



## PSI Media Guide 2022

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## PSI Media – The trusted sourcing channels for the promotional product industry



## Dates and facts

89.1% of distributors surveyed read the PSI Journal

Source: Representative PSI distributor survey on media usage 2017

Print run

5,200 copies per month

German version: 3,315 copies



English version: 1,885 copies



1,458

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

11,700

PSI newsletter

6,200 German-speaking 4,300 English-speaking 510,000\*

Page Impressions on PSI Network website Visits: 80,000\*

190,000\*

Page Impressions on PSI Trade show website Visits: 50,000\*

**1,662** Suppliers

(Update: 2021)

PRODUCT **FINDER** 

An average of

Ø 4,500

monthly product search horizontalies via the Product Sourcing Hotline

2,450,000\*

Page Impressions on PSI Product Finder Visits: 250,000\*

165,000

Products in the
PSI Product Finder
(Update: September 2021)
440,000 Product variants

<sup>\*</sup> Average value: 01.07.2020 - 30.06.2021

The Industry's APR Who and How. My PSI. Live. **Exhibition Centre Düsseldorf** 22 The Industry's Who and How: Talks business. Speaks my language. My PSI. The industry's big reunion. Order your tickets now. psi-messe.com The leading European trade show for the promotional products industry

In the business of building businesses

26-28



## **> PS1**

## Trade magazine for PSI members – suppliers and distributors



The PSI Journal provides information about trends, developements, 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: 5,200 copies

including

German version: 3,315 copies English version: 1,885 copies



## Topic plan 2022

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 2022	03.01.2022	Innovations PSI 2022	Events and festivals	08.11.2021	15.11.2021
February 2022	10.02.2022	Easter, garden, hobby and handicraft	Ecological and sustainable products	15.12.2021	18.01.2022
March 2022	01.03.2022	Protective and hygienic articles, occupational safety	Bags, luggage and leather goods	21.01.2022	09.02.2022
April 2022	08.04.2022	Fashion, workwear, caps and accessories	Office supplies, stationery, calendars	18.02.2022	09.03.2022
May 2022	13.05.2022	Merchandising and Fan Articles [World Cup]	Health, sports and fitness	18.03.2022	06.04.2022
June 2022	01.06.2022	Wellness, Cosmetics and Beauty	Beverages, drinking vessels and tableware	20.04.2022	06.05.2022
July 2022	12.07.2022	Christmas, gift sets and custom-made products	Toys and soft toys	20.05.2022	15.06.2022
August + September 2022	01.09.2022	Ecological and sustainable products, vegan products	Chocolate and Sweets	24.06.2022	10.08.2022
October 2022	03.10.2022	Outdoor, Umbrellas, Tools and Knives	Health and Hygiene	19.08.2022	09.09.2022
November 2022	02.11.2022	Electronics, Digital and Smartphone Accessories	Car, Bicycle, Traffic and Safety	19.09.2022	07.10.2022
December 2022	01.12.2022	Brand and design products, fair trade	Made in Germany/Europe	19.10.2022	09.11.2022
January 2023	02.01.2023	Trade Show innovations PSI 2023	Ecological and sustainable products	09.11.2022	18.11.2022

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)

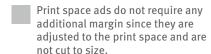
  Image formats and resolutions: EPS,TIF, JPG, PDF in 300 dpi

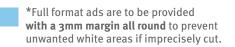
  Product presentations are free, but they cannot be guaranteed.

Print documents (PDF, 300 dpi) to be sent to:
PSI Journal – Anja Späker
email: printing@reedexpo.de
or via RX Upload Portal
https://share.messe.at/filedrop/
anja.spaeker@rxglobal.com

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, Völklinger Str. 4, 40219 Düsseldorf, Germany.







## Advertising formats and prices

Format	Price
2/1 page Full format*: 420mm x 297mm	Regular Issues: 4,201.00 EUR Show edition: 5,201.00 EUR
1/1 page inside pages Full format*: 210mm x 297mm	Regular Issues: 2,443.00 EUR Show edition: 2,943.00 EUR
1/1 page IFC (inside front cover), IBC (inside back cover) Full format*: 210mm x 297mm	Regular Issues: 2,791.00 EUR Show edition: 3,291.00 EUR
1/1 page OBC (outside back cover) Full format*: 210mm x 297mm	Regular Issues: 2,911.00 EUR Show edition: 3,411.00 EUR
Contents-Ad Full format*: 236mm x 297mm	Regular Issues: 2,504.00 EUR Show edition: 3,004.00 EUR
2 X 1/2 page "Twin-Set" Full format*: (per page) 210mm X 145mm	Regular Issues: 2,443.00 EUR Show edition: 3,043.00 EUR
2 X 1/2 page Full format*: (per page) 100mm x 297mm	Regular Issues: 2,443.00 EUR Show edition: 3,043.00 EUR
1/2 page horizontal Full format*: 210mm x 145mm Print space: 185mm x 127mm	Regular Issues: 1,795.00 EUR Show edition: 2,095.00 EUR

All prices are stated in EUR plus VAT.

Λ11	specifications:	widthy	hoiaht
All	specifications:	width x	neigni

Format	Price
1/2 page vertical Full format*: 100mm x 297mm Print space: 90mm x 260mm	Regular Issues: 1,795.00 EUR Show edition: 2,095.00 EUR
1/3 page horizontal Full format*: 210mm x 95mm Print space: 185mm x 83mm	Regular Issues: 1,661.00 EUR Show edition: 1,961.00 EUR
1/3 page vertical Full format*: 70mm x 297mm Print space: 58mm x 260mm	Regular Issues: 1,661.00 EUR Show edition: 1,961.00 EUR
1/4 page horizontal Full format*: 210mm x 70mm Print space: 185mm x 60mm	Regular Issues: 1,500.00 EUR Show edition: 1,650.00 EUR
1/4 page vertical Full format*: 100mm x 145mm Print space: 90mm x 127mm	Regular Issues: 1,500.00 EUR Show edition: 1,650.00 EUR
1/8 page Print space: 90mm x 61mm	Regular Issues: 479.00 EUR Show edition: 479.00 EUR

## Classified ad

1/4 page, 4c, Job offers, PSI Journal + online (Duration 2 months) 239.00 EUR
1/4 page, 4c, Classifieds section
1/4 page, 4c, Special "limited"
1/8 page, 4c, Classifieds section

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



## Special advertising formats and prices

	Format	Price
) PS1 == JOURNAL	Second Cover Including production and packaging	Regular Issues: 4,200.00 EUR Show edition: 4,500.00 EUR
DURNAL  JOURNAL  Sunter  Werbefrühling  Dier, Grien, Richt, Recferent	Sticky note Form-punched is also possible	Regular Issues: from 2,118.00 EUR Show edition: 3,177.00 EUR
DURNAL  JOURNAL  Suller  Werbefrühling  Oten, Gate, Richt, Kasferch	Sticky note XL	Regular Issues: from 2,875.00 EUR Show edition: 3,957.00 EUR
DEST	Cover Sticker max. 50 g	Partial edition distributors D+A+CH: 2,229.00 EUR Partial edition distributors: 2,731.00 EUR  Total print run (Regular Issue): 4,124.00 EUR  Total print run (Show edition): 4,743.00 EUR

	Format	Price
P: JOU	Double-gate folds	Regular Issues: from 6,130.00 EUR Show edition: 8,582.00 EUR
Particular are and particular ar	Footer-Ad	Regular Issues: 899.00 EUR Show edition: 999.00 EUR
The second secon	Sticker	Regular Issues: from 3.065.00 EUR Show edition: 4,291.00 EUR
To the second se	Attention package	1 x 2/1 page + Contents-Ad: 4,425.00 EUR
Particular and Control of the Contro	Separator page 2-sided Including production and packaging	Regular Issues: from 3,556.00 EUR Show edition: 4,056.00 EUR



## **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

#### Date of delivery

Two weeks prior to publication date

#### **Delivery address**

Helmut Sturm c/o Kössinger AG PSI Journal issue xx/2022 Fruehaufstraße 21 84069 Schierling, Germany Phone: +49 9451 499-140

#### Labelling of supplements

Labelling needs 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.

Print run	Copies	Price up to 20g	Price up to 50g
Total print run	5,200	4,940 EUR	7,857 EUR
Germany	2,668	1,983 EUR	3,113 EUR
A+CH	519	389 EUR	586 EUR
International	2,013	2,568 EUR	4,158 EUR
Partial print run Supplier	2,231	1,784 EUR	2,803 EUR
Germany	1,220	880 EUR	1,348 EUR
A+CH	106	76 EUR	117 EUR
International	905	828 EUR	1,338 EUR
Partial print run Distributor	2,430	2,612 EUR	3,822 EUR
Germany	1,219	920 EUR	1,307 EUR
A+CH	385	290 EUR	413 EUR
International	826	1,402 EUR	2,102 EUR
VIP-Circulation	539	544 EUR	1,232 EUR
Germany	229	183 EUR	458 EUR
A+CH	28	22 EUR	56 EUR
Ausland	282	338 EUR	718 EUR

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

## PSI Supplier Finder – The supplier directory of PSI



## 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

## Twice 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 91.00 EUR		
Per highlight77.00 EUR		
Additional product group (from the 3rd),		
each 49.00 EUR		
Brand list, per brand 283.00 EUR		

## Supplier Finder digital



Digital details on page 26

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

## PSI Supplier Finder

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





## Advertising formats and prices

Format	Price
2/1 page Full format*: 420mm x 297mm	4,201.00 EUR
1/1 page inside pages Full format*: 210mm x 297mm	2,443.00 EUR
1/1 page IFC (inside front cover), IBC (inside back cover) Full format*: 210mm x 297mm	2,791.00 EUR
1/1 page OBC (outside back cover) Full format*: 210mm x 297mm	2,911.00 EUR
Contents-Ad Full format*: 236mm x 297mm	2,504.00 EUR
2 X 1/2 page "Twin-Set" Full format*: (per page) 210mm X 145mm	2,443.00 EUR
2 X 1/2 page Full format*: (per page) 100mm x 297mm	2,443.00 EUR
1/2 page horizontal Full format*: 210mm x 145mm Print space: 185mm x 127mm	1,795.00 EUR

All	specif	ications:	width x	height

Format	Price
1/2 page vertical Full format*: 100mm x 297mm Print space: 90mm x 260mm	1,795.00 EUR
1/3 page horizontal Full format*: 210mm x 95mm Print space: 185mm x 83mm	1,661.00 EUR
1/3 page vertical Full format*: 70mm x 297mm Print space: 58mm x 260mm	1,661.00 EUR
1/4 page horizontal Full format*: 210mm x 70mm Print space: 185mm x 60mm	1,500.00 EUR
1/4 page vertical Full format*: 100mm x 145mm Print space: 90mm x 127mm	1,500.00 EUR
1/8 page Print space: 90mm x 61mm	479.00 EUR

## PSI Supplier Finder



## Special advertising formats and prices

	Format	Price
>PSI SUPPLIER FINDER	Second Cover Including production and packaging	4,200.00 EUR
SUPPLIER FINDER TOP CERTIFIED	Sticky note Form-punched is also possible	from 2,118.00 EUR
SUPPLIER FINDER TOP CERTIFIED	Sticky note XL	from 2,875.00 EUR
SUPPLIER FINDER TOP CERTIFIED	Cover Sticker max. 50 g	Partial print run distributors D+A+CH: 2,229.00 EUR Partial print run distributors: 2,731.00 EUR Total print run: 4,743.00 EUR
Jamin-sale	Footer-Ad 5 placings spreaded	899.00 EUR

	Format	Price
PSI SUPPLIE PINOER TOP CERT	Double-gate folds	from 6,130.00 EUR
Processor	Sticker	from 3,065.00 EUR
The state of the s	Attention package 1 x 2/1 page + Contents-Ad	4,425.00 EUR
Finance  Processor  Pr	Separator page 2-sided Including production and packaging	from 3,556.00 EUR
	Separator page 4-sided Including production and packaging	from 5,517.00 EUR

## PSI Show - The official Show Guide



## One Plattform – one guide

The show guide to the PSI Show brings together all exhibitor and trade fair informations with editorial support on trade fair innovations from the PSI Journal/PSI Europe.





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

## Marketing packages for exhibitors

## **BRONZE PACKAGE**

#### **ONLINE**

815.00€

#### **EXHIBITOR PROFILE**

- Cover image & company logo
- Contact address, telephone and e-mail
- Link to website & social media
- Company description
- Brand listings
- Upload of product images and documents
- "Why visit our stand" description

#### **EXHIBITOR LIST**

- Company name, logo & stand number
- Product categories
- Company description

### **PRINT SHOW GUIDE**

#### **EXHIBITOR PROFILE**

- Company name, logo & stand number
- Contact address, telephone and e-mail/fax
- Link to website
- Product categories (5 product categories are included, more are optional)
- Company description (500 characters including spaces)

## **UPGRADE TO SILVER PACKAGE**

The bronze package is extended by the following silver services:

Bronze + 464.00 €

#### **ONLINE**

#### **EXHIBITOR LIST**

- Brand listings
- "Why visit our stand" description
- Display of product images
- Link to website
- Contact information telephone and e-mail
- Positioning in the exhibitor list with "Premium" label

#### PRINT SHOW GUIDE

#### **EXHIBITOR PROFILE**

- Logo in the hall directory
- Colour highlighting of the stand in the
- Hall plan of the hall directory

## **UPGRADE TO GOLD PACKAGE**

The silver package is extended by the following gold services:

Silver + 1,171.00 €

#### **ONLINE**

- Feature sponsoring of a product category incl.
- "Premium" label and positioning at the beginning of the exhibitor list
- Feature in the website carousel

#### PRINT SHOW GUIDE

• 1 x 1/4 page advertisement 4c in the PSI Journal/PSI Europe



## **Package Details**

## **BRONZE PACKAGE**

Listing in the online exhibitor list

in the Show Guide

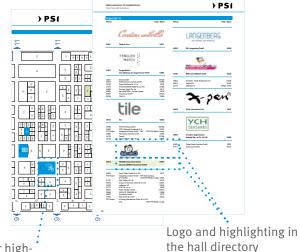




The bronze package is extended by the following

**UPGRADE TO SILVER PACKAGE** 

silver services:



Colour highlighting of the stand in the hall plan of the hall directory

"Premium" label in the online exhibitor list



## **UPGRADE TO GOLD PACKAGE**

The silver package is extended by the following gold services:



product category "Featured Exhibitors" carousel



## Advertising formats and prices – Show Guide

Format	Price
2/1 page Full format*: 420mm x 297mm	5,201.00 EUR
1/1 page inside pages Full format*: 210mm x 297mm	2,943.00 EUR
Contents-Ad Full format*: 236mm x 297mm	3,004.00 EUR
2 x 1/2 page "Twin-Set" Full format*: (per page) 210mm x 145mm	3,043.00 EUR
2 X 1/2 page Full format*: (per page) 100mm X 297mm	3,043.00 EUR
1/2 page horizontal Full format*: 210mm x 145mm Print space: 185mm x 127mm	2,095.00 EUR
1/2 page vertical Full format*: 100mm x 297mm Print space: 90mm x 260mm	2,095.00 EUR

Format	Price
1/3 page horizontal Full format*: 210mm x 95mm Print space: 185mm x 83mm	1,961.00 EUR
1/3 page vertical Full format*: 70mm x 297mm Print space: 58mm x 260mm	1,961.00 EUR
1/4 page horizontal Full format*: 210mm x 70mm Print space: 185mm x 60mm	1,650.00 EUR
1/4 page vertical Full format*: 100mm x 145mm Print space: 90mm x 127mm	1,650.00 EUR
1/8 page Print space: 90mm x 61mm	479.00 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

The Industry's APR Who and How. My PSI. Live. **Exhibition Centre Düsseldorf** 22 The Industry's Who and How: Talks business. Speaks my language. My PSI. The industry's big reunion. Order your tickets now. psi-messe.com The leading European trade show for the promotional products industry

In the business of building businesses

26-28





## **PSI** Network website

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



www.psi-network.de

## Advertising figures

 $\emptyset$  Page Impressions: 510,000\*

Ø Visits: 80,000\*

Period: 01.07.2020 - 30.06.2021

\*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:

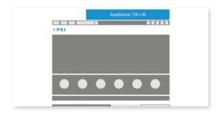
Format	WxH	Duration	Price
Superbanner	Desktop view: 728 x 90 pixels Mobile view: 300 x 250 pixels	per month	1,086.00 EUR
TOP Banner	Desktop view: 728 x 90 pixels Mobile view: 300 x 250 pixels	per month	434.00 EUR
MID Banner	Desktop view: 728 x 90 pixels Mobile view: 300 x 250 pixels	per month	325.00 EUR
Square PopUp (Rectangle Ad)	250 x 250 pixels	per month	651,00 EUR
Online Advertorial + Press release max. 1,000 characters incl. blanks	765 x 400 pixels	per month	1,630.00 EUR
Square PopUp (Rectangle Ad)	250 x 250 pixels	per month	636.00 EUR
Classifieds	204 X 210 pixels	per month	325.00 EUR
Product of the week + Press release max. 300 characters incl. blanks	204 x 155 pixels	per week	325.00 EUR

) **PS1** 

## **Banner placements**

## 1 Superbanner

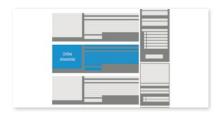
This extremely wide form of advertising provides a lot of space for your advertising messages – attention is guaranteed!



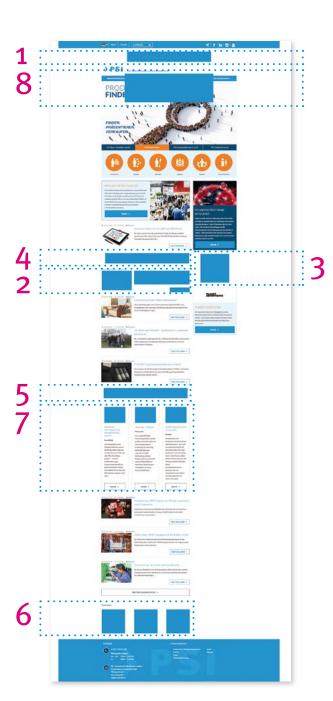
728 x 90 pixels, RGB mode, 72 dpi Mobile view: 300 x 250 pixels, RGB mode, 72 dpi GIF / JPG / PNG

#### 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

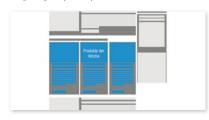
Do you have any products or surplus that you want to sell? Then place a small ad on our website! This can be done at very short notice!



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

## **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.

Advertising facts in non-pandemic times

Ø Page Impressions: 624.070

Ø Visits: 137.039

Period: 01.07.2019 - 30.06.2020

www.psi-messe.com



#### Our Banner Portfolio

Please provide us with one artwork per banner placement, but one per view:

	Format and Position	WxH	Duration	Price
Homepage	Medium Rectangle Pos. 1 or 3 - static*	300 x 250 pixel	per month	900.00 EUR
	Medium Rectangle Pos. 2 - animated*	300 x 250 pixel	per month	950.00 EUR
	Leaderboard Banner **	728 x 90 pixel	per month	750.00 EUR
Hon	Leaderboard Banner - Viewport 2**	728 x 90 pixel	per month	750.00 EUR
	Video (Youtube or Vimeo) - below "Travel" section*		per month	900.00 EUR
	Medium Rectangle Pos. 1 or 3 - static*	300 x 250 pixel	per month	750.00 EUR
ge ors"	Medium Rectangle Pos. 2 - animated*	300 x 250 pixel	per month	800.00 EUR
b pa Visit	Leaderboard Banner - below "Programme"**	728 x 90 pixel	per month	750.00 EUR
Su "For	VIP Logo *	200 x 100 pixel	per month	400.00 EUR
	Video (Youtube or Vimeo) - below "Travel" section*		per month	750.00 EUR
i ors"	Medium Rectangle Pos. 1 or 3 - static*	300 x 250 pixel	per month	750.00 EUR
page hibito	Medium Rectangle Pos. 2 - animated*	300 x 250 pixel	per month	800.00 EUR
Sub "For Exh	Leaderboard Banner - below Trade show appearance**	728 x 90 pixel	per month	750.00 EUR
3	Medium Rectangle Pos. 1 or 3 - static*	300 x 250 pixel	per month	750.00 EUR
page Aedia	Medium Rectangle Pos. 2 - animated*	300 x 250 pixel	per month	800.00 EUR
Sub "For M	Leaderboard Banner - under media accreditation, static or animated**	728 x 90 pixel	per month	750.00 EUR
age ets"	Medium Rectangle Pos. 1 or 3 - static*	300 x 250 pixel	per month	750.00 EUR
Sub p	Medium Rectangle Pos. 2 - animated*	300 x 250 pixel	per month	800.00 EUR

<sup>\*</sup> permanent visibility

Construction of the website page 22 All prices are stated in EUR plus VAT.

<sup>\*\*</sup> rotating visibility

## **PSI** websites

## ) **PS1**

## PSI Trade Show website – Banner placements

## 1 Medium Rectangle

Placement directly under the jump marks. 3 Medium Rectangles next to each other. Change & exclusivity per position possible. No format change for mobile view. ONLY the middle banner can be animated. Permanent visibility.

300 x 250 pixels, RGB mode, 72 dpi resolution, mobile view: 300 x 250 pixels, RGB mode, 72 dpi resolution
GIF / JPG / PNG

## 2 Leaderboard

Placement directly under the viewport "Recommended exhibitors".

Accessible via jump mark and scroll.
Leaderboard 1 with change to
Medium Rectangle in the mobile view.
Several customers in alternation possible (3-5 customers).
Rotating visibility.

728 x 90 pixels, RGB mode, 72 dpi resolution GIF / JPG / PNG  $\,$ 



#### 3 Logo

Placement further down on the homepage (e.g. via contact area).
Logo with link to exhibitor homepage.
Max 12 pcs.
Permanent visibility.

200 x 100 pixels, RGB mode, 72 dpi GIF / JPG / PNG

## 4 Video

Placement under Arrival / at the bottom.

Can be reached via the Arrival link, if applicable.

Content: Product video / Company presentation.

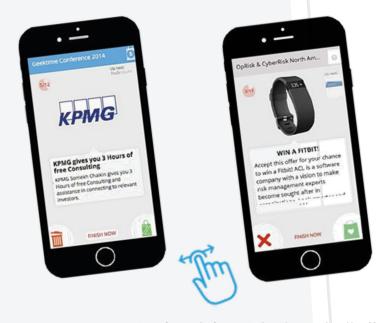
Exclusively for one customer!

Permanent visibility.

## Digital goody bag for the PSI Trade Show



The digital goody bag promotes your products and services on the smartphones of trade show attendees on-site and digitally.



Swipe from left to right through all offers and mark your personal highlights by clicking on the green pocket icon.

## A digital incentive can help achieve your goals:

- Lead Generation & Booth Visitors
- Product Launch & Promotion
- Brand Awareness
- Brand Credibility
- Promoting Followers on Social Media
- Thought Leaders / Educators
- Attending Your Events



## All advantages at a glance

- Innovative and intuitive with fun factor
- Identify customers
- Measure success using comprehensive analyses
- Digital supplement to physical trade fair presence
- Lead report with comprehensive information
- High reach



**Desktop View** 

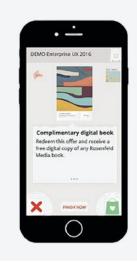
www.psi-messe.com/en-gb/digitale-goodybag.html

## Digital goody bag for the PSI Trade Show

## ) PS1

## Guide visitors to your booth in a targeted way





Filled to the brim with attractive incentives, the digital goody bag promotes your products and services on visitors' smartphones - and leads them specifically to your trade show booth or to your online offers. Stand out from the crowd and present visitors with exclusive and limited offers, discounts and product samples in an innovative experience.

- Generate leads & brand awareness
- Attract booth visitors
- Promote product or service

2,250.00€

## Premium-Sponsor

Exclusive: 1 exhibitor
Splash screen in desktop & mobile
First insertion always in first position

399.00€

## Additional display as premium sponsor

Playoff: In random order

750.00€

## Regular display

Playoff: In random order

399.00€

## Limited display

When booked in combination with an ad in the PSI Journal/PSI Europe trade show edition Playout: In random order

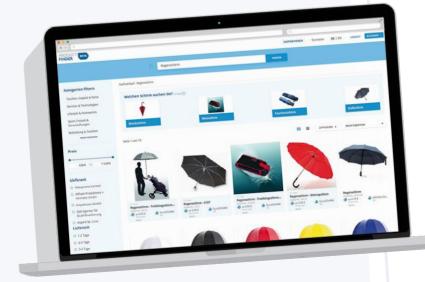
www.psi-messe.com/en-gb/digitale-goodybag.html

## **PSI Product Finder**

## ) PS1

## 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: 2,450,000\*

Visits: 250,000\*

Period: 01.07.2020 - 30.06.2021

\*Average value

#### **Product Status PSI Product Finder**

165,000 Products
440,000 Product variants

Status as of: September 2021

## 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!



## **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.

#### 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...... 278.00 EUR

# Angular files Angula

## Logo top supplier campaign

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

## What we need from you

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

## What we need from you

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

## 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.



## **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

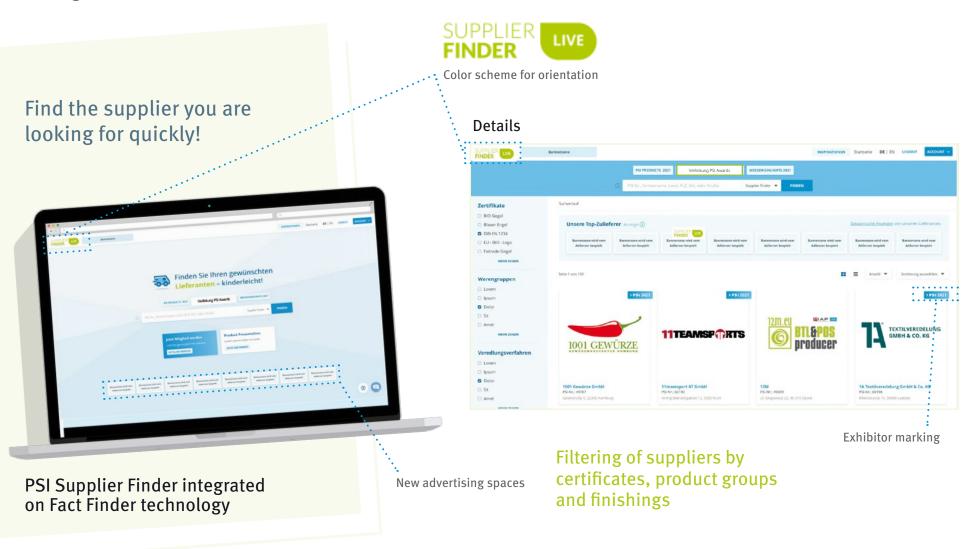
#### What we need from you

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

#### What we need from you

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

## Integrated in the PSI Product Finder



# The perfect digital platform for your business highlights and news.



## **PSI Business Newsletter**

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

## Advertising figures per sendout

German subscribers: 7,200 International subscribers: 4,500

PSI Business Newsletter subscribers

## **Publication dates**

Every Tuesday (German version)

International 1x per month

89.9% of surveyed distributors read the PSI Newsletter

Source: Representative PSI distributor survey on media usage 2017

## **PSI Business Newsletter**

## ) **PS1**

## 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:

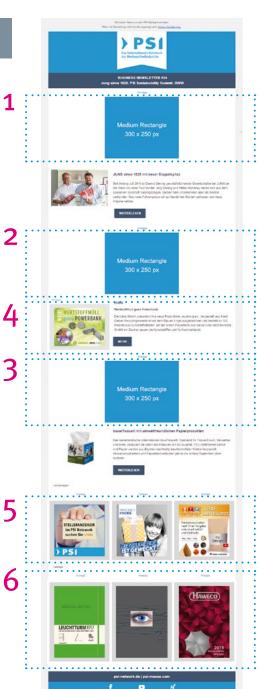
- Classified 204 x 210 pixels
- Link to the website of your choice

## **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 ine catalog



#### Our Banner Portfolio

	Format	WxH	Duration	Price
1	TOP Banner / (Medium Rectangle) Exclusive positioning	300 X 250 pixels	per Issue	445.00 EUR
2	MID Banner 1+2 / (Medium Rectangle) Exclusive positioning	300 X 250 pixels	per Issue	333.00 EUR
3	MID Banner 3 / (Mediumw Rectangle) Exclusive positioning	300 X 250 pixels	per Issue	278.00 EUR
4	Product of the week + teaser text max. 300 characters incl. blanks**	204 X 155 pixels	per Issue	278.00 EUR
5	Classifieds **	204 X 210 pixels	per Issue	121.00 EUR
6	Catalogue announcements**	204 X 291 pixels	per Issue	121.00 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 Novelty Box

## ) PS1

## The product sample box

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





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: 2,998.00 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 date:\*

Deadline Supplements: deadline for delivery

05.05.2022 ..... 20.04.2022



\*Changes under reserve

## Your contact persons

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PS0







