

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET

2022



Germany



Austria



Switzerland

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 2022

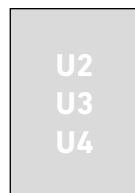
Ad close	4 th August
Copy deadline	5 th August
Material due on	19 th August
Insert delivery date	21 st September

Issue date 7th 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 €

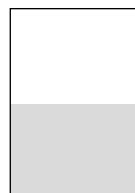
Width: 230 x Height: 297 mm
 + 5 mm bleed on all sides



**1/2 page
 in 2 columns**

4c
2.000 €

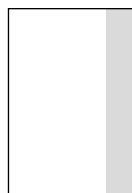
Width: 108 x Height: 297 mm
 + 5 mm bleed on all sides



**1/2 page
 in 4 columns**

4c
2.000 €

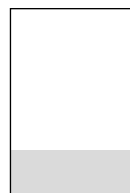
Width: 230 x Height: 153 mm
 + 5 mm bleed on all sides



**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.**

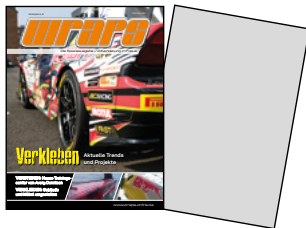
Inserts · Tip-ins · Tip-On-Card

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 €**

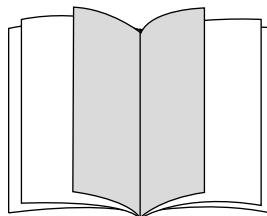
Other weight classes on request



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

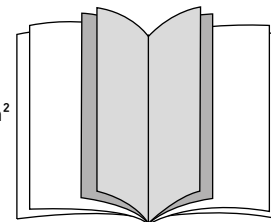
7.000 pieces without printing costs **4.950 €**



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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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.



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 500 €
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	500 €
2 months	850 €
3 months	1.250 €
6 months	2.350 €
1 year	4.500 €

Gold Banner 300 x 300 pixels

delivery 600 x 600 pixels JPG or animated GIF

1 month	500 €
2 months	850 €
3 months	1.250 €
6 months	2.350 €
1 year	4.500 €

Info Block 300 x 600 pixels

delivery 600 x 1.200 pixels JPG or animated GIF

1 month	600 €
2 months	950 €
3 months	1.350 €
6 months	2.450 €
1 year	4.500 €

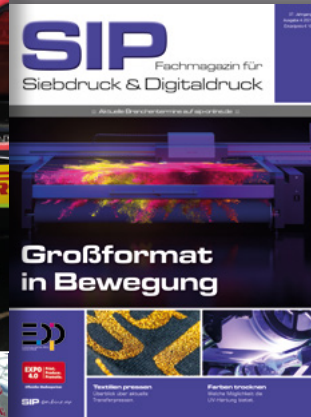
All prices plus VAT



werbetechnik.de



WRAPS-online.de



SIP-online.de



digital-signage-magazin.de

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