

# MEDIA KIT

MULTICHANNEL MARKETING

PRINT  
ONLINE  
NEWSLETTER

# 2025



Germany



Austria



Switzerland

**3 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.

### 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 core topics in every issue:**

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



This year, **DIGITAL SIGNAGE** presents itself with modified content and focuses on important industry events. While issue one is published to coincide with Integrated Systems Europe, issue two focuses on the Digital Signage Summit Europe. In addition, the other contents of each issue are adapted to the topics of Integrated Systems Europe and the Digital Signage Summit Europe.

### Circulation

With an average of 2,000 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 three times per year and is only available on a subscription basis.

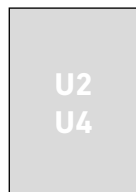
# Editorial Calendar 2025

Information subject to change

Issues	1.24 January	2.24 May	3.24 November
Ad close	6 <sup>th</sup> December	1 <sup>st</sup> April	17 <sup>th</sup> October
Copy deadline	6 <sup>th</sup> December	1 <sup>st</sup> April	17 <sup>th</sup> October
Material due on	13 <sup>th</sup> December	8 <sup>th</sup> April	24 <sup>th</sup> October
Insert delivery date	30 <sup>th</sup> December	22 <sup>nd</sup> April	31 <sup>st</sup> October
Issue date	16 <sup>th</sup> January	9 <sup>th</sup> May	17 <sup>th</sup> November
Topics	<b>Integrated Systems Europe</b> Our preview of the trade fair in Barcelona	<b>Digital Signage Summit Europe</b> Conference on digital signage and DOOH-technology	<b>Interactive displays</b> Touchless interaction, multisensory experiences and holographic displays
	<b>Smart cities and AV Technology</b> How integrated systems are transforming urban infrastructure	<b>Retail and in-Store solutions</b> Digital windows, interactive sales areas and virtual assistants	<b>Content creation</b> Future trends in digital media design
Preliminary report Trade fair shows	<b>Integrated Systems Europe</b> 4 <sup>th</sup> - 7 <sup>th</sup> February Barcelona	<b>Digital Signage Summit Europe</b> 21 <sup>st</sup> - 23 <sup>rd</sup> May Munich	

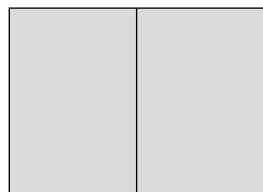
# Ads & Advertorials\* - Formats and Prices

\*Advertorials are marked with the note „Advertisement“



**4c**  
**U2 2.600 €**  
**U4 2.600 €**

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



**double page**

**4c**  
**3.400 €**

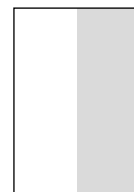
Width: 460 x Height: 297 mm  
+ 5 mm bleed on all sides



**1/1 page**

**4c**  
**2.400 €**

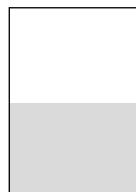
Width: 230 x Height: 297 mm  
+ 5 mm bleed on all sides



**1/2 page  
2 columns**

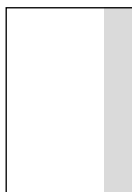
**4c**  
**1.400 €**

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



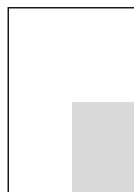
**1/2 page  
4 columns**  
**4c**  
**1.400 €**

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



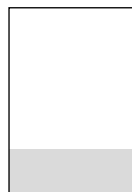
**1/4 page  
1 column**  
**4c**  
**1.000 €**

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



**1/4 page  
2 columns**  
**4c**  
**1.000 €**

Width: 117 x Height: 145 mm  
+ 5 mm bleed on all sides



**1/4 page  
4 columns**  
**4c**  
**1.000 €**

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

## Discounts (within a year)

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

## Business Contacts

An entry with corporate or product logo, contact details and a company profile costs only € 165 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  
165 €**  
plus VAT



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

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

Special forms of advertising for more attention

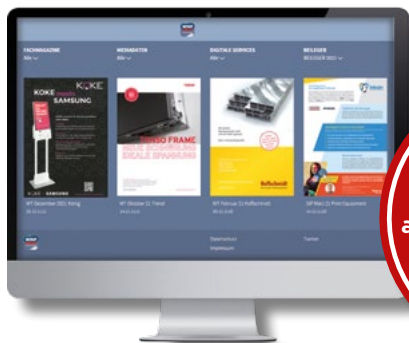
## Loose inserts

Max. format DIN A4

2.000 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



**Our free service!**  
Our readers can also find your insert online in the WNP kiosk.

## Tip-on-card

Placement on the cover of

**DIGITAL SIGNAGE**, attached with one removable adhesive dot.

Maximum final format DIN A5

2.000 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)

2.000 pieces including printing costs **3.500 €**



## Delivery address:

Ortmaier Druck GmbH  
Birnbackstraße 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 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 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 600 x 600 px

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 px

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 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:

14<sup>th</sup> January

6<sup>th</sup> May

13<sup>th</sup> November



NEWSLETTER



**1,902**  
Recipients  
per newsletter

Source: Evalanche  
September 2023

**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 €

# 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 2,623 readers in the period from August 2023 - August 2024

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

<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>

All prices plus VAT





digital-signage-magazin.de



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