

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET
NEWSLETTER

2024



Germany



Austria



Switzerland



More than
150,000
contacts
per year



WNP
VERLAG

SIP-online.dp

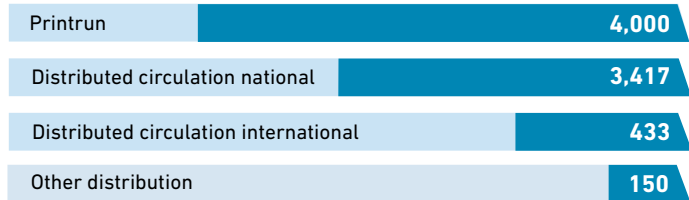
The Professional Trade Magazine:

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.

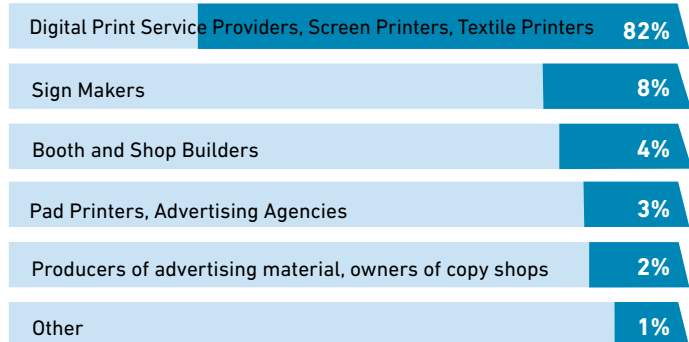
The trade magazine **SIP** focusses on print service providers who are into screen or digital printing. This includes small shops and medium-sized companies as well as the biggest printers in the German speaking countries. Their business segments cover established, niche and future-oriented areas, like 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 **SIP** online editions were used by 781 readers in the period from September 2022 - September 2023

Source: Pressmatrix

Target Groups

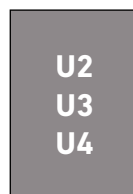



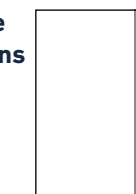


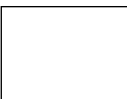
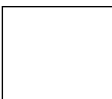


Editorial Calendar 2024

Specials/Issues	1.24 January	2.24 March	3.24 May	4.24 July	5.24 September	6.24 November
Ad close	1 st December 23	24 th January	4 th April	7 th June	7 th August	9 th October
Copy deadline	1 st December 23	24 th January	4 th April	7 th June	7 th August	9 th October
Material due on	8 th December 23	31 st January	11 th April	14 th June	14 th August	15 th October
Insert delivery date	22 nd December 23	14 th March	24 th April	27 th June	29 th August	30 th October
Issue date	17th January	1st March	14th May	16th July	16th September	18th November
Screen Printing	Potential in pad printing What the procedure in Screen printing does	Maintain efficiently How to service screen printing machines	Computer-to-Screen Available systems at a glance	Screen printing squeegee in focus Important properties and application	Ceramic screen printing In which regard it scores on glass	Digital Technologies Integration in the screen printing process
Digital Printing	Inkjet print heads in focus The right cleaning and service	Fespa 2024 Industry meeting in Amsterdam	A look at Rip-software Tips for digital printing	News at roll laminators The big printer overview	Packaging in inkjet printing Trends in the packaging area	DTF and DTG printing process Application, materials and machines
Textile Printing	Textiles for interior It doesn't have to be wallpaper always	Overview of transfer presses The selection of systems is big	Individual Textiles Transfer, embroidery and more options	Increasingly in demand: sustainability From textile seals to certifications	Water-based inks An alternative to solvent inks	The world of calender systems Crucial for the sublimation
Preliminary report Trade fair shows		Lopec 6 th – 7 th March Munich Fespa 19 th – 22 nd March Amsterdam	Drupa 28 th – 7 th June Dusseldorf		Fachpack 24 th – 26 th September Nuremberg Glasstec 22 nd – 25 th October Dusseldorf	

Ads & Advertorials* - Formats and Prices

*Advertorials are marked with the note „Advertisement“

 <p>U2 U3 U4</p> <p>4c</p> <p>U2 3.600 € U3 3.000 € U4 3.700 €</p>	 <p>1/1 page</p> <p>4c</p> <p>3.300 €</p>	 <p>1/2 page 2-columns</p> <p>4c</p> <p>1.800 €</p>	 <p>1/2 page 4-columns</p> <p>4c</p> <p>1.800 €</p>	 <p>1/4 page 1-column</p> <p>4c</p> <p>1.200 €</p>
Width: 230 x Height: 297 mm + 5 mm bleed on all sides	Width: 230 x Height: 297 mm + 5 mm bleed on all sides	Width: 108 x Height: 297 mm + 5 mm bleed on all sides	Width: 230 x Height: 153 mm + 5 mm bleed on all sides	Width: 55 x Height: 297 mm + 5 mm bleed on all sides

	1/4 page 2-columns		1/4 page 4-columns		1/8 page 2-columns		1/8 page 4-columns	<table><tr><th colspan="2">Discounts (within a year)</th></tr><tr><td>2 placements</td><td>5%</td></tr><tr><td>3 placements</td><td>8%</td></tr><tr><td>4 placements</td><td>10%</td></tr><tr><td>5 placements</td><td>12%</td></tr><tr><td>6 placements</td><td>15%</td></tr></table>	Discounts (within a year)		2 placements	5%	3 placements	8%	4 placements	10%	5 placements	12%	6 placements	15%
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4c 1.200 €		4c 1.200 €		4c 650 €		4c 650 €														
Width: 112 x Height: 145 mm + 5 mm bleed on all sides		Width: 230 x Height: 85 mm + 5 mm bleed on all sides		Width: 112 x Height: 72 mm + 5 mm bleed on all sides		Width: 230 x Height: 39 mm + 5 mm bleed on all sides														

Source of supply

Price	
per half-year (3 issues):	
Basis-Entry	650 €
(logo, contact details + company portrait/ products, max. 480 keystrokes)	
Maxi-Entry	950 €
(logo, contact details + company portrait/ products + picture, max. 600 keystrokes)	



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**STRETCHING
AND
WASHING**

G-WASH
G-STRETCH
G-PREP
G-COAT
G-DRY
G-SYSTEM



Waschen, Entschichten, Entwickeln, Erhitzen, Wasseraufbereitung
Spannen, Kleberlöser
Rahmenaufbereitung, Profiltrennung
Beschriften
Trocknen
IN-LINE Anlagen für die perfekte Schablonenerstellung

Examples of the entries



All prices plus VAT

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

Special forms of advertising for more attention

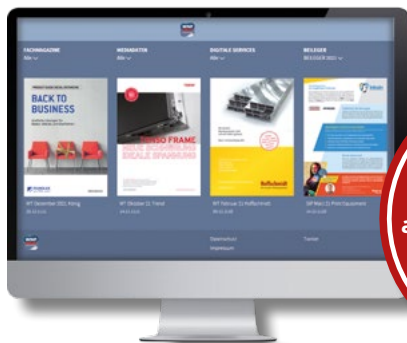
Loose inserts

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



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

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 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 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:

15th January

28th February

10th May

12th July

12th September

15th November



NEWSLETTER



1,859
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
450 €

**SILVER
BANNER**

570 x 150 pixels
(JPG)
300 €

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

All prices plus VAT



werbetechnik.de



sip-online.de



wraps-online.de



digital-signage-magazin.de



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