

# MEDIA KIT

## MULTICHANNEL MARKETING

PRINT  
ONLINE  
NEWSLETTER

# 2026



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

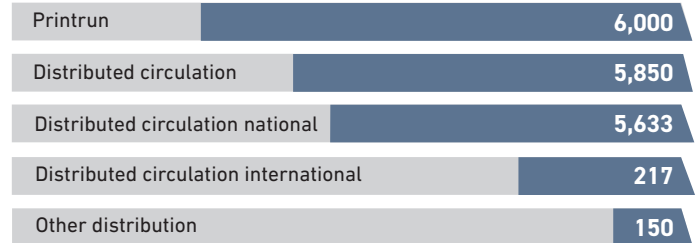
# The Professional Trade Magazine: Print and Online Issue

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.

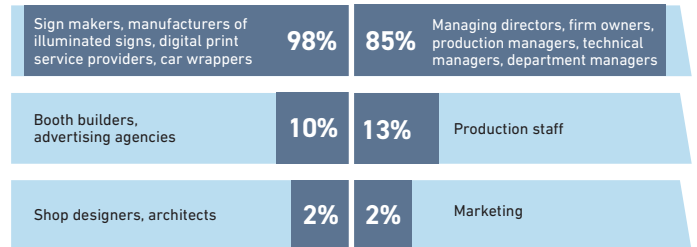


The **WERBETECHNIK** online editions were used by 2,769 readers in the period from October 2024 - October 2025.

Source: Pressmatrix

## Target Groups

## Readers Qualification



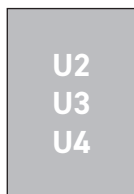
# Editorial Calendar 2026

Information subject to change

Issue	1.26 February	2.26 April	3.26 June	4.26 August	5.26 October	6.26 December
Ad close	12 <sup>th</sup> January	17 <sup>th</sup> March	4 <sup>th</sup> May	10 <sup>th</sup> July	7 <sup>th</sup> September	2 <sup>nd</sup> November
Copy deadline	12 <sup>th</sup> January	17 <sup>th</sup> March	4 <sup>th</sup> May	10 <sup>th</sup> July	7 <sup>th</sup> September	2 <sup>nd</sup> November
Material due on	20 <sup>th</sup> January	25 <sup>th</sup> March	12 <sup>th</sup> May	20 <sup>th</sup> July	15 <sup>th</sup> September	10 <sup>th</sup> November
Insert delivery date	2 <sup>nd</sup> January	9 <sup>th</sup> April	27 <sup>th</sup> May	31 <sup>st</sup> July	28 <sup>th</sup> September	23 <sup>th</sup> November
<b>Issue date</b>	<b>20<sup>th</sup> February</b>	<b>29<sup>th</sup> April</b>	<b>17<sup>th</sup> June</b>	<b>20<sup>th</sup> August</b>	<b>16<sup>th</sup> October</b>	<b>11<sup>th</sup> December</b>
<b>Sign Making</b>	<b>POS Signs for Retail</b> Durability versus cost	<b>Projects with Display Systems</b> Delivery times and customization	<b>Material Selection for Outdoor Signs</b> Focus on public sector clients	<b>Digitization in Signmaking</b> Process optimization & production planning	<b>Creative Advertising Signs</b> Customization within standard processes	<b>Digital Meets Physical</b> Integration of digital elements
<b>Digital Printing</b>	<b>Efficiency in Sublimation Printing</b> ROI, production times, workflow	<b>Fespa in Barcelona</b> Our preview of the trade fair	<b>Textile Advertising Media</b> Cost per campaign, production strategies	<b>UV Printing Technologies</b> ROI and sustainable ink options	<b>Workflow Optimization in Focus</b> RIP software, color and time management	<b>Large Format Printing in B2B</b> Automation & work-force planning
<b>Lighting</b>	<b>LED for Trade Shows</b> Energy savings and maintenance	<b>Energy-Efficient Light Systems</b> A cost-benefit analysis	<b>LED Lighting Design</b> Right tech for events & trade fairs	<b>Backlit Textiles</b> Cost and maintenance effort	<b>LED Integration in Advertising Media</b> An economic perspective	<b>Compliance with Regulations</b> Regulatory trends & light pollution
<b>Wrapping / Vehicle Graphics</b>	<b>Fleet Vehicle Wraps</b> Cost, durability, and material	<b>Window Wraps</b> Project management and material budget	<b>Branding for Commercial Clients</b> Long-term testing and warranties	<b>Wrap Maintenance &amp; Care</b> Customer service and longevity	<b>Wrap Technologies for Fleets</b> Efficiency and cost-effectiveness	<b>Winter Wrapping</b> Planning aspects for businesses
<b>Digital Signage</b>	<b>Grocery Retail</b> How digital signage can succeed here	<b>Use in Welcome Areas</b> Greeting staff or visitors digitally	<b>Organized with Digital Signage</b> Solutions for meeting rooms	<b>Supporting Exhibits with Digital Signage</b> How digital signage boosts displays	<b>Outdoor Digital Signage</b> Solutions for external environments	<b>Digital Signage in Banks</b> Vision or reality?
<b>Preliminary report Trade fair shows</b>	<b>EuroShop</b> 22 <sup>nd</sup> - 26 <sup>th</sup> February Dusseldorf	<b>Pro Integration Future</b> 28 <sup>th</sup> - 30 <sup>th</sup> April Birmingham <b>Fespa Global Print Expo</b> 16 <sup>th</sup> - 22 <sup>nd</sup> May Barcelona				<b>PSI</b> 12 <sup>nd</sup> - 14 <sup>th</sup> January 2027 Cologne

# 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

## Discounts (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

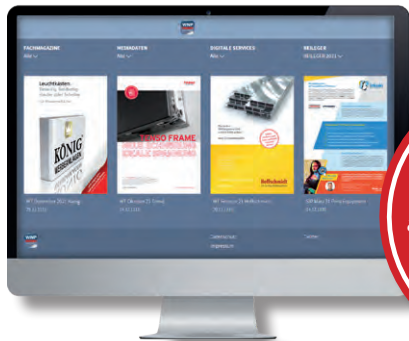
Special forms of advertising for more attention

## Loose inserts

Max. format DIN A4  
6.000 pieces without printing costs

- to 25g weight **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.



**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

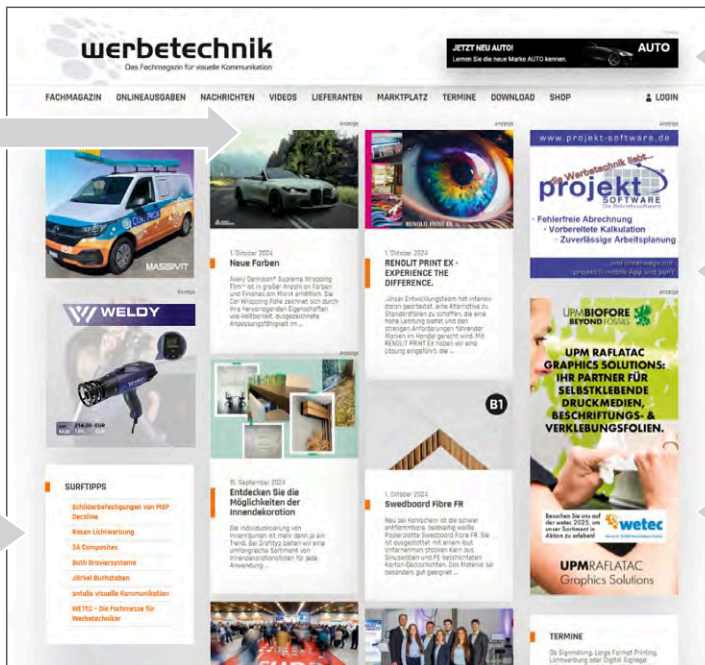
## Please note:

- Inserts or tip-on-cards  
handy packed in boxes  
Labeling of all boxes with
- Company name
  - Journal Title **WERBETECHNIK**
  - Month of publication

# 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 600 x 600 pixels

delivery JPG or animated GIF	
1 month	600 €
2 months	900 €
3 months	1.300 €
6 months	2.400 €
1 year	4.600 €

### Info Block 600 x 1.200 pixels

delivery 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:

17<sup>th</sup> February

24<sup>th</sup> April

12<sup>th</sup> June

17<sup>th</sup> August

13<sup>rd</sup> October

8<sup>th</sup> December



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

**3,692**  
**Recipients**  
 per newsletter  
 Source: Evalanche  
 November 2025

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

**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

- 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

All prices plus VAT



werbetchnik.de



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