

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET

2021



Once
a year
everything
on car
wrapping



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 2021

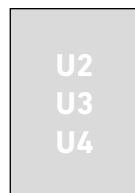
Ad close	16 th August
Copy deadline	17 th August
Material due on	27 th August
Insert delivery date	15 th September

Issue date 5th October

Subject to modifications



Formats and Prices



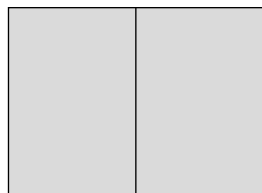
4c

U2 3.600 €

U3 3.000 €

U4 3.800 €

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



double page

4c

5.200 €

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



1/1 page

4c

3.500 €

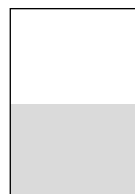
Width: 230 x Height: 297 mm
+ 5 mm bleed on all sides

1/2 page
in 2 columns

4c

2.000 €

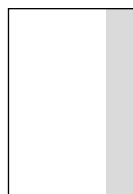
Width: 108 x Height: 297 mm
+ 5 mm bleed on all sides

1/2 page
in 4 columns

4c

2.000 €

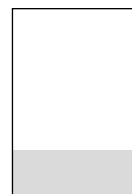
Width: 230 x Height: 153 mm
+ 5 mm bleed on all sides

1/4 page
in 1 columns

4c

1.300 €

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

1/4 page
in 4 columns

4c

1.300 €

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

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

**The price
includes
a placement as
a digital ad
in our online
issue.**

Inserts · Tip-ins · Tip-On-Card

Inserts

Max. format DIN A4
7.000 pieces without printing costs

to 25g weight **2.600 €**
to 35g weight **3.600 €**
to 50g weight **5.000 €**

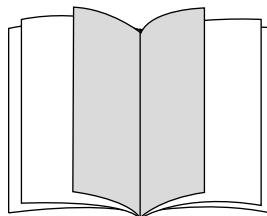
Other weight classes on request



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

7.000 pieces including printing costs **5.700 €**



Tip-On-Card

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

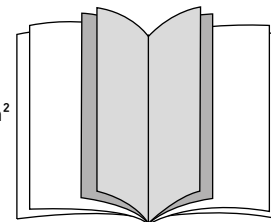
7.000 pieces without printing costs **4.950 €**



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

7.000 pieces including printing costs **6.000 €**



Delivery address:

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D-84069 Schierling
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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



The price includes the placement of the digital inserts in the WNP online kiosk.

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 Additional linking of the advert with a special website	80 €
PDF Documents Additional linking of the advert with a PDF download File format: PDF for Web, File size: max. 10 MB	90 €
Picture Galleries (up to 8 pictures) Linking of the advert with additional product pictures File format: jpg in RGB colorscheme Resolution: 72 dpi / 1.024 x 768 pixels	100 €
Product Videos 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	110 €

Web Marketing on WRAPS-online.de

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



werbetechnik.de



WRAPS-online.de



SIP-online.de



digital-signage-magazin.de

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