

# MEDIA KIT

MULTICHANNEL MARKETING

PRINT  
INTERNET  
NEWSLETTER

# 2024



More than  
**150,000**  
contacts  
per year

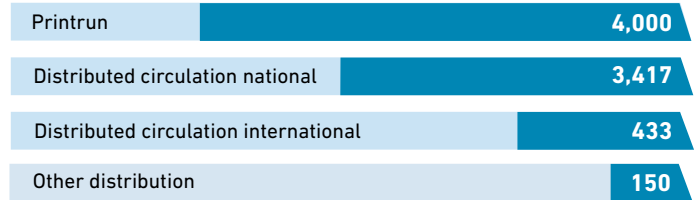


# The Professional Trade Magazine: Print and Online Issue

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.

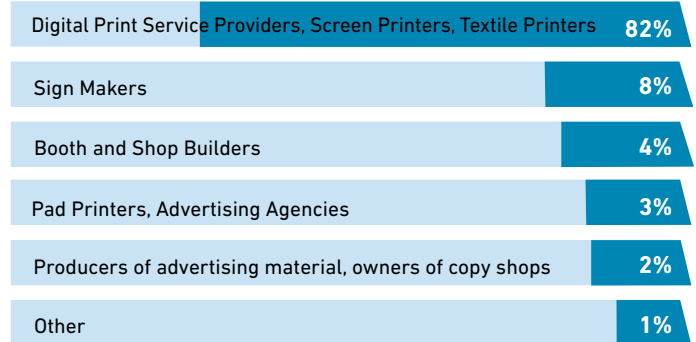
The trade magazine **SIP** focusses on print service providers who are into screen or digital printing. This includes small shops and medium-sized companies as well as the biggest printers in the German speaking countries. Their business segments cover established, niche and future-oriented areas, like 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 **SIP** online editions were used by 781 readers in the period from September 2022 - September 2023

Source: Pressmatrix

## Target Groups




# Editorial Calendar 2024

Specials/Issues	1.24 January	2.24 March	3.24 May	4.24 July	5.24 September	6.24 November
<b>Ad close</b>	1 <sup>st</sup> December 23	24 <sup>th</sup> January	4 <sup>th</sup> April	7 <sup>th</sup> June	7 <sup>th</sup> August	9 <sup>th</sup> October
<b>Copy deadline</b>	1 <sup>st</sup> December 23	24 <sup>th</sup> January	4 <sup>th</sup> April	7 <sup>th</sup> June	7 <sup>th</sup> August	9 <sup>th</sup> October
<b>Material due on</b>	8 <sup>th</sup> December 23	31 <sup>st</sup> January	11 <sup>th</sup> April	14 <sup>th</sup> June	14 <sup>th</sup> August	15 <sup>th</sup> October
<b>Insert delivery date</b>	22 <sup>nd</sup> December 23	14 <sup>th</sup> March	24 <sup>th</sup> April	27 <sup>th</sup> June	29 <sup>th</sup> August	30 <sup>th</sup> October
<b>Issue date</b>	<b>17<sup>th</sup> January</b>	<b>1<sup>st</sup> March</b>	<b>14<sup>th</sup> May</b>	<b>16<sup>th</sup> July</b>	<b>16<sup>th</sup> September</b>	<b>18<sup>th</sup> November</b>
<b>Screen Printing</b>	<b>Potential in pad printing</b> What the procedure in Screen printing does	<b>Maintain efficiently</b> How to service screen printing machines	<b>Computer-to-Screen</b> Available systems at a glance	<b>Screen printing squeegee in focus</b> Important properties and application	<b>Ceramic screen printing</b> In which regard it scores on glass	<b>Digital Technologies</b> Integration in the screen printing process
<b>Digital Printing</b>	<b>Inkjet print heads in focus</b> The right cleaning and service	<b>Fespa 2024</b> Industry meeting in Amsterdam	<b>A look at Rip-software</b> Tips for digital printing	<b>News at roll laminators</b> The big printer overview	<b>Packaging in inkjet printing</b> Trends in the packaging area	<b>DTF and DTG printing process</b> Application, materials and machines
<b>Textile Printing</b>	<b>Textiles for interior</b> It doesn't have to be wallpaper always	<b>Overview of transfer presses</b> The selection of systems is big	<b>Individual Textiles</b> Transfer, embroidery and more options	<b>Increasingly in demand: sustainability</b> From textile seals to certifications	<b>Water-based inks</b> An alternative to solvent inks	<b>The world of calender systems</b> Crucial for the sublimation
<b>Preliminary report Trade fair shows</b>		<b>Lopec</b> 6 <sup>th</sup> – 7 <sup>th</sup> March Munich <hr/> <b>Fespa</b> 19 <sup>th</sup> – 22 <sup>nd</sup> March Amsterdam	<b>Drupa</b> 28 <sup>th</sup> – 7 <sup>th</sup> June Dusseldorf		<b>Fachpack</b> 24 <sup>th</sup> – 26 <sup>th</sup> September Nuremberg <hr/> <b>Glasstec</b> 22 <sup>nd</sup> – 25 <sup>th</sup> October Dusseldorf	


# Ads & Advertorials\* - Formats and Prices

\*Advertorials are marked with the note „Advertisement“




**U2** 4c  
**U3** 3.600 €  
**U4** 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



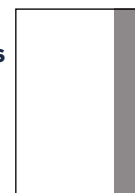
**1/2 page**  
**2-columns**  
4c  
**1.800 €**

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



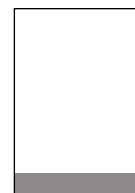
**1/4 page**  
**4-columns**  
4c  
**1.200 €**

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**  
(logo, contact details + company portrait/  
products, max. 480 keystrokes)

**650 €**

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

**950 €**



**Dr. Höhle AG – UV Technology**  
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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 konsolidierte UV-Spezialist entwickelt, produziert und vertreibt sehr erfolgreich UV-Trocknungsgeräte und -anlagen. Aus dem digitalen Injektbuck sind Höhle UV-Trockner nicht mehr wegzudenken. Auch neue Entwicklungen wie UV-LED-Trockner haben sich längst fest etablieren können.

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

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G-WASH  
G-STRETCH  
G-PREP  
G-COAT  
G-DRY  
G-SYSTEM



Waschen, Entschichten, Entwickeln, Entfetten, Wasseraufbereitung  
Spannen, Kleberoboter  
Rahmenaufbereitung, Profilingreinigung  
Beschriften  
Trocknen  
IN-LINE Anlagen für die perfekte Schablonenherstellung

Examples of the entries



All prices plus VAT

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

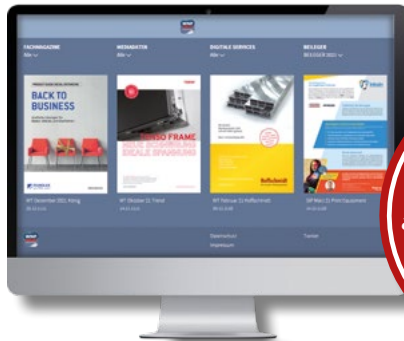
Special forms of advertising for more attention

## Loose inserts

Max. format DIN A4  
4.000 pieces without printing costs

to 25g weight	<b>1.800 €</b>
to 30g weight	<b>2.000 €</b>
to 35g weight	<b>2.200 €</b>
to 40g weight	<b>2.500 €</b>
to 45g weight	<b>2.800 €</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

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 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 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

# The SIP 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 **SIP**.

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:

- 15<sup>th</sup> January
- 28<sup>th</sup> February
- 10<sup>th</sup> May
- 12<sup>th</sup> July
- 12<sup>th</sup> September
- 15<sup>th</sup> November



**TEXT BANNER**  
 Headline 50 characters  
 incl. spaces  
 text 400 characters  
 incl. spaces  
 1 image jpg 557x185 pixels  
 or 244x170 pixels  
**450 €**

**SILVER BANNER**  
 570 x 150 pixels  
 (JPG)  
**300 €**

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

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

**1,859**  
**Recipients**  
 per newsletter  
 Source: Evalanche  
 September 2023



# 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





werbetchnik.de



sip-online.de



wraps-online.de



digital-signage-magazin.de



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