

MATBAA & TEKNİK®



MEDIA KIT 2026

MEDIA INFORMATION 2026

About Matbaa Teknik

Matbaa Teknik Magazine is Turkey's leading monthly trade publication for the printing, packaging, and labeling industries. Since 1997, Matbaa Teknik has been the trusted media partner connecting printing machinery manufacturers, suppliers, distributors, and end users across Europe, the Middle East, and Asia.

Our magazine reaches printing houses, packaging producers, advertising agencies, digital printing centers, and equipment importers through both print and digital channels, ensuring visibility at all major international and domestic trade fairs.

Why Advertise in Matbaa Teknik?

- Strong International Distribution: Circulated at top global exhibitions throughout 2026.
- High-Quality Readership: Decision-makers including general managers, marketing directors, and procurement specialists.
- Digital Expansion: Your message also reaches 40,000+ professionals through our website and newsletters.
- Trusted Brand: 28 years of continuous publication with unmatched sector credibility

Publication Details

- Frequency: Monthly
- Language: Turkish & English
- Print Run: 10,000 copies
- Digital Distribution: 40,000+ professionals worldwide
- Website: www.matbaateknik.com.tr

2026 DISTRIBUTION CALENDAR

MONTH	EVENT	COUNTRY
JANUARY	FESPA Global Print Expo	Barcelona / SPAIN
FEBRUARY	Paperworld	Frankfurt / GERMANY
MARCH	Grafima	Belgrade / SERBIA
APRIL	Print Sign Expo	Amsterdam / NETHERLANDS
MAY	Paperworld Middle East	Dubai / UAE
JUNE	RosUpack	Moscow / RUSSIA
JULY	Print Expo	Chennai / INDIA
OCTOBER	SIGN Istanbul Avrasya Ambalaj Istanbul	Istanbul / TURKIYE Istanbul / TURKIYE
NOVEMBER	FESPA Middle East / Paperworld Middle East	Dubai / UAE
DECEMBER	Digital Print for Packaging Europe	Berlin / GERMANY

Domestic circulation: Printing houses, advertising agencies, suppliers, digital printing centers, and reprographic studios throughout Türkiye.

MEDIA INFORMATION 2026

2026 Editorial Calendar

<p>January</p> <p>Theme: Sustainability in Printing: 2026 and Beyond</p> <p>Content: Green printing practices, energy-efficient technologies, and eco-certifications.</p> <p>February</p> <p>Theme: Wide Format Printing Trends</p> <p>Content: Applications in advertising, signage, and interior design.</p> <p>Distribution: [Event: FESPA Global Print Expo].</p> <p>March</p> <p>Theme: Innovations in Packaging Printing</p> <p>Content: Smart packaging, flexible packaging, and eco-friendly materials.</p> <p>April</p> <p>Theme: Digital Transformation in Printing Operations</p> <p>Content: Workflow automation, AI in printing, and digital twins.</p> <p>Distribution: [Event: Print4All (Italy)].</p> <p>May</p> <p>Theme: Publishing Software & Printing Inks</p> <p>Content: Distribution: [Event: Ipack Ima(Italy)].</p> <p>June</p> <p>Theme: Emerging Markets in Printing Technology</p> <p>Content: Growth opportunities in Southeast Asia, Middle East, and Africa.</p> <p>Distribution: [Event: ExpoPrint Latin America (Brazil)].</p>	<p>July</p> <p>Theme: Cutting-Edge Offset Printing</p> <p>Content: Innovations in plates, presses, and hybrid solutions.</p> <p>Distribution: Direct mailing to subscribers and digital distribution.</p> <p>August</p> <p>Theme: Digital Inks and Substrates</p> <p>Content: Advancements in UV, water-based, and hybrid inks.</p> <p>Distribution: [Event: LabelExpo Americas (USA)].</p> <p>September</p> <p>Theme: Trends in Label Printing and Finishing</p> <p>Content: Digital label printing, finishing technologies, and market insights.</p> <p>Distribution: [Event: Labelexpo Europe (Spain)].</p> <p>October</p> <p>Theme: Printing for E-Commerce and Retail</p> <p>Content: Packaging solutions, personalization trends, and technology integration.</p> <p>Distribution: [Event: Istanbul Packaging Show].</p> <p>November</p> <p>Theme: Hybrid Printing Systems</p> <p>Content: Integrating digital and analog systems for efficiency.</p> <p>Distribution: [Event: Gulf Print & Pack (UAE) + SIGN Istanbul].</p> <p>December</p> <p>Theme: Future of Printing: 2026 Trends</p> <p>Content: Predictions for the coming year, insights from industry leaders.</p>
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ADVERTISEMENT RATES & TECHNICAL SPECS

PRINT MAGAZINE

Ad Type	Size (mm)	Price (€)
Full Page	210 × 297 + 3 mm bleed	2,000
Half Page (Horizontal)	210 × 148 + 3 mm bleed	1,200
Back Cover	210 × 297 + 3 mm bleed	2,800
Inside Front Cover	210 × 297 + 3 mm bleed	2,500
Inside Back Cover	210 × 297 + 3 mm bleed	2,300

File format: PDF / 300 dpi / CMYK.

Deadline: Materials must be delivered by the 18th of the previous month.

ADVERTISEMENT SIZES

Full page sizes:	20,6 (width) x 27,6 cm
Two-page spread:	40,6 (width) x 27,6 cm
Half page vertical ad:	10 cm (width) x 27 cm
Half page horizontal ad:	20 cm (width) x 13,5 cm

ADVERTORIAL

Text should be English & Turkish.

Text and pictures should be delivered by client.

We help to translate your text into Turkish for free.

We prepare your pages and send you for your approval.

2-page advertorial:	2,000 Euro
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ADVERTISEMENT RATES & TECHNICAL SPECS

DIGITAL ADVERTISEMENT OPTIONS

BANNERS ON OUR HOMEPAGE | www.matbaateknik.com.tr

Web Banner (728x90 px)

1 month on homepage –
www.matbaateknik.com.tr
675 €

Newsletter Banner

Monthly sectoral e-bulletin
850 €

E-mail Marketing (EDM)

One-time campaign to
42,000 industry contacts
1,500 €

We provide post-campaign reports including open rate, click details, and company demographics.



EDM (E-MAILING SERVICE):

We offer e-shot service for exporters, importers and manufacturers so that they can reach their target markets. Your specific information / advertisement designed at newsletter format will be sent to our database. (Over 78,000 international e-mail addresses.) The companies are sector professionals, purchasing managers, CEO's, R&D departments in the industry. We hyperlink the material to your website so that potential buyers can see what you're offering.

We share after-delivery report including click numbers, country breakdown, visitor numbers, etc. After we send the email, we will give you all details such as which companies visited your website most and which ones stayed most. We receive demands from the interested parties and forward them to you. Alternatively, we can put your e-mail address to reply button and customers can write you directly and contact with you. We will prepare test e-mailing before sending and you can see e-shot before.

E-mailing service for 1 time:

3,750 euro

E-mailing specs:

750 (width) x 1500 pxl at HTML format



MEDIA INFORMATION 2026

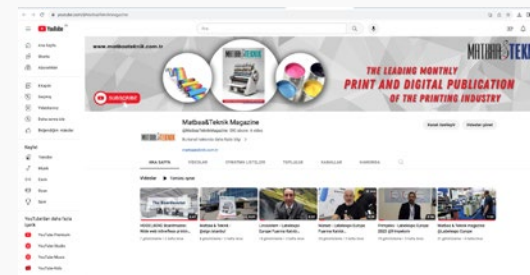
ONLINE / NEWSLETTER ADVERTORIALS

Advertorials are published on our homepage

www.matbaateknik.com.tr

Maximum number of characters for text: 1,000, incl. blanks

Price: 750.00 Euro



VIDEO INTERVIEW

We can make video interviews
in your stand you attend
in trade shows.

This options is available for
all exhibitions we attend in 2025.

Video examples can be found at

www.matbaateknik.com.tr

Price: 1.250 Euro

WEBINARS THE PLATFORM THAT YOU CAN INTRODUCE YOUR COMPANY, PRODUCTS AND INNOVATIONS TO YOUR TARGET AUDIENCE

You can showcase your new product / your exhibition, the results of a study, new developments or a pilot project in an interactive webinar format to your customers / target audience.

The process lasts 60 minutes, including a subsequent discussion or a question and answer session with the participants. The webinar will be recorded and can also be accessed later via our website.

A webinar package includes:

- Invitation of participants for the webinar through mailings, newsletters and website
- Reminder e-mails for the participants
- Implementation of the webinar, including moderation
- One banner in our newsletter and the banner will be online in our website.
- After webinar, we publish the news about webinar in our upcoming issue.

Webinar package price:

13,500 Euro



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