

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
ONLINE
NEWSLETTER

2025



More than
200,000
contacts
per year

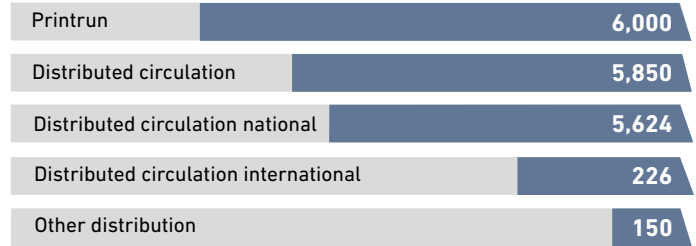
The Professional Trade Magazine: Print and Online Issue

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.

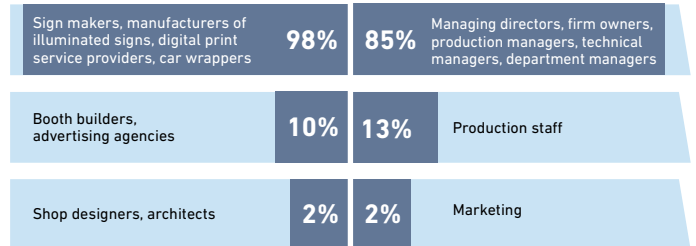


The **WERBETECHNIK** online editions were used by 2,996 readers in the period from August 2023 - August 2024.

Source: Pressmatrix

Target Groups

Readers Qualification



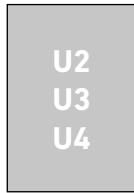
Editorial Calendar 2025

Information subject to change

Issue	1.25 February	2.25 April	3.25 June	4.25 August	5.25 September	6.25 December
Ad close	19 th December	10 th March	13 th May	10 th July	8 th September	31 st October
Copy deadline	19 th December	10 th March	13 th May	10 th July	8 th September	31 st October
Material due on	3 rd January	18 th March	21 st May	18 th July	16 th September	10 th November
Insert delivery date	17 th January	31 st March	3 rd June	31 st July	29 th September	21 st November
Issue date	4th February	16th April	23rd June	19th August	15th September	9th December
Sign Making	DTG and DTF processes Two finishing techniques in vogue	European Sign Expo Printed signage and more	Barrier-free guidance systems Finding your way around	Apps for the industry Important tools for the mobile phone	Milling and engraving Designing the workflow efficiently	Trade fair and shopfitting The right addition to the portfolio
Digital Printing	WETEC 2025 in Stuttgart Preliminary report on the trade fair	Trade fair Fespa in Berlin An overview of the trade fair 2024	Textile LFP printing Where does the market currently stand?	Recyclable materials Environmental media, protection and inks	LED UV and other inks Which is suitable for what?	Powder coating at a glance True to colour and eco-friendly
Illuminated Signs	Acrylic glass as a material Transmission and light scattering	Smart technology Intelligent and digital technologies	Solar technology in focus Overview for a better overview	OLED versus LED Which technology is better?	Correct communication Working ecologically and economical	Individualisation and interactivity Customised illuminated solutions
Wrapping	Technological development AI-controlled designs and more	Vehicle insurance Also decisive for car wrapping	Films for the summer Solar shading and saving energy	Focus on security films Available products on the market	Paint protection film Handling and processing	Coloured vehicle protection films Protect and design your vehicle
Digital Signage	Expertise decides Entry into DS market	Software is the key What to consider when choosing	Digital signage screens The right one for your solution	Human-machine interaction Interactive solutions put to the test	Well time and return Acceptance of DS solutions	For the stand builder Make use even more successful
Preliminary report Trade fair shows	WETEC 13 th - 15 th February Stuttgart	Fespa 6 th - 9 th May Berlin European Sign Expo 6 th - 9 th May Berlin				

Ads & Advertorials* - Formats and Prices

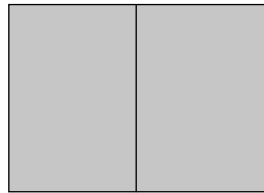
*Advertorials are marked with the note „Advertisement“



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 €

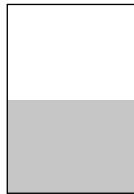
Width: 230 x Height: 297 mm
+ 5 mm bleed on all sides



1/2 page
2 columns

4c
2.480 €

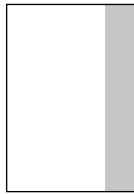
Width: 108 x Height: 297 mm
+ 5 mm bleed on all sides



1/2 page
4 columns

4c
2.480 €

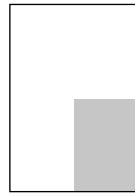
Width: 230 x Height: 153 mm
+ 5 mm bleed on all sides



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

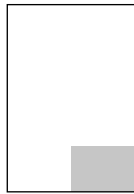


1/4 page
4 columns

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 €

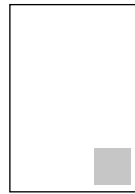
Width: 112 x Height: 72 mm
+ 5 mm bleed on all sides



1/8 page
4 columns

4c
850 €

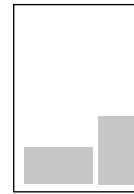
Width: 230 x Height: 39 mm
+ 5 mm bleed on all sides



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



Loose Inserts · Tip-On-Card · Belly-Band

Special forms of advertising for more attention

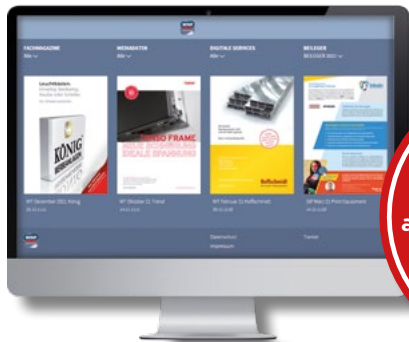
Loose inserts

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 300 x 300 pixels

delivery 600 x 600 pixels JPG or animated GIF	
1 month	600 €
2 months	900 €
3 months	1.300 €
6 months	2.400 €
1 year	4.600 €

Info Block 300 x 600 pixels

delivery 600 x 1.200 pixels 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:

30th January

11th April

17th June

13th August

13th October

4th December



TEXT BANNER
 Headline 50 characters
 incl. spaces
 text 400 characters
 incl. spaces
 1 image jpg 557x185 pixels
 or 244x170 pixels
700 €

3,745
Recipients
 per newsletter
 Source: Evalanche
 August 2023

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



werbetechnik.de



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