

# MEDIA KIT

MULTICHANNEL MARKETING

PRINT  
INTERNET  
NEWSLETTER

# 2024



More than  
**200,000**  
contacts  
per year

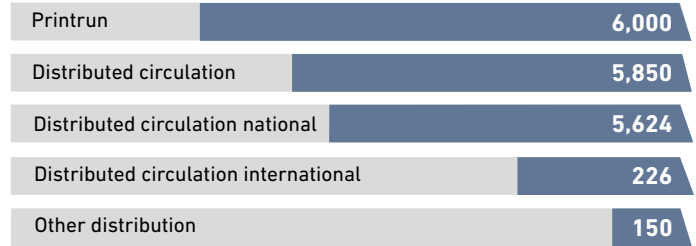
# The Professional Trade Magazine: Print and Online Issue

Sign making, digital printing, light advertising, digital signage and wrapping 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.

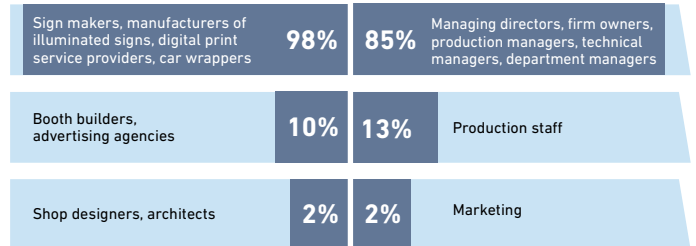


The **WERBETECHNIK** online editions were used by 2,933 readers in the period from August 2022 - August 2023.

Source: Pressmatrix

## Target Groups

## Readers Qualification




# Editorial Calendar 2024

Issues	1.24 February	2.24 April	3.24 June	4.24 August	5.24 October	6.24 December
<b>Ad close</b>	12 <sup>th</sup> January	8 <sup>th</sup> March	3 <sup>th</sup> May	15 <sup>th</sup> July	5 <sup>th</sup> September	31 <sup>th</sup> October
<b>Copy deadline</b>	12 <sup>th</sup> January	8 <sup>th</sup> March	3 <sup>th</sup> May	15 <sup>th</sup> July	5 <sup>th</sup> September	31 <sup>th</sup> October
<b>Material due on</b>	22 <sup>nd</sup> January	18 <sup>th</sup> March	14 <sup>th</sup> May	23 <sup>rd</sup> July	12 <sup>th</sup> September	11 <sup>th</sup> November
<b>Insert delivery date</b>	6 <sup>th</sup> February	5 <sup>th</sup> April	29 <sup>th</sup> May	6 <sup>th</sup> August	1 <sup>st</sup> October	25 <sup>th</sup> November
<b>Issue date</b>	<b>22<sup>nd</sup> February</b>	<b>19<sup>th</sup> April</b>	<b>19<sup>th</sup> June</b>	<b>22<sup>nd</sup> August</b>	<b>18<sup>th</sup> October</b>	<b>9<sup>th</sup> December</b>
<b>Sign Making</b>	<b>Printed products in the 3D-sector</b> What options are available	<b>Overview of laser systems</b> What the market has to offer	<b>Know-how in magnetic sheets</b> Use, application and products	<b>Fundamentals of operating software</b> Basics that everyone should know	<b>About flex and flock films</b> Application, trends and future	<b>Signage systems</b> From very small to large
<b>Digital Printing</b>	<b>Fespa 2024 in Amsterdam</b> Preview of the trade fair	<b>drupa 2024</b> Industry get-together in Dusseldorf	<b>What's new in roll laminators</b> An overview of current machines	<b>Refining advertising material correctly</b> Which methods are suitable	<b>Printers in the LFP range</b> Novelties on the machine market	<b>Printer maintenance</b> How to properly care for LFP machines
<b>Illuminated Signs</b>	<b>Marketing with nose shields</b> Special features and areas of application	<b>Things you need to know about profiles</b> New products in illuminated advertising	<b>Spotlights for the LED-sector</b> The perfect outdoor advertising?	<b>Power supplies for LED-modules</b> Top performers in the background	<b>Light boxes at the point of sale</b> The right use indoors	<b>Illuminated pylons</b> Added value and areas of application
<b>Digital Signage</b>	<b>What complete systems can do</b> Pros and cons highlighted	<b>What small displays offer</b> From payment plate to tcounter display	<b>Added value through customer stoppers</b> Catching the eye of passers-by	<b>Transparent displays</b> Application and area of application	<b>Comparison of special displays</b> From the fridge to the mirror	<b>Touch technology for screens</b> Focus on touchless displays
<b>Wrapping</b>	<b>Business models for wrappers</b> From the vehicle to the kitchen front	<b>Film material under the magnifying glass</b> Which film for which application?	<b>Essential slide tools</b> Mandatory program for specialists	<b>Effect films from A to Z</b> Eye-catching designs and application	<b>Designs for Wrappers</b> Image database for motifs	<b>A retrospective in pictures</b> That was the wrapping year 2024
<b>Trade fair shows</b>	<b>Fespa</b> 19 <sup>th</sup> - 22 <sup>nd</sup> March 2024 Amsterdam	<b>drupa</b> 28 <sup>th</sup> May - 7 <sup>th</sup> June 2024 Dusseldorf				

# Ads & Advertorials\* - Formats and Prices

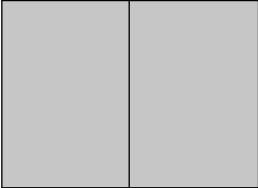
\*Advertorials are marked with the note „Advertisement“



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

**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 €**

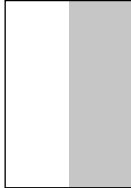
Width: 460 x Height: 297 mm  
+ 5 mm bleed on all sides



**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 €**

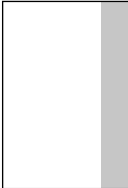
Width: 108 x Height: 297 mm  
+ 5 mm bleed on all sides



**1/2 page**  
**4 columns**

**4c**  
**2.480 €**

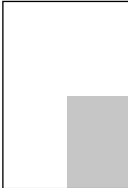
Width: 230 x Height: 153 mm  
+ 5 mm bleed on all sides



**1/4 page**  
**1 columns**

**4c**  
**1.400 €**

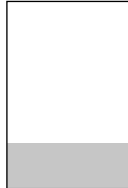
Width: 55 x Height: 297 mm  
+ 5 mm bleed on all sides



**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


<b>Discounts</b> (within a year)	
2 placements	<b>5%</b>
3 placements	<b>8%</b>
4 placements	<b>10%</b>
5 placements	<b>12%</b>
6 placements	<b>15%</b>



**1/8 page**  
**2 columns**

**4c**  
**850 €**

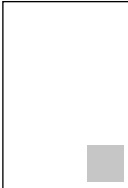
Width: 112 x Height: 72 mm  
+ 5 mm bleed on all sides



**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



All prices plus VAT

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

Special forms of advertising for more attention

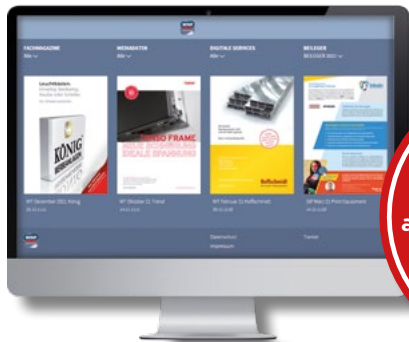
## Loose inserts

Max. format DIN A4

6.000 pieces without printing costs

to 25g weight	<b>2.500 €</b>
to 30g weight	<b>2.900 €</b>
to 35g weight	<b>3.300 €</b>
to 40g weight	<b>3.700 €</b>
to 45g weight	<b>4.000 €</b>

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 **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 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:

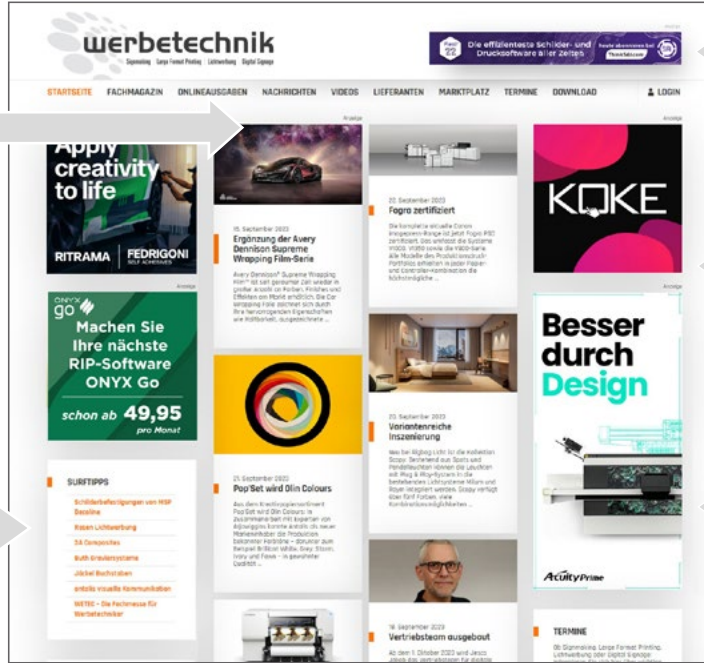
- included image 900 x 600 pixels,
- + headline up to 50 characters
- + text 900 characters
- + link to the landing page

**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

# 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:

- 20<sup>th</sup> February
- 17<sup>th</sup> April
- 17<sup>th</sup> June
- 20<sup>th</sup> August
- 16<sup>th</sup> October
- 6<sup>th</sup> December



**3,683**  
**Recipients**  
 per newsletter  
 Source: Evalanche  
 August 2023

**GOLD BANNER**  
 229 x 229 pixels  
 (JPG)  
 600 €

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

**INFO BLOCK**  
 229 x 460 pixels  
 (JPG)  
 800 €

**SILVER BANNER**  
 570 x 150 pixels  
 (JPG)  
 500 €

# 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

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





WRAPS-online.de



werbetechnik.de



SIP-online.de



digital-signage-magazin.de



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