

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET
NEWSLETTER

2021



Germany



Austria



Switzerland

**4 times
a year**
all about
digital signage



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.

The 4 core topics in every issue:

- **Hardware**
- **Software**
- **Content**
- **Commercialization**



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

IVW-audited Circulation and Distribution

Printrun	3.000
Distributed circulation	2.864
Distributed circulation national	2.761
Distributed circulation international	103

Source: IVW 1/2020



The WNP online editions were used by 1,920 readers in the period from October 8, 2019 to October 8, 2020

Source: Pressmatrix

Circulation

With an average of 3.000 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 quarterly and is only available on a subscription basis.



Its core readership includes:

- AV dealers
- CMS developers
- Hardware designers and producers

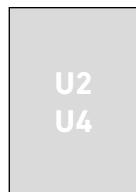
Editorial Calendar 2021

Issues	1.21 March	2.21 May	3.21 September	4.21 November
Ad close	22 nd February	19 th April	5 th August	22 nd October
Copy deadline	23 rd February	20 th April	6 th August	25 th October
Material due on	2 nd March	26 th April	16 th August	29 th October
Insert delivery date	11 th March	6 th May	26 th August	11 th November
Issue date	26 th March	21 st May	10 th September	24 th November
Main topics	Digital signage for education sector	Large format displays - the big show	Wayfinding and information systems for public areas	Digital signage for hotels and gastronomy
	Special displays and their application	Mounts and substructures for large displays	Media player - new products in an overview	Softwares - simple and intuitive to use
Pre-report Trade fair issues		ISE Live & Online Events 01 st - 02 nd Juni Barcelona 23 rd - 24 th Juni London		

Subject to modifications

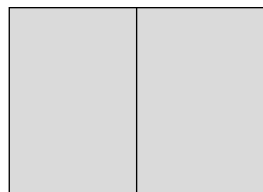
**Integrated
Systems
Europe**

Formats and Prices



4c
U2 3.350 €
U4 3.450 €

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



double page

4c
4.000 €

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



1/1 page

4c
3.000 €

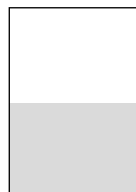
Width: 230 x Height: 297 mm
+ 5 mm bleed on all sides



1/2 page
2 columns

4c
1.800 €

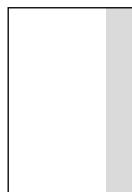
Width: 108 x Height: 297 mm
+ 5 mm bleed on all sides



1/2 page
4 columns

4c
1.800 €

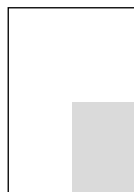
Width: 230 x Height: 153 mm
+ 5 mm bleed on all sides



1/4 page
1 column

4c
1.250 €

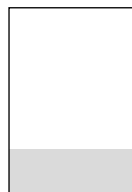
Width: 55 x Height: 297 mm
+ 5 mm bleed on all sides



1/4 page
2 columns

4c
1.250 €

Width: 108 x Height: 145 mm
+ 5 mm bleed on all sides



1/4 page
4 columns

4c
1.250 €

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

Discounts (within a year)

2 placements	5%
3 placements	8%
4 placements	10%

All prices plus VAT

Business Contacts

An entry with corporate or product logo, contact details and a company profile costs only € 199 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
199 €



Inserts · Tip-On-Card · Address Leaflet

Inserts

Max. format DIN A4
2.500 pieces without printing costs

to 25g weight	1.500 €
to 30g weight	1.750 €
to 35g weight	2.000 €
to 40g weight	2.250 €
to 45g weight	2.500 €

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

2.500 pieces without printing costs **2.800 €**



Address Leaflet

Place your ad on the address supplement sheet,
which is sealed with the magazine for shipping

Display format: 14,8 x 21,0 cm

2.300 pieces (domestic) including printing costs **1.800 €**



Delivery address:

Kössinger AG
Frühaufstr. 21
D-84069 Schierling
Contact Person: Helmut Sturm
Tel.: +49 (0) 9451-499 140
Fax: +49 (0) 9 451-499 101
sturm@koessinger.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



**The price
includes the
placement of the
digital inserts
in the WNP
online kiosk.**

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.



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

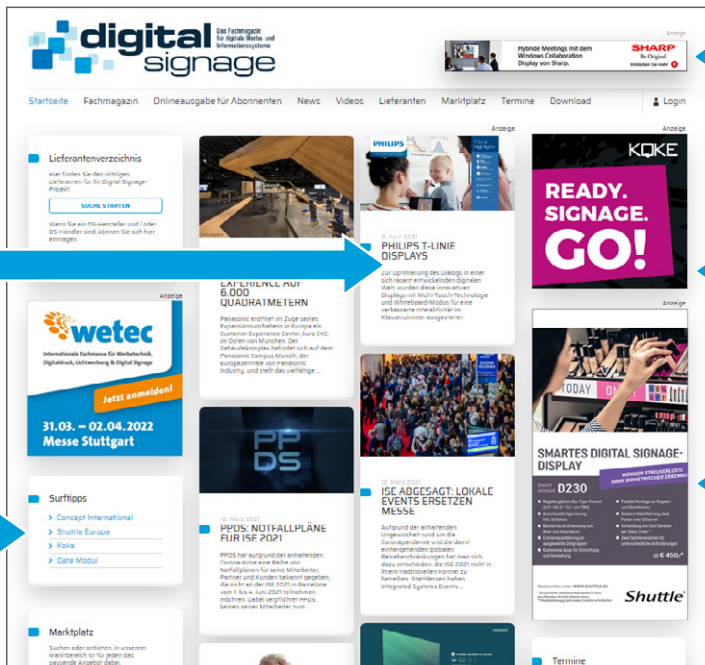
Landing Page Additional linking of the advert with a special website	80 €
PDF Documents Additional linking of the advert with a PDF download File format: PDF for Web, File size: max. 10 MB	90 €
Picture Galleries (up to 8 pictures) Linking of the advert with additional product pictures File format: jpg 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, encoded in H.264, Video length: 1 to 1,5 minutes	110 €

Web Marketing on digital-signage-magazin.de

Complement your print Campaign!

The brand new website **digital-signage-magazin.de** is online! In addition to the complete redesign, new functions have been added that make it easier and clearer for the user. The valuable print content of the specialist magazine is now also integrated into the online presence.

That means a completely new, high-quality user experience for our specialist readers on the web. Advertisers benefit from this too! There is now more choice in advertising. In addition to various banner spaces and editorial news blocks, we offer entry in the supplier index. So there is something for everyone!



News Block

included image 900 x 600 px
+ headline up to 50 characters
(including spaces)
+ text 600 characters
(including spaces)
+ link to the landing page

2 weeks 500 €
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 500 €
2 months 850 €
3 months 1.250 €
6 months 2.350 €
1 year 4.500 €

Gold Banner 300 x 300 px

delivery 600 x 600 px JPG or animated GIF
1 month 500 €
2 months 850 €
3 months 1.250 €
6 months 2.350 €
1 year 4.500 €

Info Block 300 x 600 px

delivery 600 x 1.200 px JPG or animated GIF
1 month 600 €
2 months 950 €
3 months 1.350 €
6 months 2.450 €
1 year 4.500 €

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.

Release dates 2021:

24th March

19th May

8th September

22nd November



TEXT BANNER

Headline 50 characters
incl. spaces
text 400 characters
incl. spaces
1 image jpg 557x185 pixels
or 244x170 pixels

400 €

NEWSLETTER

digital signage
Das Fachmagazin für digitale Werbe- und Informationssysteme

INFO NEWSLETTER FÜR ABONNENTEN

1130
Recipients
per newsletter
Source: Evalanche
April 2021

GOLD BANNER
229 x 229 pixels
(JPG)
300 €

INFO BLOCK
229 x 460 pixels
(JPG)
400 €

SILVER BANNER
570 x 150 pixels
(JPG)
250 €

Sehr geehrter Herr Mustermann,

die Juni-Ausgabe der digital signage ist bereits auf dem Weg zu Ihnen. Topthemen sind diesmal "DS in Corona", "Sicherheit in DS-Netzwerken" - und wie gewohnt, Artikel und News zu aktuellen Themen aus den Bereichen Hardware, Software, Content und Vernetzung.

Nutzen Sie den kostenlosen E-Klick für unsere Abonnenten und lesen Sie die Online-Ausgaben - wo immer Sie gerade sind.

So melden Sie sich nach der einmaligen Registrierung an:
Freischaltcode: Ihre Kundennummer DS (zum Beispiel: 123456-DS)

Für mobile Endgeräte steht Ihnen die WNP Verlag-App im Apple App Store und Google Play Store kostenlos zum Download zur Verfügung.

Ich wünsche Ihnen viel Spaß beim Lesen.

Hertzliche Grüße
Wenndt Wüml
Chefredakteur

01 Digital Signage in Coronazeiten
Die weltweite Pandemie ist eine Herausforderung für alle Branchen. Und sie alle reagieren auch mit der Digital Signage-Welt ausweitend. Wie es sich auf die Digital Signage-Welt auswirkt, erfahren Sie in der kommenden Ausgabe.
Mehr dazu lesen Sie in der Juni-Ausgabe.

02 Telelogos in Chile
Der französische Softwarehersteller Telelogos und die DS-Software MediaDisplay finden in der Einkaufszentrumskette Paragis Arauco in Chile einen neuen Anwendungsbereich.
Mehr dazu lesen Sie in der Juni-Ausgabe.

03 Survey über Digital Signage Lösungen im Handel
Beim ersten Studie über Besucher-Management-Lösungen veröffentlicht die WNP-Consult Unternehmensberatung nun eine weitere Lösungstudie, die den größten Markt für Digital Signage adressiert: den Handel. Hierbei wurden die einzelnen Lösungskomponenten (Hardware/Software/Services) genau untersucht sowie relevante Daten und die Preisleistungs-Daten der ausgewählten Anbieter evaluiert. Die Marktstudie umfasst 90 Seiten und basiert auf über 500 Fragebögen, die von den Teilnehmern umfassend beantwortet wurden. Diese Studie dürfte damit eine der umfangreichsten sein, die je am Digital Signage Retail-Markt durchgeführt wurde.

Formular ausfüllen und kostenlosen Download starten

DATA MODUL
VISUELLE LÖSUNGEN FÜR DIE DIGITALE ZUKUNFT
Besuchen Sie uns auf www.data-modul.com

WNP VERLAG

Url-IdNr: DE 129 495 094



WRAPS-online.de



digital-signage-magazin.de



werbetechnik.de



SIP-online.de

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