



Media data 2026

Valid from 1.12.2025

creativity has a name

Partner >

MEDIEN VERLAGS- UND
BETEILIGUNGS GMBH

— part of mzv —



> Your partner – Who is Partner?

Partner Medien Verlag, based in Stuttgart, has been publishing high-quality handicraft and creative magazines for over 25 years. Under the motto “*Creativity has a name*”, our diverse handicraft and DIY magazines inspire a large readership. In combination with our professional press distribution **Partner Medienservices** and as the organizer of **Germany’s largest handicraft fair for end consumers**, we are a strong partner for anyone who values **expertise, competence, and a passion for creativity**.



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

Benefit from our unique combination of specialist publishing house, in-house press distribution, and successful trade fair organizer. This enables us to create optimal conditions for your brand: high reach, strong market presence, and direct customer proximity.

Publishing house

Publisher of well-known handicraft magazines:

- > full service with editing for over 25 years including graphics, photography, printing and much more.
- > We work with strong partners in the creative industry such as Handi Quilter, baby lock, Mettler, gründl, SCHMETZ, Prym, Loop’n Craft, ONLINE®, Pentel and sigel.

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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

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Trade fair

Organizer of the Nadelwelt in Karlsruhe:

- > since 2011, it has developed into Germany’s largest sales fair for handicrafts and a unique meeting place for retailers, brands, and anyone who loves creativity.



> 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
Publishing Coordination	Aurelia Doh, Tel.: 089/31906-706, E-Mail: doh@partnermedienverlag.de Josephine Ohl, Tel.: 089/31906-714, E-Mail: ohl@partnermedienverlag.de
Editors and partners	Partner MedienWerkstatt UG (limited liability), Frankfurter Straße 93, 65779 Kelkheim
Editing and production	Peter Pfeiffer, Tel.: 06196/97290-24, E-Mail: p.pfeiffer@partner-medienwerkstatt.de Tanja Gasch, E-Mail: t.gasch@partner-medienwerkstatt.de
Advertising service	Partner Medien Verlags- und Beteiligungs GmbH, P.O. Box 810 420, 70521 Stuttgart
Advertising sales	MedienService Schachtl, Angelika Schachtl, Tel.: 08064/9059-75, E-Mail: schachtl@partnermedienverlag.de
Advertising management	Nadine Fischer, Tel.: 089/31906-713, E-Mail: disposition@partnermedienverlag.de Beatrix Simon, Tel.: 089/31906-711, E-Mail: disposition@partnermedienverlag.de

> Topics / dates and cover portrait 2026

Fine paper, imaginative font design, and the poetry of the written word – hand lettering inspires people worldwide as the modern successor to classic calligraphy, allowing them to rediscover the beauty of their own handwriting in a completely new and creative way.

As the first German magazine for hand lettering and modern calligraphy, **Creative Lettering** captures this enthusiasm. It combines practical basic knowledge with creative DIY ideas that even beginners can easily implement. Creative Lettering is the first German magazine for hand lettering and modern calligraphy to tap into this enthusiasm. It combines practical basic knowledge with creative DIY ideas that even beginners can easily implement. Detailed templates, well-designed practice sheets, and material tips tailored to the German market make the magazine the perfect companion for all lettering fans.

Total print run*: 25.000, of which digital**: 5.600

Issue	Publication date	Closing date	Contribution as a post
36/2026	13.01.2026	26.11.2025	Reach: approx. 5,000 readers
37/2026	14.04.2026	04.03.2026	Reach: approx. 15,000 readers
38/2026	07.07.2026	04.06.2026	Reach: approx. 5,000 readers
39/2026	06.10.2026	02.09.2026	
40/2027	05.01.2027	25.11.2026	

*: Print and e-paper circulation

** E-paper readers via publisher's webshop and Readly (basis 2024 + 1st half of 2025)



> Prices and formats 2026

> Multi-Channel-Advertisement



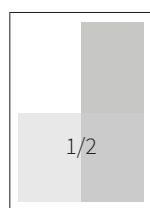
With your advertisement in our magazines, you are present in the following distribution channels:

- 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

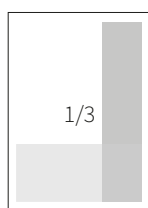
→ **All advertisements** in our e-paper magazines – both new publications and older issues – **are linked directly to your website** in the web shop and on Readly.com. This allows you to reach your target audience online particularly effectively.

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

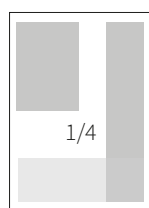
Format		Type area		Bleed format + 5 mm		Price in Euro (plus tax) Extra charge for position + 10 %)	Promotion Price on demand
		width mm	height mm	width mm	height mm	4c	Discounts
1/1		185	264	210	297	1,990	Frequency discount rate
1/2	2 columns vertical 4 columns horizontal	91 185	264 130	104 210	297 144	1,090	Quantity discount rate
1/3	1 column vertical 4 columns horizontal	58 185	264 85	72 210	297 99	730	4 x 5% 3 pages 10 % 8 x 10% 6 pages 20 % 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	



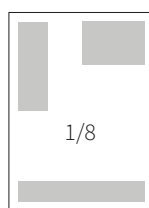
1/2 page



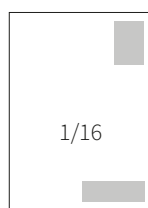
1/3 page



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

> Prices and formats 2026

> Multi-channel-Packages – advertising perfectly combined!

To address your target group as efficiently as possible, we will put together a customized multi-channel package for you.

Small Multi-Channel-Package	Medium Multi-Channel-Package	Large Multi-Channel-Package
Performance: 4 x 1/4 multi-channel ad + 2 posts on FB, Insta or Pinterest + 1 live stream + 1 reel Price of the individual services mentioned: € 4,180,- Your special price: € 3,300,-	Performance: 4 x 1/2 multi-channel ad + 2 posts on FB, Insta or Pinterest + 1 live stream + 1 reel Price of the individual services mentioned: € 6,300,- Your special price: € 4,900,-	Performance: 4 x 1/1 multi-channel ad + 2 posts on FB, Insta or Pinterest + 1 live stream + 1 reel Price of the individual services mentioned: € 10,040,- Your special price: € 7,800,-

Multi-channel advertisement

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

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

Live-Stream

Our editor-in-chief of Creative Lettering **Mara@maralou_vollverlettert** presents your products, your company or whatever you would like to focus on our Instagram account **@creativeletteringmagazin** in a live video stream.

A live stream on Instagram allows you to interact with your target group in real time. The stream can last up to an hour, after which the video is posted on our account and thus remains available. The live stream is promoted several times in advance via our social media channels (Instagram, Facebook, Pinterest).

Below we have listed a few ideas for a live stream for you.

Presentation of a new product

- by means of a live creative workshop conducted by our editor-in-chief
- by means of an interview between you and our editor-in-chief

Company presentation / presentation of a specific topic

- by means of an interview between you and our editor-in-chief

Duration of the livestream max. 1 hour

We respond individually to your wishes and ideas.

Reels

Our editor-in-chief of Creative Lettering **Mara@maralou_vollverletttert** presents your products, or what you would like to have in focus, on our Instagram account **@creativeletteringmagazin** within a reel.

Reels give you the opportunity to present your product, your company in short and entertaining videos to our Instagram community on **@creativeletteringmagazin**.

Reel duration max. 90 seconds, topic-related, product-oriented.

We respond individually to your wishes and ideas.

If you would like to focus on other topics, have questions or suggestions – then talk to us and we will find a solution for an individual package that is perfectly tailored to you and your ideas!

> Advertorials / add. advertising formats

Advertorials



Advertorials

Offer your customers added value and promote your product effectively, individually, and in a way that is tailored to your target group in the magazines published by Partner Medien Verlag.

Our service:

- > Comprehensive design of your advertorial possible
- > Development of tailor-made advertising concepts together with you
- > Longer engagement of the target group with your content → greater identification with your product

Process:

You provide content (images and text). Our team uses it to create your advertorial.

Expenses:

- > Promotional advertisements are charged at the advertising rate.
- > If production costs are incurred, these will be agreed with you before implementation.
- > Image and text material must be available by the advertising deadline.

Price: 1/1 page 1,990 € (Plus any production costs that may be incurred)



> Further options for your presentation

There are various ways to present your product optimally in our magazines. We have already successfully implemented numerous projects with various cooperation partners and would like to introduce you to the most common models. Of course, we can also work together to realize individual concepts and your own ideas.

> 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 insert, as a magazine-within-a-magazine concept in one of our magazines (In addition, we offer the option of producing the supplement as a separate brochure for your advertising presence in print or digital form.).

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



Product placement

our 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.**

➤ Advertising sales



MedienService Schachtl
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Angelika Schachtl

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➤ Advertising management

Partner Medien Verlags- und Beteiligungs GmbH
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)
Frankfurter Straße 93, 65779 Kelkheim

Project coordination: **Tanja Gasch**

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