



media kit'26

Version 29.1, English, CHF / EUR

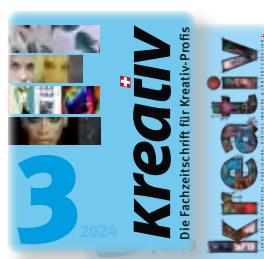
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Kreativ

since 30 years!

LARGE FORMAT.DIGITAL PRINTING.DIGITAL IMAGING.CONTENT CREATION

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- Website with news blog, calendar and searchable online registry



Kreativ

now in its 30th year!

LARGE FORMAT.DIGITAL PRINTING.DIGITAL IMAGING.CONTENT CREATION



2026 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 three 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 signmakers & creative 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

Media Kit and Advertising Info

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This Media Kit is valid beginning January 1st 2026

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:	4 issues a year (every 3 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

Issue 1/2026: Spring Issue March/April (CW 14)
Issue 2/2026: Summer Issue May/June (CW 27)
Issue 3/2026: Autumn Issue Sept/Oct (CW 40)
Issue 4/2026: Winter Issue December (CW50)
Special Issue 30 th anniversary edition planned

Technical Information

Circulation:	3200 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 Euroscales Coated

File Formats

Copy: Delivery on CD-ROM or by e-mail: ready to print, separated CMYK 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

Switzerland:	CHF 90.00	(incl. forwarding expenses, incl. tax)
Foreign countries (Europe):	CHF 150.- / € 160.-	(inclusive forwarding expenses)
Foreign countries (Overseas):	CHF 160.- / \$ 177.-	(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 4th 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 1 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.

Media Kit and Advertising Info

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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
News-Blog: www.kreativ-journal.com

Editorial:

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

Editor-In-Chief:

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

Member / Collaboration

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

Online Partner of

 werbetechniker.ch
Hier treffen sich Profis

Media Partner of

 expo-4-0.com

 EuropeanSignExpo.com

 fespadigital.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

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)

Media Kit and Advertising Info

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This Media Kit is valid beginning January 1st 2026

Advertising Prices & Sizes

black & white	Size	width x height	Euro / CHF	2-colours (PMS)	Euro / CHF	3-colours (PMS)	Euro / CHF
	1/1 page	205 x 273 mm	€ 1200 / CHF 1200		€ 1450 / CHF 1450		€ / CHF 1500
	1/2 page	102 x 273 mm 205 x 136 mm	€ 1000 / CHF 1000		€ 1250 / CHF 1250		€ / CHF 1350
	1/3 page	92 x 205 mm 65 x 273 mm	€ 850 / CHF 850		€ 980 / CHF 980		€ / CHF 1025
	1/4 page	47 x 273 mm 100 x 136 mm 205 x 68 mm	€ 650 / CHF 650		€ 750 / CHF 750		€ / CHF 780
	1/8 page	100 x 68 mm 205 x 34 mm	€ 250 / CHF 250		€ 350 / CHF 350		€ / CHF 450

4-colours	Size	width x height	Euro / CHF	Cover pages, 1/1, 4c (cmyk)
	1/1 page	205 x 273 mm 230 x 297 mm (full)	€ 3296 / CHF 3296	4th cover page: € 3795 / CHF 3795 2nd/3rd cover page: € 3620 / CHF 3620
	1/2 page	102 x 273 mm 102 x 297 mm (full) 205 x 136 mm 230 x 136 mm (full)	€ 2325 / CHF 2325	
	1/3 page	92 x 205 mm 65 x 273 mm	€ 1670 / CHF 1670	
	1/4 page	47 x 273 mm 100 x 136 mm 205 x 68 mm	€ 1245 / CHF 1245	
	1/8 page (face)	100 x 68 mm 205 x 34 mm	€ 785 / CHF 785	

Rebates

Multiple Insertions: 2x 7%
Multiple Insertions: 4x 10%
Multiple Insertions: 6x 15%
agency commission: 10%

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 2'000.-*
A3 (folded): € 3000 / CHF 3'000.-*
*additional dispatch costs € 350 / CHF 350
other sizes/page volumes on demand

Reply Coupons, mounted

min. 1/2 advertising page as background for the reply card

Advertisorials

At least 1/2 page of delivered content.
Prices according to advertised prices.
One free advertorial is available for each placed advertisement. (online and/or print) Plus text editing 450.-/page

News, case stories, test reports

1 page of editorial content 450.-/page
Edited based on supplied specifications (information/photos)

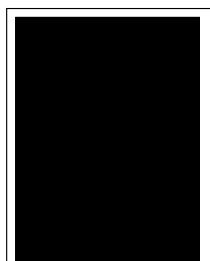
We'll write for you!

Prices for articles written by the editorial team are based on effort: 120.-/h
or by appointment, excl. travel expenses

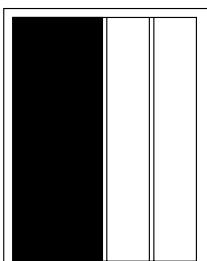
Swiss Tax

all prices excl. 8.1% tax (no tax necessary if billing address not in Switzerland)
all prices in Swiss Francs (CHF/SFr.)

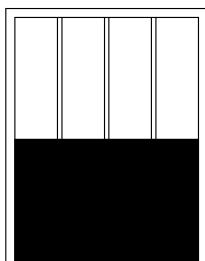
Ads from 1/2 page may be published filled to capacity without additional costs



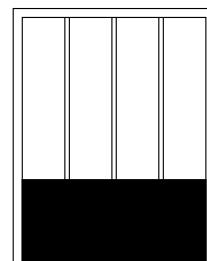
1/1 page
205 x 273 mm (face)
230 x 297 mm, filled to capacity



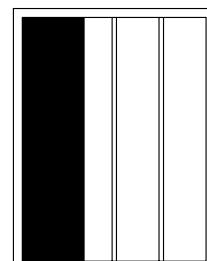
1/2 page
102 x 273 mm (face)
102 x 297 mm, filled to capacity



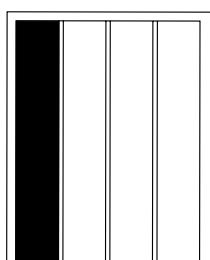
1/2 page
205 x 136 mm (face)
230 x 136 mm, filled to capacity



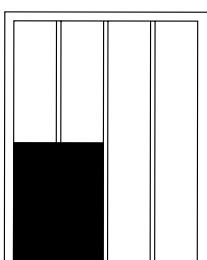
1/3 page
92 x 205 mm (face)
65 x 273 mm, filled to capacity



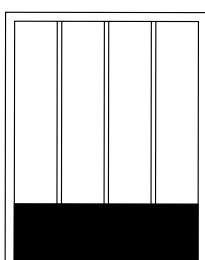
1/3 page
65 x 273 mm (face)



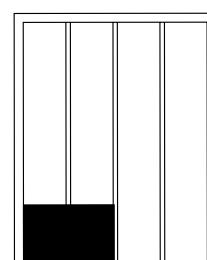
1/4 page
47 x 273 mm (face)



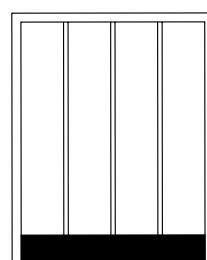
1/4 page
100 x 136 mm (face)



1/4 page
205 x 68 mm (face)



1/8 page
100 x 68 mm (face)



1/8 page
205 x 34 mm (face)

Media Kit and Advertising Info

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This Media Kit is valid beginning January 1st 2026

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.--



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

FOR SALE

**studio, machinery,
furnishings, tool**

Price as agreed

Contact: 052 233 03 43

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



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

Media Kit and Advertising Info

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This Media Kit is valid beginning January 1st 2026

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

Orders are valid until the last issue of the calendar year. Discounts: starting from 10 entries/issue: 10% starting from 15 entries/issue: 20%

Price is calculated per line: **2-line entry = CHF 150.-/year, per 3-line entry: CHF 225.-/year**

(The listing is text only, there are no logos included, prices excl. 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.

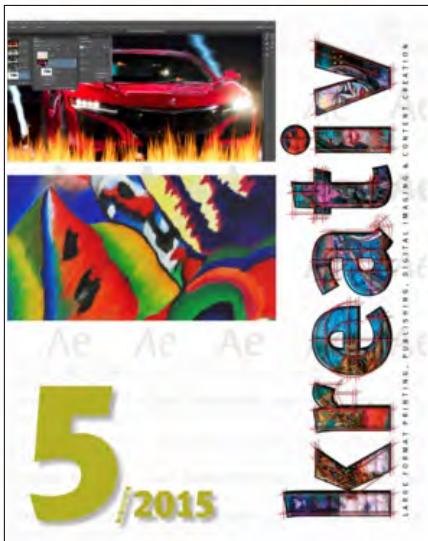
ZURÜCK ZUR STARTSEITE

KREATIV-ABONNENTENSERVICE

MEDIADATEN

IMPRESSUM

KREATIV-BEZUGSQUELLENVERZEICHNIS



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

Blachenfarben

Serilith AG

CH-6275 Ballwil

Tel 041 449 41 00

info@serilith.ch

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)



The online "Bezugsquellen Registry" (list of supplies) is searchable and the entries are also listed within google search and other search engines. This brings important traffic, clicks and views to your company. A very important feature within SEO, and only available when booked for the printed KREATIV magazines!

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.

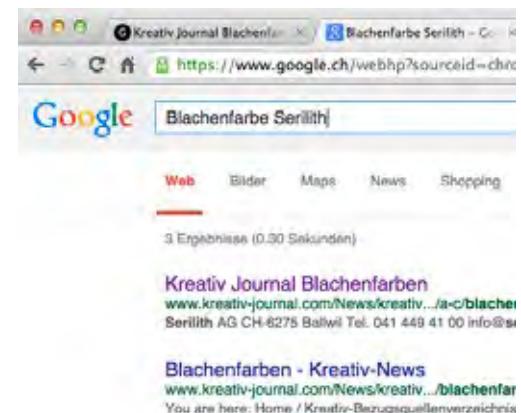
All entries of the directory index in the print issues will be automatically listed in the online registry/list of supplies.

For an small additional charge of CHF/Euro 30,-- a direct link to your website will be set.

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 SEO without any efforts.

A great added value by the KREATIV list of supplies directory index!



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This Media Kit is valid beginning January 1st 2024

Web banner



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-banners 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 Banners 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-banners 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. ©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.



TO BE CONTINUED

kreativ

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