

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET
NEWSLETTER

2023



Germany



Austria



Switzerland



The Professional Trade Magazine:

Print and Online Issue

Sign making, large format printing, light advertising and digital signage are the main editorial themes of the professional trade magazine **WERBETECHNIK**. With its comprehensive news section, product overviews and expert articles, **WERBETECHNIK** is the most popular professional trade magazine in the sector.

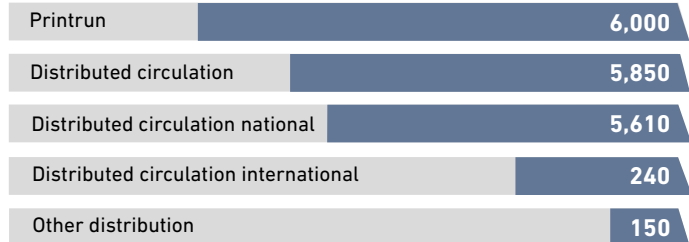
- We provide expert interviews to look into new developments.
- We do precise research to discover trends and to scrutinize new technologies.
- We visit important manufacturers, who show their machinery in detail.

The **WERBETECHNIK** trade magazine is focusing on all businesses of the sign and light advertising industry. That includes first and foremost sign makers, digital printers and light advertisers. Booth builders, advertising agencies, shop designers and architects are also target groups of our trade magazine.

The readers come from the executive board as well as the production sector. Furthermore the trade magazine is used as an information source in marketing departments.



The circulation and distribution is regularly checked by the IVW!



Source: IVW Q2/2022

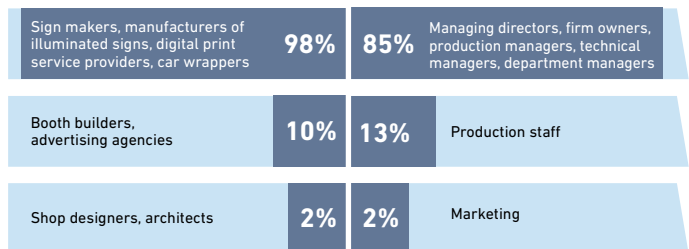


The **WERBETECHNIK** online editions were used by 2,831 readers in the period from August 2021 – August 2022

Source: Pressmatrix

Target Groups

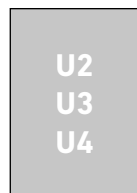
Readers Qualification



Editorial Calendar 2023

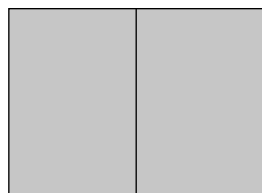
Issues	1.23 February	2.23 April	3.23 June	4.23 August	5.23 October	6.23 December
Ad close	12 th January	16 th March	4 th May	10 th July	6 th September	31 th October
Copy deadline	13 th January	17 th March	5 th May	11 th July	7 th September	2 nd November
Material due on	23 rd January	27 th March	15 th May	19 th July	14 th September	10 th November
Insert delivery date	7 th February	14 th April	31 st May	2 nd August	2 nd October	23 rd November
Issue date	23rd February	28th April	21nd June	18th August	19th October	8th December
Sign Making	Car Wrapping Special Singular on wheels	Workshop organisation tools Tidiness is half the work	American signs Not only for US fans	Aluminium profiles Products and their applications	Pop- and roll-ups What's new on the market	Large format plotters and cutters From cutting to milling
Large Format Printing	Sublimation printing Printer, substrates, possibilities	Fespa in Munich Outlook for the leading trade fair	Workflow software From Design to finishing	Textile frames From welt to clamp system	Printer overview Flatbed printers larger than 1.200 millimeters	PVC free films Printing films become more sustainable
Illuminated Signs	Lighting with spotlights From installation to light immission	White LED modules Overview of the novelties	Coloured LED modules From single colours to RGB	Stretched Fabric Transparencies From illuminants to profile systems	Backlit films Illuminated from behind	Films for illuminated signs from coloured to diffusion
Digital Signage	What do you need for DS? Hardware, software and more	Good Content is crucial How and what attracts customers?	Selling or renting? Which business modell is profitable	Digital room signs Small and useful	Systems for guiding and orientation Digital Signage for wayfinding	Information systems at the POS Digital Signage in the retail sector
Trade fair shows	Euroshop 26 th February - 2 nd March Dusseldorf WETEC / Expo 4.0 30 th March - 1 st April Stuttgart	Fespa 23 rd - 26 th May Munich				

Formats and Prices



4c
U2 4.800 €
U3 3.700 €
U4 5.000 €

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



double page

4c
5.500 €

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



1/1 page

4c
4.400 €

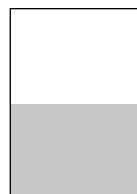
Width: 230 x Height: 297 mm
 + 5 mm bleed on all sides



1/2 page
2 columns

4c
2.480 €

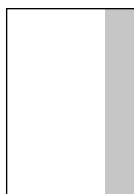
Width: 108 x Height: 297 mm
 + 5 mm bleed on all sides



1/2 page
4 columns

4c
2.480 €

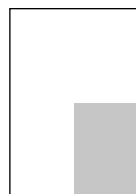
Width: 230 x Height: 153 mm
 + 5 mm bleed on all sides



1/4 page
1 columns

4c
1.400 €

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



1/4 page
2 columns

4c
1.400 €

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



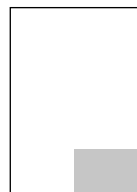
1/4 page
4 columns

4c
1.400 €

Width: 230 x Height: 85 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%



1/8 page
2 columns

4c
850 €

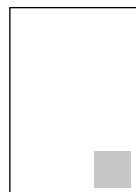
Width: 112 x Height: 72 mm
 + 5 mm bleed on all sides



1/8 page
4 columns

4c
850 €

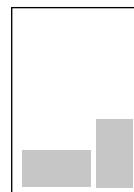
Width: 230 x Height: 39 mm
 + 5 mm bleed on all sides



**Special
format**

1c 300 €
4c 450 €

Width: 64 x Height: 64 mm
 + 5 mm bleed on all sides



**Special
format***

1c 500 €
4c 850 €

Width: 64 x Height: 132 mm
 + 5 mm bleed on all sides

**The print
advertisement
will be linked
to your homepage
free of charge
in the online
edition.**

All prices plus VAT

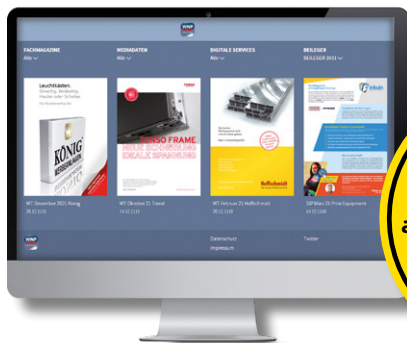
Loose Inserts · Tip-On-Card · Belly-Band

Loose inserts

Max. format DIN A4
6.000 pieces without printing costs

to 25g weight	2.500 €
to 30g weight	2.900 €
to 35g weight	3.300 €
to 40g weight	3.700 €
to 45g weight	4.000 €

Other weight classes
on request.



Tip-on-card

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

6.000 pieces without printing costs **5.500 €**



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)

6.000 pieces including printing costs **6.990 €**



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 **WERBETECHNIK**
- Month of publication

All prices plus VAT

Web Marketing on werbetechnik.de

Accompany your print campaigns!

Be also present at our portal werbetechnik.de. Book a banner or a linking to your website. At werbetechnik.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 600 €

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

The WT Newsletter

fast, direct, informative!

Be it a banner or professional information: in our newsletter you can present your company to our readers a few days before the publication of the respective print issue of **WERBETECHNIK**.

Choose between silver and gold banner or go for the info block. In the info block, you can place a product picture, descriptions and contact information. Of course a linkage to your website and/or email address is included.

In the editorial part, we point out several cover stories and increase awareness for important topics before the publication of the print issue. Make use of the possibility to introduce your company to the right target group with our newsletter.

Newsletter mailing dates 2023

21st February

26th April

19th June

16th August

17th October

6th December



NEWSLETTER



3,614
Recipients
per newsletter

Source: Evalanche
August 2022

**GOLD
BANNER**

229 x 229 pixels
(JPG)
600 €

**INFO
BLOCK**

229 x 460 pixels
(JPG)
800 €

**SILVER
BANNER**

570 x 150 pixels
(JPG)
500 €

**TEXT
BANNER**

Headline 50 characters
incl. spaces
text 400 characters
incl. spaces
1 image jpg 557x185 pixels
or 244x170 pixels
700 €

WERBETECHNIK on all Channels:

Multichannel Marketing

With an advertisement in **WERBETECHNIK** 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 – either on the computer, tablet or smartphone.

Flexibility for our readers = additional value for our advertising customers! With our new app **WERBETECHNIK** 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. **WERBETECHNIK** 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	



WRAPS-online.de



werbetechnik.de



SIP-online.de



digital-signage-magazin.de

Contact



Sales Manager

Wolfgang Plonner

Tel. +49 (0) 8178 / 86786-15

anzeigen@wnp.de



Sales Assistant

Annett Geuge-Metzler

Tel. +49 (0) 5194 / 584061

geuge-metzler@wnp.de



Editor-in-Chief

Regina Pawlowski

Tel. +49 (0) 8178 / 86786-22

pawlowski@wnp.de

WNP VERLAG - A publishing house of VMM Verlag + Media Management Group GmbH
Eichendorffweg 1 | D-82069 Hohenschäftlarn | abo@wnp.de