



# 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

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### Trade fair

#### **Organizer of the Nadelwelt in Karlsruhe:**

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

**Karlsruhe  
NADELWELT**

## > Your contact person

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

<b>Publishing house</b>	Partner Medien Verlags- und Beteiligungs GmbH, Julius-Hölder-Straße 47, 70597 Stuttgart
<b>Publishing director</b>	Heiko Christensen (authorised signatory), Tel.: 089/31906-702, E-Mail: christensen@partnermedienverlag.de
<b>Publishing Coordination</b>	Aurelia Doh, Tel.: 089/31906-706, E-Mail: doh@partnermedienverlag.de Josephine Ohl, Tel.: 089/31906-714, E-Mail: ohl@partnermedienverlag.de
<b>Editors and partners</b>	Partner MedienWerkstatt UG (limited liability), Backesstraße 12, 65795 Hattersheim
<b>Editing and production</b>	Peter Pfeiffer, Tel.: 06196/97290-24, E-Mail: p.pfeiffer@partner-medienwerkstatt.de Tanja Gasch, E-Mail: t.gasch@partner-medienwerkstatt.de
<b>Advertising service</b>	Partner Medien Verlags- und Beteiligungs GmbH, P.O. Box 810 420, 70521 Stuttgart
<b>Advertising sales</b>	<b>MedienService Schachtel, Angelika Schachtel, Tel.: 08064/9059-75, E-Mail: schachtel@partnermedienverlag.de</b>
<b>Advertising management</b>	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 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 print run\*: 25.000, of which digital\*\*: 5.550

Issue	Publication date	Closing date	Contribution as a post
32/2025	28.01.2025	11.12.2024	Reach: approx. 5,000 readers
33/2025	22.04.2025	05.03.2025	Reach: approx. 14,000 readers
34/2025	22.07.2025	04.06.2025	Reach: approx. 5,000 readers
35/2025	21.10.2025	03.09.2025	
36/2026	13.01.2026	26.11.2025	

\*: Print and e-paper circulation

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



# > Prices and formats 2025

## > Multi-Channel-Advertisement



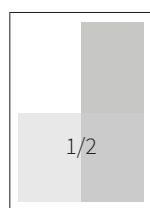
With your advertisement in our magazines, you are present in the following distribution channels:

- 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

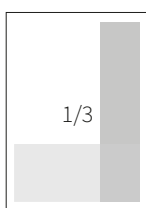
- All advertisements in our e-paper magazines - new publications, back issues and older issues are directly linked to your web address in the webshop and on [readly.com](https://www.readly.com)

<b>Format</b>	210 mm wide x 297 mm high
<b>Type area</b>	185 mm wide x 264 mm high
<b>Columns width</b>	Editorial: 3 columns 58 mm each Advertisements: 4 columns of 44 mm each
<b>Processing</b>	Saddle stitching, Patchwork Professional adhesive binding
<b>Print material</b>	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 <b>E-mail</b> to: <a href="mailto:disposition@partnermedienverlag.de">disposition@partnermedienverlag.de</a>
<b>Printing method</b>	Offset, grid size 60
<b>Print sequence</b>	black/cyan/magenta/yellow
<b>Colors</b>	According to Euroscale DIN 16,519

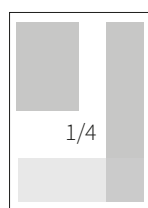
Format		Type area		Bleed format + 5 mm		Price in Euro (plus tax) Extra charge for position + 10 %)	Promotion Price on demand
		width mm	height mm	width mm	height mm	4c	Discounts
1/1		185	264	210	297	1,990	Frequency discount rate      Quantity discount rate
1/2	2 columns vertical 4 columns horizontal	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	



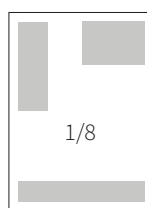
1/2 page



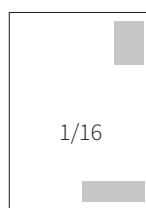
1/3 page



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](http://www.partnermedienverlag.de/mediadaten)

# > Prices and formats 2025

## > 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,- <b>Your special price: € 3,300,-</b>	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,- <b>Your special price: € 4,900,-</b>	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,- <b>Your special price: € 7,800,-</b>

### Multi-channel advertisement

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

- Subscription
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- 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/Zusätzliche Werbeformen

## 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.**

# Partner >

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## > Advertising sales



MedienService Schachtel  
Am Point 10, 83075 Bad Feilnbach

**Angelika Schachtel**

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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](mailto:disposition@partnermedienverlag.de)

## > Editorial office

Partner MedienWerkstatt UG (haftungsbeschränkt)  
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Project coordination: **Tanja Gasch**

E-Mail: [t.gasch@partner-medienwerkstatt.de](mailto:t.gasch@partner-medienwerkstatt.de)