



Happy new year,  
at same Prices!

PSI  
Home is   
where PSI is.

10-12 JAN 23  
The Industry's Who and How  
Willkommen  
Welcome  


PSI

# MEDIA GUIDE 2024

## PSI Media Guide 2024

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Print


Digital

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Video

### 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



**1,384**

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

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

**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)



**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

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

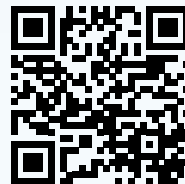
Advertising figures per month

Print run: 4,500 copies

including

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

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>





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

## Examples



**Doggy doormats**  
Personalized with a customer's own design and logo, emco logo mats are an optimum solution for pets. The mats, made of sustainable ECONYL® yarn, can be simply washed in the washing machine when dirt accrues. Alongside this particularly high functionality, the carpet mat – which can be printed on – is a persuasive feature with its gleaming colours as well as the enduring customer logo. Thanks to production in Germany, short delivery times are possible and special finishes can be effortlessly realized.

PSI 4316 • emco logo mats GmbH  
Tel. +49 531 319651 • info@emco.de  
www.emco.de

**Indispensable in everyday life**  
In addition to a large selection of cans and containers, Doornopierat GmbH also has a variety of drinking bottles. In cooperation with a barbers supplier, they have created a bottle suitable for sports, on the go as well as in the office. With a capacity of 500 millilitres, this bottle is an indispensable companion in everyday life. And best of all, purchasing a bottle from the Doornopierat range not only supports the consumer's health, but also the environment.

PSI 4697 • Doornopierat GmbH  
Tel. +49 3627 71880  
info@doornopierat.de  
www.doornopierat.de

PSI 5065 • Romer Drinks  
by Romer Wein und Sekt GmbH  
Tel. +49 641 67810  
info@romer-drinks.de  
www.romer-drinks.de

PSI 4336 • Romer Drinks GmbH  
Tel. +49 631 914651 • info@romer.de  
www.romer.de

**Glamorous energy boosters**  
Romer Drinks is a member of the Romer family and offers a wide range of promotional beverages, from natural mineral water to modern beverage cans, from champagne bottles to the worldwide-patented promotional tea and coffee. With their own label, all drinks offer a sparkling promotional presence at trade fairs, customer or employee events. Romer Drinks supplies mineral water from Germany, energy drinks, sports drinks, apple spritz, secos, latte macchiatos in cans as well as exclusive sparkling wines in various bottle colours. The sparkling wine is available as Secco, Cuvee, Champagne and Kisting Goldblau in premium brand quality. Innovative and patented products such as the environmentally friendly Water Stone, Fairtrade organic promotional coffee and organic promotional tea in original brew bags are also part of the range and are perfect for an enjoyable promotional presence.

## 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.



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 2024	02.01.2024	Trade show innovations PSI 2024		11.11.23	18.11.2023
February 2024	09.02.2024	 <b>Soccer EM Special:</b> Sport, Fitness, Health	Easter, garden, hobby and crafting	15.12.23	19.01.2024
March 2024	01.03.2024	Beverages, drinking vessels, table culture, household	Office supplies, writing instruments, calendars	24.01.24	09.02.2024
April 2024	01.04.2024	Green, ecological and sustainable products	Bags, luggage and leather goods	19.02.24	08.03.2024
May 2024	02.05.2024	Fashion, workwear, caps and accessories	Express and last minute products, Giveaways	18.03.24	10.04.2024
June 2024	03.06.2024	Wellness, cosmetics and beauty	Protective and hygienic articles, work safety	19.04.24	10.05.2024
July 2024	01.07.2024	Christmas, gift sets and custom-made products	Toys and plush products	22.05.24	10.06.2024
Aug./Sept. 2024	02.09.2024	Ecological and sustainable products, Vegan	Chocolate and sweets	24.06.24	09.08.2024
October 2024	01.10.2024	Camping, outdoor, umbrellas, tools and knives	Products for employee incentives, onboarding gifts	19.08.24	10.09.2024
November 2024	04.11.2024	Electronics, Digital and Smartphone Accessories	Travel, car, bicycle, transport and safety	20.09.24	10.10.2024
December 2024	02.12.2024	Brands, classics and vintage	Made in Europe/GSA (Germany, Switzerland, Austria)	18.10.24	08.11.2024
January 2025	02.01.2025	Trade show innovations PSI 2025		11.11.24	18.11.2024

**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.rxglobal.com/message/new>

Please register before uploading. PSI Recipient of the  
Download message is [anja.spaeker@rxglobal.com](mailto:anja.spaeker@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 Joboffer special: 650.00 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 Joboffer special: 650.00 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 Joboffer special: 251.00 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 Joboffer special: 251.00 EUR
	1/8 page Print space: 90mm x 61mm	Regular Issues: 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

Print

	Format	Price
	<b>Cover</b> Including production and packaging Format: 210 x 210mm	<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

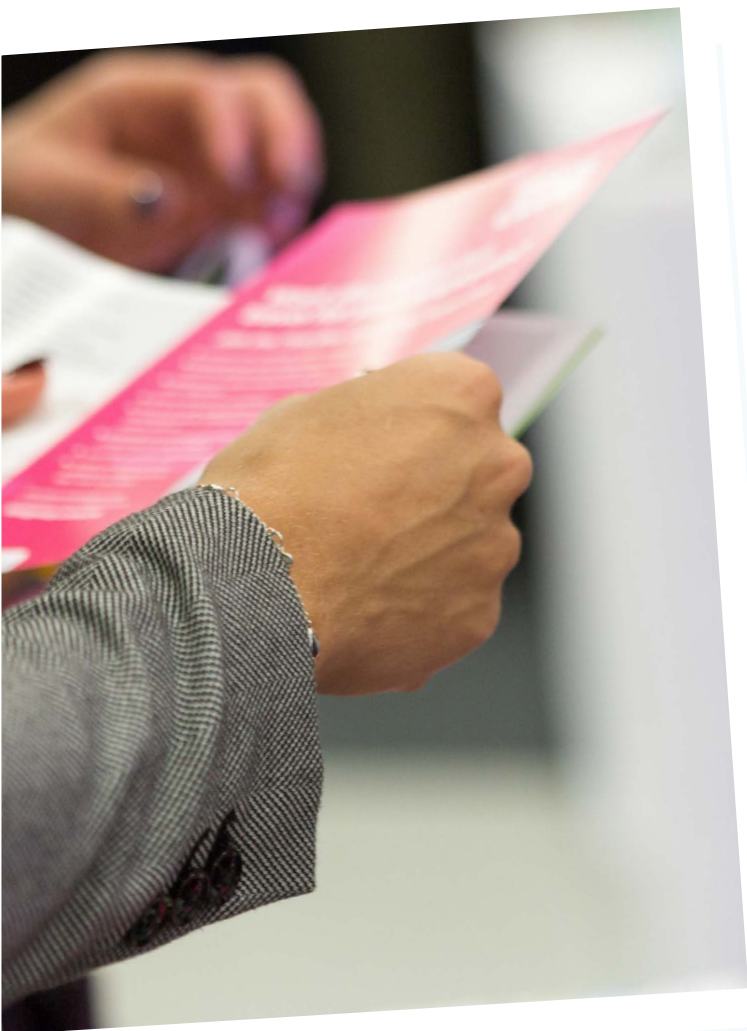
All prices are stated in EUR plus VAT.

	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

MEO MEDIA  
 Eine Marke der Meinders + Elstermann GmbH & Co. KG  
 Stefan Aupke/Roger Schulte  
 Periodikum: PSI Journal xx/2024  
 Boschstraße 38  
 48369 Saerbeck, Deutschland  
 Tel.: +49 5406 808 209

### Important! 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		
English version	5		Other partial booking options on request.

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.

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

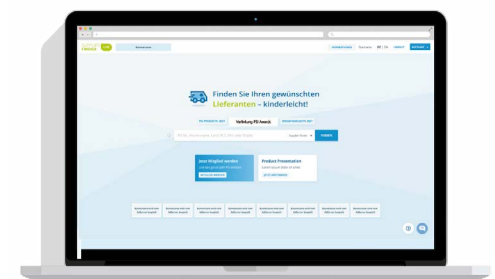
### Basic entry

- 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



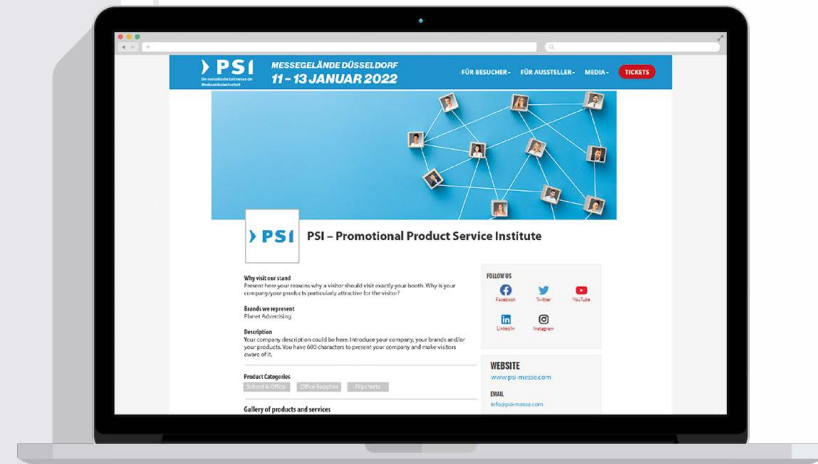
Digital details on page 22

## 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 name, 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

#### PRINT SHOW GUIDE

##### EXHIBITOR PROFILE

- Company name
- Country
- Stand number
- Link to website

961.00 €

### 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

#### PRINT SHOW GUIDE

##### EXHIBITOR PROFILE

- Logo and Highlighting in the hall plan
- Logo in the Exhibitor list

Bronze + 520.00 €

### 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

#### PRINT SHOW GUIDE

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

Silver + 1,948.00 €



› PSI

DIGITAL

# PSI Network website

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

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

### Advertising figures

Ø Page Impressions: 510,000\*

Ø Visits: 80,000\*

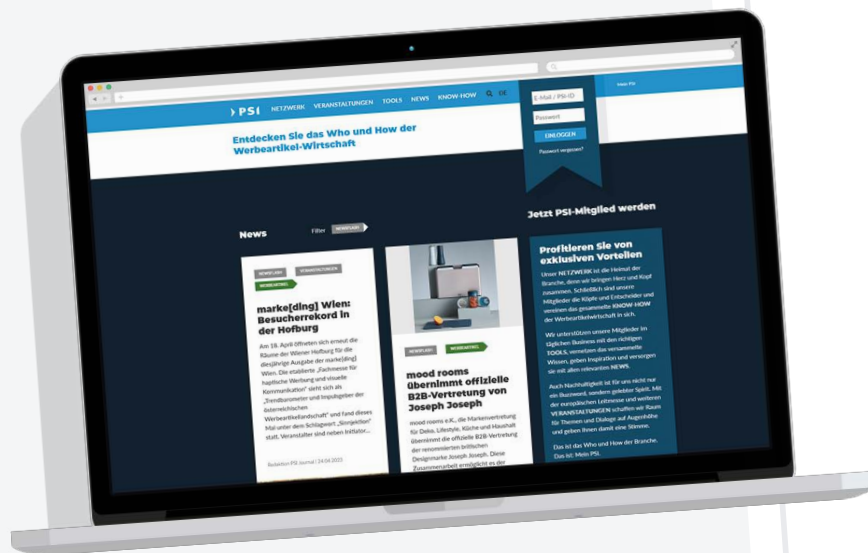
Period: 01.07.2021 – 30.06.2022

\*Average value

### 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



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

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



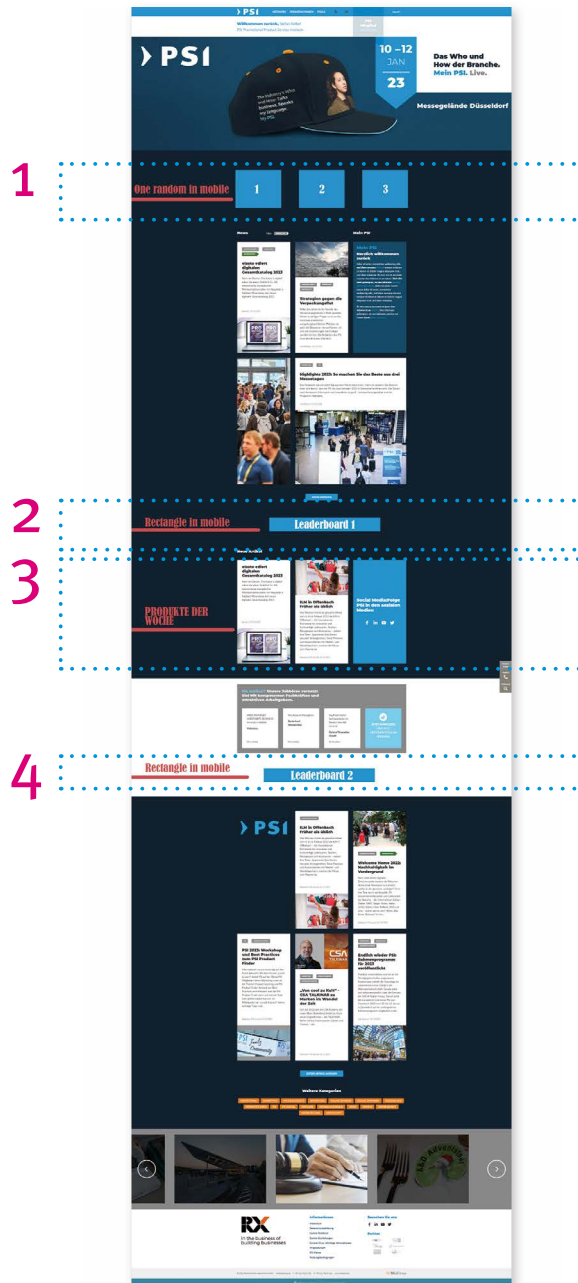
## PSI Network – Bannerplatzierungen

### 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



### 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



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

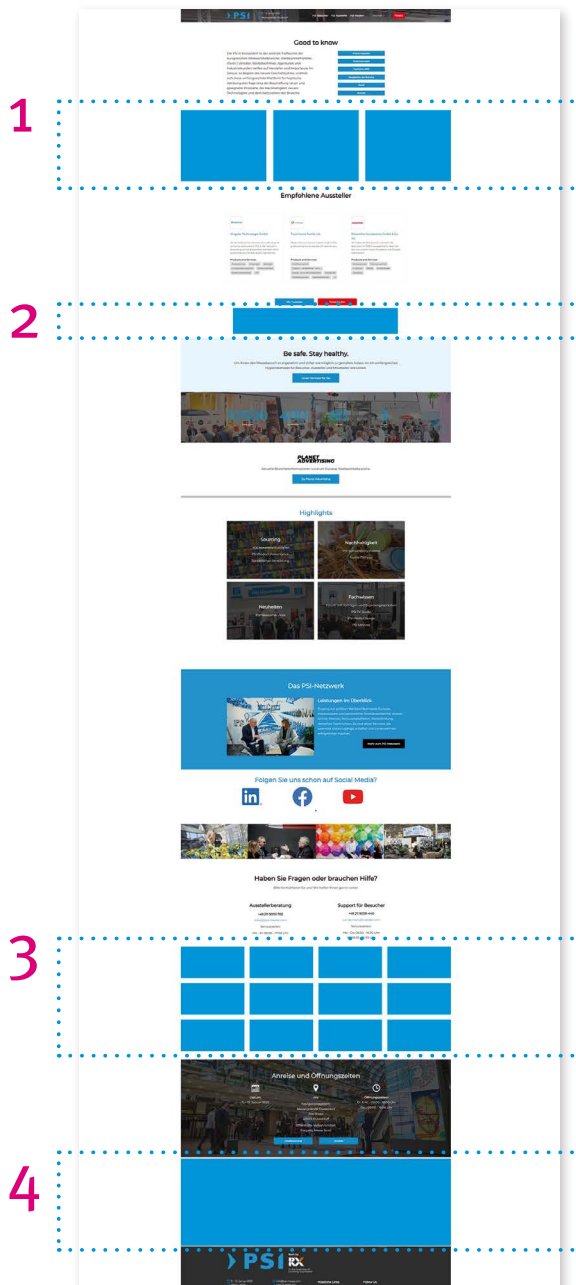
Placement directly under the jump marks.  
 3 Medium Rectangles next to each other.  
 Change & exclusivity per position possible.  
 No format change for mobile view.  
 ONLY the middle banner can be animated.  
 Permanent visibility.

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



### 3 Logo

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

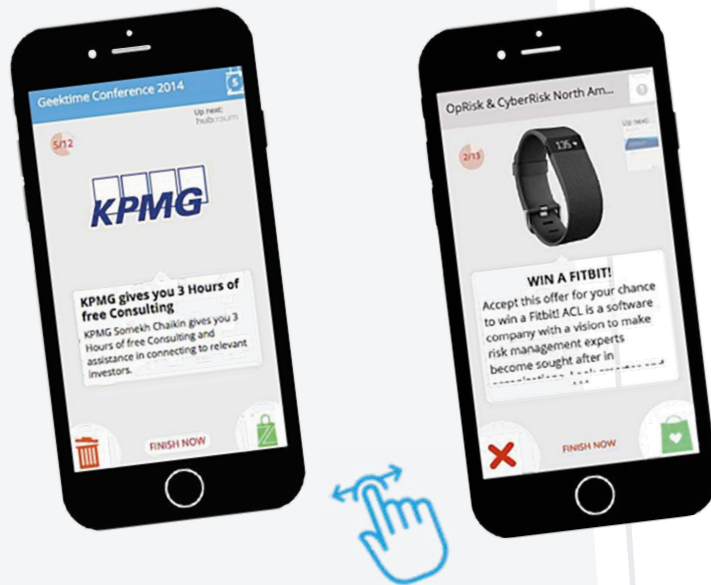
200 x 100 pixels, RGB mode, 72 dpi  
 GIF / JPG / PNG

### 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.



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:

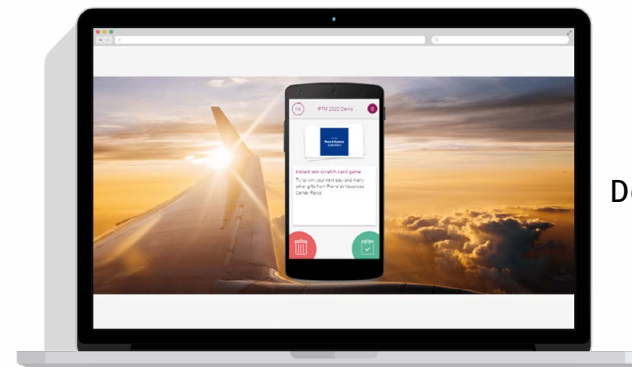
- Lead Generation & Booth Visitors
- Product Launch & Promotion
- Brand Awareness
- Brand Credibility
- Promoting Followers on Social Media
- Thought Leaders / Educators
- Attending Your Events

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

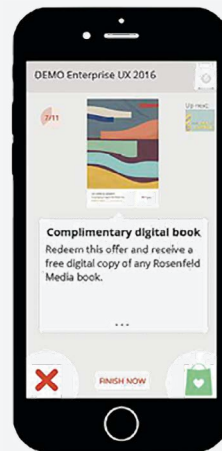


Desktop View

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

# Digital goody bag for the PSI Trade Show

## 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

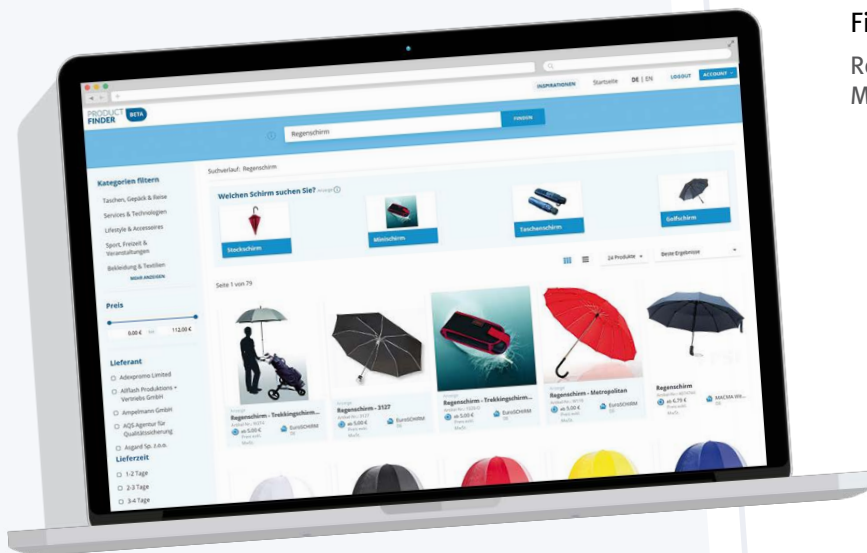
When booked in combination with an ad in the PSI Journal trade show edition  
 Playout: In random order

[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.



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

## 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

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

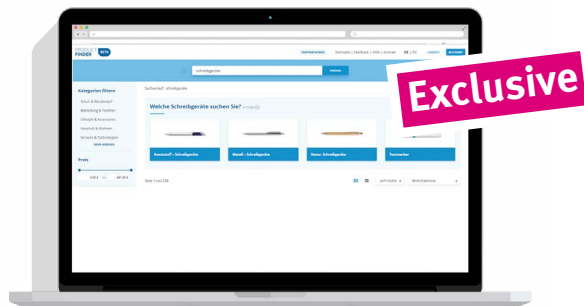
The PSI Product Finder is an additional tool to generate leads, which is included in your membership. Present your products and generate leads around the clock – 365 days a year. Please contact our PSI Product Finder team: [importe-productfinder@reedexpo.de](mailto:importe-productfinder@reedexpo.de)

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!



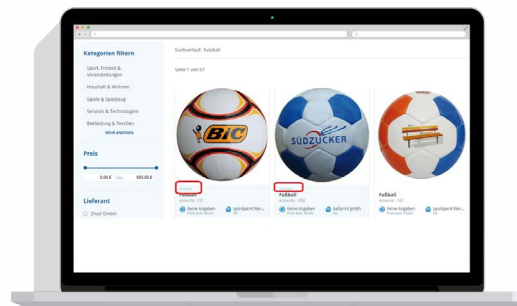
### Product campaign

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.

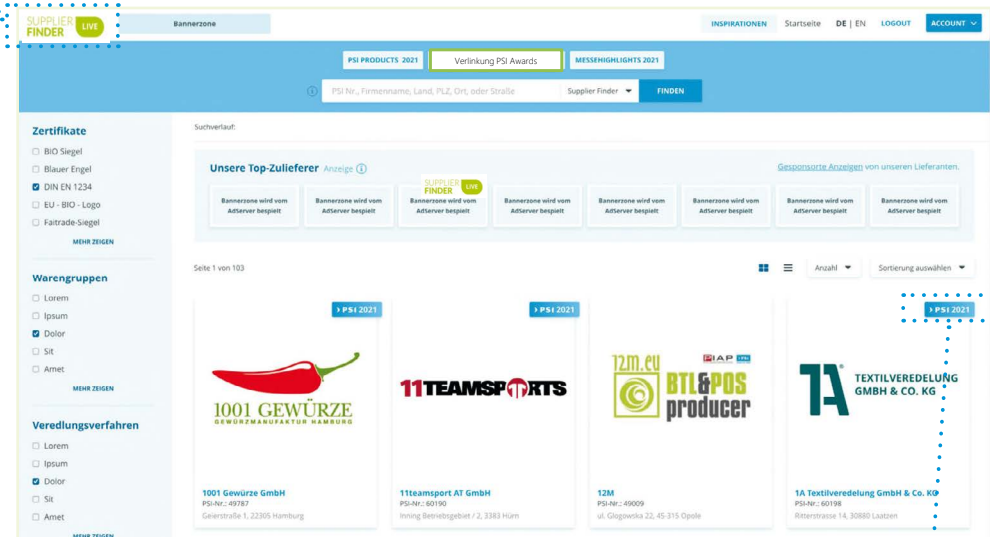
## Integrated in the PSI Product Finder

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



2024

No.	Date		No.	Date	
1	03.01.24	*	27	02.07.24	*
3	16.01.24		28	09.07.24	
4	23.01.24		29	16.07.24	
5	30.01.24		30	23.07.24	
6	06.02.24	*	31	30.07.24	
7	13.02.24		32	06.08.24	*
8	20.02.24		33	13.08.24	
9	27.02.24		34	20.08.24	
10	05.03.24	*	35	27.08.24	
11	12.03.24		36	03.09.24	*
12	19.03.24		37	10.09.24	
13	26.03.24		38	17.09.24	
14	02.04.24	*	39	24.09.24	
15	09.04.24		40	01.10.24	*
16	16.04.24		41	08.10.24	
17	23.04.24		42	15.10.24	
18	30.04.24		43	22.10.24	
19	07.05.24	*	44	29.10.24	
20	14.05.24		45	05.11.24	*
21	21.05.24		46	12.11.24	
22	28.05.24		47	19.11.24	
23	04.06.24	*	48	26.11.24	
24	11.06.24		49	03.12.24	*
25	18.06.24		50	10.12.24	
26	25.06.24		51	17.12.24	

\*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:**

- 250 characters of text including spaces
- Product picture 600 x 400 pixels
- Link to your product

### 5 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

### 6 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**	600 x 400 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





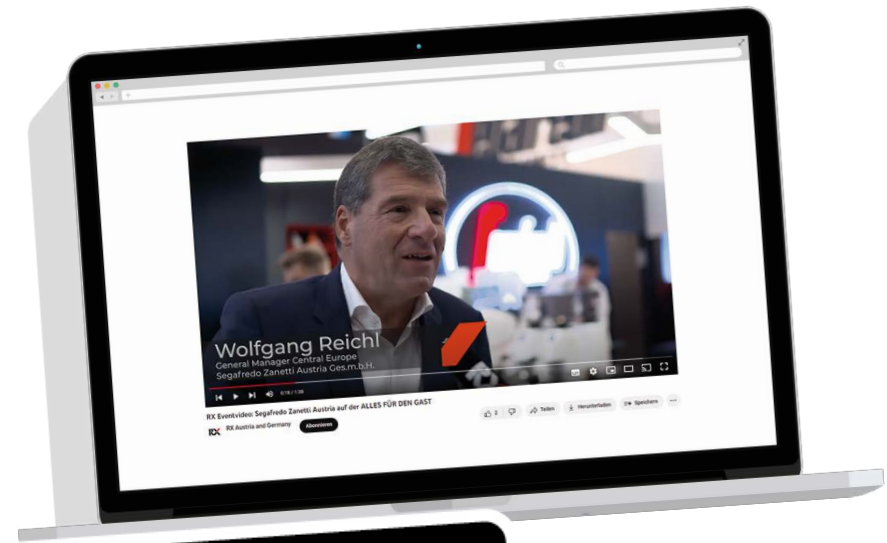
› PSI

# VIDEO PACKAGES

## DIGITAL & MOVING

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

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



VIDEO  
**PACKAGES BY RX**

**“FULL-SERVICE”**

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

Our experience in the event film and trade show sector guarantees you an unbeatable add-on 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

Event  
Video

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



**Result**

180 seconds of moving  
Authenticity



Video



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PSO



FSC



PEFC



Exhibition Centre Düsseldorf

7-9

JAN

25

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

# SAVE THE DATE

The industry  
meet-up.

Save the  
date.

The leading European trade show for  
the promotional products industry



Built by



In the business of  
building businesses