

# MEDIA KIT

MULTICHANNEL MARKETING

PRINT  
INTERNET  
NEWSLETTER

# 2024



**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.

### 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**



Since last year, **DIGITAL SIGNAGE** has not only presented itself in a new look, but also with modified content.

In future every issue to the topics of trade fairs, applications, interviews with experts, hardware and software as well as services.

In addition, we have optimised our target groups and expanded our address database in order to always address the right readers for our advertisers.

### Circulation

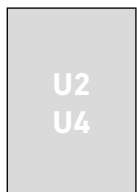
With an average of 3,000 readers per issue **DIGITAL SIGNAGE** is the most-read trade magazine for digital advertising and information systems in the German-speaking countries. The trade magazine **DIGITAL SIGNAGE** is published quarterly and is only available on a subscription basis.

# Editorial Calendar 2024

Issues	1.24 January	2.24 April	3.24 June	4.24 September
Ad close	8 <sup>th</sup> December 23	7 <sup>th</sup> March	17 <sup>th</sup> May	7 <sup>th</sup> August
Copy deadline	8 <sup>th</sup> December 23	7 <sup>th</sup> March	17 <sup>th</sup> May	7 <sup>th</sup> August
Material due on	20 <sup>th</sup> December 23	15 <sup>th</sup> March	28 <sup>th</sup> May	14 <sup>th</sup> August
Insert delivery date	8 <sup>th</sup> January	25 <sup>th</sup> March	7 <sup>th</sup> June	28 <sup>th</sup> August
<b>Issue date</b>	<b>18<sup>th</sup> January</b>	<b>10<sup>th</sup> April</b>	<b>21<sup>st</sup> June</b>	<b>9<sup>th</sup> September</b>
<b>Topics</b>	<b>Current market situation in the Green Signage sector</b> What has happened in one year	<b>DSS Europe 2024 in Munich</b> Which topics move the signage industry	<b>Artificial Intelligence meets digital signage</b> How Artificial Intelligence is changing the industry	<b>Juxtaposition: Indoor vs. outdoor</b> The requirements are very different
	<b>Meeting of the Digital Signage industry in Barcelona</b> Preliminary report to the Integrated Systems Europe	<b>IT meets digital signage</b> IT security for digital signage systems	<b>Under the magnifying glass: seamless video walls</b> Hardware, software and mounts	<b>Popular interaction in the screen area</b> Touch technologies at a glance
<b>DS Trade Fairs</b>	<b>Integrated Systems Europe</b> 30 <sup>th</sup> January - 2 <sup>nd</sup> February 2024 Barcelona	<b>Digital Signage Summit Europe</b> 22 <sup>nd</sup> - 23 <sup>rd</sup> May 2024 Munich		<b>DMEXCO</b> 18 <sup>th</sup> - 19 <sup>th</sup> September 2024 Cologne

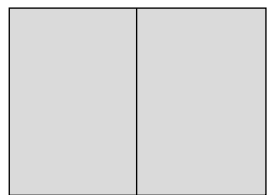
# Ads & Advertorials\* - Formats and Prices

\*Advertorials are marked with the note „Advertisement“



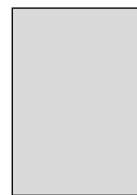
**4c**  
**U2 3.400 €**  
**U4 3.500 €**

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




**double page**  
**4c**  
**4.500 €**

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



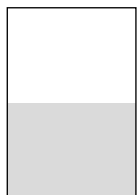
**1/1 page**  
**4c**  
**3.200 €**

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



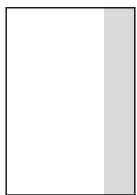
**1/2 page  
 2 columns**  
**4c**  
**1.900 €**

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



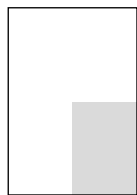
**1/2 page  
 4 columns**  
**4c**  
**1.900 €**

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



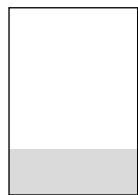
**1/4 page  
 1 column**  
**4c**  
**1.300 €**

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



**1/4 page  
 2 columns**  
**4c**  
**1.300 €**

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



**1/4 page  
 4 columns**  
**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 €**



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

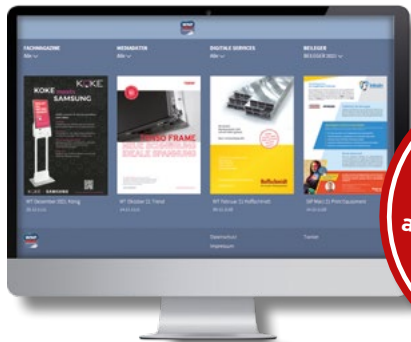
## Special forms of advertising for more attention

### Loose inserts

Max. format DIN A4  
3.000 pieces without printing costs

to 25g weight	<b>1.800 €</b>
to 30g weight	<b>2.100 €</b>
to 35g weight	<b>2.400 €</b>
to 40g weight	<b>2.700 €</b>
to 45g weight	<b>3.000 €</b>

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

2.500 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)

2.500 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

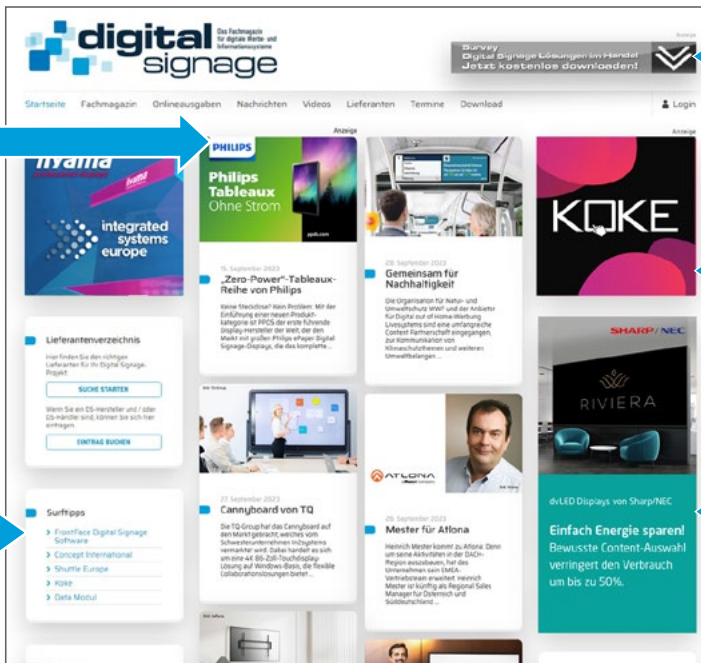
# Web Marketing on digital-signage-magazin.de

## 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 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 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:

16<sup>th</sup> January

8<sup>th</sup> April

19<sup>th</sup> June

5<sup>th</sup> September



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

**1,884**  
**Recipients**  
 per newsletter  
 Source: Evalanche  
 September 2023

**GOLD BANNER**  
 229 x 229 pixels  
 (JPG)  
**400 €**

**INFO BLOCK**  
 229 x 460 pixels  
 (JPG)  
**500 €**

**SILVER BANNER**  
 570 x 150 pixels  
 (JPG)  
**350 €**



# 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 2,611 readers in the period from August 2022 - August 2023

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



werbetechnik.de



SIP-online.de



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