

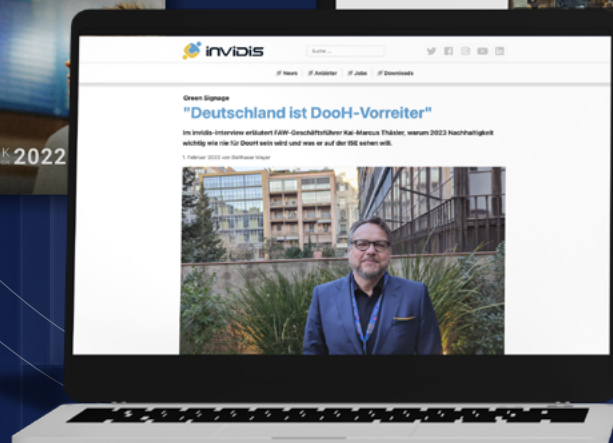
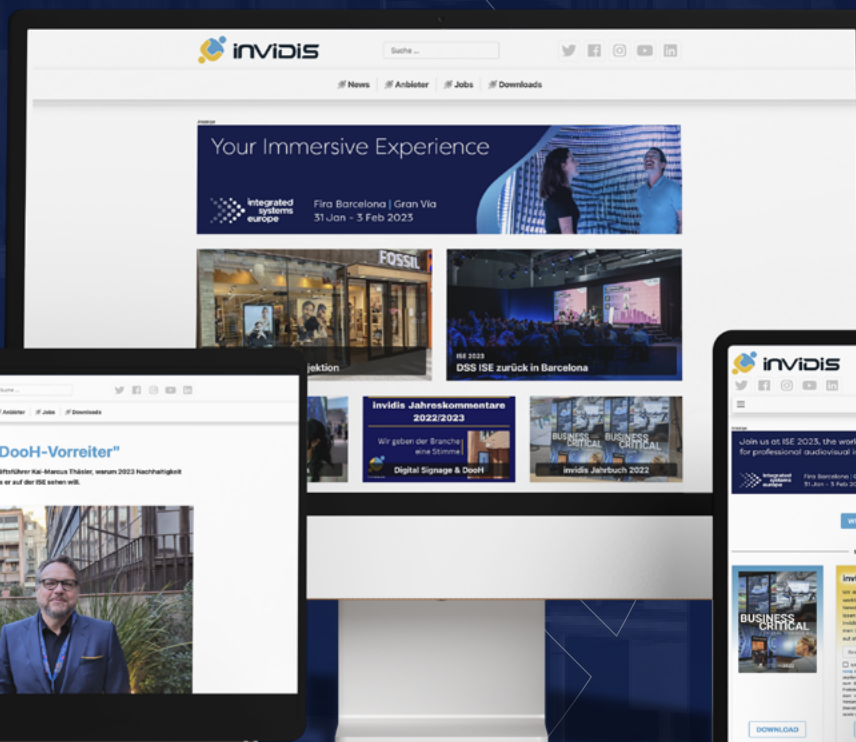
THE LEADING EUROPEAN MEDIA PLATFORM FOR DIGITAL SIGNAGE AND DOOH

# INVIDIS MEDIA KIT 2023



WWW.INVIDIS.DE

ONLINE & PRINT, VALID FROM MARCH 2023





# The Brand for Digital Signage

## WE GENERATE VALUES

Founded in 2006, invidis is now the leading information portal for the Digital Signage industry in Europe. On invidis.de, we publish daily news as well as insightful user stories and exclusive material: interviews, background analyses and on-site reports from our experts.

We regularly speak with the leading European digital signage suppliers. We carefully select our German-language content, placing a special emphasis on the DACH region.

Often referred to as the „bible of the Digital Signage“ industry, we also publish an annual print edition: the invidis yearbook. Available in print or PDF, it is published every summer in time for the DSS Europe conference. The yearbook analyses the most important trends of the year and addresses future topics that will shape the industry.

## WE GENERATE VISIBILITY

Our weekday German newsletter reaches more than 1,800 subscribers, including decision-makers and executives from the Digital Signage, DooH and Retail industry. An opening rate of 42 percent and a click rate of 18 percent show how relevant our content is to the people working in the industry.

Our website has more than 400,000 visitors per year, making it one of the most important sources of information for the Digital Signage and DooH industry. We also distribute our content via social media. Here, a focus lies on the international B2B network LinkedIn.

The invidis yearbook counts more than 36,000 downloads per year. Additionally, the printed edition is distributed to Digital Signage executives at selected events.

## WE CREATE SYNERGIES

In addition to the news page invidis.de, the invidis brand also brings digital signage expertise to other channels, increasing brand visibility and securing exclusive information.

On our Youtube channel invidisXworld, we regularly publish videos on important topics in the industry. Our own conference series, the Digital Signage Summit (DSS), is organised in a joint venture with ISE. It takes place twice a year: once at ISE in Barcelona and once in Munich. The C-level-event gathers the who's who of Digital Signage to talk about the future of the industry.

In addition to publishing, invidis consulting has established itself as a consultancy specialising in Digital Signage. In total, the invidis brand stands for thought leadership, innovation and credibility.

# We help you reach your customers On all channels



**German Newsletter Subscribers\***  
1,800+

[Click here for more information](#)



**Unique German Website Visitors per Month\*\***  
34,000+

[Click here for more information](#)



**Yearbook Distribution\*\*\***  
36,000+

[Click here for more information](#)

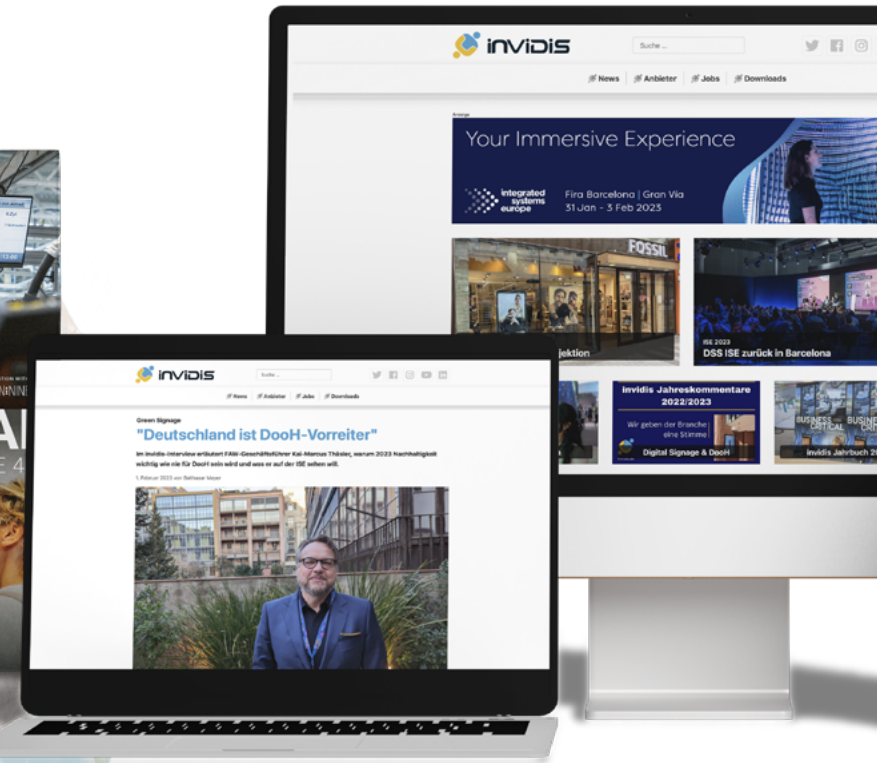


**LinkedIn Followers**  
1,500+



**Other Social Media Followers**  
(Youtube, Twitter, Instagram, Facebook)  
2,400+

\*As of February 2023 \*\*Average 02/2022 – 02/2023 \*\*\*Total reach in 2022



# Newsletter

**POSSIBLE BOOKINGS**  
Banner or Native Ad in various positions



- ✓ Sent out from Monday to Friday about news and trends from the Digital Signage and DooH industry
- ✓ Published at 9 a.m. in German language
- ✓ Readers include executives and decision-makers

**Subscribers\***  
1,800+

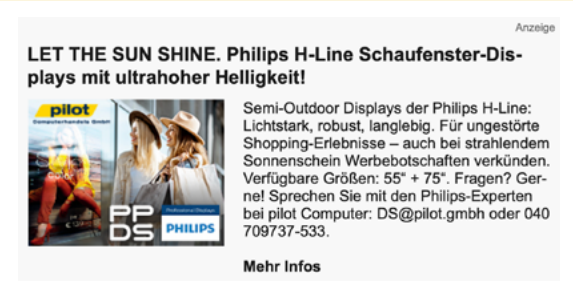
**Opening Rate\*\***  
42%

**Click Rate\*\***  
18%

\* As of February 2023  
\*\* Average 02/2022 – 02/2023



## Newsletter

Positions & Prices		Newsletter Banner
<b>TOP BANNER</b>	<b>1,150.- € PER WEEK</b>	 <ul style="list-style-type: none"> <li>✓ Picture Size: 690 x 157 Pixel</li> <li>✓ Media Format: JPG</li> <li>✓ Max. File Size: 100 KB</li> <li>✓ Link: URL</li> <li>✓ Delivery Deadline: Friday before campaign starts</li> </ul>
NEWS 1		
<b>NATIVE AD 1</b>	<b>750.- € PER WEEK</b>	
NEWS 2		
NEWS 3		
<b>NATIVE AD 2</b>	<b>590.- € PER WEEK</b>	
NEWS 4		
NEWS 5		
<b>BANNER MIDDLE</b>	<b>290.- € PER WEEK</b>	
NEWS 6		
NEWS 7		
<b>NATIVE AD 3</b>	<b>390.- € PER WEEK</b>	 <ul style="list-style-type: none"> <li>✓ Picture Size: 200 x 150 Pixel</li> <li>✓ Media Format: JPG, max. Size 100 KB</li> <li>✓ Title: Max. 75 Letters (incl. Blanks)</li> <li>✓ Text: Max. 350 Letters (incl. Blanks)</li> <li>✓ Link: URL</li> <li>✓ Delivery Deadline: Friday before campaign starts</li> </ul>
NEWS 8		
NEWS 9		
NEWS 10 ...		
<b>BANNER BOTTOM</b>	<b>190.- € PER WEEK</b>	



## Website

**POSSIBLE BOOKINGS**

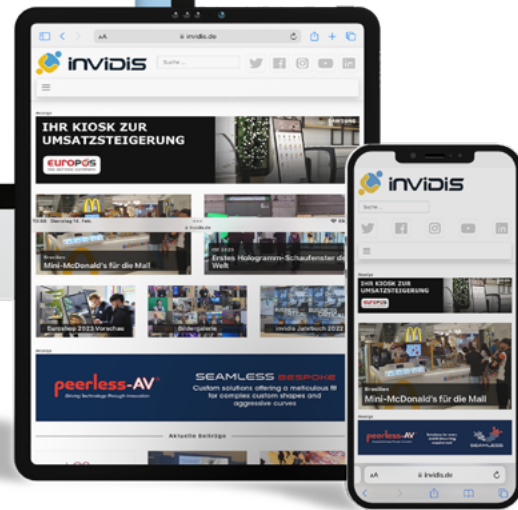
- Top Billboard
- Center Billboard
- Bottom Billboard

**PRICE / WEEK 990.- €** **TOP BILLBOARD**  
1.100 x 250 Pixel

**PRICE / WEEK 880.- €** **CENTER BILLBOARD**  
1.100 x 250 Pixel

**PRICE / WEEK 390.- €** **BOTTOM BILLBOARD**  
1.100 x 250 Pixel

PLACED AT THE BOTTOM



- ✓ The most important B2B trade portal for Digital Signage and Dooh in German language
- ✓ Daily news, user stories, interviews and exclusive articles

**Unique Visitors (per Month)\***  
34,000+

**Unique PI (per Month)\***  
46,500+

\* Average 02/2022 – 02/2023



# Online Job Market

**POSSIBLE BOOKINGS**  
Listing in the Job Market

90 DAYS **199.- €**

**JOB LISTING**

Company	Job Title	Location	Start Date
xplace	Linux Spezialist (m/w/d)	xplace GmbH, Göttingen	28.10.2022
acer Being signage	Junior Projektmanager Digital Signage (m/w/d)	Acer Being Signage GmbH, Düsseldorf	14.10.2022
BrightSign	Senior Partner Account Executive	BrightSign, Germany	02.12.2022

- ✓ The invidis job market for the Digital Signage and Dooh industry
- ✓ Here you will find the perfect target group for your job advertisement
- ✓ The job advertisement will also be posted in the invidis newsletter and thus receive a great visibility

**Newsletter Subscribers\***  
1.800+

\*As of February 2023



# Yearbook



- ✓ The invidis yearbook offers an overview of developments in the Digital Signage and DooH industry and sets future topics on the agenda
- ✓ Published in English and German
- ✓ The yearbook is a vital information source for C-level managers globally
- ✓ Due to the focus topic, all yearbooks retain their relevance and are downloaded regularly
- ✓ The topic of the 2023 yearbook: Engaging Experiences: Concepts, Content and Creations
- ✓ 2023 publication date: 5 July 2023
- ✓ 2023 ad close: 31 May 2023



**Yearbook Distribution\***  
36,000+



**PDF Downloads\***  
35,000+



**Exclusive Print Copy\***  
1,000



\* for 2022

**POSSIBLE BOOKINGS**

- Ads
- Company Profiles



# Book Your Advertisement Now!

With High Visibility and Added Value in Context. Appears in Print as well as Online.

Print AND Online!

Bookings possible in the English and/or German Version



1/1 Ad  
2,790.- €



1/2 Ad Horizontal  
1,890.- €



1/1 Ad Cover  
3,290.- €

1/2 Ad Vertical  
1,890.- €



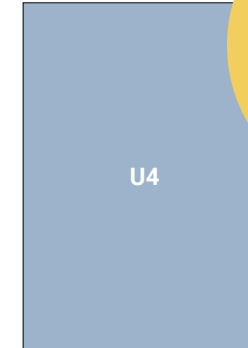
## Cover Ads



210 x 297 mm  
3,290.- €



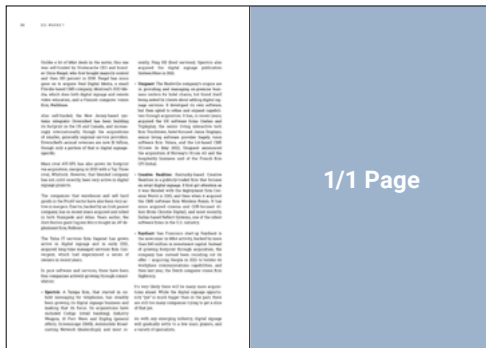
210 x 297 mm  
2,990.- €



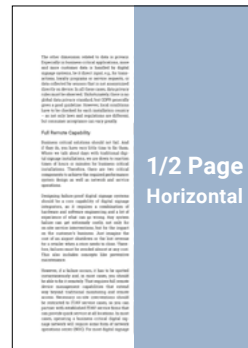
210 x 297 mm  
3,290.- €

Bookings possible in the English and/or German Version

## Inside Ads



210 x 297 mm  
2,790.- €



103 x 297 mm  
1,890.- €



210 x 152 mm  
1,890.- €

## Company Profile



210 x 297 mm  
1,690.- €



## Company Profile



1/1  
**Unternehmens-  
 Darstellung**  
**1,690.- €**

- ✓ Your company presentation in the invidis yearbook
- ✓ Effective visibility, with all important contact details
- ✓ Setup from our graphic department
- ✓ You supply photos, logo and text, we do the rest
- ✓ German and/or English edition bookable

### Please supply us with:

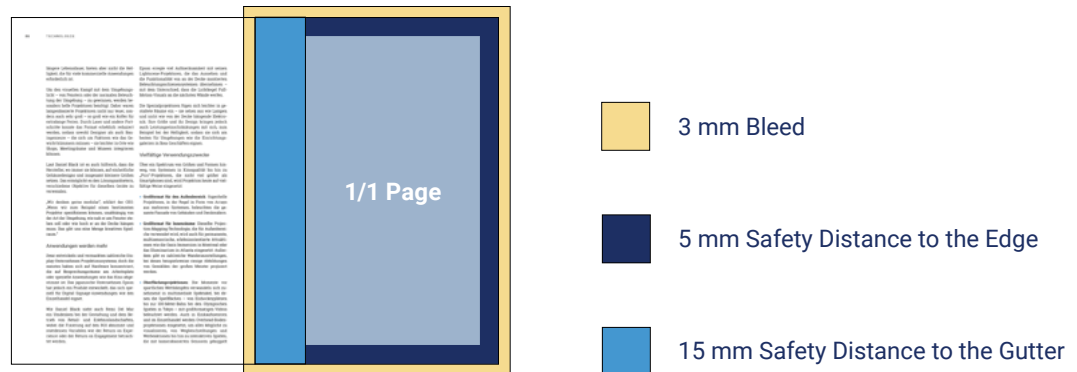
- A photo or graphic (170 x 108 mm)
- Your company logo (50 x 50 mm), preferably as vector format
- Your address and contact details
- An editorial text (ca. 110 – 170 words)
- A confirmation that you have all image copyrights
- Valid formats: PSD, TIF, JPG, PNG, INDD, AI, EPS, PDF
- In case of open files, embedded pictures and fonts must also be delivered
- Resolution 300 dpi (photos), 600 dpi (logos, fonts)
- Color Space CMYK (other spaces will be converted)



# Print Requirements

- ✓ Ad Format plus 3 mm Bleed
- ✓ CMYK, no Spot Colors
- ✓ PDF (PDF/X-3:2002) with Embedded Fonts, or Fonts as Paths
- ✓ Alternatively: Indesign (INDD), Illustrator (AI/EPS) oder Photoshop File (PSD, TIF, EPS)
- ✓ In Case of Open Files, Embedded Pictures and Fonts Must Also Be Delivered
- ✓ Resolution: 300 dpi (Pictures), 600 dpi (Logos, Fonts)
- ✓ Line Width min. 0.25 Pt

AD FORMAT	FINAL FORMAT IN MAGAZINE	FORMAT TO DELIVER
1/1 Page	210 x 297 mm	216 x 303 mm
1/2 Page Horizontal	210 x 152 mm	216 x 158 mm
1/2 Page Vertical	103 x 297 mm	109 x 303 mm
2/1 Double Page	420 x 297 mm	426 x 303 mm



## Yearbook

AD TYPE	PRICE	FINAL FORMAT IN MAGAZINE	FORMAT TO DELIVER	SPECIFICATIONS
U4 Cover Page	3,290.- €	210 x 297 mm	216 x 303 mm	✔ Ad Format plus 3 mm Bleeding
U2 Cover Page	3,290.- €	210 x 297 mm	216 x 303 mm	✔ CMYK, no Spot Colors
U3 Cover Page	2,990.- €	210 x 297 mm	216 x 303 mm	✔ PDF (PDF/X-3:2002) with Embedded Fonts, or Fonts as Paths
2/1 Double Page	5,580.- €	420 x 297 mm	426 x 303 mm	✔ Alternatively: Indesign (INDD), Illustrator (AI/EPS) oder Photoshop File (PSD, TIF, EPS)
1/1 One Page	2,790.- €	210 x 297 mm	216 x 303 mm	✔ In Case of Open Files, Embedded Pictures and Fonts must also be Delivered
1/2 Half Page Horizontal	1,890.- €	210 x 152 mm	216 x 158 mm	✔ Resolution: 300 dpi (Pictures), 600 dpi (Logos, Characters)
1/2 Half Page Vertical	1,890.- €	103 x 297 mm	109 x 303 mm	✔ Line Width min. 0.25 Pt
1/1 Company Profile	1,690.- €	210 x 297 mm		✔ Photo/Graphic (170 x 108 mm), Logo (50 x 50 mm) – Valid Formats: PSD, TIF, JPG, PNG, INDD, AI, EPS, PDF ✔ CMYK, 300 dpi (Pictures), 600 dpi (Logos, preferred as Vector Graphics, Fonts) ✔ Address/Contact Details ✔ Editorial Text (110 – 170 Words) ✔ In Case of Open Files, Embedded Pictures and Fonts must also be Delivered

## Newsletter

AD TYPE	PRICE	FORMAT	SPECIFICATIONS
Top Banner	1,150.- € / Week	690 x 157 Pixel	✔ Media Format: JPG, max. 100 KB
Banner Middle	290.- € / Week	690 x 157 Pixel	✔ Link: URL
Banner Bottom	190.- € / Week	690 x 157 Pixel	✔ Delivery Deadline: Friday before Campaign Start
Native Ad 1	750.- € / Week	200 x 150 Pixel Picture + Text	✔ Media Format: JPG, max. 100 KB
Native Ad 2	590.- € / Week	200 x 150 Pixel Picture + Text	✔ Text: Title max. 75 Letters, Body Text max. 350 Letters (incl. Blanks)
Native Ad 3	390.- € / Week	200 x 150 Pixel Picture + Text	✔ Link: URL ✔ Delivery Deadline: Friday before Campaign Start

## Website

AD TYPE	PRICE	FORMAT	SPECIFICATIONS
Top Billboard	990.- € / Week	1,100 x 250 Pixel	✔ Media Format: JPG or GIF, max. 100 KB
Center Billboard	880.- € / Week	1,100 x 250 Pixel	✔ Link: URL
Bottom Billboard	390.- € / Week	1,100 x 250 Pixel	✔ Delivery Deadline: Friday before Campaign Start
Job Market	199.- € / 90 Days	Logo 1,200 x 750 Pixel + Text	✔ Media Format Logo: JPG; min. 800 Pixel Width



# WE ARE HAPPY TO HELP YOU



**CHRISTINE KOLLER**  
**MEDIA SALES**

+49 89 2000416-17

[christine.koller@invidis.com](mailto:christine.koller@invidis.com)



**FLORIAN ROTBERG**  
**MANAGING DIRECTOR**

+49 89 2000416-11

[florian.rotberg@invidis.com](mailto:florian.rotberg@invidis.com)



**BALTHASAR MAYER**  
**EDITOR-IN-CHIEF**

+49 89 2000416-15

[balthasar.mayer@invidis.com](mailto:balthasar.mayer@invidis.com)



**ANTONIA HAMBERGER**  
**EDITOR**

+49 89 2000416-16

[antonia.hamberger@invidis.com](mailto:antonia.hamberger@invidis.com)



**INVIDIS CONSULTING GMBH** | GISELA-STEIN-STRASSE 6 | 81671 MUNICH  
TEL: +49 89 2000 416 17 | E-MAIL: [INFO@INVIDIS.COM](mailto:INFO@INVIDIS.COM) | [WWW.INVIDIS.DE](http://WWW.INVIDIS.DE)