



➤ **PSI**

# MEDIA GUIDE 2021

 Reed Exhibitions



Price List No. 53 | Last revised: July 2020

## PSI Media Guide 2021

PSI Media – Dates and facts .....001

**Planet Advertising**  
 – The knowledge platform for the world of advertising and selling ..... 002

**PSI Journal und PSI Europe**  
 – Trade magazine for PSI members ..... 004  
 – Topic plan 2021 ..... 005  
 – Advertising formats and prices ..... 006  
 – Special advertising formats and prices..... 007  
 – Inserts & Distribution ..... 008

**PSI Supplier Finder**  
 – The research tool for PSI distributors ..... 009  
 – Advertising formats and prices ..... 010  
 – Special advertising formats and prices..... 011

**Show Guide 2021 – The world of advertising and selling**  
 – The official Show Guide .....012  
 – Advertising formats and prices .....013

**PSI Websites**  
 – PSI Network website .....016  
 – PSI Trade Show website ..... 017  
 – Banner placements ..... 018-019

**PSI Product Finder**  
 – Promotional product search .....021  
 – Special product advertising opportunities ... 022-023

**PSI Business Newsletter** ..... 024  
 – Advertising opportunities ..... 025

Print

Online

**PSI Novelty Box** ..... 028

Your contact persons ..... 023  
 Imprint ..... 023

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



**1,500**

Supplier listings for certificates and seals of quality (Update: 2020)

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

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

**589,000\***

Page Impressions on PSI Network website

Visits: 150,000\*

**624,000\***

Page Impressions on PSI Trade show website

Visits: 137,000\*

**1,768**

Suppliers

(Update: 2020)

**PRODUCT FINDER**

An average of

**Ø 5,500**

monthly product search horizontalies via the Product Sourcing Hotline

**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

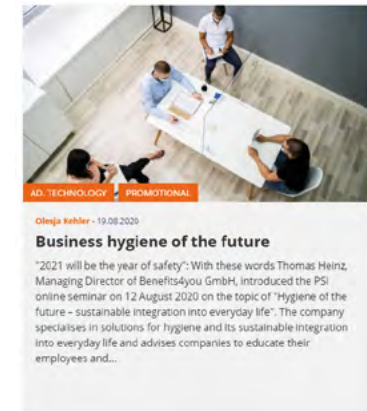
Planet Advertising is the industry-wide knowledge platform for the world of advertising and selling.



[www.planet-advertising.com](http://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.



Ostenja Kehler - 19.08.2020  
**Business hygiene of the future**  
"2021 will be the year of safety": With these words Thomas Heinz, Managing Director of Benefits4you GmbH, introduced the PSI online seminar on 12 August 2020 on the topic of "Hygiene of the future - sustainable integration into everyday life". The company specialises in solutions for hygiene and its sustainable integration into everyday life and advises companies to educate their employees and...

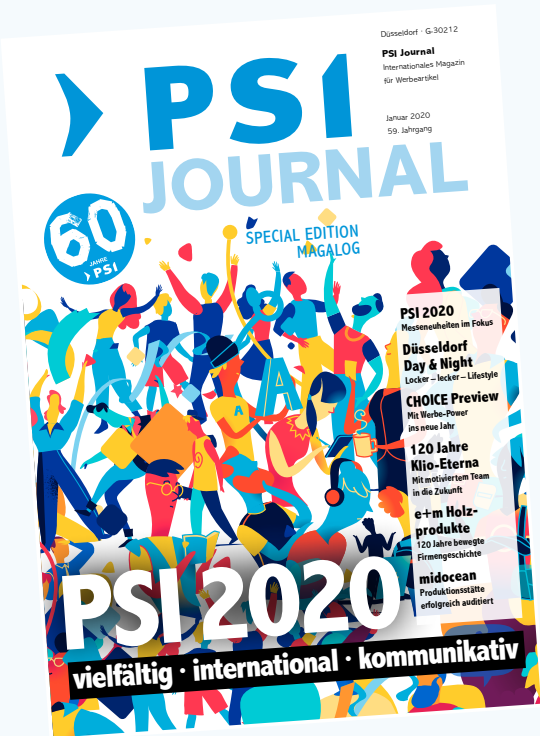


› PSI

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](http://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

## 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	12.01.2021	Sustainable products and initiatives around the PSI Sustainability Awards	New products 2021	25.11.2020	15.12.2020
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
<b>May 2021</b>	<b>03.05.2021</b>	<b>New products PSI 2021 Trade Show, Events and festivals</b>	<b>Health, sport and fitness</b>	<b>17.03.2021</b>	<b>06.04.2021</b>
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

Server: ftp.koessinger.de  
User name: koessingerftp43

Password: dltkqZiglp

**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 01-04, 06-12: 4,099.00 EUR Issue 05: 5,099.00 EUR
	1/1 page Innenseiten Full format*: 210mm x 297mm	Issue 01-04, 06-12: 2,383.00 EUR Issue 05: 2,883.00 EUR
	1/1 page U2, U3 Full format*: 210mm x 297mm	Issue 01-04, 06-12: 2,723.00 EUR Issue 05: 3,223.00 EUR
	1/1 page U4 Full format*: 210mm x 297mm	Issue 01-04, 06-12: 2,840.00 EUR Issue 05: 3,340.00 EUR
	Contents-Ad Full format*: 236mm x 297mm	Issue 01-04, 06-12: 2,443.00 EUR Issue 05: 2,943.00 EUR
	2 x 1/2 page „Twin-Set“ Full format*: (per page) 210mm x 145mm	Issue 01-04, 06-12: 2,383.00 EUR Issue 05: 2,983.00 EUR
	2 x 1/2 page Full format*: (per page) 100mm x 297mm	Issue 01-04, 06-12: 2,383.00 EUR Issue 05: 2,983.00 EUR
	1/2 page horizontal Full format*: 210mm x 145mm Print space: 185mm x 127mm	Issue 01-04, 06-12: 1,751.00 EUR Issue 05: 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 01-04, 06-12: 1,751.00 EUR Issue 05: 2,983.00 EUR
	1/3 page horizontal Full format*: 210mm x 95mm Print space: 185mm x 83mm	Issue 01-04, 06-12: 1,620.00 EUR Issue 05: 1,920.00 EUR
	1/3 page vertical Full format*: 70mm x 297mm Print space: 58mm x 260mm	Issue 01-04, 06-12: 1,620.00 EUR Issue 05: 1,920.00 EUR
	1/4 page horizontal Full format*: 210mm x 70mm Print space: 185mm x 60mm	Issue 01-04, 06-12: 1,463.00 EUR Issue 05: 1,613.00 EUR
	1/4 page vertical Full format*: 100mm x 145mm Print space: 90mm x 127mm	Issue 01-04, 06-12: 1,463.00 EUR Issue 05: 1,613.00 EUR
	1/8 Seite Print space: 90mm x 61mm	Issue 01-04, 06-12: 467.00 EUR Issue 05: 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](http://www.psi-network.de/mediaguide)



## Special advertising formats and prices

	Format	Price
	<b>Bookmark</b> Form-punched is also possible. Including production and packaging	Issue 01-04, 06-12: from 4,187.00 EUR Issue 05 „Show edition“: 5,383.00 EUR
	<b>Banderole</b> Including production and packaging	Issue 01-04, 06-12: from 4,187.00 EUR Issue 05 „Show edition“: 5,383.00 EUR
	<b>Sticky note</b> Form-punched is also possible	Issue 01-04, 06-12: from 2,066.00 EUR Issue 05 „Show edition“: 3,099.00 EUR
	<b>Sticky note XL</b>	Issue 01-04, 06-12: from 2,805.00 EUR Issue 05 „Show edition“: 3,861.00 EUR
	<b>Cover Sticker</b> max. 50 g	Partial edition Distributoren D+A+CH: 2,175.00 EUR Partial edition Distributoren: 2,664.00 EUR Total print run (Issue 01-04, 06-12): 4,023.00 EUR Total print run (Issue 05 „Show edition“): 4,627.00 EUR

All prices are stated in EUR plus VAT.

	Format	Price
	<b>Double-gate folds</b>	Issue 01-04, 06-12: from 5,981.00 EUR Issue 05 „Show edition“: 8,373.00 EUR
	<b>Sticker</b>	Issue 01-04, 06-12: from 2,990.00 EUR Issue 05 „Show edition“: 4,187.00 EUR
	<b>Attention package</b>	1 x 2/1 page + Contents-Ad: 4,317.00 EUR
	<b>Separator page 2-sided</b> Including production and packaging	Issue 01-04, 06-12: from 3,469.00 EUR Issue 05 „Show edition“: 3,969.00 EUR

You will find the terms & conditions at: [www.psi-network.de/mediaguide](http://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
<b>Partial print run distributors</b>	<b>2,780</b>	<b>2,673.00 EUR</b>	<b>3,916.00 EUR</b>
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
<b>Partial print run suppliers</b>	<b>2,870</b>	<b>1,616.00 EUR</b>	<b>2,673.00 EUR</b>
<b>Total print run</b>	<b>5,650</b>	<b>4,102.00 EUR</b>	<b>6,340.00 EUR</b>

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


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

**Classified ad format**

You will find the terms & conditions at: [www.psi-network.de/mediaguide](http://www.psi-network.de/mediaguide)

## Special advertising formats and prices

All prices are stated in EUR plus VAT.

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

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

You will find the terms & conditions at: [www.psi-network.de/mediaguide](http://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](http://www.psi-messe.com/osc)

You will find the terms & conditions at: [www.psi-network.de/mediaguide](http://www.psi-network.de/mediaguide)

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

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

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

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](http://www.psi-network.de/mediaguide)

# IT'S HIGH TIME WE MEET AGAIN.

EUROPE'S PROMOTIONAL PRODUCTS INDUSTRY  
GETS TOGETHER

EXHIBITION CENTRE  
DÜSSELDORF

**POSTPONED**  
**18 - 20 MAY 2021**

 **PSI**

 PromoTex  
Expo

 viscom



[WWW.PSI-MESSE.COM](http://WWW.PSI-MESSE.COM)

Organised by

 Reed Exhibitions





› PSI

ONLINE

## PSI Network website

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



[www.psi-network.de](http://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](http://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](http://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!



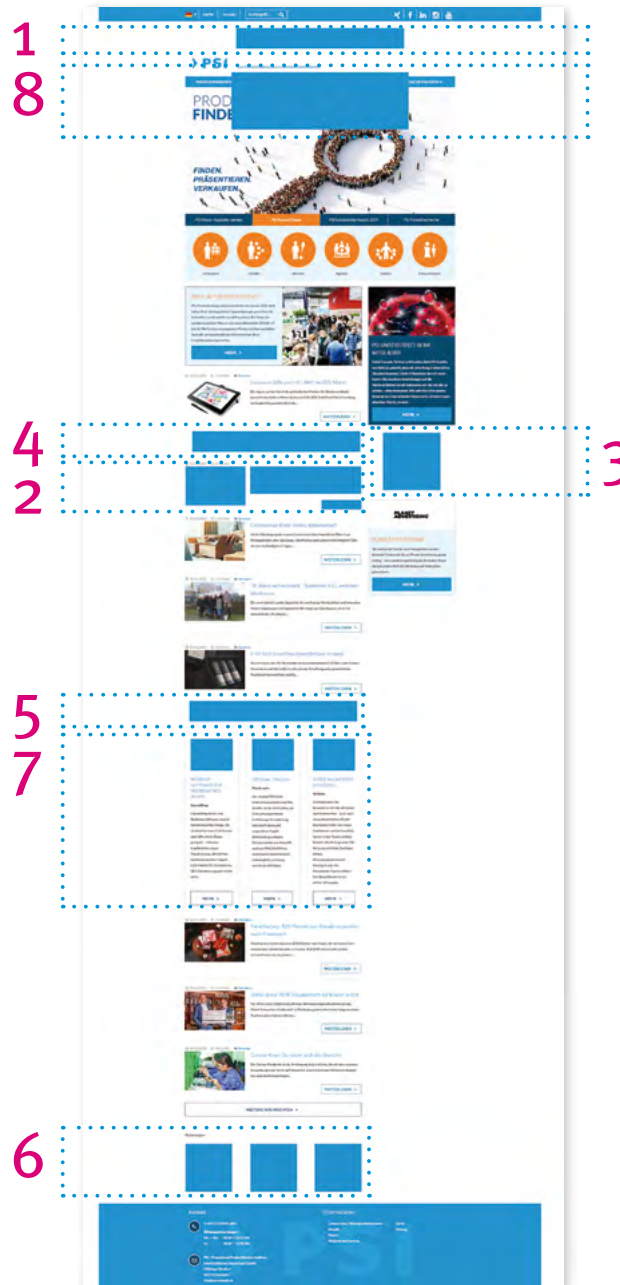
728 x 90 pixels, RGB mode, 72 dpi  
 Mobile view: 300 x 250 pixels, RGB mode, 72 dpi  
 GIF / JPG / PNG

### 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](http://www.psi-network.de/onlineads)

# IT'S HIGH TIME WE MEET AGAIN.

EUROPE'S PROMOTIONAL PRODUCTS INDUSTRY  
GETS TOGETHER

EXHIBITION CENTRE  
DÜSSELDORF

**POSTPONED**  
**18 - 20 MAY 2021**

 **PSI**

 PromoTex  
Expo

 viscom

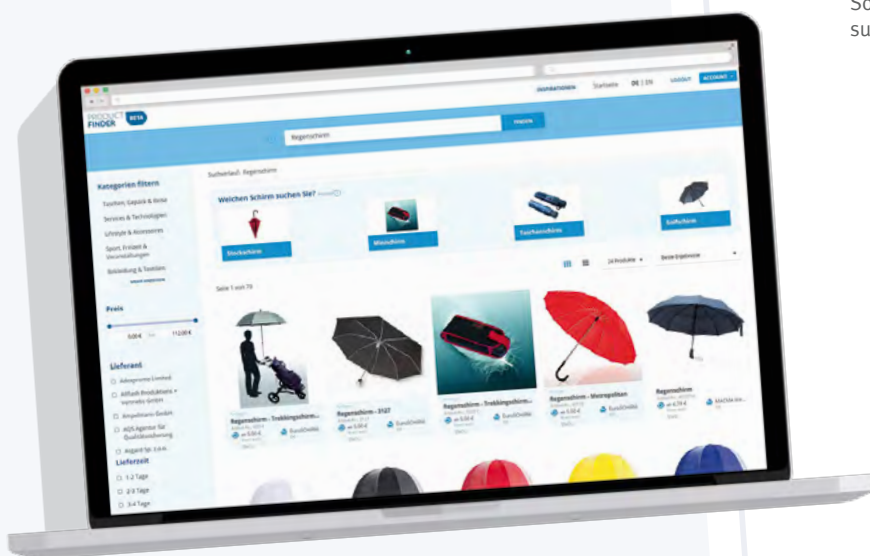


[WWW.PSI-MESSE.COM](http://WWW.PSI-MESSE.COM)

Organised by  
 Reed Exhibitions

## Promotional product search

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



[www.psiproductfinder.de](http://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?

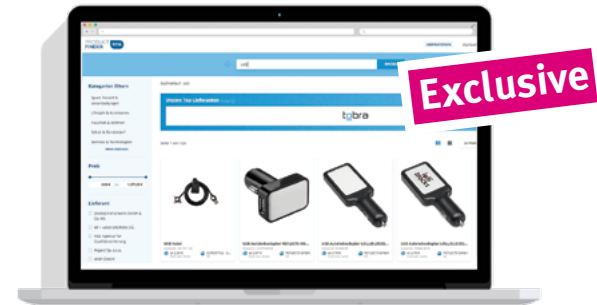
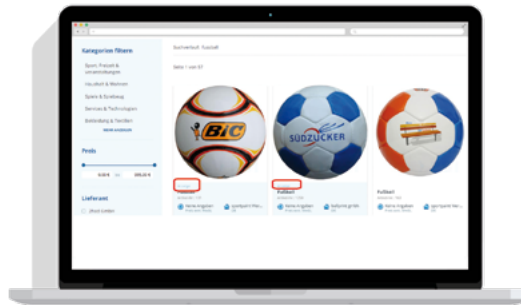
The PSI Product Finder is an **additional tool to generate leads, which is included in your membership**. Present your products and generate leads around the clock – 365 days a year. Please contact our PSI Product Finder team: [importe-productfinder@reedexpo.de](mailto:importe-productfinder@reedexpo.de)

Tip: Manage your products at [www.psiproductfinder.de/backend](http://www.psiproductfinder.de/backend)

# PSI Product Finder

## Special product advertising options

Highlight your products in the PSI Product Finder!



### 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.

**Price ..... 2.350,00 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 circuits

Changes under reservation

Online

# IT'S HIGH TIME WE MEET AGAIN.

EUROPE'S PROMOTIONAL PRODUCTS INDUSTRY  
GETS TOGETHER

EXHIBITION CENTRE  
DÜSSELDORF

**POSTPONED**  
**18 - 20 MAY 2021**

 **PSI**

 **PromoTex  
Expo**

 **viscom**



[WWW.PSI-MESSE.COM](http://WWW.PSI-MESSE.COM)

Organised by

 **Reed Exhibitions**



› 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](http://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

# Your contact persons

## PSI Media Consultants



**Senija Menzel**  
Senior Sales Manager  
Phone +49 211 90191-114  
senija.menzel@reedexpo.de



**Martin Metz**  
Sales Manager  
Phone +49 211 90191-321  
martin.metz@reedexpo.de



**Anna Maria Oikonomou**  
Sales Manager  
Phone +49 211 90191-150  
anna.oikonomou@reedexpo.de



## Advertisement Sales Manager



**Lars Kessler**  
Project Manager Sales  
Phone +49 211 90191-206  
lars.kessler@reedexpo.de



## PSI Journal Editorial Office

Edit Line Verlags- und Produktions GmbH  
Dekan-Laist-Straße 17, 55129 Mainz



**Manfred Schlösser**  
Chief Editor  
Phone +49 6131 95836-70  
schloesser@edit-line.de



**Ursula Geppert**  
Deputy Chief Editor  
Phone +49 6131 95836-42  
geppert@edit-line.de



**Martin Höchemer**  
Duty Editor  
(Office Marburg):  
Phone +49 6421 84072-43  
(Office Mainz):  
Phone +49 6131 95836-43  
hoechemer@edit-line.de



**Anke Zimmermann**  
Editor  
Phone +49 6131 95836-41 5  
zimmermann@edit-line.de



## Head of Publishing



**Anja Späker (Heidbüchel)**  
Director Publishing  
Phone +49 211 90191-115  
anja.spaecker@reedexpo.de



## Regional Contacts

### France and Belgium:



Reed Exhibitions ISG Belgium and France  
Mrs Solene Geourjon  
Phone +49 211 55628-539  
solene.geourjon@reedexpo.de

### Spain:



GPE S.L.  
Mrs Olga Pons  
Phone +34 93 4244000  
gpe@gpexpo.com

### UK:



Reed Exhibitions ISG UK  
Mr Daniel Cordock  
Phone +44 208 4398918  
daniel.cordock@reedexpo.co.uk

## Imprint

PSI Promotional Product Service Institute  
Reed Exhibitions Deutschland GmbH  
Völklinger Straße 4  
40219 Düsseldorf, Germany  
[www.psi-network.de](http://www.psi-network.de)

### Managing Directors

Hans-Joachim Erbel, Michael Freter,  
André Weijde

### PSI Managing Directors

Michael Freter  
Phone +49 211 90191-0

### Director Publishing

Anja Späker (Heidbüchel)  
Phone +49 211 90191-115  
Email [verlag@psi-network.de](mailto:verlag@psi-network.de)

### Düsseldorf District Court

HRB 28688

### Tax Office Düsseldorf-Süd

Tax Reference Number 106/5723/4021

VAT ID DE119434226



### Italy:



Reed Exhibitions ISG Italys.r.l.  
Ms Erika Poleggi  
Phone +39 02 43517098  
erika.poleggi@reedexpo.it

### Turkey:



ISTexpo  
Ms Sevinc Abdullayeva  
Phone +90 212 275 8283  
sevinc@istexpo.com

### Deutsche Bank AG

IBAN: DE3007 0010 0105 5706 00  
BIC: DEUTDE33XXX

**Facts** Founding year of PSI: 1960

### Publisher

PSI Reed Exhibitions Deutschland GmbH  
Völklinger Straße 4, D-40219 Düsseldorf  
[www.psi-network.de](http://www.psi-network.de)  
Phone +49 211 90191-100  
Fax +49 211 90 191-180

**Responsible according to the German press law**  
Michael Freter

**Publications Manager** Anja Späker (Heidbüchel)

**Advertising Sales Manager** Lars Kessler

**Year** 60th year 2021

**Prices** The advertisement price list No. 53 is  
valid from 01.01.2021 to 31.12.2021

### Certificates

PSO



FSC



PEFC



