



MEDIA DATA 2023

Efficient target group communications
for the haptic advertising market





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Managing Shareholder WA Media GmbH

Communicating with the target group and generating touchpoints is without doubt one of the basic tasks of marketing. However, opinions differ significantly as to where and how one can reach the target group best.

A large-scale survey by [m]Science tried to find answers to these questions: The *Touchpoint Decoder* interviewed 18,000 participants and had 46,000 touchpoints evaluated in total. One of the results: Print is alive. For example, advertisements in newspapers and magazines are considered to be especially trustworthy, they are particularly suitable for conveying information and they strengthen the brand loyalty. It may come as a surprise for many that they also have an equally emotionalising impact as moving image contents. Print is alive because it is effective.

WA Media has grown up as a magazine publisher for the market of haptic advertising. We have been reaching different target groups

with our publications for in some cases forty years and keep them updated about all information worth knowing about the world of give-aways, premiums, merchandising items or customer gifts.

Analogue to the development of the media landscape, we have constantly diversified our offer and in addition to our magazines we also offer newsletters, online media, social media activities, live events and awards. What all of our products have in common is that we address them with the same passion for good journalism as our magazines. In this way, they always remain interesting for those people, who use them. Because this is the only way to turn channels into touchpoints.

The following pages will inform you about the individual possibilities.

A handwritten signature in dark ink, appearing to read 'Michael Scherer', written in a cursive style.

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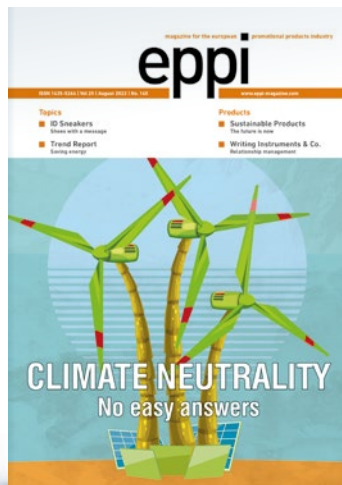
49 **CONTACT**

Publishing portfolio



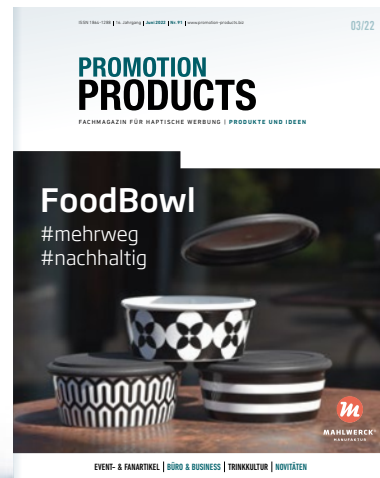
WERBEARTIKEL NACHRICHTEN

The market insider –
information for German-speaking
promotional products resellers



EPPI MAGAZINE

The gate to Europe –
the English-language magazine for the
pan-European promotional products market



PROMOTION PRODUCTS

Products & ideas –
for buyers of promotional products

Publishing portfolio



HAPTICA®

Campaigns & concepts –
for creative minds and decision-
makers from marketing departments
and agencies



HAPTICA® LIVE

The experience –
tangible haptic advertising
in all its facets



PROMOTIONAL GIFT AWARD

The award –
communication prize for
haptic advertising

PRINT

Werbeartikel Nachrichten

Werbeartikel Nachrichten is the leading trade magazine on the German-speaking haptic advertising market. For in the meantime 40 years, 10,000 promotional products consultants and distributors have been learning everything worth knowing about the industry each month: Detailed product presentations, showcases of new products and current trends, portraits, company, personal and market news as well as trade show reports keep the readers informed. Interviews, market analyses or the VWA Media Talk convey in-depth insights into the industry, columns written by experts convey a diversity of opinion. Rubrics like "Start-up" or "Trend Report" provide new creative ideas, whilst background reports on themes like climate neutrality help make the industry fit for the sustainability change.



Target group _____ **Promotional products resellers (D/A/CH)**

Language German

Print run 10,000 copies*

Frequency _____ **Monthly**

Subscription prices _____ **Germany € 72, other countries € 72**

Web _____ **www.wanachrichten.de**

Newsletter _____ **WA eLETTER**

* 8,000 readers (status as of 01-09-2022) are additionally reached via the ePaper across the digital distribution.

Werbeartikel Nachrichten: Advertising options & prices

FORMAT

Price 4C

1/1 page	€ 3,690
1/2 page	€ 2,850
1/3 page	€ 2,670
1/3 page premium placement*	€ 3,170
1/4 page	€ 2,080

JOBSHOP

1/4 page	€ 720
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The prices for larger advertisements are available on request. A box number costs € 75.

One "employment wanted" ad is free of charge per calendar year. *next to editorial or contents

Package prices and (new customer) discounts on request

COVER

Price 4C

Front page	€ 5,390
Inside front page/inside back page	€ 4,070
Back page	€ 4,400

SPREAD

2/1 page	€ 5,540
2 x 1/2 page	€ 4,280

Advertisement formats see page 43 et seq.; advertisement price list No. 41; 2023

PRODUCT GUIDE

Format

Price 4C

mm/price € **5.00**

Sample prices:

57 x 20 mm	€ 100
57 x 50 mm	€ 250
57 x 100 mm	€ 500

- Width: 57 mm, min. height: 20 mm, max. height: 100 mm
- Min. placement: 6 consecutive issues
- It is not possible to change rubrics for the minimum placement of advertisements.
- Additional entry in the Online Product Guide with the company's name and a link on www.wanachrichten.de

Werbeartikel Nachrichten: Advertising options & prices

SUPPLEMENTS

Accurate advertising – reader structure and target group selection for supplements

Discount price total circulation up to 20 g: **€ 5,300**

Discount price total circulation up to 50 g: **€ 7,100**

PARTIAL SUPPLEMENT GERMANY

Price per insert up to 20 g: **€ 0.60**

Price per insert up to 50 g: **€ 0.75**

PARTIAL SUPPLEMENT OTHER COUNTRIES

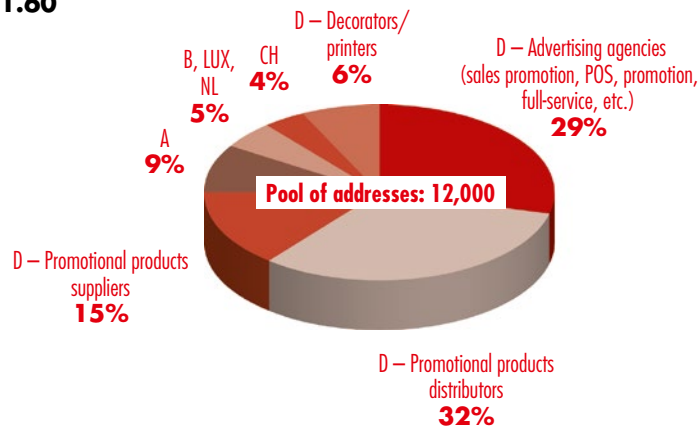
Price per insert up to 20 g: **€ 1.30**

Price per insert up to 50 g: **€ 1.60**

If you want to address a precisely defined target group with a supplement, we can select them for you according to countries, zip code areas or specific branches.

If you have other selection criteria, just let us know.

- Further prices and target group selections are available on request
- Partial supplements: Flat-rate handling fee of € 450
- Min. quantity: 3,500 pieces



Werbeartikel Nachrichten: Topics

ED/AD = Editorial/advertisement deadline;
PM = Print material for adverts; PD = Publication date

Issue **430** February 2023

- Promotional Gift Award 2023: The winners ED/AD **13-01-23**
- Easter PM **18-01-23**
- Gastro, events & festivals PD **31-01-23**
- Novelties & trends 2023

Issue **431** March 2023

- Made in D-A-CH ED/AD **27-01-23**
- Body & Soul: Sport, fitness, wellness, healthcare PM **03-02-23**
- Preview HAPTICA® live '23 PD **28-02-23**
- Showroom: Trends & classics

Issue **432** April 2023

- (Home) Office, business & data protection ED/AD **24-02-23**
- Summer season: Travel, camping, garden, outdoor PM **03-03-23**
- Showroom: Trends & classics PD **29-03-23**

Issue **433** May 2023

- Promotional textiles, foot & headwear ED/AD **31-03-23**
- Sweets, snacks & food trends PM **06-04-23**
- Showroom: Trends & classics PD **28-04-23**

Issue **434** June 2023

- Drinking culture ED/AD **28-04-23**
- Memos & notes PM **05-05-23**
- Showroom: Trends & classics PD **31-05-23**

Issue **435** July 2023

- Winter promotions: Umbrellas, clothing, reflective items, saving energy... ED/AD **26-05-23**
- Time management: Clocks & calendars PM **02-06-23**
- Showroom: Trends & classics PD **28-06-23**

Werbeartikel Nachrichten: Topics

ED/AD = Editorial/advertisement deadline;
PM = Print material for adverts; PD = Publication date

Issue **436** August 2023

- Christmas ED/AD **23-06-23**
- Give-aways, mailing Boosters, key pendants PM **30-06-23**
- Showroom: Trends & classics PD **26-07-23**

Issue **437** September 2023

- Sustainable products ED/AD **21-07-23**
- High-quality promotion: Brands & premiums PM **28-07-23**
- Showroom: Trends & classics PD **23-08-23**

Issue **438** October 2023

- Writing instruments ED/AD **18-08-23**
- Employer branding: Recruiting, onboarding, saying thank you... PM **25-08-23**
- Showroom: Trends & classics PD **20-09-23**

Issue **439** November 2023

- Knives, tools, workwear & work safety ED/AD **15-09-23**
- Bags PM **22-09-23**
- Showroom: Trends & classics PD **18-10-23**

Issue **440** December 2023

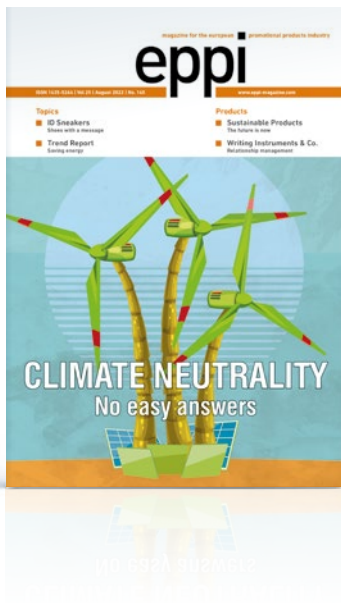
- Special services: Last-minute deliveries, individualisations, ED/AD **13-10-23**
personalisations, custom-made designs, small volumes, PM **20-10-23**
online tools... PD **15-11-23**
- Mobile world & digital life
- Showroom: Trends & classics

Issue **441** January 2024

- Football EURO 2024 ED/AD **10-11-23**
- Young communities: Kids, teens, generation Z PM **17-11-23**
- Novelties & trends 2024 PD **13-12-23**

eppi magazine

The English-speaking magazine is distributed throughout the whole of Europe outside of the D/A/CH region. The publication disposes of a large network of international players, exhibition organisers and associations and has in this way been informing promotional products consultants and distributors in 37 countries about the marketing happenings in Europe since 1998. Together with company news, expert interviews, product trends, portraits and trade show reports, the highlights of the coverage include the cover stories on current industry topics: From the supply chain problems, to diversity marketing, through to climate neutrality.



Target group **European promotional products distributors (excl. D/A/CH)**

Language **English**

Print run **10,000 copies***

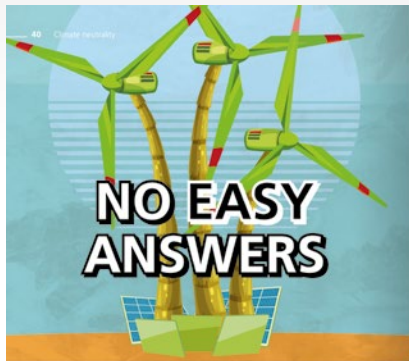
Frequency **Four times per year**

Subscription prices **Germany € 26, other countries € 32**

Web **www.eppi-magazine.com**

Newsletter **eppi newflash**

* 8,500 readers (status as of 01-09-2022) are additionally reached via the ePaper across the digital distribution.



More and more suppliers are also using the term "climate neutrality" to advertise their products on the promotional products market and are compensating for the greenhouse gas emissions caused by financing climate protection projects. An effective method in the urgent battle against global warming – even if the way some companies and brands advertise their commitment is sometimes slightly irritating. What "climate neutral" doesn't mean, why products are (often) less frequently certified as companies and how savings can provide transparency.

If sustainability is one of the most popular and most visible of all the "green" labels, "climate neutral" is no doubt one of the most talked-about terms within the trade. Surprisingly, it's still about 10 years since the first company used the term. That means, for all that, what does it actually mean? And how, above all, can the term "climate neutrality" be applied to products and services? These questions are answered in our special advertisement.

In addition, the German trade fair MACE "Greenhouse gas management and offset" is held in Cologne from 10 to 12 October 2023. The event is a must for all those who are interested in the latest developments in the field of climate change. The event is a must for all those who are interested in the latest developments in the field of climate change. The event is a must for all those who are interested in the latest developments in the field of climate change.

against B&B and on top of that for the first time of the current business in the field of sustainability. The event is a must for all those who are interested in the latest developments in the field of climate change. The event is a must for all those who are interested in the latest developments in the field of climate change. The event is a must for all those who are interested in the latest developments in the field of climate change.



Climate neutrality 41

The decision that was and is not yet held among many needs a different. Many companies want to do something in the field of climate change, but many are not sure what the right approach is. "Climate neutrality" is a term that is often used, but it is not always clear what it means. It is a term that is often used, but it is not always clear what it means. It is a term that is often used, but it is not always clear what it means.



travel? One thing is certain: the more you know about the climate change, the more you can do to reduce your own carbon footprint. The event is a must for all those who are interested in the latest developments in the field of climate change. The event is a must for all those who are interested in the latest developments in the field of climate change. The event is a must for all those who are interested in the latest developments in the field of climate change.

Outdoor 42

A fast thing. Carbon footprint companies prepare projects for the environment for a while. They are a good way of all sorts of things, but they are not always clear what they mean. They are a good way of all sorts of things, but they are not always clear what they mean. They are a good way of all sorts of things, but they are not always clear what they mean.



Lip protection 43

The lip with 100% zinc and zinc for the lips. The lip with 100% zinc and zinc for the lips. The lip with 100% zinc and zinc for the lips. The lip with 100% zinc and zinc for the lips. The lip with 100% zinc and zinc for the lips. The lip with 100% zinc and zinc for the lips.



KNOCK KNOCK ARE YOU BUSY? 44

The lip with 100% zinc and zinc for the lips. The lip with 100% zinc and zinc for the lips. The lip with 100% zinc and zinc for the lips. The lip with 100% zinc and zinc for the lips. The lip with 100% zinc and zinc for the lips. The lip with 100% zinc and zinc for the lips. The lip with 100% zinc and zinc for the lips.



eppi magazine: Advertising options & prices

FORMAT

1/1 page	Price 4C	€ 3,690
1/2 page		€ 2,850
1/2 page premium placement*		€ 3,350
1/3 page		€ 2,670
1/4 page		€ 2,080

JOBSHOP

1/4 page	€ 720
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The prices for larger advertisements are available on request. A box number costs € 75.

One "employment wanted" ad is free of charge per calendar year.

Package prices and (new customer) discounts on request

COVER

Inside front page/inside back page	Price 4C	€ 4,070
Back page		€ 4,400

SPREAD

2/1 page	€ 5,540
2 x 1/2 page	€ 4,280

SHOUTBOX

90 x 62 mm, min. placement: 3 consecutive issues	€ 330
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*next to editorial

Advertisement formats see page 43 et seq; advertisement price list No. 26; 2023

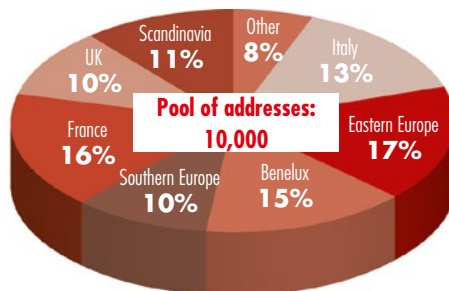
SUPPLEMENTS

Discount price total circulation up to 20 g: € **6,900**

Discount price total circulation up to 50 g: € **9,200**

Partial supplement price per insert up to 20 g: € **1.30**

Partial supplement price per insert up to 50 g: € **1.60**



- Further prices and target group selections are available on request
- Partial supplements: Flat-rate handling fee of € 450
- Min. quantity: 3,500 pieces

eppi magazine: Topics

ED/AD = Editorial/advertisement deadline;
PM = Print material for adverts; PD = Publication date

Issue **147** February 2023

- Promotional Gift Award 2023: The winners ED/AD **20-01-23**
- Summer season: Travel, outdoor, events & festivals PM **27-01-23**
- Body & Soul: Sport, fitness, wellness, healthcare PD **22-02-23**
- Novelties & trends 2023

Issue **148** May 2023

- Made in Europe ED/AD **14-04-23**
- Tasteful promotions: Sweets, food, drink & tableware PM **21-04-23**
- Showroom: Trends & classics PD **17-05-23**

Issue **149** September 2023

- (Home) Office, writing instruments & notebooks ED/AD **21-07-23**
- Sustainable products PM **28-07-23**
- Showroom: Trends & classics PD **23-08-23**

Issue **150** December 2023

- Special Services: Last-minute deliveries, individualisations, personalisations, custom-made designs, small volumes, online tools... ED/AD **27-10-23**
- Football EURO 2024 PM **03-11-23**
- Novelties & trends 2024 PD **29-11-23**

Promotion Products

The "Trade magazine for haptic advertising – products and ideas" provides users with ideas about the successful implementation of promotional products. With its high-quality layout, the industry magazine that has been established within the industry for fourteen years presents a large spectrum of effective and innovative promotional products – clearly divided up into product categories. The rubric "Hip" addresses the most topical product trends, "Enquired" delivers background information on new product ideas, "Spotlight" puts the spotlight on companies and their product highlights. Examples of best practice, market and marketing news, trade show reports, distributor and brand portraits as well as interviews provide buyers with additional input.



Target group _____ **End users (D/A/CH)**

Language _____ **German**

Print run/Pool of addresses _____ **30,000 copies*/approx. 45,000**

Frequency _____ **Six times per year**

Subscription prices _____ **Germany € 36, other countries € 41**

Web _____ **www.promotion-products.biz**

Newsletter _____ **Promotion PRODcast**

* 10,000 readers (status as of 01-09-2022) are additionally reached via the ePaper across the digital distribution.

Promotion Products: Advertising options & prices

FORMAT

	Price 4C
1/1 page	€ 3,850
1/2 page	€ 2,900
1/3 page	€ 2,650
1/3 page premium placement*	€ 3,150
2/1 page (Spread)	€ 5,780
2 x 1/2 page (Spread)	€ 4,350

COVER

	Price 4C
Front page	€ 5,500
Inside front page/inside back page	€ 4,250
Back page	€ 4,580

Package prices and (new customer) discounts on request

*next to editorial

Advertisement formats see page 45; advertisement price list No. 16; 2023

SUPPLEMENTS

Discount price total circulation up to 20 g: € **9,500** Partial supplement price per insert up to 20 g: € **0.60/€ 1.30**
 Discount price total circulation up to 50 g: € **13,000** Partial supplement price per insert up to 50 g: € **0.75/€ 1.60**

Germany/other countries

- Target group selections (e.g. zip code areas, specific branches or positions) possible
- Min. quantity 3,500 pieces
- Flat rate handling fee of: € 450

ADDRESS SELECTION BY INDUSTRIES

Vehicle construction and engineering **6,097**
 Building industry **4,160**
 Services providers **3,312**
 Consumer products **3,101**
 Advertising agencies **2,958**
 Electronics, IT, telecommunications, software **2,543**

Manufacturing **2,404**
 Food **2,053**
 Social services, education, research, clubs **2,000**
 Financial service providers, consultants **1,541**
 Transport and logistics **1,382**
 Health and pharmaceuticals **1,332**

Energy and environmental technology **1,214**
 Travel, tourism, hospitality **1,207**
 Marketing services providers **1,120**
 Chemical industry **815**
 Media industry **724**
 Other **7,037**

Promotion Products: Topics

ED/AD = Editorial/advertisement deadline;
PM = Print material for adverts; PD = Publication date

Issue 95 February 2023

- Promotional Gift Award 2023: The winners ED/AD **20-01-23**
- Summer season: Travel, outdoor, events & festivals PM **27-01-23**
- Body & Soul: Sport, fitness, wellness, healthcare PD **15-02-23**
- Preview HAPTICA® live '23
- Novelties & trends 2023

Issue 96 April 2023

- Sweets, snacks & food trends ED/AD **24-03-23**
- Made in D-A-CH PM **31-03-23**
- Fashion: Textiles, bags, foot & headwear PD **26-04-23**
- Novelties

Issue 97 June 2023

- Drinking culture & gastronomy promotions ED/AD **12-05-23**
- (Home) Office, business & data protection PM **19-05-23**
- Winter Promotions: Umbrellas, clothing, reflective items, saving energy... PD **14-06-23**
- Novelties

Issue 98 August 2023

- Christmas & calendars ED/AD **07-07-23**
- Mobile world & digital life PM **14-07-23**
- Sustainable products PD **09-08-23**
- Novelties

Issue 99 October 2023

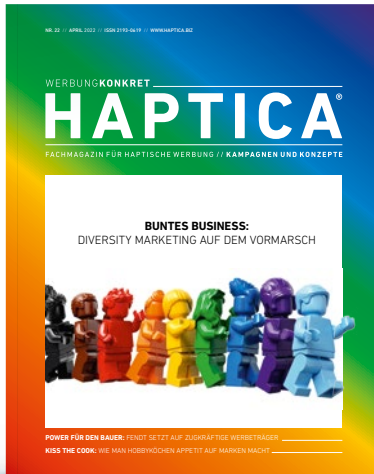
- Writing instruments & notebooks ED/AD **25-08-23**
- High-quality promotion: Brands & premiums PM **01-09-23**
- Knives, tools, workwear & work safety PD **27-09-23**
- Novelties

Issue 100 December 2023

- Football EURO 2024 ED/AD **13-10-23**
- Special Services: Last-minute deliveries, individualisations, PM **20-10-23**
personalisations, custom-made designs, small volumes, online tools... PD **15-11-23**
- Employer branding: Recruiting, onboarding, saying thank you...
- Novelties & trends 2024

HAPTICA®

Companies that want to be present where the decisions are taken have come to the right address here: The "Trade magazine for haptic advertising – campaigns and concepts" illustrates the huge impact haptic advertising has to 30,000 marketing decision-makers from companies and advertising agencies and how it can be implemented within the marketing mix in a profitable way. The numerous examples of best practice and interviews with marketing directors from companies and agencies offer the readers a pool of creative input they can draw upon for their everyday professional lives. Current marketing themes – from diversity marketing through to election campaigns – are checked to assess their haptic feasibility, detailed target group reports place the focus on special user groups.



Target group _____ **Marketing decision-makers (D/A/CH)**

Language _____ **German**

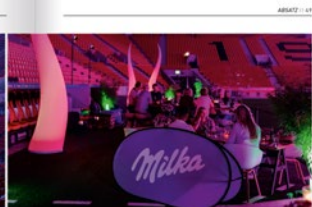
Print run/Pool of addresses _____ **30,000 copies*/approx. 35,000**

Frequency _____ **Twice a year**

Subscription prices _____ **Germany € 14, other countries € 20**

Web _____ **www.haptica.biz**

* 10,000 readers (status as of 01-09-2022) are additionally reached via the ePaper across the digital distribution.



HAPTICA®: Advertising options & prices

FORMAT

1/1 page	€ 4,180
1/2 page	€ 3,470
1/3 page	€ 2,970
1/3 page premium placement*	€ 3,470
2/1 page (Spread)	€ 6,270
2 x 1/2 page (Spread)	€ 5,210

Price 4C

COVER

Inside front page/inside back page	€ 4,730
Back page	€ 5,170

Price 4C

Package prices and (new customer) discounts on request

Advertisement formats see page 49; advertisement price list No. 13; 2023

SUPPLEMENTS

Discount price total circulation up to 20 g: € **9,500** Partial supplement price per insert up to 20 g: € **0.60/€ 1.30**
 Discount price total circulation up to 50 g: € **13,000** Partial supplement price per insert up to 50 g: € **0.75/€ 1.60**

Germany/other countries

- Target group selections (e.g. zip code areas, specific branches or positions) possible
- Min. quantity 3,500 pieces
- Flat rate handling fee of: € 450

ADDRESS SELECTION BY INDUSTRIES

Building industry	4,507	Social services, education, research, clubs	2,179	Transport and logistics	816
Advertising agencies	3,580	Travel, tourism, hospitality	1,550	Energy and environmental technology	794
Vehicle construction and engineering	3,553	Media industry	1,200	Marketing services providers	713
Services providers	3,514	Chemical industry	1,062	City marketing and culture	548
Consumer products	2,871	Financial service providers, consultants	1,037	Cosmetics, spa, fitness	477
Manufacturing	2,506	Food	994		
Electronics, IT, telecommunications, software	2,342	Health and pharmaceuticals	985		

as of 09/2022

HAPTICA®: Publication dates

ED/AD = Editorial/advertisement deadline;
PM = Print material for adverts; PD = Publication date

Issue 24 _____ April 2023			Issue 25 _____ October 2023		
ED/AD 24-03-23	PM 31-03-23	PD 26-04-23	ED/AD 25-08-23	PM 01-09-23	PD 27-09-23

REFERENCES

Companies that place advertisements in *HAPTICA®*, make sure they are at eye level with the marketeers of well-known brands and creative minds of advertising agencies. In order to show how the haptic brand communication works in companies, which strategic goals are pursued and how give-aways, premiums or custom-made designs convey the brand DNA, the editorial office seeks the direct contact to the promotional products end users. The list of renowned interview partners is in the meantime correspondingly long:

Ankerkraut	Electronic Arts	Kolle Rebbe	Porsche
Astra	Fendt	Landgard	Serviceplan
Berentzen	Fisherman's Friend	Reporter ohne Grenzen	Stihl
BMW Motorrad	Goodyear Dunlop	Mammut	Sodastream
Brooks Sports	Henkel	Melitta	Telekom Shop
Dachser	Jägermeister	Miles & More	Vaillant
Deutsche Bahn	Jung von Matt/Next Alster	Mondelēz	Volkswagen Zubehör
Edding	Alfred Kärcher	Pernod Ricard	Zeppelin

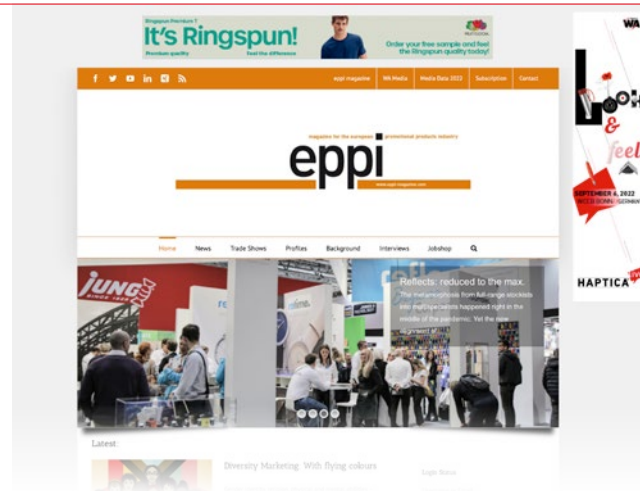
**ONLINE &
DIGITAL**



Online & Digital

WA WEB – OUR WEB PORTALS

The websites of WA Media provide promotional products suppliers, distributors and buyers with current information on the market happenings. Current news from the haptic advertising market, numerous galleries of trade shows and events as well as portraits, interviews and background reports turn the web portals into valuable sources of information. Furthermore, additional services like the provision of all magazines as ePapers or PDF downloads or an overview of all relevant trade show dates increase the click rates.



WWW.WANACHRICHTEN.DE

Page impressions per year _____ **approx. 1.7 mil.**
Visits _____ **approx. 447,000**

WWW.EPPI-MAGAZINE.COM

Page impressions per year _____ **approx. 436,000**
Visits _____ **approx. 151,000**

WWW.PROMOTION-PRODUCTS.BIZ

Page impressions per year _____ **approx. 482,000**
Visits _____ **approx. 118,000**

WWW.HAPTICA.BIZ

Page impressions per year _____ **approx. 470,000**
Visits _____ **approx. 106,000**

Online & Digital

ADVERTISING OPTIONS ON ALL PORTALS

- Banners, animated banners in established sizes, sub-banners
- Individual forms of advertising
- Search engine marketing, backlinks, content ads
- Free publication of editorial material (no product promotion), checked by our editors

You would like to carry out content marketing activities or launch new online shop projects?

Don't hesitate to contact us on +49/221/68911-21 or bales@waorg.com for individual advice.

INTERNET PRICES PER PORTAL (prices for an advertisement running-time of 12 months)

BANNER

Skyscraper (exclusive)	150 x 600 pixels	€ 3,500
Leader board/Super banner (rotation)	728 x 90 pixels	€ 2,000
Button banner (exclusive)	250 x 250 pixels	€ 1,800

Further banner formats are available on request.

BACKLINKS

1 Backlink/year	€ 400
3 Backlinks/year	€ 700
Content ad	€ 1,200

Online & Digital

NEWSLETTERS

Make targeted use of our newsletters to announce your novelties, special campaigns and offers, for show invitations, selling off remaining stock or to announce your website relaunch.



Target group _____ **German-speaking promotional products resellers (D/A/CH)**
 Readers _____ **approx. 8,000**
 Frequency _____ **Weekly**



Target group _____ **European promotional products distributors (excl. D/A/CH)**
 Readers _____ **approx. 8,500**
 Frequency _____ **Bi-weekly**



Target group _____ **German-speaking end users (D/A/CH)**
 Readers _____ **approx. 10,000**
 Frequency _____ **Monthly**

The receipt of the electronic newsletters is subject to the subscription of the respective print media.

Online & Digital

ADVERTISEMENT PREMIUM/DUAL PREMIUM

- Directly below the newsletter logo, incl. a link, animation (GIF) is possible without a surcharge.

250 x 250 pixels: € 700 per advertisement **528 x 250 pixels: € 1,200** per advertisement

ADVERTISEMENT STANDARD/DUAL STANDARD

- Direct link to your shop or to the product website

250 x 250 pixels: € 400 per advertisement **528 x 250 pixels: € 650** per advertisement

Package offers on request

JOB SHOP

- Job advertisement, 3 months online, on the web portal with a link to the job advertisement in the respective newsletter

€ 350 per advertisement **€ 75** box number charge

€ 350 three additional links in the following newsletter issues



Newsletters: Publishing dates

WA eLETTER

Issue	Publication date	Issue	Publication date	Issue	Publication date
885	18-01-23	901	10-05-23	917	30-08-23
886	25-01-23	902	17-05-23	918	06-09-23
887	01-02-23	903	24-05-23	919	13-09-23
888	08-02-23	904	31-05-23	920	20-09-23
889	15-02-23	905	07-06-23	921	27-09-23
890	22-02-23	906	14-06-23	922	04-10-23
891	01-03-23	907	21-06-23	923	11-10-23
892	08-03-23	908	28-06-23	924	18-10-23
893	16-03-23	909	05-07-23	925	25-10-23
894	22-03-23	910	12-07-23	926	02-11-23
895	29-03-23	911	19-07-23	927	08-11-23
896	05-04-23	912	26-07-23	928	15-11-23
897	12-04-23	913	02-08-23	929	22-11-23
898	19-04-23	914	09-08-23	930	29-11-23
899	26-04-23	915	16-08-23	931	06-12-23
900	03-05-23	916	23-08-23	932	13-12-23
				933	20-12-23

The editorial and advertisement deadline for all of the newsletters is always two days before the respective publication date.

Newsletters: Publishing dates

eppi newflash

Issue	Publication date	Issue	Publication date	Issue	Publication date
426	17-01-23	433	25-04-23	440	12-09-23
427	31-01-23	434	09-05-23	441	26-09-23
428	14-02-23	435	23-05-23	442	10-10-23
429	28-02-23	436	06-06-23	443	24-10-23
430	14-03-23	437	20-06-23	444	07-11-23
431	28-03-23	438	04-07-23	445	21-11-23
432	12-04-23	439	30-08-23	446	05-12-23
				447	19-12-23

Promotion PRODcast

Issue	Publication date	Issue	Publication date	Issue	Publication date
162	19-01-23	166	25-05-23	170	28-09-23
163	09-02-23	167	15-06-23	171	19-10-23
164	09-03-23	168	20-07-23	172	23-11-23
165	20-04-23	169	17-08-23	173	14-12-23

The editorial and advertisement deadline for all of the newsletters is always two days before the respective publication date.

HAPTICA® //ONLINE

DIE DIGITALE PLATTFORM FÜR HAPTISCHE WERBUNG

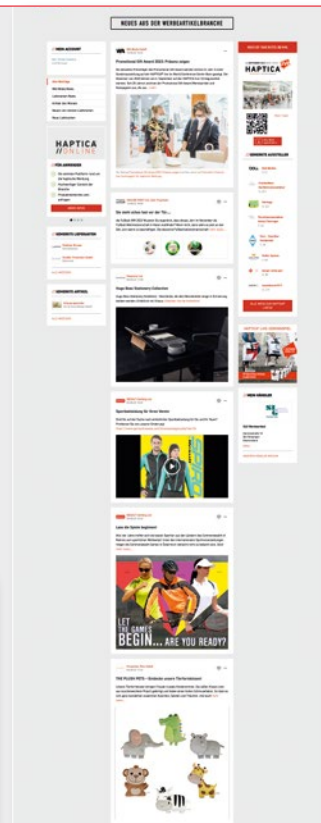
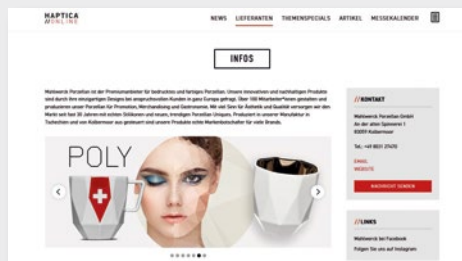
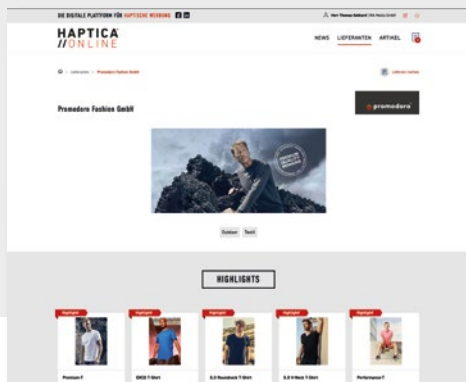
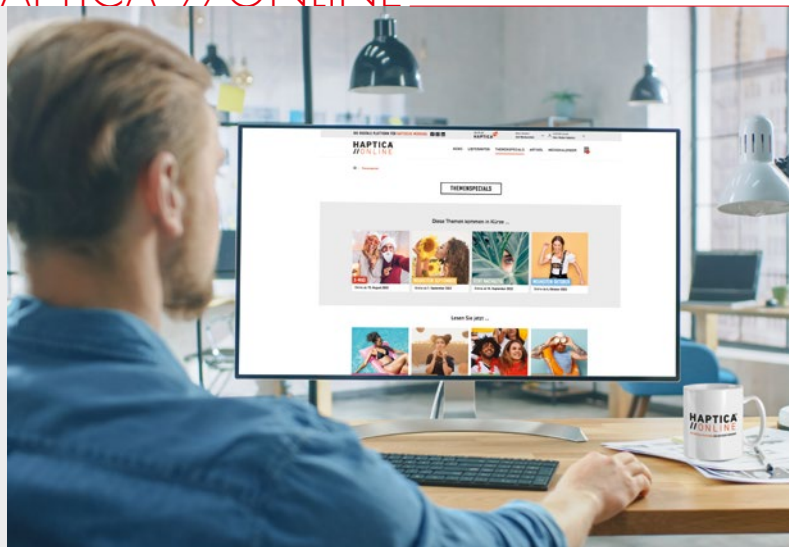
HAPTICA®//ONLINE is the new digital platform for haptic advertising. The freely accessible, online portal combines company presentations, product research and networking with news and infotainment from the promotional products industry. Regular specials on themes like sustainability, food trends or Christmas, serve as a source of inspiration. The three companies dMAS, marke[ding] and WA Media have joined forces under the name md Xchange to operate the platform, which targets end-user companies as well as promotional products distributors and advertising agencies. HAPTICA®//ONLINE is currently offered in the German language.

HAPTICA®//ONLINE not only offers promotional products suppliers the opportunity to present themselves and their own product ranges in a multimedia form on individually designable pages via newsfeed and in the course of the special themes, they can also directly receive enquiries on products and generate leads. Distributors can have themselves listed on HAPTICA®//ONLINE and in this way also receive product enquiries.

For further information as to how you can utilise the web portal efficiently for yourself, please don't hesitate to contact our sales team at sales@waorg.com.

www.haptica.online

HAPTICA®//ONLINE





EVENT & NETWORK

HAPTICA® live



Product presentations of manufacturers, brands, importers and start-ups, the exhibition of the Promotional Gift Award winners, the Best Practice Show as well as the lecture programme featuring speakers from famous companies – made up of these elements, the HAPTICA® live has made a name for itself as a source of inspiration and communication platform for haptic advertising among both the users and market players. The eleventh edition of HAPTICA® live is scheduled to take place on March 15th, 2023, as usual in the impressive ambience of the World Conference Center Bonn (WCCB).

The exhibitors of the HAPTICA® live encounter a combination of visitors that is unusual for the German market: Trade visitors from the areas Marketing, Communications and Procurement are directly invited to attend as well as employees from advertising agencies and the promotional products trade. Admission is free of charge; it is merely necessary to register in advance via the event's website. All of the exhibitors profit from an all-inclusive fixed rate which is dependent on the size of the stand. The respective fixed rate includes diverse additional marketing services.

Moreover, the *Event Guide* of the HAPTICA® live offers all exhibitors the opportunity to present their novelties and trade show highlights to 50,000 interested parties from marketing and procurements divisions, agencies and the promotional products trade in the run-up to the show.

Save the date: In 2024, the HAPTICA® live is scheduled to take place on March 13, 2024.

www.haptica.live

HAPTICA® live



Promotional Gift Award

A benchmark for the haptic advertising market and orientation tool for promoting companies in the face of the huge flood of products on the market: The Promotional Gift Award of WA Media has been conferred since 2003 and over this course of time has become one of the most coveted distinctions on the European promotional products market. The winners profit from an extensive PR package worth 3,500 Euros, the presentation of the prize-winning entries in the scope of an exhibition at the HAPTICA® live and they also have the opportunity to advertise the corresponding items using the prestigious label.

The expert jury comes together every year in December and awards the prizes after assessing the items in-depth according to a sophisticated points system. New this year: A Public Prize that is determined by votes submitted on the cooperating platform HAPTICA®//ONLINE.

www.promotionaward.com



**PROMOTIONAL GIFT
AWARD**



Social Media

Contacts, posts, comments – as a media service provider, WA Media is also active on various social networks, brings the players and users from the haptic advertising market together and fuels enthusiasm for this tangible form of marketing.

www.waorg.com/socialmedia



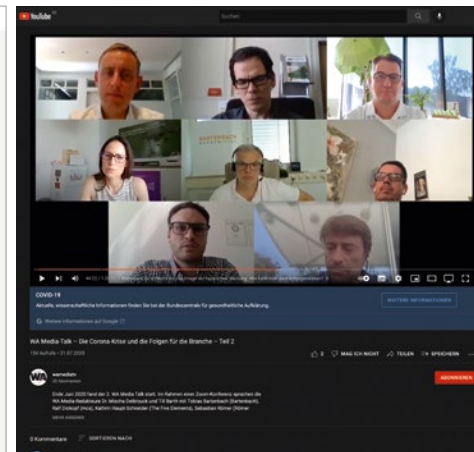
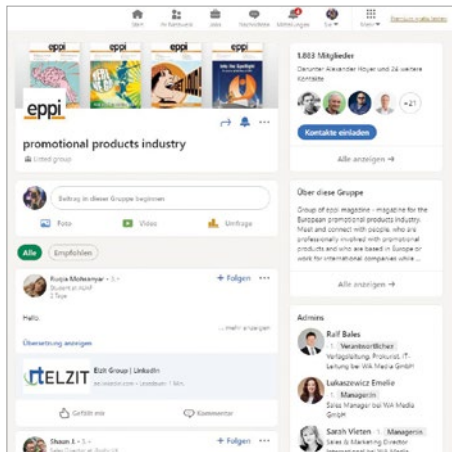
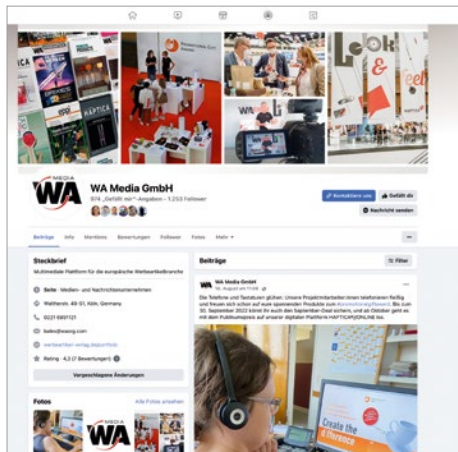
www.facebook.com/wamediagmbh



www.youtube.com/user/promotionproductstv



<https://www.linkedin.com/groups/3759942/>





SERVICES

WA Services

CUSTOMER MAGAZINES

Print is alive! Alone the high number of customer and employee publications companies use to achieve storytelling effects and carry out PR work for their own cause, proves that. WA Services offers conceptional, editorial and graphic support for such projects. The experienced editorial and graphic team of WA Media GmbH has in-depth knowledge about the haptic advertising market and extensive know-how as publishers – for more than 35 years already.

GRAPHICS AND PROOF-READING

The advertisement deadline is round the corner, but your graphic designer is ill? The catalogue is ready, it just has to be proofread carefully one last time? You have great products, but unfortunately no suitable photographs? WA Services comes to your aid with services ranging from typesetting, layout and product photography, to DTP and final artwork, through to proofreading.

FULL-SERVICE PACKAGES

Furthermore, together with our partner, WV Versand, we can offer a complete full-service package for the creation and dispatch of printed publications such as catalogues, brochures and customer magazines: This begins with the creation and ends with putting the items into envelopes, shrinking, shrink-wrapping, packing, dispatch and warehousing.

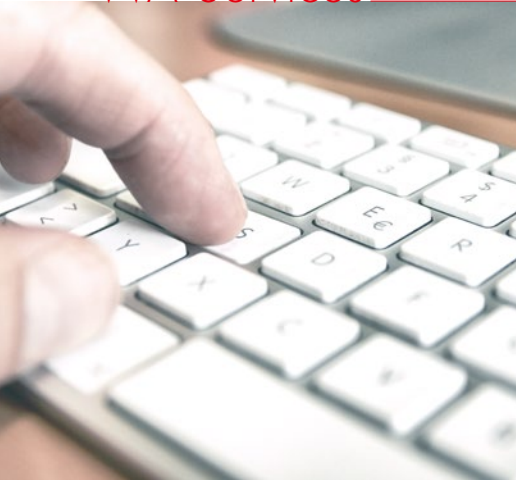
We will be pleased to advise you on:

Tel.: +49/221/68911-19

sales@waorg.com



WA Services



TECH GUIDE



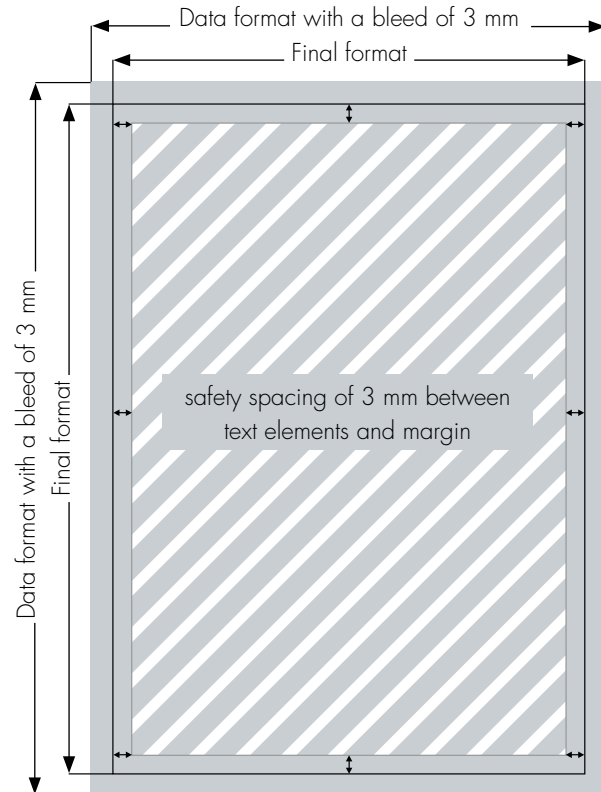
Advertisement formats

FULL-FORMAT ADVERTISEMENTS

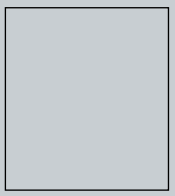
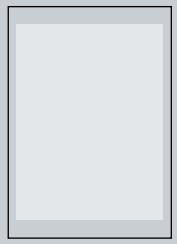
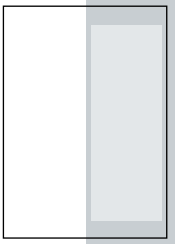
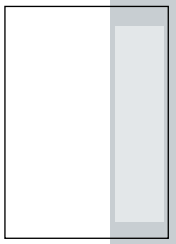


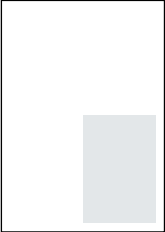

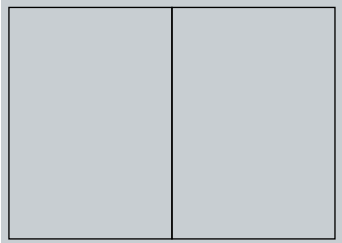
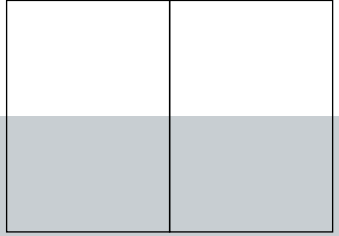
are to be designed with a **bleed of 3 mm all the way around them**, so that no undesired white areas appear should the pages happen to be cut inaccurately. A safety spacing of at least 3 mm is required between text elements and margin. Register marks and page information are not needed.

TYPE AREA ADVERTISEMENTS

do not need a bleed, because they are fitted into the type area within the page and are thus not affected by the cut.



Werbeartikel Nachrichten and eppi magazine

Front WA Nachrichten	1/1 page	1/2 page vertical	1/3 page vertical	1/2 page horizontal	1/3 page horizontal
					
210 x 240 mm Data format: 216 x 246 mm	210 x 297 mm Data format: 216 x 303 mm 182 x 260 mm	100 x 297 mm Data format: 106 x 303 mm 90 x 260 mm	70 x 297 mm Data format: 76 x 303 mm 60 x 260 mm	210 x 140 mm Data format: 216 x 146 mm 182 x 130 mm	210 x 85 mm Data format: 216 x 91 mm 182 x 75 mm
1/4 page vertical	1/4 page horizontal	Spread		Half double page spread	
					
90 x 130 mm	182 x 60 mm	420 x 297 mm Data format: 426 x 303 mm		420 x 140 mm Data format: 426 x 146 mm	

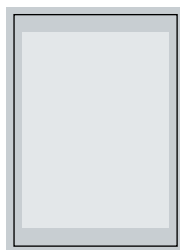
Promotion Products

Front



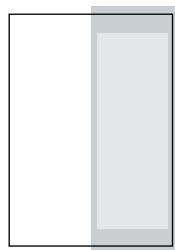
230 x 185 mm
Data format: 236 x 191 mm

1/1 page



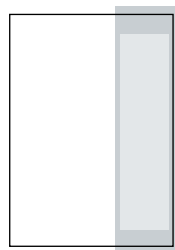
230 x 290 mm
Data format: 236 x 296 mm
190 x 234 mm

1/2 page vertical



117 x 290 mm
Data format: 123 x 296 mm
100 x 234 mm

1/3 page vertical



75 x 290 mm
Data format: 81 x 296 mm
64 x 234 mm

1/2 page horizontal



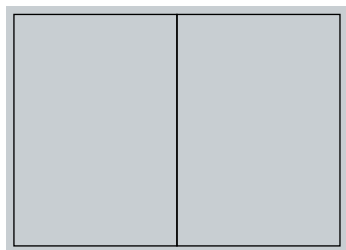
230 x 145 mm
Data format: 236 x 151 mm
190 x 117 mm

1/3 page horizontal



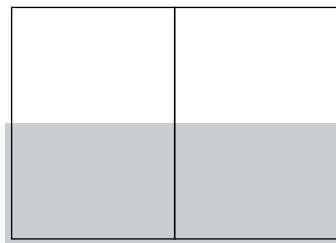
230 x 95 mm
Data format: 236 x 101 mm
190 x 78 mm

Spread



460 x 290 mm
Data format: 466 x 296 mm

Half double page spread



460 x 145 mm
Data format: 466 x 151 mm

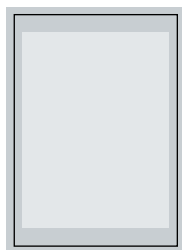
FULL-FORMAT ADVERTISEMENTS

With a bleed of 3 mm

TYPE AREA ADVERTISEMENTS

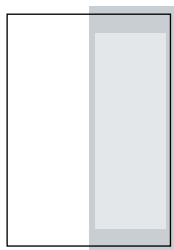
HAPTICA®

1/1 page



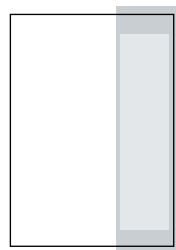
230 x 290 mm
Data format: 236 x 296 mm
200 x 260 mm

1/2 page vertical



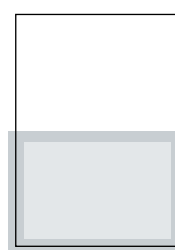
112 x 290 mm
Data format: 118 x 296 mm
97 x 260 mm

1/3 page vertical



78 x 290 mm
Data format: 84 x 296 mm
63 x 260 mm

1/2 page horizontal



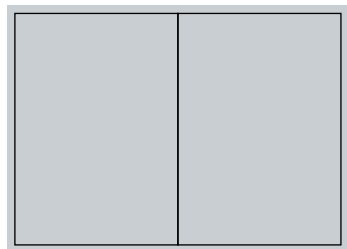
230 x 145 mm
Data format: 236 x 151 mm
200 x 130 mm

1/3 page horizontal



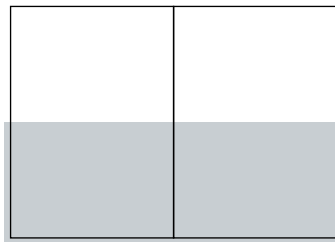
230 x 96 mm
Data format: 236 x 102 mm
200 x 81 mm

Spread



460 x 290 mm
Data format: 466 x 296 mm

Half double page spread



460 x 145 mm
Data format: 466 x 151 mm

FULL-FORMAT ADVERTISEMENTS

With a bleed of 3 mm

TYPE AREA ADVERTISEMENTS

Data transfer

ADVERTISEMENT

Print material must be provided in digital quality and must comply with the following guidelines:

3 mm bleed, without register marks and page information.

FILE TYPES (Please always state the programme in which the document was created)

InDesign

Open document (CS5 or CS5-IDML document), supply imports and fonts

PDF

"PDF-X4" or "print output quality".

Export specifications for the creation of PDFs, as well as **preflight profiles** are available at: <http://profile.waorg.com> as a download.

Photoshop (CS5)

Format : PSD, TIF or JPG
Modus: CMYK
Resolution: 300 dpi

Illustrator

AI (CS5), PDF, CMYK, incorporate images (300 dpi, CMYK), convert fonts into paths

Minimum resolution

300 dpi (not interpolated)

Data media

CD-ROM, DVD

FTP upload

Access and data at: <http://profile.waorg.com>

Profile and settings

The profile and settings are available as a download at: <http://profile.waorg.com>

Please send in addition a legally binding 4c print or a legally binding digital proof to:

WA Media GmbH
Anik Ginot Servais
Waltherstr. 49-51, Geb. 32
D-51069 Cologne

E-Mail
servais@waorg.com
(max. 20 MB per mail)

IMPORTANT

We cannot be held legally responsible for faulty printing results if the digital advertisement data is supplied w/o proof(s). Advertisements can be created on special request. The costs for this service and/or for carrying out corrections will be invoiced (separately).

Data transfer

PRODUCT EDITORIALS

Please send text and images separately (please don't integrate graphics/images into Word or Quark documents).
Text editing and layout is carried out at the publishers. Due to the tight schedules it is not possible to send proofs of PR articles.

Image formats:	.psd, .jpg, .tif, .pdf
Minimum width:	15 cm
Minimum resolution:	300 dpi (not extrapolated)
Text formats:	.docx, .doc, .odt, .pdf or .rtf
Text length:	approx. 1,000 characters

Contact:

WA Media GmbH
Heike Pohl • Waltherstr. 49-51 • D-51069 Cologne
+49/221/68911-30 • E-Mail: pohl@waorg.com

The **editorial deadline** must be respected, editorial contributions, which arrive too late, might not be included in the corresponding issue.

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eppi magazine

Till Barth

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Till Barth

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PROMOTIONAL GIFT AWARD



Karina Wiegmann

Tel.: +49 / 221 / 6 89 11-27

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BIC PBNKDEFF

All of the prices stated in the Media Data exclude VAT.
If the customer comes from another EU country and
has a valid VAT number, VAT is not charged.



WWW.WAORG.COM