement

The magazine **Kreativ** uncovers trends and brings cutting-edge industry insights for **large format printing, sign making, publishing and digital content creation**.

For more than two decades, **Kreativ** has been the leader in sign making, large format printing and cross-media publishing in Switzerland. Since Digital Content Creation no longer limits itself to prepress, press and cross media publishing, **Kreativ** took the lead in reporting on topics such as online marketing, advertising technologies, video, film and compositing. **Kreativ** shows techniques for applied visual communication, also covered are topics like type design, photo and video effects (vfx) as well as graphics and arts.



### Editorial Focus

- Technology how-tos from industry insiders and bestselling authors
- unbiased and in-depth reviews based on decades of industry experience
- reports on significant industry trends in **digital printing, publishing and digital content creation**
- **Kreativ** has partnerships with leading associations and institutions

### Unique Qualities

Reflecting the needs and wishes of our demanding and sophisticated readership, **Kreativ** is published in German addressing the Swiss, German and Austrian market for **Large Format, Sign Making and Publishing**.

**Kreativ** collaborates with other leading partners of the large format and digital print market such as the swiss association for advertising technology and print (VWP/Verband Werbetechnik+Print) and with «**werbetechniker.ch**» the leading swiss chat and online portal for signmaking and LFP professionals. And **Kreativ** is official media partner of leading exhibitions and events such as EXPO 4.0, European Sign Expo/ FESPA, Suisse Emex and others.

Another amazing fact is the great XXL-magazine paper size, which allows **Kreativ** to satisfy the sophisticated demands of advertisers and readers alike.

Last but not least, **Kreativ** has continuously served the industry for almost two decades as a leader in sign making, publishing and digital content creation and this speaks for itself.

### Editorial Staff/Sales/Publishing House

<b>Contact:</b>	✦	<b>Editorial</b> Kreativ Magazin, Seenerstrasse 143, CH-8405 Winterthur, Switzerland phone ++41 - 52 233 03 43, fax ++41 - 52 233 03 53
	✦	<b>Editor-In-Chief</b> Patrick Rutschmann, SFJ/AJS/AGS: prutschmann@kreativ-journal.com
<b>Sales:</b>	✦	<b>Sales</b> Patrick Rutschmann : prutschmann@kreativ-journal.com
<b>Publishing House:</b>	>	PR-Kreativ GmbH, Seenerstrasse 143, CH-8405 Winterthur, Switzerland e-mail: info@pr-kreativ.ch, Internet: www.pr-kreativ.ch © 2017 pr-kreativ.ch



### Profile/Focus

**Professional know-how for Large Format Digital Printing, Digital Printing, Publishing, Digital Imaging & Content Creation**

«kreativ» is focused on: production houses and sign companies, copy shops, large format printers, exhibition builders, decorators, (industrial) designers, desktop publishers, digital printers, graphic designers, photographers, prepress specialists, viscom agencies, screen printers, sign makers, type designers, printing facilities & other creative professionals.

### Issues & Deadlines

Published:	6 issues a year (every 2 months)
Editorial Deadline:	6 weeks before publishing date
Press-Releases:	1 magazine page = about 3200 glyphs plus 1 or 2 pictures
Insertion Deadline:	4 weeks before publishing date
Insertion Delivery:	Ready to use data 1 week after deadline

### Publishing Dates 2018

Issue 1/2018:	21st of February 2018
Issue 2/2018:	17th of April 2018
Issue 3/2018:	19th of June 2018
Issue 4/2018:	21th of August 2018
Issue 5/2018:	16st of October 2018
Issue 6/2018:	18st of December 2018

### Technical Information

<b>Circulation:</b>	4300 copies
<b>Format (magazine):</b>	230 x 297 mm (9.05 x 11.69 inch)
<b>Face:</b>	205 x 273 mm (8.07 x 10.75 inch)
<b>Bleed:</b>	3 mm (0.12 inch)
<b>Printing Colours:</b>	CMYK Euroscale Coated

### File Formats

**Copy:** Delivery on CD-ROM or by e-mail: ready to print, CMYK separated data (PDF, EPS, Tiff, AI, InDesign, QuarkXPress). Please incl. all fonts or convert fonts to paths.

**Printing Technology:** CTP / offset printing (sheet)

### Subscription

**Subscription for 1 year (6 issues)**

Switzerland:	CHF 61.50	(incl. forwarding expenses, incl. 2,5% tax)
Foreign countries (Europe):	CHF 90.- / € 95.-	(inclusive forwarding expenses)
Foreign countries (Overseas):	CHF 140.-	(inclusive forwarding expenses)

The «Kreativ» Subscription extends one further year at a time, if is not canceled with a written notice to the publishing house at the latest four weeks after receipt of the 6. issue.



### Issues and Deadlines

6 times per year, every 2 months

#### **Issue No. 1/2018: February 2018**

Deadline for Press Releases: 10. January 2018

Deadline for Advertisements: 24. January 2018

**Publishing date (calendar week): February 21 (CW 8)**

#### **Issue No. 2/2018: April 2018**

Deadline for Press Releases: 06. March 2018

Deadline for Advertisements: 20. March 2018

**Publishing date (calendar week): April 17 (CW 16)**

#### **Issue No. 3/2018: June 2018**

Deadline for Press Releases: 08. May 2018

Deadline for Advertisements: 22. May 2018

**Publishing date (calendar week): June 19 (CW 25)**

#### **Issue No. 4/2018: August 2018**

Deadline for Press Releases: 10. July 2018

Deadline for Advertisements: 24. July 2018

**Publishing date (calendar week): August 21 (CW 34)**

#### **Issue No. 5/2018: October 2018**

Deadline for Press Releases: 04. September 2018

Deadline for Advertisements: 18. September 2018

**Publishing date (calendar week): October 16 (CW 42)**

#### **Issue No. 6/2018: December 2018**

Deadline for Press Releases: 06. November 2018

Deadline for Advertisements: 20. November 2018

**Publishing date (calendar week): December 18 (CW 51)**

### Data delivery: Advertisements

Magnitude/sizes as on page 4 in the media info, watch the bleed. Please include all fonts or convert them into paths.

#### **Delivery:**

by postal delivery: on CD-ROM incl. colour proof  
file formats: PDF-X3 (ISO Coated v2), all fonts included  
native files on request only: InDesign, QuarkXPress, Illustrator (incl. Fonts)

by e-mail: [ads@kreativ-journal.com](mailto:ads@kreativ-journal.com)  
100% Size High-Resolution PDF-X3 (with all printmarks)  
(ask for Distiller settings)

For further information please contact Patrick Rutschmann ([prutschmann@kreativ-journal.com](mailto:prutschmann@kreativ-journal.com))

### Imprint, Editorial

#### **Publishing House:**

pr-kreativ gmbh  
Seenerstrasse 143, CH-8405 Winterthur, Switzerland  
Tel. +41 - 52 - 233 03 43  
Fax +41 - 52 - 233 03 53  
Web: [www.pr-kreativ.ch](http://www.pr-kreativ.ch)

#### **Editorial:**

«Kreativ-Journal»  
Seenerstrasse 143  
CH-8405 Winterthur  
Switzerland  
E-Mail: [redaktion@kreativ-journal.com](mailto:redaktion@kreativ-journal.com)

#### **Editor-In-Chief:**

Patrick Rutschmann  
Specialized Journalist (ASJ)  
[prutschmann@kreativ-journal.com](mailto:prutschmann@kreativ-journal.com)

#### **Creative Director:**

Patrick Rutschmann  
Graphic Designer  
[prutschmann@kreativ-journal.com](mailto:prutschmann@kreativ-journal.com)

#### **Sales:**

Information and order:  
Patrick Rutschmann  
[prutschmann@kreativ-journal.com](mailto:prutschmann@kreativ-journal.com)  
Dagmar Rutschmann  
[drutschmann@pr-kreativ.ch](mailto:drutschmann@pr-kreativ.ch)

#### **Magazine size:**

230 x 297 mm (8.07 x 10.75 inch)

#### **Website / NEWS BLOG**

**Registry Source of Supply**  
<http://www.kreativ-journal.com>

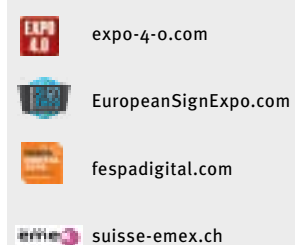
#### **Member / Collaboration**

Verband Werbetechnik + Print VWP  
Verband Schweizer Fachjournalisten  
Association Specialised Journalists  
FOGRA.org Graphic Technology  
Research Association

#### **Online Partner of**



#### **Media Partner of**



### Press Releases

One page of the magazine accommodates about 3200 characters and 1-2 pictures.

A half-page can accommodate about 1000 characters and 1 picture.

Press releases: (preferred by e-mail)

- by e-mail to "[redaktion@kreativ-journal.com](mailto:redaktion@kreativ-journal.com)"
- by postal delivery on CD/DVD incl. prints

Text: RTF or unformatted text files; images as Tiff or JPEG (high quality); with image descriptions and copyrights.

## Media Kit and Advertising Info

No 20.0. Page 6

This Media Kit is valid beginning January 1st 2018

### Advertising Prices & Sizes

black & white	Size	width x height	Euro	2-colours	Euro	3-colours	Euro
	1/1 page	205 x 273 mm			€ 2117.-		€ 2391.-
1/2 page	102 x 273 mm 205 x 136 mm		€ 1477.-	€ 1504.-	€ 1691.-		
1/3 page	92 x 205 mm 65 x 273 mm		€ 1191.-	€ 1296.-	€ 1322.-		
1/4 page	47 x 273 mm 100 x 136 mm 205 x 68 mm		€ 683.-	€ 782.-	€ 865.-		
1/8 page	100 x 68 mm 205 x 34 mm		€ 439.-	€ 563.-	€ 635.-		

#### Bleed ads Reservation required

Ads filled to capacity are possible for formats from 1/2 page (+ 3mm bleed) Panorama Advertising: 26 mm Overflow Reservation required

#### Two-Sided advertisements

advertising price +50% (ie. 2/1 page, 4c) 460 x 297 mm: € 4299

#### Loose Inserts

up to A4: € 2557\*

A3 (folded): € 2922\*

\*additional dispatch costs € 304

other sizes/page volumes on demand

4-colours	Size	width x height	Euro	Cover pages, 1/1, 4c
	1/1 page	205 x 273 mm 230 x 297 mm (full)		€ 2866.-
1/2 page	102 x 273 mm 102 x 297 mm (full) 205 x 136 mm 230 x 136 mm (full)		€ 2022.-	2nd/3rd cover page: € 3148 / CHF 3620.-
1/3 page	92 x 205 mm 65 x 273 mm		€ 1452.-	
1/4 page	47 x 273 mm 100 x 136 mm 205 x 68 mm		€ 1083.-	
1/8 page (face)	100 x 68 mm 205 x 34 mm		€ 683.-	

#### Rebates

Multiple Insertions: 2x 7%

Multiple Insertions: 4x 10%

Multiple Insertions: 6x 15%

agency commission: 10%

#### Reply Coupons, mounted

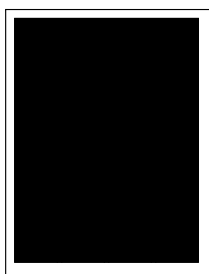
min. 1/2 advertising page as back-ground for the reply card

#### Swiss Tax

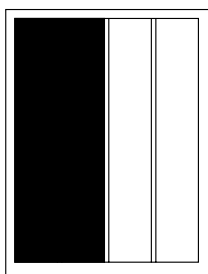
all prices excl. 8% tax (no tax necessary if billing address not in Switzerland)

all prices in Swiss Francs (CHF/SFr. Exchange rate 1 Euro = 1.15 CHF)

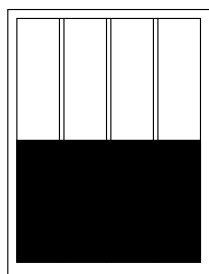
Ads from 1/2 page may be published filled to capacity without additional costs



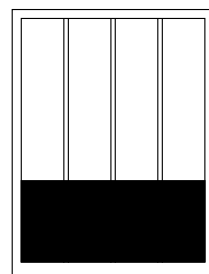
1/1 page  
205 x 273mm (face)  
230 x 297mm, filled to capacity



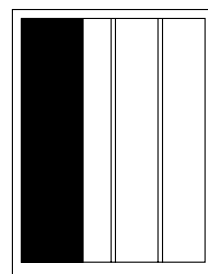
1/2 page  
102 x 273mm (face)  
102 x 297mm, filled to capacity



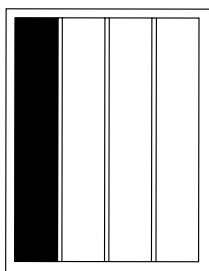
1/2 page  
205 x 136 mm (face)  
230 x 136 mm, filled to capacity



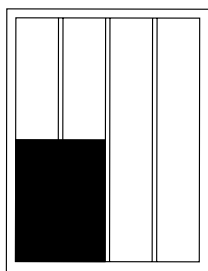
1/3 page  
92 x 205 mm (face)



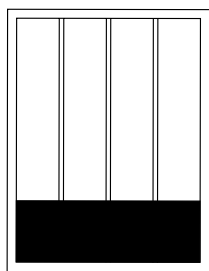
1/3 page  
65 x 273 mm (face)



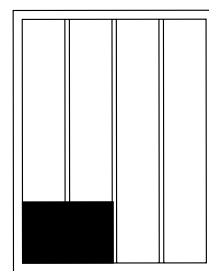
1/4 page  
47 x 273 mm (face)



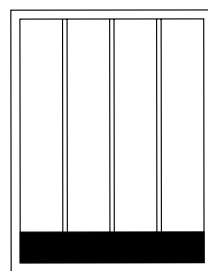
1/4 page  
100 x 136 mm (face)



1/4 page  
205 x 68 mm (face)



1/8 page  
100 x 68 mm (face)



1/8 page  
205 x 34 mm (face)

### Prices for entries in the «Bezugsquellenverzeichnis» (Listing in the Source of Supply Directory) incl. online listing and Google search

Orders apply to issue 6 of the calendar year

Discounts: starting from 10 entries/issue: 10%  
starting from 15 entries/issue: 20%

**Costs per line and per issue: CHF 12.50** (The listing is text only, there are no logos included) (excl. 8% tax)

New column titles are free of costs and are provided upon request. We reserve the right to edit column titles for clarity. The source of supply registry is designed in 4 rows of 1.87 inch (47,5 mm). Column title list on request .

For technical reasons new entries in the source of supply listing can only be published in the next issue if a written order is present 6 weeks before release date.

Your order will extend for another year unless it is canceled with a written notice to the publishing house.

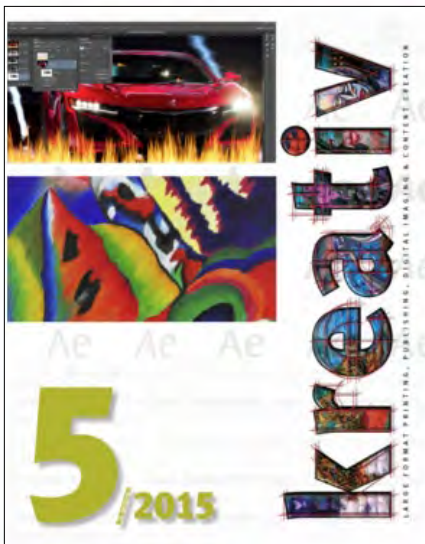
ZURÜCK ZUR STARTSEITE

KREATIV-ABONNENTENSERVICE

MEDIADATEN

IMPRESSUM

KREATIV-BEZUGSQUELLENVERZEICHNIS



YOU ARE HERE: HOME / KREATIV-BEZUGSQUELLENVERZEICHNIS / BLACHENFARBEN

## Blachenfarben

### Serilith AG

CH-6275 Ballwil

Tel. 041 449 41 00

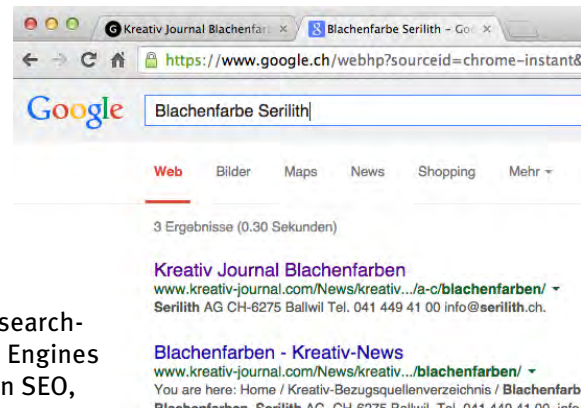
info@serilith.ch

[www.serilith.ch](http://www.serilith.ch)

All entries in the printed issue are automatically listed in the online registry.

A direct link to your company website is available for CHF/EURO 20,00 (per link/year)

New – in Google gefunden werden: The online Bezugsquellen Registry is searchable and the entries are also listed within Google. Search and other Search Engines and bring important clicks to your company. A very important feature within SEO, and only available when booked for the printed issues!



### Online reference index: The only «Yellow Pages» for swiss creative professionals!

**Inclusion is only possible if entries are booked in the printed issues of Kreativ Magazine.**

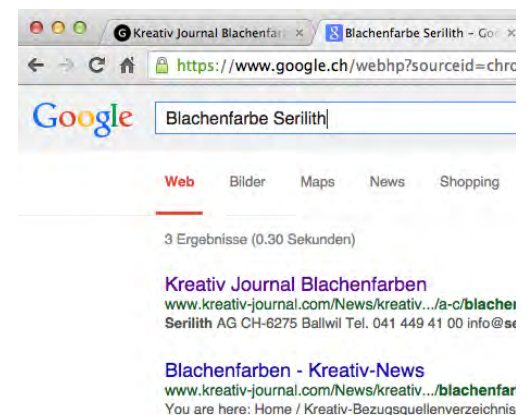
All entries of the directory index in the print issues will be automatically listed in the online registry.

For an additional charge (CHF 20,-) you will get a direct link to your website.

Thanks to the great expertise of specialists from McKinley Denali ([www.mckinley-denali.com](http://www.mckinley-denali.com)) we can proudly present another highlight for all customers of the reference directory index:

Entries are also found in Google: The online reference index is searchable, and the entries are found in search engines like Google!

Registered companies benefit from the online directory also with a better Google ranking – this means search engine optimisation without any





### Web banner



#### 1 Web-Banner Standard (468 x 60 Pixel)

Costs for 30 days upload: € 217\*  
 Costs for 6 months upload: € 1261\*  
 Costs for 12 months upload: € 2391\*  
 Web-banner are displayed randomly.

#### 2 Skyscraper Banner (160 x 600 Pixel)

Costs for 30 days upload: € 391 p. 1m\*  
 Costs for 6 months upload: € 2146 p. 6m\*  
 Costs for 12 months upload: € 3600 p. 12m\*  
 Skyscraper Banner are exclusively and during the booked period constant on the website.

#### 3 Half Size Banner / Partner Banner (230 x 100 Pixel)

Costs for 6 months upload: € 609\*  
 Costs for 1 year: € 1087\*  
 Web-banner are displayed randomly.

**Free Newsfeed: Generate added value on your homepage - absolutely free!**

Place the KREATIV Newsfeed banner on your homepage and profit from the KREATIV news by sharing them with your visitors. Very simple integration of the code by drag & drop ...

\*File check-up: € 30.- The prices include upload fees. Upon request, we will be happy to optimize the banner for you. We also have the capacity to design the entire animated web banner for you.

**all prices excl. 8% tax. ©2017 pr-kreativ.ch**

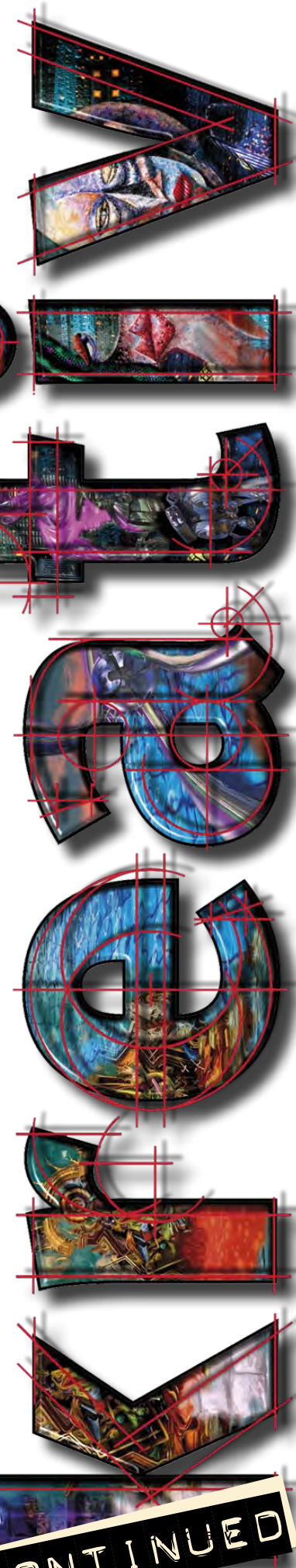
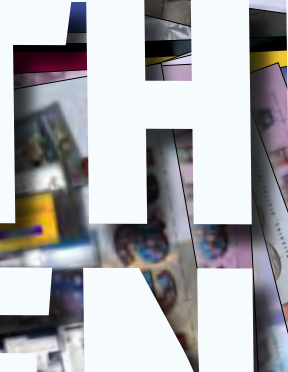
### www.kreativ-journal.com incl. weekly news blog

The brand new «kreativ-journal.com» website offers weekly news feed with full RSS meta tags capacity and is great for our new "social media" generation readers, which not only stick to the printed issue itself. Here you get the opportunity to post news for our readers and many other interested users between printed issues. Posts usually remain in the first place for a few days but remain available through online search. This service is free for a limited time to advertisers and complements the printed editions. Kreativ-Journal.com website also provides additional features like the reference index for creative pros and a lot more.

Advertisers may bundle with advertisements or press releases in the printed magazines and receive the opportunity to use our servers for their promotions, download offerings etc.



CONTINUITY - KONTINUITÄT



THE END

... TO BE CONTINUED

KNOW-HOW FOR LARGE FORMAT PRINTING, PUBLISHING, DIGITAL IMAGING & CONTENT CREATION