Media data 2026

Valid from 1.12.2025

creativity has a name

Partner

MEDIEN VERLAGS- UND
BETEILIGUNGS GMBH

part of mzv

Karlsruhe
NADELWELT

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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MEDIENSERVICES
part of mzv

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.

Karlsruhe 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
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

Closer to the target group together

- Addressing the customer directly
- Presence 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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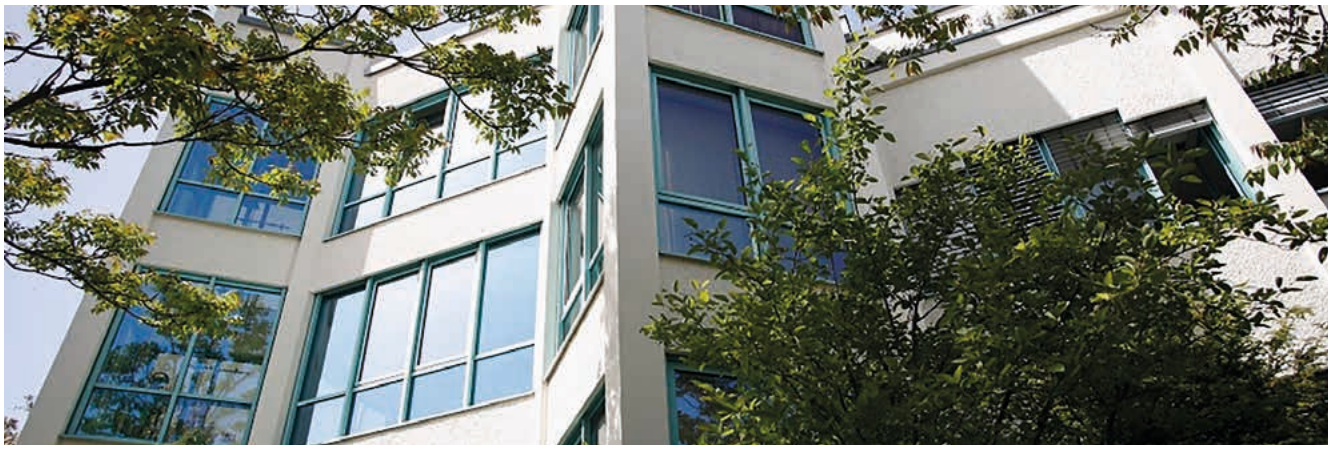


Patchwork / Sewing – Topics / dates and cover portrait 2026

Celebrate with us and contact us for an attractive offer!

Each issue of **PATCHWORK magazine** inspires readers with 20 to 35 creative patterns to recreate – designed with the latest fabrics and tailored to the seasons. It also features inspiring new products, exciting book recommendations, and the latest event listings. A practical, full-size worksheet makes recreating the patterns particularly easy.

PATCHWORK PROFESSIONAL aims to inspire its readers and encourage them to experiment and develop their skills. We introduce new techniques and showcase works by selected artists. **New** this year is that we will also be reporting regularly on the fascinating world of **machine embroidery**. Machine embroidery has a lively fan base and is widely practiced. Other content includes: current product information, book recommendations, a reader forum, and event listings.

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**: 3,500

Issue	Publication date	Closing date
2/2026	10.01.2026	26.11.2025
3/2026	07.03.2026	21.01.2026
4/2026	02.05.2026	18.03.2026
5/2026	04.07.2026	20.05.2026
6/2026	05.09.2026	22.07.2026
1/2027	07.11.2026	23.09.2026
2/2027	09.01.2027	25.11.2026

Total circulation*: 20,000,
of which digital**: 2,500

Issue	Publication date	Closing date
2/2026	07.02.2026	17.12.2025
3/2026	04.04.2026	18.02.2026
4/2026	06.06.2026	22.04.2026
5/2026	01.08.2026	17.06.2026
6/2026	26.09.2026	12.08.2026
1/2027	28.11.2026	14.10.2026
2/2027	30.01.2027	09.12.2026

Total circulation*: 30,000,
of which digital**: 5,900

Issue	Publication date	Closing date
2/2026	24.01.2026	10.12.2025
3/2026	28.03.2026	11.02.2026
4/2026	23.05.2026	08.04.2026
5/2026	25.07.2026	10.06.2026
6/2026	26.09.2026	12.08.2026
1/2027	28.11.2026	14.10.2026
2/2027	30.01.2027	16.12.2026

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**: 7,300

Issue	Publication date	Closing date
51/26 Sew something with trend materials	31.01.2026	17.12.2025
52/26 Cuddly heroes	28.03.2026	11.02.2026
53/26 Bags & accessories	06.06.2026	22.04.2026
54/26 Sew something with trend materials	15.08.2026	01.07.2026
55/26 Christmas & Advent	10.10.2026	26.08.2026
56/26 Sew something quick and easy	12.12.2026	28.10.2026

Issue	Publication date	Closing date
Sewing & Patchwork Special Issue Jeans 1/26	30.05.2026	15.04.2026
Sew something with waxed cloth 2/26	24.10.2026	09.09.2026

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

Crochet & Amigurumi – Topics / dates and cover portrait 2026

„häkeln – Das MaschenMagazin“ is totally on trend. Whether stylish accessories, practical home decorations or cute amigurumis – you can conjure up the most amazing things from stitches.

„Amigurumi Magazin“ is a highlight for amigurumi lovers and transports readers into the enchanting world of crocheted figures. With 20 to 30 lovingly designed projects, the latest yarns, and seasonal motifs, the magazine offers plenty of inspiration for new favorite pieces.

Total circulation*: 32,000, of which digital**: 7,300

Publication frequency: bi-monthly

Issue	Publication date	Closing date
54/2026	10.01.2026	26.11.2025
55/2026	14.03.2026	28.01.2026
56/2026	09.05.2026	25.03.2026
57/2026	11.07.2026	27.05.2026
58/2026	12.09.2026	29.07.2026
59/2026	14.11.2026	30.09.2026
60/2027	16.01.2027	26.11.2026

Issue	Publication date	Closing date
25/2026	07.02.2026	17.12.2025
26/2026	11.04.2026	25.02.2026
27/2026	13.06.2026	29.04.2026
28/2026	15.08.2026	01.07.2026
29/2026	10.10.2026	26.08.2026
30/2026	05.12.2026	21.10.2026
31/2027	06.02.2027	16.12.2026

Knitting – Topics / dates and cover portrait 2026

„Einfach Stricken“ inspires with a colorful mix of projects – from cardigans to sweaters and socks to fashionable accessories. Thanks to easy-to-follow instructions, the magazine is also perfect for beginners.

Total circulation*: 32,000, of which digital**: 8,000

Publication frequency: 6 x per year

Issue	Publication date	Closing date
07/26 Einfach Stricken	14.02.2026	31.12.2025
08/26 Einfach Stricken	25.04.2026	11.03.2026
09/26 Einfach Stricken	20.06.2026	06.05.2026
10/26 Einfach Stricken	22.08.2026	08.07.2026
11/26 Einfach Stricken	17.10.2026	02.09.2026
12/26 Einfach Stricken	12.12.2026	28.10.2026

Spezial Reihe Häkeln / Stricken – Topics / dates and cover portrait 2026

„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**: 7,200

Issue	Publication date	Closing date
01/2026 Häkeln SPEZIAL – Chenille wool	17.01.2026	03.12.2025
02/2026 Häkeln SPEZIAL – Bags	18.04.2026	04.03.2026
03/2026 Häkeln SPEZIAL – Beginners	18.07.2026	03.06.2026
04/2026 Häkeln SPEZIAL – Christmas	17.10.2026	02.09.2026
03/2026 Amigurumi Spezial – Weltreise	07.03.2026	21.01.2026
04/2026 Amigurumi Spezial – Tier Babys	19.09.2026	05.08.2026
13/2026 Beanies, scarves & co.	26.09.2026	12.08.2026

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

Cross stitch, Lettering and Floristry

Kreuzstich Motive – Topics / dates and cover portrait 2026

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 2026:
Nr. 33 (spring, summer): Wedding · Easter · School enrolment · Floral motifs
Nr. 34 (fall, winter, Christmas): Advent calendar · Gifts · Table decorations

Total circulation*: 20,000, of which digital**: 3,300

Issue	Publication date	Closing date
33/2026	07.03.2026	21.01.2026
34/2026	10.10.2026	26.08.2026

CREATIVE LETTERING – 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 circulation*: 25,000, of which digital**: 5,600

Issue	Publication date	Closing date
36/2026	13.01.2026	26.11.2025
37/2026	14.04.2026	04.03.2026
38/2026	07.07.2026	04.06.2026
39/2026	06.10.2026	02.09.2026
40/2027	05.01.2027	25.11.2026

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

Kreative Adventsfloristik – dates and cover portrait 2026

„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**: 10,100

Issue	Publication date	Closing date
Kreative Adventsfloristik 1/2026	18.09.2026	05.08.2026

*: 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

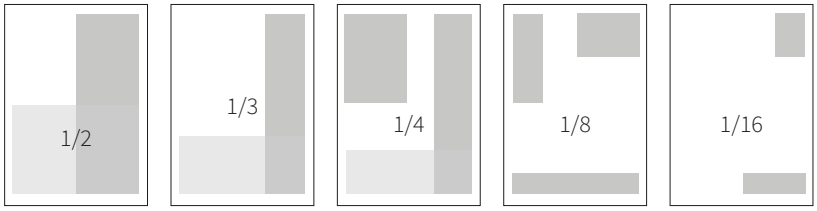
Format		Type area width mm	Type area height mm	Bleed format + 5 mm width mm	Bleed format + 5 mm height mm	Price in Euro (plus tax) Extra charge for position + 10 %) 4c
1/1		185	264	210	297	1,990
1/2	2 columns vertical	91	264	104	297	1,090
	4 columns horizontal	185	130	210	144	
1/3	1 column vertical	58	264	72	297	730
	4 columns horizontal	185	85	210	99	
1/4	1 column vertical	44	264	—	—	540
	2 columns vertical	91	130	—	—	
	4 columns horizontal	185	63	—	—	
1/8	1 column vertical	44	130	—	—	280
	2 columns horizontal	91	63	—	—	
	4 columns horizontal	185	30	—	—	
1/16	1 column vertical	44	63	—	—	140
	2 columns horizontal	91	30	—	—	

Promotion
Price on demand

Discounts

Frequency discount rate	Quantity discount rate	
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 %

(Booking within 12 months provided. Inserts, bound inserts and promotions are not discountable, All prices excl. VAT.)



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 2026

Your retailer entry in the magazine

- Classified ads in the specialist dealer directory
- Automated transfer of the advertisement to the 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 two copies of each.
- Dealer entries can only be booked until further notice (and by direct debit).
- Resignation possible at any time before the advertising deadline.
- *Individual bookings for basic entries are only possible for "Sewing & Patchwork.".

Dealer entries are not eligible for discounts or commissions.
All prices excl. VAT.

Your retailer entry additionally free of charge on the Internet

When booking until further notice

Musterfirma
Max Mustermann
Musterstraße 1, **54321 Musterstadt**
Tel.: 0 12 34/12 34, Fax: 0 12 34/12 35

Your advantages:

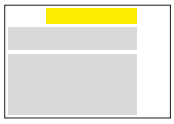
- With search functions
  → Everyone will find your shop!
- With a link to your homepage and your online shop
  → The direct connection for new prospects and customers!
- Networking of numerous websites
  → The perfect opportunity to utilize synergy effects and gain potential customers!

Our specialist dealer search is available at:

- **www.partnermedienverlag.de**

Banner advertising on www.partnermedienverlag.de

Standard formats for homepage and all subpages

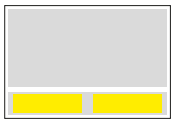


Fullsize rotation banner **200 €**
Duration 2 months incl. link to the desired website.
Format: 468 x 60 pixels.
File format: JPG, GIF, PNG or Flash file.
File size: max. 40 KB.

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 2026

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.

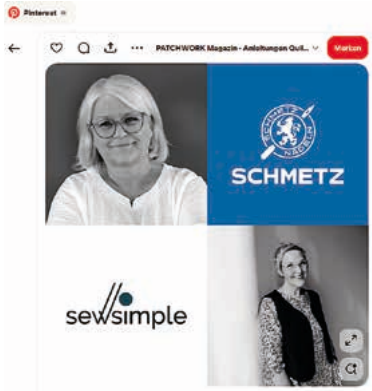
How it works: We will post content on your behalf on Facebook, Instagram, or Pinterest. You provide the content (images and text), and we will create the post.
Visual material: approx. 1–2 images (jpg or gif), Facebook: 640 × 390 px / 150 dpi, Instagram: 1.080 × 1.080 px
Text material: Template/input for the post

Price 290 € per post – Optional pinning of the post on the Facebook home page (10 days) for 100 €
Price 790 € for 3 posts on the platforms of your choice
Postings are not eligible for discounts or commissions. All prices are subject to VAT.

vernadelt & zugenäht	Nadelwelt	Patchwork Professional	Creative Lettering
Reach: approx. 35,000 readers	Reach: approx. 24,000 readers	Reach: approx. 1,500 readers	Reach: approx. 5,000 readers
Reach: approx. 10,000 readers	Reach: approx. 7,500 readers	Reach: approx. 2,500 readers	Reach: approx. 15,000 readers
Reach: approx. 20,000 readers			Reach: approx. 5,000 readers

TIPP Combination ad + social media advertising

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



Booklet display + Facebook, Instagram or Pinterest

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

Advertorials / add. advertising formats

Advertorials

In Kooperation mit FABER-CASTELL

Perfektes Duo

Goldfaber Sketch Marker

59 leuchtkräftige Nuancen umfasst das Sortiment

Entdecken Sie die Vielseitigkeit der Goldfaber Sketch Marker – Kreativität ohne Grenzen!

Sie suchen nach einem Werkzeug, das einfach in der Handhabung ist und Ihre kreativen Projekte auf ein neues Level hebt? Dann sind die Goldfaber Sketch Marker genau das Richtige für Sie! Ob am Schreibtisch oder unterwegs – diese Marker begleiten Sie bei jeder Idee und Technik.

*Das umfangreiche Sortiment wurde speziell für Designerinnen, Mode-Expertinnen, Architektinnen, Lettering-Künstlerinnen, Comic- und Manga-Zeichner*innen entwickelt. Die kreativen Tools bieten alles, was Sie brauchen: Zwei unterschiedliche Spitzen für vielfältige Effekte. Die metallgefasste Fineliner-Spitze ermöglicht präzise Details, feine Linien und Akzente in Farbflächen. Die flexible Pinselspitze ist perfekt zum Ausfüllen großer Flächen und lässt sich durch Neigung und Druck individuell steuern – für natürliche, lebendige Linien.*

Dank der alkoholbasierten Tinte fließen die Farben schnell und gleichmäßig ineinander, was schnelle Skizzen und Illustrationen erleichtert. Und das Beste: Die Tinte trocknet im Handumdrehen, sodass Sie sich keine Sorgen um Verwischungen machen müssen – ideal für kreative Köpfe, die zügig arbeiten.

Mit dem praktischen Blender-Tool lassen sich sanfte Farbverläufe und Highlights mühelos gestalten – für noch professionellere Ergebnisse.

Und das Beste: Nachhaltigkeit wird bei den Goldfaber Sketch Markern großgeschrieben. Schaft und Kappen bestehen zu 100% aus recyceltem Kunststoff, und die Verpackung ist aus nachwachsenden Rohstoffen gefertigt – in einem umweltfreundlichen Etui aus recyceltem Karton.

Entfesseln Sie Ihre Kreativität mit den Goldfaber Sketch Markern – für beeindruckende Ergebnisse, die nicht nur schön aussehen, sondern auch umweltbewusst sind!

1er Basic Etui *16,00 EUR* – **3er Basic Etui** *40,00 EUR* (incl. Blender) – **6er Themenetui** *68,00 EUR* (Product Design, Architecture, Kawaii, Car Design, Fashion, Manga, Graphic Novel, Portrait)

Creative Lettering Nr. 94 | 11

TIPP 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
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