



› PSI

MEDIA GUIDE 2021

 Reed Exhibitions



Price List No. 53 | Last revised: July 2020

PSI Media Guide 2021

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Haptic

Social Media Lounge

-  Let's meet on Xing
(<http://bit.ly/xing-gruppe>)
-  Follow us on Twitter
(<http://bit.ly/psitwitter>)
-  Join us on facebook
(<http://on.fb.me/psimesse>)
-  Watch the PSI on Youtube
(<http://bit.ly/psiyoutube>)

Dates and facts

89.1%

of distributors surveyed read the PSI Journal

Source: Representative PSI distributor survey on media usage 2017

Print run
5,650
copies per month

- German version: 3,500 copies
- English version: 2,150 copies

The January trade show edition is produced with an increased print run

Leading print specialist media and reference works of the promotional product industry



4,530
Supplier Certificates
(Update: 2020)

PSI media are considered important to very important by

96.6%
of distributors surveyed

Source: Representative PSI distributor survey on media usage 2017

Websites and newsletter

10,500
PSI newsletter
6,200 German-speaking
4,300 English-speaking

1,768
suppliers
(Update: 2020)

**PRODUCT
FINDER**

An average of
Ø 5,500
monthly product search horizontalies via the Product Sourcing Hotline

589,000*

Page Impressions on PSI Network website
Visits: 150,000*

624,000*

Page Impressions on PSI Trade show website
Visits: 137,000*

1,622,000*

Page Impressions on PSI Product Finder
Visits: 273,733*

115,000

Products in the PSI Product Finder
(Update: 2020)
364,000 Product variants

* Average value: 01.07.2019 – 30.06.2020

The knowledge platform for the world of advertising and selling

Planet Advertising is the industry-wide knowledge platform for the world of advertising and selling.



www.planet-advertising.com



This is where news and information on key personnel, training opportunities and best practice of the promotional product, advertising and selling industry - including highlights of the tradeshows - are available.





› PSI

PRINT

Trade magazine for PSI members – suppliers and distributors

Print



The PSI Journal provides information about trends, developments and heads of the industry and much more.



PSI Europe – the European version of the PSI Journal

The PSI Journal can be downloaded online and on mobile devices:
www.psi-network.de/journal-archiv

Layout and sections

1. Trends and brands
2. Market research
3. Current trade show
4. Focus
5. Promotional product guide
6. Industry
7. Companies
8. Business
9. Portrait
10. Innovative products
11. My PSI
12. Opinion
13. Classifieds
14. Preview/Imprint

Frequency

11 times a year

On the first of each month;
 Double issue August/September

Advertising figures per month

Print run: 5,650 copies

including

German version: 3,500 copies

English version: 2,150 copies

The January trade show edition is produced with an increased print run

Topic plan 2021

Month	Date of issue	Product topic 1 In this product theme, advertisements can be placed and editorial product presentations can be submitted.	Product topic 2 In this product theme, advertisements can be placed and editorial product presentations can be submitted.	Editorial deadline	Ad closing date
January 2021	02.01.2021	New products PSI 2021 Trade Show	New products 2021	09.11.2020	15.11.2020
February 2021	10.02.2021	Merchandising and fan articles [European Championship]	Easter, garden, hobby and craft	14.12.2020	15.01.2021
March 2021	01.03.2021	Protective and hygiene articles, occupational safety	Bags, luggage and leather goods	22.01.2021	09.02.2021
April 2021	01.04.2021	Fashion, workwear, caps and accessories	Office supplies, writing utensils, calendars	15.02.2021	09.03.2021
May 2021	03.05.2021	Events and festivals	Health, sport and fitness	17.03.2021	06.04.2021
June 2021	01.06.2021	Wellness, cosmetics and beauty	Drinks, drinking vessels and tableware	16.04.2021	07.05.2021
July 2021	01.07.2021	Christmas, gift sets and special designs	Toys and plush products	16.05.2021	09.06.2021
August + September 2021	01.09.2021	Ecological and sustainable products, vegan	Chocolate and sweets	23.06.2021	09.08.2021
October 2021	01.10.2021	Outdoor, umbrellas, tools and knives	Health and hygiene	16.08.2021	09.09.2021
November 2021	02.11.2021	Electronics, digital and smartphone accessories	Cars, bicycles, traffic and safety	17.09.2021	08.10.2021
December 2021	01.12.2021	Branded and design products, Fairtrade	Made in Germany/Europe	15.10.2021	08.11.2021
January 2022	03.01.2022	New products PSI 2022 Trade Show	New products 2022	08.11.2021	18.11.2021

Additionally advertisements can be placed in category contexts: „Trends & brands of the month“ and „Innovative products of the month“.

Technical specifications

Editorial product presentations to be sent to: hoechemer@edit-line.de

- Please send all submissions with your company name, **PSI number** as well as desired issue
- No embedding of graphics and images in Word documents

Text formats DOC, PDF or RTF formats (800 characters including blanks)

Image formats and resolutions: EPS,TIF, JPG, PDF in 300 dpi

Product presentations are free, but they cannot be guaranteed.

Print documents (PDF, 300 dpi) to be sent to: PSI Journal – Anja Späker (Heidbüchel)
email: printing@reedexpo.de
or via Kössinger FTP
ftp://91.223.141.70
User name: PSI
Password: kikoga29

Format of magazine

DIN A4. 210mm x 297mm (W x H)

Colour

ISO 2846 (4c/four-colour printing)

Printing process

Offset. Printing is done in the 80 grid

ISO Coated v2

In case of submission of ad printing material without a colour-binding proof, we are not liable for any faulty print result. Please send a colour-binding proof (ISO 12647) until the deadline of printing materials to: PSI Journal, Ms Anja Späker (Heidbüchel), Völklinger Str. 4, 40219 Düsseldorf, Germany.

Print space ads do not require any additional margin since they are adjusted to the print space and are not cut to size.

*Full format ads are to be provided with a 3mm margin all round to prevent unwanted white areas if imprecisely cut.

Advertising formats and prices

Print

	Format	Price
	2/1 page Full format*: 420mm x 297mm	Issue 02 - 11: 4,099.00 EUR Issue 01: 5,099.00 EUR
	1/1 page Innenseiten Full format*: 210mm x 297mm	Issue 02 - 11: 2,383.00 EUR Issue 01: 2,883.00 EUR
	1/1 page U2, U3 Full format*: 210mm x 297mm	Issue 02 - 11: 2,723.00 EUR Issue 01: 3,223.00 EUR
	1/1 page U4 Full format*: 210mm x 297mm	Issue 02 - 11: 2,840.00 EUR Issue 01: 3,340.00 EUR
	Contents-Ad Full format*: 236mm x 297mm	Issue 02 - 11: 2,443.00 EUR Issue 01: 2,943.00 EUR
	2 x 1/2 page „Twin-Set“ Full format*: (per page) 210mm x 145mm	Issue 02 - 11: 2,383.00 EUR Issue 01: 2,983.00 EUR
	2 x 1/2 page Full format*: (per page) 100mm x 297mm	Issue 02 - 11: 2,383.00 EUR Issue 01: 2,983.00 EUR
	1/2 page horizontal Full format*: 210mm x 145mm Print space: 185mm x 127mm	Issue 02 - 11: 1,751.00 EUR Issue 01: 2,051.00 EUR

All prices are stated in EUR plus VAT.

All specifications: width x height

	Format	Price
	1/2 page vertical Full format*: 100mm x 297mm Print space: 90mm x 260mm	Issue 02 - 11: 1,751.00 EUR Issue 01: 2,983.00 EUR
	1/3 page horizontal Full format*: 210mm x 95mm Print space: 185mm x 83mm	Issue 02 - 11: 1,620.00 EUR Issue 01: 1,920.00 EUR
	1/3 page vertical Full format*: 70mm x 297mm Print space: 58mm x 260mm	Issue 02 - 11: 1,620.00 EUR Issue 01: 1,920.00 EUR
	1/4 page horizontal Full format*: 210mm x 70mm Print space: 185mm x 60mm	Issue 02 - 11: 1,463.00 EUR Issue 01: 1,613.00 EUR
	1/4 page vertical Full format*: 100mm x 145mm Print space: 90mm x 127mm	Issue 02 - 11: 1,463.00 EUR Issue 01: 1,613.00 EUR
	1/8 Seite Print space: 90mm x 61mm	Issue 02 - 11: 467.00 EUR Issue 01: 467.00 EUR






Classified ad format

Classified ad

1/4 page, b/w, Job offers, PSI Journal + online (Duration 2 months)	233.00 EUR
1/4 page, 4c, Classifieds section	1,113.00 EUR
1/4 page, 4c, Special „limited“	762.00 EUR
1/8 page, 4c, Classifieds section	356.00 EUR

You will find the terms & conditions at: www.psi-network.de/mediaguide

Special advertising formats and prices

	Format	Price
	Bookmark Form-punched is also possible. Including production and packaging	Issue 02 - 12: from 4,187.00 EUR Issue 01 „Show edition“: 5,383.00 EUR
	Banderole Including production and packaging	Issue 02 - 12: from 4,187.00 EUR Issue 01 „Show edition“: 5,383.00 EUR
	Sticky note Form-punched is also possible	Issue 02 - 12: from 2,066.00 EUR Issue 01 „Show edition“: 3,099.00 EUR
	Sticky note XL	Issue 02 - 12: from 2,805.00 EUR Issue 01 „Show edition“: 3,861.00 EUR
	Cover Sticker max. 50 g	Partial edition Distributoren D+A+CH: 2,175.00 EUR Partial edition Distributoren: 2,664.00 EUR Total print run (Issuen 02 - 12): 4,023.00 EUR Total print run (Issue 01 „Show edition“): 4,627.00 EUR

All prices are stated in EUR plus VAT.

	Format	Price
	Double-gate folds	Issue 02 - 12: from 5,981.00 EUR Issue 01 „Show edition“: 8,373.00 EUR
	Sticker	Issue 02 - 12: from 2,990.00 EUR Issue 01 „Show edition“: 4,187.00 EUR
	Attention package	1 x 2/1 page + Contents-Ad: 4,317.00 EUR
	Separator page 2-sided Including production and packaging	Issue 02 - 12: from 3,469.00 EUR Issue 01 „Show edition“: 3,969.00 EUR

You will find the terms & conditions at: www.psi-network.de/mediaguide

Inserts



Technical specifications

- Supplements are possible up to a maximum format size of DIN A4
- We require a product sample before making a booking/reservation
- We do not offer a discount or agency commission on special advertising formats and/or supplements
- As an option, we would be pleased to submit an offer to print your print supplement.

Labelling of supplements

Labelling to be done analogously to delivery note, clearly visible indicating purpose, content and quantity details. In case of delivery of several issues, each issue is to be labelled separately.

Palletisation

Neat on sturdy reusable pallets. Pallet base to be covered with robust cardboard or plastic film. In case a strapping/protection cover is applied, the edges may not be damaged or bent. In case of delivery of several issues, each issue is to be palletised separately.

Date of delivery

Two weeks prior to publication date

Delivery address

Helmut Sturm
 c/o Kössinger AG
 PSI Journal issue xx/2021
 Fruehaufstraße 21, 84069 Schierling, Germany
 Phone: +49 9451 499-140

Print run	Copies	Price up to 20g	Price up to 50g
Partial print run distributors D+A+CH	1,920	1,181.00 EUR	1,678.00 EUR
Partial print run distributors international (without D+A+CH)	860	1,367.00 EUR	2,051.00 EUR
Partial print run distributors	2,780	2,673.00 EUR	3,916.00 EUR
Partial print run suppliers D+A+CH	1,750	932.00 EUR	1,430.00 EUR
Partial print run suppliers international (without D+A+CH)	1,120	808.00 EUR	1,305.00 EUR
Partial print run suppliers	2,870	1,616.00 EUR	2,673.00 EUR
Total print run	5,650	4,102.00 EUR	6,340.00 EUR

You will find the terms & conditions at: www.psi-network.de/mediaguide

All prices are stated in EUR plus VAT.

The research tool for PSI distributors and the PSI Sourcing Team



Published twice a year.

The PSI Supplier Finder is the print counterpart to the PSI Product Finder and thus the reference work for PSI distributors to find certified suppliers.

Are you verified?
 What types of finishing do you offer?
 Which product segments are you active in?
 Which certificates does your company feature?

Frequency
2 times a year
 July and December

Advertising figures per month
Print run: 4,530 copies
 including
 German version: 2,780 copies
 English version: 1,750 copies

The PSI sourcing team helps PSI resellers with their product inquiries and helps them to find the right product and the right PSI supplier.

Take advantage to be quickly found and recommended as a suitable supplier in the product search.

www.psisupplierfinder.de

Basic entry

- Company master data
- Company description (print 300 characters/online 3,000 characters – including blanks)
- PSI number
- 2 product group listings
- Unlimited listing in the certificate directory

Additional services

Per logo 89.00 EUR
 Per highlight 75.00 EUR
 Additional product group (from the 3rd), each 48.00 EUR
 Brand list, per brand 276.00 EUR

Target groups

- Suppliers and distributors of promotional products
- Company owners
- Managing directors
- Marketing managers
- Sales managers
- Sales personnel
- Marketing decision-makers

Print space ads do not require any additional margin since they are adjusted to the Print space and are not cut to size.

*Full format ads are to be provided with a 3mm margin all round to prevent unwanted white areas if imprecisely cut.

Advertising formats and prices

All prices are stated in EUR plus VAT.

All specifications: width x height

	Format	Price
	2/1 page Full format*: 420mm x 297mm	4,099.00 EUR
	1/1 page Innenseiten Full format*: 210mm x 297mm	2,383.00 EUR
	1/1 page U2, U3 Full format*: 210mm x 297mm	2,723.00 EUR
	1/1 page U4 Full format*: 210mm x 297mm	2,840.00 EUR
	Contents-Ad Full format*: 236mm x 297mm	2,443.00 EUR
	2 x 1/2 page „Twin-Set“ Full format*: (per page) 210mm x 145mm	2,383.00 EUR
	2 x 1/2 page Full format*: (per page) 100mm x 297mm	2,383.00 EUR
	1/2 page horizontal Full format*: 210mm x 145mm Print space: 185mm x 127mm	1,751.00 EUR
	1/2 page vertical Full format*: 100mm x 297mm Print space: 90mm x 260mm	1,751.00 EUR



	Format	Price
	1/3 page horizontal Full format*: 210mm x 95mm Print space: 185mm x 83mm	1,463.00 EUR
	1/3 page vertical Full format*: 70mm x 297mm Print space: 58mm x 260mm	1,620.00 EUR
	1/4 page horizontal Full format*: 210mm x 70mm Print space: 185mm x 60mm	1,620.00 EUR
	1/4 page vertical Full format*: 100mm x 145mm Print space: 90mm x 127mm	1,463.00 EUR
	1/8 Seite Print space: 90mm x 61mm	467.00 EUR

Classified ad format

You will find the terms & conditions at: www.psi-network.de/mediaguide

Special advertising formats and prices

All prices are stated in EUR plus VAT.

	Format	Price
	Bookmark Form-punched is also possible. Including production and packaging	from 4,187.00 EUR
	Banderole Including production and packaging	from 4,187.00 EUR
	Sticky note Form-punched is also possible	from 2,066.00 EUR
	Sticky note XL	from 2,805.00 EUR
	Cover Sticker max. 50 g	Partial print run distributors D+A+CH: 2,175.00 EUR Partial print run distributors: 2,664.00 EUR Total print run: 4,023.00 EUR Total print run: 4,627.00 EUR

	Format	Price
	Double-gate folds	from 5,981.00 EUR
	Sticker	from 2,990.00 EUR
	Attention package 1 x 2/1 page + Contents-Ad	4,317.00 EUR
	Separator page 2-sided Including production and packaging	from 3,469.00 EUR
	Separator page 4-sided Including production and packaging	from 5,383.00 EUR

You will find the terms & conditions at: www.psi-network.de/mediaguide

Print

The world of advertising and selling – The official Show Guide



One Plattform – one guide

The show guide to the world of advertising and selling brings together all exhibitor and trade fair informations with editorial support on trade fair innovations from the PSI Journal.

Basic entry

- Company details
- Company description (Print 3 lines à 55 characters/ Online 3,500 characters – including blanks)
- PSI number
- Booth number
- 4 product groups
- Listing in the exhibitor list (online)

Additional services

Per logo	74.00 EUR
Per additional line.....	59.00 EUR
Per supplement (starting from the 4th) ...	59.00 EUR
Emphasis product groups/ Hall plan, each	72.00 EUR
Emphasis alphabetical list of exhibitors, each	59.00 EUR
Per brand	125.00 EUR



Exhibitor portal: www.psi-messe.com/osc

You will find the terms & conditions at: www.psi-network.de/mediaguide

Advertising formats and prices – Show Guide World of advertising and selling

	Format	Price
	2/1 page Full format*: 420mm x 297mm	5,099.00 EUR
	1/1 page Innenseiten Full format*: 210mm x 297mm	2,883.00 EUR
	Contents-Ad Full format*: 236mm x 297mm	2,943.00 EUR
	2 x 1/2 page „Twin-Set“ Full format*: (per page) 210mm x 145mm	2,983.00 EUR
	2 x 1/2 page Full format*: (per page) 100mm x 297mm	2,983.00 EUR
	1/2 page horizontal Full format*: 210mm x 145mm Print space: 185mm x 127mm	2,051.00 EUR
	1/2 page vertical Full format*: 100mm x 297mm Print space: 90mm x 260mm	2,051.00 EUR

	Format	Price
	1/3 page horizontal Full format*: 210mm x 95mm Print space: 185mm x 83mm	1,920.00 EUR
	1/3 page vertical Full format*: 70mm x 297mm Print space: 58mm x 260mm	1,920.00 EUR
	1/4 page horizontal Full format*: 210mm x 70mm Print space: 185mm x 60mm	1,613.00 EUR
	1/4 page vertical Full format*: 100mm x 145mm Print space: 90mm x 127mm	1,613.00 EUR
	1/8 page Print space: 90mm x 61mm	467.00 EUR

All specifications: width x height

Print space ads do not require any additional margin since they are adjusted to the Print space and are not cut to size.

*Full format ads are to be provided with a 3mm margin all round to prevent unwanted white areas if imprecisely cut.

All prices are stated in EUR plus VAT.

You will find the terms & conditions at: www.psi-network.de/mediaguide

IT'S HIGH TIME WE MEET AGAIN.

EUROPE'S PROMOTIONAL PRODUCTS INDUSTRY
GETS TOGETHER

12 - 14 JANUARY 2021
EXHIBITION CENTRE DÜSSELDORF

 **PSI**


PromoTex
Expo

viscom 



Organised by

 Reed Exhibitions

WWW.PSI-MESSE.COM



› PSI

ONLINE

PSI Network website

The PSI Network website serves as information platform for all members.

Online



www.psi-network.de

Advertising figures

Ø Page Impressions: 589,483*

Ø Visits: 150,411*

Period: 01.07.2019 - 30.06.2020

*Average value

Run-over network

When booking a banner on all PSI websites (psi-network.de, psi-messe.com), we grant a discount of 25%.

Our Banner Portfolio

Please provide us with one artwork per bannerplacement, but one per view:

Format	W x H **	Duration	Price
Superbanner	Desktop view: 728 x 90 pixels Mobile view: 300 x 250 pixels	per month	1,060.00 EUR
TOP Banner	Desktop view: 728 x 90 pixels Mobile view: 300 x 250 pixels	per month	423.00 EUR
MID Banner	Desktop view: 728 x 90 pixels Mobile view: 300 x 250 pixels	per month	317.00 EUR
Online Advertorial + Press release max. 1,000 characters incl. blanks	765 x 400 pixels**	per month	1,590.00 EUR
Square PopUp (Rectangle Ad)	250 x 250 pixels**	per month	636.00 EUR
Classifieds	204 x 210 pixels**	per month	317.00 EUR
Product of the week + Press release max. 300 characters incl. blanks	204 x 155 pixels**	per week	317.00 EUR
Banderole / Exclusive positioning	770 x 250 pixels	per month	1,909.00 EUR

All prices are stated in EUR plus VAT.

You will find the terms & conditions at: www.psi-network.de/mediaguide

** Construction of the website on page 18

PSI Trade Show website

The show website is the first choice for exhibitors and visitors alike, to find all information about the annual PSI tradeshow.



www.psi-messe.com

Advertising figures

Ø Page Impressions: 624,070*

Ø Visits: 137,039*

Period: 01.07.2019 - 30.06.2020

*Average value

Trade show preparation time

Ø Page Impressions: 137,039

Ø Visits: 108,000

Period: 01.10.2019 - 31.01.2020

Our Banner Portfolio***

Please provide us with one artwork per bannerplacement, but one per view:

Format	W x H***	Duration	Price
Superbanner**	Desktop view: 728 x 90 pixels Mobile view: 300 x 250 pixels	per month	848.00 EUR
TOP Banner**	Desktop view: 728 x 90 pixels Mobile view: 300 x 250 pixels	per month	848.00 EUR
MID Banner**	Desktop view: 728 x 90 pixels Mobile view: 300 x 250 pixels	per month	848.00 EUR
Banderole / Exclusive positioning**	770 x 250 pixels**	per month	1,909.00 EUR

All prices are stated in EUR plus VAT.

** limited to max. 3 placements, also possible on the bottom of the page

*** Construction of the website page 18

Banner placements

1 Superbanner

This extremely wide form of advertising provides a lot of space for your advertising messages – attention is guaranteed!



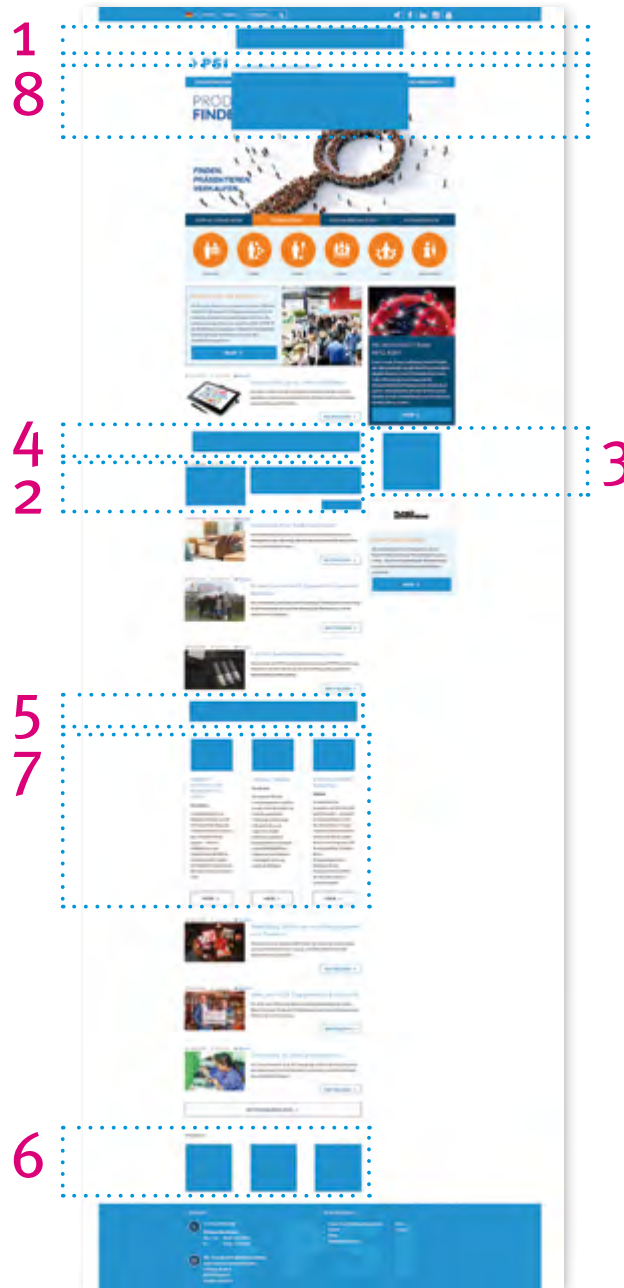
728 x 90 pixels, RGB mode, 72 dpi
 Mobile view: 300 x 250 pixels, RGB mode, 72 dpi
 GIF / JPG / PNG

2 Online Advertorial

(Image + press release)
 Position your press release in the editorial content area on the website.



765 x 400 pixels + Press release max. 1,000 characters incl. blancs, RGB mode, 72 dpi
 GIF / JPG / PNG



3 Square PopUp

Square – simple – good: Always in the periphery of the content area on the left or right side of the website, your advertising message will always draw the attention of the reader.



250 x 250 pixels, RGB mode, 72 dpi
 GIF / JPG / PNG

4 Top Banner

This wide form of advertising provides a lot of space for advertising messages in the immediate content area of the website – always an eye-catcher!



728 x 90 pixels, RGB mode, 72 dpi
 Mobile view: 300 x 250 pixels, RGB mode, 72 dpi
 GIF / JPG / PNG

5 Mid Banner

This wide form of advertising provides a lot of space for advertising messages in the immediate content area of the website – always an eye-catcher!



728 x 90 pixels, RGB mode, 72 dpi
 Mobile view: 300 x 250 pixels, RGB mode, 72 dpi
 GIF / JPG / PNG

6 Classifieds

Do you have any products or surplus that you want to sell? Then place a small ad on our website! This can be done at very short notice!



204 x 210 pixels, RGB mode, 72 dpi
 GIF / JPG / PNG

7 Products of the week

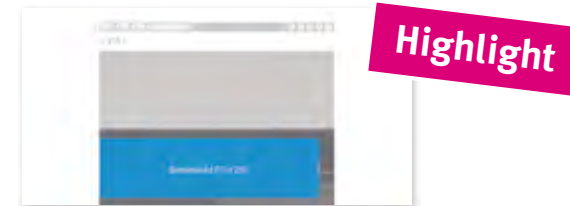
Our professional editorial staff can impressively highlight your product!



204 x 155 pixels + Press release max. 300 characters
 incl. blancs, RGB mode, 72 dpi
 GIF / JPG / PNG

8 Banderole

This form of advertising is the most visible form of advertising on all end devices (desktop computers, mobile devices/tablet). The visitors of the website will first see your advertising message before reaching the content of the website. The banderole never disappears completely and can be shown again and again.



770 x 250 pixels, RGB mode, 72 dpi
 GIF / JPG / PNG

Live examples

www.psi-network.de/onlineads

IT'S HIGH TIME WE MEET AGAIN.

EUROPE'S PROMOTIONAL PRODUCTS INDUSTRY
GETS TOGETHER

12 - 14 JANUARY 2021
EXHIBITION CENTRE DÜSSELDORF

 **PSI**


PromoTex
Expo

viscom 



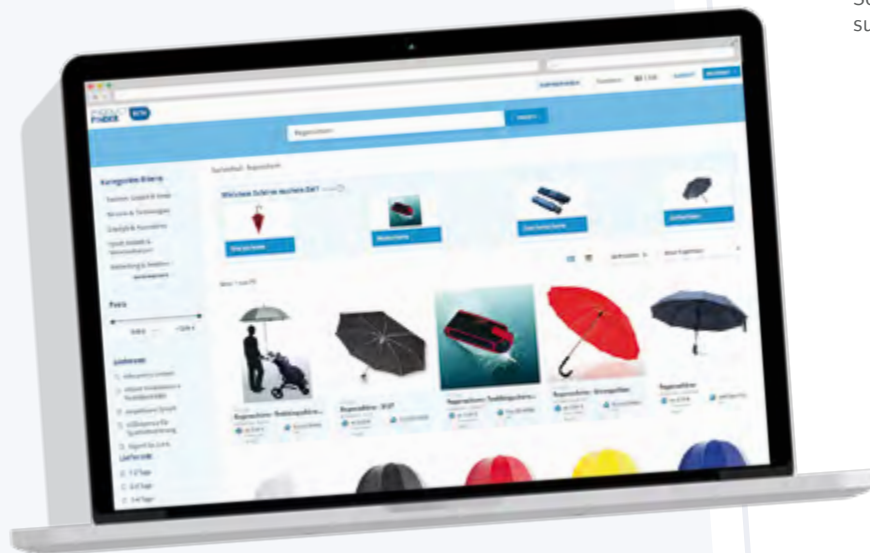
Organised by

 Reed Exhibitions

WWW.PSI-MESSE.COM

Promotional product search

The PSI Product Finder is an intelligent promotional product search engine, delivering product data of PSI suppliers.



www.psiproductfinder.de

PRODUCT FINDER

84.9%

of distributors surveyed use the PSI Product Finder

Source: Representative PSI distributor survey on media usage 2017

Advertising figures

Page Impressions: 1.622.000*

Visits: 273,000*

Period: 01.07.2019 - 30.06.2020

*Average value

Product Status PSI Product Finder

115,000 Products

364,000 Product variants

Status as of: July 2020

Are your products listed in the PSI Product Finder?

The PSI Product Finder is an **additional tool to generate leads, which is included in your membership**. Present your products and generate leads around the clock – 365 days a year. Please contact our PSI Product Finder team: importe-productfinder@reedexpo.de

Tip: Manage your products at www.psiproductfinder.de/backend

Special product advertising options

Highlight your products in the PSI Product Finder!

Online



Product campaign

Would you like to attract attention to your products? Save a specific search term for your company and suggest up to 4 product variations.

Product Campaign (3 boxes), 1 keyword exclusive
per month 1,125.00 EUR

Product Campaign (4 boxes), 1 keyword exclusive
per month 1,250.00 EUR

What we need from you

- 3 boxes: 369 x 190 pixels, 4 boxes: 269 x 190 pixels
- 72 dpi resolution, RGB mode
- PNG or JPG file
- Article number of products listed in PSI Product Finder



Top Hit / Product emphasis

Is a customer looking for products from your category? Put yourself in the pole position of the search results by booking a top hit. A top hit refers to a specific search term such as „ball“. Several top hit customers are possible.

Keyword display (Top Hit), up to 4 placements
per month 271.00 EUR

What we need from you

- Article number
- max. 3 search terms (German + English)
- 1 keyword + 2 synonyms



Logo top supplier campaign

Showcase your products impressively and be the top supplier in your selected group.

Logo, 1 keyword exclusive
per month 77.00 EUR
At least 3 month duration

What we need from you

- Company logo
- 72 dpi resolution, RGB mode
- PNG or JPG file

All prices are stated in EUR plus VAT.

Special product advertising opportunities



Product inspirations by Theme

Be prominently represented with your products on the homepage below the search field in the latest theme and inspire the distributors.

**Product inspiration
per month 271,00 EUR**

What we need from you

- Article number of products listed in PSI Product Finder
- Article number of the selected products



Landing Page Campaign

Are you looking for an exclusive placement and a higher reach? With your individual tile - right below the search field on the PSI Product Finder homepage - you can direct visitors straight to your own landing page, where only your own products are displayed. We provide you with a structure which you can arrange freely according to theme, texts, images and products placed in the PSI Product Finder. In addition, the landing page offers you the opportunity to provide customers with clear product suggestions based on their interests. With this new advertising option, you can place seasonal or theme-based campaigns effectively and with a high reach over a period of one month.

Price2.350,00 EUR

What we need from you

- Homepage (box): headline (35 characters), text (180 characters), incl. blanks, german and english
- Landingpage (Following page): headline (100 characters), text (500 characters), incl. blanks, german and english
- Image with the keyvisual (2545 pixels wide and maximum 84 pixels high)
- Article selection (minimum 12 and maximum 52 pcs.)

The perfect digital platform for your business highlights and news.

Online



PSI Business Newsletter

Each Friday, the PSI Business Newsletter exclusively informs all German-speaking PSI members about trends, industry news and product innovations. The English newsletter is published every four weeks.

Advertising figures per sendout

German subscribers: 6,200
International subscribers: 4,300
PSI Business Newsletter subscribers

89.9%

of surveyed distributors read the PSI Newsletter

Source: Representative PSI distributor survey on media usage 2017

Publication dates

Every Friday (German version)
International 1x per month

Advertising opportunities 1

1, 2, 3 Banner (Medium Rectangle)

Place your advertising banner at the first (TOP), second or third (MID) position with a link to your company website.

Format:

- Banner 300 x 250 pixels
- Link to the website of your choice

4 Product of the week

Exclusive presentation of three products per newsletter, including a teaser text. Each product is linked to your desired landing page.

Format:

- 300 characters text including blanks in German and English
- Product image 204 x 155 pixels. 72 dpi as jpg
- Link to your product

5 Classifieds

Advertise your products, new catalogue releases, company news or job offers.

Format:

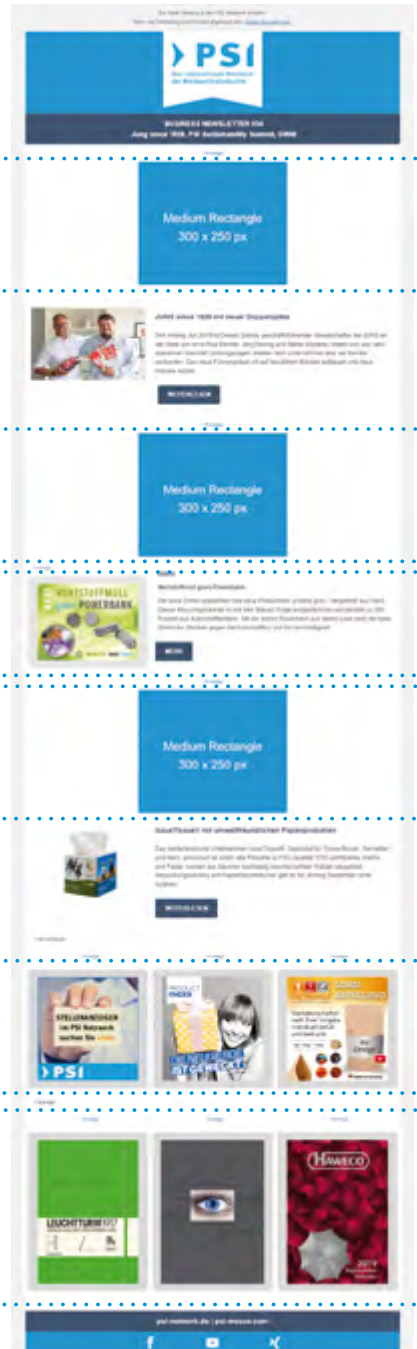
- Classified 204 x 210 pixels
- Link to the website of your choice

6 Catalogue announcements

Advertise your new product catalogues in the newsletter. The direct way for the PSI distributor to download your new products.

Format:

- 204 x 291 pixels
- Link to your on line catalog



Our Banner Portfolio

	Format	W x H	Duration	Price
1	TOP Banner / (Medium Rectangle) Exclusive positioning	300 x 250 pixels	per Issue	434.00 EUR
2	MID Banner 1+2 / (Medium Rectangle) Exclusive positioning	300 x 250 pixels	per Issue	325.00 EUR
3	MID Banner 3 / (Mediumw Rectangle) Exclusive positioning	300 x 250 pixels	per Issue	271.00 EUR
4	Product of the week + teaser text max. 300 characters incl. blanks**	204 x 155 pixels	per Issue	271.00 EUR
5	Classifieds **	204 x 210 pixels	per Issue	119.00 EUR
6	Catalogue announcements**	204 x 291 pixels	per Issue	119.00 EUR

All prices are stated in EUR plus VAT.

Deadline: One week before publication.

Technical specifications

- 72 dpi, JPG/PNG/GIF file, without animation

** limited to max. 3 respectively 6 ircuits

Changes under reservation

PSI Address data licence

Purchase distributor addresses and run your own campaigns

Up to date distributor addresses* from our database.

All addresses (2456)	2259,52 €
Selection by market / region	
Germany (1030)	1.184,50 €
DE/AT/CH (1247)	1.434,05 €
International (1209)	1.390,35 €
Selection by business language	
German (1319)	1.516,85 €
English (1083)	1.245,45 €

Status as of: 19.08.2020

www.psi-network.de/adressdatenlizenz

Would you like to expand your customer base or approach new verified contacts from the promotional product sector?

Yes you can! You can purchase distributor addresses* online from our database (updated on a daily basis).

As a PSI Premium Manufacturer / Business Partner Plus, this effective service is available once per membership year for free. Contact your Crossmedia consultant!
www.psi-network.de/Adressdatenlizenz

*All companies that have expressly consented to the sale of their address.



All PSI supplier receive the PSI Distributor Finder, the reference work of all distributor members, once a year, as part of their membership.



› PSI

HAPTIC

PSI Novelty Box

The product sample box

Seeing is believing - but nothing is more convincing than being able to touch and feel a product!



www.psinoveltybox.de



What you have once felt and understood, in the truest sense of the word, will be etched into your memory for good.

Those who place their product in the PSI Novelty Box and impress recipients with haptic properties will be successful. With the PSI Novelty Box the advantages of the products can be experienced haptically - by looking at and touching it – all in a product sample box.

Price per publication: 2,945.00 EUR

Advertising figures per publication

- Circulation: 2,150 Copies
- Distribution to: D / AT / FR / BE
- Supporting landingpage in the PSI Product Finder to intensify the product presence
- Partial circulation is possible

Publication dates:*	Deadline Supplements: deadline for delivery
25.03.2021	▶ 19.03.2021
15.09.2021	▶ 03.09.2021



*Changes under reserve

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PSO



FSC



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