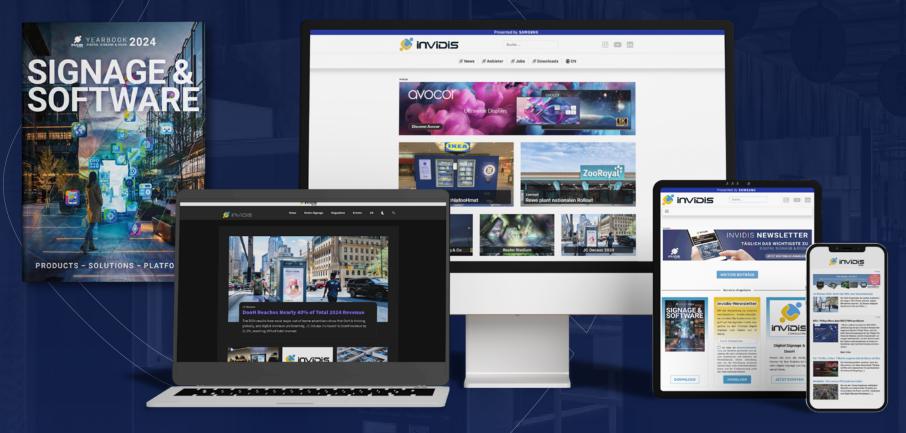
THE LEADING EUROPEAN MEDIA PLATFORM FOR DIGITAL SIGNAGE AND DOOH

INVIDIS MEDIA KIT 2025

ONLINE & PRINT, VALID FROM MARCH 2025

INVIDIS.DE INVIDIS.COM









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 and international digital signage suppliers. Since 2024, we also publish these articles in English on invidis.com.

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 adresses future topics that will shape the industry.

WE GENERATE VISIBILITY

Our weekday German newsletter invidis Daily reaches decision-makers and executives from the digital signage, DooH and retail industry. We also launched the international newsletter invidis Weekly, that is read by digital signage leaders around the world.

Our websites, one for the DACH market and one for the international audience, are among the most important sources of information in 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 reaches integrators, business end-users and suppliers – in Germany and worldwide. Additionally, the printed edition is distributed to digital signage executives at selected events.

WE CREATE SYNERGIES

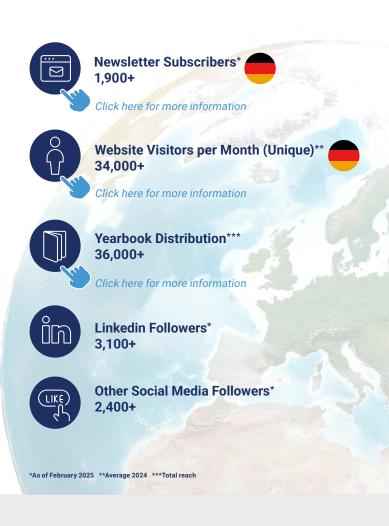
In addition to the news page invidis.de, the invidis brand also brings digital signage expertise to other channels, increasing brand visibility and securing exclusive information. On our Youtube channel invidisXworld, we regularly publish videos on important topics in the industry.

Our own conference series, the Digital Signage Summit (DSS), holds events around the globe. The flagship, DSS Europe in Munich, is organised in a joint venture with ISE. 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 an industry consultancy specialising in digital signage and retail. In total, the invidis brand stands for thought leadership, innovation and credibility.



We help you reach your customers on all channels











Newsletter invidis Daily



- 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







^{*} As of February 2025 ** Average 2024







Newsletter invidis Daily



Newsletter Banner



- Picture Size: 690 x 157 Pixel
- Media Format: JPG
- Max. File Size: 100 KB
- Link: URL
- Delivery Deadline: Friday before campaign starts

Newsletter Native Ad

LET THE SUN SHINE. Philips H-Line Schaufenster-Displays mit ultrahoher Helligkeit!



Semi-Outdoor Displays der Philips H-Line: Lichtstark, robust, langlebig. Für ungestörte Shopping-Erlebnisse - auch bei strahlendem Sonnenschein Werbebotschaften verkünden. Verfügbare Größen: 55" + 75". Fragen? Gerne! Sprechen Sie mit den Philips-Experten bei pilot Computer: DS@pilot.gmbh oder 040

Mehr Infos

- Picture Size: 1.024 x 768 Pixel
- Media Format: JPG, max. Size 400 KB
- Title: Max. 75 Letters (incl. Blanks)
- Text: Max. 350 Letters (incl. Blanks)
- Link: URL
- Delivery Deadline: Friday before campaign starts





invidis.de Website





- 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 2024







Newsletter invidis Weekly



- Weekly update for decision-makers and leaders from the global digital signage and DooH industry
- Published every Thursday at 2 p.m. in English
- Exclusive stories, features and interviews







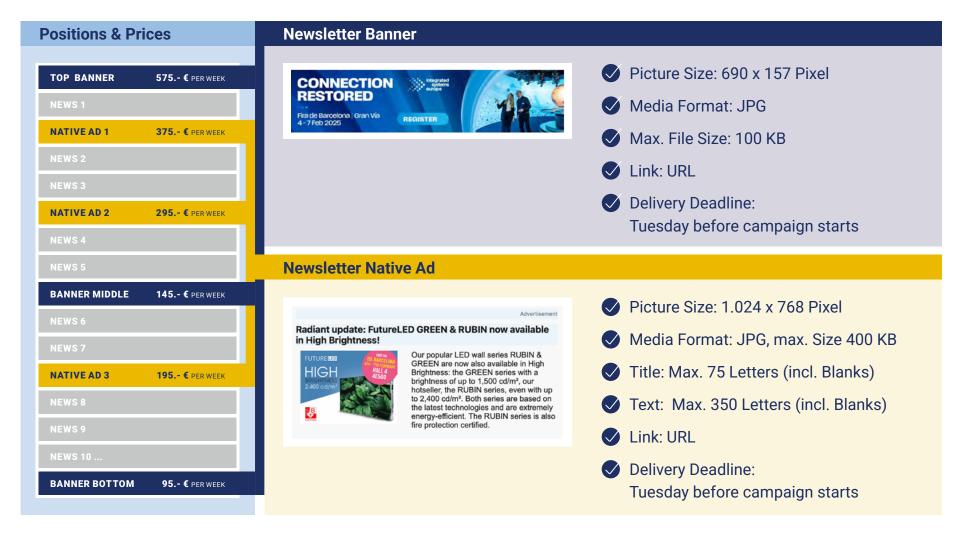
^{*} As of February 2025 ** Average 2024







Newsletter invidis Weekly





invidis.com Website



- The invidis platform for global executives from the digital signage and DooH industry
- Exclusive stories and interviews on the state of the industry worldwide





* Average 2024





invidis 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 2025 yearbook: Managed Signage
- 2025 publication date: DSS Europe 2025 (21-23 May)
- 2025 ad close: 30 April 2025









Book Your Advertisement Now!

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Print **AND** Online! Bookings possible in the English and/or German Version





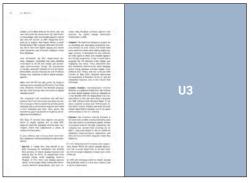


Cover Ads





210 x 297 mm **3,290.-** €

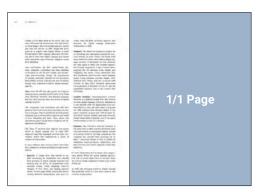


210 x 297 mm **2,990.-** €



210 x 297 mm **3,290.-** €

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



- 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)



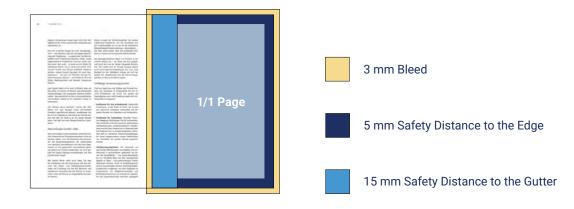




Print Requirements

- 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





RATE CARD 2025

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	
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)	
			Ø Address/Contact Details Ø Editorial Text (110 − 170 Words)	
			✓ In Case of Open Files, Embedded Pictures and Fonts must also be Delivered	

Newsletter

AD TYPE	PRICE _	PRICE	FORMAT	SPECIFICATIONS
Top Banner	1,150 € / Week	575 € / Week	690 x 157 Pixel	✓ Media Format: JPG, max. 100 KB
Banner Middle	290 € / Week	145 € / Week	690 x 157 Pixel	S Link: URL
Banner Bottom	190 € / Week	95 € / Week	690 x 157 Pixel	Delivery Deadline: Friday before Campaign Start
Native Ad 1	750 € / Week	375 € / Week	1,024 x 768 Pixel Picture + Text	✓ Media Format: JPG , max. 400 KB
Native Ad 2	590 € / Week	295 € / Week	1,024 x 768 Pixel Picture + Text	▼ Text: Title max. 75 Letters, Body Text max. 350 Letters (incl. Blanks)
Native Ad 3	390 € / Week	195 € / Week	1,024 x 768 Pixel Picture + Text	✓ Link: URL ✓ Delivery Deadline: Friday (DE) / Tuesday (EN) before Campaign Start

Website

AD TYPE	PRICE _	PRICE 4	FORMAT	SPECIFICATIONS
Ribbon Banner	4,900 € / Month	2,450 € / Month	Design from invidis	■ Logo in White or Black as SVG (vector file) or transparent PNG
Top Billboard	990 € / Week	495 € / Week	1,100 x 250 Pixel	Media Format: JPG or GIF, max. 100 KB
Center Billboard	880 € / Week	440 € / Week	1,100 x 250 Pixel	● Link: URL
Bottom Billboard	390 € / Week	195 € / Week	1,100 x 250 Pixel	Delivery Deadline: Friday (DE) / Tuesday (EN) before Campaign Start

WEARE HAPPY TO HELP YOU



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