

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET

2020



WNP
VERLAG

WRAPS-ONLINE.de

The Professional Trade Magazine: Print and Online Issue

Target group and content

Our special magazine **WRAPS** is aimed at all professional car wrappers and those, who would like to become one. Whether it is about wrappings of cars, busses, motorcycles or even helicopters. We do not only present wrappings with spectacular designs, but we also go into detail regarding the proper wrapping techniques: cleaning of the surface, selection of the film and processing as well as the usage of squeegee, cutter and hot air gun.

WRAPS appears parallel with the October issue of the professional trade magazine **WERBETECHNIK**. Our subscribers receive this special issue for free!

Dates 2020

Ad close	13 th August
Copy deadline	14 th August
Material due on	28 th August
Insert delivery date	16 th September

Issue date 20th October

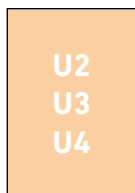
Subject to modifications



Ads in the cut
+ 5 mm bleed on all sides

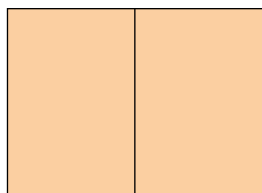


Formats and Prices



4c
U2 3.600 €
U3 3.000 €
U4 3.800 €

Width: 230 x Height: 297 mm



double page

4c
5.200 €

Width: 460 x Height: 297 mm



1/1 page

4c
3.500 €

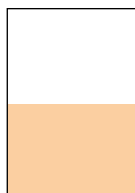
Width: 230 x Height: 297 mm



**1/2 page
in 2 columns**

4c
2.000 €

Width: 108 x Height: 297 mm



**1/2 page
in 4 columns**

4c
2.000 €

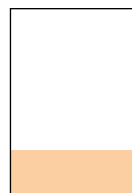
Width: 230 x Height: 153 mm



**1/4 page
in 1 columns**

4c
1.300 €

Width: 55 x Height: 297 mm



**1/4 Spage
in 4 columns**

4c
1.300 €

Width: 230 x Height: 85 mm

Technical Data

Magazine format
230 mm x 297 mm (w x h)

Print area
197 mm x 243 mm (w x h)

Data transfer
ad@wnp.de

Number of pages
up to 64 pages

Columns
2 columns each 85 or 96 mm

Bleed
5 mm on all sides

Frequency of publication
1 issue per year

Print run
8.000

Color
Euroscale CMYK

Print data
PDF, eps, tiff, indd, cdr

All prices plus VAT



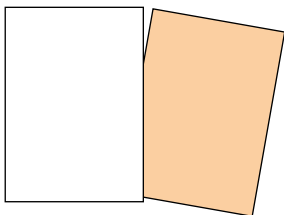
Inserts • Tip-ins • Tip-On-Card

Inserts

Max. format DIN A4
8.000 pieces without printing costs

to 25g weight **2.960 €**
to 35g weight **4.080 €**
to 50g weight **5.690 €**

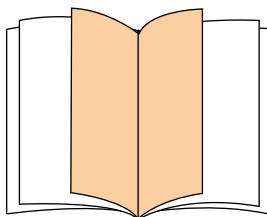
Other weight classes on request



Tip-ins 4 Pages

Page format: 22,5 x 29,7 cm
Paper: printing pictures matt 100g/m²
Placement: glued between 2 parts of the sheet

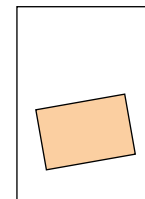
8.000 pieces including printing costs **6.000 €**



Tip-On-Card

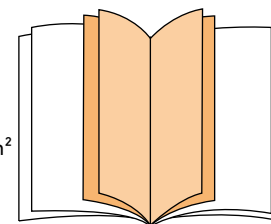
Placement on the cover of **WRAPS**, attached with one removable adhesive dot.
Maximum final format DIN A5

pieces without printing costs **5.660 €**



Tip-ins 8 Pages

Page format: 22,5 x 29,7 cm
Paper: printing pictures matt 100g/m²
Placement: glued between 2 parts of the sheet



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Fax: +49 (0) 9 451-499 101
sturm@koessinger.de

Please note:

Inserts or tip-on-cards handy packed in boxes
Labeling of all boxes with

- Company name
- Journal Title **WRAPS**
- Month of publication



WRAPS on all Channels:

Multichannel Marketing

With an advertisement in **WRAPS** 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, **WRAPS** 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. **WRAPS** 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 additional booked services appear likewise in our online issue which is available to subscribers on the computer as well as in our issues for 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 colorscheme
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

Web Marketing

Complement your print campaign!

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

240.981
Pls yearly

12.372
Kat-Visits



Homepage Banner 468 x 60 pixels

1 month	300 €
2 months	550 €
3 months	950 €
6 months	1.700 €
1 year	3.000 €

Surf Tips

1 month	100 €
3 months	250 €
6 months	500 €
1 year	900 €

Banner Bar 156 x 60 pixels

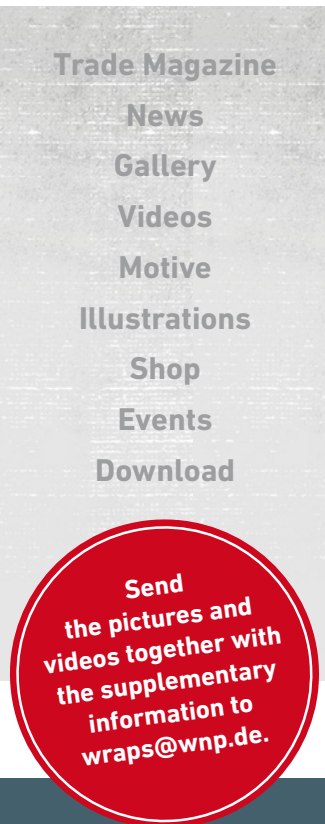
1 month	150 €
2 months	250 €
3 months	400 €
6 months	850 €
1 year	1.600 €



All prices plus VAT

Do you have pictures or videos of exciting or technically well done wrap-pings? We'll put them with pleasure online in our portal with indication of the source. The only information we need are the important key facts of the job:

- Who did it?
- When and for whom?
- How is the film printed?
- How many vehicles?
- What films?
- What was special about it?





werbetechnik.de



WRAPS-online.de



SIP-online.de



digital-signage-magazin.de

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