MEDIA KIT

MULTICHANNEL MARKETING

PRINT
ONLINE
NEWSLETTER

2027

Germany Austria Switzerland



3 times a year
all about digital signage

WNP VERLAG

digital-signage-magazin.de

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 2027

Information subject to change

Issues	1.27	2.27	3.27
Ad close	7th December 2026	19th March	4th August
Copy deadline	7th December 2026	19th March	4th August
Material due on	14th December 2026	30th March	11th August
Insert delivery date	29th December 2025	9th April	23st August
Issue date	**20th January**	**28th April**	**9th September**
Topics	**Tomorrow's Trends** The most important technologies and product innovations at ISE 2027	**Green Signage** Energy-efficient technologies and intelligent energy management	**Audience Measurement** Data reveals who sees screens and how they influence audiences
	AI Signage Generative AI, computer vision, and intelligent CMS platforms are opening up new possibilities	**Circular Signage** Repair, reuse, and recycling are moving into focus	**Data-Driven Signage** Real-time data enables dynamic and highly targeted content delivery
Preliminary report Trade fair shows	**Integrated Systems Europe** 2–5 February, Barcelona	**Digital Signage Summit (The DSS)** 12–13 May, Munich	**DMEXCO** 22–23 September, Cologne

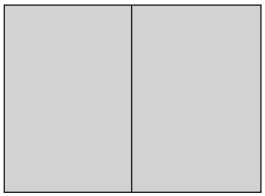
Ads & Advertorials* - Formats and Prices

*Advertorials are marked with the note „Advertisement"



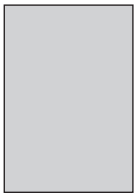
4c
U2 2.600 €
U4 2.600 €

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+ 5 mm bleed on all sides



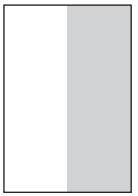
double page
4c
3.400 €

Width: 460 x Height: 297 mm
+ 5 mm bleed on all sides



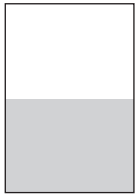
1/1 page
4c
2.400 €

Width: 230 x Height: 297 mm
+ 5 mm bleed on all sides



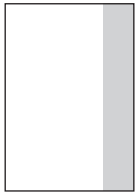
1/2 page
2 columns
4c
1.400 €

Width: 108 x Height: 297 mm
+ 5 mm bleed on all sides



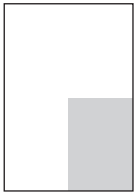
1/2 page
4 columns
4c
1.400 €

Width: 230 x Height: 153 mm
+ 5 mm bleed on all sides



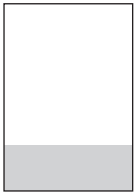
1/4 page
1 column
4c
1.000 €

Width: 55 x Height: 297 mm
+ 5 mm bleed on all sides



1/4 page
2 columns
4c
1.000 €

Width: 117 x Height: 145 mm
+ 5 mm bleed on all sides



1/4 page
4 columns
4c
1.000 €

Width: 230 x Height: 85 mm
+ 5 mm bleed on all sides

Discounts (within a year)

2 placements	**5%**
3 placements	**10%**

Business Contacts

An entry with corporate or product logo, contact details and a company profile costs only € 165 per edition.

Here's what you need to provide for your entry:
- Corporate logo in jpg format in 300 dpi resolution
- Company address (company name, street, ZIP/City)
- Contact details (contact partner, phone, fax, email, internet)
- Description of products or services up to 400 characters

Per Edition 165 € plus VAT


DIGITAL SIGNAGE PARTNER

FIRMENANSCHRIFT	KONTAKTDATEN	FIRMENPROFIL
DISPLAYS		
AV-SOLUTION PARTNER		
CONCEPT INTERNATIONAL GMBH		

The print advertisement will be linked to your homepage free of charge in the online edition.

All prices plus VAT

CONTACT/BOOKING: Tel. 00 49 5194 584061
geuge-metzler@wnp.de

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 (0)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

All prices plus VAT

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!

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 €

All prices plus VAT

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:

14th January

22nd April

3rd September





428 Recipients per newsletter
Source: Evalanche October 2026

GOLD BANNER
1.200 x 900 Pixel (JPG)
200 €

INFO BLOCK
1200 x 450 Pixel (JPG)
300 €

TEXT BANNER
Headline 50 characters incl. spaces
text 400 characters incl. spaces
1 image jpg 557x185 pixels or 1200 x350 pixels
350 €

All prices plus VAT

CONTACT/BOOKING: Tel. 00 49 5194 584061
geuge-metzler@wnp.de

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.



WNP VERLAG PUBLIKATIONEN

Available on App Store

Available on Play Store

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 avail-
able to subscribers on the computer as well on tablets and smartpho-
nes.

Charged Services

Landing Page **80 €**
Additional linking of the advert
with a special website

PDF Documents **90 €**
Additional linking of the advert with a PDF download,
File format: PDF for Web, File size: max. 10 MB

Picture Galleries (up to 8 pictures) **100 €**
Linking of the advert with additional product pictures,
File format: jpg in RGB color scheme
Resolution: 72 dpi / 1.024 x 768 pixels

Product Video **110 €**
Linking of the advert with video data
File format: mp4 format, maximum 432 x 320 pixels,

All prices plus VAT



digital-signage-magazin.de

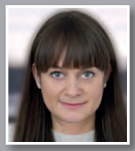


Sales Print + Online

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