




PSI  
Home is   
where PSI is.  
RX

10-12 JAN 23  
The industry's Who and how.  
My PSI & I too.  
Willkommen  
Welcome  
  
Really hot stuff.  
RX

PSI

# MEDIA GUIDE 2023

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## Social Media Lounge



Join us on LinkedIn  
(<https://bit.ly/3EgYjYV>)



Join us on facebook  
(<http://on.fb.me/psimesse>)



**Attention:**  
New mailbox for artwork/  
printing material:

[psi.media@rxglobal.com](mailto:psi.media@rxglobal.com)



## Data and Facts

**61%**

of the surveyed distributors see the PSI Journal as an important source of knowledge of the industry.

Representative PSI Member Survey on Membership Usage 2022

Print run

**4,500**

copies per month



German version:  
3,000 copies



English version:  
1,500 copies



Abfallvermeidung  
**Schluss**  
mit Einweg

PSI  
**SUPPLIER  
FINDER**



**1,384**

Supplier listings for certificates  
and seals of quality  
(Update: December 2022)

**61%**

of the surveyed distributors are  
satisfied to very satisfied with  
the use of the Product Finder.

Representative PSI Member Survey on  
Membership Usage 2022

**510,000\***

Page Impressions on  
PSI Network website  
Visits: 80,000\*

**11,700**

PSI newsletter

Gesamt: 9.500

5,900 German-speaking

3,600 English-speaking

Websites and  
newsletter

**190,000\***

Page Impressions on  
PSI Trade show website  
Visits: 50,000\*

**1,662**

Suppliers  
(Update: 2022)

PRODUCT  
**FINDER**

**2,450,000\***

Page Impressions on  
PSI Product Finder  
Visits: 250,000\*

An average of

**Ø 4,800**

monthly product search horizontalies  
via the Product Sourcing Hotline

**165,000**

Products in the  
PSI Product Finder  
(Update: September 2021)

Leading print specialist media and  
reference works of the promotional  
product industry



**7.000**

Product and supplier  
recommendations are  
pronounced monthly on the  
PSI Sourcing Hotline

**475.000**

Product variants in the  
PSI Product Finder  
(Update: December 2022)



\* Average value: 01.07.2021 – 30.06.2022

Product Sourcing on the pulse of the promotional products industry - A plus for your business!

## The PSI Product Sourcing provides wide-ranging support

As a PSI member, you can rely on the product the product know-how of the PSI Sourcing Team, can do so by telephone under +49 211 90191-333 or send an e-mail to:  
[psi.productsourcing@rxglobal.com](mailto:psi.productsourcing@rxglobal.com)

## Attention PSI suppliers!

PSI suppliers who want to give their business an extra boost can bring the PSI Product Sourcing Team into their sales boat - and it's easy. If you would like to make profitable use of this support, send your product catalogs to:  
[psi.productsourcing@rxglobal.com](mailto:psi.productsourcing@rxglobal.com) or by post to

### PSI – Promotional Product Service Institute RX Deutschland GmbH

z. Hdn. Frau Astrid Langenstein  
Völklinger Straße 4  
40219 Düsseldorf  
Germany

PSI  
SUPPLIER  
FINDER

PSI  
SOURCING  
HOTLINE

PSI  
PRODUCT  
FINDER

**Multichannel-  
sourcing at PSI**  
The main channels

Product inspiration

Product search

Product recommendations



Astrid Langenstein



Sabine Möller

Phone: +49 211 90191-333

E-mail: [psi.productsourcing@rxglobal.com](mailto:psi.productsourcing@rxglobal.com)

PSI Sustainability Awards/  
Sustainable League

PSI  
SUSTAINABILITY  
AWARDS

PSI  
JOURNAL

Trade magazine for PSI members  
The PSI Journal provides information about trends, developments and heads of the industry and much more.

PSI Messe/Product Presentations  
Starting point at the PSI Show with wow effect - exclusive products impressively staged.

PSI  
Die europäische Leitmesse der  
Werbeartikelwirtschaft





› PSI

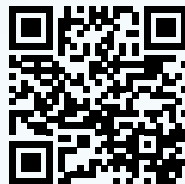
PRINT

The member magazine of the largest corporate network of the promotional products industry in Europe

The PSI Journal provides information about trends, developments, heads of the industry and much more.



The PSI Journal can be downloaded online and on mobile devices:  
<https://psi-network.de/tools/journal>



## Layout and sections

1. Trends and brands
2. Market research
3. Current trade show
4. Focus
5. Promotional product guide
6. Industry
7. Companies
8. Business
9. Portrait
10. Innovative products
11. My PSI
12. Opinion
13. Classifieds
14. Preview/Imprint

## Frequency

**11 times a year**

On the first of each month;  
 Double issue August/September

## Advertising figures per month

**Print run: 4,500 copies**

including

- German version: 3,000 copies
- English version: 1,500 copies



## Your member benefit: Free editorial product presentations and articles\*

### Examples



### Ihr Ansprechpartner



Martin Höchemer  
Duty Editor  
(Office Marburg): Phone +49 6421 84072-43  
(Office Mainz): Phone +49 6131 95836-43  
hoechemer@edit-line.de



Editorial product presentations to be sent to: hoechemer@edit-line.de

- Please send all submissions with your company name, **PSI number** as well as desired issue
- No embedding of graphics and images in Word documents

**Text formats** DOC, PDF or RTF formats (800 characters including blanks)

**Image formats and resolutions:** EPS, TIF, JPG, PDF in 300 dpi

\*Product presentations are free, but they cannot be guaranteed.

## Topic plan 2023

Month	Date of issue	Product topic 1 In this product theme, advertisements can be placed and editorial product presentations can be submitted.	Product topic 2 In this product theme, advertisements can be placed and editorial product presentations can be submitted.	Editorial deadline	Ad closing date
January 2023	03.01.2023	Trade Show Innovations PSI 2023		09.11.2022	18.11.2022
February 2023	10.02.2023	Easter, Garden, Hobby and Handicraft	Health, Sports and Fitness, World Cup Woman	16.12.2022	18.01.2023
March 2023	01.03.2023	Protective and Hygienic Articles, Occupational Safety	Bags, Luggage and Leather Goods	21.01.2023	09.02.2023
April 2023	03.04.2023	Fashion, Workwear, Caps and Accessories	Office supplies, Stationery, Calendars	18.02.2023	09.03.2023
May 2023	02.05.2023	Beverages, Drinking Vessels and Tableware	Promotional Products for Pets	18.03.2023	06.04.2023
June 2023	01.06.2023	Wellness, Kosmetik and Beauty	Sustainable and Energy-saving	20.04.2023	05.05.2023
July 2023	03.07.2023	Christmas, Gift Sets and Custom-made Products	Toys and Soft-Toys	20.05.2023	08.06.2023
August + September 2023	01.09.2023	Ecological and Sustainable Products, Vegan Products	Chocolate and Sweets	24.06.2023	10.08.2023
October 2023	02.10.2023	Camping, Outdoor, Umbrellas, Tools and Knives	Health and Hygiene	19.08.2023	08.09.2023
November 2023	01.11.2023	Electronics, Digital and Smartphone Accessories	Car, Bicycle, Traffic and Safety	19.09.2023	06.10.2021
December 2023	01.12.2023	Brand and Design Products, Fair Trade	Made in Europe / GSA (Germany, Switzerland, Austria)	19.10.2023	09.11.2023
January 2024	02.01.2024	Trade Show Innovations PSI 2024		11.11.2023	18.11.2023

**Additionally advertisements can be placed in category contexts: „Trends & brands of the month“ and „Innovative products of the month“.**

### Technical specifications

#### Print documents (PDF, 300 dpi) to be sent to:

PSI Journal – Anja Späker  
email: [psi.media@rxglobal.com](mailto:psi.media@rxglobal.com)  
or via RX Upload Portal  
<https://share.messe.at/filedrop/>  
[anja.spaker@rxglobal.com](mailto:anja.spaker@rxglobal.com)

#### Format of magazine

DIN A4, 210mm x 297mm (W x H)

#### Colour

ISO 2846 (4c/four-colour printing)

#### Printing process

Offset, Printing is done in the 80 grid

ISO Coated v2

In case of submission of ad printing material without a colour-binding proof, we are not liable for any faulty print result. Please send a colour-binding proof (ISO 12647) until the deadline of printing materials to: PSI Journal, Ms Anja Späker, Völklinger Str. 4, 40219 Düsseldorf, Germany.



Print space ads do not require any additional margin since they are adjusted to the print space and are not cut to size.

\*Full format ads are to be provided with a 3mm margin all round to prevent unwanted white areas if imprecisely cut.

## Advertising formats and prices

	Format	Price
	2/1 page Full format*: 420mm x 297mm	Regular Issues: 4,411.00 EUR Show edition: 5,411.00 EUR
	1/1 page inside pages Full format*: 210mm x 297mm	Regular Issues: 2,565.00 EUR Show edition: 3,065.00 EUR
	1/1 page IFC (inside front cover), IBC (inside back cover) Full format*: 210mm x 297mm	Regular Issues: 2,930.00 EUR Show edition: 3,430.00 EUR
	1/1 page OBC (outside back cover) Full format*: 210mm x 297mm	Regular Issues: 3,057.00 EUR Show edition: 3,557.00 EUR
	Contents-Ad Full format*: 236mm x 297mm	Regular Issues: 2,629.00 EUR Show edition: 3,129.00 EUR
	2 x 1/2 page „Twin-Set“ Full format*: (per page) 210mm x 145mm	Regular Issues: 2,565.00 EUR Show edition: 3,065.00 EUR
	2 x 1/2 page Full format*: (per page) 100mm x 297mm	Regular Issues: 2,565.00 EUR Show edition: 3,065.00 EUR
	1/2 page horizontal Full format*: 210mm x 145mm Print space: 185mm x 127mm	Regular Issues: 1,884.00 EUR Show edition: 2,184.00 EUR

All prices are stated in EUR plus VAT.

All specifications: width x height

	Format	Price
	1/2 page vertical Full format*: 100mm x 297mm Print space: 90mm x 260mm	Regular Issues: 1,884.00 EUR Show edition: 2,184.00 EUR
	1/3 page horizontal Full format*: 210mm x 95mm Print space: 185mm x 83mm	Regular Issues: 1,744.00 EUR Show edition: 2,044.00 EUR
	1/3 page vertical Full format*: 70mm x 297mm Print space: 58mm x 260mm	Regular Issues: 1,744.00 EUR Show edition: 2,044.00 EUR
	1/4 page horizontal Full format*: 210mm x 70mm Print space: 185mm x 60mm	Regular Issues: 1,575.00 EUR Show edition: 1,725.00 EUR
	1/4 page vertical Full format*: 100mm x 145mm Print space: 90mm x 127mm	Regular Issues: 1,575.00 EUR Show edition: 1,725.00 EUR
	1/8 page Print space: 90mm x 61mm	Regular Issues: 503.00 EUR Show edition: 503.00 EUR

### Classified ad

1/2 page, 4c, Job offers, PSI Journal + online (Duration 2 months)	650.00 EUR
1/4 page, 4c, Job offers, PSI Journal + online (Duration 2 months)	251.00 EUR
1/4 page, 4c, Classifieds section	1,198.00 EUR
1/4 page, 4c, Special „limited“	820.00 EUR
1/8 page, 4c, Classifieds section	383.00 EUR

You will find the terms & conditions at: [www.psi-network.de/mediaguide](http://www.psi-network.de/mediaguide)

## Special advertising formats and prices

	Format	Price
	<b>Cover</b> Including production and packaging	<b>Regular Issues:</b> 4,410.00 EUR <b>Show edition:</b> 4,710.00 EUR
	<b>Sticky note</b> Form-punched is also possible	<b>Regular Issues:</b> from 2,224.00 EUR <b>Show edition:</b> 3,335.00 EUR
	<b>Sticky note XL</b>	<b>Regular Issues:</b> from 3,019.00 EUR <b>Show edition:</b> 4,155.00 EUR
	<b>Cover Sticker</b> max. 50 g	<b>Partial edition distributors D+A+CH:</b> 2,341.00 EUR <b>Partial edition distributors:</b> 2,867.00 EUR <b>Total print run (Regular Issue):</b> 4,330.00 EUR <b>Total print run (Show edition):</b> 4,980.00 EUR

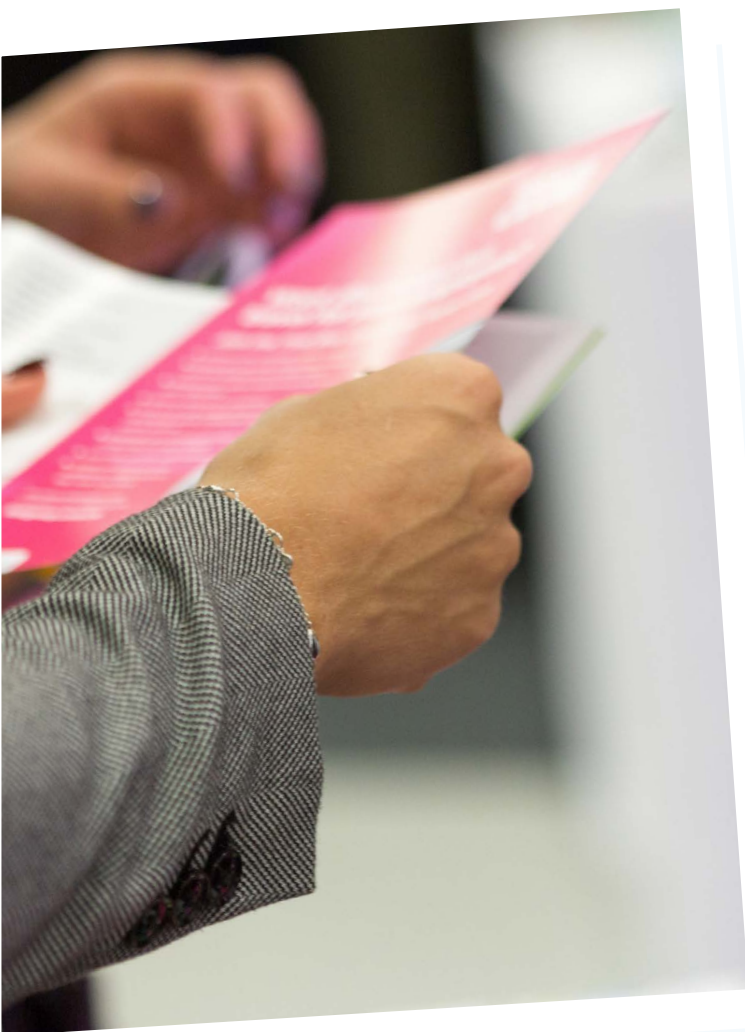
All prices are stated in EUR plus VAT.

	Format	Price
	<b>Double-gate folds</b>	<b>Regular Issues:</b> from 6,437.00 EUR <b>Show edition:</b> 9,012.00 EUR
	<b>Einkleber</b>	<b>Regular Issues:</b> from 3,218.00 EUR <b>Show edition:</b> 4,506.00 EUR
	<b>Footer-Ad</b> 5 Platzierungen gestreut	<b>Regular Issues:</b> 944.00 EUR <b>Show edition:</b> 1,044.00 EUR
	<b>Attention package</b>	<b>1 x 2/1 page + Contents-Ad:</b> 4,646.00 EUR
	<b>Separator page 2-sided</b> Including production and packaging	<b>Regular Issues:</b> from 3,733.00 EUR <b>Show edition:</b> 4,833.00 EUR

You will find the terms & conditions at: [www.psi-network.de/mediaguide](http://www.psi-network.de/mediaguide)



## Inserts



### Technical specifications

- Supplements are possible up to a maximum format size of DIN A4
- We require a product sample before making a booking/reservation
- We do not offer a discount or agency commission on special advertising formats and/or supplements
- As an option, we would be pleased to submit an offer to print your print supplement

### Date of delivery

Two weeks prior to publication date

### Delivery address

Mr Rohrer  
c/o Kössinger AG  
PSI Journal issue xx/2023  
Fruehaufstraße 21  
84069 Schierling, Germany  
Phone: +49 9451 499-140

### Labelling of supplements

Labelling needs to be done analogously to delivery note. Clearly visible indicating purpose, content and quantity details. In case of delivery of several issues, each issue is to be labelled separately.

### Palletisation

Neat on sturdy reusable pallets. Pallet base to be covered with robust cardboard or plastic film. In case a strapping/protection cover is applied, the edges may not be damaged or bent. In case of delivery of several issues, each issue is to be palletised separately.

Print run	Copies	Price up to 20 g	Price up to 50 g
<b>Total print run</b>	<b>4.500</b>	<b>4.940 EUR</b>	<b>7,857 EUR</b>
German version	3.000		
Englisch version	1.500		
<b>Partial print run Distributor gesamt</b>	<b>1.920</b>	<b>2.876 EUR</b>	<b>4,214 EUR</b>
German version	1.320		
English version	600		
<b>Partial print run Distributor D-A-CH</b>	<b>1.260</b>	<b>1.271 EUR</b>	<b>1,806 EUR</b>
German version	1.230		
Englisch version	30		
<b>Teilaufgabe Händler Deutschland</b>	<b>965</b>	<b>920 EUR</b>	<b>1,307 EUR</b>
German version	960	Other partial booking options on request.	
English version	5		

All figures subject to changes resulting from inflows/outflows from member companies.

# PSI Supplier Finder – The supplier directory of PSI

## The research tool for PSI distributors and the PSI Sourcing Team



Published twice a year.

The PSI Supplier Finder is the print counterpart to the PSI Product Finder and thus the reference work for PSI distributors to find certified suppliers.

Are you verified?  
What types of finishing do you offer?  
Which product segments are you active in?  
Which certificates does your company feature?

### Frequency

Twice a year  
July and December

### Advertising figures per month

Print run: 4,530 copies

The PSI sourcing team helps PSI resellers with their product inquiries and helps them to find the right product and the right PSI supplier.

Take advantage to be quickly found and recommended as a suitable supplier in the product search.

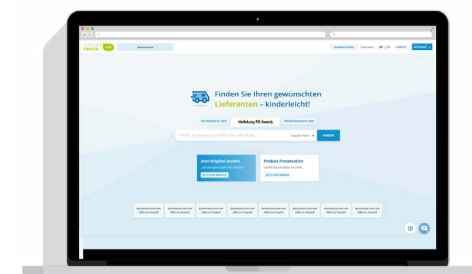
### Basic entry

- Company master data
- Company description (print 300 characters/online 3,000 characters – including blanks)
- PSI number
- 2 product group listings
- Unlimited listing in the certificate directory

### Additional services

Per logo ..... 91.00 EUR  
Per highlight..... 77.00 EUR  
Additional product group (from the 3rd),  
each ..... 49.00 EUR  
Brand list, per brand ..... 283.00 EUR

### Supplier Finder digital



Digital details on page 22

[www.psisupplierfinder.de](http://www.psisupplierfinder.de)

You will find the terms & conditions at: [www.psi-network.de/mediaguide](http://www.psi-network.de/mediaguide)

All prices are stated in EUR plus VAT.

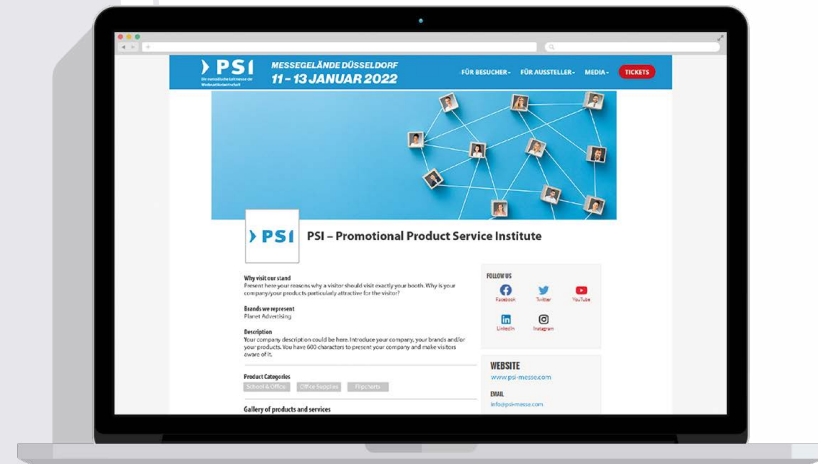


## PSI Show – The official Show Guide



### One Plattform – one guide

The show guide to the PSI Show brings together all exhibitor and trade fair informations with editorial support on trade fair innovations from the PSI Journal.



Exhibitor portal:  
[www.psi-messe.com/exhibitorhub](http://www.psi-messe.com/exhibitorhub)

You will find the terms & conditions at: [www.psi-network.de/mediaguide](http://www.psi-network.de/mediaguide)



## Marketing packages for exhibitors

### BRONZE PACKAGE

#### ONLINE

##### EXHIBITOR PROFILE

- Cover image & company logo
- Contact address, telephone and e-mail
- Link to website & social media
- Company description
- Brand listings
- Upload of product images and documents
- „Why visit our stand“ – description

##### EXHIBITOR LIST

- Company name, logo & stand number
- Product categories
- Company description

##### EXHIBITOR HUB FEATURE

- Exhibitor Dashboard Basic

915.00 €

### UPGRADE TO SILVER PACKAGE

The bronze package is extended by the following silver services:

#### ONLINE

##### EXHIBITOR LIST

- Brand listings
- „Why visit our stand“ – description
- Display of product images
- Link to website
- Contact information telephone and e-mail
- Positioning in the exhibitor list with „Premium“ label

Bronze + 495.00 €

### PRINT SHOW GUIDE

##### EXHIBITOR PROFILE

- Logo in the hall directory
- Colour highlighting of the stand in the hall plan of the hall directory

### UPGRADE TO GOLD PACKAGE

The silver package is extended by the following gold services:

#### ONLINE

- Feature sponsoring of a product category incl. „Premium“ label and positioning at the beginning of the exhibitor list
- Feature in the website carousel

##### EXHIBITOR HUB FEATURE

- Exhibitor Dashboard Pro

Silver + 1,690.00 €

### PRINT SHOW GUIDE

- 1 x 1/4 page advertisement 4c in the PSI Journal

All prices are stated in EUR plus VAT.

A close-up photograph of a hand with a light skin tone, with the index finger touching a surface. The background is dark with a strong blue light source, creating a blurred, bokeh effect. A semi-transparent grey rectangular box is positioned in the lower right corner, containing white text.

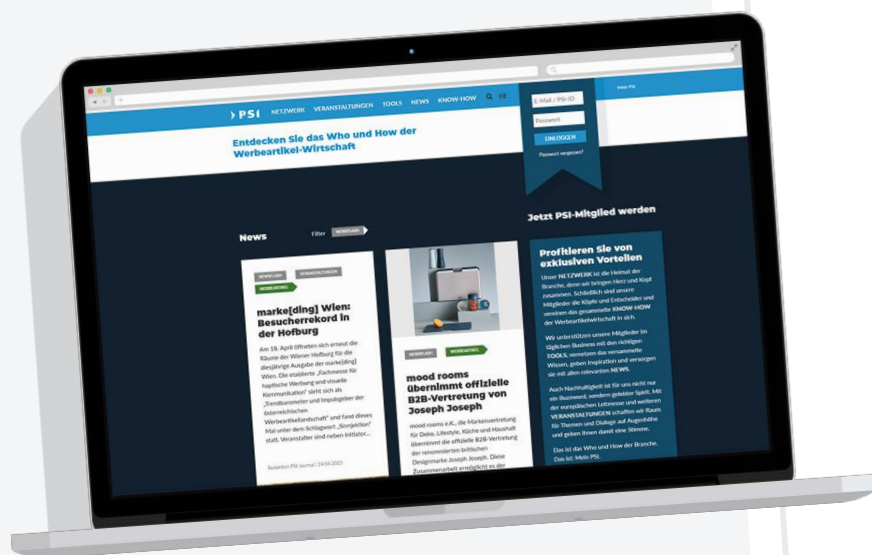
› PSI

DIGITAL



## PSI Network website

The PSI Network website serves as information platform for all members.



[www.psi-network.de](http://www.psi-network.de)

### Advertising figures

Ø Page Impressions: 510,000\*

Ø Visits: 80,000\*

Period: 01.07.2021 – 30.06.2022

\*Average value

### Run-over network

When booking a banner on all PSI websites (psi-network.de, psi-messe.com), we grant a discount of 25%.

### Our Banner Portfolio

Please provide us with one artwork per bannerplacement, but one per view:

Format	W x H	Duration	Price
Medium Rectangle	300 x 250 pixel	per month	684.00 EUR
Leaderboard 1	728 x 90 pixel	per month	456.00 EUR
Products of the Week	348 x 232 pixel Approx. 250 characters of text including spaces (headline + teaser text)	per month	341.00 EUR
Leaderboard 2	728 x 90 pixel	per month	341.00 EUR
Logo	200 x 100 pixel	per month	341.00 EUR

All prices are stated in EUR plus VAT.

You will find the terms & conditions at: [www.psi-network.de/mediaguide](http://www.psi-network.de/mediaguide)

Construction of the website on page 15

## PSI Network – Bannerplatzierungen

### 1 Medium Rectangle

One random in mobile

300 x 250 pixels, RGB, 72 dpi,  
mobile view: 300 x 250 pixels, RGB, 72 dpi  
GIF / JPG / PNG

### 2 Leaderboard 1

Rectangle in mobile

728 x 90 pixels, RGB, 72 dpi,  
mobile view: 300 x 250 pixels, RGB, 72 dpi  
GIF / JPG / PNG

1

2

3

4



### 3 Products of the week

Exclusive presentation of three products per newsletter including teaser text.

- Approx. 250 characters of text including spaces (headline + teaser text)
- Link to your product

348 x 232 pixels, RGB, 72 dpi,  
mobile view: 348 x 232 pixels, RGB, 72 dpi  
GIF / JPG / PNG

### 4 Leaderboard 2

Rectangle in mobile

728 x 90 pixels, RGB, 72 dpi,  
mobile view: 300 x 250 pixels, RGB, 72 dpi  
GIF / JPG / PNG

## PSI websites

### PSI Trade Show website

The show website is the first choice for exhibitors and visitors alike, to find all information about the annual PSI tradeshow.

Advertising facts in non-pandemic times

Ø Page Impressions: 200.000

Ø Visits: 53.000

Period: 01.07.2021 – 30.06.2022

[www.psi-messe.com](http://www.psi-messe.com)



### Our Banner Portfolio

Please provide us with one artwork per banner placement, but one per view:

	Format and Position	W x H	Duration	Price
Homepage	Medium Rectangle Pos. 1 or 3 - static*	300 x 250 pixel	per month	900.00 EUR
	Medium Rectangle Pos. 2 - animated*	300 x 250 pixel	per month	950.00 EUR
	Leaderboard Banner **	728 x 90 pixel	per month	750.00 EUR
	Leaderboard Banner - Viewport 2**	728 x 90 pixel	per month	750.00 EUR
	Video (Youtube or Vimeo) - below „Travel“ section*		per month	900.00 EUR
Sub page „For Visitors“	Medium Rectangle Pos. 1 or 3 - static*	300 x 250 pixel	per month	750.00 EUR
	Medium Rectangle Pos. 2 - animated*	300 x 250 pixel	per month	800.00 EUR
	Leaderboard Banner - below „Programme“***	728 x 90 pixel	per month	750.00 EUR
	VIP Logo *	200 x 100 pixel	per month	400.00 EUR
	Video (Youtube or Vimeo) - below „Travel“ section*		per month	750.00 EUR
Sub page „For Exhibitors“	Medium Rectangle Pos. 1 or 3 - static*	300 x 250 pixel	per month	750.00 EUR
	Medium Rectangle Pos. 2 - animated*	300 x 250 pixel	per month	800.00 EUR
	Leaderboard Banner - below Trade show appearance**	728 x 90 pixel	per month	750.00 EUR
Sub page „For Media“	Medium Rectangle Pos. 1 or 3 - static*	300 x 250 pixel	per month	750.00 EUR
	Medium Rectangle Pos. 2 - animated*	300 x 250 pixel	per month	800.00 EUR
	Leaderboard Banner - under media accreditation, static or animated**	728 x 90 pixel	per month	750.00 EUR
Sub page „Tickets“	Medium Rectangle Pos. 1 or 3 - static*	300 x 250 pixel	per month	750.00 EUR
	Medium Rectangle Pos. 2 - animated*	300 x 250 pixel	per month	800.00 EUR

\* permanent visibility

\*\* rotating visibility

Construction of the website page 17

All prices are stated in EUR plus VAT.

## PSI Trade Show website – Banner placements

### 1 Medium Rectangle

Placement directly under the jump marks.  
3 Medium Rectangles next to each other.  
Change & exclusivity per position possible.  
No format change for mobile view.  
ONLY the middle banner can be animated.  
Permanent visibility.

300 x 250 pixels, RGB mode, 72 dpi resolution,  
mobile view: 300 x 250 pixels, RGB mode,  
72 dpi resolution  
GIF / JPG / PNG

### 2 Leaderboard

Placement directly under the viewport  
„Recommended exhibitors“.  
Accessible via jump mark and scroll.  
Leaderboard 1 with change to  
Medium Rectangle in the mobile view.  
Several customers in alternation possible  
(3-5 customers).  
Rotating visibility.

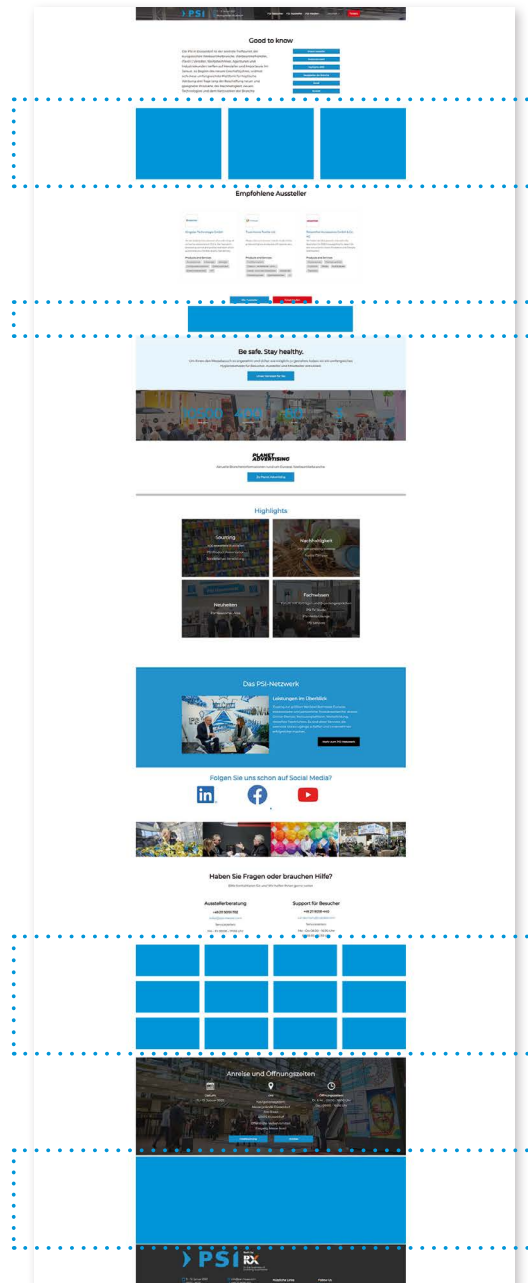
728 x 90 pixels, RGB mode, 72 dpi resolution  
GIF / JPG / PNG

1

2

3

4



### 3 Logo

Placement further down on the homepage  
(e.g. via contact area).  
Logo with link to exhibitor homepage.  
Max 12 pcs.  
Permanent visibility.

200 x 100 pixels, RGB mode, 72 dpi  
GIF / JPG / PNG

### 4 Video

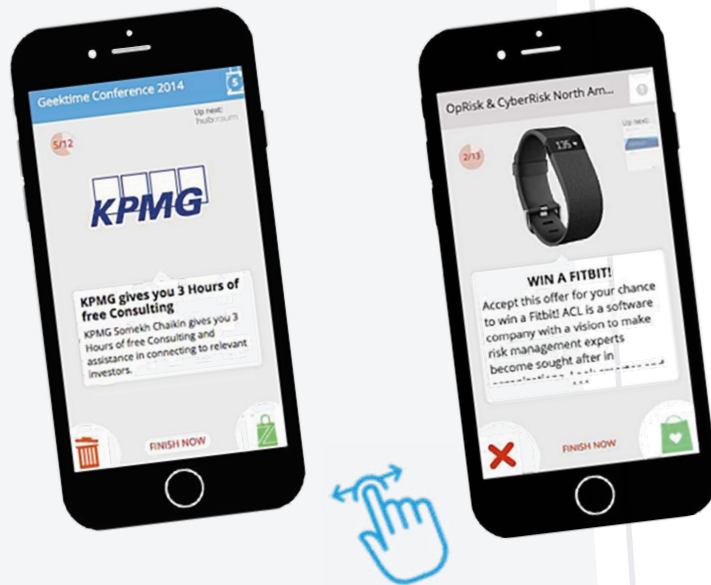
Placement under Arrival / at the bottom.  
Can be reached via the Arrival link, if applicable.  
Content: Product video / Company presentation.  
Exclusively for one customer!  
Permanent visibility.



# Digital goody bag for the PSI Trade Show



The digital goody bag promotes your products and services on the smartphones of trade show attendees on-site and digitally.



Swipe from left to right through all offers and mark your personal highlights by clicking on the green pocket icon.

A digital incentive can help achieve your goals:

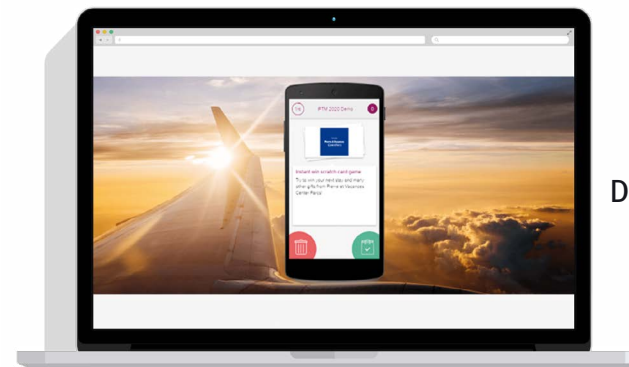
- Lead Generation & Booth Visitors
- Product Launch & Promotion
- Brand Awareness
- Brand Credibility
- Promoting Followers on Social Media
- Thought Leaders / Educators
- Attending Your Events

Scan me



All advantages at a glance

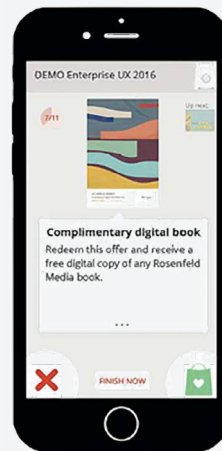
- Innovative and intuitive with fun factor
- Identify customers
- Measure success using comprehensive analyses
- Digital supplement to physical trade fair presence
- Lead report with comprehensive information
- High reach



Desktop View

[www.psi-messe.com/en-gb/digitale-goodybag.html](http://www.psi-messe.com/en-gb/digitale-goodybag.html)

## Guide visitors to your booth in a targeted way



Filled to the brim with attractive incentives, the digital goody bag promotes your products and services on visitors' smartphones - and leads them specifically to your trade show booth or to your online offers. Stand out from the crowd and present visitors with exclusive and limited offers, discounts and product samples in an innovative experience.

- Generate leads & brand awareness
- Attract booth visitors
- Promote product or service

2,250.00 €

### Premium-Sponsor

Exclusive: 1 exhibitor  
Splash screen in desktop & mobile  
First insertion always in first position

399.00 €

### Additional display as premium sponsor

Playoff: In random order

750.00 €

### Regular display

Playoff: In random order

399.00 €

### Limited display

When booked in combination  
with an ad in the PSI Journal trade  
show edition  
Playout: In random order

[www.psi-messe.com/en-gb/digitale-goodybag.html](http://www.psi-messe.com/en-gb/digitale-goodybag.html)

All prices are stated in EUR plus VAT.

## Promotional product search

The PSI Product Finder is an intelligent promotional product search engine, delivering product data of PSI suppliers.

## PRODUCT FINDER

61%

of the distributors surveyed are satisfied to very satisfied. with the use of the Product Finder.

Representative PSI Member  
Membership Usage Survey 2022

## Advertising figures

Page Impressions: 2,450,000\*

Visits: 285,000\*

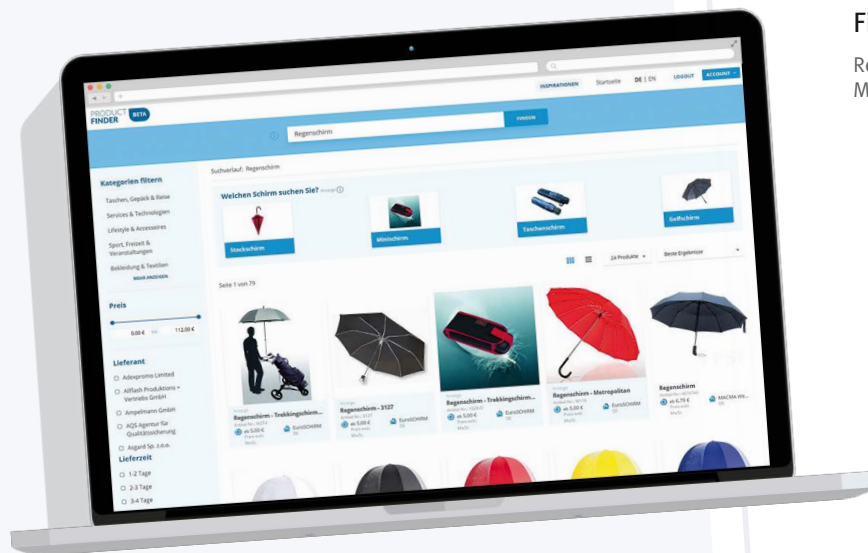
Period: 01.07.2021 – 30.06.2022

\*Average value

## Product Status PSI Product Finder

475,000 Product variants

165,000 Products



[www.psiproductfinder.de](http://www.psiproductfinder.de)

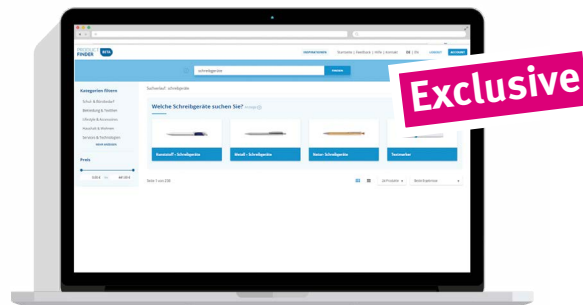
## Are your products listed in the PSI Product Finder?

The PSI Product Finder is an **additional tool to generate leads, which is included in your membership**. Present your products and generate leads around the clock – 365 days a year. Please contact our PSI Product Finder team: [importe-productfinder@reedexpo.de](mailto:importe-productfinder@reedexpo.de)

**Tip:** Manage your products at [www.psiproductfinder.de/backend](http://www.psiproductfinder.de/backend)

## Special product advertising options

Highlight your products in the PSI Product Finder!



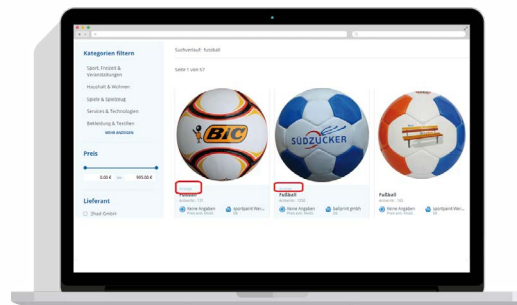
### Product campaign

Would you like to attract attention to your products?  
Save a specific search term for your company and suggest up to 4 product variations.

**Product Campaign (3 boxes),  
1 keyword exclusive**  
per month ..... 1,150.00 EUR  
**Product Campaign (4 boxes),  
1 keyword exclusive**  
per month ..... 1,386.00 EUR

#### What we need from you

- 3 boxes: 369 x 190 pixels, 4 boxes: 269 x 190 pixels
- 72 dpi resolution, RGB mode
- PNG or JPG file
- Article number of products listed in PSI Product Finder



### Top Hit / Product emphasis

Is a customer looking for products from your category?  
Put yourself in the pole position of the search results by booking a top hit. A top hit refers to a specific search term such as „ball“. Several top hit customers are possible.

**Keyword display (Top Hit), up to 4 placements**  
per month ..... 292.00 EUR

#### What we need from you

- Article number
- max. 3 search terms (German + English)
- 1 keyword + 2 synonyms



### Logo top supplier campaign

Showcase your products impressively and be the top supplier in your selected group.

**Logo, 1 keyword exclusive**  
per month ..... 83.00 EUR  
At least 3 month duration

#### What we need from you

- Company logo
- 72 dpi resolution, RGB mode
- PNG or JPG file

All prices are stated in EUR plus VAT.



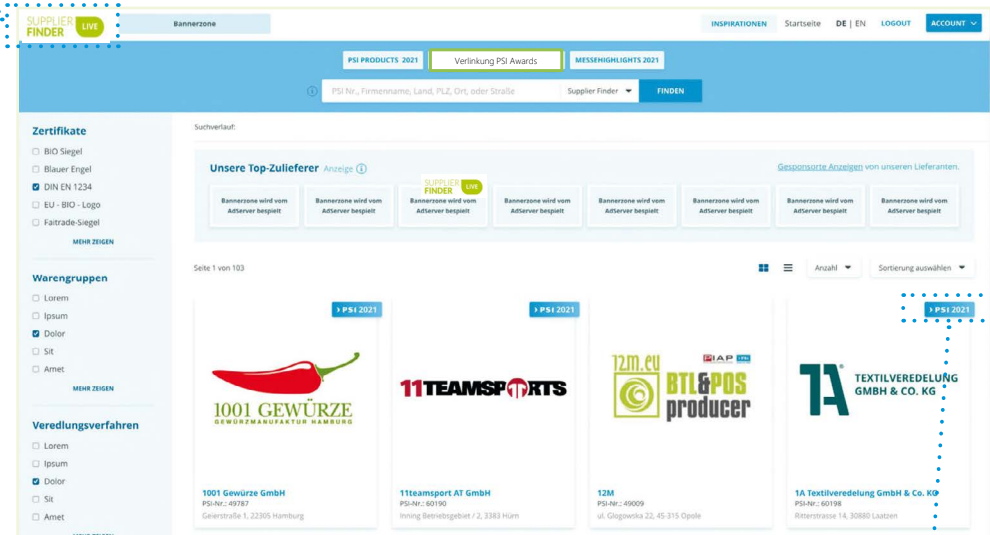
## Integrated in the PSI Product Finder

Find the supplier you are looking for quickly!

SUPPLIER FINDER LIVE

Color scheme for orientation

### Details



Exhibitor marking

Filtering of suppliers by certificates, product groups and finishings

PSI Supplier Finder integrated on Fact Finder technology

The perfect digital platform for your business highlights and news.



## PSI Business Newsletter

Each Tuesday, the PSI Business Newsletter exclusively informs all German-speaking PSI members about trends, industry news and product innovations. The English newsletter is published every four weeks.

## Advertising figures per sendout

Total: 9.500

German subscribers: 5,900

International subscribers: 3,600

PSI Business Newsletter subscribers

## Publication dates

Every Tuesday (German version)

International 1x per month

Nr.	Datum		Nr.	Datum	
1	17. 01.23	*	27	11.07.23	
3	24. 01.23		28	18.07.23	
4	31.01.23		29	25.07.23	
5	07. 02.23		30	01.08.23	*
6	14.02.23	*	31	08.08.23	
7	21.02.23		32	15.08.23	
8	28.02.23		33	22.08.23	
9	07. 03.23	*	34	29.08.23	
10	14. 03.23		35	05.09.23	*
11	21.03.23		36	12.09.23	
12	28.03.23		37	19.09.23	
13	04. 04.23	*	38	26.09.23	
14	11.04.23		39	02.10.23	*
15	18.04.23		40	10.10.23	
16	25.04.23		41	17.10.23	
17	02.05.23	*	42	24.10.23	
18	09.05.23		43	31.10.23	
19	16.05.23		44	07.11.23	*
20	23.05.23		45	14.11.23	
21	30.05.23		46	21.11.23	
22	06.06.23	*	47	28.11.23	
23	13.06.23		48	05.12.23	*
24	20.06.23		49	12.12.23	
25	27.06.23		50	19.12.23	
26	04. 07.23	*			

\*German and international edition | DE/EN  
Subject to change

## Advertising opportunities 1

### 1, 2, 3 Banner

Place your advertising banner at the first (TOP), second (MID Top) or third (MID Down) position with a link to your company website.

#### Format:

- Medium Rectangle | Format 300 x 250 pixels
- Large Banner | Format 680 x 380 pixels
- Link to the website of your choice

### 4 Product of the week

Exclusive presentation of three products via newsletter

#### Format:

- 300 characters of text including spaces
- Product picture 255 x 320 pixels
- Link to your product

### 6 Catalogue announcements

Advertise your new product catalogues in the newsletter. The direct way for the PSI distributor to download your new products.

#### Format:

- 204 x 291 pixels
- Link to your online catalog

### 5 Classifieds

Advertise your products, new catalogue releases, company news or job offers.

#### Format:

- Classified 204 x 210 pixels
- Link to the website of your choice



## Our Banner Portfolio

	Format	W x H	Duration	Price
1	Large TOP Banner exklusiv	680 x 380 pixels	per Issue	934.00 EUR
1	TOP Banner Number: max. 2 TOP Banner side by side	300 x 250 pixels	per Issue	467.00 EUR
2	Large MID Banner Top (1+2) exklusiv	680 x 380 pixels	per Issue	700.00 EUR
2	MID Banner Top (1+2) Number: max. 2 MID top Banner side by side	300 x 250 pixels	per Issue	350.00 EUR
3	Large MID-Banner Down (3) exklusiv	680 x 380 pixels	per Issue	582.00 EUR
3	MID-Banner Down (3) Number: max. 2 MID down Banner side by side	300 x 250 pixels	per Issue	291.00 EUR
4	Advertorial/Product of the week + max. 250 characters incl. blanks**	255 x 320 pixels	per Issue	291.00 EUR
5	Catalogue announcements**	204 x 291 pixels	per Issue	128.00 EUR
6	Classifieds **	204 x 210 pixels	per Issue	128.00 EUR

All prices are stated in EUR plus VAT.

Deadline: 6 working days before publication.

## Technical specifications

- 72 dpi, JPG/PNG/GIF file, without animation

\*\* limited to max. 3 respectively 6 circuits

Changes under reservation





› PS1

# VIDEO PACKAGES

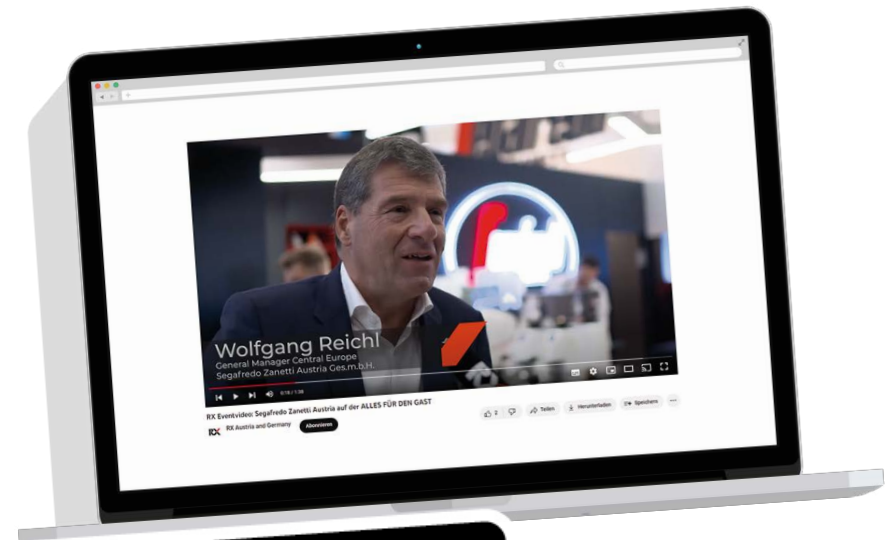
### DIGITAL & MOVING

Full-service video production combined with the unique industry network and the visibility of our RX events!

## VIDEO PACKAGES BY **RX**

created by  
**Media Solutions**  
built by RX Austria & Germany

Increased attention through professional video content as part of your effective marketing plan!



**“FULL-SERVICE”**

Our experience in the event film and trade show sector guarantees you an unbeatable addon to your appearance at one of our events!



Scan me

Main Actor:  
Your Booth

## Event Video

1,625.00 €

### Get the most out of your stand

Set the stage for your trade show booth, your guests or the whole event in a great video. Let customers, visitors or your employees have their say in an interview. Communicate your participation in our events in a video tailored to your video tailored to your channels.

Use the media extension of your event presence from onsite to online. Use your event video to encourage people to visit the trade fair and/or create a moving recognition value for your leads.



### All details at a glance:

- Detailed consultation and planning before shooting begins
- 2 hours shooting on site at your booth
- 1 videographer, with top equipment
- Recording of impressions (e.g. trade show stand, exhibited products, trade show impressions) and short statements by max. 3 persons
- Video editing incl. basic color correction, standard lower third graphic (insertion of names), music background and logo integration
- Video length max. 90 seconds
- Output formats: 1920 x 1080 (FullHD) or 1080 x 1080, Frame rate 25fps, codecs H.264 for web & ProRes422 for live display. Square (IG Post) and 9:16 (IG Reel/Story) as mp4 file, provided that image details allow it
- We support your success with 14-day Social Media Paid Campaign!**

### Result

90 seconds of real  
Event feeling digital





In Spotlight:  
Your Company  
or Product

## Image Video **BasiX**

4 hrs shoot

2,780.00 €

In Spotlight:  
Your Company  
or Product

## Image Video **DeluXe**

8 hrs shoot

5,310.00 €

### The package components:

- Professional storytelling by our content manager (text and image production incl. adaptations for the respective channels)
- Professional video production on your premises
- One-time media distribution of your story in the trade show newsletter, on the trade show website and on the trade show's social media channels
- Permanent media presence in the separate news archive of the trade show website and on the RX ATD YouTube channel (each publicly listed and therefore indexed by Google)
- KPI Dashboard according to media coverage
- We support your success with a 14-day social media paid campaign!

**"FULL-SERVICE"**



### Result

90 seconds of moving  
Persuasion

Image  
Video **BasiX**

### Result

180 seconds of moving  
Authenticity

Image  
Video **DeluXe**

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Petra Lassahn

**Publications Manager** Anja Späker

**Year** 62th year 2023

**Prices** The advertisement price list No. 55 is  
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**Certificates**

PSO



FSC



PEFC



Exhibition Centre Düsseldorf

9-11

JAN

24

**The Industry's  
Who and How.  
My PSI. Live.**

Where the world  
stands in 2024 and  
where it's heading.

The industry  
meet-up.

Save the  
date.

**No question:** The PSI will be the leading trade show, business platform and innovation driver in the coming year. Sustainability, future viability, cooperation and new ways of thinking within and for the industry are at the top of the agenda. In short, the place to be, with the issues of the day for the entire promotional products industry. Come along and experience the who and how of the industry live.

The leading European trade show for  
the promotional products industry



PSI

Built by



In the business of  
building businesses