

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
ONLINE
NEWSLETTER

2026



More than
150,000
contacts
per year

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 735 readers in the period from September 2024 - September 2025

Source: Pressmatrix

Target Groups



Editorial Calendar 2026

Information subject to change

Specials/Issues	1.26 January	2.26 March	3.26 May	4.26 July	5.26 September	6.26 November
Ad close	1 st December 25	9 th February	7 th April	5 th June	24 th July	5 th October
Copy deadline	1 st December 25	9 th February	7 th April	5 th June	24 th July	5 th October
Material due on	9 th December	17 th February	15 th April	15 th June	3 rd August	13 th October
Insert delivery date	19 th January	2 nd March	28 th May	26 th July	14 th August	26 th October
Issue date	15th January	19th March	13th May	15th July	2nd September	12th November
Special: Screen Printing	Sustainable Color Systems Paths toward sustainable production	Hybrid Production Chains Combining screen and digital printing	Technical Screen Printing From electronics to solar to glass	Premium & Fine Art Sophisticated applications and new markets	Screen Printing in the Circular Economy Recycling and green value creation	Market Outlook 2027 The future of screen printing
Special: Digital Printing	AI & Automation Prepress, color management and more	Industrial Large Format Printing Architecture, interior design and more	Fespa 2026 in Barcelona Our big pre-show report	Sustainability in Inkjet Printing Analysis of key product innovations	Textile Printing on an Industrial Scale High-speed and mass production	Convergence of 3D and 2D Printing Additive manufacturing meets digital printing
Special: Textile Printing	Polyester & Blended Fabrics Printability, sustainability and functionality	Smart Textiles & Digital Finishing Intelligent fabrics, new surfaces	Environmentally Friendly Processes Sustainable instead of chemical finishing	Overview Machinery Fleet Software and workflow optimization	On-Demand Services & E-Commerce New models transforming the market	Regulations Overview How companies need to act
Preliminary report Trade fair shows	Lopec 24 th - 26 th February Munich	Techtextil/ Texprocess 21 th - 24 th April Frankfurt	Fespa Global Print Expo 19 th - 22 nd May Barcelona	Textile Printing & Sustainability 15 th - 17 th September Mönchengladbach	DTF Convention N°3 24 th September Kaiserslautern glasstec 20 th - 23 rd October Dusseldorf	IPI 23 rd - 24 th November Dusseldorf Heimtextil 12 th - 15 th January 2027 Frankfurt

Ads & Advertorials* - Formats and Prices

*Advertorials are marked with the note „Advertisement“



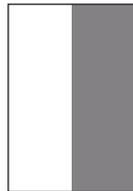
4c
U2 3.600 €
U3 3.000 €
U4 3.700 €

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



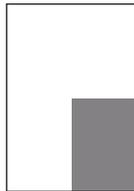
1/2 page
4-columns
4c
1.800 €

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



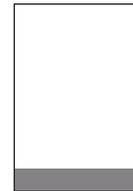
1/4 page
4-columns
4c
1.200 €

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 placements	5%
3 placements	8%
4 placements	10%
5 placements	12%
6 placements	15%

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

Weitere Hönle Produkte ergänzende Prozessgeräte wie Steckerbohrer, UV-Messgeräte sowie Reflektoren und UV-Lampen.

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 Spannen, Klebroboter
 Rahmenaufbereitung, Profilkreinigung
 Beschichten
 Trocknen
 IN-LINE Anlagen für die perfekte Schutzfolienherstellung

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 600 x 600 pixels

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 pixels

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 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:

12th January

16th March

11th May

21st July

27th August

9th November



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 €

INFO BLOCK
 229 x 460 pixels
 (JPG)
500 €

GOLD BANNER
 229 x 229 pixels
 (JPG)
400 €

1,873 Recipients
 per newsletter
 Source: Evalanche
 September 2024



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!

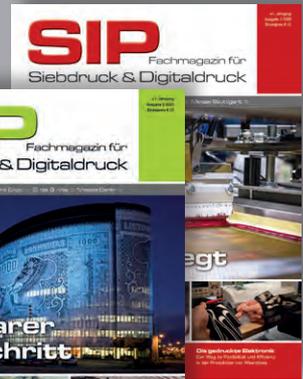
Give your ad an additional value with digitally provided information: with links to landing pages, PDF documents like catalogues, price lists and data sheets as well as picture galleries or videos.

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

All prices plus VAT



sip-online.de



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