



invidis Yearbooks Rate Card 2021

The leading handbook for Digital Signage and Dooh
Published since 2012 – more than 50.000 copies distributed EMEA-wide.



The Concept

- Leading Digital Signage handbook for Europe – The Industry Bible
- Established 2012
- 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)
- **Neu 2021:**
 - Green Signage
 - Green & Smart City
 - Global Market trends

The Readers

- More than 50.000 distributed personal copies since 2012 – including downloads free of charge for registered users
- Annual print run 3.000 plus downloads
- Controlled distribution to delegates at DSS Europe 2021 and other Events
- Controlled distribution to delegates at of the international edition at Infocomm 2021 and Events in Middle East, North and Latin America
- Digital Signage:
 - Industry, Retailer, Transport, Corporate End-Users
 - The leading handbook for digital signage clients
- DooH
 - Network Owner, Agencies, Advertisers
 - The leading listing/ranking of DooH networks



Planned Content

- **Green Signage** (Cover story H&M / Adidas and Co, energy consumption, sustainable operating concepts, Circular Economy, Best Practice)
- **State of the Industry (Market overview, Market data, Rankings)**
- **Technology-Trends** (LED / MicroLED, new Display developments: Flexible and transparent Displays, Touch-Alternatives, Market overview)
- Platforms (From CMS to Platform, DXP)
- **Customer Trends** (Hybrid Office, Hybrid Retail w/Live-Shopping, Hybrid Events)
- **Understanding the Customer** (Analytics)
- **Innovations / Start-ups**
- **Activating the Customer** (Interactivity)
- **DooH** (Market and numbers, Smart City, Programmatic)
- **DooH & Smart CityTrends**
- Green City / Green Technologies (innovation & StartUps)
- **invidisXworld** (Highlight Projects)
- **iXw Background** Expert Interviews & Insights



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, Editorial Part, Full Page, 4c	2.690,-
Advertisement, Editorial Part, Half Page panorama, 4c	1.590,-
Advertisement, Editorial Part, Half Page portrait, 4c	1.590,-

Product	Rate in EUR*
Company description, Full Page, 4c	1.290,-

Full Page (1/1)



210 x 297 mm

Half Page (1/2)



210 x 152 mm

103 x 297 mm

Company Description (1/1)



*All rates are net/net plus VAT



Material Company description:

Image:

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Company Logo:

Format: EPS

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Text Variety 2: Headline max. 65 characters incl. space + 3 paragraphs max. 1.200 characters incl. space

Contact information:

Company Name

Name of contact

Street

zip code + city

Phone number

Mail

Website



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DIGITAL SIGNAGE & DOOH

digital signage summit events



YEARBOOK 2020
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JAHRBUCH
2019 / 2020

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ISSUE

DIGITAL SIGNAGE
TRENDS 2019

ENGLISH EDITION

digital signage summit events



THE YEAR
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DIGITAL SIGNAGE TRENDS 2019

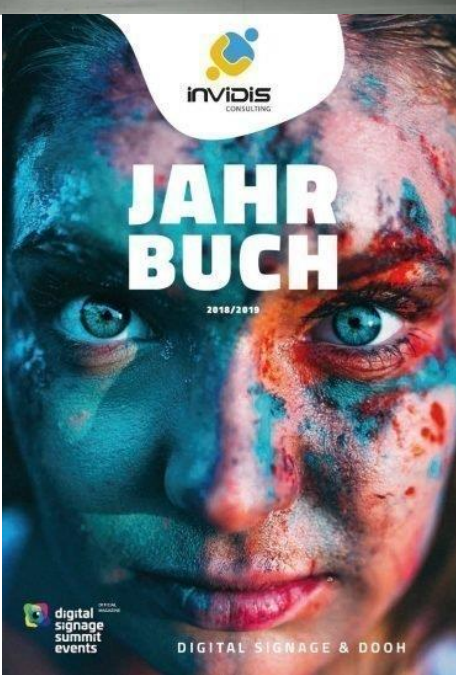
DEUTSCHE AUSGABE

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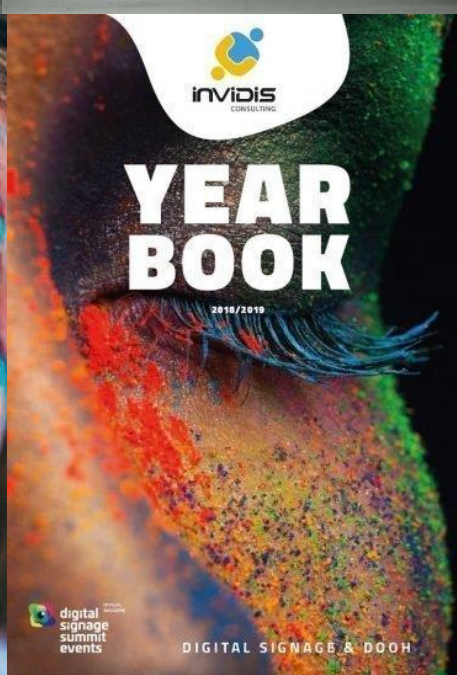
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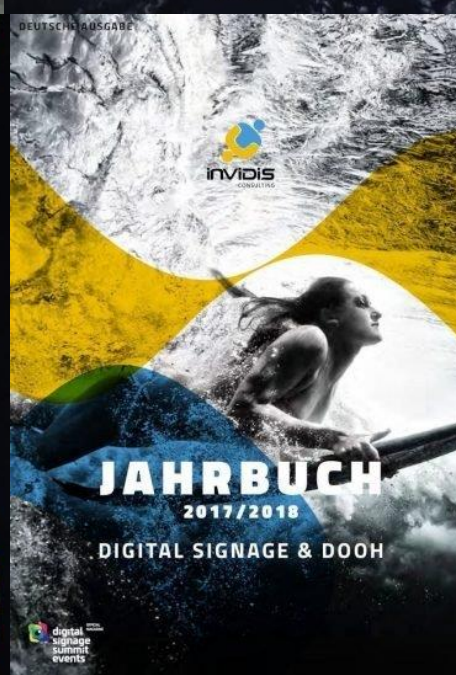
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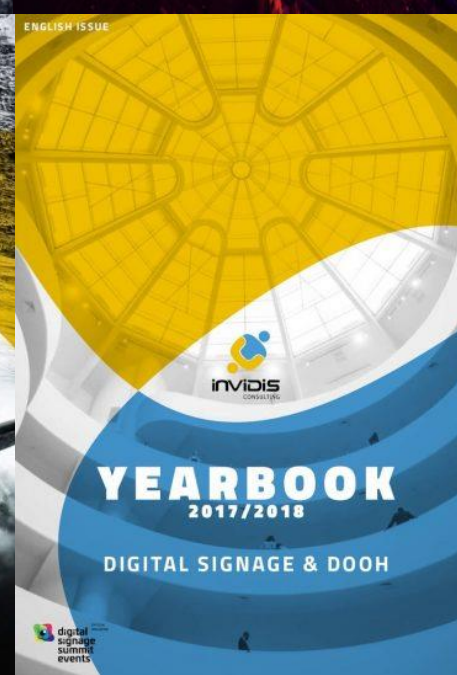
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