

# MEDIA KIT

MULTICHANNEL MARKETING

PRINT  
ONLINE  
NEWSLETTER

# 2026



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.

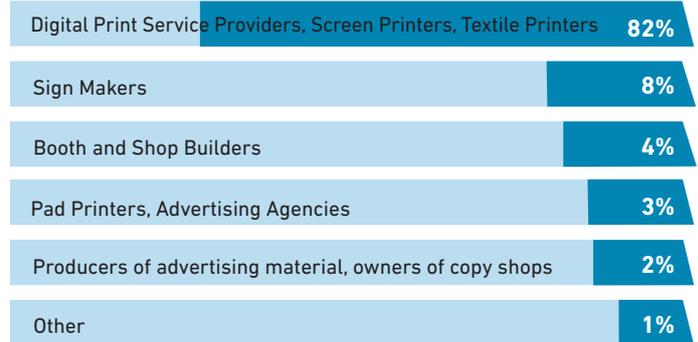
The trade magazine **SIP** focusses on print service providers who are into screen or digital printing. This includes small shops and medium-sized companies as well as the biggest printers in the German speaking countries. Their business segments cover established, niche and future-oriented areas, like 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 735 readers in the period from September 2024 - September 2025

Source: Pressmatrix

## Target Groups



# Editorial Calendar 2026

Information subject to change

Specials/Issues	1.26 January	2.26 March	3.26 May	4.26 July	5.26 September	6.26 November
<b>Ad close</b>	1 <sup>st</sup> December 25	9 <sup>th</sup> February	7 <sup>th</sup> April	5 <sup>th</sup> June	24 <sup>th</sup> July	5 <sup>th</sup> October
<b>Copy deadline</b>	1 <sup>st</sup> December 25	9 <sup>h</sup> February	7 <sup>th</sup> April	5 <sup>th</sup> June	24 <sup>th</sup> July	5 <sup>th</sup> October
<b>Material due on</b>	9 <sup>th</sup> December	17 <sup>th</sup> February	15 <sup>th</sup> April	15 <sup>th</sup> June	3 <sup>rd</sup> August	13 <sup>th</sup> October
<b>Insert delivery date</b>	19 <sup>th</sup> January	2 <sup>nd</sup> March	28 <sup>th</sup> May	26 <sup>th</sup> July	14 <sup>th</sup> August	26 <sup>th</sup> October
<b>Issue date</b>	<b>15<sup>th</sup> January</b>	<b>19<sup>th</sup> March</b>	<b>13<sup>th</sup> May</b>	<b>15<sup>th</sup> July</b>	<b>2<sup>nd</sup> September</b>	<b>12<sup>th</sup> November</b>
<b>Special: Screen Printing</b>	<b>Sustainable Color Systems</b> Paths toward sustainable production	<b>Hybrid Production Chains</b> Combining screen and digital printing	<b>Technical Screen Printing</b> From electronics to solar to glass	<b>Premium &amp; Fine Art</b> Sophisticated applications and new markets	<b>Screen Printing in the Circular Economy</b> Recycling and green value creation	<b>Market Outlook 2027</b> The future of screen printing
<b>Special: Digital Printing</b>	<b>AI &amp; Automation</b> Prepress, color management and more	<b>Industrial Large Format Printing</b> Architecture, interior design and more	<b>Fespa 2026 in Barcelona</b> Our big pre-show report	<b>Sustainability in Inkjet Printing</b> Analysis of key product innovations	<b>Textile Printing on an Industrial Scale</b> High-speed and mass production	<b>Convergence of 3D and 2D Printing</b> Additive manufacturing meets digital printing
<b>Special: Textile Printing</b>	<b>Polyester &amp; Blended Fabrics</b> Printability, sustainability and functionality	<b>Smart Textiles &amp; Digital Finishing</b> Intelligent fabrics, new surfaces	<b>Environmentally Friendly Processes</b> Sustainable instead of chemical finishing	<b>Overview Machinery Fleet</b> Software and workflow optimization	<b>On-Demand Services &amp; E-Commerce</b> New models transforming the market	<b>Regulations Overview</b> How companies need to act
<b>Preliminary report Trade fair shows</b>	<b>Lopec</b> 24 <sup>th</sup> - 26 <sup>th</sup> February Munich		<b>Fespa Global Print Expo</b> 19 <sup>th</sup> - 22 <sup>nd</sup> May Barcelona		<b>glasstec</b> 20 <sup>th</sup> - 23 <sup>rd</sup> October Dusseldorf	<b>IPI</b> 23 <sup>rd</sup> - 24 <sup>th</sup> November Dusseldorf  <b>Heimtextil</b> 12 <sup>th</sup> - 15 <sup>th</sup> January 2027, Frankfurt

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

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

**Dr. Höhle AG – UV Technology**  
Head of Höhle Group  
Lochsmarer Schlag 1  
D-82166 Gräfelfing  
Tel.: +49 (0) 8985-608 0  
Fax: +49 (0) 8985-608 148  
E-Mail: uv@hoehle.de  
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 Inkjetdruck 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 Steuer-einheiten, UV-Messgeräte sowie Reflektoren und UV-Lampen.

**Grünig-Interscreen AG**  
CH-3150 Schwarzenburg  
Tel.: +41 (0) 31-734 26 00  
Fax: +41 (0) 31-734 26 01  
E-Mail: mail@grunig.ch  
www.grunig.ch

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G-COAT  
G-DRY  
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Waschen, Entschichten, Entwickeln, Entfetten, Wasseraufbereitung  
Spannen, Kleberoboter  
Rahmenaufbereitung, Profilmreinigung  
Beschichten  
Trocknen  
IN-LINE Anlagen für die perfekte Schablonenherstellung

Examples of the entries



All prices plus VAT

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

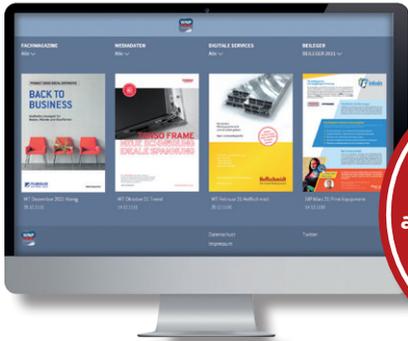
## Special forms of advertising for more attention

### 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 600 x 600 pixels

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

### Info Block 600 x 1.200 pixels

delivery 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!

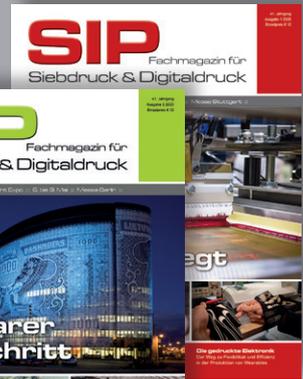
Give your ad an additional value with digitally provided information: with links to landing pages, PDF documents like catalogues, price lists and data sheets as well as picture galleries or videos.

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



sip-online.de



Sales Print + Online  
**Annett Geuge-Metzler**  
 Tel. +49 (0) 5194 / 584061  
 geuge-metzler@wnp.de



Editor-in-Chief  
**Regina Pawlowski**  
 Tel. +49 (0) 8171/38 636-13  
 pawlowski@wnp.de

**WNP VERLAG - WNP Medien GmbH**  
 Lauterbachstraße 25 b | D-82538 Geretsried  
 Tel. +49 (0) 8171/38636-0 | mail@wnp.de