

MEDIA DATA 2024

Efficient target group communications
for the haptic advertising market





MICHAEL SCHERER

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.

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

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Publishing portfolio

DISTRIBUTOR ADDRESS



WERBEARTIKEL NACHRICHTEN

The marketinsider – information for German-speaking promotional products resellers



EPPLI MAGAZINE

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

Publishing portfolio

END USER ADDRESS



HAPTICA® MAGAZINE

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



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

PRINT

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.

Das Bielefelder Unternehmen Halfar hat sich auf dem Werbeartikelmarkt mit qualitativ hochwertigen Taschen und Rucksäcken einen Namen gemacht. Werbeartikel Nachrichten traf Armin Halfar und Kathrin Stüfgenyer-Halfar, die das Unternehmen gemeinsam leiten, und Marketing-Leiterin Simone Rath im ost-westfälischen Firmensitz, um einen Einblick in das Geschäft und die Philosophie des Taschenspezialisten zu bekommen.

■ Es breitet seine Flügel aus und schwingt sich um eine Nähmaschine herum zum Himmel hinauf. Bei dem Wenen auf dem alten Blechschiff handelt es sich um den mythischen Vogel Phoenix, den der Blechfelder Maschinenbauer Baer & Rempel als Logo und Markenname für seine Nähmaschinen verwendete. Dieses und andere Wortschilde aus Blech und Emaille bedecken die Wand des langen Hauptflurs in der Zentrale von Haller in Bleichfeld, Oldenburg.

„Beibehalten war ein Zirkum des Nahmens- und Markenindustries. Dörkings, Adler, Anker, Phoenix kommen alle von hier“, erklärt Armin Haller, der Gründer des Taschenherstellers. Seit Jahren sammelt er leidenschaftlich diese Viehwendler für Nähmaschinen aus dem 20. Jahrhundert. Nicht nur Bielefelder Marken, sondern auch Schilder von Singer, Pfaff und Titan schmücken die Haller-Zentrale. Der Unternehmer erinnert, wie er komponierte Schilder auf Flohmärkten ergaunerte und restaurieren ließ und andere teuer ergruberte. Die Schilder, in denen auch historische Markenzeichen wie Singer sichtbar waren, sind heute

[illegible]

QUALITÄT UND KNOW-HOW

Sonderanforderungen von speziellen Einsatz-, Transport- und Werkstoffflächen bildeten den Ausgangspunkt. Da dieser Bereich hohe Anforderungen an die Funktionalität des Designs und an die Belastbarkeit des Materials stellt, brauchte es fundiertes Wissen und Leidenschaft für das Produkt, um sich auf dem Markt durchzusetzen. Leidenschaft für Trecken steht also

Unternehmen auch heute noch durch jede Frau: „Wir haben Freude daran, schöne, funktionale Modelle zu entwickeln und auf den Markt zu bringen“, konstatiert Kathrin Stühmeyer-Hafler, die das Unternehmen zusammen mit ihrem Mann Armin führt.

Dass der Name Hafler für qualitativ hochwertige Produkte steht, drückt sich im Firmennamen „Stärke Taschen“ aus. Darü-




ber prägt das Logo, das eine Taucher zeigt, deren angelegter Gurt an die Nömer eines Wägelchens erinnert – eine eigenwillige Anspielung auf den norwegischen Ursprung des Namens Håller.

1981 kam ein unbeförderter Anspruch an Stabilität und Qualität punktierte die Firma auch, als sie im Jahr 2000 mit ihrem Auftritt auf der P50-Messe in Düsseldorf im Segment der Wertzeitsachen einstieg. Mittlerweile macht der Wertzeitsachenbereich ca. 60% des Umsatzes aus. Verschnittene Taschen und Rückläufer aus Bielefeld werden in ganz Europa vertrieben.

GLOBALER PERSPEKTIVWECHSEL

Auch die Fertigung findet heute wieder verstärkt in Europa statt, z.B. in Rumänien, bei Maschinen und dem Know-how von Haller werden in einem ausschließlich für Haller produzierenden Betrieb diverse Hal-



100

02 von Tack besteht in der
ruhe, das während seiner
der Atmosphäre aus der
der LDPE-Herstellung be-
nung des CO₂-Fußabdrucks
stützt den Klimaschutz. Stetig
ständig recycelbar und 100%
Verwendung daher gesamt-
deutlich.

■ Der temperige Stiche Champagne erfrisch sich nicht und gilt als Kulturgut. Wie facettenreich und in Exportschläger ist, beweist der Pariser Agrarist GAZ, der seine Verführung des Weinens dazu einlöst, das exportieren neu zu entdecken. Meropie, Weinern, zu wertvoll dabei ihren Champagner, frisch und jähren Champagner.

PERLT UND HAT LUFT

Leonardo, der Kitch
hüll ausgehöhlt, weil er
durch seine spezielle For
lung bringt. Das Glas ist
weiterhin Darstellung im
soll der Blick auf die Far
lenden Bläuen des Cha
werden – auch dafür ist d
glas bestens geeignet.

Leonardo Profine
pro-sales@leonardo.de
www.leonardo.de

NEU
Druck auf
transparenter
Folie möglich

**Individuelle Barm
auf der Flasche**

Ihre Werbebotschaft
schon ab 192
Kursierte Lieferen

Exklusiv erhältlich

ART DI CO
DESIGN

Art di Como Design
Oskar-Siembeck-Str.
D-91030 Lohr
Tel.: 09123 - 9811
info@artdi.com

09123 - 9811
09123021700
Café de la Gare
www.artdi.com

ART DI CO



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
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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	€ 5,550
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

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

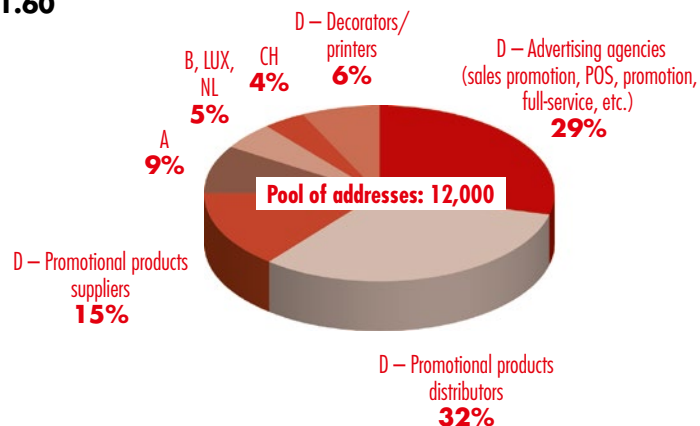
Price per insert up to 20 g: **€ 1.30**

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 **442** February 2024

- Novelties & trends 2024 ED/AD **12-01-24**
- Easter PM **17-01-24**
- Events & festivals: Fan items, give-aways... PD **31-01-24**

Issue **443** March 2024

- Made in D-A-CH ED/AD **26-01-24**
- Drinking culture PM **02-02-24**
- Showroom: Trends & classics/HAPTICA® live preview PD **28-02-24**

Issue **444** April 2024

- (Smart) Office ED/AD **23-02-24**
- Summer season: Travel, camping, garden, outdoor PM **01-03-24**
- Showroom: Trends & classics PD **27-03-24**

Issue **445** May 2024

- Promotional textiles, foot & headwear ED/AD **22-03-24**
- Sweets, snacks & lunch-to-go PM **28-03-24**
- Showroom: Trends & classics PD **24-04-24**

Issue **446** June 2024

- Keep fit: Sport, wellness, (mental) health ED/AD **19-04-24**
- Memos & notes PM **26-04-24**
- Showroom: Trends & classics PD **22-05-24**

Issue **447** July 2024

- Winter season: Umbrellas, clothes, reflective items & saving energy ED/AD **17-05-24**
- Calendars & Co.: Organisers, books, albums, magazines... PM **24-05-24**
- Showroom: Trends & classics PD **19-06-24**

Werbeartikel Nachrichten: Topics

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

Issue **448** August 2024

- Christmas ED/AD **14-06-24**
- QR Codes, NFC, AR...: Promotional products PM **21-06-24**
with added digital value PD **17-07-24**
- Showroom: Trends & classics

Issue **449** September 2024

- Sustainable products ED/AD **19-07-24**
- High-class promotion: Brands & premiums PM **26-07-24**
- Showroom: Trends & classics PD **21-08-24**

Issue **450** October 2024

- Writing instruments ED/AD **16-08-24**
- Employer branding: Recruiting, onboarding, teamwear & thank you gifts PM **23-08-24**
PD **18-09-24**
- Showroom: Trends & classics

Issue **451** November 2024

- Knives, tools, workwear & work safety ED/AD **13-09-24**
- Bags PM **20-09-24**
- Showroom: Trends & classics PD **16-10-24**

Issue **452** December 2024

- Special services: Last-minute deliveries, individualisations, ED/AD **11-10-24**
personalisations, custom-made designs, small volumes, PM **18-10-24**
online tools... PD **13-11-24**
- Re- & Upcycling
- Showroom: Trends & classics

Issue **453** January 2025

- Novelties & trends 2025 ED/AD **08-11-24**
- Toys & gamification PM **15-11-24**
- Social business: Charity, diversity, fairness PD **11-12-24**

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 newflash**

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

HEADING FOR NEW NETWORKS?

of a sudden epidemic among the residents of a small village in the north of England. The village, which was known as "Mad as a March hare," was famous for its horses and forward-swinging trees a year before the epidemic broke out. The village was in the north of England, and the residents of the village, who were known as "Mad as a March hare," were famous for their horses and forward-swinging trees. The village was in the north of England, and the residents of the village, who were known as "Mad as a March hare," were famous for their horses and forward-swinging trees.

believed that the fact was not very good for the because of the difficulties getting a visa and because of the fear of COVID outbreaks in China."

Back to normalcy

After all, virtually instantaneously the business had been unprofitable for both the Chinese companies and for the international road and freight transport. The dramatic bottleneck, which happened directly or as a consequence of the chain of events caused by the pandemic, and which kept the global economy on tenterhooks until well into the year 2023, however seems to be under control in the meantime, as GfK reported.

The transport costs and availability of the shipping are improving again, and the demand is rising. But we face a new shortage of long-distance drivers required for the inland road transport to pre-COVID levels. The ship prices have significantly decreased, but they have not returned to the pre-COVID levels. We don't expect that a new rise in the oil prices in the present pricing is more going to occur."

Conclusion

The disruptions in the flow of global raw materials and goods by no means only affected the exporters, who focus on China. Worldwide textile companies that have goods produced in Bangladesh or other regions of South Asia were impacted too – such as the German textile professional Dabber. "Because we didn't have many subsidiaries in our main export countries, production continued without major or longer interruptions. Whether it was also difficult to get hold of containers or freight slots – and once the containers were on the ships, they often couldn't be discharged because the harbours didn't have facilities," stated Jan Gröndler, Managing Director of Dabber. Luckily this situation has more

Pamela Bhandari, CEO and founder of the London-based textile specialist **Morris Textiles**, emphasized the value of long-term, respectful relationships to the producers: "When COVID hit, many big brands were cancelling orders that were already produced, demanding discounts from suppliers. We do not agree that all the risk should be pushed to one end of the supply chain, while the bulk of profits are enjoyed by the other end and so we did not carry any interest, accepted higher prices and also gave factories extra time to produce so that the production process could be organized safely. Our suppliers have not forgotten this and want the extra mile for us to secure our supplies. As a result we have a lot of stock and now the pandemic has eased the other may well face factories having excess capacity. Trying to keep a balance between unpredictable supply and demand is the challenge and we will continue to remain robust."

The companies had no other choice than to turn their production to a large extent towards export, not being able to sell their products at home. "We were actually a bit nervous about that, as we would find after earlier crises, not only that the Chinese market is very sensitive to price changes, but also that the Chinese government is very keen to protect its own companies," continued Brändén. "However, we were very pleasantly surprised when we visited the factories. Many had used the downtime to improve their facilities and invest in new technology." The companies also had to turn to their own. Our partners' energy and capacity to improve was impressive."

Darbar has already turned its production countries again on personal visits, as Gminder reported: "We have already been in Bangladesh and Pakistan. Life is coming on as normal again in both countries and production is running smoothly."

The name is a neologism for China, which is still not a full-fledged producer but for many export items and product groups. "COVID affected a lot of the small and medium-sized companies in the manufacturing sector," remarked Sörensen Zorn. "Now we are observing that, the availability of new products and designs is reduced, innovations are almost nonexistent and the loss of new, environmentally friendly materials."

Ignacio Miras, Sales and Marketing Manager at Hilti, says: "The COVID-19 situation is not only in the pandemic itself and we don't expect any other side effects here, the deflationary pressure in China is generating some concern."

Because after the end of the pandemic the

already the U.S. importing authorities actually have ambitious goals and the economic downturn caused by an unfavorable global situation when large reorganizations are taking place. The 14th five-year plan for the period 2021-2025 is providing the setting up and development of modern production structures in a bid to push industries and technologies, as well as to build the manufacturing sector's share of the gross domestic product in the decline of 14.1% from 28.1% down to 26.2% between 2019 and 2025. HCS

covering slower than most of the economies predicted. According to the Chinese Statistical Office, the consumer price fell by 5.3% in July compared to the previous year. The production price that the manufacturers demand for their products had declined for the sixth month in succession and fell by 4.4% in July compared to the previous year. A price deterioration that the experts are among others attributing to the ongoing weak consumer demand – and its problems on the plummeting net export market. In line with the mid-estate sales demand to be about 30% compared to the previous month. Nationwide China is sitting on a huge surplus

of more than 50 million apartments, for which no buyers – let alone tenants – can be found. And if that wasn't enough, after strong declines in the previous months, the exports dropped by 14.5% in July year-on-year.

theatres) to helping administration achieve its ambitious goals and the economic development centres at an affordable cost of time when large organisations are taking place. 14P five-year plan for the period 2021-2025 - protecting the setting-up and development of modern production clusters is a bid to push big industries and technologies. At the same time, the manufacturing sector faces the gross domestic product is on the decline: it fell from 28.1% down to 26.2% between 2019 and 2020.

m2d



phones come in the colour black and silver. The Xperia Z is also available in a variety of colours, including green, blue, red, yellow, white and black. The Xperia Z is also available in a variety of sizes, including 4.3 inch, 4.7 inch, 5.0 inch, 5.3 inch, 5.5 inch, 5.8 inch, 6.0 inch, 6.3 inch, 6.5 inch, 6.8 inch, 7.0 inch, 7.3 inch, 7.5 inch, 7.8 inch, 8.0 inch, 8.3 inch, 8.5 inch, 8.8 inch, 9.0 inch, 9.3 inch, 9.5 inch, 9.8 inch, 10.0 inch, 10.3 inch, 10.5 inch, 10.8 inch, 11.0 inch, 11.3 inch, 11.5 inch, 11.8 inch, 12.0 inch, 12.3 inch, 12.5 inch, 12.8 inch, 13.0 inch, 13.3 inch, 13.5 inch, 13.8 inch, 14.0 inch, 14.3 inch, 14.5 inch, 14.8 inch, 15.0 inch, 15.3 inch, 15.5 inch, 15.8 inch, 16.0 inch, 16.3 inch, 16.5 inch, 16.8 inch, 17.0 inch, 17.3 inch, 17.5 inch, 17.8 inch, 18.0 inch, 18.3 inch, 18.5 inch, 18.8 inch, 19.0 inch, 19.3 inch, 19.5 inch, 19.8 inch, 20.0 inch, 20.3 inch, 20.5 inch, 20.8 inch, 21.0 inch, 21.3 inch, 21.5 inch, 21.8 inch, 22.0 inch, 22.3 inch, 22.5 inch, 22.8 inch, 23.0 inch, 23.3 inch, 23.5 inch, 23.8 inch, 24.0 inch, 24.3 inch, 24.5 inch, 24.8 inch, 25.0 inch, 25.3 inch, 25.5 inch, 25.8 inch, 26.0 inch, 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11

What is better than using recycled material? Two recycled materials. The Recycled PET Box Above by Uma combines recycled PET bottles with recycled aluminum beverage cans. Using the two recycled, valuable resources, Above is manufactured in Europe as a climate neutral item including certified production processes and a verifiable

CO₂ footprint. The fact that who is increasing the sustainability degree of its writing instruments helps the environment and promotes the sustainability story of the respective producing company.

From bottles to bags

company's bags is gained from discarded PET bottles to give them a new life. Depending on the bag model, between three and 32 plastic bottles are recycled. Thus reducing the heap of plastic waste that grows day after day.

18 bottles are needed for each of the *RF Pacific* models of the Dutch company. With its leadership, the network calls a clean future for business.



The metal shaft radiates cool elegance, while the contrasting colourful PET elements set an attractive accent. The interior conceals the rechargeable unit. Each A66 1.0 that boasts a writing capacity of approx. 4,500 m and a pleasant, soft writing feeling. Decorated with a laser engraving or an imprint, the pen can be individu-

uma Schweißgeräte Ulfmann GmbH
www.uma-pm.com

the consistent implementation of the sustainability strategy, the prior values are very convincing too. The train compartment includes an extra

packed laptop pocket, both of which can be zipped closed. Smaller items on the other hand can be stored in the back pocket, which is also zippered. The high-quality ball fabric, the lining material, the zips and the women strap are also made of recycled PET.



The 'mouthwash a pride' collection comes in a range of sizes and formats, from the 100ml which slips easily into a handbag, through the A5 soft cover MM02. To emphasise its high-quality near natural look and feel of mouthwash, not alcohol, use cold brewed

Made in Portugal.

**Facts,
not fakes.**

mishmash
x
prodir.

Procter Deutschland
Hotline +49 6762 8099 0 www.procteropen.com

eppi magazine: Advertising options & prices

FORMAT

Price 4C

1/1 page	€ 3,800
1/2 page	€ 2,930
1/2 page premium placement*	€ 3,430
1/3 page	€ 2,750
1/4 page	€ 2,140

JOBSHOP

1/4 page	€ 740
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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

Price 4C

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

SHOUTBOX

90 x 62 mm, min. placement: 3 consecutive issues	€ 350
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*next to editorial

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

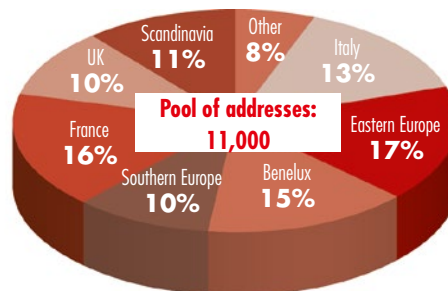
SUPPLEMENTS

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 **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**

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 **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 **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

HAPTICA® Magazine

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 – double the advertising power.



HAPTICA® Magazine

Whether you are looking for suppliers of attractive products, inspiration in the form of creatively implemented campaigns or more back-ground 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® Mail**

* 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, Josefa, 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

HAPTICA® Magazine: Advertising options & prices

FORMAT

1/1 page	€ 4,100
1/2 page	€ 3,100
1/3 page	€ 2,800
1/3 page premium placement*	€ 3,300
2/1 page (Spread)	€ 6,150
2 x 1/2 page (Spread)	€ 4,650

Price 4C

COVER

Front page	€ 5,850
Inside front page/inside back page	€ 4,600
Back page	€ 4,900

Price 4C

Package prices and (new customer) discounts on request

*next to editorial

Advertisement formats see page 42f; advertisement price list No. 1; 2024

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	6,083	Food	2,003	Marketing services providers	1,121
Building industry	4,348	Social services, education, research, clubs	1,896	Chemical industry	795
Services providers	3,178	Financial service providers, consultants	1,447	Media industry	988
Consumer products	3,042	Transport and logistics	1,366	Branding/Machines/Printing technology	923
Advertising agencies	2,763	Health and pharmaceuticals	1,310	City marketing and culture	451
Electronics, IT, telecommunications, software	2,565	Energy and environmental technology	1,301	Cosmetics, wellness, fitness	303
Manufacturing	2,355	Travel, tourism, hospitality	1,178	Other	6,035

as of 09/2023

HAPTICA® Magazine: Topics

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

Issue 01 January/February 2024

- Summer season: Travel, outdoor, events & festivals ED/AD **12-01-24**
- Sweets, snacks, lunch-to-go PM **19-01-24**
- Novelties & trends: Yearly preview 2024/HAPTICA® live: Preview PD **07-02-24**

Issue 02 March/April 2024

- Made in D-A-CH ED/AD **01-03-24**
- Fashion: Textiles, bags, foot & headwear PM **08-03-24**
- Novelties & trends PD **03-04-24**

Issue 03 May/June 2024

- Drinking culture & gastro promotion ED/AD **03-05-24**
- (Smart) Office & calendars PM **10-05-24**
- Novelties & trends PD **05-06-24**

Issue 04 July/August 2024

- Christmas & winter ED/AD **05-07-24**
- Sustainable products PM **12-07-24**
- Novelties & trends PD **07-08-24**

Issue 05 September/October 2024

- Writing instruments & notebooks ED/AD **23-08-24**
- Employer branding: Recruiting, onboarding, teamwear & thank you gifts PM **30-08-24**
PD **25-09-24**
- Novelties & trends

Issue 06 November/December 2024

- Special services: Last-minute deliveries, individualisations, personalisations, custom-made designs, small volumes, online tools... ED/AD **18-10-24**
PM **25-10-24**
PD **20-11-24**
- Social business: Charity, diversity, fairness
- Novelties & trends: Yearly preview 2025

**ONLINE &
DIGITAL**

Online & Digital

WA WEB – OUR WEB PORTALS

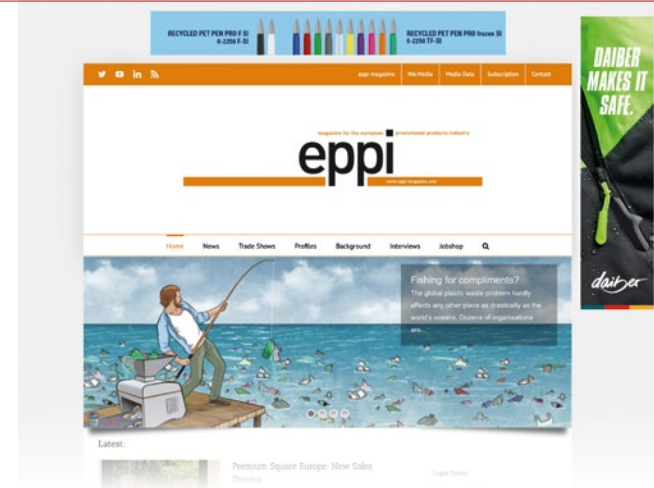
Promotional products suppliers, distributors and buyers can find current information on the market on the websites of WA Media. Current news about the haptic advertising market, numerous galleries on trade shows and events as well as portraits, interviews and background reports turn the web portals into 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) <hr/>	150 x 600 pixels <hr/>	€ 3,500
Leader board/Super banner (rotation) <hr/>	728 x 90 pixels <hr/>	€ 2,000
Button banner (exclusive) <hr/>	250 x 250 pixels <hr/>	€ 1,800

Further banner formats are available on request

BACKLINKS

1 Backlink/year <hr/>	€ 400
3 Backlinks/year <hr/>	€ 700
Content ad/year <hr/>	€ 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

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 newflash

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**

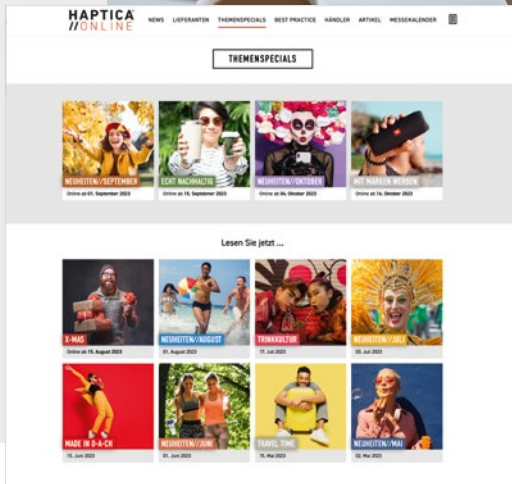
DIE DIGITALE PLATTFORM FÜR HAPTISCHE WERBUNG

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 VVA 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.

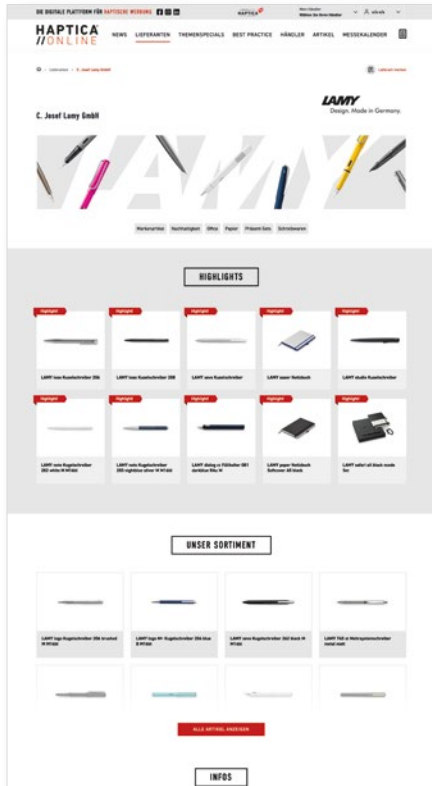
Suppliers, who would like to provide users of the portal with ideas for the implementation of promotional products, among others have the opportunity to present highlights from their product range in the theme specials that are published every two weeks. Product presentations on topics like sustainability,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

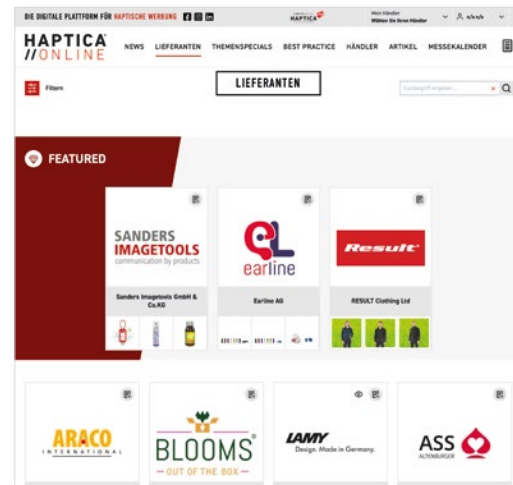


HAPTICA®//ONLINE: Access



HAPTICA®//ONLINE – access for two users

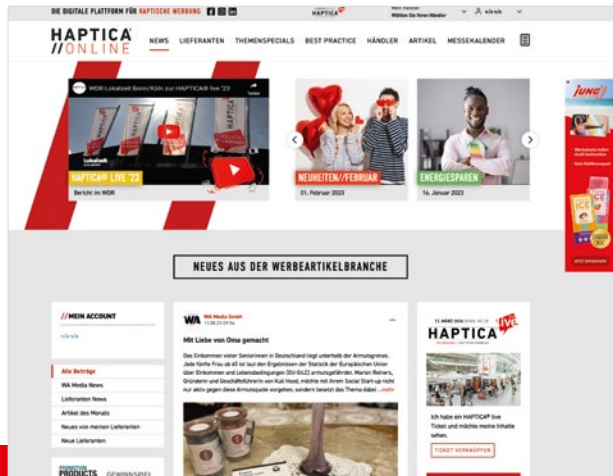
- Design of one's own supplier page
 - Receipt of product enquiries via dMAS
 - Three posts a week
- 990 Euros/year**



Example
supplier page

Overview
suppliers

HAPTICA®//ONLINE: Banner options

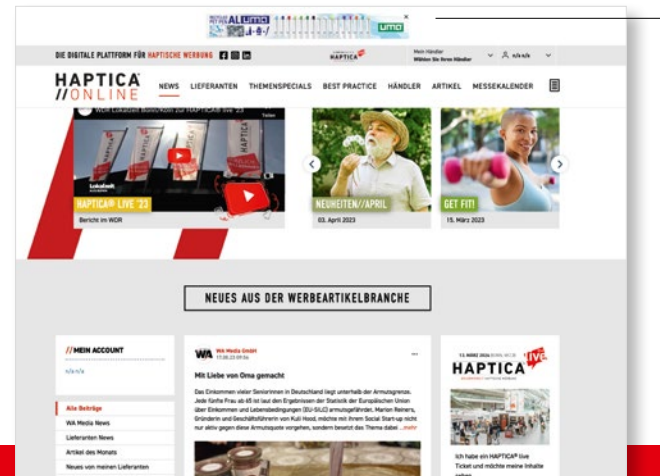


SKYSCRAPER

Skyscraper (exclusive)

150 pixels width, 600 pixels height **3,500 €**

(price for an advertisement running-time of 12 months)



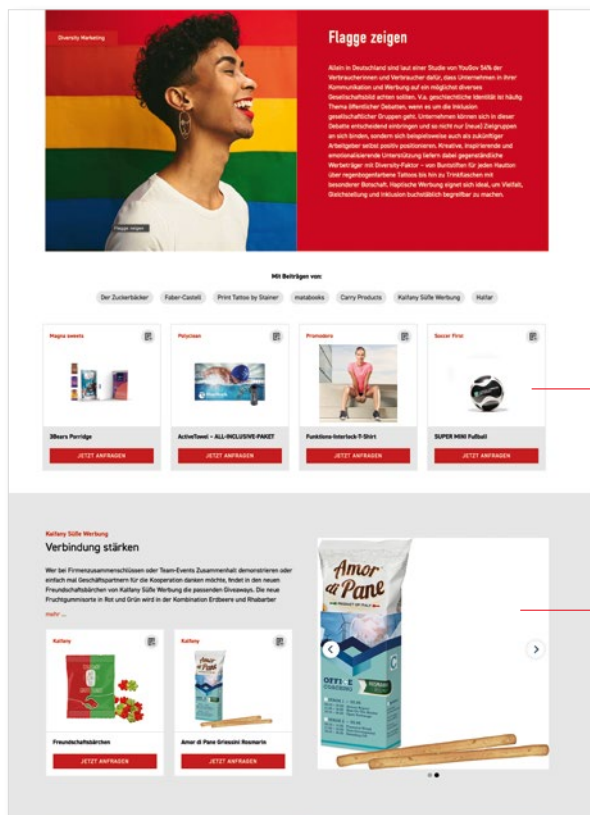
SUPERBANNER

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**

TOPIC

- 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**

ED = advertisement deadline; PD = Publication date

EVENTS



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

HAPTICA® live





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, WV 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.

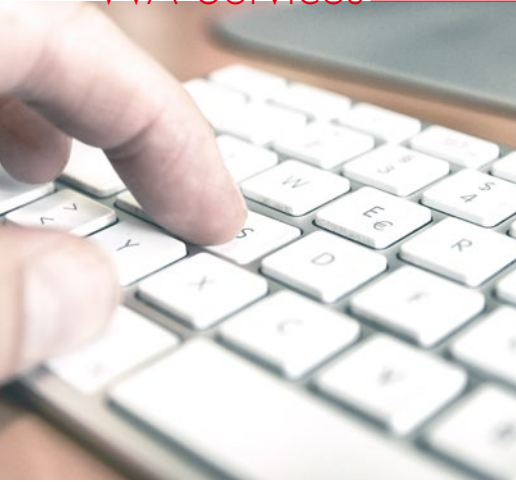
We will be pleased to advise you on:

Tel.: +49/221/68911-19

sales@waorg.com



WA Services



TECH GUIDE



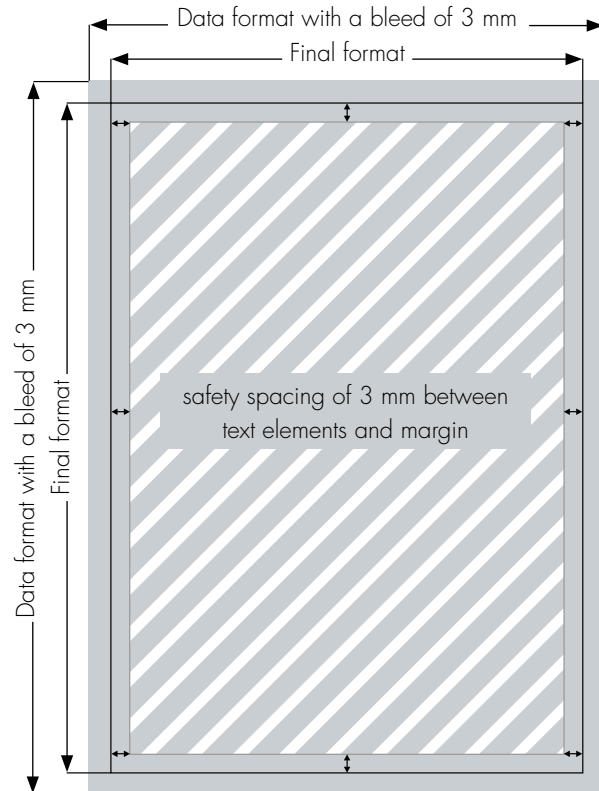
Advertisement formats

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

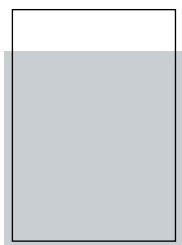
do not need a bleed, because they are fitted into the type area within the page and are thus not affected by the cut.



Werbeartikel Nachrichten

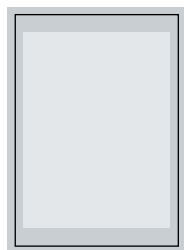
Front

WA Nachrichten



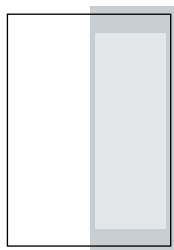
210 x 240 mm
Data format: 216 x 246 mm

1/1 page



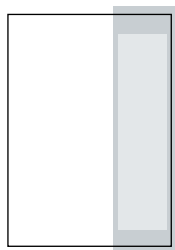
210 x 297 mm
Data format: 216 x 303 mm
182 x 260 mm

1/2 page vertical



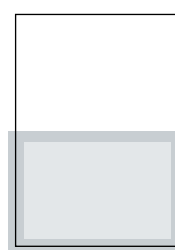
100 x 297 mm
Data format: 106 x 303 mm
90 x 260 mm

1/3 page vertical



70 x 297 mm
Data format: 76 x 303 mm
60 x 260 mm

1/2 page horizontal



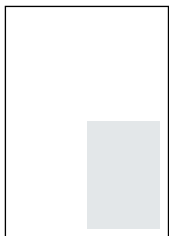
210 x 140 mm
Data format: 216 x 146 mm
182 x 130 mm

1/3 page horizontal



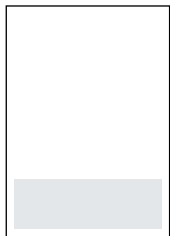
210 x 85 mm
Data format: 216 x 91 mm
182 x 75 mm

1/4 page vertical



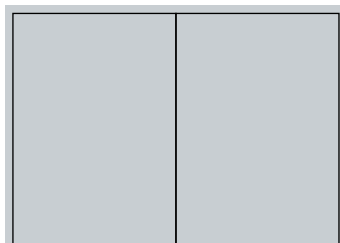
90 x 130 mm

1/4 page horizontal



182 x 60 mm

Spread



420 x 297 mm
Data format: 426 x 303 mm

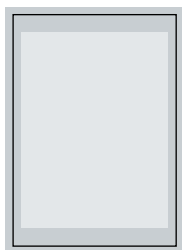
Half double page spread



420 x 140 mm
Data format: 426 x 146 mm

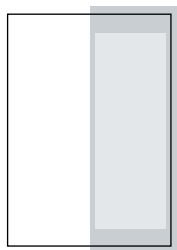
eppi magazine

1/1 page



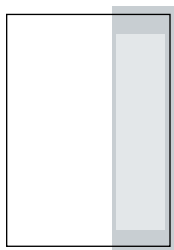
210 x 297 mm
Data format: 216 x 303 mm
182 x 260 mm

1/2 page vertical



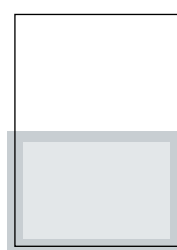
100 x 297 mm
Data format: 106 x 303 mm
90 x 260 mm

1/3 page vertical



70 x 297 mm
Data format: 76 x 303 mm
60 x 260 mm

1/2 page horizontal



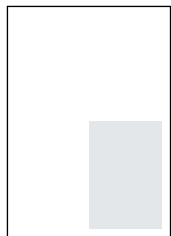
210 x 140 mm
Data format: 216 x 146 mm
182 x 130 mm

1/3 page horizontal



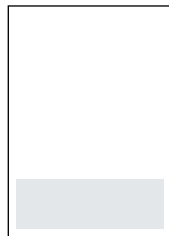
210 x 85 mm
Data format: 216 x 91 mm
182 x 75 mm

1/4 page vertical



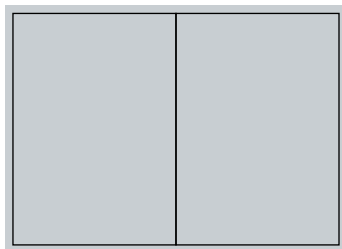
90 x 130 mm

1/4 page horizontal



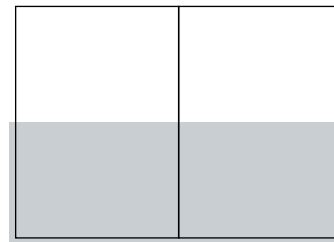
182 x 60 mm

Spread



420 x 297 mm
Data format: 426 x 303 mm

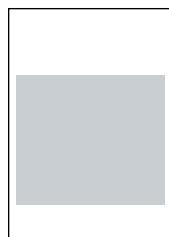
Half double page spread



420 x 140 mm
Data format: 426 x 146 mm

HAPTICA® Magazine

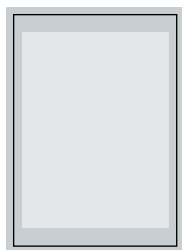
Front



195 x 147 mm

Data format: 201 x 153 mm

1/1 page

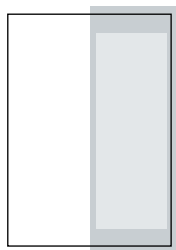


230 x 290 mm

Data format: 236 x 296 mm

200 x 260 mm

1/2 page vertical

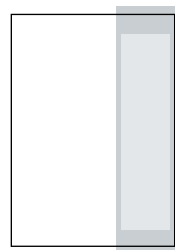


112 x 290 mm

Data format: 118 x 296 mm

97 x 260 mm

1/3 page vertical

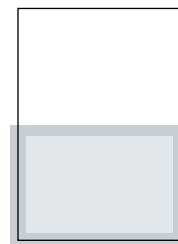


75 x 290 mm

Data format: 81 x 296 mm

64 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

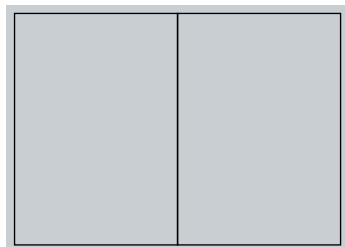


230 x 96 mm

Data format: 236 x 102 mm

190 x 78 mm

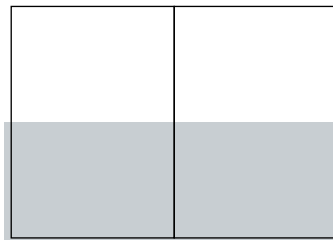
Spread



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

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 Ginet 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:

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