

# MEDIA KIT

## MULTICHANNEL MARKETING

PRINT  
INTERNET  
NEWSLETTER

# 2022



Germany



Austria



Switzerland

**4 times  
a year**  
all about  
digital signage



**WNP**  
VERLAG

[digital-signage-magazin.de](http://digital-signage-magazin.de)

# The Professional Trade Magazine:

## Print and Online Issue



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**



### 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

### IVW-audited Circulation and Distribution

Printrun	2,500
Distributed circulation	2,434
Distributed circulation national	2,342
Distributed circulation international	92

Source: IVW Q2/2021



The **WNP** online editions were used by 1,944 readers in the period from August 2020 - August 2021

Source: Pressmatrix

### Circulation

With an average of 2.500 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.



# Editorial Calendar 2022

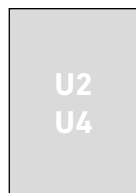
Issues	1.22 January	2.22 April	3.22 June	4.22 October
Ad close	15 <sup>th</sup> December 21	23 <sup>rd</sup> March	17 <sup>th</sup> May	6 <sup>th</sup> September
Copy deadline	16 <sup>th</sup> December 21	24 <sup>th</sup> March	18 <sup>th</sup> May	7 <sup>th</sup> September
Material due on	3 <sup>rd</sup> January	1 <sup>st</sup> April	27 <sup>th</sup> May	14 <sup>th</sup> September
Insert delivery date	11 <sup>th</sup> January	11 <sup>th</sup> April	8 <sup>th</sup> June	26 <sup>th</sup> September
Issue date	24 <sup>th</sup> January	27 <sup>th</sup> April	24 <sup>th</sup> June	7 <sup>th</sup> October
Main topics	ISE – the preliminary report	Integrated Systems – the preliminary report	What's new at this year's DSSE?	Digital signage in harsh environments
	Digital signage and art	Mobile LED systems to rent or buy	Digital customer stoppers at a glance	Projections and mapping
Pre-report Trade fair issues		ISE 10 <sup>th</sup> – 13 <sup>th</sup> May Barcelona	DSSE 6 <sup>th</sup> – 7 <sup>th</sup> July Munich	

Subject to modifications

**Integrated  
Systems  
Europe**

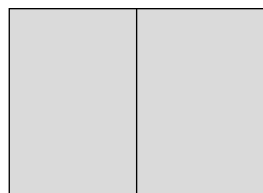
 **digital  
signage  
summit  
events**

# Formats and Prices



**4c**  
**U2 3.350 €**  
**U4 3.450 €**

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



**double page**

**4c**  
**4.000 €**

Width: 460 x Height: 297 mm  
+ 5 mm bleed on all sides



**1/1 page**

**4c**  
**3.000 €**

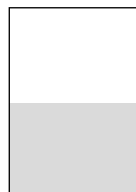
Width: 230 x Height: 297 mm  
+ 5 mm bleed on all sides



**1/2 page  
2 columns**

**4c**  
**1.800 €**

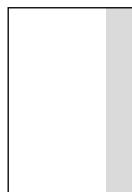
Width: 108 x Height: 297 mm  
+ 5 mm bleed on all sides



**1/2 page  
4 columns**

**4c**  
**1.800 €**

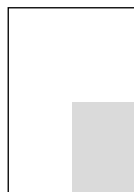
Width: 230 x Height: 153 mm  
+ 5 mm bleed on all sides



**1/4 page  
1 column**

**4c**  
**1.250 €**

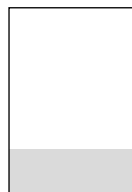
Width: 55 x Height: 297 mm  
+ 5 mm bleed on all sides



**1/4 page  
2 columns**

**4c**  
**1.250 €**

Width: 112 x Height: 145 mm  
+ 5 mm bleed on all sides



**1/4 page  
4 columns**

**4c**  
**1.250 €**

Width: 230 x Height: 85 mm  
+ 5 mm bleed on all sides

## Discounts (within a year)

2 placements	<b>5%</b>
3 placements	<b>8%</b>
4 placements	<b>10%</b>

All prices plus VAT

## Business Contacts

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

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 €**



# Inserts · Tip-On-Card · Address Leaflet

## Inserts

Max. format DIN A4  
2.500 pieces without printing costs

to 25g weight	1.500 €
to 30g weight	1.750 €
to 35g weight	2.000 €
to 40g weight	2.250 €
to 45g weight	2.500 €

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

2.500 pieces without printing costs **2.800 €**



## 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

2.300 pieces (domestic) including printing costs **1.800 €**



## 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 **DIGITAL SIGNAGE**
- Month of publication



**The price  
includes the  
placement of the  
digital inserts  
in the WNP  
online kiosk.**

# 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

<b>Landing Page</b> Additional linking of the advert with a special website	<b>80 €</b>
<b>PDF Documents</b> Additional linking of the advert with a PDF download, File format: PDF for Web, File size: max. 10 MB	<b>90 €</b>
<b>Picture Galleries (up to 8 pictures)</b> Linking of the advert with additional product pictures, File format: jpg in RGB color scheme Resolution: 72 dpi / 1.024 x 768 pixels	<b>100 €</b>
<b>Product Video</b> 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	<b>110 €</b>



# Web Marketing on digital-signage-magazin.de

## Complement your print Campaign!

The new website **digital-signage-magazin.de** is online since May 2021! In addition to the complete redesign, new functions have been added that make it easier and clearer for the user. The valuable print content of the specialist magazine is now also integrated into the online presence.

That means a completely new, high-quality user experience for our specialist readers on the web. Advertisers benefit from this too! There is now more choice in advertising. In addition to various banner spaces and editorial news blocks, we offer entry in the supplier index. So there is something for everyone!



### Homepage Banner 468 x 60 px

delivery JPG or animated GIF	
1 month	500 €
2 months	850 €
3 months	1.250 €
6 months	2.350 €
1 year	4.500 €

### Gold Banner 300 x 300 px

delivery 600 x 600 px JPG or animated GIF	
1 month	500 €
2 months	850 €
3 months	1.250 €
6 months	2.350 €
1 year	4.500 €

### Info Block 300 x 600 px

delivery 600 x 1.200 px JPG or animated GIF	
1 month	600 €
2 months	950 €
3 months	1.350 €
6 months	2.450 €
1 year	4.500 €

### News Block

included image 900 x 600 px  
+ headline up to 50 characters  
(including spaces)  
+ text 600 characters  
(including spaces)  
+ link to the landing page

2 weeks 500 €  
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 €

All prices plus VAT

# 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 2022:

20<sup>th</sup> January

25<sup>th</sup> April

22<sup>nd</sup> June

5<sup>th</sup> October



NEWSLETTER

Das Fachmagazin für digitale Werbeflächen und Informationssysteme

INFO NEWSLETTER FÜR ABONNENTEN

Sehr geehrter Herr Mustermann,

die Mai-Ausgabe des Fachmagazins digital signage ist bereits unterwegs zu Ihnen. Wir starten in der Mai-Ausgabe einen Vorbericht zur ISE, die in diesem Jahr im Rahmen eines Roadshow- und Digital-Konzepts stattfindet. Die wichtigsten Themen dieser Ausgabe finden Sie in den nachfolgenden Infoblocken. Außerdem gibt es wieder viele Neuigkeiten aus den Bereichen Hardware, Software, Content und Vernetzung.

Nutzen Sie den kostenlosen E-Kiosk für unsere Abonnenten und lesen Sie die [Online-Ausgaben](#) - wo immer Sie gerade sind.

So melden Sie sich nach der einmaligen Registrierung an:  
Freischaltcode: Ihre Kundennummer-DS (zum Beispiel: 123456-DS)

Ich wünsche Ihnen viel Spaß beim Lesen.

Herzliche Grüße  
Wernfried Würml  
Chefredakteur

[JETZT ONLINE! Besuchen Sie die neue digital-signage-magazin.de](#)

**1,135**  
**Recipients**  
per newsletter

Source: Evalanche  
September 2021

**GOLD BANNER**  
229 x 229 pixels  
(JPG)  
**300 €**

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

**INFO BLOCK**  
229 x 460 pixels  
(JPG)  
**400 €**

**SILVER BANNER**  
570 x 150 pixels  
(JPG)  
**250 €**

**Large Format Bildschirme - der große Auftritt**

Groß, größer, Large Format - das Special blickt auf den Markt von großen und noch größeren Displays und Videowänden.

Lesen Sie mehr dazu in der Mai-Ausgabe

**01**

**Halterungen und Unterkonstruktionen**

Große und auch kleine Bildschirme benötigen meist eine Halterung, welche Möglichkeiten und zu beachtende Variablen es gibt.

Lesen Sie mehr dazu in der Mai-Ausgabe

**02**

**Survey über Digital Signage Lösungen im Handel**

Beurteilungs-Hierarchien: (von oben nach unten: Sicht und Detail Funktionen)

Im ersten Studie über Besucher-Management-Lösungen veröffentlicht die WNP-Consult Unternehmensberatung nun eine weitere Lösungstudie, die den größten Markt für Digital Signage adressiert: den Handel. Hierbei wurden die einzelnen Lösungskomponenten (Hardware/Software/Services) genau untersucht sowie marktrelevante Daten und die Implementierungs-Daten der ausgewählten Anbieter evaluiert. Die Marktstudie umfasst rund 90 Seiten und basiert auf über 500 Expertenfragen, die von den Teilnehmern umfassend beantwortet wurden. Diese Studie dürfte eine der umfangreichsten sein, die je am Digital Signage Retail-Markt durchgeführt wurde.

**03**

**Vertrauen Sie dem Marktführer**

**CONCEPT**  
INTERNATIONAL GMBH

**1.-2. JUNI Fira Barcelona**

**LEDGE**  
VISIT US!

**integrated systems europe**

**Shuttle**  
TODAY ON  
SMARTES DIGITAL SIGNAGE-DISPLAY

**WNP VERLAG**

Url-IdNr: DE 129 495 094





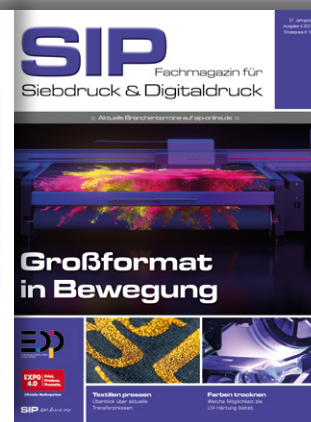
WRAPS-online.de



digital-signage-magazin.de



werbetechnik.de



SIP-online.de

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