

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET
NEWSLETTER

2020



Germany



Austria



Switzerland



4 times
a year
all about
digital signage



WNP
VERLAG

digital-signage-magazin.de

The Professional Trade Magazine:

Print and Online Issue



WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt

The trade magazine digital signage provides information on new products, provides technical background reports and shows what makes **DIGITAL SIGNAGE** distinctive in practice. The well-researched articles help readers with decision processes. **DIGITAL SIGNAGE** offers complex insights into a multi-faceted market.

The 4 core topics in every issue:

- Hardware
- Software
- Content
- Commercialization



Circulation

With an average of 3.000 readers per issue, **DIGITAL SIGNAGE** is the most-read trade magazine for digital advertising and information systems in the German-speaking countries. The trade magazine **DIGITAL SIGNAGE** is published quarterly and is only available on a subscription basis.



IVW-audited Circulation and Distribution

Printrun	3.000
Distributed circulation	2.899
Distributed circulation national	2.799
Distributed circulation international	100

Source: IVW 2/2019

Target Groups

DIGITAL SIGNAGE reaches decision-makers in:

- Retail sector
- Banks/insurance companies
- Industry
- Hotel and gastronomy sector
- Trade fair and event sector
- Public/municipal facilities

It also reaches planners and consultants:

- Advertising agencies
- Light advertisers/Sign makers
- Architectural offices
- Consulting companies

Its core readership includes:

- AV dealers
- CMS developers
- Hardware designers and producers

Editorial Calendar 2020

Issues	1.20 January	2.20 March	3.20 June	4.20 November
Ad close	13 th December 19	19 th February	19 th May	19 th October
Copy deadline	16 th December 19	20 th February	20 th May	20 th October
Material due on	20 th December 19	26 th February	26 th May	26 th October
Insert delivery date	14 th January	9 th March	8 th June	5 th November
Issue date	28 th January	23 rd March	22 nd June	19 th November
Main topics	Integrated Systems Europe - the pre-report	Prolight + Sound Preview on the fair	DSSE - Summit meeting of the branch	Prints + augmented reality = Digital Signage
	Digital signage and sports industry	LED screens for event equipment	Security in DS networks	Digital furnishing for cities
Pre-report Trade fair issues	ISE Amsterdam 11 th - 14 th February		DSSE München 1 st - 2 nd July	

Subject to modifications

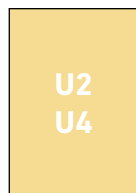
**Integrated
Systems
Europe**

**digital
signage
summit
europe**



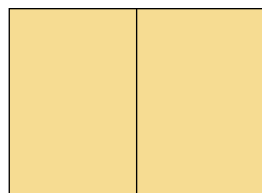
Ads in the cut
+ 5 mm bleed on all sides

Formats and Prices



4c
U2 3.350 €
U4 3.450 €

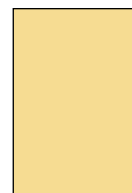
Width: 230 x Height: 297 mm



double page

4c
4.000 €

Width: 460 x Height: 297 mm



1/1 page

4c
3.000 €

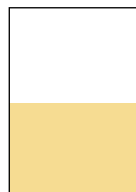
Width: 230 x Height: 297 mm



1/2 page
2 columns

4c
1.800 €

Width: 108 x Height: 297 mm



1/2 page
4 columns

4c
1.800 €

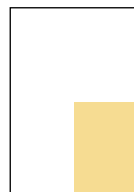
Width: 230 x Height: 153 mm



1/4 page
1 column

4c
1.250 €

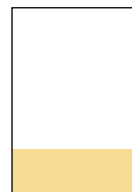
Width: 55 x Height: 297 mm



1/4 page
2 columns

4c
1.250 €

Width: 108 x Height: 145 mm



1/4 page
4 columns

4c
1.250 €

Width: 230 x Height: 85 mm

Discounts (within a year)

2 placements	5%
3 placements	8%
4 placements	10%

Business Contacts

An entry with corporate or product logo, contact details and a company profile costs only € 199 per edition plus VAT.

Here's what you need to provide for your entry:

- Corporate logo in jpg format in 300 dpi resolution
- Company address (company name, street, ZIP/City)
- Contact details (contact partner, phone, fax, email, internet)
- Description of products or services up to 400 characters

Per
Edition
199 €



All prices plus VAT

Inserts • Tip-On-Card • Address Leaflet

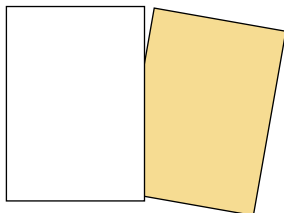
Inserts

Max. format DIN A4

3.000 pieces without printing costs

to 25g weight	1.200 €	to 50g weight	2.200 €
to 30g weight	1.400 €	to 55g weight	2.400 €
to 35g weight	1.600 €	to 60g weight	2.600 €
to 40g weight	1.800 €	to 70g weight	3.000 €
to 45g weight	2.000 €	to 80g weight	3.400 €

Other weight classes
on request



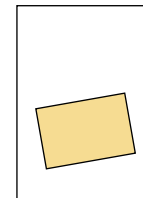
Tip-On-Card

Placement on the cover of

DIGITAL SIGNAGE, attached with
one removable adhesive dot.

Maximum final format DIN A5

3.000 pieces without printing costs **2.250 €**



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

2.850 pieces (domestic) including printing costs **1.450 €**



Delivery address:

Kössinger AG
Frühaufstr. 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 **DIGITAL SIGNAGE**
- Month of publication



DIGITAL SIGNAGE on all Channels:

Multichannel Marketing

With an advertisement in **DIGITAL SIGNAGE** 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 – on the computer, tablet or smartphone.

Flexibility for our readers = additional value for our advertising customers! With our new app, **DIGITAL SIGNAGE** 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. **DIGITAL SIGNAGE** 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 Video	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	

Web Marketing –

Complement your print Campaign!

Be also present at our portal digital-signage-magazin.de. Book a banner now. On our website readers find news on the subject Digital Signage on a regular basis.

Homepage Banner

1 month	300 €
2 months	550 €
3 months	750 €
6 months	1.300 €
1 year	2.400 €

News Block

including headline (up to 28 characters)

Text (max 760 characters)

Picture (JPG) 400 €

The post is marked with the word "Anzeige".

All prices plus VAT

46.668
PIs yearly
4.913
Kat-Visits



The DS 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 **DIGITAL SIGNAGE**.

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 2020:

24th January

19th March

19th June

17th November



NEWSLETTER



1.130
Recipients
per newsletter

**Gold
Banner**

229 x 229 pixels
(JPEG)
250 €

**Info
Block**

229 x 460 pixels
(JPEG)
300 €

**Silver
Banner**

570 x 150 pixels
(JPEG)
200 €



WRAPS-online.de



digital-signage-magazin.de



werbetechnik.de



SIP-online.de

Contact



Sales Manager

Wolfgang Plonner

Tel.: +49 (0) 8178 / 86786-15

anzeigen@wnp.de



Sales Assistant

Annett Geuge-Metzler

Tel.: +49 (0) 5194 / 584061

geuge-metzler@wnp.de



Editor-in-Chief

Wennaël Würmli

Tel.: +49 (0) 8178 / 86786-14

redaktion@wnp.de

WNP Verlag GmbH | Eichendorffweg 1 | D-82069 Hohenschäftlarn | abo@wnp.de