

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET
NEWSLETTER

2019



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.

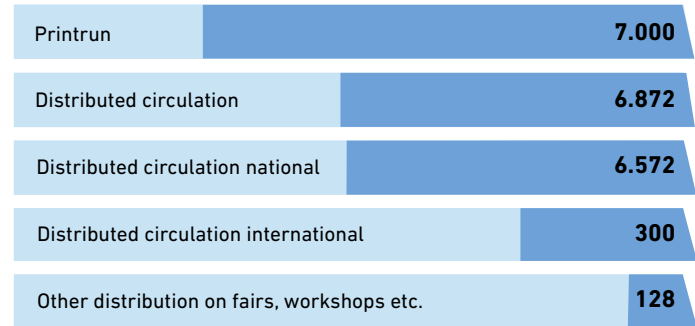
- We provide expert interviews to look into new developments.
- We do precise research to discover trends and to scrutinize new technologies.
- We visit important manufacturers, who show their machinery in detail.

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.



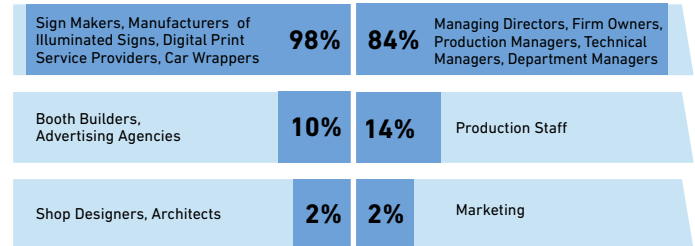
IWV-audited Circulation and Distribution



Source: IWV 3/2018

Target Groups

Reader's Qualification



Editorial Calendar 2019

Issues	1.19 February	2.19 April	3.19 June	4.19 August	5.19 October	6.19 December
Ad close	3 rd January	11 th March	10 th May	11 th July	9 th September	4 th November
Copy deadline	4 th January	12 th March	13 th May	12 th July	10 th September	5 th November
Material due on	11 th January	22 nd March	20 th May	22 nd July	23 rd September	18 th November
Insert delivery date	28 th January	8 th April	4 th June	2 nd August	7 th October	29 th November
Issue date	14th February	25th April	21st June	21st August	21st October	13th December
Sign Making	Car Wrapping Special Designing Car Wrappings	Laser cutting and engraving acrylic glass Clean cuts, correct curves	Thermoformed signs Shaped by heat	Advertisement at site fences Substrates and mountings	Tools, software and Co. Optimising daily routines	Advertising in the third dimension 3D printed signage
Large Format Printing	Interior Design Printing home textiles	Print in Munich Fespa Global Print Expo 2019	Printing on corrugated board Hardware, inks and Co.	T-shirts out of DTG printers Highlighting fashion	Roll printers in an overview Novelties of the past two years	Rip-Software Effects of new substrates and machines
Illuminated Signs	Power supplies for LED modules Key player in the background	Textiles for XXL banner installations Material and convection	Plastic edges Edgings for illuminated letters and Co.	Illuminated signs at gas stations Targeting contours	Weather effects on illuminated signs Fissures, rust and more	Shop design with neon and LED tubes Nostalgic highlights are popular
Digital Signage	In-house communication with DS Digital notice boards & Co.	DS All-in-one systems What sign makers expect	Digital door signs and room management What does the market offer?	DS at gas stations More than large format displays	Digital Signage on the fair stand Information and interaction	DS meets sign making The special area at WETEC
Trade fair shows		FESPA Global Print Expo Munich 14 th -17 th May <hr/> European Sign Expo Munich 14 th -17 th May			Inprint Munich 12 th -14 th November	Viscom Dusseldorf 7 th -9 th January 2020 <hr/> WETEC Stuttgart 30 th Jan - 1 st Feb 2020

Ads in the cut
+ 5 mm bleed on all sides

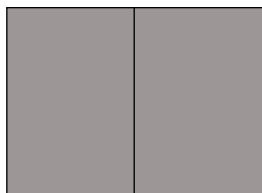


Formats and Prices



4c
U2 4.600 €
U3 3.600 €
U4 4.800 €

Width: 230 x Height: 297 mm



double page

4c
5.200 €

Width: 460 x Height: 297 mm



1/1 page

4c
4.200 €

Width: 230 x Height: 297 mm



1/2 page
2 columns

4c
2.380 €

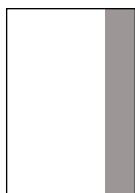
Width: 108 x Height: 297 mm



1/2 page
4 columns

4c
2.380 €

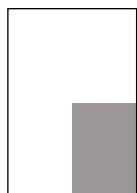
Width: 230 x Height: 153 mm



1/4 page
1 columns

4c
1.300 €

Width: 55 x Height: 297 mm



1/4 page
2 columns

4c
1.300 €

Width: 108 x Height: 145 mm



1/4 page
4 columns

4c
1.300 €

Width: 230 x Height: 85 mm

Discounts

(within a year)

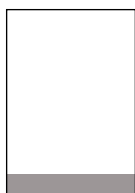
2 placements	5%
3 placements	8%
4 placements	10%
5 placements	12%
6 placements	15%



1/8 page
2 columns

4c
790 €

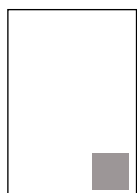
Width: 108 x Height: 69 mm



1/8 page
4 columns

4c
790 €

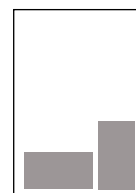
Width: 230 x Height: 39 mm



Special format

1c 280 €
4c 420 €

Width: 64 x Height: 64 mm



Special format*

1c 490 €
4c 790 €

Width: 64 x Height: 132 mm

All prices plus VAT



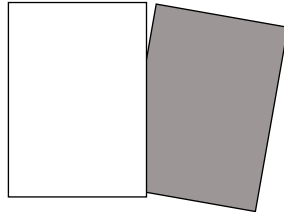
Inserts – Tip-On-Card – Address Leaflet

Inserts

Max. format DIN A4
7.000 pieces without printing costs

to 25g weight	2.590 €	to 50g weight	4.800 €
to 30g weight	3.100 €	to 55g weight	5.200 €
to 35g weight	3.570 €	to 60g weight	5.600 €
to 40g weight	4.000 €	to 70g weight	6.700 €
to 45g weight	4.400 €	to 80g weight	7.100 €

Other weight classes
on request

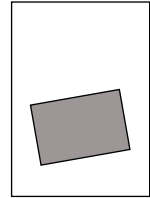


All prices plus VAT

Tip-On-Card

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

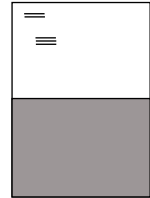
7.000 pieces without printing costs **4.950 €**



Address Leaflet

Place your ad on the address supplement sheet,
which is sealed with the magazine for shipping
Display format: 14,8 x 21,0 cm

6.300 pieces (inland) including printing costs **2.850 €**



Delivery address:

Kössinger AG
Frühaustr. 21
D-84069 Schierling
Contact Person: Helmut Sturm
Tel.: +49 (0) 9451-499 140
Fax: +49 (0) 9 451-499 101
sturm@koessinger.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



Job Market - Used Equipment - Business Contacts

Continuous text

single-column per line approx.
32 characters per line 3 €

2 columns per line approx.
77 characters per line 6 €

Calculation examples:

6 lines x 3 €
= 18 €

10 lines x 6 €
= 60 €

Continuous text with box number

single column approx. 32 characters per line
Per line 3 €
Box number fee 15 €

2 columns approx. 66 characters per line
Per line 6 €
Box number fee 15 €

4 lines x 3 € = 12 €
+ Cipher fee = 15 €
Total = 27 €

13 lines x 6 € = 78 €
+ Cipher fee = 15 €
Total = 93 €

Designed ads in 4c or b/w

single-column 46.5 mm width
Per mm height 3 €

2 columns 98 mm width
Per mm height 6 €

30 mm high x 3 €
= 90 €

30 mm height x 6 €
= 180 €

All prices plus VAT

Job Market - Used Equipment - Business Contacts

KLEINANZEIGEN | 2019

Continuous text single-column

Verklebesevice vom Profi-Team
Ihr Team erfahrener Folien-Techniker für Großflächen, Platten- und Komplettbelegung.
Kontaktinformationen:
www.master.de

Continuous text 2 columns

Werbetechnikunternehmen mit eigener Immobilie zu verkaufen
Raum PLZ 2 im Fördergebiet M-V, seit 21 Jahren am Markt, 21 Mitarbeiter, langjähriger fester Kundensatz, bundesweite Präsenz, 3 Mio. Jahresumsatz bei guter Rendite und mit Expansionsmöglichkeit am Standort mit neuerigem Gebäude Baujahr 2008/2016. Aus Altersgründen zu verkaufen.
Kontaktinformationen: Telefon: 03841 790765, Mail: gweng@post.com

Continuous text single-column with box number

BETRIEBSLEITER GESUCHT
Werbetechnikbereich im Großraum Stuttgart sucht Betriebs- / Abteilungsleiter.
Chiffre 0000

Continuous text 2 columns box number

Werbetechniker im Raum Stuttgart gesucht
Du bist Werbetechniker und brennst darauf Deinen Job in einem geordneten und kreativen Umfeld auszuüben? Wir sind ein kleiner und feiner Betrieb, der seit dem 01.08.2017 unter neuer Führung, auf über 40 Jahre Firmengeschichte zurückblickt und sich nun für die Zukunft neu aufstellt. Wenn Du Erfahrung im Bereich Digitaldruck, Siebdruck, Folienplot und Montage von Beschriftungen hast und Dein Herz beim Thema Fahrzeug-Folierung schneller schlägt, dann schick uns Deine Bewerbung ... gerne auch als hochmotivierter Quer-Einsteiger mit ausreichend Erfahrung in der Werbetechnik. Wir wollen nicht nur Kundenzufriedenheit... es geht nichts schöneres, als wenn wir den Kunden überraschen und begeistern können. Willst Du mit uns in die Zukunft gehen? Dann freuen wir uns auf Deine kreative und aussagekräftige Bewerbung.
Chiffre: 0000

Designed ad single-column

BECHER WERBUNG
02780 Großschmieditz
daten@freedienst.com
03874 97840
0152 12 40 88 62
freedienst
CNC Fräsen & Gravieren

Werbetechniker m/w in Karlsruhe gesucht!
Sie haben eine abgeschlossene Berufsausbildung/handwerkliches Talent für die Verarbeitung von Plots- und Druckdateien? Sie gehen sicher am PC mit Corel Draw, Photoshop, etc. und? Wir suchen Verstärkung und freuen uns auf Ihre Bewerbung!
Kontaktinformationen: www.hobald.de | info@hobald.de Tel. 0721-9612270

Designed ad 2 columns

Mit-Ma
Multi-Plot ist Spezialist und exklusiver Frischkaffee im Bereich „lightblue Drucksysteme“. Für unseren kompetenten und engagierten Service suchen wir talentierte
Service-Techniker
Wir bieten eine sichere Anstellung in einer Wachstumsbranche. Halten Sie sich bei uns in Mail Service (0424) 9223890 und senden Sie Ihre Bewerbungsunterlagen an: l.wiese@mit-ma.de
Chiffre: 0000

Erfolgreiches Druck- & Werbetechnik-Unternehmen sucht Nachfolger
Raum Frankfurt/Main, anspruchsvolle Produkte und Dienstleistungen für Architektur, Messe und Großformatdruck. Intensive Einberufungs- und Übergabephase gewährleistet. Umsatzsteigerungen ab 1,2 Mio. EUR, großes Potential. Möglichkeiten für die Finanzierung eines Kaufpreises werden vorausgesetzt. Ihre Zuschriften mit aussagekräftigen Unterlagen werden erbeten unter:
Chiffre: 0000

meng
Richtung weisend.



Objektplaner und Berater (m/w) für den Großraum Saarland, Rheinland-Pfalz, Hessen

Aufgaben:
- Sie sind Fachverantwortliche für Architekten und Projektziele, arbeiten eng mit dem Klienten ab und sind im Außenbereich. Sie betreuen mit hoher Eigenverantwortung, Grundgedächtnis, Raum und Engagement Endkunden und Handwerkerklienten.

Wir bieten Ihnen:
- eine abwechslungsreiche Kundenstruktur mit attraktiven Referenzen
- ein abwechslungsreiches Aufgabenfeld von der Abklärung über die Projektierung und Ausarbeitung bis zur Realisation
- modernen Unternehmensklima, flache Hierarchie
- aufstiegsorientierte Entwicklung
- Firmenevents mit privater Nutzung

Info zum Anbieter:
- Internationale Vermögensberatung für weltweite Ausläufer mehrerer Bankfilialen (Bank) gemäß der Verfügung Nr. 452/2018/15
- Bitte bewerben Sie sich per E-Mail an: info@advanther.de

Informationsbereich Meng GmbH
Am Borsberg 8 • 51102 Erftstadt
Telefon: 02281 200-100

advanther® large format **gunther**

Branchensoftware für Großformatdruck/Werbetechnik

Kalkulation | Angebot | Auftrag | Produktion | Workshop | Schichtenlisten

Gunter Business Solutions GmbH, Günterplatz 1a, 31789 Barsingh, www.gunther.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 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.

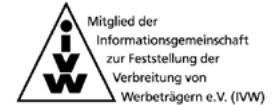
Charged Services

- 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 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

Web Marketing – Complement your print Campaign!

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.



164.000 Pls yearly
66.000 Kat-Visits

Source: IVW 5.17-15.18

Gold Banner 300 x 300 pixels

delivery 600 x 600 pixels
JPG or animated GIF

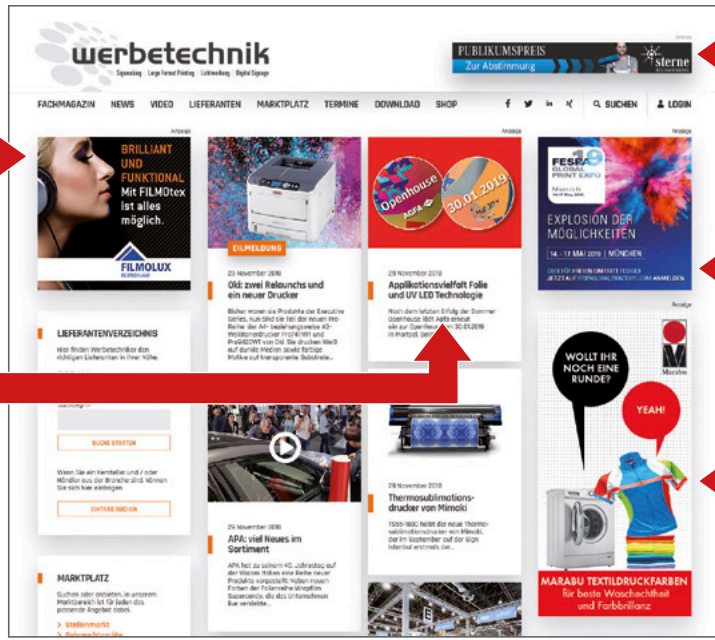
1 month	300 €
2 months	550 €
3 months	850 €
6 months	1.650 €
1 year	3.000 €

News Block

included image
600 x 400 pixels,
+ headline up to 50 characters
(including spaces),
+ text 600 characters
(including spaces),
+ link to the landing page

2 weeks	450 €
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The post is marked with the word „Anzeige“.



Homepage Banner 468 x 60 pixels

delivery JPG or animated GIF

1 month	400 €
2 months	750 €
3 months	1.150 €
6 months	2.250 €
1 year	4.400 €

Gold Banner 300 x 300 pixels

delivery 600 x 600 pixels JPG or animated GIF

1 month	300 €
2 months	550 €
3 months	850 €
6 months	1.650 €
1 year	3.000 €

Info Block 300 x 600 pixels

delivery 600 x 1200 pixels JPG or animated GIF

1 month	350 €
2 months	600 €
3 months	900 €
6 months	1.700 €
1 year	3.050 €

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 link 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.

Release dates 2019:

- 12th February
- 23rd April
- 18th June
- 19th August
- 17th October
- 11th December

All prices plus VAT

NEWSLETTER



3.175

Recipients
per newsletter

Gold Banner

229 x 229 pixels
(JPEG)
400 €

Info Block

229 x 460 pixels
(JPEG)
450 €

Silver Banner

570 x 150 pixels
(JPEG)
350 €



WRAPS-online.de



werbetechnik.de



SIP-online.de



digital-signage-magazin.de

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