

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET
NEWSLETTER

2020



More than
200.000
contacts
per year



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.

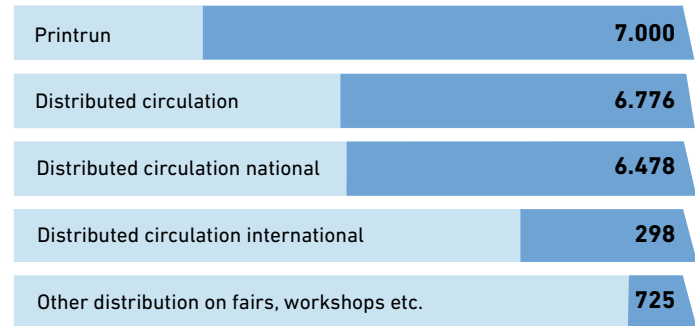
- We provide expert interviews to look into new developments.
- We do precise research to discover trends and to scrutinize new technologies.
- We visit important manufacturers, who show their machinery in detail.

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.



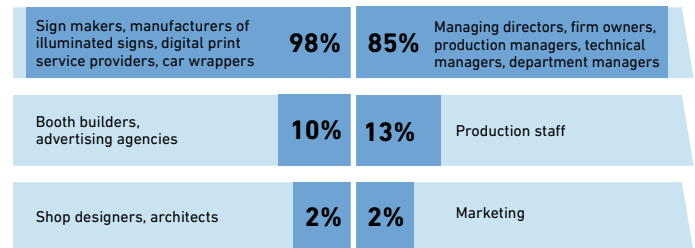
IVW-audited Circulation and Distribution



Source: IVW 2/2019

Target Groups

Readers Qualification



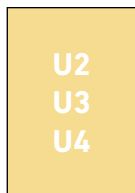
Editorial Calendar 2020

Issues	1.20 February	2.20 April	3.20 June	4.20 August	5.20 October	6.19 December
Ad close	2 nd January	5 th March	27 th April	9 th July	10 th September	5 th November
Copy deadline	3 rd January	6 th March	28 th April	10 th July	11 th September	6 th November
Material due on	13 th January	16 th March	11 th May	20 th July	21 st September	16 th November
Insert delivery date	28 th January	30 th March	22 nd May	3 rd August	5 th October	30 th November
Issue date	12th February	16th April	9th June	18th August	20th October	15th December
Sign Making	Pop-ups and roll-ups Overview over the latest patterns	Car wrapping special Digital printing films for wrapping curves	Eyelets, presses, punching tools Standards for banners	Large format cutting plotters Summary of actual supply	Real wood for sign making Use at the point of sale	Business software for SME Tailored for sign makers
Large Format Printing	Fespa Global Print Expo The big pre-report	Digital printing and Internet of Things Status quo of the industry	Water-based resin inks Status quo & potential	Sublimation papers From printing to transferring	Use of UV-desktop printers Possibilities for sign making	Printing with white ink Development of supply and demand
Illuminated Signs	Channel letter bender When is an investment worth it?	Softwares for illuminated signs Where are the differences?	LED tubes for light advertising Where stands technology?	White LED module chain Novelties since 2018	Modified channel letters New versions enhance the market	Films for light advertising Illuminated from behind
Digital Signage	Digital pavement signs To attract passers attention	Seamless videowalls Hardware, software and mounting	Content production Agencies, softwares and making	Small screens For POS and customer dialogue	LED screens for outdoor use From resolution to weatherproofness	Medioplayer vs. SoC When makes which system sense?
Trade fair shows	Euroshop Dusseldorf 16.-20. February <hr/> Fespa Madrid 24.-27. May		Drupa Dusseldorf 16.-26. June			Viscom Dusseldorf January

Ads in the cut
+ 5 mm bleed on all sides

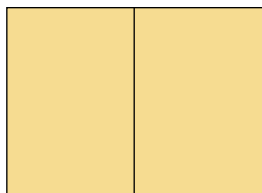


Formats and Prices



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 €

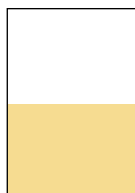
Width: 230 x Height: 297 mm



1/2 page
2 columns

4c
2.380 €

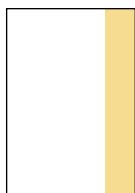
Width: 108 x Height: 297 mm



1/2 page
4 columns

4c
2.380 €

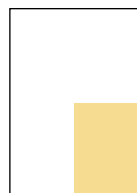
Width: 230 x Height: 153 mm



1/4 page
1 columns

4c
1.300 €

Width: 55 x Height: 297 mm



1/4 page
2 columns

4c
1.300 €

Width: 112 x Height: 145 mm



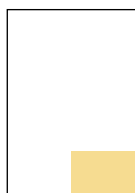
1/4 page
4 columns

4c
1.300 €

Width: 230 x Height: 85 mm

Discounts (within a year)

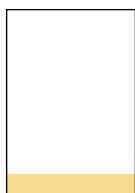
2 placements	5%
3 placements	8%
4 placements	10%
5 placements	12%
6 placements	15%



1/8 page
2 columns

4c
790 €

Width: 112 x Height: 72 mm



1/8 page
4 columns

4c
790 €

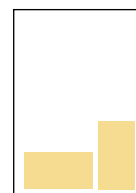
Width: 230 x Height: 39 mm



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



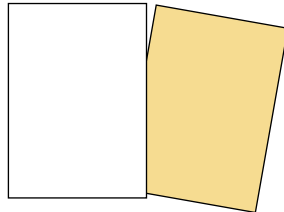
Inserts • Tip-On-Card • Address Leaflet

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

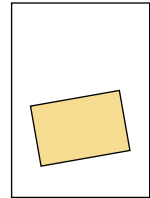


All prices plus VAT

Tip-On-Card

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

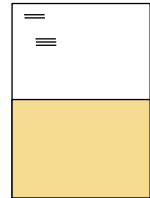
7.000 pieces without printing costs **4.950 €**



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 (domestic) including printing costs **2.850 €**

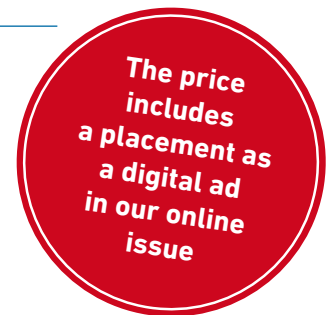


Delivery address:

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

Verkelebservice vom Profi-Team
Ihr Team erfahrener Folien-Techniker für Großflächen, Platten- und Komplettbelegung.
Kontaktinformationen:
www.muster.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 gibt 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

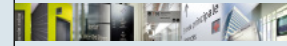
BECHER WERBUNG
02780 Großschmieditz
daten@freedienst.com
039874 97840
0151 12 40 88 62
freedienst
CNC Fräsen & Gravieren

Designed ad 2 columns

Multi-Plot ist Spezialist und exklusiver Frischkaffee im Bereich „lightblue Drucksysteme“.
Für unseren kompetenten und kundenorientierten Service suchen wir aktuell
» Servicetechniker »
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@multiplot.de
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, auch im Ausland. Sie betreuen mit hoher Eigenverantwortung, Grundgedächtnis, Raum und Engagement Endkunden und Mitarbeiter.
Wir bieten Ihnen:
■ eine abwechslungsreiche Kundenarbeit mit etablierten Referenzen
■ ein abwechslungsreiches Aufgabenspektrum von der Akquisition über die Projektierung und Ausarbeitung bis zur Realisation
■ modernen Unternehmensklima, flache Hierarchie
■ aufgestimmte Einarbeitung
■ Firmenwagen mit privater Nutzung

Info zum:
Informationsmehring GmbH, für detaillierte Auskünfte mehr über den Betrieb direkt gerne zur Verfügung. Tel: 042 22381-19
Bitte bewerben Sie sich per E-Mail an: info@meng.de

Informationsmehring GmbH
Am Borsdorf 8 • 51102 Erftstadt
InHofen 1 • 51102 Erftstadt
www.meng.de

advanter® large format

Branchensoftware für Großformat/Werbetechnik

Kalkulation | Angebot | Auftrag | Produktion | Workflow | Schichtenplan

Gunter Business Solutions GmbH, Güterhofstraße 1a, 31789 Barsingh, www.gunter.de

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. um? Wir suchen Verstärkung und freuen uns auf Ihre Bewerbung!
Kontaktinformationen: www.hob.de | info@hob.de Tel. 0721-9612270

Erfolgreiches Druck- & Werbetechnik-Unternehmen sucht Nachfolger

Raum Frankfurt/Main, anspruchsvolle Produkte und Dienstleistungen für Architektur, Messe und Großformatdruck. Intensive Einarbeitungs- und Übergabephase gewährleistet. Umsatzsteigerungen ab 1,2 Mio. EUR, großes Potenzial. Möglichkeiten für die Finanzierung eines Kaufpreises werden vorausgesetzt. Ihre Zuschriften mit aussagekräftigen Unterlagen werden erbeten unter:
Chiffre: 0000

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

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.

**325.000
PIs yearly**
**69.000
Kat-Visits**



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 €

The post is marked with the word „Anzeige“.

Surf Tips

1 month	100 €
2 months	180 €
3 months	270 €
6 months	500 €
1 year	950 €

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 1.200 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 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.

Release dates 2019:

10th February

14th April

05th June

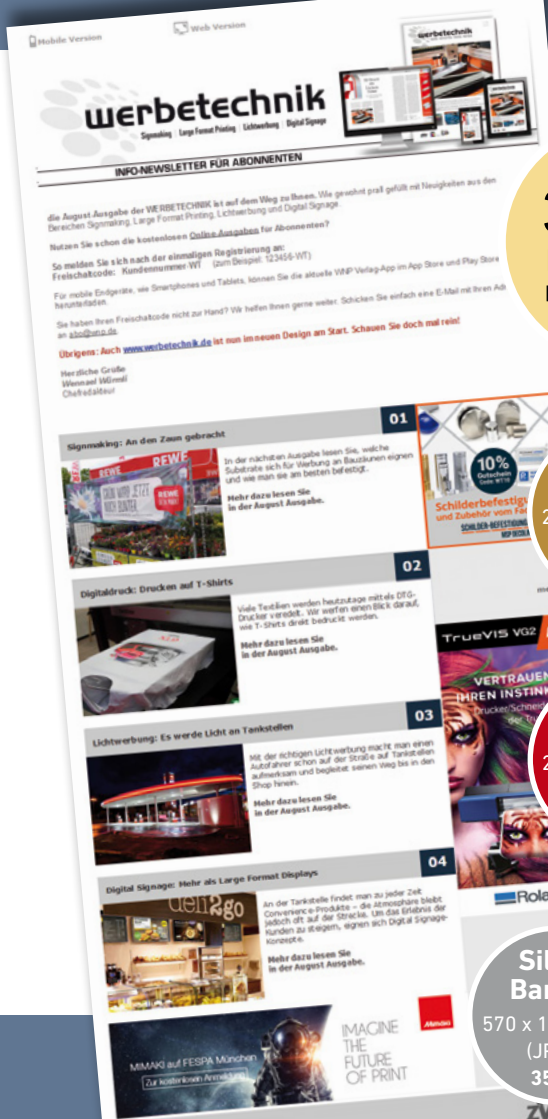
14th August

16th 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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