

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET
NEWSLETTER

2022



Germany



Austria



Switzerland

**4 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.

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	2,500
Distributed circulation	2,434
Distributed circulation national	2,342
Distributed circulation international	92

Source: IVW Q2/2021



The **WNP** online editions were used by 1,944 readers in the period from August 2020 - August 2021

Source: Pressmatrix

Circulation

With an average of 2.500 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.



Editorial Calendar 2022

Issues	1.22 January	2.22 April	3.22 June	4.22 October
Ad close	15 th December 21	23 rd March	17 th May	6 th September
Copy deadline	16 th December 21	24 th March	18 th May	7 th September
Material due on	3 rd January	1 st April	27 th May	14 th September
Insert delivery date	11 th January	11 th April	8 th June	26 th September
Issue date	24 th January	27 th April	24 th June	7 th October
Main topics	ISE – the preliminary report	Integrated Systems – the preliminary report	What's new at this year's DSSE?	Digital signage in harsh environments
	Digital signage and art	Mobile LED systems to rent or buy	Digital customer stoppers at a glance	Projections and mapping
Pre-report Trade fair issues		ISE 10 th – 13 th May Barcelona	DSSE 6 th – 7 th July Munich	

Subject to modifications

**Integrated
Systems
Europe**

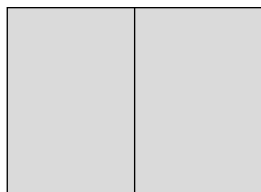
 **digital
signage
summit
events**

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 €

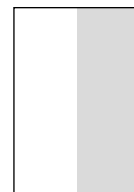
Width: 460 x Height: 297 mm
+ 5 mm bleed on all sides



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 €

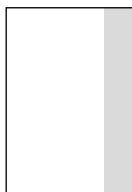
Width: 108 x Height: 297 mm
+ 5 mm bleed on all sides



1/2 page
4 columns

4c
1.800 €

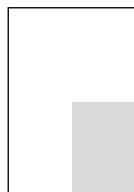
Width: 230 x Height: 153 mm
+ 5 mm bleed on all sides



1/4 page
1 column

4c
1.250 €

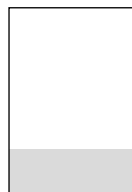
Width: 55 x Height: 297 mm
+ 5 mm bleed on all sides



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
Frühaustr. 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	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, encoded in H.264, Video length: 1 to 1,5 minutes	

Web Marketing on digital-signage-magazin.de

Complement your print Campaign!

The new website **digital-signage-magazin.de** is online since May 2021! 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!



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 €

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 €

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 2022:

20th January

25th April

22nd June

5th October



NEWSLETTER





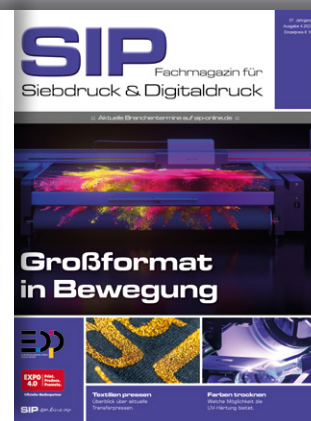
WRAPS-online.de



digital-signage-magazin.de



werbetechnik.de



SIP-online.de

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