



Media info 2021

A man and a woman are seated at a round wooden table in a modern, industrial-style interior. The wall behind them is covered in graffiti, including large blue letters and a black and white portrait. A large window above them shows a modern building and greenery. The floor is made of light-colored wood.

**THE CENTRE OF THE SIGN INDUSTRY!
A TRULY PAN EUROPEAN SIGN AND WIDE FORMAT PRINT MAGAZINE!**



Advertising 2021

• Covers all the European News on digital and analog signage and wide format printing, from Turkey to Iceland, and from Finland to Portugal.

• Special features on subjects like Markets outside Europe (like China, India, Brasil and Africa), Industrial printing, Textile printing, 3D printing and more...

• High quality content on (Digital and Printed) Signage, Wide Format Printing, Engraving, Finishing, and Light Advertising..

• Detailed and versatile information on Trends and Developments, produced by European top specialists/journalists.

Printed and sent by mail to the top 4.300 of Sign and Wide Format Print Production companies all over Europe!

Printed and sent by mail to the top 700 of European intermediate companies (advertising agencies, media brokers, distributors and resellers).

Moreover: Available and handed out for a total of 5.000 at Sign and Wide Format Print Shows such as FESPA, InPrint, ISE, ITMA, drupa, CI!Print, WETEC and all the viscom shows.

Interesting advertising and editorial opportunities in the magazine. Look at our Package Deals (combinations of advertising and editorial, printed as well as online)

Partner Package Deals 2021

If you do us favour, we will return the compliment (and more).

Partner Package deals: printed and online information, direct to your customers. Also in 2021 we will offer a number of package deals with various choices, enabling you to combine printed ads and editorial copy with online banners, press releases, editorials, linked to our online Newsletter and/or Twitter account.

We offer a number of brilliant options for European exposure in the sign and wide format print industry, either direct to the mailbox or on the desk of your prospects and customers. Become a platinum, gold, silver, bronze, stainless steel or press package release member to gain regular exposure. Address your market with detailed, easily legible information for sign makers and wide format

print producers. Choose the best with a combination of printed and on-line information and promotion. And remember our message: if you do us a favour, we will return the compliment (and more).

Looking at the advertising and editorial rates we send out every year, companies keen on buying advertising and/or editorial space in SignPro Europe sometimes appear to be confused about the various possibilities on offer. We have, therefore, decided to provide a number of user friendly package deals to enable you to make the right decision quickly in order to optimize your communications with our readers/your prospective clients.

Please note:

- Press releases for our website are always edited by SignPro Europe in accordance with strict regulations/rules in terms of length and references.
- Sending press releases without prior agreement (be it a package deal or other agreement see our Media information) will not guarantee that they are published by us. There has to be a financial agreement.
- Package deals are not exclusive: there may be more than one Platinum member! Be a member of SignPro Europe!

Be a member of SignPro Europe!

Publimore  Media
the sign publishers

Avignonlaan 33 | 5627 GA Eindhoven | The Netherlands
T: +31(0)40-293 25 25 | info@publimoremedia.nl

www.signpro-europe.com



Platinum PACKAGE DEAL:

14,000 euro per annum

Place a 1/1 page advertisement (or editorial) in our quarterly magazine four times a year for a total of 10,000 euro (4 x 2,500) and have a leader board on our website linked to your own, or to a specific part of your own website (worth 4,000 euro per annum). Additionally we will also provide you with four 2/1 page editorial copies (one in each issue), to be produced in cooperation. Furthermore, you will receive a free hi-res PDF of the articles and free press releases and extra editorial attention on our website linked to our online Newsletter and Twitter account. Total for this Platinum Package Deal: 14,000 euro.

Silver PACKAGE DEAL:

10,000 euro per annum

Advertise for one year with a 1/1 page in our quarterly magazine for a total of 10,000 euro. Additionally we will provide you with four 1/1 page editorial copies (one in each issue), or two 2/1 editorial copies, to be produced in cooperation. Furthermore, you will receive a free hi-res PDF of the articles and free press releases on our website linked to our online Newsletter and Twitter account. Total for this Silver Package Deal: 10,000 euro.

Steel PACKAGE DEAL:

3,500 euro per annum

Have a banner on our website linked to your own website for one year (worth 2,000 euro). Additionally we will also provide you (almost for free) with a 2/1 page editorial copy (one issue), to be produced in cooperation. Furthermore, you will receive a free hi-res PDF of the article and free press releases on our website linked to our online Newsletter and Twitter account. Total for this Stainless Steel Package Deal: 3,500 euro.

Gold PACKAGE DEAL:

12,000 euro per annum

Advertise for one year with a 1/1 page in our quarterly magazine for a total of 10,000 euro (4 x 2,500) and have a banner on our website linked to your own website (worth 2,000 euro). Additionally we will also provide you with four 2/1 page editorial copies (one in each issue), to be produced in cooperation. Furthermore, you will receive a free hi-res PDF of the articles and free press releases on our website linked to our online Newsletter and Twitter account. Total for this Gold Package Deal: 12,000 euro.

Bronze PACKAGE DEAL:

7,000 euro per annum

Advertise in our quarterly magazine twice a year with a 1/1 page (2x 2,500) or 4 times a year with a 1/2 page for a total of 5,000 euro (4 x 1,250), and have a banner on our website linked to your own website for one year (worth 2,000 euro). Additionally we will provide you with one 2/1 page editorial copy and one 1/1 page editorial copy, to be produced in cooperation. Furthermore, you will receive a free hi-res PDF of the articles, free press releases on our website linked to our online Newsletter and Twitter account. Total for this Bronze Package Deal: 7,000 euro.

Press PACKAGE DEAL:

1,800 euro per annum

Your press release for immediate publication in the Journal of the magazine, at our website, in our weekly online Newsletter, and social media? Note that your press release can be checked and, if necessary, changed before publishing in order to meet our editorial standards. A maximum of 10 press releases during the year at a time that fits you, all published for 1.800 euro. If you like to pay for press releases one by one, see the blue box below. After payment we will publish your press release asap.

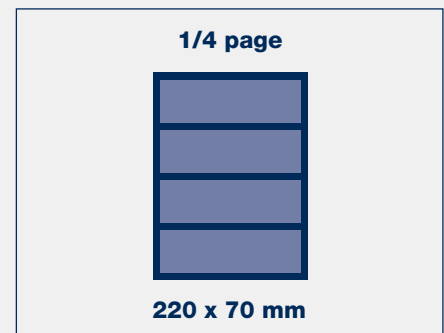
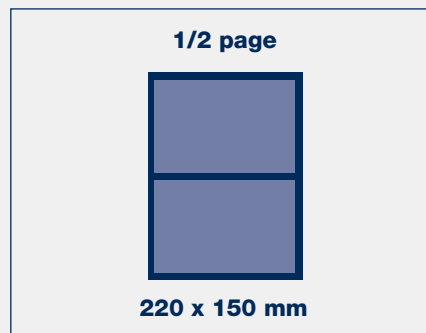
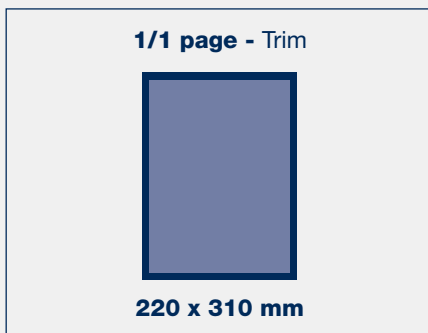
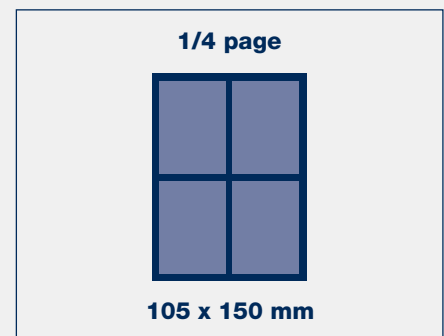
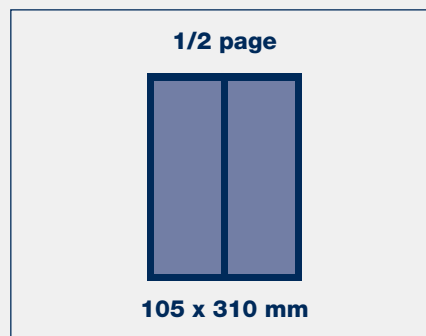
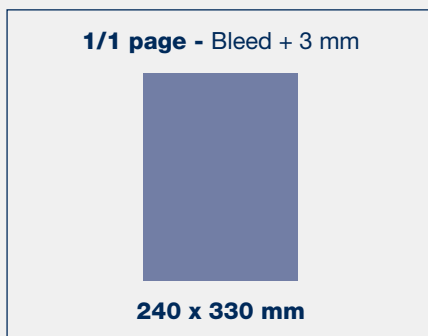
Single press releases: 250 euros per press release, after payment in advance with your company name and VAT number.
Publimore Media BV, Rabobank Eindhoven, The Netherlands. Bic code: RABONL2U. Iban: NL33RABO0150137516.

Advertising rates:

1	2	3	4
1 page			
2.195,-	2.095,-	1.995,-	1.895,-
1/2 page			
1.195,-	1.145,-	1.095,-	1.045,-
1/4 page			
650,-	625,-	600,-	575,-

Number of copies: 9000 per quarter Publication dates 2021			
1st issue	2nd issue	3rd issue	4th issue
Feb/March	May	September	December
Deadlines advertising material 2021			
Feb. 15 th	April 15 th	August 20 th	Nov. 25 th

Format



Advertising material delivery specifications

To be complete an advert must comply with the following requirements:

- cPDF/HR 300dpi
- All colours converted to CMYK
- Adverts bleed supplied must have 3 mm bleed

Adverts still to be adapted must comply with the following requirements:

- QuarkXpress, Adobe Illustrator or Adobe Indesign
- All colours converted to CMYK

Images to be supplied in:

- EPS format
- Resolution 300 dpi
- All colours converted to CMYK
- All fonts used to be included.

Leaderboard banner 503 x 91 px (br x h), 72 dpi			
1 year: 4.000,-			
Rectangle, Full Unit Banner 283 x 236 px (br x h), 72 dpi			
1 year	6 months	3 months	1 month
2.795,-	1.695,-	995,-	500,-
Banner left center homepage			
1 year	6 months	3 months	1 month
2.795,-	1.695,-	995,-	500,-
Walking banner 175 x 100 px (br x h), 72 dpi			
1 year: 1.495,-		Type: Static	
Newsletter banner 100 x 175 px (br x h), 72 dpi			
Monthly : € 300,00		Type: Static	