



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



media  
kit '23

kreativ

**Swiss Quality: hergestellt in der Schweiz**  
**Die Fachzeitschrift seit 28 Jahren!**

# Kreativ

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

## Media Kit 2023: Table of Contents



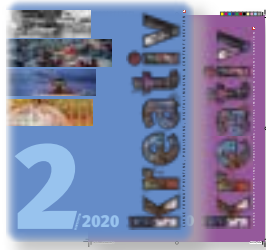
- Page + 3 +
- Mission Statement
  - Editorial Focus
  - Unique Qualities
  - Editorial Staff



- 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](#), events calendar and [searchable online registry](#)





# Kreativ

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

## 2023 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

© 2023 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  
**PR/Case Stories:** 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 2023

Issue 1/2023: February  
 Issue 2/2023: April  
 Issue 3/2023: June  
 Issue 4/2023: August  
 Issue 5/2023: October  
 Issue 6/2023: December

### Technical Information

**Circulation:** 3'500 copies  
**Format (magazine):** 230 x 297 mm (9.05 x 11.69 inch)  
**Face:** 205 x 273 mm (8.07 x 10.75 inch)  
**Bleed:** 3 mm (0.12 inch)  
**Printing Colours:** 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 90.–	(incl. forwarding expenses, incl. 2,5% tax)
Foreign countries (Europe):	CHF 150.–	(inclusive forwarding expenses)
Foreign countries (Overseas):	CHF 150.–	(inclusive forwarding expenses)

The «Kreativ» Subscription extends for one further year, if it is not canceled with a written notice (postal, e-mail, fax) to the publishing house at least four weeks before the end of the subscription.

### Editorial Content / Reviews

**Prices for editorial content, news and stories: CHF 1200.--**  
 Press releases, news, reviews and editorial content can be published in the magazine. The costs correspond to the regular 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 1 picture.

### Stories / Case Studies / User Reports

#### **Costs for case stories and reviews**

Prices for editorial stories are CHF 1200.– or correspond to the advertising prices.

#### **Costs for on-site reports:**

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 150.- per hour, plus travel expenses

#### **Delivery of Editorial Stories / Press Releases**

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

Text delivered as RTF or unformatted text files.

Graphics: PDF, PNG, SVG / Pictures: TIFF or JPEG (HQ).

Please include captions separately in the text file.

Costs per text or page: CHF 150.-- up to CHF 250.--

### Issues and Deadlines

6 times per year, every 2 months

#### Issue No. 1: February/March 2023

Deadline for Press Releases: January 30<sup>th</sup>, 2023  
Deadline for Advertisements: February 06<sup>th</sup>, 2023  
Publishing date (calendar week): Feb. 27<sup>th</sup> (CW 9)

#### Issue No. 2: April/May 2023

Deadline for Press Releases: March 08<sup>th</sup>, 2023  
Deadline for Advertisements: March 22<sup>nd</sup>, 2023  
Publishing date (calendar week): April 18<sup>th</sup> (CW 16)

#### Issue No. 3: June/July 2023

Deadline for Press Releases: May 12<sup>th</sup>, 2023  
Deadline for Advertisements: May 22<sup>nd</sup>, 2023  
Publishing date (calendar week): June 20<sup>th</sup> (CW 25)

#### Issue No. 4: August/September 2023

Deadline for Press Releases: July 24<sup>th</sup>, 2023  
Deadline for Advertisements: Aug. 09<sup>th</sup>, 2023  
Publishing date (calendar week): Aug. 22<sup>nd</sup> (CW 34)

#### Issue No. 5: October/November 2023

Deadline for Press Releases: Sept. 22<sup>nd</sup>, 2023  
Deadline for Advertisements: Sept. 29<sup>th</sup>, 2023  
Publishing date (calendar week): Oct. 18<sup>th</sup> (CW 42)

#### Issue No. 6: December 2023 / January 2024

Deadline for Press Releases: Nov. 17<sup>th</sup>, 2023  
Deadline for Advertisements: Dec. 1<sup>st</sup>, 2023  
Publishing date (calendar week): Dec. 14<sup>th</sup> (CW 50)

### 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](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/Publisher:

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

#### Sales PRINT:

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

#### Verkauf ONLINE:

Patrick Rutschmann  
[pr@pr-kreativ.ch](mailto:pr@pr-kreativ.ch)  
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  
[www.kreativ-journal.com](http://www.kreativ-journal.com)

#### Membership / Collaboration

Verband Werbetechnik + Print VWP  
[Verband Schweizer Fachjournalisten](http://VerbandSchweizerFachjournalisten)  
[Association Specialised Journalists](http://AssociationSpecialisedJournalists)  
[FOGRA.org](http://FOGRA.org) Graphic Technology  
[Research Association](http://ResearchAssociation)

#### 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 25.0. Page 6

This Media Kit is valid beginning January 1st 2023

### 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	€ 1000 / CHF 1200.-		€ 1000 / CHF 1200		–
	1/2 page	102 x 273 mm 205 x 136 mm	€ 800 / CHF 1000.-		€ 800 / CHF 1000		–
	1/3 page	92 x 205 mm 65 x 273 mm	€ 750 / CHF 850.-		€ 750 / CHF 850.-		–
	1/4 page	47 x 273 mm 100 x 136 mm 205 x 68 mm	€ 500 / CHF 650.-		€ 500 / CHF 650.-		–
	1/8 page	100 x 68 mm 205 x 34 mm	€ 250 / CHF 250.-		€ 250 / CHF 250.-		–

#### 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 +25% (ie. 2/1 page, 4c)  
460 x 297 mm: € 3625 / CHF 4'120.-)

#### Loose Inserts

up to A4: € 1900 / CHF 2'000.-\*  
A3 (folded): € 2900 / CHF 3'000.-\*  
\*additional dispatch costs € 300 / CHF 350  
other sizes/page volumes on demand

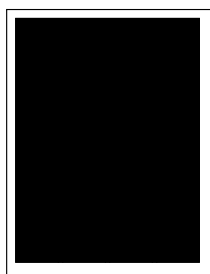
4-colours	Size	width x height	Euro / CHF	Cover pages, 1/1, 4c	
	1/1 page	205 x 273 mm 230 x 297 mm (full)	€ 2900 / CHF 3296	4th cover page:	€ 3347 / CHF 3795
	1/2 page	102 x 273 mm 102 x 297 mm (full) 205 x 136 mm 230 x 136 mm (full)	€ 2050 / CHF 2325	2nd/3rd cover page:	€ 3193 / CHF 3620
	1/3 page	92 x 205 mm 65 x 273 mm	€ 1473 / CHF 1670	<b>Rebates</b> Multiple Insertions: 2x 7% Multiple Insertions: 4x 10% Multiple Insertions: 6x 15% agency commission: 10%	
	1/4 page	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	€ 695 / CHF 785		

#### Swiss Tax

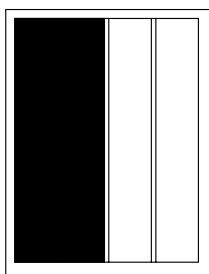
all prices excl. 8% tax (no tax necessary if billing address not in Switzerland)

all prices in Swiss Francs (CHF/SFr. Exchange rate 1 Euro = 1,14 CHF / 1 CHF = 0,90 Euro)

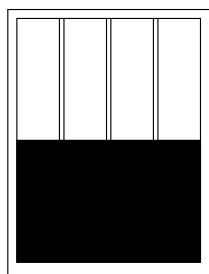
Ads from 1/2 page may be published filled to capacity without additional costs



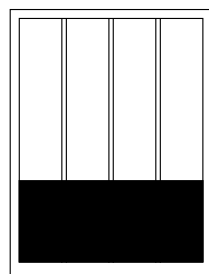
1/1 page  
205 x 273mm (face)  
230 x 297mm, filled to capacity



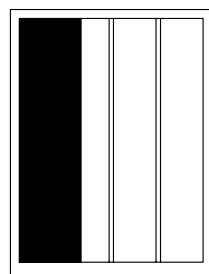
1/2 page  
102 x 273mm (face)  
102 x 297mm, filled to capacity



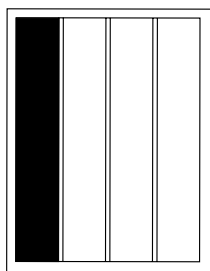
1/2 page  
205 x 136 mm (face)  
230 x 136 mm, filled to capacity



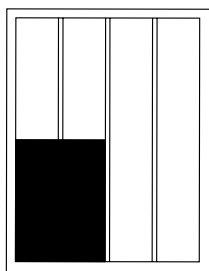
1/3 page  
92 x 205 mm (face)



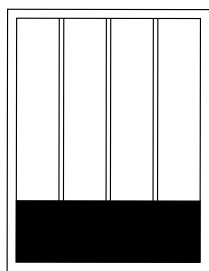
1/3 page  
65 x 273 mm (face)



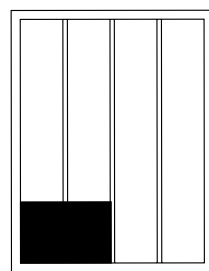
1/4 page  
47 x 273 mm (face)



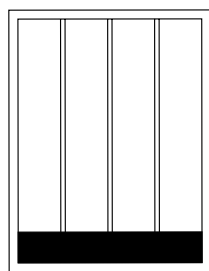
1/4 page  
100 x 136 mm (face)



1/4 page  
205 x 68 mm (face)



1/8 page  
100 x 68 mm (face)



1/8 page  
205 x 34 mm (face)

## Small ads for job offers, second-hand machinery and equipment etc.

The following standard sizes are available.  
For larger formats see media kit page 6.

*Small ad: 54 x 20 mm: CHF 150.--*



*Small ad: 54 x 35 mm: CHF 290.--*

**FOR SALE**  
**studio, machinery,**  
**furnishings, tool**  
  
Price as agreed  
Contact: 052 233 03 43

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

**FOR SALE**  
  
**studio, machinery,**  
**furnishings, tool**  
  
Price as agreed  
Contact: 052 233 03 43

All prices excl. VAT

Please do not hesitate to contact us for further information.

Editorial department KREATIV, pr-kreativ gmbh  
Phone +41 52 233 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.

[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](mailto: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



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

Costs for 30 days upload: € 250,-\*  
Costs for 6 months upload: € 240,-/Mt: 1440,-\*  
Costs for 12 months upload: € 229/Mt: 2748,-\*  
**Web-banner are displayed randomly.**

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

Costs for 30 days upload: € 450,- p. m  
Costs for 6 months upload: € 420,- p. m: 2'520,-  
Costs for 12 months upload: € 300,- p. m: 3'600,-  
**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: € 700,-\*  
Costs for 1 year: € 1250,-\*  
**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.

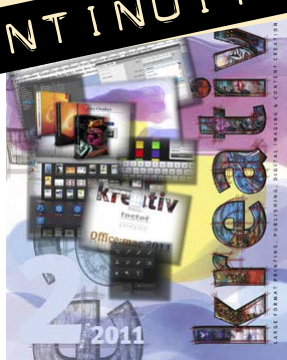
all prices excl. 7,7% tax. ©2023 pr-kreativ.ch

### www.kreativ-journal.com incl. 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

Kreativ

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