

**ONLINE &
DIGITAL**

Online & Digital

WA WEB – OUR WEB PORTALS

Current news on the haptic advertising market, numerous galleries on trade shows and events, interesting facts about customising technologies and market surveys as well as portraits, interviews and background reports turn our web portals into important sources of information for promotional products distributors and buyers. Additional services such as the provision of all magazines as ePapers or an overview of all relevant trade show dates additionally increase the click rates.



WWW.WANACHRICHTEN.DE

Page impressions per year _____ **approx. 2 mil.**
Visits _____ **approx. 600,000**

WWW.PROMOTION-PRODUCTS.BIZ

Page impressions per year _____ **approx. 632,000**
Visits _____ **approx. 171,000**

WWW.EPPI-MAGAZINE.COM

Page impressions per year _____ **approx. 610,000**
Visits _____ **approx. 200,000**

WWW.HAPTICA.BIZ

Page impressions per year _____ **approx. 648,000**
Visits _____ **approx. 177,000**

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)

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 (exclusiv)	150 x 600 pixels	€ 2,700
Leader board/Super banner (rotation)	728 x 90 pixels	€ 1,300
Button banner (exclusive)	250 x 250 pixels	€ 1,300

Further banner formats are available on request.

BACKLINKS

1 Backlink/year	€ 400
3 Backlinks/year	€ 500
Content ad	€ 1,000

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 distributors (D/A/CH)**
Readers _____ **10,000**
Frequency _____ **Weekly**



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



Target group _____ **German-speaking end-users (D/A/CH)**
Readers _____ **18,000**
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: € 500 per advertisement **500 x 250** pixels: € 900 per advertisement

ADVERTISEMENT STANDARD/DUAL STANDARD

- Direct link to your shop or to the product website

Standard

250 x 250 pixels: € 300 per advertisement

Package offers on request

Dual Standard

528 x 250 pixels: € 500 per advertisement

JOBSHOP

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

€ 200 per advertisement

€ 50 box number charge

€ 200 three additional links in the following newsletter issues



Newsletters: Publishing dates

WA eLETTER

Issue	Publication date	Issue	Publication date	Issue	Publication date
590	13-01-17	608	17-05-17	626	20-09-17
591	18-01-17	609	24-05-17	627	27-09-17
592	25-01-17	610	31-05-17	628	04-10-17
593	01-02-17	611	07-06-17	629	11-10-17
594	08-02-17	612	14-06-17	630	18-10-17
595	15-02-17	613	21-06-17	631	25-10-17
596	22-02-17	614	28-06-17	632	01-11-17
597	01-03-17	615	05-07-17	633	08-11-17
598	08-03-17	616	12-07-17	634	15-11-17
599	15-03-17	617	19-07-17	635	22-11-17
600	23-03-17	618	26-07-17	636	29-11-17
601	29-03-17	619	02-08-17	637	06-12-17
602	05-04-17	620	09-08-17	638	13-12-17
603	12-04-17	621	16-08-17	639	20-12-17
604	19-04-17	622	23-08-17		
605	26-04-17	623	30-08-17		
606	03-05-17	624	06-09-17		
607	10-05-17	625	13-09-17		

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

Newsletter: Publishing dates

eppi newsflash

Issue	Publication date	Issue	Publication date	Issue	Publication date
280	17-01-17	289	23-05-17	298	26-09-17
281	31-01-17	290	07-06-17	299	10-10-17
282	14-02-17	291	20-06-17	300	24-10-17
283	28-02-17	292	04-07-17	301	07-11-17
284	14-03-17	293	18-07-17	302	21-11-17
285	28-03-17	294	01-08-17	303	05-12-17
286	11-04-17	295	15-08-17	304	19-12-17
287	25-04-17	296	29-08-17		
288	09-05-17	297	12-09-17		

Promotion PRODcast

Issue	Publication date	Issue	Publication date	Issue	Publication date
90	26-01-17	94	18-05-17	98	22-09-17
91	16-02-17	95	22-06-17	99	19-10-17
92	09-03-17	96	13-07-17	100	17-11-17
93	06-04-17	97	31-08-17	101	14-12-17