



invidis

## Yearbook 19/20 Rate Card



## invidis research

- invidis yearbooks are published annually by invidis consulting since 2012
- more than 30.000 copies (printed and ebook) have been distributed to registered users
- yearbooks are distributed free of charge online and printed copies are available at leading industry events
- invidis consulting produces 200+ pages of unbiased industry analysis every year
- Annual launch at DSS Europe including award ceremony
  
- Download free copy at <https://invidis.de/magazin-download-archive/>



## invidis yearbook | the concept

- Published annually since 2012
- Leading Digital Signage handbook for Europe - The Industry Bible
- Exclusive market data, rankings from invidis and Futuresource
- Industry Trends & Drivers
- Digital touch point insights for most important vertical markets
- Published in two Editions
  - Germany | Austria | Switzerland (German)
  - International Edition (English)
- New in 2019: Nordics market data



## invidis yearbook | the readers

- More than 30.000 distributed personal copies since 2012 – including downloads free of charge for registered users only
- Annual print run 3000 plus downloads
- Controlled distribution to delegates at DSS Europe, DSS Brazil, DSS Mexico, DSS Colombia, DSS Russia, ISE 2019 and events in Middle East and North America
- Digital Signage:
  - Industry, Retailer, Transport, Corporate End-User
  - The leading handbook for digital signage clients
- DooH
  - Network Owner, Agencies, Advertisers
  - The leading listing / ranking of DooH networks



## invidis yearbook | the topics

- DACH - Rankings (Integrators, Software, Media player, DooH, Mounts)
- Visuals - Technology trends LCD, OLED, LED and Projection
- Challenges for digital signage CMS in times of digital experience platforms (DXP)
- Innovative digital touch-point concepts along the customer journey / customer centricity
- Age of Assistance - artificial intelligence in digital signage
- The Triple Play: Content - Concepts - Context
- Trends and Drivers in the digital signage value chain
- Rol in Digital Signage
- Best Practice
- Role of DooH in Multi-Channel campaigns, Smart City, Programmatic, Trends & Drivers
- ...



# invidis yearbook | the rates

Full Page (1/1)



210 x 297 mm

Half Page (1/2)



210 x 152 mm

103 x 297 mm

Company Description (1/1)



Product	Rate in EUR*
Advertisement, Envelop 2 (U2), Full Page, 4c	2.890,-
Advertisement, Envelop 3 (U3), Full Page, 4c	2.790,-
Advertisement, Envelop 4 (U4), Full Page, 4c	2.990,-
Advertisement, First Book - Editorial Part, Full Page, 4c	2.590,-
Advertisement, First Book - Editorial Part, Half Page panorama, 4c	1.490,-
Advertisement, First Book - Editorial Part, Half Page portrait, 4c	1.490,-

Product	Rate in EUR*
Company Description, Second Book, Full Page, 4c	1.190,-

\*All rates are net/net plus VAT



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