

TEXTILE PRINTING

Trends and Innovations for Sportswear and Teamwear

Dynamic and innovative technologies are enabling textile printing to open up entirely new possibilities for sportswear and corporate teamwear.

Print run:
12,000 copies

Over 38,000
newsletter
recipients

Online seminar:
Mid November

CO-PRODUCTION:

SAZ | SPORT

SAZ | BIKE

Deutscher
Drucker

- print.de

ANNUAL EDITION 2023/2024

SAZsport, SAZbike and print.de have joined forces to create a powerful one-off that will take a look at textile printing in the sports sector. It will allow you to talk directly to the decision makers and experts in your target groups in the sports and bike trade as well as to producers of sportswear and corporate teamwear. This joint publication will explain the outstanding opportunities that textile printing offers to add value.

CUTTING EDGE TOPICS

- Overview for the sports and bike trade: where are the developments in textile printing heading?
- New printing technologies, printing systems and materials. Sublimation printing, digital direct-to-film, direct-to-garment printing, screen printing
- Increasing customer demand for sustainability and circular economy
- Trendsetting printed sportswear and corporate teamwear projects involving suppliers of all sizes
- The most important trends for textile printing in 2023 and 2024
- Future topic KI and AI, the most interesting applications for the future

DELIVERED TO THE RIGHT TARGET GROUPS

It will provide CEOs, trade representatives, owners, manufacturers and sales directors with the information they need when planning their investments and making decisions.

- Producers and manufacturers of sportswear and corporate teamwear
- Sports and bike trade (Team Sports Unit of Intersport & Sport 2000)
- Associations and federations (ski and football associations, federal and regional federations)

DISTRIBUTION & LIVESTREAM

- Supplement to SAZsport, publication date: **23/10/2023** and SAZbike, publication date: **23/10/2023**
- Distribution at ISP, the world's largest largest sports equipment fair: **28 – 30/11/2023**
- Exclusive mailing of supplement to Sport 2000 and Intersport team sport specialists
- Online webinars at the virtual textile printing summit **Mid November 2023**
- Distribution at the European Week of Sport from **23rd to 30th September**
- Exclusive display at the SpoKo (SportCongress) on **September 26, 2023**
- Distribution at Drupa from **May 28th to June 7th, 2024**
- Distribution at OutDoor by ISPO in **June 2024**



PARTNERSHIP PACKAGES PRINT, DIGITAL AND WEBINAR LEADS

- Special 32+4 supplement to SAZsport and SAZbike
- Trimmed format 209 x 276 mm
- Advertising deadline 31/07/2023
- Available to download from the websites of SAZsport, SAZbike as well as print.de

IMPORTANT:
The seminars are
limited to partners.
Secure your slot now!

GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
Full page advertorial	Full page advertorial	Half page advertorial
PLUS full page advertisement	OR full page advertisement OR full page Branded Content	OR half page advertisement OR half page Branded Content
PLUS 15-minute webinar, incl. Q&A at the Textile printing summit	PLUS Logo featured at the Textile printing summit	PLUS Logo featured at the Textile printing summit
PLUS leads from all webinars		
8,950 Euro	6,650 Euro	3,950 Euro

Special positions on request
All prices subject to VAT at the applicable rate

REACH	
Overall print run of SAZsport & SAZbike magazines	12,000
SAZ newsletter subscribers	12,200
Monthly reach of SAZ website	c. 120,000 page impressions
Print.de daily newsletter subscribers	8,200
Monthly reach of print.de	c. 350,000 page impressions
One-off newsletter mailing to sports dealers and manufacturers in Austria and Switzerland	18,500 subscribers



GET IN TOUCH AND WE'D BE DELIGHTED TO DISCUSS THE OPTIONS

Jochen Kristek	e-mail: j.kristek@print.de	Mobile: +49 (0) 151 46 44 55 45
Ulli Onnasch	e-mail: ulrich.onnasch@ebnermedia.de	Mobile: +49 (0) 160 98 53 62 29