

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET
NEWSLETTER

2023



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 core topics in every issue:

- **Hardware**
- **Software**
- **Content**
- **Commercialization**
- **Kiosk systems**
- **Fairs**
- **Trends**

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 circulation and distribution is regularly checked by the IVW!

DIGITAL SIGNAGE magazine is getting even better. From 2023, the magazine for digital signage will not only be available in a new look, but also with a lot of new, up-to-date content. In the future, we will dedicate each issue to the subject areas of trade fairs, applications, interviews with experts, hardware and software as well as services and also the large area of kiosk systems. We are also increasing the number of pages and the circulation of the magazine.

By the way, our edition is IVW-certified. This means that the information society to determine the distribution of advertising media (Informationsgesellschaft zur Feststellung der Verbreitung von Werbeträgern) regularly checks that the 3,000 magazines actually reach 3,000 readers. A functioning advertising market requires reliable figures on advertising media to be available, because only then is professional media planning possible. This is possible through an IVW certification.

Furthermore we have optimized our target groups and expanded the address database in order to always address the right target group for our advertising customers. We are and will continue to be the industry magazine for the digital signage sector.

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.



Editorial Calendar 2023

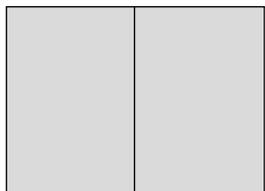
Issues	1.23 January	2.23 April	3.23 June	4.23 September
Ad close	8 th December 22	8 th March	17 th May	8 th August
Copy deadline	9 th December 22	9 th March	19 th May	9 th August
Material due on	21 st December 22	17 th March	30 th May	17 th August
Insert delivery date	9 th January	27 th March	9 th June	30 th August
Issue date	19th January	12th April	23rd June	11th September
Special/ Focus	Trade fairs, exhibitions and museums	Leisure and sports retail	Tourism, hotels and gastronomy	Transport by train, plane and car
Hardware	Green Signage: what to consider	Video walls: challenges and solutions	Media player: the right solution for your application	Screens: which technology for your application?
Software	AR – VR – XR: and what you should know	DS software for interactive applications	Wayfinding systems in use – what is important?	Interactive software in comparison
Services	Software as a service, saas: what to look out for	Remote access and control for digital signage	Content creation: what is to be considered?	Preventive service for digital signage
Kiosk Solutions	Kiosk solutions in museums and at trade fairs	Kiosk systems at the point of sale	Kiosk solutions for tourism	Kiosk systems at the airport Munich
Trends	Digital signage: Trends and their impacts	Marketing concept „out of home“	Digital signage: an overrated market?	DS at airports and train stations for entertainment
Trade Fairs DS Emphases	Integrated Systems Europe 31 th January – 3 rd February Barcelona CES 5 th – 8 th January Las Vegas	EuroShop 26 th January – 2 nd March Dusseldorf Digital Signage Expo 8 th -9 th March Riyadh	Digital Signage Summit Europe Munich	DMEXCO 21 st – 22 nd September Köln POS Connect Summit 28 th – 29 th September Heidelberg

Formats and Prices



4c
U2 3.400 €
U4 3.500 €

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



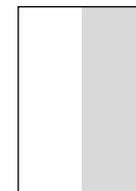
4c
4.500 €

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



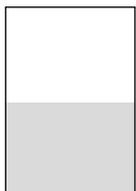
4c
3.200 €

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



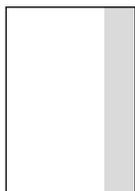
4c
1.900 €

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



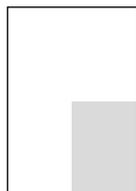
4c
1.900 €

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



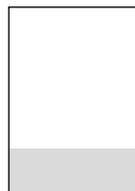
4c
1.300 €

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



4c
1.300 €

Width: 112 x Height: 145 mm
+ 5 mm bleed on all sides



4c
1.300 €

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%

Business Contacts

An entry with corporate or product logo, contact details and a company profile costs only € 220 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 **220 €**

FIRMENANSCHRIFT		KONTAKTDATEN	FIRMENPROFIL
	ALDISPLAYS GmbH Postfach - Oden-Strasse 1719 D-52099 Köln	Oliver Post Lehrung Marketing & Vertrieb Tel.: +49 (0) 221 56 54 48 17 www.aldisplays.de www.aldisplays.de	Seit 1989 ist ALDISPLAYS ein Kompetenzcenter im analogen und digitalen Druckbereich. Hier sind alle Prozesse für Systeme für Print, Web und Digitaldruck integriert. Zum Leistungsangebot gehören diverse digitale Signage Produkte wie z.B. Interaktive Kundenzeiger, Display- und Touchscreen-Systeme sowie Lösungen für den Außenbereich - Individualität Fertigung auf Anfrage.
	AV SOLUTION PARTNER Hauptstraße 41a D-82474 München	DavidHartl Tel.: +49 (0) 800 077 62 25 Dietrich Tel.: +43 (0) 316 67 28 52 Svenja Tel.: +43 (0) 48 878 0278 mediagen@avsolutionpartner.de www.avsolutionpartner.de	Der Verband AV Solution Partner ist die größte AV Netzwerk in der DACH-Region. Die Systembauer und Integratoren bieten Multimediale Lösungen für die Bereiche Konferenz und Präsenzkonferenz, Meetingräume, Digital Signage, Broadcast, Haus- & Geschäftsräume sowie Technologien für mobile Mobile und Smartspaces.
	CONCEPT International GmbH Ludwig-Maximilians-Str. 2 D-80333 München	Michael Eder Tel.: +49 (0) 89 96161 60 85 20 www.concept.de	CONCEPT International GmbH ist seit über 20 Jahren ein führender Partner für die Welt der Digital Signage. Unser Fokus liegt auf der Entwicklung und dem Vertrieb von innovativen, kreativen und flexiblen Lösungen für die Bereiche Retail, Corporate und Public. Unser Portfolio umfasst eine Vielzahl von Produkten und Dienstleistungen, die den Anforderungen unserer Kunden entsprechen. Wir sind stolz darauf, unsere Kunden bei der Realisierung ihrer Digital Signage Visionen zu unterstützen. Unser Team besteht aus Experten für Konzeption, Design, Entwicklung, Produktion und Support. Wir sind Ihr Partner für alle Digital Signage Projekte, die Sie realisieren möchten. Kontaktieren Sie uns heute, um mehr über unsere Lösungen zu erfahren.

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

All prices plus VAT

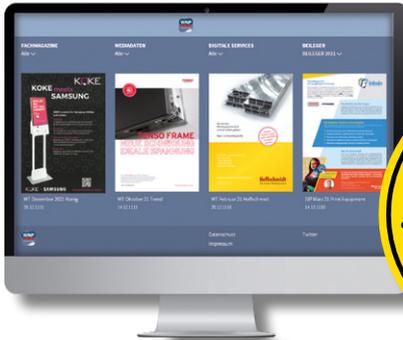
Loose Inserts · Tip-On-Card · Belly-Band

Loose inserts

Max. format DIN A4
3.000 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



Our free service!
Our readers can also find your insert online in the WNP kiosk.

Tip-on-card

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

3.000 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)

3.000 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

Web Marketing on digital-signage-magazin.de

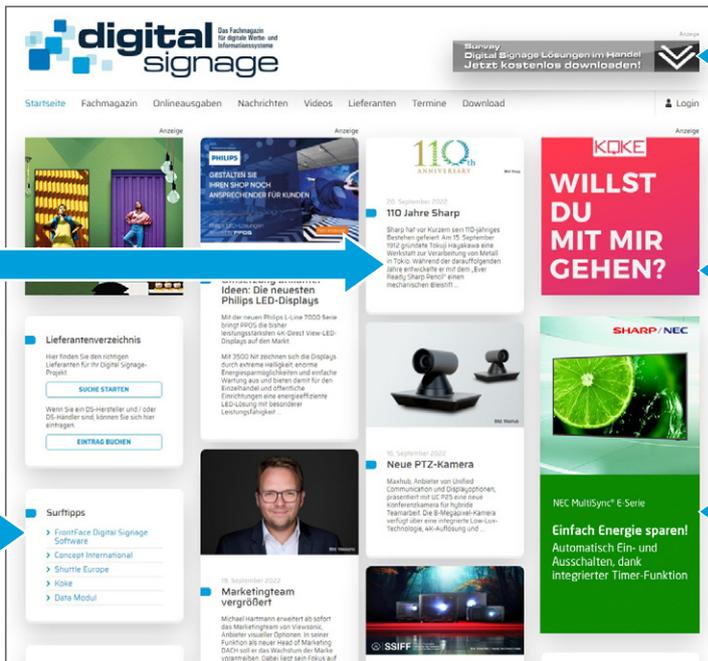
Accompany your print campaigns!

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

- 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 600 €
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 300 x 300 px

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

Info Block 300 x 600 px

delivery 600 x 1.200 px 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 2023

17th January

6th April

21st June

7th September



NEWSLETTER

TEXT BANNER
 Headline 50 characters
 incl. spaces
 text 400 characters
 incl. spaces
 1 image jpg 557x185 pixels
 or 244x170 pixels
500 €

1,873
Recipients
 per newsletter
 Source: Evalanche
 September 2022

GOLD BANNER
 229 x 229 pixels
 (JPG)
400 €

INFO BLOCK
 229 x 460 pixels
 (JPG)
500 €

SILVER BANNER
 570 x 150 pixels
 (JPG)
350 €



All prices plus VAT

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 2,316 readers in the period from August 2021 - August 2022

Source: Pressmatrix

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

All prices plus VAT



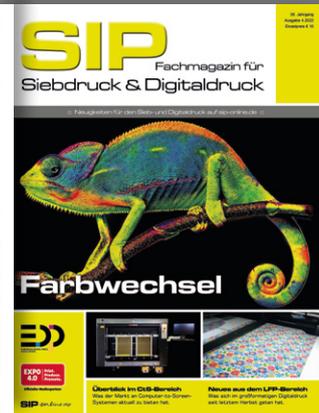
WRAPS-online.de



digital-signage-magazin.de



werbetchnik.de



SIP-online.de

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