

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET
NEWSLETTER

2023



The Professional Trade Magazine: Print and Online Issue

Screen printing, digital and textile printing: With these main editorial themes, the trade magazine **SIP** provides information for the industry. Professional features, extensive product overviews and structured news sections are the characteristics of **SIP**.

- We research thoroughly to provide our readers with relevant facts and in-depth analyses for their buying decisions and their daily work.
- We visit trade shows and manufacturers to investigate new technologies and trends.
- We work closely with experts to present business opportunities and tips for screen and digital printers.

The trade magazine **SIP** focusses on print service providers who are into screen or digital printing. This includes small shops and medium-sized companies as well as the biggest printers in the German speaking countries. Their business segments cover established, niche and future-oriented areas, like large format printing, garment decoration, production of promotional items and industrial applications. Decision makers from the executive board and from the production read our magazine. In addition, advertising agencies and marketing departments use **SIP** as a source of information.



The circulation and distribution of the SIP is regularly checked by the IVW!



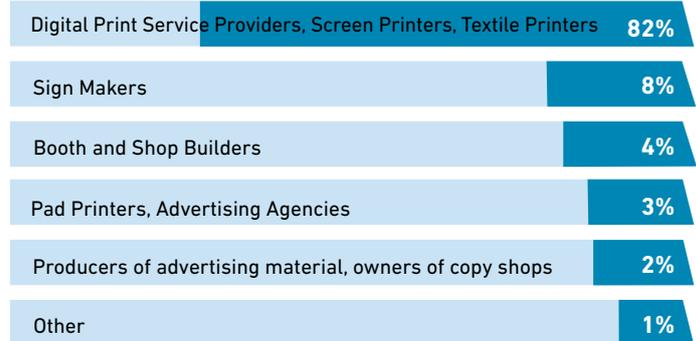
Source: IVW Q2/2022



The **SIP** online editions were used by 736 readers in the period from September 2021 - September 2022

Source: Pressmatrix

Target Groups



Editorial Calendar 2023

Specials/Issues	1.23 January	2.23 March	3.23 May	4.23 July	5.23 September	6.23 November
Ad close	1 st December 22	7 th February	3 rd April	7 th June	21 st July	6 th October
Copy deadline	2 nd December 22	8 th February	4 th April	9 th June	24 th July	9 th October
Material due on	9 th December 22	15 th February	13 th April	16 th June	1 st August	16 th October
Insert delivery date	23 rd December 22	1 st March	26 th April	29 th June	16 th August	30 th October
Issue date	18th January	17th March	12th May	14th July	1st September	15th November
Screen Printing	Screen printing and photovoltaics A market with potential	Solvent and UV-curable inks A comparison of both systems	Automatic cleaning Screen washers at a glance	Mixing of screen printing inks Devices and recipes	Emulsion layers in screen printing From diazo to SBQ emulsion	Optimizing Screen manufacture Glue and frames
Digital Printing	Direct-to-film process Technology and areas of application	Laminating in digital printing Devices and materials	From floor graphics to carpet Printing of floor applications	The 3D printers Special 3D printers in the overview	Self-adhesive films in inkjet printing Printing and glueing together	Flatbed and hybrid printers The selection is large
Textile Printing	Printed electronics Possibilities and application on textile	TecStyle Visions preliminary report What will be worn in 2023 and how it is refined	Embroidery and punching Basics and creative techniques	Transfer papers for textiles Selection and important characteristics	DTG and DTF Trend topics in the textile printing industry	Refining functional wear Printing process and further processing
Preliminary report Trade fair shows	Lopec 1 st - 2 nd March Munich	EXPO 4.0 30 th March - 1 st April Stuttgart <hr/> Inprint 14 th - 16 th March Munich	Fespa 23 rd - 26 th May Munich		Labelexpo 11 th - 14 th September Brussels	Industrial Print Integration 28 th - 29 th November Dusseldorf

Formats and Prices



4c
U2 3.600 €
U3 3.000 €
U4 3.700 €

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



1/1 page
4c
3.300 €

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
1.200 €

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



1/4 page
2-columns
4c
1.200 €

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



1/4 page
4-columns
4c
1.200 €

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



1/8 page
2-columns
4c
650 €

Width: 112 x Height: 72 mm
 + 5 mm bleed on all sides



1/8 page
4-columns
4c
650 €

Width: 230 x Height: 39 mm
 + 5 mm bleed on all sides

Discounts (within a year)	
2 placements	5%
3 placements	8%
4 placements	10%
5 placements	12%
6 placements	15%

Source of supply

Price
 per half-year (3 issues):

Basis-Entry **650 €**
 (logo, contact details + company portrait/
 products, max. 480 keystrokes)

Maxi-Entry **950 €**
 (logo, contact details + company portrait/
 products + picture, max. 600 keystrokes)

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 www.hoehle.de

Die Dr. Höhle AG, Mutter der Höhle Gruppe, ist ein weltweit führender Anbieter für industrielle UV-Technologie. Der börsennotierte UV-Spezialist entwickelt, produziert und vertreibt sehr erfolgreich UV-Trocknungsgeräte und -anlagen. Aus dem digitalen Injektdruck sind Höhle UV-Trockner nicht mehr wegzudenken. Auch neue Entwicklungen wie UVLED-Trockner haben sich längst fest etablieren können.

Weitere Höhle-Produkte: ergänzende Peripheriegeräte wie Steuerungseinheiten, UV-Messgeräte sowie Reflektoren und UV-Lampen.

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 Fax: + 41 (0) 31-734 26 01
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Examples of the entries



All prices plus VAT

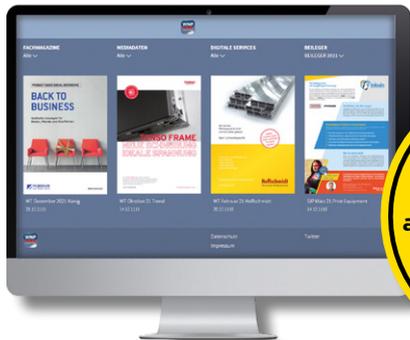
Loose Inserts · Tip-On-Card · Belly-Band

Loose inserts

Max. format DIN A4
4.000 pieces without printing costs

to 25g weight	1.800 €
to 30g weight	2.000 €
to 35g weight	2.200 €
to 40g weight	2.500 €
to 45g weight	2.800 €

Other weight classes
on request

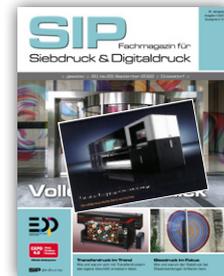


Our free service!
Our readers can also find your insert online in the WNP kiosk.

Tip-on-card

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

4.000 pieces without printing costs **3.800 €**



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)

4.000 pieces including printing costs **4.700 €**



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:

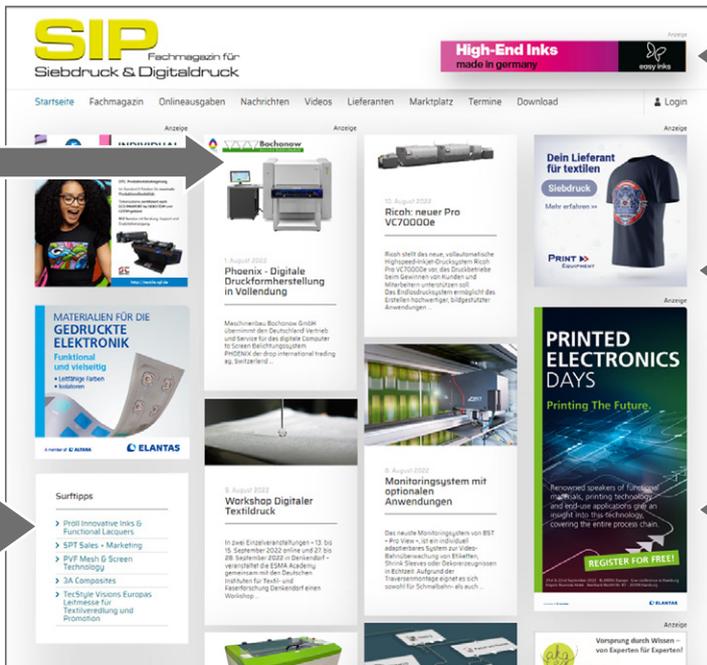
Inserts or tip-on-cards
handy packed in boxes
Labeling of all boxes with
- Company name
- Journal Title **SIP**
- Month of publication

All prices plus VAT

Web Marketing on SIP-online.de

Accompany your print campaigns!

Be also present at our portal SIP-online.de. Book a banner or a linking to your website. At SIP-online.de, our readers find news, important dates of the industry and further information on a daily basis.



News Block

- included image 900 x 600 pixels,
- + 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 pixels

- 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 pixels

- delivery 600 x 600 pixels 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 pixels

- delivery 600 x 1.200 pixels 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

SIP on all Channels:

Multichannel Marketing

With an advertisement in **SIP** 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, **SIP** 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. **SIP** 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.

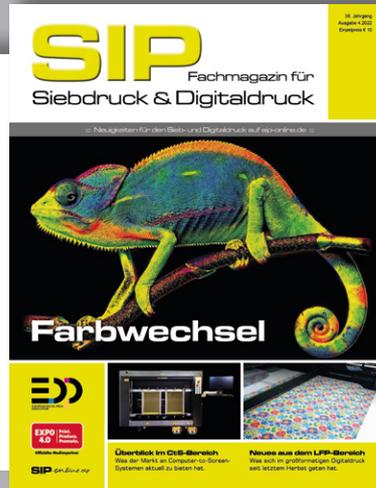
Charged Services

- 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 Videos** **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



werbetechnik.de



sip-online.de



wraps-online.de



digital-signage-magazin.de

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