

# MEDIA KIT

MULTICHANNEL MARKETING

PRINT  
INTERNET  
NEWSLETTER

2023



Germany



Austria



Switzerland



# The Professional Trade Magazine: Print and Online Issue

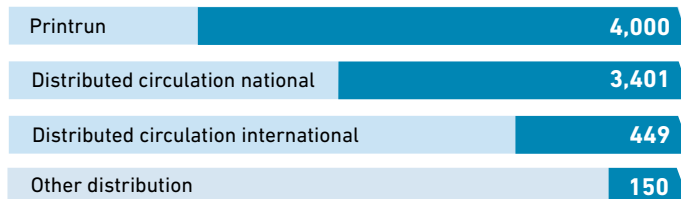
Screen printing, digital and textile printing: With these main editorial themes, the trade magazine **SIP** provides information for the industry. Professional features, extensive product overviews and structured news sections are the characteristics of **SIP**.

- We research thoroughly to provide our readers with relevant facts and in-depth analyses for their buying decisions and their daily work.
- We visit trade shows and manufacturers to investigate new technologies and trends.
- We work closely with experts to present business opportunities and tips for screen and digital printers.

The trade magazine **SIP** focusses on print service providers who are into screen or digital printing. This includes small shops and medium-sized companies as well as the biggest printers in the German speaking countries. Their business segments cover established, niche and future-oriented areas, like large format printing, garment decoration, production of promotional items and industrial applications. Decision makers from the executive board and from the production read our magazine. In addition, advertising agencies and marketing departments use **SIP** as a source of information.



The circulation and distribution of the **SIP** is regularly checked by the IVW!



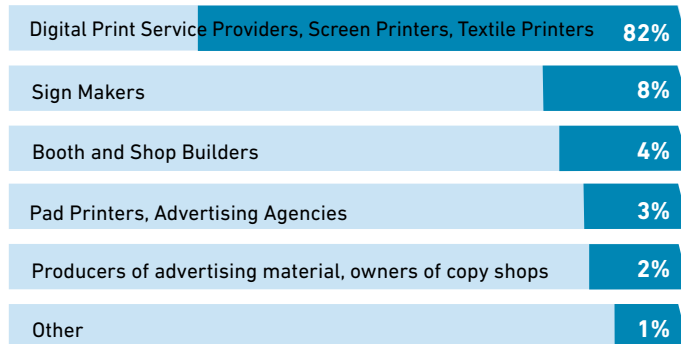
Source: IVW Q2/2022



The **SIP** online editions were used by 736 readers in the period from September 2021 - September 2022

Source: Pressmatrix

## Target Groups



# Editorial Calendar 2023

Specials/Issues	1.23 January	2.23 March	3.23 May	4.23 July	5.23 September	6.23 November
<b>Ad close</b>	1 <sup>st</sup> December 22	7 <sup>th</sup> February	3 <sup>rd</sup> April	7 <sup>th</sup> June	21 <sup>st</sup> July	6 <sup>th</sup> October
<b>Copy deadline</b>	2 <sup>nd</sup> December 22	8 <sup>th</sup> February	4 <sup>th</sup> April	9 <sup>th</sup> June	24 <sup>th</sup> July	9 <sup>th</sup> October
<b>Material due on</b>	9 <sup>th</sup> December 22	15 <sup>th</sup> February	13 <sup>th</sup> April	16 <sup>th</sup> June	1 <sup>st</sup> August	16 <sup>th</sup> October
<b>Insert delivery date</b>	23 <sup>rd</sup> December 22	1 <sup>st</sup> March	26 <sup>th</sup> April	29 <sup>th</sup> June	16 <sup>th</sup> August	30 <sup>th</sup> October
<b>Issue date</b>	<b>18<sup>th</sup> January</b>	<b>17<sup>th</sup> March</b>	<b>12<sup>th</sup> May</b>	<b>14<sup>th</sup> July</b>	<b>1<sup>st</sup> September</b>	<b>15<sup>th</sup> November</b>
<b>Screen Printing</b>	<b>Screen printing and photovoltaics</b> A market with potential	<b>Solvent and UV-curable inks</b> A comparison of both systems	<b>Automatic cleaning</b> Screen washers at a glance	<b>Mixing of screen printing inks</b> Devices and recipes	<b>Emulsion layers in screen printing</b> From diazo to SBQ emulsion	<b>Optimizing Screen manufacture</b> Glue and frames
<b>Digital Printing</b>	<b>Direct-to-film process</b> Technology and areas of application	<b>Laminating in digital printing</b> Devices and materials	<b>From floor graphics to carpet</b> Printing of floor applications	<b>The 3D printers Special</b> 3D printers in the overview	<b>Self-adhesive films in inkjet printing</b> Printing and glueing together	<b>Flatbed and hybrid printers</b> The selection is large
<b>Textile Printing</b>	<b>Printed electronics</b> Possibilities and application on textile	<b>TecStyle Visions preliminary report</b> What will be worn in 2023 and how it is refined	<b>Embroidery and punching</b> Basics and creative techniques	<b>Transfer papers for textiles</b> Selection and important characteristics	<b>DTG and DTF</b> Trend topics in the textile printing industry	<b>Refining functional wear</b> Printing process and further processing
<b>Preliminary report Trade fair shows</b>	<b>Lopec</b> 1 <sup>st</sup> - 2 <sup>nd</sup> March Munich	<b>EXPO 4.0</b> 30 <sup>th</sup> March - 1 <sup>st</sup> April Stuttgart  <b>Inprint</b> 14 <sup>th</sup> - 16 <sup>th</sup> March Munich	<b>Fespa</b> 23 <sup>rd</sup> - 26 <sup>th</sup> May Munich		<b>Labelexpo</b> 11 <sup>th</sup> - 14 <sup>th</sup> September Brussels	<b>Industrial Print Integration</b> 28 <sup>th</sup> - 29 <sup>th</sup> November Dusseldorf

# Formats and Prices

U2  
U3  
U4

4c

U2 3.600 €

U3 3.000 €

U4 3.700 €

Width: 230 x Height: 297 mm

+ 5 mm bleed on all sides

1/1 page

4c

3.300 €

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

1.200 €

Width: 55 x Height: 297 mm

+ 5 mm bleed on all sides

1/4 page  
2-columns

4c

1.200 €

Width: 112 x Height: 145 mm

+ 5 mm bleed on all sides

1/4 page  
4-columns

4c

1.200 €

Width: 230 x Height: 85 mm

+ 5 mm bleed on all sides

1/8 page  
2-columns

4c

650 €

Width: 112 x Height: 72 mm

+ 5 mm bleed on all sides

1/8 page  
4-columns

4c

650 €

Width: 230 x Height: 39 mm

+ 5 mm bleed on all sides

Discounts  
(within a year)

2 placements5%

3 placements8%

4 placements10%

5 placements12%

6 placements15%

## Source of supply

### Price

per half-year (3 issues):

### Basis-Entry

(logo, contact details + company portrait/  
products, max. 480 keystrokes)

**650 €**

### Maxi-Entry

(logo, contact details + company portrait/  
products + picture, max. 600 keystrokes)

**950 €**



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**STRETCHING**  
**UV-CURING**  
**WASHING**

**Grünig-Interscreen AG**  
CH-3150 Schwarzenburg

G-WASH  
G-STRETCH  
G-PREP  
G-CURT  
G-DRY  
G-SYSTEM

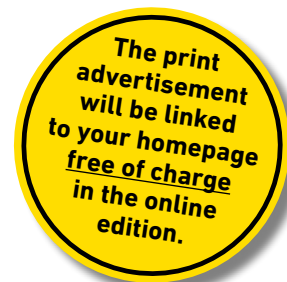
Die Dr. Hönle AG, Mutter der Hönle Gruppe, ist ein weltweit führender Anbieter für industrielle UV-Technologie. Der borsennotierte UV-Spezialist entwickelt, produziert und vertreibt sehr erfolgreich UV-Tricknervengeräte und -anlagen. Aus dem digitalen Inkjetdruck sind Hönle UV-Tricknerv nicht mehr wegzudenken. Auch neue Entwicklungen wie UV-LED-Tricknerv haben sich längst fest etabliert können.

Weitere Hönle-Produkte: ergänzende Peripheriegeräte wie Stanzeneinheiten, UV-Messgeräte sowie Reflektoren und UV-Lampen.



Waschen, Entschichten, Entwickeln, Entfetten, Wasseraufbereitung  
Spannen, Kleberabstreifen  
Rahmenaufbereitung, Profilingierung  
Beschichten  
Tricknerv  
IN-LINE Anlagen für die perfekte Schablonenherstellung

Examples of the entries



All prices plus VAT

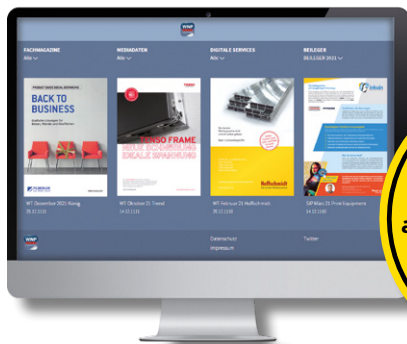
# Loose Inserts · Tip-On-Card · Belly-Band

## Loose inserts

Max. format DIN A4  
4.000 pieces without printing costs

to 25g weight	1.800 €
to 30g weight	2.000 €
to 35g weight	2.200 €
to 40g weight	2.500 €
to 45g weight	2.800 €

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

4.000 pieces without printing costs **3.800 €**



## 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)

4.000 pieces including printing costs **4.700 €**



## 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 **SIP**  
- Month of publication

All prices plus VAT

# Web Marketing on SIP-online.de

## Accompany your print campaigns!

Be also present at our portal SIP-online.de. Book a banner or a linking to your website. At SIP-online.de, our readers find news, important dates of the industry and further information on a daily basis.



### News Block

- included image 900 x 600 pixels,
- + 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 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 SIP 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 **SIP**.

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

16<sup>th</sup> January  
15<sup>th</sup> March  
10<sup>th</sup> May  
12<sup>th</sup> July  
30<sup>th</sup> August  
13<sup>th</sup> November



NEWSLETTER



**1,857**  
**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

**450 €**

**SILVER**  
**BANNER**

570 x 150 pixels  
(JPG)  
**300 €**

All prices plus VAT

# SIP on all Channels:

## Multichannel Marketing

With an advertisement in **SIP** 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, **SIP** 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. **SIP** 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

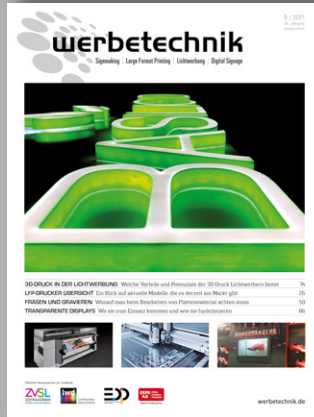
### Picture Galleries (up to 8 pictures) 100 €

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





werbetechnik.de



sip-online.de



wraps-online.de



digital-signage-magazin.de

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