

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
ONLINE
NEWSLETTER

2026



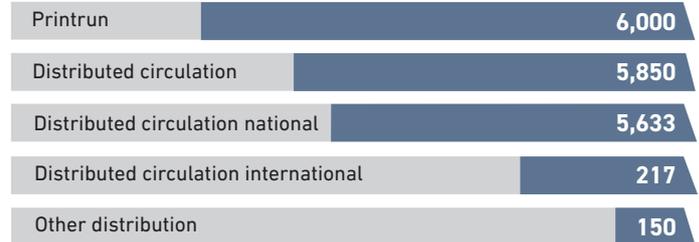
The Professional Trade Magazine: Print and Online Issue

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

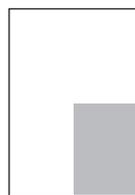
Width: 230 x Height: 153 mm
+ 5 mm bleed on all sides



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



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

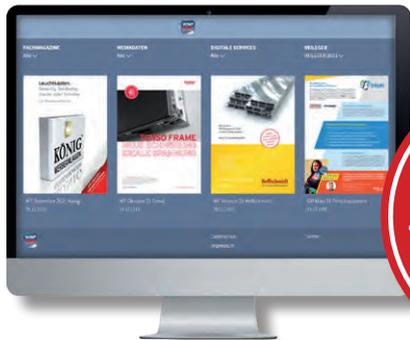
Special forms of advertising for more attention

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

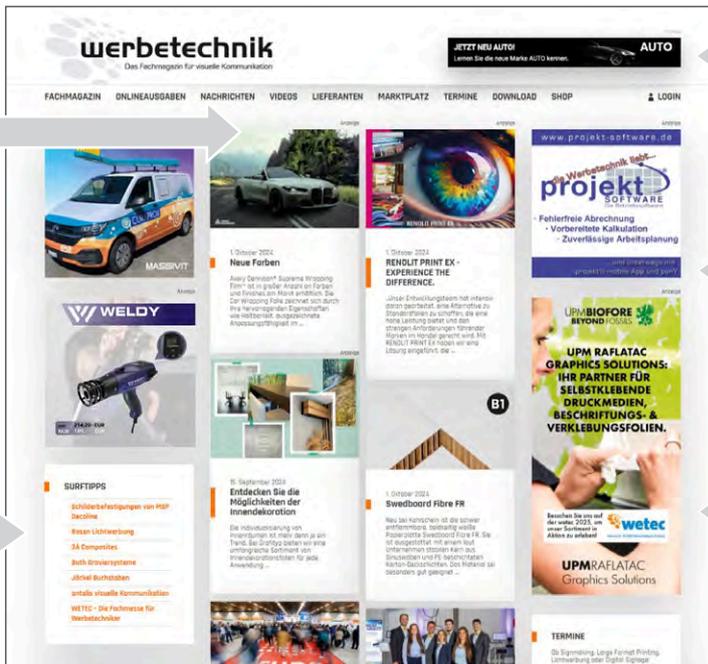
Please note:

- 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:

- 17th February
- 24th April
- 12th June
- 17th August
- 13rd October
- 8th 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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