MEDIA KIT

MULTICHANNEL MARKETING

PRINT
ONLINE
NEWSLETTER

2027

Germany Austria Switzerland



More than 100,000 contacts per year

The Professional Trade Magazine:
Print and Online Issue

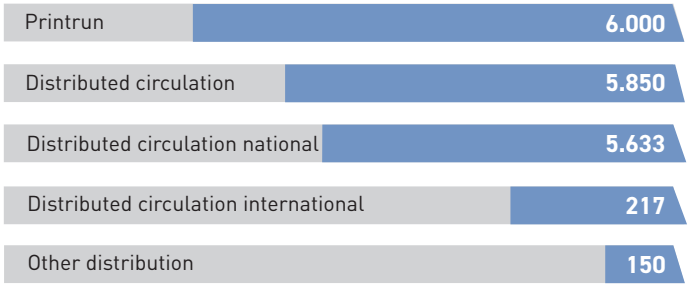
Sign making, digital printing, light advertising, digital signage and wrapping are the main editorial themes of the professional trade magazine **WERBETECHNIK**. With its comprehensive news section, product overviews and expert articles, **WERBETECHNIK** is the most popular professional trade magazine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





Target Groups

Sign makers, manufacturers of illuminated signs, digital print service providers, car wrappers	98%
Booth builders, advertising agencies	10%
Shop designers, architects	2%

Readers Qualification

85%	Managing directors, firm owners, production managers, technical managers, department managers
13%	Production staff
2%	Marketing

CONTACT/BOOKING: Tel. 00 49 5194 584061 • geuge-metzler@wnp.de

Editorial Calendar 2027

Information subject to change

Issue	1.27 February	2.27 April	3.27 June	4.27 August	5.27 October	6.27 December
Ad close	7th January	3rd March	4th May	7th July	7th September	2nd November
Copy deadline	7th January	3rd March	4th May	7th July	7th September	2nd November
Material due on	15th January	11th March	14th May	15th July	15th September	10th November
Insert delivery date	28th January	24th March	28th May	28st July	27th September	22nd November
Issue date	**17th February**	**15th April**	**17th June**	**17th August**	**15th October**	**10th December**
Sign Making	**3D & Relief Signs** Materials, technology and design	**Digital fabrication** CNC, laser and digital cutting technology	**Designing spaces** Rethinking sign-making for interior applications	**LED Neon & illuminated objects** When light meets design	**Safety & wayfinding systems** Creating professional orientation solutions	**Premium signmaking** Materials, surfaces and finishing techniques
Digital Printing	**FESPA Global Print Expo** Trade show highlights from Munich	**Large-format printheads** Comparing technologies	**Unconventional materials** Printing on wood, glass & more	**Textiles & soft signage** From banners to spatial concepts	**More sustainable advertising media** What can new materials offer?	**Direct-to-object printing** Printing directly onto 3D objects
Lighting	**Sophisticated outdoor advertising** Channel letters, pylons, buildings	**Dynamic lighting** LEDs, RGBW and digital control systems	**In public spaces** Regulations, brightness and design	**Backlit textiles** Showcasing architecture with impact	**Lighting & digital signage** LED Displays, Video Walls and Content	**Comparing illuminated advertising** Front-Lit, back-lit and outline solutions
Wrapping / Vehicle Graphics	**The right squeegee Technique** Clean Results with the right method	**Matt, satin, gloss and special effects** Choosing the right surface finish	**Recycling vinyl materials** What happens to used vinyl films?	**Building the team** Growth without compromising quality	**Beyond cars** New application areas for films	**Bike & Motorcycle** professional wrapping for two-wheelers
Digital Signage	**Public transportation** Information and entertainment	**Tourism sector** Attracting customers with digital media	**Focus on hospitality** What digital signage can deliver	**Digital signage in retail** The storefront becomes a stage	**Cybersecurity** No longer a „nice-to-have"	**Artificial intelligence** Overrated in the digital signage sector?
Preliminary report Trade fair shows	**wetec** 3–5 March, Stuttgart **Fespa Global Print Expo** 6–9 April, Munich					**PSI** January 2028, Cologne

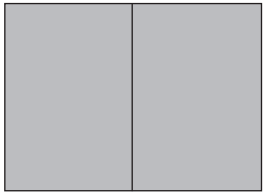
Ads & Advertorials* - Formats and Prices

*Advertorials are marked with the note „Advertisement"



4c
U2 4.800 €
U3 3.700 €
U4 5.000 €

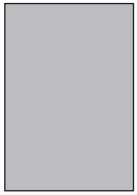
Width: 230 x Height: 297 mm
+ 5 mm bleed on all sides



double page

4c
5.500 €

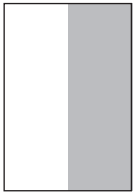
Width: 460 x Height: 297 mm
+ 5 mm bleed on all sides



1/1 page

4c
4.400 €

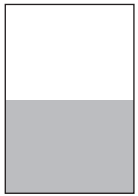
Width: 230 x Height: 297 mm
+ 5 mm bleed on all sides



1/2 page 2 columns

4c
2.480 €

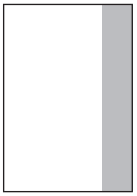
Width: 108 x Height: 297 mm
+ 5 mm bleed on all sides



1/2 page 4 columns

4c
2.480 €

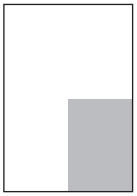
Width: 230 x Height: 153 mm
+ 5 mm bleed on all sides



1/4 page 1 columns

4c
1.400 €

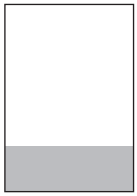
Width: 55 x Height: 297 mm
+ 5 mm bleed on all sides



1/4 page 2 columns

4c
1.400 €

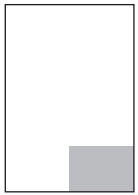
Width: 112 x Height: 145 mm



1/4 page 4 columns

4c
1.400 €

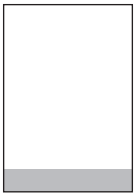
Width: 230 x Height: 85 mm
+ 5 mm bleed on all sides



1/8 page 2 columns

4c
850 €

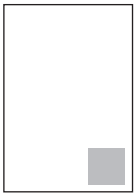
Width: 112 x Height: 72 mm
+ 5 mm bleed on all sides



1/8 page 4 columns

4c
850 €

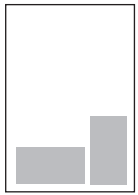
Width: 230 x Height: 39 mm
+ 5 mm bleed on all sides



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

Discounts (within a year)	
2 placements	**5%**
3 placements	**8%**
4 placements	**10%**
5 placements	**12%**
6 placements	**15%**

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

All prices plus VAT

CONTACT/BOOKING: Tel. 00 49 5194 584061 • geuge-metzler@wnp.de

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.





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 ❶8732 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

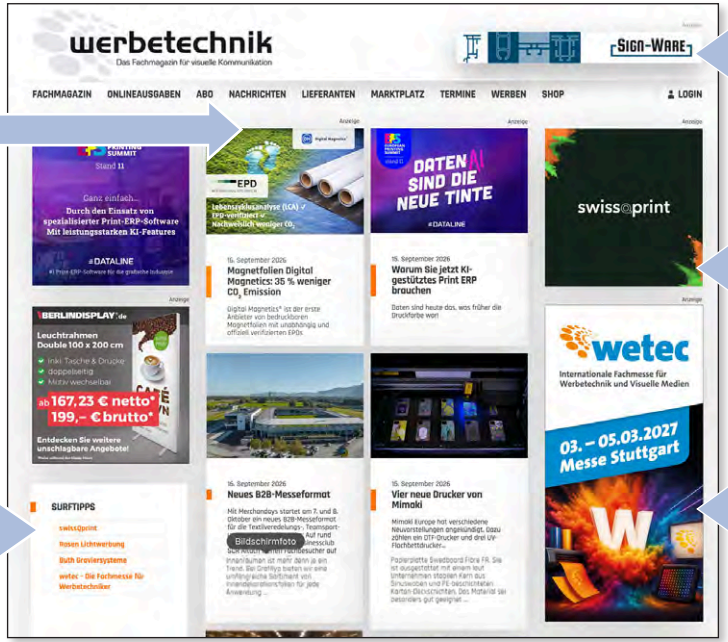
Accompany your print campaigns!

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.

8.186 PIs / month

2.728 Visitors / month

Source: Hylide 1/09/25 – 31/08/2026



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**.

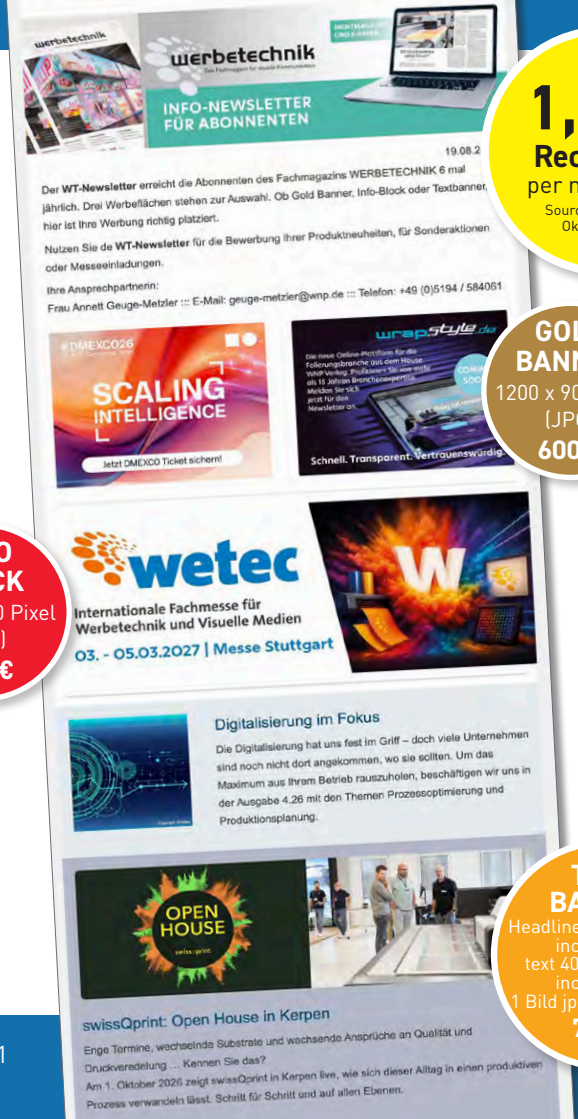
Choose between Gold Banner and Info Block, or opt for the Text Banner. The Info Block and Text Banner provide space for a product image and the corresponding descriptions, as well as your contact details, including links to your website and/or email address.

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:

11th February
9th April
11th June
11th August
11th October
6th December





1,875 Recipients per newsletter
Source: Evalanche Oktober 2026

GOLD BANNER
1200 x 900 Pixel (JPG)
600 €

INFO BLOCK
1200 x 450 Pixel (JPG)
800 €

TEXT BANNER
Headline 50 characters incl. spaces
text 400 characters incl. spaces
1 Bild jpg 1200 x 350px
700 €

All prices plus VAT

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geuge-metzler@wnp.de

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 avail-able 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





Sales Print + Online

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