

THE 2024 MEDIA PLANNING GUIDE

## SCREENPRINTING

# SCREEN CAPTURE

THIS YEAR, GRAB  
YOUR CUSTOMERS'  
ATTENTION WITH  
AMERICA'S #1 DIGITAL  
PUBLICATION FOR  
SCREEN PRINTING  
PROFESSIONALS.

## MEDIA PRODUCTS

PRINT / ONLINE / CUSTOM CONTENT / EVENTS / PODCASTS / WEBINARS





**SCREENPRINTING****DEDICATED TO THE  
SUCCESS OF THE  
SCREEN PRINTING  
PROFESSIONAL**

In 2023, *Screen Printing* celebrated its 70th anniversary. This beloved media brand reaches a unique cross-section of printers serving the garment, textile, graphics, industrial, and promotional-product fields. Today, our acclaimed digital magazine and website work together towards a single goal — giving our audience of more than 20,000 creative professionals the tools, inspiration and information they need to thrive.

DOZENS OF ADDITIONAL  
READER RAVES ONLINE AT:

[smartworkmedia.com/sp-raves](https://smartworkmedia.com/sp-raves)

**“SCREEN PRINTING MAGAZINE HAS SO MUCH INFORMATION ON HOW MUCH THIS INDUSTRY IS EVOLVING. I ENJOY READING ABOUT NEW PRODUCTS AND HOW TO GROW YOUR BUSINESS. ALL IN ALL, IT’S HIGHLY RECOMMENDED FOR ALL PRINTERS!**

**NATE HANSEN, HANSEN SCREEN PRINTING**



#### KEY NUMBERS

##### SCREEN PRINTING E-BLASTS

**13,066**

AVG DELIVERED PER DEPLOYMENT \*

**5.3%**

CLICKS PER OPEN RATE \*

##### SCREENPRINTINGMAG.COM

**11,095**

AVG USERS PER MONTH \*\*

**14,514**

AVG SESSIONS PER MONTH \*\*

**22,823**

AVG PAGEVIEWS PER MONTH \*\*

\* Source: Omeda.com,  
January 1, 2023-June 30, 2023

\*\* Source: Google Analytics,  
January 1, 2023-June 30, 2023

##### COMMUNITY

**5,500+**

Facebook  
followers

**7,200+**

Twitter  
followers

**4,700+**

Instagram  
followers

**160+**

Brain Squad  
survey panel  
members

#### SCREENPRINTING BRAND STRENGTH

### OFFERING A HIGH-IMPACT PRESENCE IN ALL MEDIA CHANNELS

*Screen Printing* takes an integrated approach to maximizing your marketing efforts and budget. Whether it's an ad campaign for print or online, sponsored content, a webinar, podcast or e-mail campaign, the Screen Printing Sales & Marketing Team will partner with you to design a program that's unique to your needs.

SEE MORE DETAILS AT:

[smartworkmedia.com/sphome](https://smartworkmedia.com/sphome)

**READER  
RAVES**



**Dan Hochstetler** of Dan's Custom  
Prints in Wasco, OR, says:

**"I READ SCREEN PRINTING MAGAZINE TO STAY UP ON THE  
LATEST TRENDS AND TECHNOLOGIES IN THE INDUSTRY."**



## SCREEN PRINTING READERS SHOW THEIR LOVE FOR OUR MEDIA

We don't have to tell you how much *Screen Printing* means to screen-print professionals in the U.S. and around the world. We'll let our readers speak for themselves. Each issue is designed to give print pros what they need to make their businesses stronger.

*Screen Printing* magazine has provided many useful insights into our industry as well as introduction to new products that we might not have known were out there. — **Ryan Toney, P&M Apparel, Polk City, IA** [PICTURED]

*Screen Printing* magazine is the premier news source for the pulse of our industry. Current, contemporary, and thoughtful articles. — **Tracey Johnston-Aldworth, industry consultant** [PICTURED]

Keep up the good work, guys. I have been reading your magazine for over 20 years. There is a shared experience we have as garment decorators and it's great to read an article and say to myself "Ya, me too," or "Hey, I should try that." — **Matthew Pierrot, GetBOLD - T-shirt Printing and Embroidery**

I love *SPM* — it's my favorite magazine! I love the articles. I was having an issue getting halftones to work and ... oh, what's this??? *AN ARTICLE ON HALFTONES!!!!* It was great. I shared the link to 3 peers who were trying to help me. — **Carroll Berg, Berg Ink LLC, Goffstown, NH** [PICTURED]

I've been reading *Screen Printing* magazine since I entered the industry in 1985. There is no better industry leader, and many other publications have come-and-gone. — **Bill Bischoff, Wholesale Printing, Modesto, CA**

It is such a valuable source of information for our industry! — **Davis Slagle, B Graphics LP, Fredericktown, PA** [PICTURED]

*Screen Printing* magazine is reshaping our industry standard and modernizing decorated apparel. — **Marj Easterling, Big Lick Screen Printing, Goodview, VA**

It's great as it was 15-20 years ago when I started. At the time, there was little published on the industry that was easy to find. (Besides the one big book I'm sure we all have a copy of, LOL!) — **Jon Bottorff, Black Dog Printing, Richmond, IN** [PICTURED]

I love here you ask other printers their opinions as I love to be part of the discussion and to stay up-to-date with the industry. — **Chessie Rosier-Parker, Squeegee and Ink** [PICTURED]

I love reading your magazine because I learn a lot about technique, other companies, and fun new products. Thanks to you all for your help. — **Maude Swearingen, Fully Promoted Arbutus**



RYAN TONEY



TRACEY JOHNSTON-ALDORTH



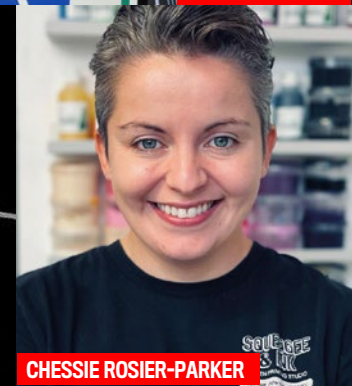
CARROLL BERG



DAVIS SLAGLE



JON BOTTORFF



CHESSIE ROSIER-PARKER

+RATES	PICK YOUR SIZE	2-PAGE SPREAD GO FOR MAXIMUM IMPACT	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL!	1/4 PAGE SMART VALUES
	6x	\$4,590	\$2,550	\$2,170	\$1,655	\$1,410	\$1,150
	3x	\$5,580	\$3,100	\$2,635	\$2,015	\$1,705	\$1,395
	1x	\$6,550	\$3,640	\$3,095	\$2,360	\$2,010	\$1,640

## JANUARY-FEBRUARY



**SPECIAL ISSUE!**

### FEATURES

#### THE FUTURE IS HERE!

- Apparel Trending 2024: The Basics of Basics
- Catering to Current Clientele: 5 Revenue Generators
- A Printer's Best Tool: Heat Press Review
- Small Market Automation in Reclaiming

### PRODUCT SHOWCASE

- Heat Transfer

### ADVERTORIAL OPPORTUNITY

- Expansion Opportunities

### BONUS DISTRIBUTION

Impressions Long Beach

### DEADLINES

PUBLICITY: 12/4/23  
SALES: 12/11/23  
ARTWORK: 12/25/23

## MARCH-APRIL



### FEATURES

#### GET CREATIVE

- Glitter, Glow, and Puff: Garment Printers Get Creative
- High Density Screen Printing: Join the Resurgence
- 10 Ways NOT to Market Your Embroidery Services
- Understanding Zalphas: Alphas and GenZ Combine for Distinct Apparel Desires

### PRODUCT SHOWCASE

- Specialty Decoration

### ADVERTORIAL OPPORTUNITY

- Innovation

### DEADLINES

PUBLICITY: 1/24/24  
SALES: 1/31/24  
ARTWORK: 2/14/24

## MAY-JUNE



### FEATURES

#### CRACKING NEW MARKETS

- Even It Out: Pretreatment for DTG Printing
- DTG & DTF Printing: What You've Seen on the Internet is Probably Wrong
- It's Different! Working With Today's Water-Based Inks
- Social Selling Still Works: Ditch the Pitch!

### PRODUCT SHOWCASE

- Embroidery

### ADVERTORIAL OPPORTUNITY

- Customer Success Stories

### DEADLINES

PUBLICITY: 3/27/24  
SALES: 4/3/24  
ARTWORK: 4/17/24

## JULY-AUGUST



### FEATURES

#### BACK TO BASICS

- Halftone Control Guide for Screen Making and Accurate Proof Prints
- Editing Embroidery Designs from Your Digitizer
- Screen Printing Quality Control in 2024
- It's All Relative: Working in Family-Owned Businesses

### PRODUCT SHOWCASE

- Blank Apparel

### ADVERTORIAL OPPORTUNITY

- Printing United Booth Previews

### DEADLINES

PUBLICITY: 5/22/24  
SALES: 5/29/24  
ARTWORK: 6/12/24

## SEPTEMBER-OCTOBER



**SPECIAL ISSUE!**

### FEATURES

#### WOMEN IN SCREEN PRINTING AWARDS

- 15 Things a Screen Printer Should NEVER Do
- Monthly T-Shirt Subscriptions
- Sustainability in Promotional Products
- Become a Simulated Process Printing Pro

### PRODUCT SHOWCASE

- Promotional Products

### ADVERTORIAL OPPORTUNITY

- Women in Screen Printing Awards

### BONUS DISTRIBUTION

Printing United  
Impressions Ft. Worth

### DEADLINES

PUBLICITY: 7/24/24  
SALES: 7/31/24  
ARTWORK: 8/14/24

## NOVEMBER-DECEMBER



### FEATURES

#### ALMOST SCIENCE FICTION

- Streamlining Workflows: Lean Gets an AI Assist
- Using GPT to Create a Marketing Campaign
- Textile Dryer Techniques: Curing for Low-Cure and DTF Inks
- What's Your Story? Reposition Your Brand and Watch Your Sales Soar

### PRODUCT SHOWCASE

- Industrial Printing

### ADVERTORIAL OPPORTUNITY

- Diversity and Inclusion

### DEADLINES

PUBLICITY: 9/25/24  
SALES: 10/2/24  
ARTWORK: 10/16/24

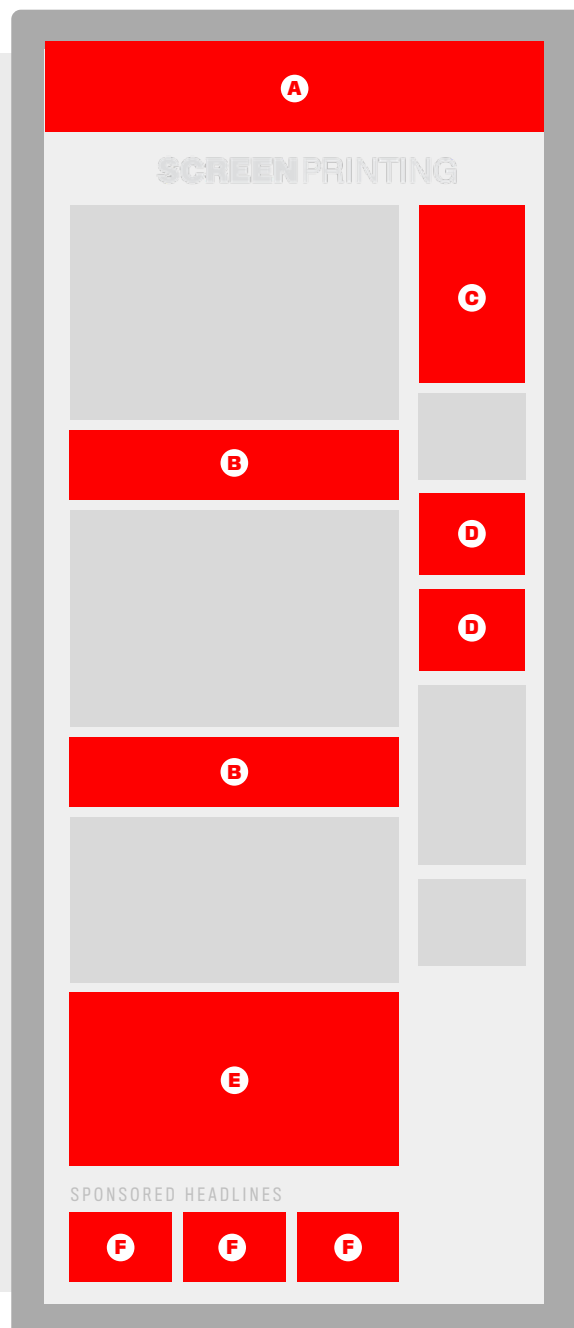
## WEBSITE BANNERS

Our state-of-the-art website provides best-in-class ad visibility as well as improved exposure on mobile devices.

### STANDARD PAGE LAYOUT

This wireframe represents what an average run-of-site page on SCREENPRINTINGMAG.COM looks like.

**Headline Banners (B)** generally appear every six paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.



### A BILLBOARD

This dominating, full-width position makes your brand the star of our website.

#### CPM RATES

JAN-DEC **\$215**

Desktop: 1800 x 460 pixels;  
Mobile: 400 x 300 pixels

### B HEADLINE BANNERS

In-story (every five paragraphs) banner slots ensure your message will be seen by readers.

#### CPM RATES

JAN-DEC **\$110**

Desktop: 740 x 190 pixels;  
Mobile: 300 x 250 pixels;  
Homepage: 1800 x 460 pixels

### C SKYSCRAPER SIDE BANNER

A towering sidebar banner that gives you space to show off and makes a serious impression.

#### CPM RATES

JAN-DEC **\$90**

Desktop: 300 x 600 pixels;  
Mobile: 300 x 300 pixels

### D STANDARD SIDE BANNER

Square but still hip. This classic value format is a banner advertising workhorse.

#### CPM RATES

JAN-DEC **\$80**

Desktop: 300 x 300 pixels

### E VIDEO THEATER

This end-of-story position ensures high visibility for your video message or advertisement.

#### CPM RATES

JAN-DEC **\$160**

Send 1080P video files in popular video formats via [smartworkmedia.com/sendvideo](https://smartworkmedia.com/sendvideo)

### F SPONSORED HEADLINES

Point readers to breaking news about your business with a click-worthy end-of-story headline and thumbnail art.

#### CPM RATES

JAN-DEC **\$60**

Send 400 x 240 thumbnail image and URL for content





## EMAIL BANNERS

Put your brand in front of 13,000+ screen-print pros.

### A BILLBOARD

Make an impact with this full-width, large-format banner at the top of our daily emails.

RATES	
MONTHLY	<b>\$2,090</b>
WEEKLY	<b>\$550</b>

Size: 600 x 155 pixels

### B HEADLINE BANNER 1

This banner puts your message atop the week's top headlines.

RATES	
MONTHLY	<b>\$1,760</b>
WEEKLY	<b>\$545</b>

Size: 560 x 145 pixels

### C SKYSCRAPER

This towering banner is in a perfect position for high-impact brand recognition.

RATES	
MONTHLY	<b>\$1,265</b>
WEEKLY	<b>\$380</b>

Size: 250 x 500 pixels

### D HEADLINE BANNER 2

This banner catches reader attention as they move through our daily roundup.

RATES	
MONTHLY	<b>\$1,265</b>
WEEKLY	<b>\$380</b>

Size: 560 x 145 pixels

### E WEEKLY TIPS BANNER

You're the presenter of our weekly tips, some of our fans' favorite content.

RATES	
MONTHLY	<b>\$1,055</b>
WEEKLY	<b>\$310</b>

Size: 560 x 145 pixels

### F BIG FOOT BANNER

Yes, it's at the bottom, but it's the biggest banner on the page – 2x deeper than our standard banners.

RATES	
MONTHLY	<b>\$825</b>
WEEKLY	<b>\$255</b>

Size: 560 x 300 pixels

### POPULAR PRODUCT!

## PRINT PRODUCT SHOWCASE BULLETINS

Reach thousands of industry professionals in this popular twice-monthly resource email containing 6-10 featured products. Perfect for product launches or ramping up brand awareness.

SHOWCASE LISTING	1X	6X	12X
	<b>\$595</b>	<b>\$560</b>	<b>\$525</b>



SENT 2X MONTHLY!

### MORE EMAIL OPTIONS

## CUSTOM E-BLASTS

Send your promo message to our full email list, or build a target audience based on type of retailer and job function.

PRICES START AT **\$350 CPM**

**SCREENPRINTING** SOCIAL MEDIA POSTING

# LET SCREEN PRINTING ADD POWER TO YOUR SOCIAL MEDIA EFFORTS

Build your network with help from our network.

If you're looking to increase your impact on social media, we're ready to help. Purchase posts on four top social platforms for industry professionals. And, for additional impact, buy a boosted post so your ad is targeted to the members of your desired audience who are most likely to comment, like, share, or click on your ad.

**AVAILABLE PLATFORMS**

*Posts are available on Screen Printing's Facebook (5,500+ followers), Twitter (7,200+), Instagram (4,700+), and LinkedIn (4,400+) accounts.*

**1 POST**  
**\$650**

**5 POSTS**  
(20% DISCOUNT)  
**\$2,600**

**10 POSTS**  
(35% DISCOUNT)  
**\$4,225**

**1 POST (W/ BOOST)**  
**\$850**

**5 POSTS (W/ BOOST)**  
(20% DISCOUNT)  
**\$2,890**

**10 POSTS (W/ BOOST)**  
(35% DISCOUNT)  
**\$5,525**





# SCREEN PRINTING

## THE 2024 MEDIA PLANNING GUIDE

(For additional promotional options and special opportunities, **continue reading.**)

### SMARTWORK MEDIA

(212) 981-9625

[smartworkmedia.com](https://smartworkmedia.com)

28 Valley Road, Suite 1

Montclair, NJ 07042

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CONTENT  
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(PRINT AND  
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EMAIL  
MARKETING

COLLATERAL  
& POP  
MATERIALS

PRINT &  
DIGITAL  
AD CAMPAIGNS

EVENT  
MANAGEMENT

## SCREENPRINTING

### MARKETING SERVICES

## LET US TELL THE STORY OF YOUR BRAND

As if you didn't know, content is king. That's why SmartWork Media's Content Studio is ready and willing to help you to tell your story in the strongest, most impactful way possible.

From print to videos, webinars to podcasts, the SmartWork Media Content Studio works with you to create content that focuses your brands' strengths and delivers your story to our network of over 16,000 specialty graphics professionals.

The SWM Content Studio takes a tailored approach to each client's needs and will work with you to identify the best strategy for your brand.

*Smart*  
**WORK**  
CONTENT STUDIO