

MULTICHANNEL MARKETING

PRINT ONLINE NEWSLETTER

2026



Germany



Austria



Switzerland



The Professional Trade Magazine:

Print and Online Issue

The trade magazine **DIGITAL SIGNAGE** provides information on new products, provides technical background reports and shows what makes digital signage distinctive in practice. The well-researched articles help readers with decision processes. **DIGITAL SIGNAGE** offers complex insights into a multi-faceted market.

Target Groups

DIGITAL SIGNAGE reaches decision-makers in:

- Retail sector
- Banks/insurance companies
- Industry
- Hotel and gastronomy sector
- Trade fair and event sector
- Public/municipal facilities

It also reaches planners and consultants:

- Advertising agencies
- Light advertisers/sign makers
- Architectural offices
- Consulting companies

Its core readership includes:

- AV dealers
- CMS developers
- Hardware designers and producers

The core topics in every issue:

- Hardware
- Software
- Content
- Commercialization
- Fairs
- Trends



This year, **DIGITAL SIGNAGE** presents itself with modified content and focuses on important industry events. While issue one is published to coincide with Integrated Systems Europe, issue two focuses on the Digital Signage Summit Europe. In addition, the other contents of each issue are adapted to the topics of Integrated Systems Europe and the Digital Signage Summit Europe.

Circulation

With an average of 2,000 readers per issue **DIGITAL SIGNAGE** is the most-read trade magazine for digital advertising and information systems in the German-speaking countries. The trade magazine **DIGITAL SIGNAGE** is published three times per year and is only available on a subscription basis.

Editorial Calendar 2026

Information subject to change

Issues	1.26	2.26	3.26
Ad close	5 th December 2025	23 rd March	4 th August
Copy deadline	5 th December 2025	23 rd March	4 th August
Material due on	12 th December 2025	30 th March	11 th August
Insert delivery date	29 th December 2025	13 th March	21 st August
Issue date	20 th January	30 th April	9 th September
Topics	The Year of Digital Signage Trends for 2026 as predicted by experts	Hardware Revolution LED, OLED and beyond – which technology will prevail?	Customer Experience & Retail Innovation Digital signage in the omnichannel strategy
	Content is King – and Queen How storytelling can succeed on screen	Data, Integration & Automation CMS in focus, use cases and automated campaign planning	Quo vadis The digital signage market in the coming years
Preliminary report Trade fair shows	Integrated Systems Europe 3 rd - 6 th February Barcelona	Pro Integration Future 28 th - 30 th April Birmingham Digital Signage Summit Europe 20 th - 21 th May Munich	DMEXCO 23 rd and 24 th September Cologne

Loose Inserts • Tip-On-Card • Belly-Band

Special forms of advertising for more attention

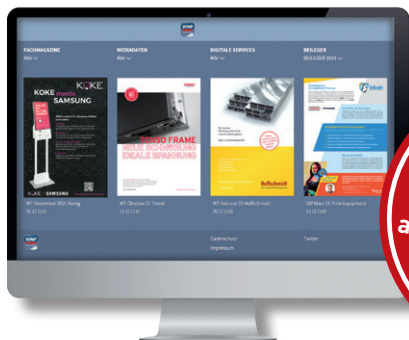
Loose inserts

Max. format DIN A4

2.000 pieces without printing costs

to 25g weight	1.800 €
to 30g weight	2.100 €
to 35g weight	2.400 €
to 40g weight	2.700 €
to 45g weight	3.000 €

Other weight classes
on request



Tip-on-card

Placement on the cover of **DIGITAL SIGNAGE**, attached with one removable adhesive dot.
Maximum final format DIN A5

2.000 pieces without printing costs **3.400 €**



Belly-band

Place your advertising on a banderole that encloses the magazin. Every reader sees your advertisement first!

Format: 23 x 10 cm
(on the front and the back)

2.000 pieces including printing costs **3.500 €**



Delivery address:

Ortmaier Druck GmbH
Birnbachstraße 2
D-84160 Frontenhausen
Contact Person: Nicole Fischer
Tel.: +49 8732 92 10 752
nicole.fischer@ortmaier-druck.de

Please note:

Inserts or tip-on-cards
handy packed
in boxes Labeling of all boxes with
- Company name
- Journal Title **DIGITAL SIGNAGE**
- Month of publication

Web Marketing on digital-signage-magazin.de

Accompany your print campaigns!

Advertise on digital-signage-magazin.de!

On digital-signage-magazin.de, our readers will find important reports and current dates and the valuable print content of the specialist magazine is also integrated into the online presence.

For our advertisers there is a variety of advertising opportunities. In addition to various banner places and surf tips, we offer the possibility of editorial news blocks as advertorials to place. There is something for everyone!



The screenshot shows the homepage of digital-signage-magazin.de. At the top is a navigation bar with links: Startseite, Fachmagazin, Onlineausgaben, Nachrichten, Videos, Lieferanten, Stellenmarkt, Termine, Download, and a Login button. Below the navigation bar is a large banner area. On the left, there's a 'News Block' featuring a woman shopping, with text about Philips Unite All-in-One LED-Displayserie. In the center, there's a 'Gold Banner' for Philips Unite All-in-One LED-Displayserie. On the right, there's an 'Info Block' for NEC MultiSync® E-Series. Below the main banner, there are several smaller ads, including one for 'CREATE YOUR OWN TOUCHSCREEN APPS' and another for 'Anti-Discoloration-Technologie'. At the bottom left, there's a 'Surftipps' section with links to various digital signage solutions.

News Block or Advertorial

News Block:

- included image 900 x 600 pixels,
- + headline up to 50 characters
- + text 600 characters
- + link to the landing page
- 2 weeks** 600 €
- The post is marked with the word „Anzeige“.

Advertorial:

- included image 900 x 600 pixels,
- + headline up to 50 characters
- + text 900 characters
- + link to the landing page
- 2 weeks** 900 €
- The post is marked with the word „Anzeige“.

Surf Tips

- 1 month 100 €
- 2 months 200 €
- 3 months 300 €
- 6 months 550 €
- 1 year 1.000 €

Homepage Banner 468 x 60 px

- delivery JPG or animated GIF
- 1 month 600 €
- 2 months 900 €
- 3 months 1.300 €
- 6 months 2.400 €
- 1 year 4.600 €

Gold Banner 600 x 600 px

- delivery JPG or animated GIF
- 1 month 600 €
- 2 months 900 €
- 3 months 1.300 €
- 6 months 2.400 €
- 1 year 4.600 €

Info Block 600 x 1.200 px

- delivery JPG or animated GIF
- 1 month 700 €
- 2 months 1.000 €
- 3 months 1.500 €
- 6 months 2.600 €
- 1 year 4.800 €

The DS Newsletter

fast, direct, informative!

Be it a banner or professional information: in our newsletter you can present your company to our readers a few days before the publication of the respective print issue of **DIGITAL SIGNAGE**.

Choose between silver and gold banner or go for the info block. In the info block, you can place a product picture, descriptions and contact information. Of course a linkage to your website and/or email address is included.

In the editorial part, we point out several cover stories and increase awareness for important topics before the publication of the print issue. Make use of the possibility to introduce your company to the right target group with our newsletter.

Newsletter mailing dates:

15th January

27th April

4th September



NEWSLETTER



03.09.20
Der DS-Newsletter erreicht die Abonnenten des Fachmagazins digital signage 3 mal jährlich. Drei Werbeflächen stehen zur Auswahl: Ob Gold Banner, Info Block oder Textbanner, hier ist Ihre Werbung richtig platziert.

Nutzen Sie den DS-Newsletter für die Bewerbung Ihrer Produktneheiten, für Sonderaktionen oder Messeeinladungen.

Ihre Ansprechpartnerin:
Frau Annett Geuge-Metzler :: E-Mail: geuge-metzler@wmp.de :: Telefon: +49 (0)5194 / 584061

GOLD BANNER
1.200 x 900 Pixel
(JPG)
400 €



1,846
Recipients
per newsletter
Source: Evalanche
October 2025



INFO BLOCK
1200 x 450 Pixel
(JPG)
500 €



Customer Experience & Retail Innovation
Wie wird aus einem Einkauf ein Erlebnis? Digital Signage spielt eine zentrale Rolle, wenn es darum geht, Customer Experience im stationären Handel neu zu denken. Die kommende Ausgabe zeigt, wie innovative Retail-Konzepte, personalisierte Inhalte und digitale Touchpoints das Kundenerlebnis verbessern können – und warum Erlebnisqualität zunehmend zum entscheidenden Wettbewerbsvorteil wird.

TEXT BANNER

Headline 50 characters
incl. spaces
text 400 characters
incl. spaces
1 image jpg 557x185 pixels
or 1200 x350 pixels

500 €



Beste Signale für Remote-Screens: Shuttle SPCEL12
Höchste Zuverlässigkeit für Ihre Display-Netzwerke: Der platzsparende Edge-PC Shuttle SPCEL12 punktet mit voller Performance im Dauerbetrieb. Dank Intel Celeron J6412 und drei Grafikanschlüssen (2x HDMI 2.0b, 1x DisplayPort 1.4) betreiben Sie bis zu drei Monitore parallel. Das optionale 4G/LTE-Upgrade macht das System zur erstklassigen Lösung für mobile Screens und Standorte ohne LAN-Anbindung.

DIGITAL SIGNAGE on all Channels: Multichannel Marketing

With an advertisement in **DIGITAL SIGNAGE** you can reach your target group in our magazine and across all digital channels as well. Without extra charge! Your advertisement is linked to your website as a standard feature in our online issues – on the computer, tablet or smartphone.

Flexibility for our readers = additional value for our advertising customers! With our new app **DIGITAL SIGNAGE** is going to be present everywhere.

The app complements the print version optimally as well as the PDF issue for subscribers, which is already available online. **DIGITAL SIGNAGE** is available free of charge to our subscribers on all mobile devices.



The **WNP** online editions were used by 2,623 readers in the period from August 2023 - August 2024

Source: Press-matrix

Customer loyalty thanks to additional digital information – to get the best out of your online ad!

Give your ad an additional value with digitally provided information: with links to landing pages, PDF documents like catalogues, price lists and data sheets as well as picture galleries or videos.

The additionally booked services appear in our online issue which is available to subscribers on the computer as well on tablets and smartphones.

Charged Services

Landing Page Additional linking of the advert with a special website	80 €
PDF Documents Additional linking of the advert with a PDF download, File format: PDF for Web, File size: max. 10 MB	90 €
Picture Galleries (up to 8 pictures) Linking of the advert with additional product pictures, File format: jpg in RGB color scheme Resolution: 72 dpi / 1.024 x 768 pixels	100 €
Product Video Linking of the advert with video data File format: mp4 format, maximum 432 x 320 pixels,	110 €

All prices plus VAT



digital-signage-magazin.de



Sales Print + Online

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