



THE 2023 MEDIA
PLANNING GUIDE

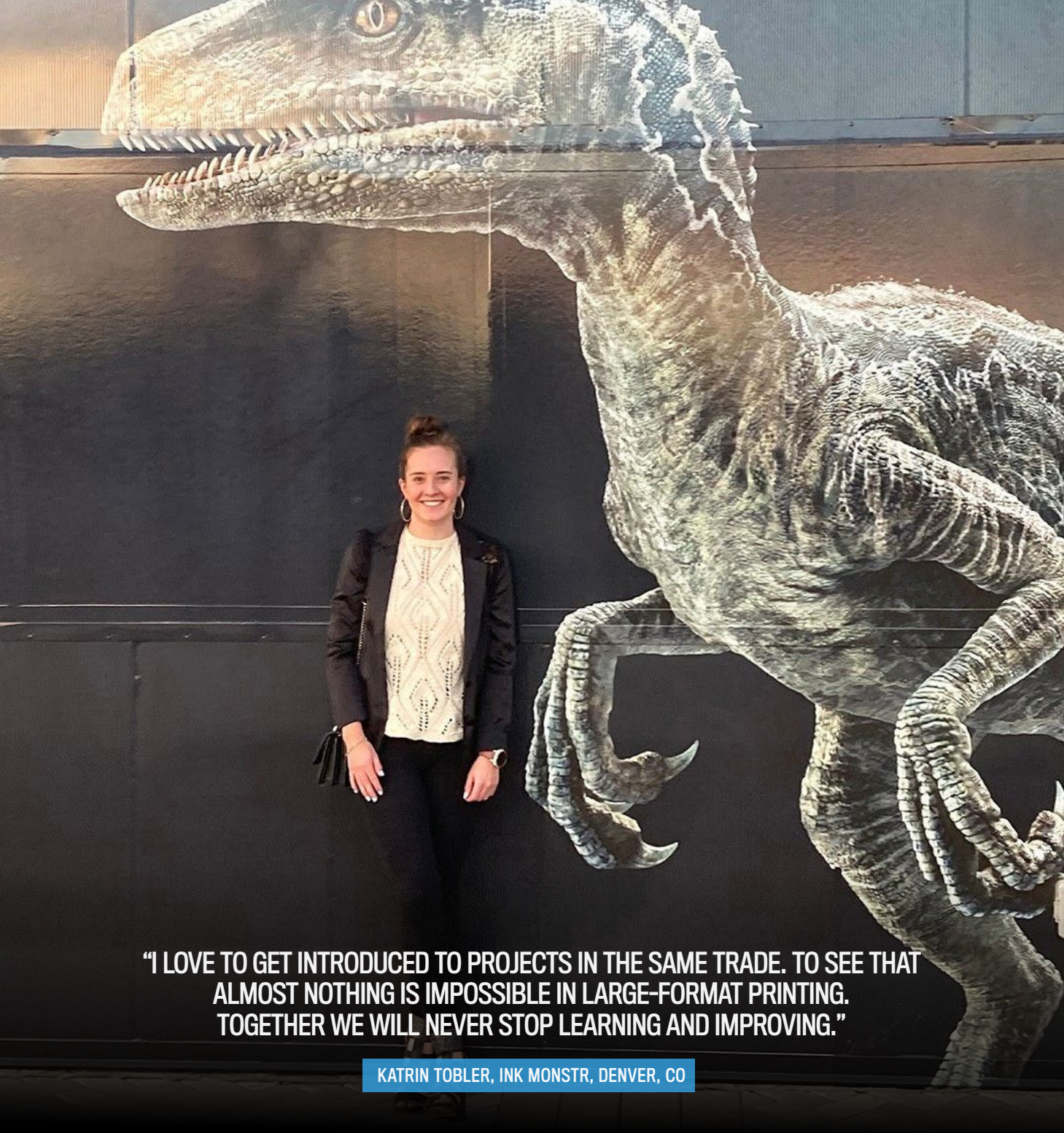
THIS YEAR, THINK **BIG**

PROMOTE YOUR BRAND
IN THE FAVORITE MEDIA
FOR WIDE-FORMAT
PRINT PROS – NOW WITH
A BRAND NEW LOOK IN
PRINT AND ONLINE.



MEDIA PRODUCTS

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



DEDICATED TO THE SUCCESS OF THE WIDE-FORMAT PRINT PROFESSIONAL

Big Picture connects vendors of digital printing technology with the marketplace's largest, most highly qualified audience of print service providers and other professionals using wide-format printing in their businesses.

SEE DOZENS OF ADDITIONAL
READER RAVES ONLINE AT:

smartworkmedia.com/bp-raves

"I LOVE TO GET INTRODUCED TO PROJECTS IN THE SAME TRADE. TO SEE THAT ALMOST NOTHING IS IMPOSSIBLE IN LARGE-FORMAT PRINTING. TOGETHER WE WILL NEVER STOP LEARNING AND IMPROVING."

KATRIN TOBLER, INK MONSTR, DENVER, CO

BIG PICTURE READERS RAVE ABOUT OUR PRINT AND ONLINE MEDIA

We don't have to tell you how much *Big Picture* means to wide-format print pros in the U.S. and around the world. We'll let them tell you for us. Each issue engages our audience with how-to's, profiles, surveys and more — all designed to help readers improve their businesses.

I have been a reader of *Big Picture* magazine since its creation. Thanks to your team for helping our industry understand the trends and tricks of our business. — *Gary Schellerer, ER2 Image Group* [PICTURED]

Great content. Insightful topics, helpful interviews, and well-written and entertaining copy. We use it to inspire us and to network with other companies we are exposed to through the magazine. The contests and awards, as well as being active on social media, play a part in why *Big Picture* is one of our favorites, also! — *Brandon Barnett, National Installations*

If we aren't learning something new every day, we are falling behind. I don't care how long you've been in this business, there is always something new to learn. Whether it's equipment, materials, employee issues, creative ideas or simply an easier way to do something that you've been doing for years, there is always something new to learn. When you choose to read industry magazines to relax, you know you're in the right business. — *Gina Kazmerski, Image 360 Woodbury* [PICTURED]

I love the magazine – beautifully laid out with great features! — *Tim Bezner, Westmount Signs & Printing* [PICTURED]

Big Picture has exposed me to new facets of digital printing, it showcases the intersection of printing technology with day-to-day life and pop culture, and also shares the latest challenges facing any leader. I love reading about industry trends and newsmakers, especially to learn about creating a more diverse future and attracting new talent. — *Kristi Duvall, The BoxMaker* [PICTURED]

It's a great industry resource for general information, trends, and talent. — *Jared Smith, bluemedial* [PICTURED]

I enjoy the subject matter of every article and the relevance it has to my career. I know by reading *Big Picture*, I'll be informed as innovations arise in our industry. — *Morgan Masciana, DCG One*

Love the redesign. The mobile version especially is terrific. — *Wade Neff, Strategic Factory*

Big Picture keeps me informed on all things in display graphics. I want to be up to date with equipment and consumables available in the marketplace. — *John Lacy, Real Smart Marketing LLC* [PICTURED]

I read *Big Picture* for inspiration and helpful ideas on installation and design. — *Britt Hoff, HnH Sign Co.*



GARY SCHELLERER



GINA KAZMERSKI



TIM BEZNER



KRISTI DUVALL



JARED SMITH



JOHN LACY

2023 EDITORIAL CALENDAR

JANUARY-FEBRUARY THE SUCCESS ISSUE



FEATURES

HOW TO

- Make Your Own Luck
- Launch and Build Your Business
- Lean Manufacturing

PRODUCT SPOTLIGHT

- Roll-to-Roll Printers

BENCHMARKS

- Floor Graphics

ADVERTISING SUPPLEMENT

- Ideas*

DEADLINES

PUBLICITY: 11/10/22
SALES: 11/17/22
ARTWORK: 11/25/22

* DISTRIBUTED AT ISA SIGN EXPO

MARCH-APRIL THE BEST OF WIDE FORMAT ISSUE



SHOW ISSUE!

FEATURES

BEST OF WIDE-FORMAT AWARDS

- Brain Squad Shares Stories of Whopper Projects

PRODUCT SHOWROOM

- Finishing: Cutters, Routers, + Laminators

BENCHMARKS

- Retail and P-O-P

ADVERTISING SUPPLEMENT

- ISA Sign Expo Booth Previews

DEADLINES

PUBLICITY: 1/10/23
SALES: 1/17/23
ARTWORK: 1/27/23

TRADE SHOW DISTRIBUTION
ISA SIGN EXPO

MAY-JUNE THE CHALLENGES ISSUE



FEATURES

SUCCESSION PLANNING

- How Wide Format Pros Successfully Transitioned Into Retirement
- Anxiety: How to Stay Calm When the Pressure's On

PRODUCT SHOWROOM

- Textile + Dye Sub Printers

BENCHMARKS

- Event Signage

ADVERTISING SUPPLEMENT

- Action*

DEADLINES

PUBLICITY: 3/14/23
SALES: 3/21/23
ARTWORK: 3/31/23

* DISTRIBUTED AT PRINTING UNITED

JULY-AUGUST THE YOUTH ISSUE



FEATURES

OBIE AWARDS

- Tips for Attracting Bright Young Talent to Your Workshop
- Our Guide to Print Industry Higher Education

PRODUCT SHOWROOM

- Specialty + Rigid Substrates

BENCHMARKS

- Window Graphics

DEADLINES

PUBLICITY: 5/12/23
SALES: 5/19/23
ARTWORK: 5/26/23

TRADE SHOW DISTRIBUTION
PRINTING UNITED

SEPTEMBER-OCTOBER THE GROWTH ISSUE



SHOW ISSUE!

FEATURES

WOMEN IN WIDE FORMAT

- How to Survive – and Flourish – at Your Next Tradeshow

PRODUCT SHOWROOM

- Hybrid + Flatbed Printers

BENCHMARKS

- Food Trucks

BONUS DISTRIBUTION

Printing United

DEADLINES

PUBLICITY: 7/17/23
SALES: 7/24/23
ARTWORK: 8/3/23

TRADE SHOW DISTRIBUTION
PRINTING UNITED

NOVEMBER-DECEMBER THE INTERIOR DECOR AND TEXTILES ISSUE



FEATURES

INTERIOR DECOR AND TEXTILES

- Readers Share Their Favorite Designers to Work With and Top Products to Use

PRODUCT SHOWROOM

- Media for Interiors: Floors, Windows, + Walls

BENCHMARKS

- Environmental Graphics

BONUS DISTRIBUTION

DigitalTextilePrinting Conferences – Smithers and AATCC/Printing United Alliance

Wallcoverings Association Annual Meeting

DEADLINES

PUBLICITY: 9/19/23
SALES: 9/26/23
ARTWORK: 10/6/23

POPULAR DEPARTMENTS IN EACH EDITION OF BIG PICTURE

POPULAR COLUMNISTS
Regular columns include: The Filament, Beyond Decor, and Business & Management.

BENCHMARKS
Galleries of notable projects. Featuring new project categories in each issue!

MANAGER'S TO-DO/CALENDAR
Dates and to-dos for print pros.

R+D TECH PRODUCTS
Our monthly roundup of the latest new technology.

WIDE ANGLE
Inside the details of successful wide-format projects.

TIP SHEET
Experts and peers share tips for better business performance.

THE BLUEPRINT
Wide-format leaders present their work/life secrets.

... AND MORE!



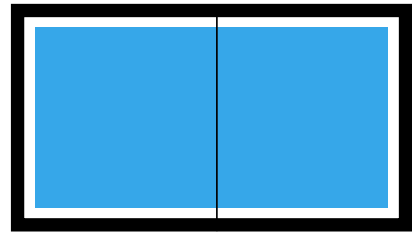
2023 PRINT RATES & SIZES

+ RATES

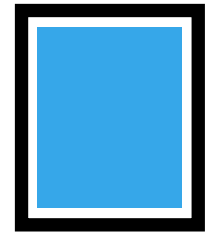
PICK YOUR SIZE	2-PAGE SPREAD GET MAX IMPACT!	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL! (OR GO WIDE!)	1/4 PAGE SMART VALUES	PRODUCT SHOWCASE SHOW YOUR STUFF!
10x	\$8,750	\$4,940	\$3,210	\$3,210	\$2,460	\$1,980	\$720
6x	\$9,190	\$5,160	\$4,050	\$3,340	\$2,580	\$2,060	\$830
3x	\$9,630	\$5,380	\$4,220	\$3,490	\$2,680	\$2,160	\$930
1x	\$10,130	\$5,620	\$4,410	\$3,650	\$2,810	\$2,250	\$1,040
TRIM SIZE	18 x 10 7/8	9 x 10 7/8	5 3/4 x 10 7/8 (VERT.) 9 x 7 (HOR.)	4 1/4 x 10 7/8 (VERT.) 9 x 5 1/4 (HOR.)	2 3/4 x 10 7/8 (VERT.) 9 x 3 3/4 (HOR.)	3 7/8 x 4 3/4 (VERT.) 8 x 2 3/8 (HOR.)	2 1/2 x 4 7/8
BLEED	18 1/4 x 11 1/8	9 1/4 x 11 1/8	6 x 11 1/8 (VERT.) 9 1/4 x 7 1/4 (HOR.)	4 1/2 x 11 1/8 (VERT.) 9 1/4 x 5 1/2 (HOR.)	3 x 11 1/8 (VERT.) 9 1/4 x 4 (HOR.)	—	—
NON BLEED	17 x 9 7/8	8 x 9 7/8	5 1/2 x 9 7/8 (VERT.) 8 x 6 5/8 (HOR.)	3 7/8 x 9 7/8 (VERT.) 8 x 4 3/4 (HOR.)	2 1/2 x 9 7/8 (VERT.) 8 x 3 1/8 (HOR.)	—	—

SIZES LISTED IN INCHES

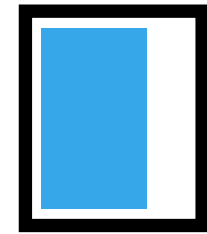
+ FORMATS



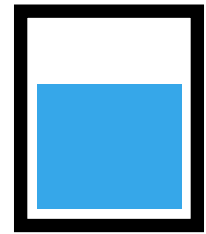
2-PAGE SPREAD



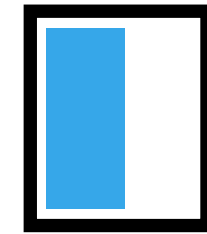
FULL PAGE



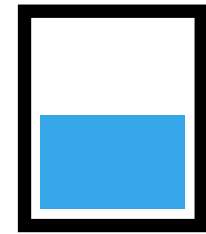
2/3 VERTICAL



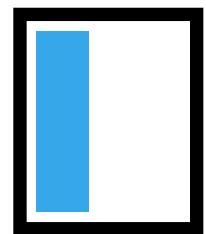
2/3 HORIZONTAL



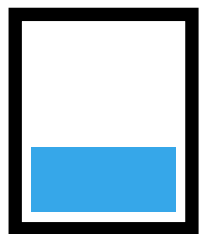
1/2 VERTICAL



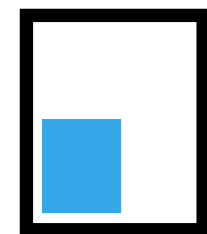
1/2 HORIZONTAL



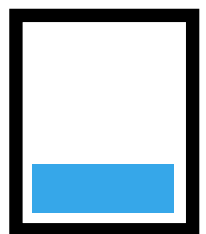
1/3 VERTICAL



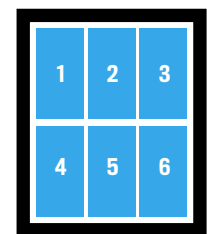
1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL



PRODUCT SHOWCASE

WE DESIGN YOUR PRODUCT SHOWCASE AD
Provide us with one product shot as a digital file (300 dpi, CMYK color). We also need up to 75 words of ad copy, which includes your contact information.

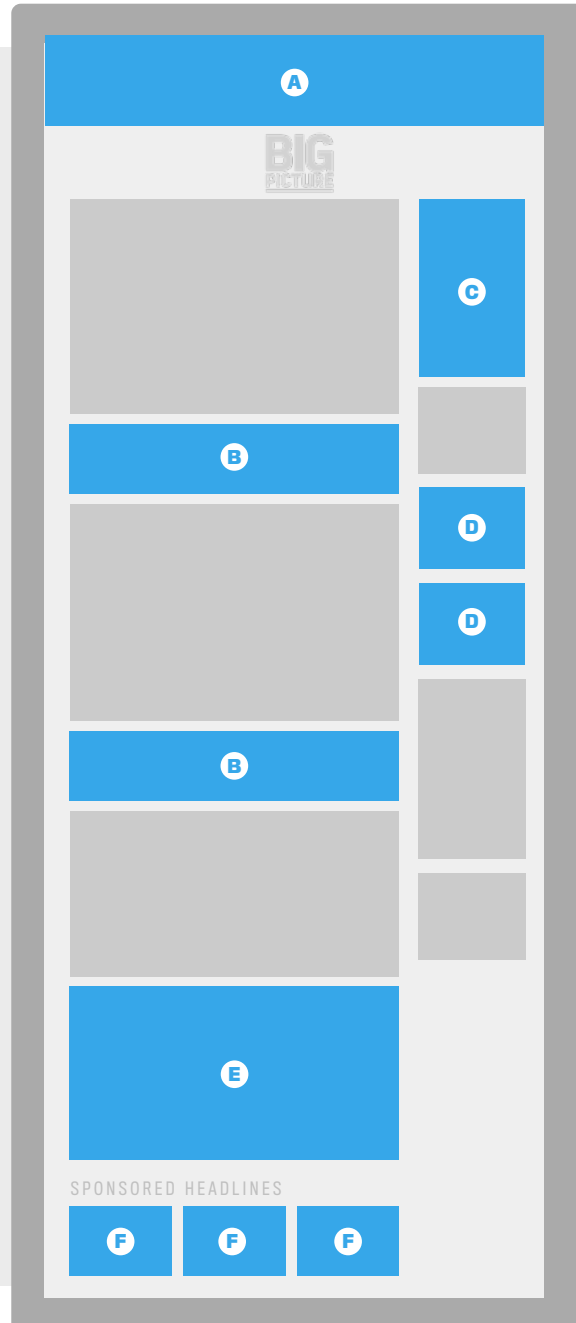
WEBSITE BANNERS

Our gorgeous, state-of-the-art website provides best-in-class ad visibility and high-impact exposure on mobile devices.

STANDARD PAGE LAYOUT

This wireframe represents what an average run-of-site page on BIGPICTUREMAG.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.

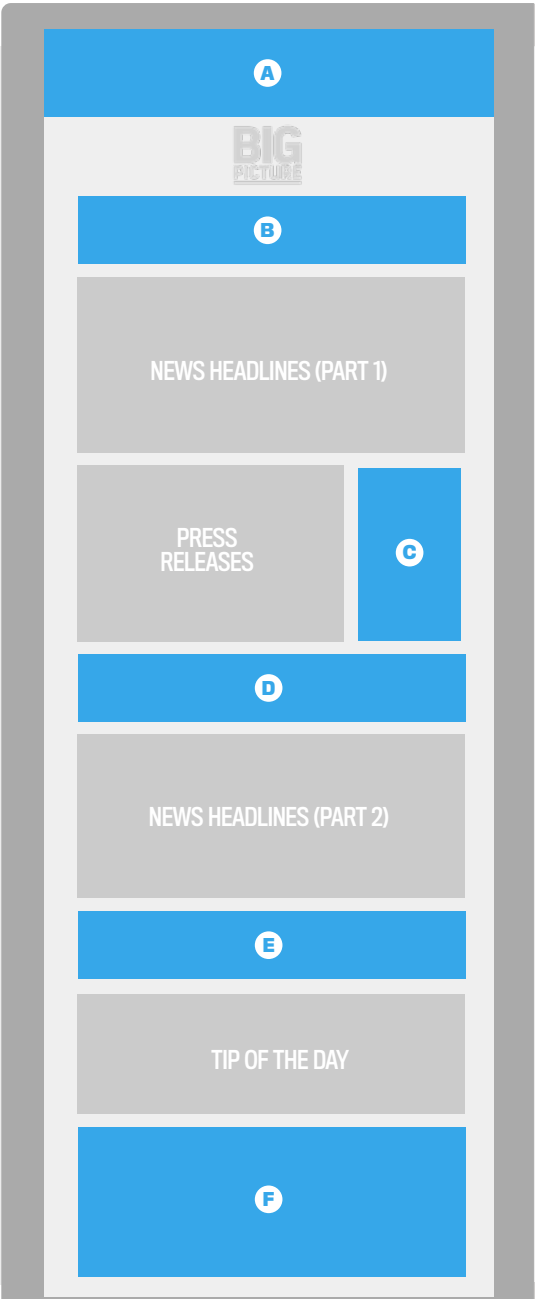
CPM RATES
JAN-DEC \$80
Desktop: 300 x 300 pixels

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

Make a connection with 13,000+ wide-format 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

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

B HEADLINE BANNER 1
This banner puts your message atop the day's top headlines.

RATES	
MONTHLY	\$1,760
WEEKLY	\$545

Size: 560 x 145 pixels

E DAILY TIPS BANNER
You're the presenter of our daily tips, some of our fans' favorite content.

RATES	
MONTHLY	\$1,055
WEEKLY	\$310

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

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! WIDE-FORMAT FLASH PRODUCT 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

LISTINGS INCLUDE:

- Your 560 x 300px product image
- Up to 7-word headline
- Up to 50 words copy
- Company name
- Your company URL



MORE EMAIL OPTIONS CUSTOM E-BLASTS

We send your email to a targeted list curated from our first-party subscriber data. Selections include "type of business," "job function," and more!

PRICES START AT **\$465 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 Screen Printing and Big Picture magazines.



2023 CLASSIFIED AD RATES

FREQUENCY AND MULTI-PUBLICATION DISCOUNTS AVAILABLE

1-INCH

\$210 PER EDITION

2-INCH

\$420 PER EDITION

3-INCH

\$590 PER EDITION

4-INCH

\$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

■ **VERNITA JOHNSON**
(513) 263-9313
Vernita.johnson@smartworkmedia.com

Classified

A PAID ADVERTISING SECTION

ADVERTISE IN OUR NEXT CLASSIFIED AD SECTION!

Contact
VERNITA JOHNSON
at (513) 263-9313
Vernita.johnson@smartworkmedia.com

for rates and complete information.

We Can Help with All Your Advertising Needs!!

Fast Change Frames
Easiest way to display graphics!

Any Size
1" minimum • Low Cost

NEW LED Edge Lit Frames
Any Size, Any Color, 1 Month

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Beautifully display any size banner! Patented

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Get Big Bullet

Get the latest and tips from the wide-format

FUJIFILM

Your New Printer for Interior & Exterior Graphic Applications Has Arrived

Experience the massive scale versatility of the Acuity Ultra R2

print-us.fujifilm.com

rayjet

R Series Laser Cutters

The industry's best solution for high-quality, low cost laser cutting and engraving

Visit us in booth # C10412

PRINTING UNITED EXPOSITION

ORDER MIDNIGHT

PRINTS + SIGN TOMORROW

DELIVERS NEXT DAY

SIGNS

■ **source:** Supplying product information since 1996.

MAKE YOURSELF A COVER STAR WITH A BIG PICTURE DIGIMAG SPONSORSHIP

Want a high-profile online placement that puts your business in the starring role opposite the cover of *Big Picture* magazine? It's easy with a sponsorship of our monthly digital flipbook. With a can't-miss full-page ad leading to our cover (plus an email banner), it's a powerful way to associate your brand with the leading publication for wide-format print professionals.

AD OPPOSITE FRONT COVER

PACKAGE INCLUDES

- Full page ad opposite front cover of digital edition
- Sponsor logo (300 x 300 pixels) on 2x monthly bulletin
- Your company logo on all *Big Picture* digital edition promotions for that month (i.e. banners, rotators)

\$2,150 PER EDITION

BELLY BAND

PACKAGE INCLUDES

- Lead-in belly band before front cover of digital edition
- Sponsor logo (300 x 300 pixels) on 2x monthly bulletin

\$1,315 PER EDITION

FULL PAGE DIGITAL AD

Your ad is placed in a special expanded advertising section inside our digital edition.

\$495 PER EDITION

AVAILABLE AD ENHANCEMENTS

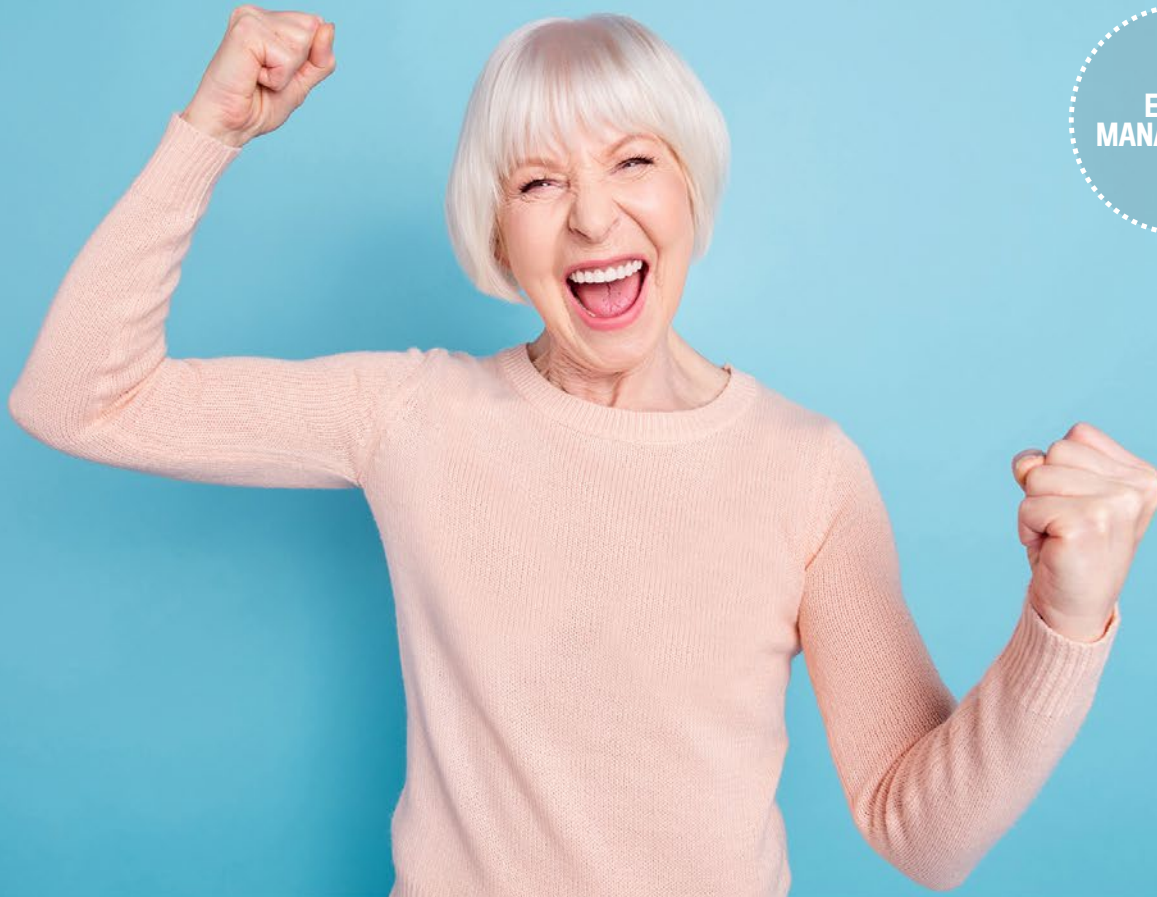
Video or audio integration
\$500 per ad

Ad animation
\$500 per ad



SEE LATEST EDITION AT:

bigpicturemag.com/digital

**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**

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 24,000 sign-industry 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

BIG PICTURE

THE 2023 MEDIA PLANNING GUIDE

SMARTWORK MEDIA

(212) 981-9625

smartworkmedia.com

28 Valley Road, Suite 1
Montclair, NJ 07042

CONTACT YOUR AD REP



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SENIOR MARKET STRATEGIST

lou.arneberg@smartworkmedia.com

OFFICE: (813) 442-6337

MOBILE: (239) 205-6125



VERNITA JOHNSON

CLASSIFIED AND DIRECTORY / ACCOUNT EXECUTIVE

vernita.johnson@smartworkmedia.com

(513) 263-9313



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