

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET
NEWSLETTER

2023



Germany



Austria



Switzerland



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



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 core topics in every issue:

- **Hardware**
- **Software**
- **Content**
- **Commercialization**
- **Kiosk systems**
- **Fairs**
- **Trends**

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



The circulation and distribution is regularly checked by the IVW!

DIGITAL SIGNAGE magazine is getting even better. From 2023, the magazine for digital signage will not only be available in a new look, but also with a lot of new, up-to-date content. In the future, we will dedicate each issue to the subject areas of trade fairs, applications, interviews with experts, hardware and software as well as services and also the large area of kiosk systems. We are also increasing the number of pages and the circulation of the magazine.

By the way, our edition is IVW-certified. This means that the information society to determine the distribution of advertising media (Informations-gesellschaft zur Feststellung der Verbreitung von Werbeträgern) regularly checks that the 3,000 magazines actually reach 3,000 readers. A functioning advertising market requires reliable figures on advertising media to be available, because only then is professional media planning possible. This is possible through an IVW certification.

Furthermore we have optimized our target groups and expanded the address database in order to always address the right target group for our advertising customers. We are and will continue to be the industry magazine for the digital signage sector.

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.

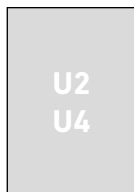


PRINT

Editorial Calendar 2023

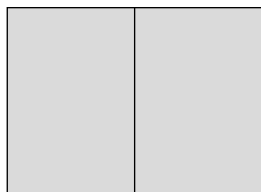
Issues	1.23 January	2.23 April	3.23 June	4.23 September
Ad close	8 th December 22	8 th March	17 th May	8 th August
Copy deadline	9 th December 22	9 th March	19 th May	9 th August
Material due on	21 st December 22	17 th March	30 th May	17 th August
Insert delivery date	9 th January	27 th March	9 th June	30 th August
Issue date	19 th January	12 th April	23 rd June	11 th September
Special/ Focus	Trade fairs, exhibitions and museums	Leisure and sports retail	Tourism, hotels and gastronomy	Transport by train, plane and car
Hardware	Green Signage: what to consider	Video walls: challenges and solutions	Media player: the right solution for your application	Screens: which technology for your application?
Software	AR – VR – XR: and what you should know	DS software for interactive applications	Wayfinding systems in use – what is important?	Interactive software in comparison
Services	Software as a service, saas: what to look out for	Remote access and control for digital signage	Content creation: what is to be considered?	Preventive service for digital signage
Kiosk Solutions	Kiosk solutions in museums and at trade fairs	Kiosk systems at the point of sale	Kiosk solutions for tourism	Kiosk systems at the airport Munich
Trends	Digital signage: Trends and their impacts	Marketing concept „out of home“	Digital signage: an overrated market?	DS at airports and train stations for entertainment
Trade Fairs DS Emphases	Integrated Systems Europe 31 th January – 3 rd February Barcelona CES 5 th – 8 th January Las Vegas	EuroShop 26 th January – 2 nd March Dusseldorf Digital Signage Expo 8 th -9 th March Riyadh	Digital Signage Summit Europe Munich	DMEXCO 21 st – 22 nd September Köln POS Connect Summit 28 th – 29 th September Heidelberg

Formats and Prices



4c
U2 3.400 €
U4 3.500 €

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



double page
4c
4.500 €

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



1/1 page
4c
3.200 €

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



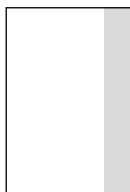
**1/2 page
2 columns**
4c
1.900 €

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



**1/2 page
4 columns**
4c
1.900 €

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



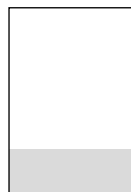
**1/4 page
1 column**
4c
1.300 €

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



**1/4 page
2 columns**
4c
1.300 €

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



**1/4 page
4 columns**
4c
1.300 €

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%

Business Contacts

An entry with corporate or product logo, contact details and a company profile costs only € 220 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
220 €**

FIRMENANSCHRIFT		KONTAKTDATEN	FIRMENPROFIL
ALDISPLAYS GmbH Paul-Reich-Straße 17/19 91030 ERLANGEN		Oliver Pfeil Leitung Marketing & Vertrieb Tel.: +49 (0) 21 36 64 48 17 www.aldisplays.de	Seit 1993 ist ALDISPLAYS ein Kompetenzcenter für digitale Displays. Wir entwickeln, produzieren und montieren digitale Displays für alle Bereiche der Industrie, des Handels, des öffentlichen Lebens, des Sports und der Kunst. Wir sind spezialisiert auf alle Arten von Displays, die in allen Bereichen der Industrie, des Handels, des öffentlichen Lebens, des Sports und der Kunst eingesetzt werden.
AV-SOLUTION PARTNER Professionelle in Audio, Video und IT Krautwiesstraße 4 91030 ERLANGEN		Deutschland: Tel.: +49 (0) 800 077 62 25 Österreich: Tel.: +43 (0) 316 67 28 52 Schweiz: Tel.: +41 (0) 44 78 20 78 mail@av-solutionpartner.de www.av-solutionpartner.de	Der Verband für Solution Partner ist das größte AV Netzwerk in der DACH-Region. Die Systembauer und Integratoren bieten maßgeschneiderte Lösungen für die Bereiche Konferenz- und Präsentationstechnik, Medienzentren, Digital Signage, Broadcast, Haupt- & Großraumbeschaltungen sowie Technologien für Spezial-Anwendungen.
CONCEPT INTERNATIONAL GMBH Dachsteinstr. 3-7 91033 MÜNCHEN		Michael Eder Tel.: +49 (0) 89 961 60 85 20 www.concept.de	CONCEPT International GmbH ist seit über 20 Jahren ein führender Player im deutschen Digital Signage-Markt. Wir sind spezialisiert auf die Entwicklung, Produktion und Installation von Digital Signage-Systemen für alle Bereiche der Industrie, des Handels, des öffentlichen Lebens, des Sports und der Kunst. Wir sind spezialisiert auf alle Arten von Displays, die in allen Bereichen der Industrie, des Handels, des öffentlichen Lebens, des Sports und der Kunst eingesetzt werden.

**The print
advertisement
will be linked
to your homepage
free of charge
in the online
edition.**

ALL prices plus VAT

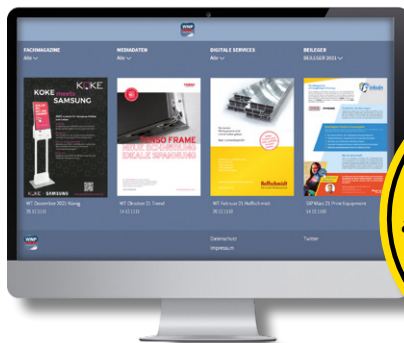
Loose Inserts · Tip-On-Card · Belly-Band

Loose inserts

Max. format DIN A4
3.000 pieces without printing costs

to 25g weight	1.800 €
to 30g weight	2.100 €
to 35g weight	2.400 €
to 40g weight	2.700 €
to 45g weight	3.000 €

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 **3.400 €**



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)

3.000 pieces including printing costs **3.500 €**



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 **DIGITAL SIGNAGE**
- Month of publication

Web Marketing on digital-signage-magazin.de

Accompany your print campaigns!

Advertise on digital-signage-magazin.de!

On digital-signage-magazin.de, our readers will find important reports and current dates and the valuable print content of the specialist magazine is also integrated into the online presence.

For our advertisers there is a variety of advertising opportunities. In addition to various banner places and surf tips, we offer the possibility of editorial news blocks as advertorials to place.

There is something for everyone!

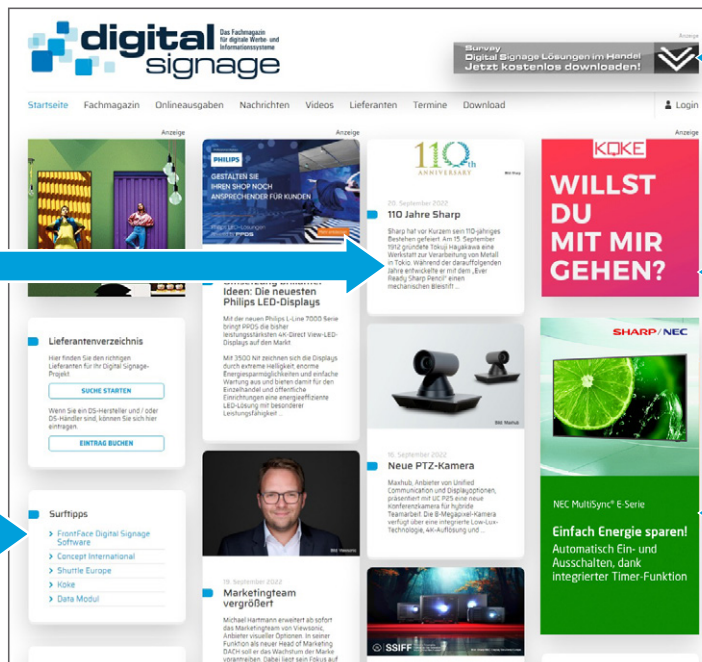
News Block

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 600 €
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 px

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 px

delivery 600 x 600 px 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 px

delivery 600 x 1.200 px 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 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.

Newsletter mailing dates 2023

17th January

6th April

21st June

7th September



NEWSLETTER

1,873
Recipients
per newsletter

Source: Evalanche
September 2022

GOLD BANNER
229 x 229 pixels
(JPG)
400 €

INFO BLOCK
229 x 460 pixels
(JPG)
500 €

TEXT BANNER
Headline 50 characters
incl. spaces
text 400 characters
incl. spaces
1 image jpg 557x185 pixels
or 244x170 pixels
500 €

SILVER BANNER
570 x 150 pixels
(JPG)
350 €

Mobile Version

digital signage

Das Fachmagazin für digitale Werbe- und Informationssysteme

INFO NEWSLETTER FÜR ABONNENTEN

Sehr geehrter Herr Mustermann,

die Ausgabe zum Digital Signage Summit Europe ist bereits unterwegs zu Ihnen!

Die Teilthemen dieser Ausgabe finden Sie wie immer in den nachfolgenden Infoblöcken. Außerdem gibt es wieder viele Neuigkeiten aus den Bereichen Hardware, Software, Content und Vermarktung.

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
Wonna El Würml
Chefredakteur

Täglich frische News auf [digital-signage-magazin.de](#)

DSSE - Was gibt es Neues?

digital signage summit europe

In diesem Jahr wird alles wieder in Präsenz abgehalten. Somit auch der Digital Signage Summit Europe in München. Ein Ausblick auf das Gipfeltreffen.

Lesen Sie mehr dazu in der Juni-Ausgabe

01

Barcelona is the New Home of Pro AV

Register now

02

Digitale Kundenstopper

Wie sollen Passanten zum Anhalten bringen und Sie in Geschäfte ziehen: Kundenstopper. Die Digitalen Versionen haben dabei besondere Ansprache und Tricks auf Lager.

Lesen Sie mehr dazu in der Juni-Ausgabe

03

Survey über Digital Signage Lösungen im Handel

Beitragungs-Freizeit/best. über Interface DS (Web und Desktop Funktionen)

Die erste Studie über Besucher-Management-Lösungen veröffentlicht die medConsult 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 manuelle Daten und die Preset-Auswertung-Daten der ausgewählten Anbieter evaluiert. Die Marktstudie umfasst rund 90 Seiten und basiert auf über 500 Einzelergebnissen, die von den Teilnehmern umfassend beantwortet wurden. Diese Studie dürfte damit eine der umfangreichsten sein, die je am Digital Signage Retail-Markt durchgeführt wurde.

Formular ausfüllen und kostenlosen Download starten

LIGHTING THE WAY

AKTIONS CODE ESEN2023 RÜR 30 EURO RABATT AUF DEN EINTRITTS PREIS

ANMELDUNG: [WWW.EUROPEANSIGNEXPO.COM](#)

31. Mai bis 3. Juni 2022 Berlin

WNP VERLAG

thema2bauer-ID:

ZVSL

lwd

EXP

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.



The **WNP** online editions were used by 2,316 readers in the period from August 2021 - August 2022

Source: Pressmatrix

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	

All prices plus VAT



WRAPS-online.de



digital-signage-magazin.de



werbetechnik.de



SIP-online.de

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