

PSI



Happy new year,  
at same Prices!

# MEDIA GUIDE 2025



Price List No. 57 | Last revised: November 2024

**RX** In the business of  
building businesses

## PSI Media Guide 2025

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Print

Digital


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Video

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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



Print run  
**4,500**  
copies per month

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

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



**1,276**  
Supplier listings for certificates  
and seals of quality  
(Update: November 2024)

**1,626**  
Suppliers  
(Update: November 2024)

**PRODUCT  
FINDER**

**407,898\***  
Page Impressions on  
PSI Network website  
Visits: 159,466\*

Websites and  
newsletter

**13,700**  
PSI newsletter  
Gesamt: 13.700  
7,900 German-speaking  
5,800 English-speaking

**888,256\***  
Page Impressions on  
PSI Trade show website  
Visits: 202,940\*

**2,708,424\***  
Page Impressions on  
PSI Product Finder  
Visits: 609,444\*

**190.424**  
Products in the  
PSI Product Finder  
(Update: November 2024)



**5,000**  
Product and supplier  
recommendations are  
pronounced monthly on the  
PSI Sourcing Hotline

**517.863**  
Product variants in the  
PSI Product Finder  
(Update: November 2024)



\* Average value: 01.12.2023 - 30.11.2024

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  
PRODUCT  
FINDER

PSI  
SUPPLIER  
FINDER

PSI  
SOURCING  
HOTLINE



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

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

Product inspiration

Product search

Product recommendations

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

▶ PS1

PRINT



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.

### 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

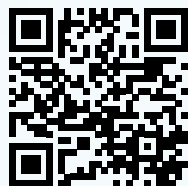
### Frequency

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 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 42136 • emco logo mats GmbH  
Tel. +49 531 149651 • 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 44997 • Doornopierat GmbH  
Tel. +49 3647 71880  
info@doornopierat.de  
www.doornopierat.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 machines in cans as well as exclusive sparkling wines in various bottle colours. The sparkling wine is available as Secco, Cuvee, Champagne and Kiening Goldblau in premium brand quality. Innovative and patented products such as the environmentally friendly Water One. 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.

PSI 55063 • Romer Drinks  
by Romer Wein und Sekt GmbH  
Tel. +49 441 67810  
info@romer-drinks.de  
www.romer-drinks.de

## 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 2025	02.01.2025	Trade show Innovations PSI 2025		15.11.2024	18.11.2024
February 2025	10.02.2025	Fitness and Health	Easter, garden, Crafts and Do it Yourself	16.12.2024	19.01.2025
March 2025	03.03.2025	Table Culture, On-the-go Delights, Household	Stationery and Calendars	24.01.2025	09.02.2025
April 2025	01.04.2025	Smart Living, Office Accessoires	Travel Accessories, Bags, Leather	21.02.2025	10.03.2025
May 2025	02.05.2025	Incentives and Merchandising	Fashion, Workwear, Caps and Accessoires	21.03.2025	10.04.2025
June 2025	03.06.2025	Beauty and Wellness	Occupational Safety and Hygiene	18.04.2025	12.05.2025
July 2025	01.07.2025	Christmas, gift sets and custom-made products	Toys and plush animals	21.05.2025	10.06.2025
August/ September 2025	02.09.2025	Eco-friendly and Zero Waste	Chocolate, Sweets, Snacks	27.06.2025	11.08.2025
October 2025	01.10.2025	Outdoor and Multifunctional	Watches, Jewelry and Exclusive Items	20.08.2025	10.09.2025
November 2025	03.11.2025	Smart Technology and Digital	Travel, Car, Bicycle, Transport and Safety	19.09.2025	10.10.2025
December 2025	01.12.2025	Brands and Classics, Summer Items	Made in Europe / Germany, Switzerland, Austria	20.10.2025	10.11.2025
January 2026	02.01.2026	Trade show innovations PSI 2026		14.11.2025	18.11.2025

**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, Johannstraße 1, 40476 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

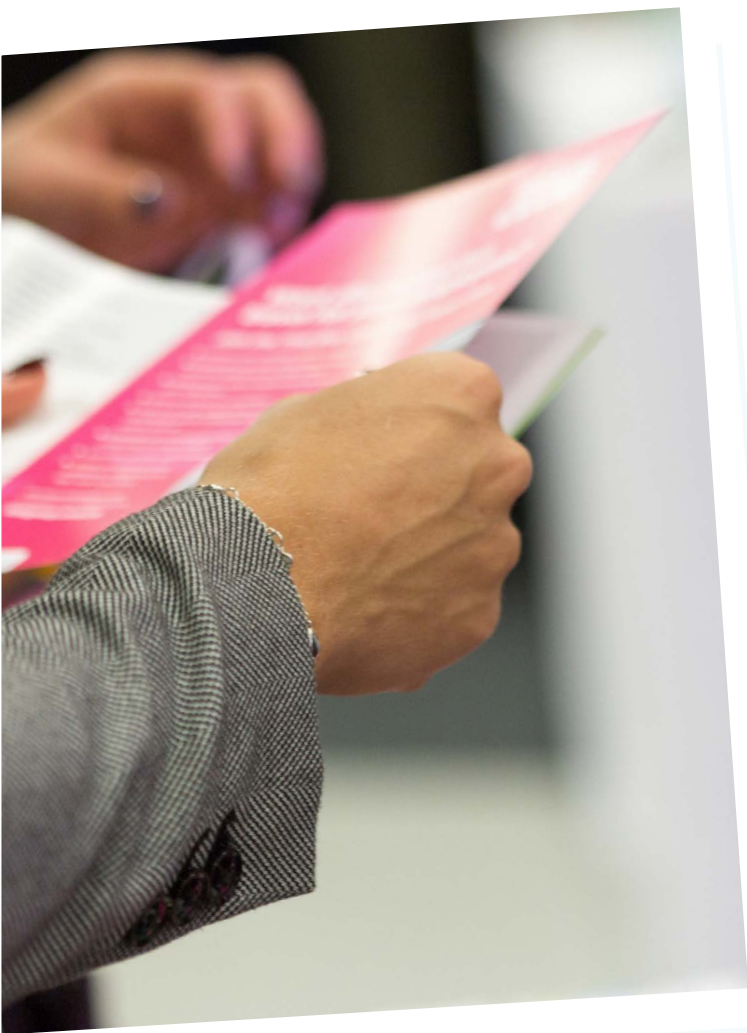
	Format	Price
	<b>Cover</b> Including production and packaging Format: 210 x 210mm	<b>Regular Issues:</b> 4,410.00 EUR <b>Show edition:</b> 4,710.00 EUR
	<b>Sticky note</b> Form-punched is also possible	<b>Regular Issues:</b> from 2,224.00 EUR <b>Show edition:</b> 3,335.00 EUR
	<b>Sticky note XL</b>	<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.

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

Print



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?

**Next publication date:**  
03.06.2025

**Advertising figures per month**  
Print run: 2,500 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)

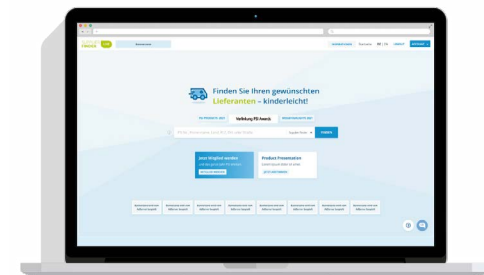
### Basic entry

- 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 ..... 96.00 EUR
- Per highlight ..... 80.00 EUR
- Additional product group (from the 3rd), each ..... 51.00 EUR
- Brand list, per brand ..... 297.00 EUR

### Supplier Finder digital



Digital details on page 18

» PSI



DIGITAL

## PSI Network website

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

Digital



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

### Advertising figures

Ø Page Impressions: 407,898\*

Ø Visits: 159,466\*

Period: 01.12.2023 – 30.11.2024

\*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.

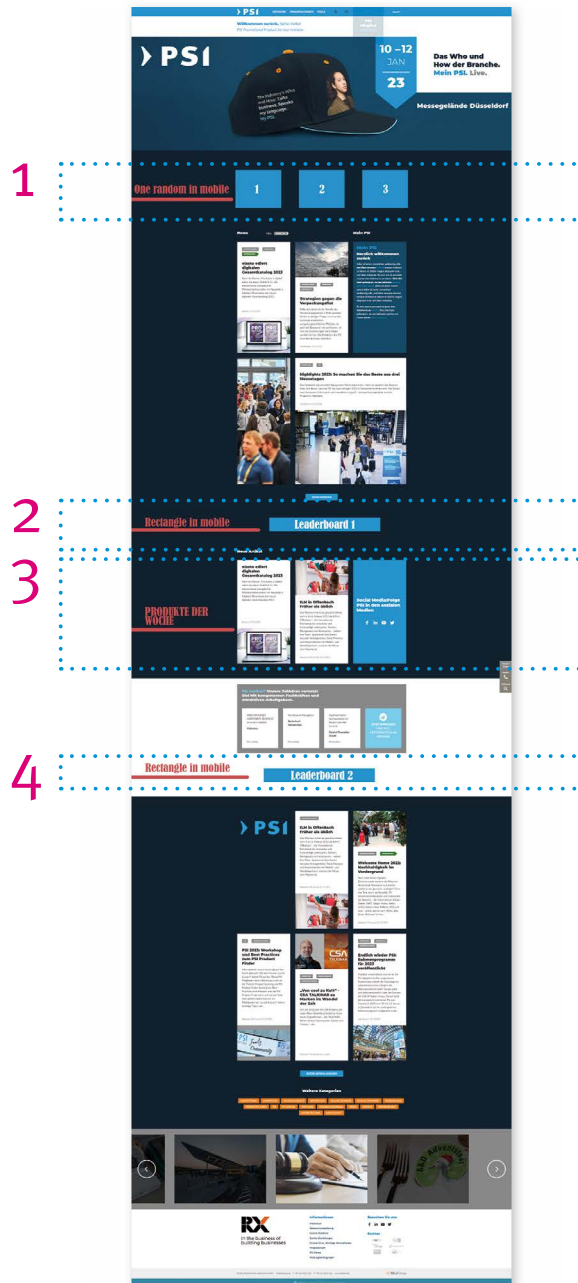
## PSI Network – Bannerplatzierungen

### 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 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: 888,256

Ø Visits: 202,940

Period: 01.12.2023 – 30.11.2024

[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 15

All prices are stated in EUR plus VAT.



# PSI websites

## PSI Trade Show website – Banner placements

### 1 Medium Rectangle

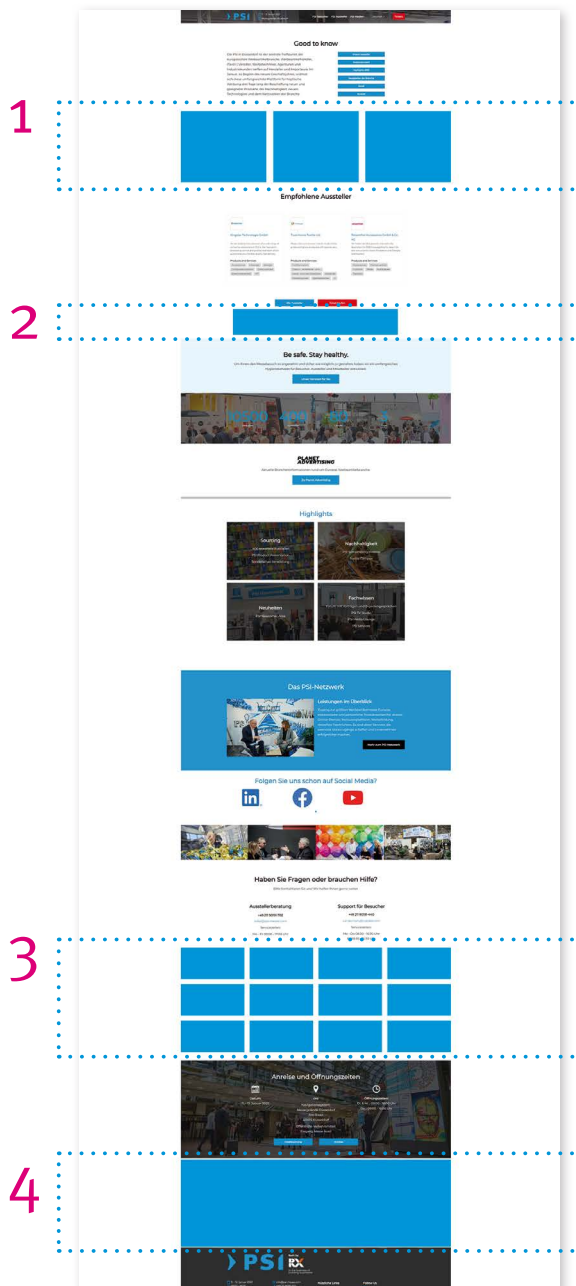
Placement directly under the jump marks.  
 3 Medium Rectangles next to each other.  
 Change & exclusivity per position possible.  
 No format change for mobile view.  
 ONLY the middle banner can be animated.  
 Permanent visibility.

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.

## Promotional product search

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

## PRODUCT FINDER

### Advertising figures

Page Impressions: 2,708,424\*

Visits: 609,444\*

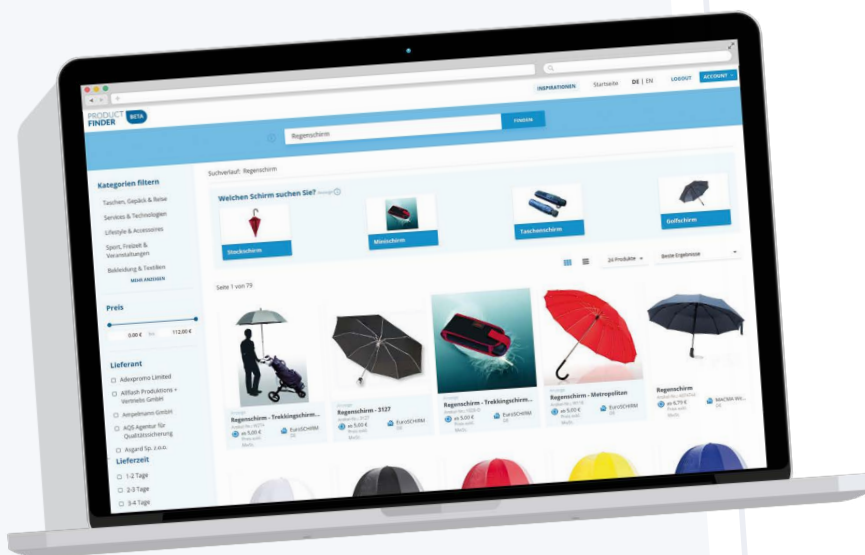
Period: 01.12.2023 – 30.11.2024

\*Average value

### Product Status PSI Product Finder

517,863 Product variants

190,424 Products



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

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

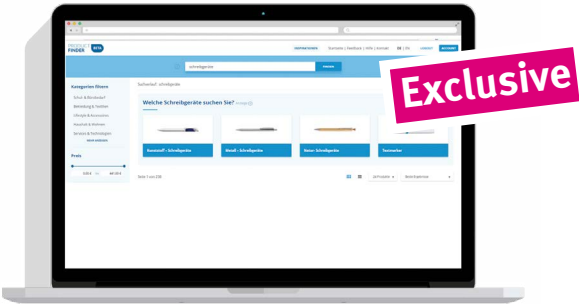
The PSI Product Finder is an additional tool to generate leads, which is included in your membership. Present your products and generate leads around the clock – 365 days a year. Please contact our PSI Product Finder team: [importe-productfinder@reedexpo.de](mailto:importe-productfinder@reedexpo.de)

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

# PSI Product Finder

## Special product advertising options

Highlight your products in the PSI Product Finder!

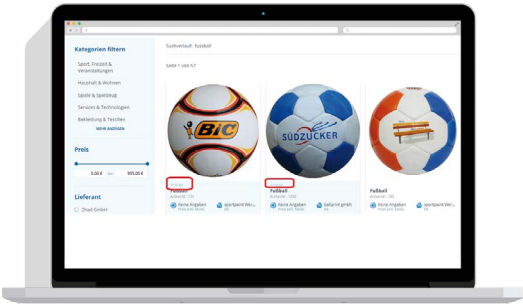


### Product campaign

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.

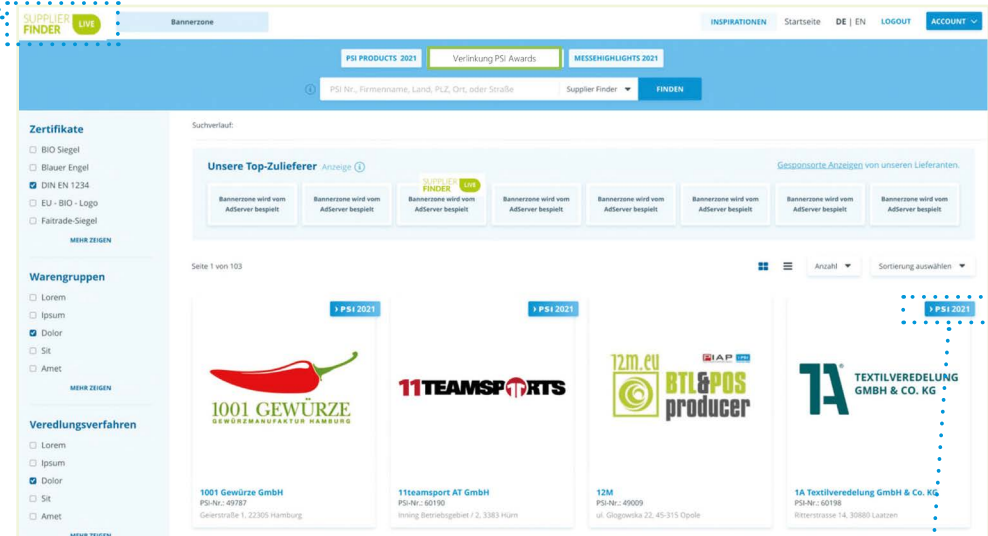
## Integrated in the PSI Product Finder

Find the supplier you are looking for quickly!

SUPPLIER FINDER LIVE

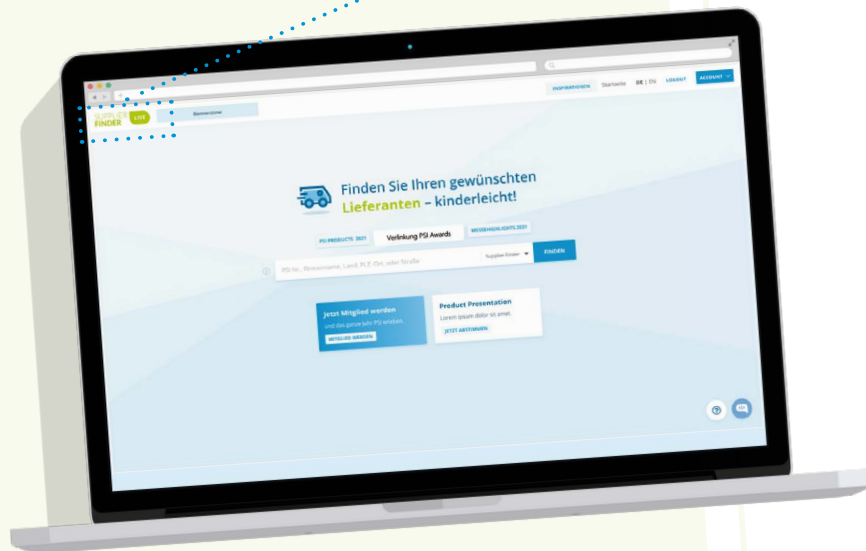
Color scheme for orientation

### 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



2025

No.	Date		No.	Date	
1	14.01.25	*	26	08.07.25	
2	21.01.25		27	15.07.25	
3	28.01.25		28	22.07.25	
4	04.02.25	*	29	29.07.25	
5	11.02.25		30	05.08.25	*
6	18.02.25		31	12.08.25	
7	25.02.25		32	19.08.25	
8	04.03.25	*	33	26.08.25	
9	11.03.25		34	02.09.25	*
10	18.03.25		35	09.09.25	
11	25.03.25		36	16.09.25	
12	01.04.25	*	37	23.09.25	
13	08.04.25		38	30.09.25	
14	15.04.25		39	07.10.25	*
15	22.04.25		40	14.10.25	
16	29.04.25		41	21.10.25	
17	06.05.25	*	42	28.10.25	
18	13.05.25		43	04.11.25	*
19	20.05.25		44	11.11.25	
20	27.05.25		45	18.11.25	
21	03.06.25	*	46	25.11.25	
22	10.06.25		47	02.12.25	*
23	17.06.25		48	09.12.25	
24	24.06.25		49	16.12.25	
25	01.07.25	*	50	23.12.25	

\*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

▶ PS1

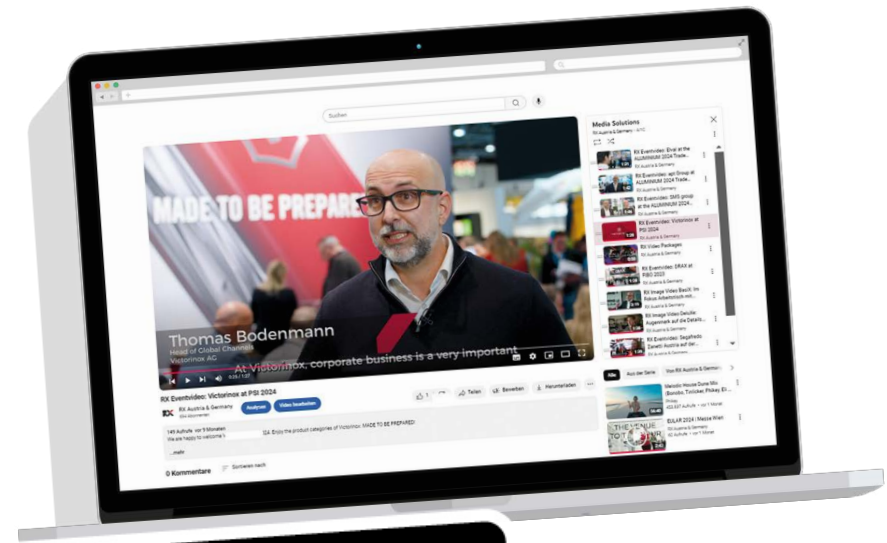
VIDEO  
PACKAGES



## 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!

Video



Main Actor:  
Your Booth

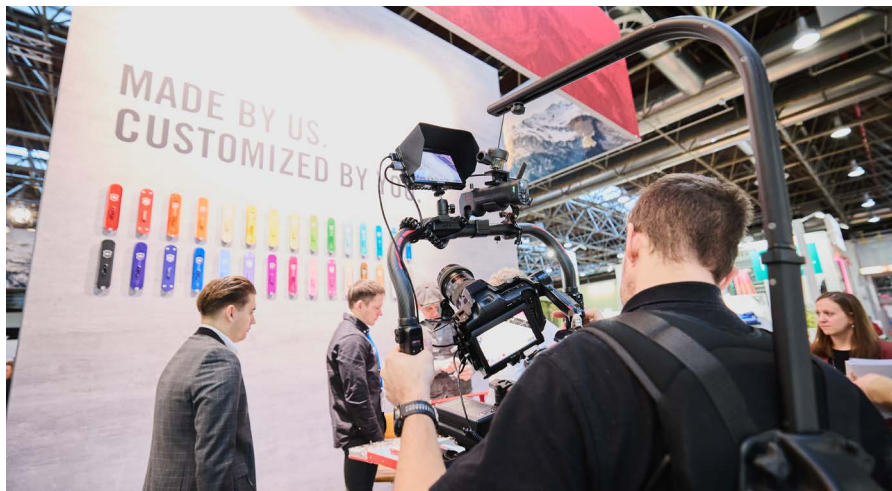
## Event Video

1,706.00 €

### 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

2,919.00 €

In Spotlight:  
Your Company  
or Product

## Image Video **Deluxe**

8 hrs shoot

5,576.00 €

### 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**

# Your contact persons



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**Deutsche Bank AG**  
IBAN: DE3007 0010 0105 5706 00  
BIC: DEUTDE33XXX

**Facts** Founding year of PSI: 1960

**Publisher**  
PSI RX Deutschland GmbH  
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**Responsible according to the German press law**  
Petra Lassahn

**Publications Manager** Anja Späker

**Year** 64th year 2025

**Prices** The advertisement price list No. 57 is valid from 01.11.2024 to 31.12.2025

**Certificates**

PSO



FSC

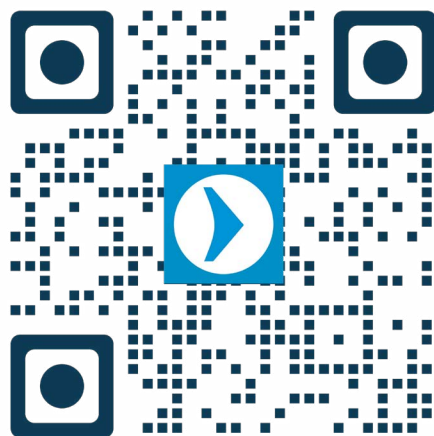


PEFC



› **PS1**

**I'M ALSO  
AVAILABLE  
DIGITALLY.**



*SCAN ME*

**DOWNLOAD  
NOW!**