

## Media Kit and Advertising Info

No 29 Page 5

This Media Kit is valid beginning January 1st 2026

### Issues and Deadlines

4 times per year, every 3 months

#### Issue No. 1: March/April 2026 | Spring

Deadline for Press Releases: February 10, 2026  
Deadline for Advertisements: February 17, 2026  
Publishing date (calendar week): March 31st (CW 14)

#### Issue No. 2: May/June 2026 | Summer

Deadline for Press Releases: May 12, 2026  
Deadline for Advertisements: May 19, 2026  
Publishing date (calendar week): June 30th (CW 27)

#### Issue No. 3: Sept/Oct 2026 | Autumn

Deadline for Press Releases: Aug. 12, 2026  
Deadline for Advertisements: Aug. 19, 2026  
Publishing date (calendar week): Sept. 30th (CW 40)

#### Issue No. 4/2024: December 2024 | Winter

Deadline for Press Releases: Oct. 26, 2026  
Deadline for Advertisements: Nov. 02, 2026  
Publishing date (calendar week): December 14th (CW 50)

#### Special Issue 30th Anniversary edition

planned on demand

### 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)

### Imprint, Editorial

#### Publishing House:

pr-kreativ gmbh / ltd – Advertising & Publishing  
Seenerstrasse 143, CH-8405 Winterthur, Switzerland  
Tel. +41-52-233 03 43  
Web: [www.pr-kreativ.ch](http://www.pr-kreativ.ch)  
News-Blog: [www.kreativ-journal.com](http://www.kreativ-journal.com)

#### Editorial:

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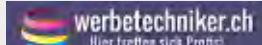
#### Editor-In-Chief:

Patrick Rutschmann  
Specialized Journalist (AS)  
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#### Member / Collaboration

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

#### Online Partner of

 [werbetechniker.ch](http://werbetechniker.ch)  
Hier treffen sich Profis

#### Media Partner of

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

 [EuropeanSignExpo.com](http://EuropeanSignExpo.com)

 [fespdigital.com](http://fespdigital.com)

#### Sales:

Information and order:  
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Dagmar Rutschmann  
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#### Magazine size:

230 x 297 mm (8.07 x 10.75 inch)

#### Website / NEWS BLOG

**Listing Sources of Supplies**  
[https://www.kreativ-journal.com](http://www.kreativ-journal.com)

### 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.

Prices for advertorials can be found on page 6. Prices correspond to the advertising rates.

Press releases/advertorials: (prefered by e-mail)

- by postal delivery on CD/DVD incl. prints
- Reports edited by the editorial team will be charged according to length/effort (per advertisement: 1x advertorial free of charge)

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

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