

# MEDIA KIT

MULTICHANNEL MARKETING

PRINT  
INTERNET

# 2024



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!

# The dates for the 2024 issue

Ad close	19 <sup>th</sup> August
Copy deadline	19 <sup>th</sup> August
Material due on	30 <sup>th</sup> August
Insert delivery date	2 <sup>nd</sup> October


**Issue date 18<sup>th</sup> October**

Subject to modifications



# Ads & Advertorials\* - Formats and Prices

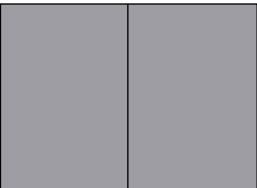
\*Advertorials are marked with the note „Advertisement“



**U2**  
**U3**  
**U4**

**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 €**

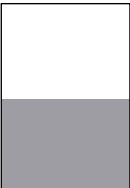
Width: 230 x Height: 297 mm  
+ 5 mm bleed on all sides



**1/2 page  
in 2 columns**

**4c**  
**2.200 €**

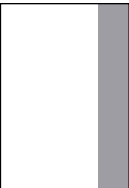
Width: 108 x Height: 297 mm  
+ 5 mm bleed on all sides



**1/2 page  
in 4 columns**

**4c**  
**2.200 €**


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



**1/4 page  
in 1 columns**

**4c**  
**1.400 €**


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



**1/4 page  
in 2 columns**

**4c**  
**1.400 €**

Width: 112 x Height: 145 mm  
+ 5 mm bleed on all sides



**1/4 page  
in 4 columns**

**4c**  
**1.400 €**

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  
7.000

Color  
Euroscale CMYK

Print data  
PDF, eps, tiff, indd, cdr



All prices plus VAT

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

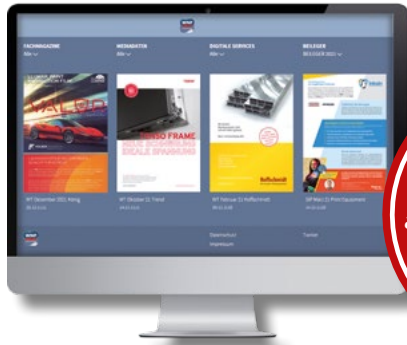
Special forms of advertising for more attention

## Loose inserts

Max. format DIN A4  
7.000 pieces without printing costs

- to 25g weight **2.800 €**
- to 35g weight **3.800 €**
- to 50g weight **5.200 €**

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 **WRAPS**, attached with one removable adhesive dot.  
Maximum final format DIN A5

7.000 pieces without printing costs **5.200 €**



## 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)

7.000 pieces including printing costs **8.150 €**



## 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 **WRAPS**  
- Month of publication

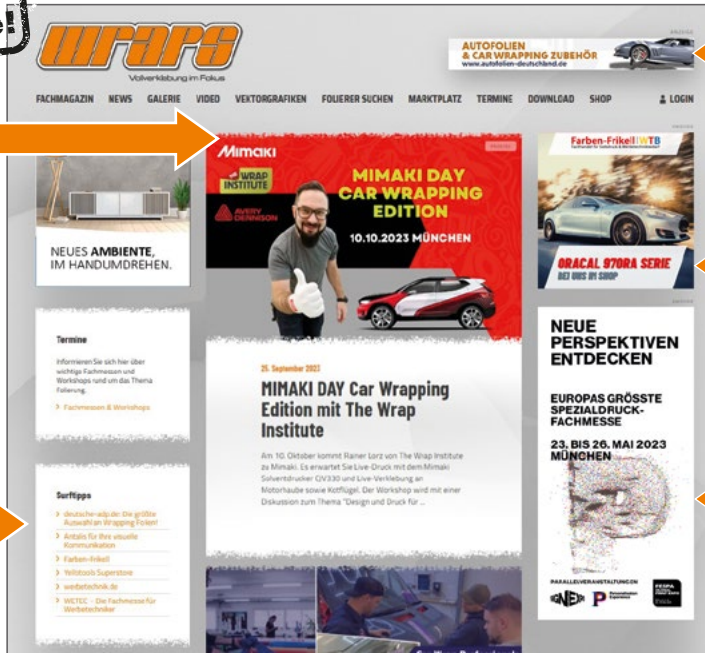
All prices plus VAT

# Web Marketing on WRAPS-online.de

Book a banner or a surf tip with a link to your website. On **WRAPS-online.de** our readers can find new reports, a gallery with the best wrapping projects, always up-to-date industry dates and a wrapping directory. Your advertising is in the right place here!

**Our advertising customers also benefit from this!**

There is now more choice of advertising options. In addition to various banner spaces, there is the option of placing editorial news blocks. So there is something for everyone!



## 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

# 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

All prices plus VAT



werbetechnik.de



WRAPS-online.de



SIP-online.de



digital-signage-magazin.de



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