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Managing Shareholder WA Media GmbH

The promotional products market and the media landscape are permanently on the move. As a publishing company of the promotional products industry, this means we also have to continually adapt our products to meet the changed needs of the market participants. We are thus introducing several innovations in 2024. This is particularly true for the end user address, which is of great importance in times of tight advertising budgets and increased competitive pressure from other forms of advertising.

The new HAPTICA® Magazine will in future bundle the contents that were hitherto divided up between our two publications, Promotion Products and HAPTICA®. In other words, what belongs together, is being merged together: Marketing decisions-makers and buyers will receive all important information from one source and in addition to inspiring campaigns and concepts they will also find exciting product ideas and relevant background knowledge. And our advertisers will reach all of their contact persons from the advertising end user companies in one go. Appropriately, the HAPTICA® Mail

will replace the *Promotion PRODcast* as the respective newsletter for the end user address.

Together with the HAPTICA® live in Bonn and the still relatively young internet portal, HAPTICA®//ONLINE, we will in future have four different channels united under the umbrella brand, HAPTICA®, across which the suppliers and distributors can present their products and services to the end users and which at the same time make the fascination of haptic advertising tangible.

On the other hand, as the leading print classics on the market, Werbeartikel Nachrichten and eppi magazine as well as their digital pendants will in their usual professional manner once again in 2024 inform the promotional products trade about all of the relevant market trends and themes.

You can learn more about the advertising options on the following pages.

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Publishing portfolio

DISTRIBUTOR ADDRESS



WERBEARTIKEL NACHRICHTEN

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



EPPI MAGAZINE

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

Publishing portfolio

NEW!



HAPTICA® MAGAZINE

One publication for everything – campaigns, products, knowledge on haptic advertising and merchandising

END USER ADDRESS



HAPTICA® LIVE

The experiential world in Bonn – live programme with exhibitors, lectures, examples of best practice & much more





HAPTICA®//ONLINE

The digital platform – the 24/7 info update with newsfeeds, theme specials, product searches



Werbeartikel Nachrichten

Werbeartikel Nachrichten is the leading trade magazine on the German-speaking haptic advertising market. 10,000 promotional products consultants and resellers have been learning everything they need to know about the industry every month for in the meantime over 40 years: Detailed product presentations place the spotlight on novelties and current trends; Portraits, company, HR and market news as well as exhibition reports keep the readers up-to-date. Interviews, market analyses or surveys on the market happenings convey in-depth insights into the industry, columns by experts convey a range of opinions. Rubrics like "Start-up" or "Trend Report" provide new ideas, whilst background reports on themes such as ocean plastic or fair chocolate help get the industry fit for the sustainability transformation.



Target group	Promotional products resellers (D/A/CH)
Language	German
Print run	10,000 copies*
Frequency	Monthly
Subscription prices	Germany/other countries € 72
Web	www.wanachrichten.de
Newsletter	WA eletter

* 8,000 readers (status as of 01-09-2023) are additionally reached via the ePaper across the digital distribution.



Werbeartikel Nachrichten





Price 4C

Werbeartikel Nachrichten: Advertising options & prices _

FORMAT	Price 4C
1/1 page	_ € 3,800
1/2 page	_ € 2,930
1/3 page	_ € 2,750
1/3 page premium placement*	_ € 3,250
1/4 page	_ € 2,140

JOBSHOP

1/4 page _____ € **740**The prices for larger advertisements are available on request. A box number costs € 75.

Package prices and (new customer) discounts on request

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Front page ______ € **5,550**

Inside front page/inside back page _____ € 4,300

Back page _____ € 4,500

SPREAD

2/1 page _____ € **5,700**2 x 1/2 page ____ € **4,390**

Advertisement formats see page 42 et seq.; advertisement price list No. 42; 2024

PRODUCT GUIDE

mm/price _____ € 5.00

Format Price 4C

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 a: € 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

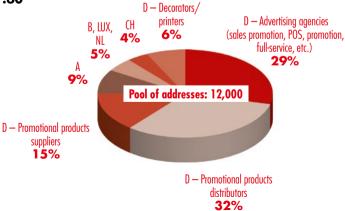
PARTIAL SUPPLEMENT OTHER COUNTRIES

Price per insert up to 20 g: € 1.30
Price per insert up to 50 g: € 1.60

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

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.





Werbeartikel Nachrichten: Topics

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

Issue 442	February 2024	Issue 445	May 2024
• Novelties & trends 2024	ED/AD 12-01-24	• Promotional textiles, foot & headwear	ED/AD 22-03-24
• Easter	PM 17-01-24	• Sweets, snacks & lunch-to-go	PM 28-03-24
• Events & festivals: Fan items, give-aways	PD 31-01-24	• Showroom: Trends & classics	PD 24-04-24
Issue 443	March 2024	Issue 446	June 2024
• Made in D-A-CH	ED/AD 26-01-24	• Keep fit: Sport, wellness, (mental) health	ED/AD 19-04-24
Drinking culture	PM 02-02-24	Memos & notes	PM 26-04-24
• Showroom: Trends & classics/HAPTICA® live preview	PD 28-02-24	• Showroom: Trends & classics	PD 22-05-24
Issue 444	April 2024	Issue 447	July 2024
• (Smart) Office	ED/AD 23-02-24	Winter season: Umbrellas, clothes,	ED/AD 17-05-24
• Summer season: Travel, camping, garden, outdoor	PM 01-03-24	reflective items & saving energy	PM 24-05-24
• Showroom: Trends & classics	PD 27-03-24	\bullet Calendars & Co.: Organisers, books, albums, magazines	PD 19-06-24
		 Showroom: Trends & classics 	



Werbeartikel Nachrichten: Topics

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

Issue 448	August 2024	Issue 451	November 2024
Christmas	ED/AD 14-06-24	• Knives, tools, workwear & work safety	ED/AD 13-09-24
• QR Codes, NFC, AR: Promotional products	PM 21-06-24	● Bags	PM 20-09-24
with added digital value	PD 17-07-24	 Showroom: Trends & classics 	PD 16-10-24
• Showroom: Trends & classics			
Issue 449	September 2024	Issue 452	December 2024
Sustainable products	ED/AD 19-07-24	• Special services: Last-minute deliveries, individualisations,	ED/AD 11-10-24
• High-class promotion: Brands & premiums	PM 26-07-24	personalisations, custom-made designs, small volumes,	PM 18-10-24
• Showroom: Trends & classics	PD 21-08-24	online tools	PD 13-11-24
		• Re- & Upcycling	
		• Showroom: Trends & classics	
Issue 450	October 2024	Issue 453	January 2025
Writing instruments	ED/AD 16-08-24	Novelties & trends 2025	ED/AD 08-11-24
• Employer branding: Recruiting, onboarding,	PM 23-08-24	Toys & gamification	PM 15-11-24
teamwear & thank you gifts	PD 18-09-24	 Social business: Charity, diversity, fairness 	PD 11-12-24
• Showroom: Trends & classics			



eppi magazine

The English-language magazine that is published throughout Europe outside of the D-A-CH area disposes of a large network of international players, trade show organisers and associations and has in this way been informing promotional products consultants and distributors in 37 countries about the market happenings in Europe since 1998. The highlights of the coverage include alongside company news, interviews with experts, product trends, portraits and exhibition reports, the cover stories on current industry topics: from inclusion, to ocean plastic, through to reports on the import markets.



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/other countries € 32
Web	www.eppi-magazine.com
Newsletter	eppi newsflash

^{* 8,500} readers (status as of 01-09-2023) are additionally reached via the ePaper across the digital distribution.

eppi magazine



After three years of pandemic and supply chain chaos the global trade is returning to a new normality. Whilst not only cargo, but also passenger flights are commuting between the West, East and South again, a lot of changes have occurred in the production regions. Which challenges is the import busi-



OFFICE

Every product tells a story.



mishmash' prodir.



eppi magazine: Advertising options & prices

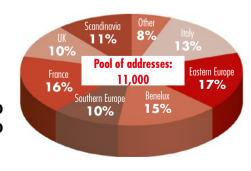
FORMAT	Price 4C	COVER	Price 4C
1/1 page	_ € 3,800	Inside front page/inside back page	 € 4,300
1/2 page	_ € 2,930	Back page	€ 4,500
1/2 page premium placement*	_ € 3,430	SPREAD	
1/3 page	_ € 2,750	SPREAD	
1/4 page	_ € 2,140	2/1 page	€ 5,700
JOBSHOP		2 x 1/2 page	€ 4,390
1/4 page	_ € 740	SHOUTBOX	
The prices for larger advertisements are available on request. A box number costs € 75. One "employment wanted" ad is free of charge per calendar year.		$90 \times 62 \text{ mm}$, min. placement: 3 consecutive issues	€ 350

SUPPLEMENTS

Discount price total circulation up to 20 g: € 6,900 Discount price total circulation up to 50 g: € 9,200

Package prices and (new customer) discounts on request

Partial supplement price per insert up to 20 g: € 1.30 Partial supplement price per insert up to 50 g: € 1.60



*next to editorial

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

Advertisement formats see page 42 et seg; advertisement price list No. 27; 2024



eppi magazine: Topics -

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

Issue 151	February 2024
• Summer season: Travel, outdoor, events & festivals	ED/AD 19-01-24
● Made in Europe	PM 26-01-24
 Novelties & trends 2024 	PD 21-02-24

ssue 153	September 2024
Sustainable products	ED/AD 26-07-24
• Second season: Christmas, winter & wellness	PM 02-08-24
■ Showroom: Trends & classics	PD 28-08-24

Issue 152	 May 2024
• (Home) Office, writing instruments & notebooks	ED/AD 12-04-24
• Promotion-to-go: Drink bottles, lunch boxes,	PM 19-04-24
phone accessories, bags	PD 15-05-24
Showroom: Trends & classics	

Issue 154	December 2024
Novelties & trends 2025	ED/AD 25-10-24
• Special services: Last-minute deliveries, individualisations,	PM 31-10-24
personalisations, custom-made designs, small volumes,	PD 27-11-24
online tools	
• Social business: Charity, diversity, fairness	



Turning two into one: *Promotion Products* and *HAPTICA®* are bundling their contents and competences and will be taking on a new appearance from 2024 onwards as *HAPTICA® Magazine*. Marketing decision-makers and promotional products buyers will in future receive all relevant information on haptic advertising concisely in one format: Campaigns & concepts, products & ideas, knowledge & facts. For advertisers that means: More reach, more impact, more efficiency –





Whether you are looking for suppliers of attractive products, inspiration in the form of creatively implemented campaigns or more background knowledge for your daily work with promotional products – the new HAPTICA® Magazine answers all the promotional product users' questions about haptic advertising and will thus become the central information channel for end users, while at the same time carrying out genre marketing for haptic advertising.

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/other countries € 48
Web	www.haptica-magazin.de
Newsletter	HAPTICA® Mai

^{* 10,000} readers (status as of 01-09-2023) are additionally reached via the ePaper across the digital distribution.



CAMPAIGNS & CONCEPTS

- Interviews with the promotional products and merchandising experts of famous brands. To mention just a few: Eintracht Frankfurt, IG Metall,
 Josera, Pringles, Special Olympics, Dr. Oetker, Berentzen, Deutsche Bahn, Fendt, Jägermeister, Reporter ohne Grenzen, Melitta, Miles &
 More, Mondelēz, Pernod Ricard, Stihl, Vaillant, Volkswagen Zubehör...
- Examples of Best Practice campaigns that involve the implementation of haptic advertising, from fundraising, to POS marketing, through to out-of-home advertising
- Reports on marketing topics, from employer branding and diversity marketing, through to gamification or promotional products implemented for election campaigns

PRODUCTS & IDEAS

- Presentations of products for every advertising occasion and every target group, clearly arranged according to categories
- Portraits with exciting stories on exciting market players
- Start-ups, where newcomers present their fresh ideas
- Scouting of hip product trends

KNOWLEDGE & FACTS

- Arguments for the implementation of haptic advertising
- Educational work on the topic of sustainability
- Explanations on customising techniques and materials
- Facts and figures from current surveys





HIER HAT ALLES PLATZ







HAPTICA® Magazine: Advertising options & prices

FORMAT	Price 4C	COVER	Price 4C
1/1 page	€ 4,100	Front page	€ 5,850
1/2 page	€ 3,100		e back page € 4,600
1/3 page	€ 2 ,800	Back page	€ 4,900
1/3 page premium placement*	€ 3,300		
2/1 page (Spread)	€ 6,150		
2 x 1/2 page (Spread)	€ 4,650		
Package prices and (new customer) discou	unts on request	*next to editorial A	dvertisement formats see page 42f; advertisement price list No. 1; 2024

SUPPLEMENTS

Germany/other countries

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

- 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	6,083
Building industry	4,348
Services providers	3,178
Consumer products	3,042
Advertising agencies	2,763
Electronics, IT, telecommunications, software	2,565
Manufacturing	2,355

Food	2,003
Social services, education, research, clubs	1,896
Financial service providers, consultants	1,447
Transport and logistics	1,366
Health and pharmaceuticals	1,310
Energy and environmental technology	1,301
Travel, tourism, hospitality	1,178

Marketing services providers	_ 1,12
Chemical industry	79
Media industry	98
Branding/Machines/Printing technology _	_ 92
City marketing and culture	45
Cosmetics, wellness, fitness	_ 30
Other	_ 6,03

as of 09/2023



HAPTICA® Magazine: Topics -

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

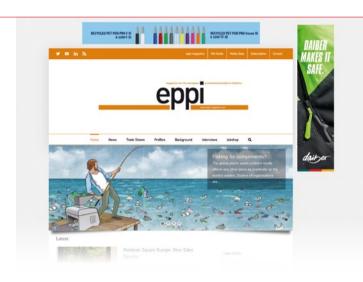
Issue 01Janua	ry/February 2024	Issue 04	July/August 2024
• Summer season: Travel, outdoor, events & festivals	ED/AD 12-01-24	• Christmas & winter	ED/AD 05-07-24
• Sweets, snacks, lunch-to-go	PM 19-01-24	 Sustainable products 	PM 12-07-24
Novelties & trends: Yearly preview 2024/HAPTICA® live: Pre	view PD 07-02-24	Novelties & trends	PD 07-08-24
Issue 02	March/April 2024	Issue 05 Septem	ber/October 2024
• Made in D-A-CH	ED/AD 01-03-24	Writing instruments & notebooks	ED/AD 23-08-24
• Fashion: Textiles, bags, foot & headwear	PM 08-03-24	 Employer branding: Recruiting, onboarding, 	PM 30-08-24
Novelties & trends	PD 03-04-24	teamwear & thank you gifts	PD 25-09-24
		Novelties & trends	
Issue 03	_ May/June 2024	Issue 06Novembe	er/December 2024
Drinking culture & gastro promotion	ED/AD 03-05-24	• Special services: Last-minute deliveries, individualisations,	ED/AD 18-10-24
• (Smart) Office & calendars	PM 10-05-24	personalisations, custom-made designs, small volumes,	PM 25-10-24
Novelties & trends	PD 05-06-24	online tools	PD 20-11-24
		 Social business: Charity, diversity, fairness 	
		 Novelties & trends: Yearly preview 2025 	



Online & Digital -

WA WEB - OUR WEB PORTALS

Promotional products suppliers, distributors and buyers can find current information on the market on the websites of WA Media. Current news about the haptic advertising market, numerous galleries on trade shows and events as well as portraits, interviews and background reports turn the web portals into valuable sources of information. Additional services such as the provision of all magazines as an ePaper or PDF download or an overview of all relevant trade show dates increase the click rates even further.



WWW.WANACHRICHTEN.DE

Page impressions per year _____ approx. 1.8 mil. Visits ____ approx. 446,000

WWW.HAPTICA-MAGAZIN.DE

Page impressions per year	Start as of 2024
Visits	Start as of 2024

WWW.EPPI-MAGAZINE.COM

Page impressions per year _____ approx. 517,000

Visits ____ approx. 154,000

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/year	€ 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	Ri-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

JOBSHOP

• 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
934	17-01-24	950	08-05-24	966	28-08-24
935	24-01-24	951	15-05-24	967	04-09-24
936	31-01-24	952	22-05-24	968	11-09-24
937	07-02-24	953	29-05-24	969	18-09-24
938	14-02-24	954	05-06-24	970	25-09-24
939	21-02-24	955	12-06-24	971	02-10-24
940	28-02-24	956	19-06-24	972	09-10-24
941	06-03-24	957	26-06-24	973	16-10-24
942	15-03-24	958	03-07-24	974	23-10-24
943	20-03-24	959	10-07-24	975	30-10-24
944	27-03-24	960	17-07-24	976	06-11-24
945	03-04-24	961	24-07-24	977	13-11-24
946	10-04-24	962	31-07-24	978	20-11-24
947	17-04-24	963	07-08-24	979	27-11-24
948	24-04-24	964	14-08-24	980	04-12-24
949	02-05-24	965	21-08-24	981	11-12-24
				982	18-12-24

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



Newsletters: Publishing dates _____

eppi newsflash

Issue	Publication date	Issue	Publication date	Issue	Publication date
448	16-01-24	455	23-04-24	462	10-09-24
449	30-01-24	456	07-05-24	463	24-09-24
450	13-02-24	457	22-05-24	464	08-10-24
451	27-02-24	458	04-06-24	465	22-10-24
452	12-03-24	459	18-06-24	466	05-11-24
453	26-03-24	460	02-07-24	467	19-11-24
454	09-04-24	461	27-08-24	468	03-12-24
				469	17-12-24

HAPTICA® Mail

Issue	Publication date	Issue	Publication date	Issue	Publication date
01	25-01-24	05	23-05-24	09	19-09-24
02	22-02-24	06	13-06-24	10	17-10-24
03	21-03-24	07	04-07-24	11	14-11-24
04	25-04-24	08	22-08-24	12	12-12-24

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



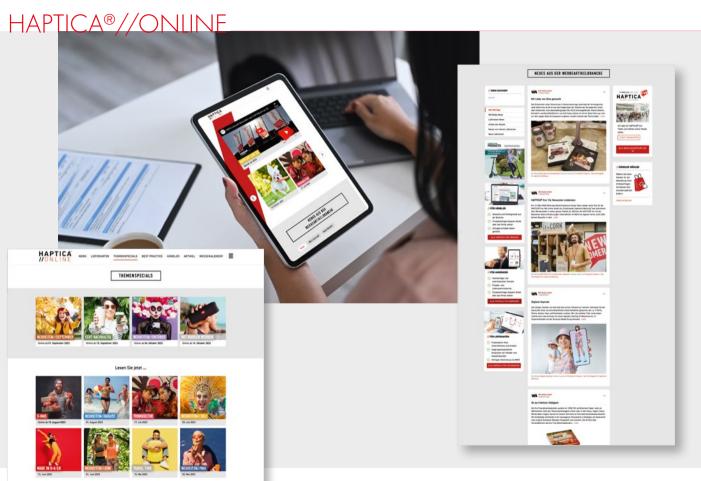
HAPTICA®//ONLINE combines product researches, corporate presentations and networking with news and infotainment from the promotional products industry. md Xchange – a cooperation between dMAS and WA Media is behind the digital platform for haptic advertising. HAPTICA®//ONLINE addresses both marketing directors from promoting companies as well as promotional products distributors and agencies.

Suppliers, who would like to provide users of the portal with ideas for the implementation of promotional products, among others have the opportunity to present highlights from their product range in the theme specials that are published every two weeks. Product presentations on topics like sustainability, food trends or Christmas or novelties allow the generation of leads and orders.

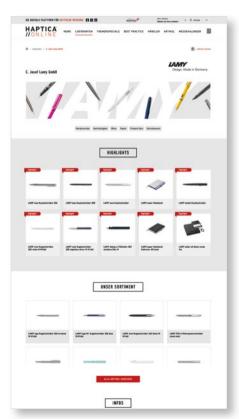
Beyond this, it is possible to present one's own company and product range on an individually designed page on HAPTICA®//ONLINE and in the form of postings in the newsfeed. Website banners and advertisements in the HAPTICA®//ONLINE newsletter provide additional opportunities of convincing promoting companies and trade professionals of one's own offer.

www.haptica.online





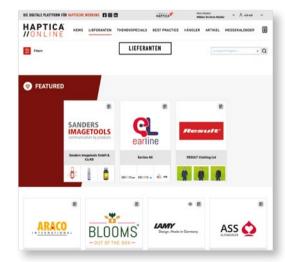
HAPTICA®//ONLINE: Access



HAPTICA®//ONLINE – access for two users

- Design of one's own supplier page
- Receipt of product enquiries via dMAS
- Three posts a week

990 Euros/year



Overview suppliers

Example supplier page

HAPTICA®//ONLINE: Banner options



SKYSCRAPER

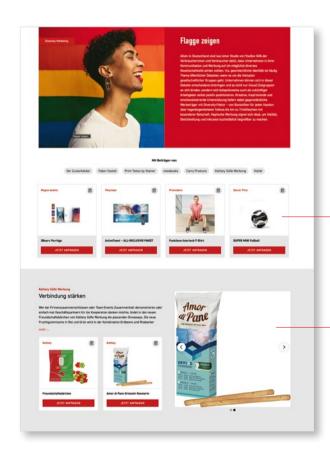
Skyscraper (exclusive)
150 pixels width, 600 pixels height **3,500 €**(price for an advertisement running-time of 12 months)



SUPERBANNER

Superbanner (rotation)
728 pixels width, 90 pixels height **2,000 €**(price for an advertisement running-time of 12 months)

HAPTICA®//ONLINE: Theme specials



OPTION 1

Product photo, product name, incl. a link to the product enquiry

• Four photos: **600 Euros**

• Two photos: 400 Euros

OPTION 2

Up to three product photos in slider, text about the product, product name, incl. a link to the product enquiry: **600 Euros**

COMBINED WITH PRINT

 Online product presentation (Option 2) plus print product presentation (Werbeartikel Nachrichten, HAPTICA® Magazine or eppi magazine):

1,350 Euros

Further information on HAPTICA®//ONLINE and the additional presentation options related to the platform, i.e. in the HAPTICA®//ONLINE newsletter, can be found here:



HAPTICA®//ONLINE: Theme specials

TOPIC	
• Novelties & trends 2024	ED 15-12-23 PD 08-01-24
• Ocean plastic	ED 20-12-23 PD 15-01-24
 Novelties//February 	ED 08-01-24 PD 01-02-24
• Easter	ED 22-01-24 PD 15-02-24
Novelties//March	ED 09-02-24 PD 04-03-24
• Football EURO 2024	ED 23-02-24 PD 18-03-24
 Novelties//April 	ED 08-03-24 PD 02-04-24
• Festival season	ED 22-03-24 PD 15-04-24
Novelties//May	ED 08-04-24 PD 02-05-24
• Camping	ED 22-04-24 PD 15-05-24
• Novelties//June	ED 08-05-24 PD 03-06-24
• (Smart) office	ED 22-05-24 PD 17-06-24

Novelties//July	ED 05-06-24 PD 01-07-24
Phygital promotion	ED 19-06-24 PD 15-07-24
 Novelties//August 	ED 08-07-24 PD 01-08-24
• Green x-mas	ED 22-07-24 PD 14-08-24
Novelties//September	ED 07-08-24 PD 02-09-24
• Love of animals	ED 22-08-24 PD 16-09-24
Novelties//October	ED 06-09-24 PD 01-10-24
 Gamification 	ED 20-09-24 PD 15-10-24
• Last-minute gifts	ED 09-10-24 PD 04-11-24
• Re- & Upcycling	ED 23-10-24 PD 18-11-24
Novelties//December	ED 06-11-24 PD 02-12-24
 Social business 	ED 20-11-24 PD 16-12-24

TOPIC

ED = advertisement deadline; PD = Publication date

HAPTICA® live



Product presentations by manufacturers, brands and importers, an own Newcomer Area for young companies and start-ups, the Best Practice Show, the lecture programme with speakers from famous companies and as of recently FACThibition – an own zone where background knowledge is conveyed: made up of these components, the HAPTICA® live has made a name for itself among both users and market players as a source of information and a communication platform for haptic advertising. On March 13, 2024, the twelfth edition of the HAPTICA® live will be staged as usual in the impressive ambiance of the World Conference Center Bonn (WCCB).

The exhibitors of the HAPTICA® live encounter a combination of visitors that is unique on the German market: Professional visitors from the marketing, communications and procurement divisions are directly invited to attend as well as employees from advertising agencies or the promotional products trade. Admission is free of charge, it is merely necessary to register in advance via the organiser's website. All of the exhibitors profit from an all-inclusive fixed price, which depends on the size of the stand and includes diverse additional marketing services, among others the presentation of novelties and trade fair highlights on the digital platform, HAPTICA®//ONLINE.

The Event Guide of the HAPTICA® live also offers exhibitors the opportunity to reach 50,000 people from the world of marketing, procurement, agencies and the promotional products trade with an advertisement in the run-up to the trade show.

www.haptica.live



SERVICES SERVICES

WA Services

CUSTOMER MAGAZINES

Print is alive! The abundance of customer and employee magazines, with which companies achieve storytelling effects and carry out PR work for their own cause, is proof of this alone. WA Services offers concept-related, editorial and graphic support for such projects. The experienced editorial and graphic team of WA Media GmbH has profound knowledge of the haptic advertising market and wide-ranging know-how as a publisher – that dates back more than 40 years.

GRAPHICS AND PROOF-READING

The advertising deadline is approaching fast and your graphic designer is ill? The catalogue is ready, it just has to be proof-read thoroughly? You have great products, but unfortunately no suitable photographs? WA Services comes to your aid with typesetting, layout and product photography services as well as DTP, artwork or proof-reading services.

FULL-SERVICE PACKAGES

Together with our cooperation partner, VVV Versand, we can also offer a complete full-service for the compilation and dispatch of print publications such as catalogues, brochures or customer magazines: Starting with the creation, right through to the enveloping, shrink-wrapping, welding, packing, dispatch and storage.

We will be pleased to advise you on:

Tel.: +49/221/68911-19

sales@waorg.com













Advertisement formats

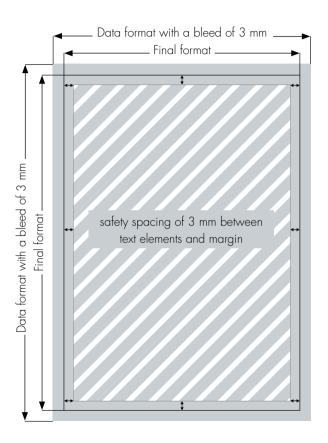
FULL-FORMAT ADVERTISEMENTS

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.

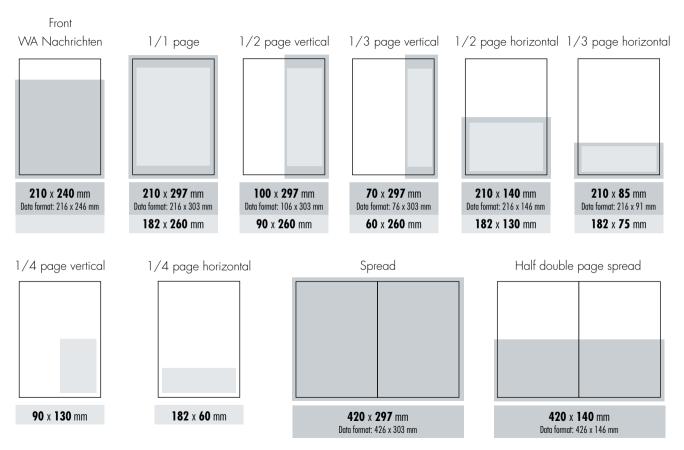
TYPE AREA ADVERTISEMENTS

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



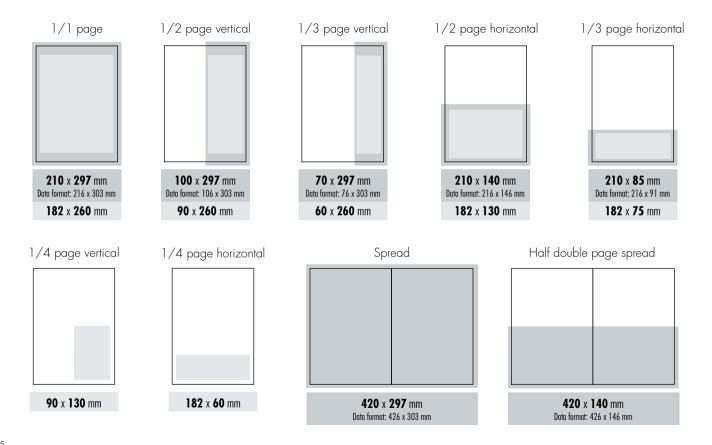


Werbeartikel Nachrichten



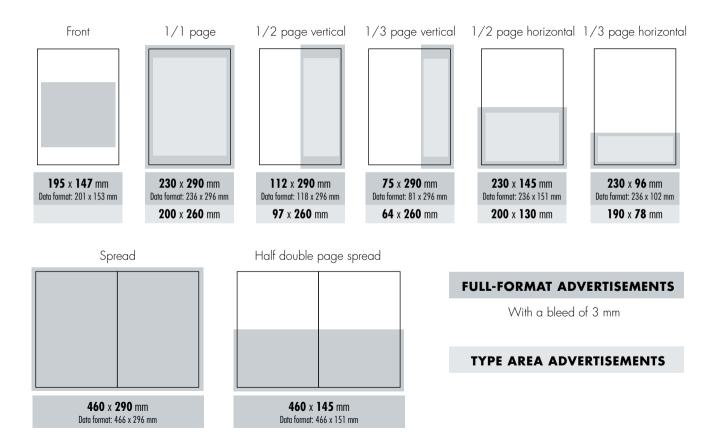


eppi magazine





HAPTICA® Magazine



Data transfer.

ADVERTISEMENTS

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)

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

PDF

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

Photoshop (CS5)

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

Illustrator

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

Minimum resolution

300 dpi (not interpolated)

Data media

CD-ROM, DVD

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

WA Media GmbH

Anik Ginet Servais

Waltherstr. 49-51, Geb. 32

D-51069 Cologne

F-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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