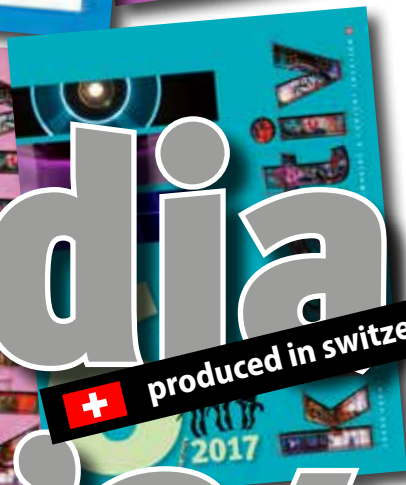




29 years  
of Innovation & Know How  
Leader in sign making, large format printing & viscom



media  
kit '24

+ produced in switzerland

kreativ

# Kreativ

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

since 29 years!



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> Editorial Focus  
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> Editorial Staff



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> Issues & Deadlines  
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with searchable online registry  
> Marketplace  
> Subscription



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

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





# Kreativ

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

now in its 29th year!




## 2024 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 almost three decades (29 years), 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.

 made in Switzerland

### 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 & 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, WEPROswiss 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:** › Editorial  
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:** › Sales  
Patrick Rutschmann : prutschmann@kreativ-journal.com

**Publishing House:** › PR-KREATIV GmbH, Seenerstrasse 143, CH-8405 Winterthur, Switzerland  
e-mail: info@pr-kreativ.ch, Internet: www.pr-kreativ.ch

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## Media Kit and Advertising Info

No 26.o. Page 4

This Media Kit is valid beginning January 1st 2024

### 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: every 2 months - 6 issues a year  
 Editorial Deadline: 8 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

Issue 1/2024: February 2024  
 Issue 2/2024: April/May 2024  
 Issue 3/2024: June/July 2024  
 Issue 4/2024: August/September 2024  
 Issue 5/2024: October/November 2024  
 Issue 6/2024: December 2024

### Technical Information

**Circulation:** 4300 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

<b>Switzerland:</b>	<b>CHF 90.00</b>	<b>(incl. forwarding expenses, incl. tax)</b>
Foreign countries (Europe):	CHF 150.- / € 150.-	(inclusive forwarding expenses)
Foreign countries (Overseas):	CHF 200.-	(inclusive forwarding expenses)

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

### Issues and Deadlines

6 times per year, every 2 months

#### Issue No. 1/2024: February 2024

Deadline for Press Releases: January 30, 2024

Deadline for Advertisements: January 31, 2024

Publishing date (calendar week): February 27 (CW 9)

#### Issue No. 2/2024: April 2024

Deadline for Press Releases: March 8, 2024

Deadline for Advertisements: March 22, 2024

Publishing date (calendar week): April 22 (CW 17)

#### Issue No. 3/2024: June 2024

Deadline for Press Releases: May 10, 2024

Deadline for Advertisements: May 20, 2024

Publishing date (calendar week): June 20 (CW 25)

#### Issue No. 4/2019: August 2024

Deadline for Press Releases: July 24, 2024

Deadline for Advertisements: Aug 09, 2024

Publishing date (calendar week): August 22 (CW 34)

#### Issue No. 5/2019: October 2024

Deadline for Press Releases: September 20, 2024

Deadline for Advertisements: September 30, 2024

Publishing date (calendar week): October 18 (CW 42)

#### Issue No. 6/2019: December 2024

Deadline for Press Releases: November 15, 2024

Deadline for Advertisements: November 30, 2024

Publishing date (calendar week): December 14 (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 USB stick 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 PDF 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

<https://www.kreativ-journal.com>

#### Member / Collaboration:

- [Verband Werbetechnik + Print VWP](#)
- [Verband Schweizer Fachjournalisten](#)  
Association Specialised Journalists
- [FOGRA.org](#) Graphic Technology  
Research Association

#### Online Partner



#### Medien Partner of



[expo-4-0.com](http://expo-4-0.com)



[European Sign Expo](#)



[Fespa Global Print Expo](#)



[WEPROswiss.ch](http://WEPROswiss.ch)

### 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 USB stick, 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 26.o. Page 6

This Media Kit is valid beginning January 1st 2024

### 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	€ 1200,--		€ 1200,--		on demand
	1/2 page	102 x 273 mm 205 x 136 mm	€ 1000,--		€ 1000,--		
	1/3 page	92 x 205 mm 65 x 273 mm	€ 850,--		€ 850,--		
	1/4 page	47 x 273 mm 100 x 136 mm 205 x 68 mm	€ 650,--		€ 650,--		
	1/8 page	100 x 68 mm 205 x 34 mm	€ 250,--		€ 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: € 4120 / CHF 4120

#### Loose Inserts

up to A4: € 2000 / CHF 2000\*  
A3 (folded): € 3000 / CHF 3000\*  
\*additional dispatch costs € 350 / CHF 350  
other sizes/page volumes on demand  
ask for special conditions & discounts

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)	€ 3'296,--	4th cover page: € 3795 / CHF 3795,--
	1/2 page	102 x 273 mm 102 x 297 mm (full) 205 x 136 mm 230 x 136 mm (full)	€ 2'325,--	2nd/3rd cover page: € 3620 / CHF 3620,--
	1/3 page	92 x 205 mm 65 x 273 mm	€ 1'670,--	
	1/4 page	47 x 273 mm 100 x 136 mm 205 x 68 mm	€ 1'245,--	
	1/8 page (face)	100 x 68 mm 205 x 34 mm	€ 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 back-ground for the reply card

#### News, Case Stories

Same prices as for advertisements.  
1 free publication of News-Text (online or print) is available per placed advertisement plus costs for text editing CHF 450.-/page

#### News, Reports, Test Reports

Editorial content: CHF 450 per page  
from provided content (text/info/photo)

#### We write texts for you!

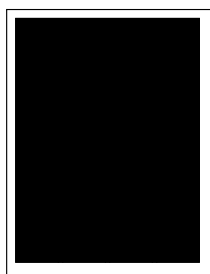
Prices for articles written by the editorial team according to expenditure:  
CHF 120.-/hour plus travel expenses  
or by arrangement

#### Swiss Tax

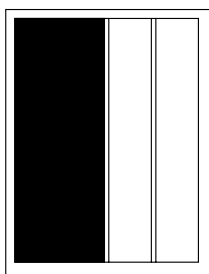
all prices excl. tax (no tax necessary if billing address outside of Switzerland)

all prices in Swiss Francs (Exchange rate 1 Euro = 1 CHF)

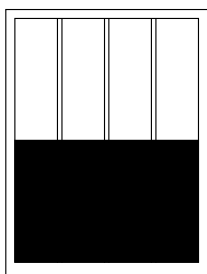
Ads from 1/2 page may be published filled to capacity without additional costs



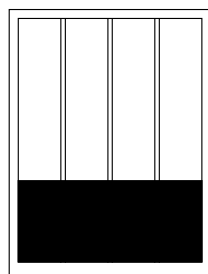
1/1 page  
205 x 273mm (face)  
230 x 297mm, filled to capacity



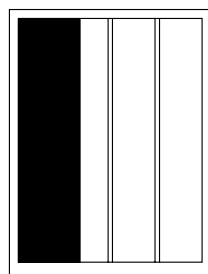
1/2 page  
102 x 273mm (face)  
102 x 297mm, filled to capacity



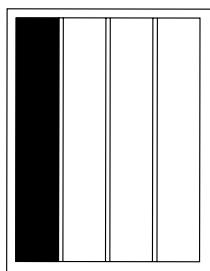
1/2 page  
205 x 136 mm (face)  
230 x 136 mm, filled to capacity



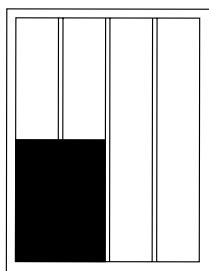
1/3 page  
92 x 205 mm (face)



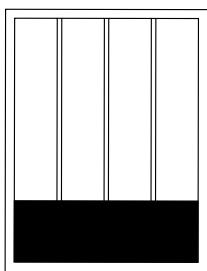
1/3 page  
65 x 273 mm (face)



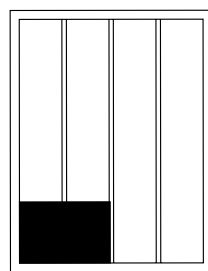
1/4 page  
47 x 273 mm (face)



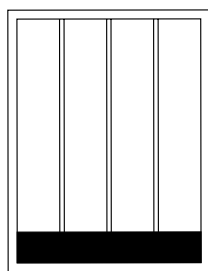
1/4 page  
100 x 136 mm (face)



1/4 page  
205 x 68 mm (face)



1/8 page  
100 x 68 mm (face)



1/8 page  
205 x 34 mm (face)

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

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

*Small ad: 54 x 20 mm: CHF 100.--*



*Small ad: 54 x 35 mm: CHF 200.--*

FOR SALE

**studio, machinery,  
furnishings, tools**

Price as agreed  
Contact: 052 233 03 43

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

FOR SALE

**studio, devices,  
furnishings, tools**

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 ltd  
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. 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](#)



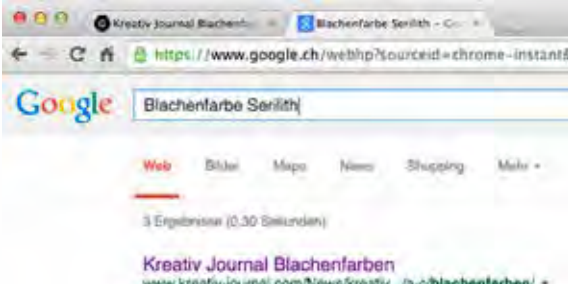
YOU ARE HERE: [HOME](#) / [KREATIV-BEZUGSQUELLENVERZEICHNIS](#) / [BLACHENFARBEN](#)

## 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 30,00 (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.**

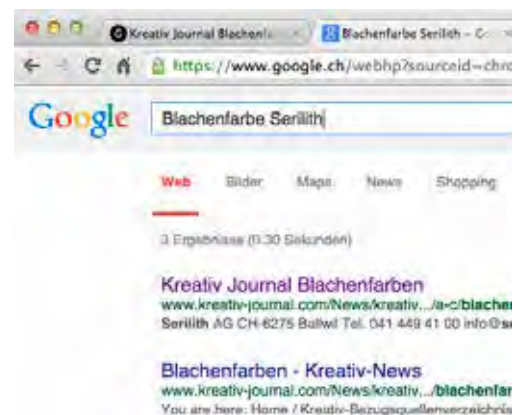
All entries of the directory index in the print issues will be automatically listed in the online registry.

For an additional charge (CHF 30) 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!

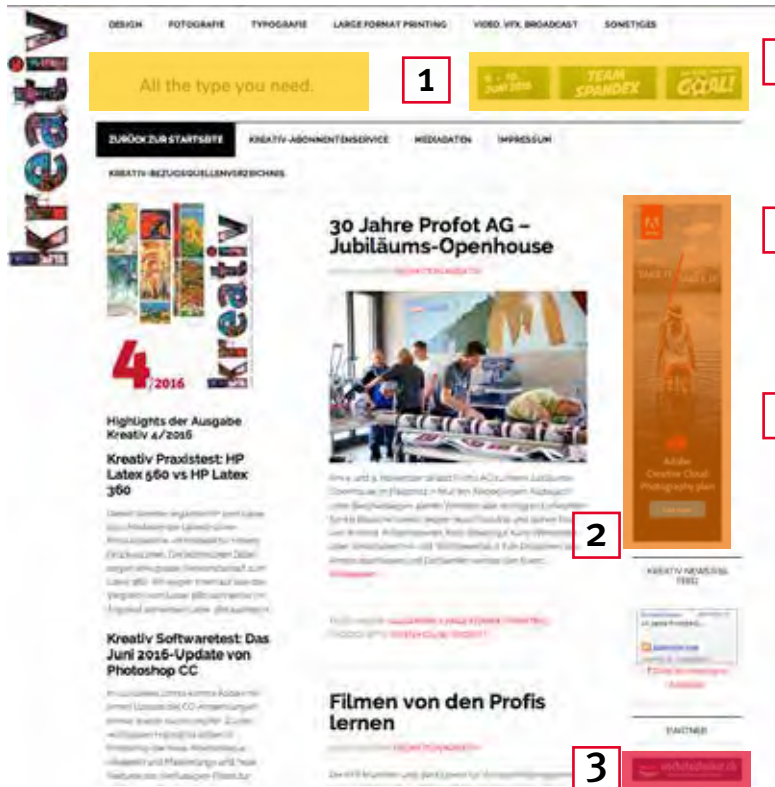
Registered companies benefit from the online directory also with a better Google ranking – this means search engine optimisation without any efforts.

An 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 1'440  
 Costs for 12 months upload: € 229/Mt: 2'748,-\*  
 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: € 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. tax. ©2024 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

kreativ

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

