



**24 years**  
of Innovation & Know How  
Leader in large format, digital, textile & viscom



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

# media Kit '19

produced in Switzerland

# Kreativ

now in its 24th year!

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

## Media Kit 2019: Table of Contents



- Page + 3 +
- Mission Statement
  - Editorial Focus
  - Unique Qualities
  - Editorial Staff



- Page + 4 +
- Short Profile/Focus
  - Issues & Deadlines
  - Technical Information
  - Advertisements (Prices & Sizes)



- Page + 5 +
- Source of Supply Directory with searchable online registry
  - Marketplace
  - Subscription



- Page + 6 +
- Publishing Dates
  - Deadlines
  - Imprint

- Page + 7 +
- Website: [www.kreativ-journal.com](http://www.kreativ-journal.com)
  - Website with news blog, calendar and searchable online registry



# Kreativ

now in its 24th year!

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

## 2019 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.

**+** **Swissmade:** Kreativ has been fully produced in Switzerland since its inception - layout and printing.

### 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, Digital, Publishing and Content Creation.**

**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 chat and online portal for swiss signmaking professionals.

And **Kreativ** is official media partner of leading exhibitions and events such as FESPA/ESE European Sign Expo, EXPO 4.0/wetec, 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

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

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

### Publishing Dates 2019

Issue 1/2019:	21st of February
Issue 2/2019:	17th of April
Issue 3/2019:	19th of June
Issue 4/2019:	21th of August
Issue 5/2019:	16th of October
Issue 6/2019:	18th of December

### 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.- / € 80.-	(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.

### Editorial Content / Reviews

#### Prices for editorial content and stories:

Press releases, news, reviews and editorial content can be published in magazine. The costs correspond to the advertising prices.

1 magazine page corresponds to approx. 3'000 characters plus 1 or 2 pictures/graphics.

1/2 magazine page corresponds to approx. 1'000 characters plus picture.

### Stories / Case Studies / User Reports

#### Prices for case stories and reviews:

Prices for editorial stories correspond to the advertising prices. The editors can be booked for on-site reports. Text and photos are edited by the editorial staff. The costs for reports are calculated according to expenditure and in addition to the regular advertising page price.

Cost: CHF 120.- per hour plus travel expenses

#### Delivery of Editorial Stories / Press Releases

Preferably deliver by e-mail. Text and image data must be delivered individually (no Word files with pictures).

Text delivered as RTF or unformatted text files.

Pictures as TIFF or JPEG (high quality).

Please include captions in the text file.

### Issues and Deadlines

6 times per year, every 2 months

#### **Issue No. 1/2019: February 2019**

Deadline for Press Releases: 25. January 2019  
Deadline for Advertisements: 31. January 2019  
Publishing date (calendar week): February 25th (CW 9)

#### **Issue No. 2/2019: April 2019**

Deadline for Press Releases: 15. March 2019  
Deadline for Advertisements: 20. March 2019  
Publishing date (calendar week): April 18th (CW 16)

#### **Issue No. 3/2019: June 2019**

Deadline for Press Releases: 17. May 2019  
Deadline for Advertisements: 22. May 2019  
Publishing date (calendar week): June 20th (CW 25)

#### **Issue No. 4/2019: August 2019**

Deadline for Press Releases: 22. July 2019  
Deadline for Advertisements: 29. July 2019  
Publishing date (calendar week): August 23th (CW 34)

#### **Issue No. 5/2019: October 2019**

Deadline for Press Releases: 13. September 2019  
Deadline for Advertisements: 20. September 2019  
Publishing date (calendar week): October 17th (CW 42)

#### **Issue No. 6/2019: December 2019**

Deadline for Press Releases: 14. November 2019  
Deadline for Advertisements: 20. November 2019  
Publishing date (calendar week): December 18th (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  
100% Size High-Resolution PDF-X3 (with all printmarks)  
(ask for Distiller settings)

For further information please contact Patrick Rutschmann (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

#### **Editorial:**

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

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

Patrick Rutschmann  
Specialized Journalist (ASJ)  
prutschmann@kreativ-journal.com

#### **Publisher:**

Patrick Rutschmann  
Graphic Designer  
prutschmann@kreativ-journal.com

#### **Sales:**

Information and order:  
Patrick Rutschmann  
prutschmann@kreativ-journal.com  
Dagmar Rutschmann  
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>

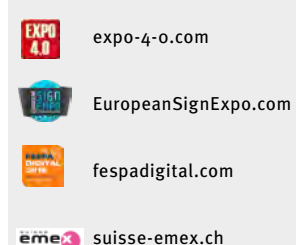
#### **Member / Collaboration**

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"
- 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.

### Advertising Prices & Sizes

black & white	Size	width x height	Euro / CHF	2-colours	Euro / CHF	3-colours	Euro / CHF
	1/1 page	205 x 273 mm	205 x 273 mm		€ 2100/CHF 2435		€ 2425/CHF 2750
1/2 page	102 x 273 mm 205 x 136 mm	102 x 273 mm 205 x 136 mm	€ 1498 / CHF 1698.-	€ 1526/CHF1730	€ 1716/CHF 1945		
1/3 page	92 x 205 mm 65 x 273 mm	92 x 205 mm 65 x 273 mm	€ 1209 / CHF 1370.-	€ 1314 /CHF1490	€ 1341/CHF 1520		
1/4 page	47 x 273 mm 100 x 136 mm 205 x 68 mm	47 x 273 mm 100 x 136 mm 205 x 68 mm	€ 695 / CHF 785.-	€ 793 / CHF 899.-	€ 878/CHF 995		
1/8 page	100 x 68 mm 205 x 34 mm	100 x 68 mm 205 x 34 mm	€ 446 / CHF 505.-	€ 572 / CHF 648.-	€ 644/CHF 730		

#### 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: € 4360 / CHF 4'944.-)

#### Loose Inserts

up to A4: € 2593 / CHF 2'940.-\*  
A3 (folded): € 2963 / CHF 3'360.-\*  
\*additional dispatch costs € 309 / CHF 350  
other sizes/page volumes on demand

4-colours	Size	width x height	Euro / CHF	Cover pages, 1/1, 4c
	1/1 page	205 x 273 mm 230 x 297 mm (full)	205 x 273 mm 230 x 297 mm (full)	
1/2 page	102 x 273 mm 102 x 297 mm (full) 205 x 136 mm 230 x 136 mm (full)	102 x 273 mm 102 x 297 mm (full) 205 x 136 mm 230 x 136 mm (full)	€ 2050 / CHF 2325	
1/3 page	92 x 205 mm 65 x 273 mm	92 x 205 mm 65 x 273 mm	€ 1473 / CHF 1670	
1/4 page	47 x 273 mm 100 x 136 mm 205 x 68 mm	47 x 273 mm 100 x 136 mm 205 x 68 mm	€ 1098 / CHF 1245	
1/8 page (face)	100 x 68 mm 205 x 34 mm	100 x 68 mm 205 x 34 mm	€ 695 / CHF 785	

**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 background 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 = 1,14 CHF / 1 CHF = 0,90 Euro)

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)

## Klein-Inserate für Occasionen, Stellen usw.

nachfolgende Standard-Grössen sind im Angebot.

Auch Chiffre-Anzeigen möglich: Aufschlag: CHF 30.-/Inserat

Für grössere Formate gelten die Mediadaten ([www.kreativ-journal.com/Mediadaten](http://www.kreativ-journal.com/Mediadaten))

*Klein-Inserat: 54 x 20 mm: CHF 150.--*



*Klein-Inserat: 54 x 35 mm: CHF 290.--*



*Inserat: 100 x 68 mm: CHF 505.--*



alle Preise zzgl. MwSt

Für weitere Infos stehen wir Ihnen gerne zur Verfügung.

Redaktion KREATIV, pr-kreativ gmbh  
T. 052 233 03 43, [info@pr-kreativ.ch](mailto:info@pr-kreativ.ch)

### 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% swiss 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.



YOU ARE HERE: HOME / KREATIV-BEZUGSQUELLENVERZEICHNIS / BLACHENFARBEN

## Blachenfarben

### Serilith AG

CH-6275 Ballwil

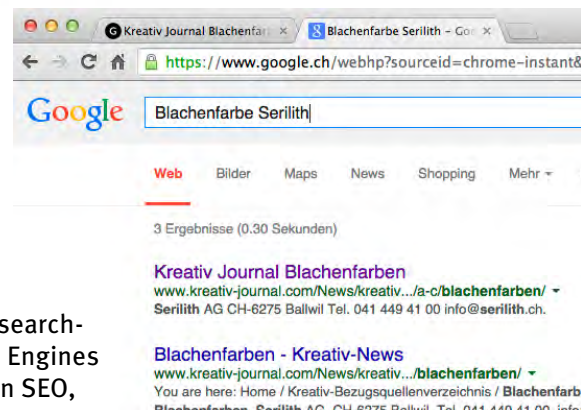
Tel. 041 449 41 00

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!

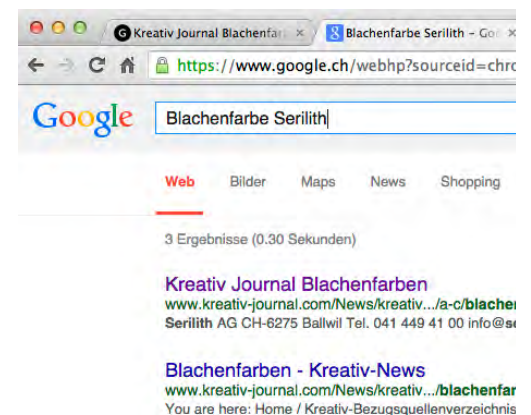
**Inclusion is only possible if entries are booked in the printed issues of Kreativ Magazine.**

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

For an small additional charge of CHF 20 / Euro 20 we will set the direct link to your website.

Thanks to the great expertise of specialists from McKinley Denali 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 efforts.

A great added value by the KREATIV reference directory index!





### Web banner

The screenshot shows the KREATIV website homepage with a navigation menu (DESIGN, FOTOGRAFIE, TYPOGRAFIE, LARGE FORMAT PRINTING, VIDEO, VFX, BROADCAST, SONSTIGES) and a main content area. Three numbered callouts highlight specific advertising opportunities:

- 1**: A yellow banner at the top with the text "All the type you need." and "1".
- 2**: A vertical orange banner on the right side with the text "TAKE IT. MAKE IT." and "Adobe Creative Cloud Photography plan".
- 3**: A green dashed box around a "KREATIV NEWSRSS FEED" widget on the right side.

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

Costs for 30 days upload: € 225,-\*  
 Costs for 6 months upload: € 214,-/Mt: 1284,-\*  
 Costs for 12 months upload: € 202,50/Mt: 2430,-\*  
 Web-banner are displayed randomly.

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

Costs for 30 days upload: € 398,- p. m  
 Costs for 6 months upload: € 379,- p. m: 2'274,-  
 Costs for 12 months upload: € 270,- p. m: 3'240,-  
 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: € 620,-\*  
 Costs for 1 year: € 1105,-\*  
 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. 7,7% tax. ©2018 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.

***kreativ magazine***  
*presents*



***the Swiss Exhibition for  
signage professionals***

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**Sept./Oct. 2020**  
Vianco Arena Brunegg

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**Finally the time has come – Switzerland has its own  
Exhibition for Signage, Large Format Printing,  
Textile Printing und Light Advertising**

In the late summer of 2020 the second edition of WEPROswiss will be held. There will meet different kind of professionals of the sectors Signage, Digital Printing, Textile Printing, Light Advertising und Digital Signage at Brunegg, in the Vianco Arena.

The WEPROswiss offers space for networking and an overview of the machines, devices and materials, which are currently available. But there aren't just traders and manufacturers at the WEPROswiss – there will be also signage, light advertising and Digital Signage specialists to present their products for retailing.

**Opening hours:**

- 1. Exhibition Day: from 10.30 - 17.30h (Restaurant open from 11.30h)**
- 2. Exhibition Day: from 9.30 bis 17.00h**

CONTINUITY - KONTINUITÄT



THE END

TO BE CONTINUED

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