

2024 Media kit



YOUR PARTNER IN TURKEY

Turkey is as close as a click;
to access the most popular magazine
of the printing sector in Turkey just click

www.matbaahaber.com
matbaahaber@matbaahaber.com

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Matbaa Haber

Turkish printing sector is growing continuously and drawing attention of the whole world with its technological investments. Matbaa Haber is the most respected sector magazine being distributed all over the country. The magazine is delivered to the innovator owners and administrators of the printing establishments in almost all of 81 provinces of the country.

The printed copies are in Turkish and there are various language options in our website.

Matbaa Haber monitors all the sector developments in global and offers a wide range of news, interviews, technical views and product introductions.

We regard our mission as being the provision of healthy and multilateral communication among the person and establishment operating in the printing sector. Accordingly, Matbaa Haber reflects the sector activities throughout the country to comprise this news-biased content.

Being known by all the members of the Turkish printing sector, Matbaa Haber leads the sector to form its investment decision.

Although the magazine is generally designed to come out in 5-10 signatures (80-160 pages), this volume exceeds when special sections are included.

Periodicity, circulation and reach

Matbaa Haber started to be published in 2001 as a bimonthly magazine but its periodicity was increased at the beginning of 2006 to be a monthly magazine.

Matbaa Haber is normally issued in 1000 copies, but this figure increases when important events such as fairs are covered or there are special sections. Hard copies are supported by shares that attract tens of thousands of page visits on digital media.

Matbaa Haber is distributed extensively in the three cities where the major part of the Turkish printing sector is mostly located. An important number of the magazines are delivered to printing establishments in these three major towns. These cities account for 80-90 % of investments of the printing industry.

Matbaa Haber keeps the recipients informed about the developing technologies and sector events and leads them in their investment decisions.

Reader Profile

Matbaa Haber is read by prospective investors and innovators which are the owners and employees of:

- Printing and packaging establishments (offset, letterpress, flexo, gravure, serigraphy, web offset, digital press, etc.)
- Government and university printing houses
- Binders
- Lacquer and cellophane workshops
- Printing machine and material suppliers
- Paper and paper products manufacturers and sellers
- Advertisement agencies
- Reproduction firms
- Advertisement and industry photographers



Technical Features

Matbaa Haber is printed on 90 or 105 g/m² glossy paper in tri-chrome on an offset press. 300 g/m² opaque papers are used for the cover and it is coated with opaque cellophane.

Binding is done by hot gluing of the cover to the thread stitched signatures.

The ads to be submitted should be in digital with 300 dpi and as PDF files.

Proofing for the guaranteeing of colour and text conformity with the original is preferred.

Editorial Calendar 2024

Issue	Features
JANUARY	<ul style="list-style-type: none"> • 2023 evaluations of sector representatives, and expectations and goals for 2024
FEBRUARY	<ul style="list-style-type: none"> • Areas of use of inkjet and toner systems in digital printing
MARCH	<ul style="list-style-type: none"> • The future of commercial printing, quality and automation • Staffing problems and solutions
APRIL	<ul style="list-style-type: none"> • Label and flexible packaging solutions in digital printing
MAY	<ul style="list-style-type: none"> • Towards drupa 2024 • Profitable solutions in educational publications - Sheet offset, web offset and digital printing
JUNE	<ul style="list-style-type: none"> • drupa 2024, innovations and exhibits
JULY	<ul style="list-style-type: none"> • After drupa 2024, news and interviews
AUGUST	<ul style="list-style-type: none"> • What should small printers do? Solution suggestions...
SEPTEMBER	<ul style="list-style-type: none"> • Finishing in cardboard packaging • Effects of rollers and blankets on quality
OCTOBER	<ul style="list-style-type: none"> • Towards Sign Istanbul 2024 • Eurasia Packaging Istanbul 2024 preview
NOVEMBER	<ul style="list-style-type: none"> • Sign Istanbul 2024 news • Eurasia Packaging Istanbul 2024, news, interviews • Towards Fespa Eurasia 2024
DECEMBER	<ul style="list-style-type: none"> • Finishing in flexible packaging • Fespa Eurasia 2024 news, interviews • Cloud solutions in printing software



Advertisement Prices of Matbaa Haber for 2024

FRONT COVER (20 X 21 cm)	1 950.- Euro
ACCORDION FRONT COVER (29,7 X 41,5 cm)	1 950.- Euro
BACK COVER	1 170.- Euro
INSIDE COVERS	845.- Euro
PAGES 1,3,5 and 7	845.- Euro
FIXED PAGE	780.- Euro
<hr/>	
FULL Page	650.- Euro
1/2 Page	360.- Euro
1/4 Page	200.- Euro
1/8 Page	115.- Euro
<hr/>	
INSERT - 1 SHEET	650.- Euro
INSERT - 2 SHEETS	1 300.- Euro

(These rates can not be applied to the inserts with heavy papers)

Advertisement Prices of Special Supplements

FRONT COVER	1 560.- Euro
BACK COVER	975.- Euro
INSIDE COVERS	680.- Euro
PAGES 1,3,5 and 7	680.- Euro
FULL Page	550.- Euro
1/2 Page	300.- Euro
1/4 Page	165.- Euro

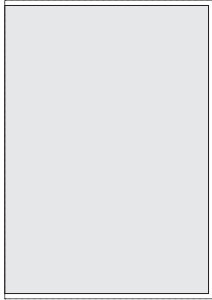
TAX EXCLUDED FROM PRICES (+20 %, VAT).

IT IS KINDLY REQUESTED THAT PROOFS ARE INCLUDED FOR COLOUR PRINTS IN ORDER TO AVOID DISAGREEMENTS.

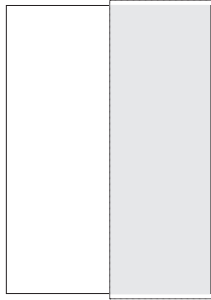
Publication Calendar

Month	Deadline for submission	Month	Deadline for Submission
January 2024	15 December 2023	July 2024	15 June 2024
February 2024	15 January 2024	August 2024	15 July 2024
March 2024	15 February 2024	September 2024	15 August 2024
April 2024	15 March 2024	October 2024	15 September 2024
May 2024	15 April 2024	November 2024	15 October 2024
June 2024	15 May 2024	December 2024	15 November 2024

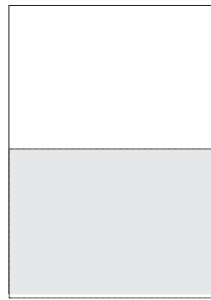
Ad dimensions



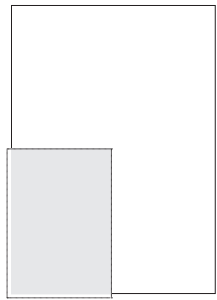
1/1 page bleed
297 x 210 mm
with trim allowance
305 x 214 mm



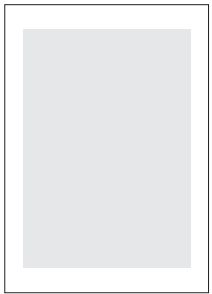
1/2 page vertical and bleed
297 x 105 mm
with trim allowance
305 x 109 mm



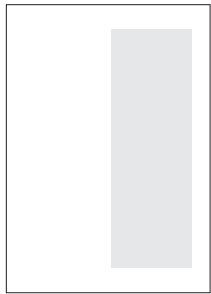
1/2 page horizontal
and bleed 149 x 210 mm
with trim allowance
153 x 214 mm



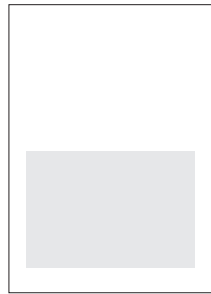
1/4 page bleed
149x 105 mm
with trim allowance
153 x 109 mm



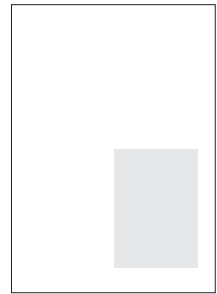
1/1 page non-bleed
252 x 174 mm



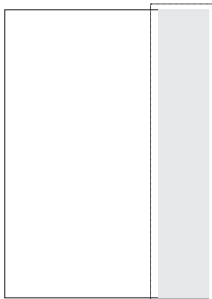
1/2 page vertical and
non-bleed 252 x 85 mm



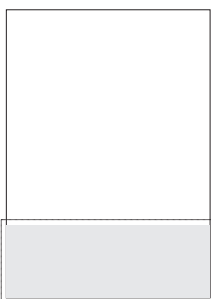
1/2 page horizontal and
non-bleed 124 x 174 mm



1/4 page non-bleed
124 x 85 mm



1/4 page vertical and bleed
297 x 50 mm
with trim allowance
305 x 58 mm



1/4 page horizontal and bleed
71 x 210 mm
with trim allowance
79 x 218 mm



1/8 page horizontal and
non-bleed 60 x 85 mm



Web Advertisement Prices for 2024

Location	Size	Price (Euro)	
		GIF	Jpeg
MAIN PAGE BANNERS			
Top of top bar	90 x 1200 px	450,-€/Month	350,-€/Month
Next to Matbaa Haber Logo	90 x 800 px	450,-€/Month	350,-€/Month
Banner for right side (Main page, below popular articles list)			
	700 x 345 px	350,-€/Month	270,-€/Month
	345 x 345 px	200,-€/Month	150,-€/Month
	240 x 345 px	160,-€/Month	120,-€/Month
	200 x 345 px	130,-€/Month	100,-€/Month
Banner for left (between news headline)			
	345 x 345 px	170,-€/Month	135,-€/Month
	200 x 345 px	120,-€/Month	95,-€/Month
ARTICLES AND NEWS PAGE BANNERS			
Top of title block			
	100 x 1200 px	350,-€/Month	270,-€/Month
	200 x 1200 px	525,-€/Month	405,-€/Month
	300 x 1200 px	700,-€/Month	470,-€/Month
Below of article headline			
	100 x 800 px	220,-€/Month	190,-€/Month
in articles and news (horizontal 800 px, vertical can be different size)			
	200 x 800 px	350,-€/Month	270,-€/Month
	300 x 800 px	525,-€/Month	405,-€/Month

The Matbaa Haber website receive 450-500 unique visits and 2000 visits of pages, daily

- Site addresses can be linked to your ads. (link available)
- Taxes excluded from prices (+ VAT)

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