



› PSI

MEDIA GUIDE 2020

 Reed Exhibitions



Price List No. 52 | Last revised: September 2019

PSI Media Guide 2020

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Print media

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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 specialist in print media for 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

8.200
PSI newsletter
6.200 German-speaking
2.000 English-speaking

1,910
suppliers
(Update: 2019)

An average of
Ø 6,800
monthly product search queries via the Product Sourcing Hotline

Ø 728,548*
Page Impressions on PSI Network website
Ø Visits: 176,368*

Ø 690,671*
Page Impressions on PSI Trade Show website
Ø Visits: 175,058*

Ø 1.369,596*
Page Impressions on PSI Product Finder
Ø Visits: 252.260*

130,000
Products in the PSI Product Finder (Update: 2019)
200,000 Product variants

* Average value 2018

Specialist magazine for PSI members – Suppliers and distributors



The PSI Journal provides information on trends, events, the great minds of the industry and lots 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 2020

Month	Date of issue	Product topic 1	Product topic 2	Editorial deadline	Ad closing date
January 2020	02.01.2020	Trade show innovations PSI 2020		07.11.2019	15.11.2019
February 2020	10.02.2020	Merchandising and fan merchandise[EC]	Spring, garden, hobby and craft	13.12.2019	15.01.2020
March 2020	02.03.2020	Brand and design products, fair trade	Bags, luggage and leather goods	17.01.2020	05.02.2020
April 2020	01.04.2020	Fashion, workwear, caps and accessories	Calendars and packaging	14.02.2020	05.03.2020
May 2020	04.05.2020	Office supplies and writing instruments	Health, sport and fitness	16.03.2020	06.04.2020
June 2020	02.06.2020	Wellness, cosmetics and beauty	Beverages, rinking vessels and tableware	17.04.2020	05.05.2020
July 2020	01.07.2020	Christmas and gift sets	Toys and plush products	15.05.2020	05.06.2020
August + September 2020	01.09.2020	Ecological and sustainable products, vegan	Chocolate and sweets	22.06.2020	05.08.2020
October 2020	01.10.2020	Everything for autumn and winter, umbrellas, outdoor clothing	Knives and tools	14.08.2020	07.09.2020
November 2020	02.11.2020	Electronics, digital and smartphone accessories	Auto, bicycles, transport and safety	17.09.2020	05.10.2020
December 2020	01.12.2020	Gastronomy and hotel industry	Made in Germany/Europe	16.10.2020	05.11.2020
January 2021	04.01.2021	Trade show innovations PSI 2021		06.11.2020	15.11.2020

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 Heidbüchel
 e-mail: 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

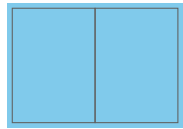
In case of submission of ad printing material without a colour-binding proof, we are not liable for any faulty print result. Please send a colour-binding proof (ISO 12647) until the deadline of printing materials to: PSI Journal, Ms Anja Heidbüchel, Völklinger Str. 4, 40219 Düsseldorf, Germany.

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.

All specifications: width x height

Advertising formats and prices



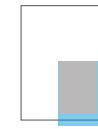
2/1 page Full-format*
per page:
210mm x 297mm
Issue 02 - 11: 4,099.00 EUR
Issue 01: 5,099.00 EUR



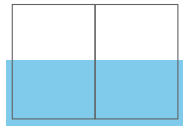
1/1 page Full-format*
210mm x 297mm
Issue 02 - 11: 2,383.00 EUR
Issue 01: 2,883.00 EUR



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



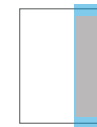
1/4 page vertical Full-format*
100mm x 145mm
Print space
90mm x 127mm
Issue 02 - 11: 1,463.00 EUR
Issue 01: 1,613.00 EUR



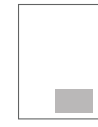
2 x 1/2 page „Twin-Set“ Full-format*
per page:
210mm x 145mm
Issue 02 - 11: 2,383.00 EUR
Issue 01: 2,983.00 EUR



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

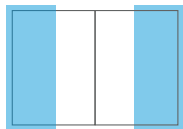


1/3 page vertical Full-format*
70mm x 297mm
Print space
58mm x 260mm
Issue 02 - 11: 1,620.00 EUR
Issue 01: 1,920.00 EUR

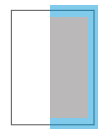


1/8 page Print space
90mm x 61mm
Issue 02 - 11: 467.00 EUR
Issue 01: 467.00 EUR

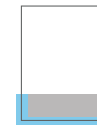
Classified ad format



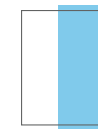
2 x 1/2 page Full-format*
per page:
100mm x 297mm
Issue 02 - 11: 2,383.00 EUR
Issue 01: 2,983.00 EUR



1/2 page vertical Full-format*
100mm x 297mm
Print space
90mm x 260mm
Issue 02 - 11: 1,751.00 EUR
Issue 01: 2,983.00 EUR



1/4 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



Contents-Ad Full-format*
236mm x 297mm
Issue 02 - 11: 2,443.00 EUR
Issue 01: 2,943.00 EUR

IFC, 1/1 page – Issue 02 - 11: 2,723.00 EUR / Issue 01: 3,223.00 EUR
IBC, 1/1 page – Issue 02 - 11: 2,723.00 EU / Issue 01: 3,223.00 EUR
OBC, 1/1 page – Issue 02 - 11: 2,840.00 EUR / Issue 01: 3,340.00 EUR

All prices are stated in EUR plus VAT.

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

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

Special advertising formats and prices

Bookmark



Issue 02 - 12:
from 4,187.00 EUR
Issue 01 „Show edition“:
5,383.00 EUR
Form-punched is also possible.
Including production and packaging

Banderole



Issue 02 - 12:
from 4,187.00 EUR
Issue 01 „Show edition“:
5,383.00 EUR
Including production and packaging

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

Sticky note



Issue 02 - 12:
from 2,066.00 EUR
Issue 01 „Show edition“:
3,099.00 EUR
Form-punched is also possible.

Sticky note XL



Issue 02 - 12:
from 2,805.00 EUR
Issue 01 „Show edition“:
3,861.00 EUR

Separator page 2-sided



Issue 02 - 12:
from 3,469.00 EUR
Issue 01 „Show edition“:
3,969.00 EUR
Including production and packaging

Separator page 4-sided



Issue 02 - 12:
from 5,383.00 EUR
Issue 01 „Show edition“:
5,883.00 EUR
Including production and packaging

Cover Sticker



Partial print run distributors D+A+CH
max. 50 g 2,175.00 EUR
Partial print run distributors
max. 50 g 2,664.00 EUR
Total print run (Issue 02 - 12)
max. 50 g 4,023.00 EUR
Total print run
(Issue 01 „Show edition“)
max. 50 g 4,627.00 EUR

Supplements

Print media



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/2020
 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 business directory of PSI supplier members for PSI distributors



Published twice a year.

The PSI Supplier Finder is the print counterpart to the PSI Product Finder and is thus another channel of product research for PSI distributors.

Are you verified?
What types of finishing do you offer?

Basic entry

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

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

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

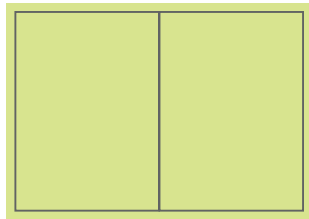
Print space ads do not require any additional margin since they are adjusted to the Print space and are not cut to size.

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

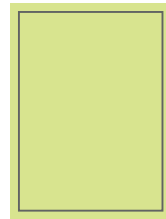
All specifications: width x height

Advertising formats and prices

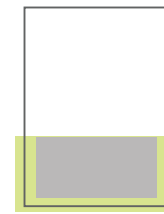
Print media



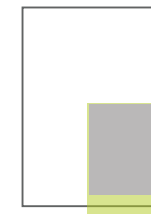
2/1 page
Full-format
per page:
210mm x 297mm
plus 3mm margin
4,099.00 EUR



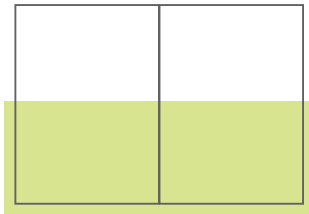
1/1 page
Full-format
210mm x 297mm
plus 3mm margin
2,383.00 EUR



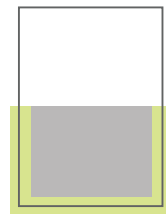
1/3 page horizontal
Full-format
210mm x 95mm
plus 3mm margin
Print space
185mm x 83mm
1,620.00 EUR



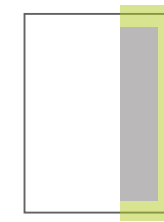
1/4 page vertical
Full-format
100mm x 145mm
plus 3mm margin
Print space
90mm x 127mm
1,463.00 EUR



2 x 1/2 page „Twin-Set“
Full-format
per page:
210mm x 145mm
plus 3mm margin
2,383.00 EUR



1/2 page horizontal
Full-format
210mm x 145mm
plus 3mm margin
Print space
185mm x 127mm
1,751.00 EUR

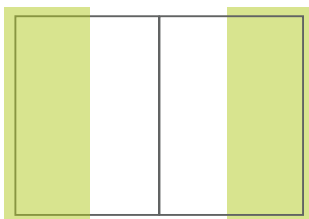


1/3 page vertical
Full-format
70mm x 297mm
plus 3mm margin
Print space
58mm x 260mm
1,620.00 EUR

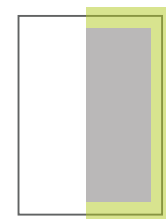


1/8 page
Print space
90mm x 61mm
467.00 EUR

Classified ad format



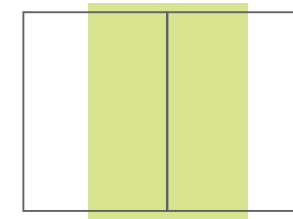
2 x 1/2 page
Full-format
per page:
100mm x 297mm
plus 3mm margin
2,383.00 EUR



1/2 page vertical
Full-format
100mm x 297mm
plus 3mm margin
Print space
90mm x 260mm
1,751.00 EUR



1/4 page horizontal
Full-format
210mm x 70mm
plus 3mm margin
Print space
185mm x 60mm
1,463.00 EUR



Contents-Ad
Full-format
236mm x 297mm
plus 3mm margin
2,443.00 EUR

Special advertising formats and prices

Bookmark



from 4,187.00 EUR
Form-punched is also possible.
Including production and packaging

Banderole



from 4,187.00 EUR
Including production and packaging

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

Sticky note



from 2,066.00 EUR
Form-punched is also possible.

Sticky note XL



from 2,805.00 EUR

Separator page 2-sided



from 3,469.00 EUR

Separator page 4-sided



from 5,383.00 EUR

Cover Sticker



Partial print run distributors D+A+CH:
max. 50g 2,175.00 EUR
Partial print run distributors:
max. 50g 2,664.00 EUR
Total print run:
max. 50g 4,023.00 EUR
Total print run:
max. 50g 4,627.00 EUR

The world of advertising and selling – The official Show Guides

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/ Hallplan, 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

The PSI Show Guide is combined with the January issue of the PSI Journal

It serves with an increased circulation.

Show Guide PromoTex Expo and viscom

The Show Guides of PromoTex Expo and viscom appear as a handy „Two-in-one“.



„Two-in-one“

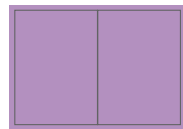
You will find the terms & conditions at: www.psi-network.de/mediaguide

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 specifications: width x height



2/1 page

PSI: 5,099.00 EUR

per page

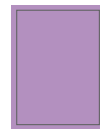
Full-format*: 210 x 297mm

PromoTex Expo/

viscom: 2,699.00 EUR

per page

Full-format*: 296 x 210mm



1/1 page

PSI: 2,883.00 EUR

Full-format*: 210 x 297mm

PromoTex Expo/

viscom: 1.611.00 EUR

Trennseite: 1.853.00 EUR

Full-format*: 148 x 210mm



1/3 page horizontal

PSI: 1,920.00 EUR

Full-format*: 210 x 95mm

Print space: 185 x 83mm



1/4 page vertical

PSI: 1,613.00 EUR

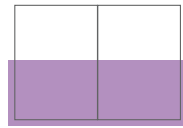
Full-format*: 100 x 145mm

Print space: 90 x 127mm

PromoTex Expo/

viscom: 556.00 EUR

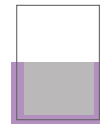
Print space: 74x105mm



2 x 1/2 page „Twin-Set“
per page

PSI: 2,983.00 EUR

Full-format*: 210 x 145mm



1/2 page horizontal

PSI: 2,051.00 EUR

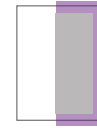
Full-format*: 210 x 145mm

Print space: 185 x 127mm

PromoTex Expo/

viscom: 929.00 EUR

Full-format*: 148 x 105mm



1/2 page vertical

PSI: 2,051.00 EUR

Full-format*: 100 x 297mm

Print space: 90 x 260mm

PromoTex Expo/

viscom: 966.00 EUR

Full-format*: 74 x 210mm



1/4 page horizontal

PSI: 1,613.00 EUR

Full-format*: 210 x 70mm

Print space: 185 x 60mm

PromoTex Expo/

viscom: 556.00 EUR

Print space: 148 x 50mm



2 x 1/2 page

PSI: 2,983.00 EUR

per page

Full-format*: 100 x 297mm



1/3 page vertical

PSI: 1,920.00 EUR

Full-format*: 70 x 297mm

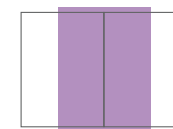
Print space: 58 x 260mm



1/8 page

PSI: 467.00 EUR

Print space: 90 x 61mm



Contents-Ad

PSI: 2,943.00 EUR

Full-format*: 236 x 297mm

Classified ad format

Show Guide PromoTex Expo/viscom:

IFC, 1/1 page, **PromoTex Expo:** 2,119.00 EUR

IFC, 1/1 page, **viscom:** 2,119.00 EUR

All prices are stated in EUR plus VAT.

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

PSI Network website

On the PSI Network website you will find information about the PSI Network and the promotional product industry.



www.psi-network.de

Advertising figures

Ø Page Impressions: 728,548*

Ø Visits: 176,368*

Period: 01.07.2018 - 30.06.2019

*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

Format	W x H	Duration	Price
Superbanner	728 x 90 pixels**	per month	1,060.00 EUR
Skyscraper	120 x 600 pixels**	per month	1,272.00 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
TOP Banner	728 x 90 pixels**	per month	423.00 EUR
MID Banner	728 x 90 pixels**	per month	317.00 EUR
Classifieds	204 x 210 pixels**	per month	317.00 EUR
Product of the week + Press release max. 300 characters incl. blanks	765 x 400 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 16

PSI Trade Show website

On the trade fair website, exhibitors and visitors alike will find all the information about the annual PSI Trade Show.



www.psi-messe.com

Advertising figures

Ø Page Impressions: 690,671*

Ø Visits: 175.058*

Period: 01.07.2018 - 30.06.2019

*Average value

Trade show preparation time

Ø Page Impressions: 536,644

Ø Visits: 130.674

Period: 01.10.2018 - 31.01.2019

Our Banner Portfolio

Format	W x H	Duration	Price
Superbanner**	728 x 90 pixels***	per month	848.00 EUR
Skyscraper**	120 x 600 pixels***	per month	848.00 EUR
TOP Banner**	728 x 90 pixels***	per month	848.00 EUR
MID Banner**	728 x 90 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 16

Banner placements

1 Superbanner

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

2 Skyscraper

This form of advertising has a fixed position and is thus always visible when scrolling, even on tablet devices.

3 Online Advertorial

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

4 Square PopUp

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

5 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!



6 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!

7 Classifieds

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

8 Products of the week

Our professional editorial staff can impressively highlight your product!

9 Banderole

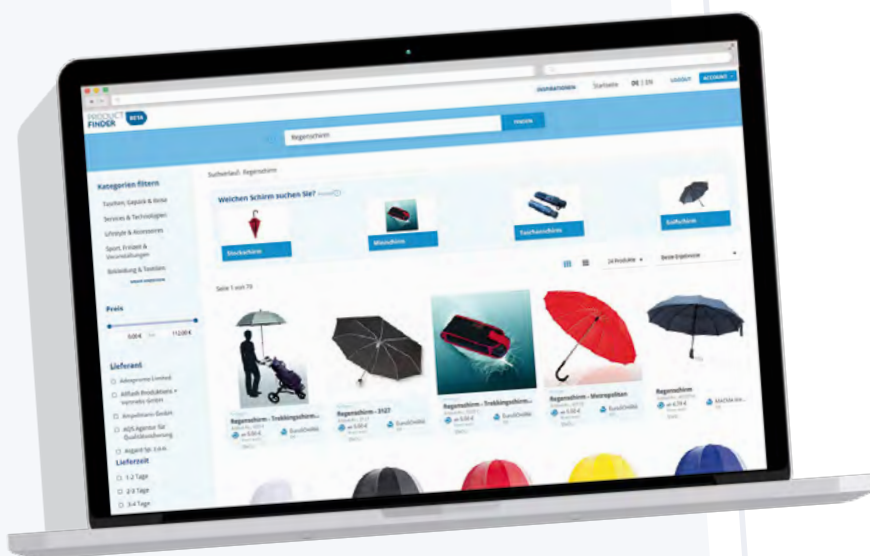
This form of advertising is the most popular form of advertising on all end devices (desktop computers, mobile devices/tablet). The visitors of the website will first see your advertising message before they reach the content of the website. The banderole never disappears completely and can be shown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

Highlight

Live examples
www.psi-network.de/onlineads

Promotional product search

The PSI Product Finder is an intelligent promotional product search engine connected to the live data of PSI suppliers.



www.psiproductfinder.de

84.9%

of distributors surveyed use the PSI Product Finder

Source: Representative PSI distributor survey on media usage 2017

Advertising figures

Ø Page Impressions: 1.369,596*

Ø Visits: 252,260*

Period: 01.07.2018 - 30.06.2019

*Average value

Product Status Product Finder

130,000 Products

200,000 Product variants

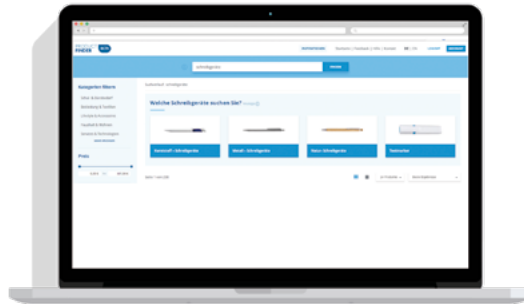
Status as of: July 2019

Is your item data not yet available in the PSI Product Finder?

Is your product data not yet in the PSI Product Finder? The PSI Product Finder is an **additional free** distribution channel. Present your products around the clock – 365 days a year. Please contact our Product Finder service team: importe-productfinder@reedexpo.de

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

Special product advertising opportunities



Product campaign

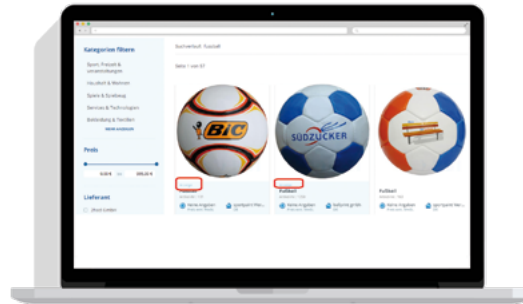
You would like to assist your customer in the search for your products? Save yourself search terms and suggest 4 product variantes that fit.

- Per box, at least 3 boxes 386.00 EUR
- Product Campaign (3 boxes) per month1,125.00 EUR
- Product Campaign (4 boxes) per month 1,250.00 EUR

What we need from you

We provide you with an excel template for uploading. We extract the data from the products already imported in the Product Finder.

- 550 x 461 pixels (scaled to 546 x 458 pixels)
- PNG or JPG file



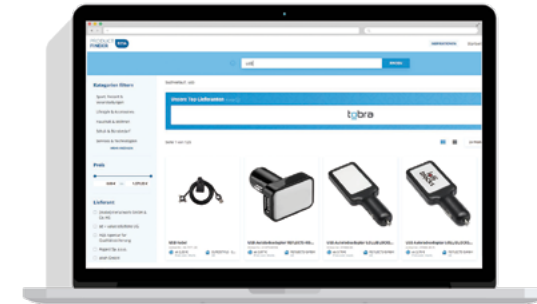
Keyword display / Top Hit

Is a customer looking for products from your category? Put yourself in the pole position of the search results with 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)



Logo campaign

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

- Logo (Keyword triggered) 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.

PSI Business Newsletter

The perfect digital platform for your business highlights and news.



PSI Business Newsletter

The PSI Business Newsletter exclusively informs all PSI members about trends, industry news and product innovations every Friday. The newsletter is published every four weeks with an international edition.

Advertising figures per sending out

German version: 6,200

English version: 2,000

PSI Business Newsletter subscribers

Publication dates

Every Friday (German version)

International 1x per month

89.9%

of surveyed distributors read the PSI Newsletter

Source: Representative PSI distributor survey on media usage 2017

Advertising opportunities

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. 72dpi. up to 40kb. as an animated gif. html. jpg. or rich media file.

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: Your classified ad with a resolution of 72 dpi as jpg 204 x 210 pixels.

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.



Our Banner Portfolio

[Is excluded from the earlybird offer]

	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 / (Medium 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.

* limited to max. 3 circuits
 ** limited to max. 3 respectively 6 circuits

Purchase distributor addresses and run campaigns yourself

Up to date distributor addresses* from our database.

<input checked="" type="radio"/> Alle Adressen (2748)	2.528,16 €
<input type="radio"/> Selektion nach Märkten / Regionen	1.294,90 €
<input type="checkbox"/> Deutschland (1126)	1.559,40 €
<input type="checkbox"/> D/A/CH (1356)	1.600,80 €
<input type="checkbox"/> International (1392)	
<input type="radio"/> Selektion nach Geschäftssprachen	1.658,30 €
<input type="checkbox"/> Deutsch (1442)	1.435,20 €
<input type="checkbox"/> Englisch (1248)	

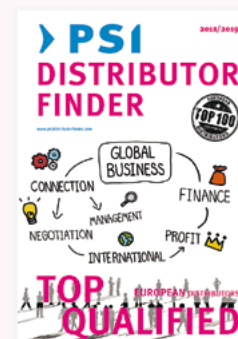
www.psi-network.de/Adresdatenlizenz
 Status as of: 18.07.2019

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/Adresdatenlizenz

*Only companies who have expressly consented to the sale of their address.



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

PSI Novelty Box

The PSI product sample box



Make the special features of your product tangible.

What you have once felt and understood, in the truest sense of the word, remains set impressively in your memory.

Those who advertise and impress the user with haptic properties are 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
- Distribution to: D / AT / FR / BE
- Landingpage in the PSI Product Finder



Publication dates:*	Deadline Supplements: deadline for delivery
27.03.2020	▶ 13.03.2020
15.09.2020	▶ 31.08.2020

www.psinoveltybox.com

*Changes under reserve

Haptic

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Year 59th year 2020

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Certificates

PSO



FSC



PEFC





OUR EARLY BIRD CONDITIONS APPLY UNTIL
MARCH 31st 2020

Secure our earlybird conditions and allow us to plan your annual campaign.

Your advantages:

- Best placement for earlybirds
- Planning reliability for your entire year
- Price advantage - earlybirds pay less

Contact us now. We will be happy to advise you!

*Newsletter products are excluded from the earlybird offer

BOOK NOW!

