



Media data 2025

Valid from 1.12.2024

creativity has a name

Partner >

MEDIEN VERLAGS- UND
BETEILIGUNGS GMBH

— part of mzv —



> Your partner – Who is Partner?

Partner Medien Verlag, based in Stuttgart is a publisher of high-quality handicraft and creative magazines. According to the principle “creativity has a name” our numerous handicraft and DIY magazines have been finding enthusiastic readers for over 20 years. With Partner Medien Verlag’s know-how and competence in combination with our professional press distribution company Partner Medienservices is Partner Medien Verlag is a strong partner also organizing Germany’s largest pure handicraft trade fair for the ultimate consumer.

> Take advantage of our network of publishing, sales and trade fairs

Publishing house

Publisher of well-known handicraft magazines:

- > full service with editing for over 20 years including graphics, photography, printing and much more.
- > well-known partner in the handicraft & creative sector for example, baby lock, Mettler, Schachenmayer, gründl, Schmetz, LYRA, ONLINE®

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Distribution

In-house press distribution, thereby:

- > available at up to 15,000 sales outlets throughout Europe
- > access to all marketing/POS tools at press trade
- > optimized market launch and sales management
- > permanent data screening of all market segments
- > fast reaction on market influences

Partner >
MEDIENSERVICES
—— part of mzv ——

Trade fair

Organizer of the Nadelwelt in Karlsruhe:

- > development of Germany’s largest sales fair for handicrafts since 2011

 **KAARLSRUHE
NADELWELT**

> Your contact person

Do you need further information, or would you like to discuss the feasibility of your idea?

Publishing house	Partner Medien Verlags- und Beteiligungs GmbH, Julius-Hölder-Straße 47, 70597 Stuttgart
Publishing director	Heiko Christensen (authorised signatory), Tel.: 089/31906-702, E-Mail: christensen@partnermedienverlag.de
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Advertising management	Nadine Fischer, Tel.: 089/31906-713, E-Mail: disposition@partnermedienverlag.de Beatrix Simon, Tel.: 089/31906-711, E-Mail: disposition@partnermedienverlag.de

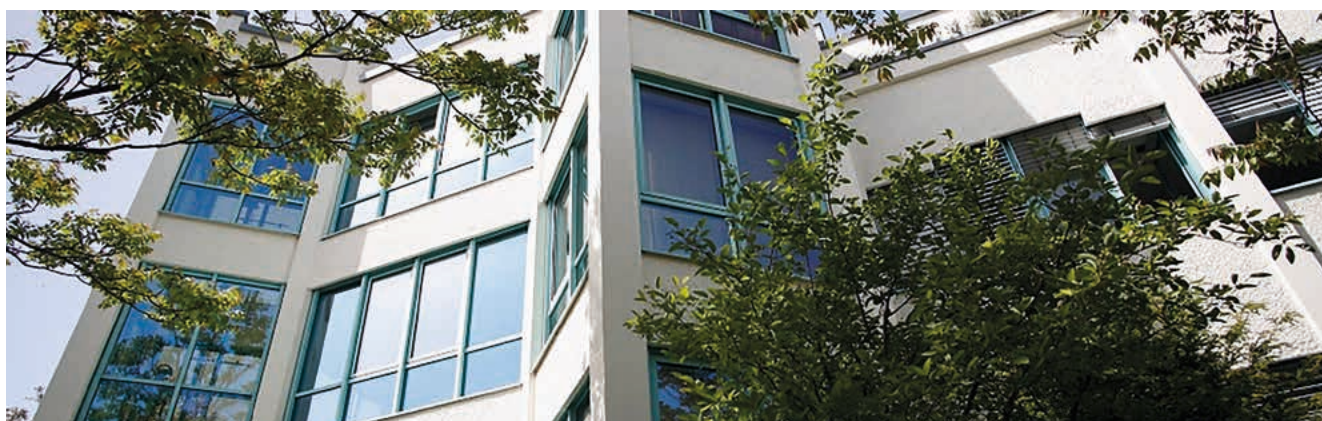
> Closer to the target group together

- Addressing the customer directly
- Available at up to 15,000 points of sale and digitally throughout Europe
- Effective image and marketing product
- Targeted sales tool
- Unique production with versatile marketing opportunities

... no problem with us as your partner

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Patchwork / Sewing – Topics / dates and cover portrait 2025



PATCHWORK Magazin presents 20 to 35 models in each issue for re-working using most current fabrics and seasonal motifs. Further contents: Current product information, book tips and event information. Includes worksheet with patterns in original size.



PATCHWORK PROFESSIONAL wants to inspire its readers and give them ideas for experimenting and further development. We introduce new techniques and present works by selected artists. Further content: Current product information, book tips, readers forum and event information.



Nähen & Patchwork is characterized by a multitude of appealing and inspiring sewing ideas. With detailed step-by-step instructions, projects can be reworked very easily. Includes worksheet with patterns in original size.

Readership: from beginner to advanced

Publication frequency: bi-monthly

Total circulation*: 25.000,
of which digital**: 3.100

Total circulation*: 20.000,
of which digital**: 2.100

Total circulation*: 30.000,
of which digital**: 5.200

Issue	Publication date	Closing date
2/2025	11.01.2025	27.11.2024
3/2025	08.03.2025	22.01.2025
4/2025	03.05.2025	19.03.2025
5/2025	05.07.2025	21.05.2025
6/2025	06.09.2025	23.07.2025
1/2026	08.11.2025	24.09.2025
2/2026	11.01.2026	27.11.2025

Issue	Publication date	Closing date
2/2025	08.02.2025	18.12.2024
3/2025	05.04.2025	19.02.2025
4/2025	07.06.2025	23.04.2025
5/2025	02.08.2025	18.06.2025
6/2025	04.10.2025	20.08.2025
1/2026	06.12.2025	22.10.2025
2/2026	07.02.2026	17.12.2025

Issue	Publication date	Closing date	Topics
2/2025	25.01.2025	11.12.2024	Bags
3/2025	29.03.2025	12.02.2025	Spring
4/2025	31.05.2025	16.04.2025	Summer
5/2025	02.08.2025	18.06.2025	Autumn
6/2025	27.09.2025	13.08.2025	Christmas
1/2026	29.11.2025	15.10.2025	Bags
2/2026	24.01.2026	10.12.2025	Spring/Easter

Special series handicrafts – projects on popular and trendy DIY themes



The special issues cover the entire spectrum of needlework (sewing, knitting, crochet, new techniques) with worksheets and instructions.

Total circulation*: 30.000, of which digital**: 7.100

Issue	Publication date	Closing date
45/25 Sew something with trend materials	25.01.2025	11.12.2024
46/25 Cuddly heroes	22.03.2025	05.02.2025
47/25 Bags & accessories	17.05.2025	02.04.2025
48/25 Sew something with trend materials	19.07.2025	04.06.2025
49/25 Christmas & Advent	20.09.2025	06.08.2025
50/25 Sew something quick and easy	22.11.2025	08.10.2025

Issue	Publication date	Closing date
Sew something with waxed cloth 1/25	12.04.2025	26.02.2025
Sew something with waxed cloth 2/25	18.10.2025	03.09.2025

*: Print and e-paper circulation

** : E-paper readers via publisher's webshop and Ready (basis 2023 + 1st half of 2024)

Crochet & Amigurumi – Topics / dates and cover portrait 2025



„häkeln – Das MaschenMagazin“ For a long time crochet was destined to be a dusty hobby, but has absolutely become a trend now. Whether stylish accessories, practical home decorations or cute amigurumis – you can conjure up the most amazing things from stitches.

Total circulation*: 32.000, of which digital**: 7.200

Publication frequency: bi-monthly

Issue	Publication date	Closing date
48/2025	11.01.2025	27.11.2024
49/2025	15.03.2025	29.01.2025
50/2025	17.05.2025	02.04.2025
51/2025	12.07.2025	28.05.2025
52/2025	13.09.2025	30.07.2025
53/2025	08.11.2025	24.09.2025
54/2026	10.01.2026	26.11.2025



„Amigurumi Magazin“ offers crochet lovers 20 to 30 projects to work on in each issue using the latest wool and yarns, as well as seasonally appropriate motifs.

Issue	Publication date	Closing date
19/2025	08.02.2025	18.12.2024
20/2025	05.04.2025	19.02.2025
21/2025	07.06.2025	23.04.2025
22/2025	09.08.2025	25.06.2025
23/2025	11.10.2025	27.08.2025
24/2025	06.12.2025	22.10.2025
25/2026	07.02.2026	18.12.2025

Knitting – Topics / dates and cover portrait 2025



„Einfach Stricken“ is characterized by a colorful mix of projects that are also suitable for beginners. Cardigans, socks, sweaters, accessories and much more.

Total circulation*: 32.000, of which digital**: 8.000

Publication frequency: 4 x per year

Issue	Publication date	Closing date
03/25 Einfach Stricken	22.02.2025	08.01.2025
04/25 Einfach Stricken	24.05.2025	09.04.2025
05/25 Einfach Stricken	23.08.2025	09.07.2025
06/25 Einfach Stricken	15.11.2025	01.10.2025

Spezial Reihe Häkeln / Stricken – Topics / dates and cover portrait 2025



„häkeln-Spezial“ and „Amigurumi Spezial“ issues offer the target group numerous great projects, ideas with step-by-step instructions and much more on various topics.

„Mützen, Schals & Co.“ contains great models for knitting, crocheting and sewing for every style - whether simple or eye-catching, colorful, tone-on-tone or monochrome, with or without bobbles, earflaps, accessories and brims.

Total circulation*: 30.000, of which digital**: 7.100

Issue	Publication date	Closing date
01/2025 Häkeln SPEZIAL – Chenille wool	18.01.2025	04.12.2024
02/2025 Häkeln SPEZIAL – Bags	19.04.2025	05.03.2025
03/2025 Häkeln SPEZIAL – Macramé	12.07.2025	28.05.2025
04/2025 Häkeln SPEZIAL – Christmas	04.10.2025	20.08.2025
01/2025 Amigurumi Spezial – Best of	08.03.2025	22.01.2025
02/2025 Amigurumi Spezial – Mini	20.09.2025	06.08.2025
12/2025 Beanies, scarves & co.	04.10.2025	20.08.2025

*: Print and e-paper circulation

** : E-paper readers via publisher's webshop and Readly (basis 2023 + 1st half of 2024)

> Cross stitch, Lettering and Floristry

Kreuzstich Motive – Topics / dates and cover portrait 2025



Kreuzstich Motive has been published since 2000 and is dedicated to beautiful, current embroidery designs by international designers. The motifs are based on the (whole) cross stitch, other decorative stitches vary from idea to idea. Detailed material information and large, precise counting patterns/templates guarantee that even beginners will find it easy to follow along. Also in every issue: artist portraits, current product information, competitions.

Topics 2025:

Nr. 31 (spring, summer): Wedding · Easter · School enrolment · Floral motifs

Nr. 32 (fall, winter, Christmas): Advent calendar · Gifts · Table decorations

Total circulation*: 20.000, of which digital**: 3.200

Issue	Publication date	Closing date
31/2025	08.03.2025	22.01.2025
32/2025	18.10.2025	03.09.2025

CREATIVE LETTERING – Topics / dates and cover portrait 2025



Fine paper, imaginative lettering and the poetry of the written word - the magic of hand lettering, a modern descendant of classic calligraphy is now inspiring people around the world allowing them to rediscover the beauty of their own handwriting in a completely new and creative way. Hundreds of thousands of followers on Instagram show this DIY trend has established itself as a relaxed hobby here too. As the first German magazine on hand lettering and modern calligraphy, **Creative Lettering** taps into this enthusiasm and combines helpful basic knowledge with creative DIY ideas that are easy to implement, even for beginners. Detailed templates, well thought-out practice sheets and material tips tailored to the German market round off the range.

Total circulation*: 25.000, of which digital**: 5.550

Issue	Publication date	Closing date
32/2025	28.01.2025	11.12.2024
33/2025	22.04.2025	05.03.2025
34/2025	22.07.2025	04.06.2025
35/2025	21.10.2025	03.09.2025
36/2026	13.01.2026	26.11.2025

Ask about the **Creative Lettering** Multi Channel Packages, our innovative combination of live stream, reels, posts and ads.

Kreative Adventsfloristik – dates and cover portrait 2025



„**Kreative Adventsfloristik**“ offers great advent arrangements with detailed instructions to decorate your home in an atmospheric way every year.

Total circulation*: 40.000, of which digital**: 9.000

Issue	Publication date	Closing date
Kreative Adventsfloristik 1/2025	19.09.2025	06.08.2025

*: Print and e-paper circulation

** : E-paper readers via publisher's webshop and Ready (basis 2023 + 1st half of 2024)

➤ Prices and formats 2025

➤ Multi-Channel-Advertisement



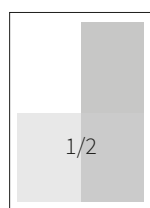
With your advertisement in our magazines, you are present in the following distribution channels:

- ➔ Subscription
- ➔ Press retail DACH region and other relevant countries in Europe
- ➔ Specialist creative stores
- ➔ Consumer trade fairs
- ➔ Retail sales (publisher's webshop, Amazon, ebay)
- ➔ As an e-paper via our publisher's webshop and on the online platform Readly

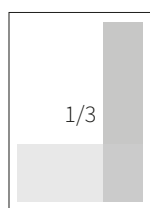
- ➔ All advertisements in our e-paper magazines - new publications, back issues and older issues are directly linked to your web address in the webshop and on [readly.com](https://www.readly.com)

Format	210 mm wide x 297 mm high
Type area	185 mm wide x 264 mm high
Columns width	Editorial: 3 columns 58 mm each Advertisements: 4 columns of 44 mm each
Processing	Saddle stitching, Patchwork Professional adhesive binding
Print material	Please send us complete data until closing date: – PDF, TIFF (300 dpi), JPG (300 dpi) (color profile ISO coated v2 and PDF X3) – QuarkXPress (TIFF or EPS) – InDesign Via E-mail to: disposition@partnermedienverlag.de
Printing method	Offset, grid size 60
Print sequence	black/cyan/magenta/yellow
Colors	According to Euroscale DIN 16,519

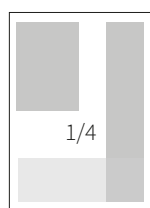
Format		Type area		Bleed format + 5 mm		Price in Euro (plus tax) Extra charge for position + 10 %	Promotion Price on demand
		width mm	height mm	width mm	height mm		
1/1		185	264	210	297	1,990	Discounts <u>Frequency</u> discount rate <u>Quantity</u> discount rate
1/2	2 columns vertical 4 columns horizontal	91 185	264 130	104 210	297 144	1,090	4 x 5 % 3 pages 10 % 8 x 10 % 6 pages 20 %
1/3	1 column vertical 4 columns horizontal	58 185	264 85	72 210	297 99	730	10 x 15 % 10 pages 25 % 12 x 20 % 12 pages 28 % 16 x 25 % 16 pages 30 %
1/4	1 column vertical 2 columns vertical 4 columns horizontal	44 91 185	264 130 63	— — —	— — —	540	(Booking within 12 months provided. Inserts, bound inserts and promotions are not discountable, All prices excl. VAT.)
1/8	1 column vertical 2 columns horizontal 4 columns horizontal	44 91 185	130 63 30	— — —	— — —	280	
1/16	1 column vertical 2 columns horizontal	44 91	63 30	— —	— —	140	



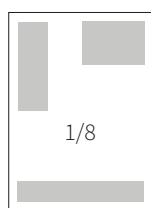
1/2 page



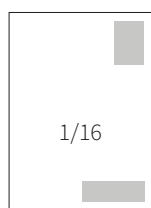
1/3 page



1/4 page



1/8 page



1/16 page

Inserts up to 25g o/oo 82 €

Partial inserts up to 25g
(Circulation at least 10,000 copies) o/oo 92 €
each 5g extra weight = Add. costs o/oo 5 €

Bound-in insert 4 pages o/oo 99 €

Delivery date 3 weeks before first day of sale to the print shop

The "General Terms and Conditions for Advertisements and Third-Party Supplements in Magazines" also apply to the processing of advertising orders.
www.partnermedienverlag.de/mediadaten

> Classifieds / banner advertising

Classified ad prices print and online 2025

> **Your retailer entry in the magazine**
Classified ads in the specialist dealer directory
Automated transfer of the ad to e-paper

Prices:

Basic entry for booking until further notice

48 € for 6 lines

Basic entry for individual bookings*

56 € for 6 lines

Extended entries each additional line 8 €

Logo/photo 20 € for up to 10 mm height

You will receive 2 copies of each entry. Dealer entries can only be booked until further notice (and with direct debit). Cancellation possible at any time before the advertising deadline.

* Basic entry for individual bookings is only possible for Sewing & Patchwork.

Retailer entries are not eligible for discount or commission.
All prices excl. VAT.

> **Your retailer entry additionally free of charge on the Internet**

When booking until further notice

Your advantages:

- With search functions
→ Everyone will find your shop!
- With a link to your homepage and your online shop
→ The direct connection for new prospects and customers!
- Networking of numerous websites
→ The perfect opportunity to utilize synergy effects and gain potential customers!

> **Our specialist dealer search is available at:**

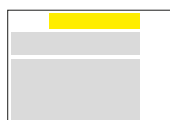
- www.partnermedienverlag.de
- www.patchwork-magazin.de
- www.patchwork-professional.de



Banner advertising on www.partnermedienverlag.de



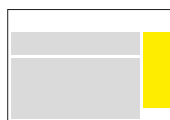
Standard formats for homepage and all subpages



Fullsize rotation banner

200 €

Duration 2 months incl. link to the desired website.
Format: 468 x 60 pixels.
File format: JPG, GIF, PNG or Flash file.
File size: max. 40 KB.

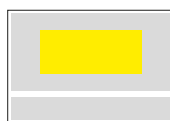


Skyscraper rotation banner

200 €

Duration 2 months incl. link to the desired website.
Format: 120, 140 or 160 x 600 pixels.
File format: JPG, GIF, PNG or Flash file.
File size: max. 40 KB.

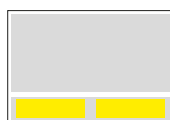
Banner advertising on www.partnermedienverlag.de/shop/



Fullsize rotation banner

400 €

Duration 1 month incl. link to the desired website.
Format: 960 x 400 pixels.
File format: JPG or PNG file.
File size: max. 50 KB.



Banner

300 €

Duration 1 month incl. link to the desired website.
Format: 420 x 230 pixels.
File format: JPG or PNG file.
File size: max. 40 KB.

> Social media advertising 2025

Address your target group in the particularly high-quality environment of Partner Medien Verlag magazines and the associated social media channels

We post an article for you on one of the Facebook/Instagram/Pinterest pages.

You provide us with content (images and text) and we create a post on this basis.

Image material approx. 1-2 images (jpg or gif format) Facebook 640 x 390 px/150 dpi / Instagram 1,080 x 1,080 px,

Text material template/input for the post.

Price 290 € per post – Optional fixation of the post on the Facebook homepage (10 days) for 100 €

Price 790 € for 3 posts on the platforms of your choice

Postings are not eligible for discount or commission. All prices excl. VAT.

			
vernadelt & zugenäht	Nadelwelt	Patchwork Professional	Creative Lettering
 Reach: approx. 31,000 readers	 Reach: approx. 22,500 readers	 Reach: approx. 1,500 readers	 Reach: approx. 5,000 readers
 Reach: approx. 8,000 readers	 Reach: approx. 5,000 readers	 Reach: approx. 2,000 readers	 Reach: approx. 14,000 readers
 Reach: approx. 20,000 readers			 Reach: approx. 5,000 readers



Combination ad + social media advertising

Book a combination of ad & social media advertising and get a **10% discount**.



Heftanzeige + Facebook, Instagram oder Pinterest

 facebook.com/vernadelt · facebook.com/patchworkprofessional · facebook.com/NADELWELT · facebook.com/CreativeLetteringMagazin
 vernadelt_zugenaht · patchworkprofessional · nadelwelt_messe · creativeletteringmagazin
 vernadelt_zugenaht · CreativeLetteringMagazin

> Advertorials / add. advertising formats

Advertorials

Advertorials

Give your customers added value and present your product effectively, individual and target group-oriented in the magazines from Partner Medien Verlag magazines. We are also happy to take on the complete design of your advertorial. Together with you, we develop tailor-made advertising concepts. A longer period of engagement with the content of the advertorial activates your target group and increases identification with the product. You provide us with content (images and text if required) and our team creates your advertorial on this basis. Promotional ads are charged at the ad price. The production costs are clarified with the customer before implementation. The image and text material are supplied by the customer and must be available by the advertising deadline.

Price: 1/1 page € 1,990 (plus any production costs incurred)



> Further options for your presentation

There are various ways in which you can present your product in the best possible way in one of our magazines. We have already implemented numerous projects with various cooperation partners in the past and would like to introduce you to the most common models. Of course, we can also implement your very own ideas together.

> Examples:

Magazine

A complete magazine with all the instructions and materials from your company.

- > **You supply:** complete content (text and images)
- > **We supply:** graphic design, editorial revision, editing, printing, advertising, delivery (photography on request, by arrangement)



Partial insert

Multi-page supplement in one of our magazines (optionally as a separate brochure in the production run).

- > **You supply:** complete content (text and images)
- > **We supply:** graphic design, editorial revision, editing, printing, advertising, delivery (photography on request, by arrangement)



Product placement

Your product as an insert directly on/in one of our magazines.

- > **You supply:** Your product
- > **We supply:** Packaging (e.g. shrink-wrapping), production, advertising, delivery



> **We will be happy to make you an individual offer.**



Die internationale Veranstaltung für **HANDARBEITEN**
The international Event for **NEEDLECRAFT**

DATE
11. to 13.04.
2025

> www.nadel-welt.de



We can offer you various sponsorship packages to suit your communication objectives. We are also happy to your ideas and suggestions and will put together a customized package together with you.

Get in touch with us!

> **Contact:** Heiko Christensen, Tel.: 089/31906-702, christensen@partnermedienverlag.de

> **As a main sponsor, you will receive an additional 30% discount on the prices listed in the prices listed in the media data.**

Partner >

MEDIEN VERLAGS- UND
BETEILIGUNGS GMBH

—— part of mzv ——

> Advertising sales



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Angelika Schachtl

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E-Mail: schachtl@partnermedienverlag.de

> Advertising management

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Julius-Hölder-Straße 47, 70597 Stuttgart

Nadine Fischer, Tel. 089/31906-713

Beatrix Simon, Tel. 089/31906-711

E-Mail: disposition@partnermedienverlag.de

> Editorial office

Partner MedienWerkstatt UG (haftungsbeschränkt)
Backesstraße 12, 65795 Hattersheim

Project coordination: **Tanja Gasch**

E-Mail: t.gasch@partner-medienwerkstatt.de