

THE 2023 MEDIA PLANNING GUIDE

SCREENPRINTING

SCREEN STARS

THIS YEAR, IT'S
TIME TO ENERGIZE
YOUR BRAND
WITH AMERICA'S
#1 DIGITAL
PUBLICATION FOR
SCREEN PRINT PROS.



CELEBRATING

70

YEARS!

MEDIA PRODUCTS

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



SCREEN PRINTING

DEDICATED TO THE SUCCESS OF THE SCREEN PRINTING PROFESSIONAL

In 2023, *Screen Printing* will mark its 70th anniversary, reaching 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 16,000 creative professionals the tools, inspiration and information they need to thrive.

DOZENS OF ADDITIONAL
READER RAVES ONLINE AT:

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

13,565

AVG DELIVERED PER DEPLOYMENT *

6.4%

CLICKS PER OPEN RATE *

SCREENPRINTINGMAG.COM

8,492

AVG SESSIONS PER MONTH **

15,734

AVG PAGEVIEWS PER MONTH **

2,967

PODCAST DOWNLOADS ***

* Source: Omeda.com,
June 1, 2022-Aug. 31, 2022** Source: Google Analytics,
Jan. 1, 2022-Aug. 31, 2022*** Source: Spreaker.com,
Jan. 1, 2022-Aug. 31, 2022

COMMUNITY

5,000+

Facebook
followers

7,000+

Twitter
followers

3,800+

Instagram
followers

120+

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/sphomeREADER
RAVES

Will Kulick of Blue Ridge Graphics
in Charlottesville, VA says:

"OUT OF ALL THE TRADE MAGS, I LOOK TO SCREEN PRINTING FOR THE HIGHEST LEVEL OF TECH ARTICLES. THANK YOU FOR THAT!"

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 them speak for themselves. Each issue is designed to give readers what they need to make their businesses stronger.

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]

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*

Screen Printing magazine is rooted in producing authentic and genuine material. The team immerses themselves in the industry to cover every angle, and they never miss a beat. The content is meticulously crafted, engaging, entertaining, and resourceful. — **Steven Farag**, *Campus Ink* [PICTURED]

I read *Screen Printing* magazine to stay abreast of the latest and greatest in the industry. It's a way to learn and be inspired to step up my game. — **Jessica Tillery**, *All Quality Graphics* [PICTURED]

Keep up the good work, guys. I have been reading your magazine for over 20 years. There is a shared experience that 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 learned more from *Screen Printing* magazine than from anywhere else. — **Eric Courtemanche**, *Revision Screen Printing*

I love reading this magazine as it keeps me and my team up to date with the latest trends in the industry and it has also introduced me to some awesome new people. — **Dario Vera**, *INKspired Promotions*

I have been reading and writing for *Screen Printing* magazine for as long as I can remember. The articles are well written and the information is always checked to be correct. — **Charlie Taublieb**, *Taublieb Consulting* [PICTURED]

I like hearing from other shops and reading the Brain Squad stuff; getting a feel for the industry out there. — **Matthew Pierrot**, *GetBOLD T-shirt Printing and Embroidery*

Digital media is really the wave of today. Having the digital *Screen Printing* magazine delivered to my email address gives me the opportunity to review the events and concerns of our industry on a regular basis. — **Damian Hobson**, *Dynamic Screen Printing Supply* [PICTURED]

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



TRACEY JOHNSTON-ALDORTH



STEVEN FARAG



JESSICA TILLERY



CHARLIE TAUBLIEB



DAMIAN HOBSON



CHESSIE ROSIER-PARKER

JANUARY-FEBRUARY



FEATURES

GET READY TO GROW!

- Results from the 2022 Apparel Decorators Industry Profile Survey
- Make Your Own Luck
- 5 Shops With \$5 Million in Sales
- How to Transition from Manual to Auto

PRODUCT SHOWCASE

- Blank Apparel

ADVERTORIAL OPPORTUNITY

- Expansion Opportunities

BONUS DISTRIBUTION

Impressions Long Beach

DEADLINES

PUBLICITY: TBA
SALES: TBA
ARTWORK: TBA

MARCH-APRIL



FEATURES

BEATING THE COMPETITION

- How to Defeat Custom Ink
- Print-On-Demand
- Live Printing

PRODUCT SHOWCASE

- Industrial Printing

ADVERTORIAL OPPORTUNITY

- Innovation

DEADLINES

PUBLICITY: TBA
SALES: TBA
ARTWORK: TBA

MAY-JUNE



FEATURES

LEARN FROM THE BEST

- The 5 Highest Grossing Merch Shops
- The Top Influencers from Your Favorite Social Media Channels

PRODUCT SHOWCASE

- Dye Sublimation + Heat Transfer Printing

ADVERTORIAL OPPORTUNITY

- Customer Success Stories

DEADLINES

PUBLICITY: TBA
SALES: TBA
ARTWORK: TBA

JULY-AUGUST



FEATURES

HARNESS THE POWER OF EVOLUTION

- Why Screen Printing is Better Now Than It's Ever Been
- 40 Awesome Things About Being a Screen Printer
- Succession Planning

PRODUCT SHOWCASE

- Embroidery

ADVERTORIAL OPPORTUNITY

- Printing United Booth Previews

DEADLINES

PUBLICITY: TBA
SALES: TBA
ARTWORK: TBA

SEPTEMBER-OCTOBER



FEATURES

WOMEN IN SCREEN PRINTING AWARDS

- Business 101
- Profiles in Growth: From Garage to Shop
- How to Successfully Add DTG and DTF
- Overcoming Anxiety

PRODUCT SHOWCASE

- DTG/DTF

ADVERTORIAL OPPORTUNITY

- Women in Screen Printing Awards

BONUS DISTRIBUTION

Printing United
Impressions Ft. Worth

DEADLINES

PUBLICITY: TBA
SALES: TBA
ARTWORK: TBA

NOVEMBER-DECEMBER



FEATURES

CELEBRATING DISRUPTORS

- Inked: 20 of the Best Industry Tattoos
- Screen Printers Share Their Wildest Tales

PRODUCT SHOWCASE

- Promotional Printing

ADVERTORIAL OPPORTUNITY

- Diversity and Inclusion

DEADLINES

PUBLICITY: TBA
SALES: TBA
ARTWORK: TBA

POPULAR DEPARTMENTS IN EACH ISSUE OF SCREEN PRINTING

VIDEOS AND WEBINARS

Included in every edition to make *Screen Printing* a true multimedia experience.

PRESSING ISSUES

Key industry coverage.

THE MARSHALL PLAN

Expert production management tips and strategic advice from **Marshall Atkinson**.

TRUE TALES

Stories from the front lines.

ART, AD OR ALCHEMY?

Andy MacDougall's column (and podcast) share the magic of screen printing.

NEW PRODUCTS

Latest gear for screen printers.

DO YOU OR DON'T YOU

Our pro survey panel answers questions in each issue.

AND MUCH MORE IN EVERY MULTIMEDIA-PACKED EDITION!



SCREENPRINTING SPECIAL EDITION

INCREASE YOUR IMPACT IN OUR ANNIVERSARY OCTOBER **PRINT EDITION!**

Yep, we're back in print ... this October only!

To celebrate our 70th anniversary, as well as to introduce new readers to our powerful digital content package, we're creating a special printed edition this October — *mailed to more than 10,000 readers along with wide distribution at Printing United*. Don't miss this opportunity to promote your brand in this high-profile keepsake edition.

CONTACT YOUR AD REP TODAY.

2-PAGE SPREAD

\$5,495

1-PAGE

\$3,780

2/3 PAGE

\$2,975

1/2 PAGE

\$2,480

1/3 PAGE

\$2,045

1/4 PAGE

\$1,690





1X

\$3,640

PER ISSUE

CAMPAIGN INCLUDES

*Your full-page ad deployed in the digimag each week for **8 weeks**.

*Your logo will be on each outgoing email delivering the digimag each week highlighting you as a sponsor of the issue.

* **(1)** run-of-site retargeting banners (300 x 300 pixels) guaranteed to deliver 25,000 impressions

* **(1)** e-Newsletter Bulletin Banner (560 x 145 pixels)

* **(1)** e-Blast to our complete email list of 16,000 subscribers

* **(2)** e-Product Bulletins



3X

\$3,100

PER ISSUE / \$9,300 TOTAL
15% DISCOUNT

CAMPAIGN INCLUDES

*Your full-page ad deployed in the digimag each week for **6 months**.

*Your logo will be on each outgoing email delivering the digimag each week highlighting you as a sponsor of the issue.

* **(3)** run-of-site retargeting banners (300 x 300 pixels) guaranteed to deliver 25,000 impressions

* **(3)** e-Newsletter Bulletin Banner (560 x 145 pixels)

* **(3)** e-Blast to our complete email list of 16,000 subscribers

* **(6)** e-Product Bulletins



6X

\$2,550

PER ISSUE / \$15,300 TOTAL
30% DISCOUNT

CAMPAIGN INCLUDES

* **Free video/audio integration**

* **Free animation**

*Your full-page ad deployed in the digimag each week for **one year**.

*Your logo will be on each outgoing email delivering the digimag each week highlighting you as a sponsor of the issue.

* **(6)** run-of-site retargeting banners (300 x 300 pixels) guaranteed to deliver 25,000 impressions

* **(6)** e-Newsletter Bulletin Banner (560 x 145 pixels)

* **(6)** e-Blast to our complete email list of 16,000 subscribers

* **(12)** e-Product Bulletins

MAKE YOUR ADS EVEN MORE POWERFUL WITH THESE SPECIAL ADVERTISING OPTIONS

VIDEO/AUDIO INTEGRATION

Bring your ad to life! Give your sales pitch or show exactly how a product works with video/audio enhancement of your advertisement.

+\$500

 PER AD

AD ANIMATION

Another powerful way to wow Screen Printing readers. Contact your sales rep to learn what's possible!

+\$500

 PER AD

DIGITAL EDITION SPECIAL POSITIONS



A. AD OPPOSITE FRONT COVER

\$3,780

 PER ISSUE

B. BELLY BAND

\$1,560

 PER ISSUE

C. LEADERBOARD

\$1,430

 PER ISSUE

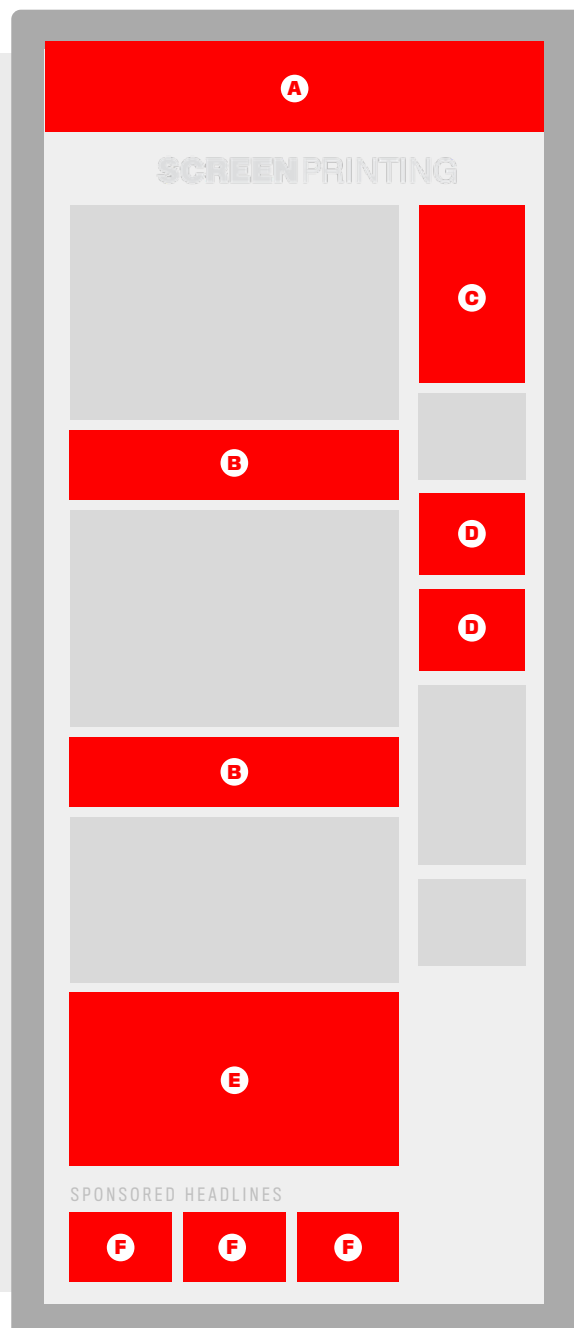
WEBSITE BANNERS

Our redesigned, state-of-the-art website provides best-in-class ad visibility and 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

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 16,000+ screen-print pros.

A BILLBOARD

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

RATES	
MONTHLY	\$2,090
WEEKLY	\$550

Size: 600 x 155 pixels

B HEADLINE BANNER 1

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

RATES	
MONTHLY	\$1,760
WEEKLY	\$545

Size: 560 x 145 pixels

C SKYSCRAPER

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

RATES	
MONTHLY	\$1,265
WEEKLY	\$380

Size: 250 x 500 pixels

D HEADLINE BANNER 2

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

RATES	
MONTHLY	\$1,265
WEEKLY	\$380

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	\$1,055
WEEKLY	\$310

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	\$825
WEEKLY	\$255

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
	\$595	\$560	\$525



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**

REACH A TARGETED AUDIENCE WITH OUR LOW-COST **CLASSIFIED AD SOLUTION**

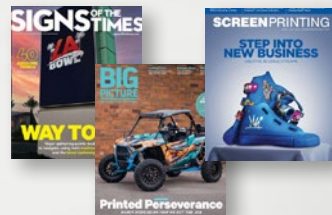
Being seen is your key priority. Doing it cost-effectively is a huge plus. Place your classified ad(s) in the top signage and graphics publications and reach sign professionals, digital print shops and/or screen-printing professionals – for the lowest possible investment.

PACKAGE DETAILS

INCREASE YOUR EXPOSURE!

Full-color classified ads come in: 1", 2", or 3" high x 2.25" wide.

Multiple-month and multiple-publication discounts are available in Signs of the Times, Screen Printing and Big Picture magazines.



2022 CLASSIFIED AD RATES

FREQUENCY AND MULTI-PUBLICATION DISCOUNTS AVAILABLE

1-INCH	2-INCH
\$210 PER EDITION	\$420 PER EDITION
3-INCH	4-INCH
\$590 PER EDITION	\$740 PER EDITION

FOR MORE INFORMATION AND TO PLACE AN AD, CONTACT:

Vernita Johnson

Classified and Directory/Account Executive

EMAIL: vernita.johnson@smartworkmedia.com

PHONE: 513-263-9313

Classifieds

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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 (5,000+ followers), Twitter (7,000+), Instagram (3,800+), and LinkedIn (4,200+) 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 2023 MEDIA PLANNING GUIDE

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

SMARTWORK MEDIA

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CONTACT YOUR AD REP



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CONTENT
MARKETING
(PRINT AND
ONLINE)

SOCIAL MEDIA
MARKETING

WEBINARS

PODCASTS

FOCUS
GROUPS

VIDEOS

BLOGS

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

