



MEDIA DATA 2026

Efficient target group communications
for the haptic advertising market





MICHAEL SCHERER

Managing Shareholder WA Media GmbH

If advertising is to be viable, taking a look at the figures helps. The leading analysis on media usage by decision-makers from business and administration (LAE), which is carried out annually, confirms once again in 2025 the high relevance of trade media for this target group. Industry-specific media top the rankings of the sources of information by a wide margin here. Another finding of this analysis is also remarkable: Decision-makers prefer to read longer texts as a printed version rather than online.

The strength of trade media lies in the quality of professional journalism, which combines thorough industry know-how with independent and reliable reporting. And that is also the strength of WA Media, the specialist publisher that focuses on haptic advertising in all its breadth and depth. Our readers are informed comprehensively in the form of reports, interviews and analyses: about the industry, its developments and events, about market changes and trade shows, about classics, current trends and innovative products.

Over the course of more than four decades, we have established various media brands on the promotional products market, which enjoy significant reach thanks to their excellent reputation. There

is *Werbeartikel Nachrichten* and its digital counterpart, the WA eLETTER, for the German-speaking promotional products trade. *eppi magazine*, with its digital extension, *eppi newflash*, is our international brand that boasts a European radius. And the four products of HAPTICA® – HAPTICA® Magazin, HAPTICA® live, HAPTICA®//ONLINE and HAPTICA® Mail – address marketing decision-makers, buyers, HR Managers and all other professionals of the advertising industry, who are interested in haptic advertising and merchandising.

What all of our brands have in common is our passion for high-quality specialist journalism and the diversity of tactile advertising. Across every channel we offer informative, interesting and inspiring contents, which attract attentive readers, offering in turn a highly-attractive advertising environment.

Learn more about the marketing opportunities this offers you in detail on the following pages.

A handwritten signature in black ink, appearing to read 'Michael Scherer', written in a cursive style.

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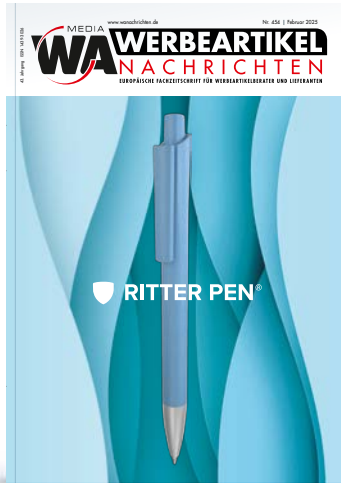
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Publishing portfolio

DISTRIBUTOR ADDRESS



WERBEARTIKEL NACHRICHTEN

The market insider – information for German-speaking promotional products resellers

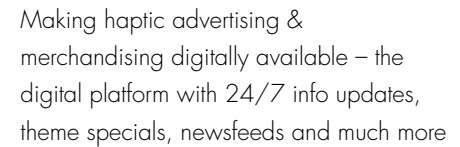


EPPI MAGAZINE

The gate to Europe – the English-language magazine for the pan-European promotional products market

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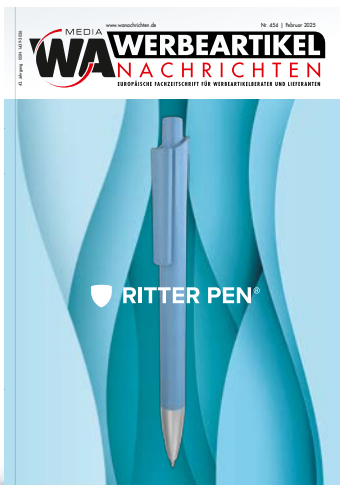
Making haptic advertising & merchandising visible – the print magazine for people interested in marketing, purchasing, HR or sales



PRINT

Werbeartikel Nachrichten

With an overall print circulation of 13,000 copies, *Werbeartikel Nachrichten* is the highest-reach trade magazine that targets German-speaking resellers on the haptic advertising market. The magazine has been telling promotional products distributors and advertising agents everything they need to know about the industry for over 40 years meanwhile: Detailed product presentations place the spotlight on novelties and current trends; portraits of start-ups and prominent players present the companies of the industry; market news, exhibition reports and articles about current legislation keep the readers up-to-date. Interviews, market analyses and surveys on the market happenings convey in-depth insights into the industry, columns by experts convey a range of opinions. Rubrics like "Trend Report" provide new ideas, whilst background reports help get the industry fit for the sustainability transformation and the digital era.



Target group **Promotional products resellers (D/A/CH)**

Language **German**

Print total **13,000**

Print total, of which ePaper total **approx. 8.000***

Frequency **Monthly**

Subscription prices **Germany/other countries € 72**

Web **www.wanachrichten.de**

Newsletter **WA eLETTER**

* status as of 01-08-2025

Werbeartikel Nachrichten



PORTRÄT: L-SHOP

TEXTILHANDEL MODERN UND EFFEKTIV

Lösungsorientiert, schnell und unkompliziert, dafür steht das Familienunternehmen L-Shop Team seit über 40 Jahren. Mit dem Einstieg im Jahr 2023 an den neuen Standort in Ulm hat sich der Textilhändler noch einmal moderner und effizienter ausgerollt. Beim Handgang durch die weiten Hallen und die robotergestützte Logistik wird deutlich, wie kleine und große Kunden von L-Shop-Team profitieren.



Mit hoher Geschwindigkeit sausen die Rollen über die große Walze über den Ärmeln der Mitarbeiter. Im Zentrum des Textils sind zwei Menschen. Ein Mann und eine Frau, die sich in der ersten Reihe des L-Shop-Teams die Arbeit aneignen. „Ich habe mich für den Beruf entschieden, weil ich das Handwerk gerne mag, wie unsere Kommunikationsschaffenden und Techniker des Kunden Support. Das bedeutet, dass wir die Kunden unterstützen und ihnen helfen, ihre Bedürfnisse zu erfüllen.“

1981 gründeten Helge Seltz und sein Bruder die Unternehmung in einem kleinen Laden, wo sie Bekleidung und Accessoires herstellten und druckten. Seitdem hat sich das Unternehmen stetig erweitert. Im Jahr 2023 haben die Geschäfte in Ulm und Zellingen zusammengefasst. Die Geschäftsführer sind Helge Seltz und sein Bruder. Die Geschäfte sind in der Nähe von Ulm und Zellingen. Die Geschäfte sind in der Nähe von Ulm und Zellingen.

DER WEG ZUM GROSSHÄNDLER

Im Sortiment des Textilhändlers finden sich heute 300 Artikel, von T-Shirts bis hin zu Winterjacken. Die Produktion ist in der Region Ulm. Die Produktion ist in der Region Ulm. Die Produktion ist in der Region Ulm.



PORTRÄT: FGETISCH

FGETISCH

Immer mehr Menschen interessieren sich für gesunde Ernährung. Fgetisch ist ein Online-Marketplace, der sich auf gesunde Lebensmittel spezialisiert hat. Die Website bietet eine große Auswahl an Produkten, die von kleinen, lokalen Herstellern stammen.

KONTAKT:
www.fgetisch.de
www.fgetisch.de

WER KOMMEN

Gegen kalte Füße im Winter helfen die neuen Schuhe von Fgetisch. Die Schuhe sind aus hochwertigem Leder und haben eine dicke Sohle, die die Füße wärmt. Die Schuhe sind in verschiedenen Größen und Farben erhältlich.

KONTAKT:
www.fgetisch.de
www.fgetisch.de



KONTAKT:
www.fgetisch.de
www.fgetisch.de



Portrait: Fgetisch Team



LET IT RAIN

Die Winterräder sind ein Muss für jeden Fahrer. Die Winterräder sind aus hochwertigem Gummi und haben eine dicke Sohle, die die Füße wärmt. Die Winterräder sind in verschiedenen Größen und Farben erhältlich.

KONTAKT:
www.fgetisch.de
www.fgetisch.de



KONTAKT:
www.fgetisch.de
www.fgetisch.de

WAS GEGEN REGEN?!

Regenhülle REFLEX



KONTAKT:
www.fgetisch.de
www.fgetisch.de

Werbeartikel Nachrichten: Advertising options & prices

FORMAT

Price 4C

1/1 page	€ 3,800
1/2 page	€ 2,930
1/3 page	€ 2,750
1/3 page premium placement*	€ 3,250
1/4 page	€ 2,140

JOBSHOP

1/4 page	€ 740
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The prices for larger advertisements are available on request. A box number costs €75.

One "employment wanted" ad is free of charge per calendar year. *next to editorial or contents

Package prices and (new customer) discounts on request

COVER

Price 4C

Front page	€ 5,550
Inside front page/inside back page	€ 4,300
Back page	€ 4,500

SPREAD

2/1 page	€ 5,700
2 x 1/2 page	€ 4,390

Advertisement formats see page 41 et seq.; advertisement price list No. 44; 2026

PRODUCT GUIDE

Format

Price 4C

mm/price € **5.00**

Sample prices:

57 x 20 mm	€ 100
57 x 50 mm	€ 250
57 x 100 mm	€ 500

- Width: 57 mm, min. height: 20 mm, max. height: 100 mm
- Min. placement: 6 consecutive issues
- It is not possible to change rubrics for the minimum placement of advertisements.
- Additional entry in the Online Product Guide with the company's name and a link on www.wanachrichten.de

Werbeartikel Nachrichten: Advertising options & prices

SUPPLEMENTS

Accurate advertising – reader structure and target group selection for supplements

Discount price total circulation up to 20 g: **€ 3,500**

Discount price total circulation up to 50 g: **€ 4,200**

PARTIAL SUPPLEMENT GERMANY

Price per insert up to 20 g: **€ 0.60**

Price per insert up to 50 g: **€ 0.75**

PARTIAL SUPPLEMENT OTHER COUNTRIES

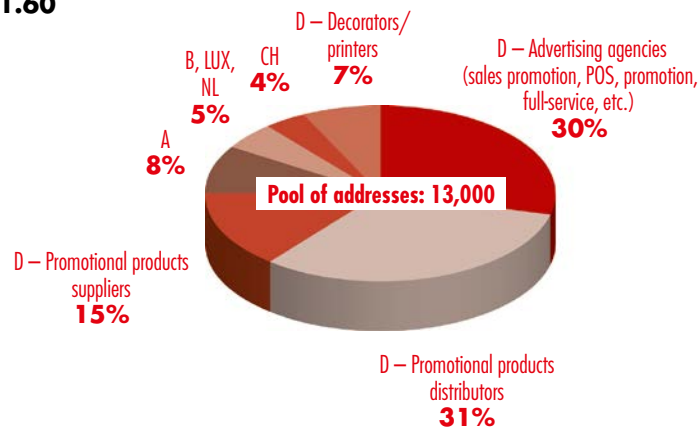
Price per insert up to 20 g: **€ 1.30**

Price per insert up to 50 g: **€ 1.60**

If you want to address a precisely defined target group with a supplement, we can select them for you according to countries, zip code areas or specific branches.

If you have other selection criteria, just let us know.

- Further prices and target group selections are available on request
- Partial supplements: Flat-rate handling fee of € 450
- Min. quantity: 2,500 pieces



Werbeartikel Nachrichten: Topics

ED/AD = Editorial/advertisement deadline;
PM = Print material for adverts; PD = Publication date

Issue **466** February 2026

- Novelties & Trends 2026 ED/AD **14-01-26**
- Easter & Spring PM **19-01-26**
- Football World Cup 2026 & Sport Merchandising PD **30-01-26**

Issue **467** March 2026

- Made in Europe ED/AD **30-01-26**
- Drinking Culture, Reusable Items, Lunch-to-go PM **06-02-26**
- Showroom: Trends & classics/HAPTICA® live preview PD **27-02-26**

Issue **468** April 2026

- Playful & Emotional Promotion: From building blocks to (plush) toys ED/AD **27-02-26**
- Summer Season: Travel, camping, picnic, garden, outdoor, heat protection PM **06-03-26**
- Showroom: Trends & classics PD **31-03-26**

Issue **469** May 2026

- Promotional Textiles, Foot & Headwear ED/AD **27-03-26**
- Office Accessories PM **02-04-26**
- Showroom: Trends & classics PD **29-04-26**

Issue **470** June 2026

- Get Fit: Sport, healthcare, healthy diets ED/AD **24-04-26**
- Co-branding: Brands & licensed products PM **30-04-26**
- Showroom: Trends & classics PD **27-05-26**

Issue **471** July 2026

- Calendars, Planners, Notebooks ED/AD **22-05-26**
- Second Season: Autumn, winter, start of school PM **29-05-26**
- Showroom: Trends & classics PD **24-06-26**

Werbeartikel Nachrichten: Topics

ED/AD = Editorial/advertisement deadline;
PM = Print material for adverts; PD = Publication date

Issue **472** August 2026

- Christmas ED/AD **19-06-26**
- Bags PM **26-06-26**
- Showroom: Trends & classics PD **22-07-26**

Issue **473** September 2026

- **Special on Sustainability:** ED/AD **17-07-26**
Products: Resource-saving production, alternative materials, fairly traded... PM **24-07-26**
Companies: Transparent supply chains, certifications, social commitment... PD **19-08-26**
Lifestyle: Cycling, saving energy, vegan diets...
- Smart Promotion: Tech gadgets & mobile working
- Showroom: Trends & classics

Issue **474** October 2026

- Writing Instruments ED/AD **14-08-26**
- Employer Branding: Recruiting, teamwear, onboarding, thank you gifts & premiums PM **21-08-26**
- Showroom: Trends & classics PD **16-09-26**

Issue **475** November 2026

- DIY, Handicrafts, (Machine) Construction: Tools, multitools, workwear, work safety, assembly kits... ED/AD **11-09-26**
- Sweets, Drinks, Food PM **18-09-26**
- Showroom: Trends & classics PD **14-10-26**

Issue **476** December 2026

- Circular Economy: Re- & upcycling, cradle-to-cradle ED/AD **09-10-26**
- Special Services: Last-minute deliveries, individualisation, personalisation, custom-made products, small volumes PM **16-10-26**
- Showroom: Trends & classics PD **11-11-26**

Issue **477** January 2027

- Novelties & Trends 2027 ED/AD **06-11-26**
- Mix & Match, Click & Order: Online tools, configurators, colour combinations PM **13-11-26**
- Events & Gastro PD **09-12-26**

eppi magazine

The English-language magazine, which is distributed throughout Europe outside of the D-A-CH area, disposes of a large network of international players, trade show organisers and associations and has thus been informing promotional products consultants and distributors in 37 countries about the market happenings in Europe since 1998. The highlights of the coverage include alongside company news, interviews with experts, product trends, portraits and exhibition reports, the cover stories: from the circular economy, to the implementation of AI in the promotional products industry, through to the topic of supply chains.



Target group **European promotional products distributors (excl. D/A/CH)**

Language **English**

Print total **13,000**

Print total, of which ePaper total **approx. 8.000***

Frequency **Four times per year**

Subscription prices **Germany/other countries € 32**

Web **www.eppi-magazine.com**

Newsletter **eppi newflash**

* status as of 01-08-2025

eppi magazine: Advertising options & prices

FORMAT

Price 4C

1/1 page	€ 3,800
1/2 page	€ 2,930
1/2 page premium placement*	€ 3,430
1/3 page	€ 2,750
1/4 page	€ 2,140

JOBSHOP

1/4 page	€ 740
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The prices for larger advertisements are available on request. A box number costs €75.

One "employment wanted" ad is free of charge per calendar year.

Package prices and (new customer) discounts on request

COVER

Price 4C

Inside front page/inside back page	€ 4,300
Back page	€ 4,500

SPREAD

2/1 page	€ 5,700
2 x 1/2 page	€ 4,390

SHOUTBOX

90 x 62 mm, min. placement: 3 consecutive issues	€ 350
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*next to editorial

Advertisement formats see page 41 et seq; advertisement price list No. 29; 2026

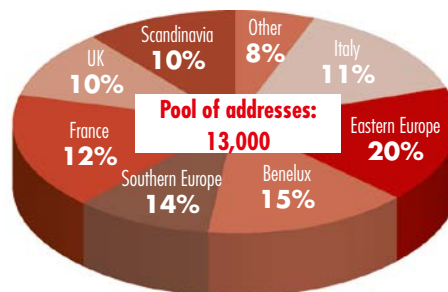
SUPPLEMENTS

Discount price total circulation up to 20 g: € **3,900**

Discount price total circulation up to 50 g: € **5,000**

Partial supplement price per insert up to 20 g: € **1.30**

Partial supplement price per insert up to 50 g: € **1.60**



- Further prices and target group selections are available on request
- Partial supplements: Flat-rate handling fee of € 450
- Min. quantity: 2,500 pieces

eppi magazine: Topics

ED/AD = Editorial/advertisement deadline;
PM = Print material for adverts; PD = Publication date

Issue **159** ————— **March/April** 2026

- Summer Season: Travel, picnic, drinking bottles,
outdoor, heat protection... ED/AD **16-01-26**
PM **23-01-26**
- Football World Cup 2026 & Sport Merchandising PD **18-02-26**
- Novelties & Trends 2026

Issue **160** ————— **June/July** 2026

- (Home) Office, Writing Instruments & Notebooks ED/AD **10-04-26**
- Made in Europe PM **17-04-26**
- Showroom: Trends & Classics PD **13-05-26**

Issue **161** ————— **September/October** 2026

- Second Season: Autumn, winter, Christmas... ED/AD **24-07-26**
- Special on Sustainability: PM **31-07-26**
Products: Resource-saving production, alternative materials, fairly traded... PD **26-08-26**
Companies: Transparent supply chains, certifications, social commitment...
Lifestyle: Cycling, saving energy, vegan diets...

Issue **162** ————— **December/January** 2026/2027

- Novelties & Trends 2027 ED/AD **23-10-26**
- Special Services: Individualisation, personalisation, last-minute
deliveries, small volumes, product configurators... PM **30-10-26**
PD **25-11-26**
- Employer branding: Recruiting, corporate fashion,
onboarding, thank you gifts & premiums

HAPTICA® Magazin

HAPTICA®Magazin tells marketing decision-makers, promotional products buyers, HR Directors, Sales Managers and executives from the merchandising & licensing sector everything they need to know about the haptic advertising market. Divided up into the three main rubrics "Campaigns & Concepts", "Products & Ideas" as well as "Knowledge & Facts", all interested parties receive valuable input for their own everyday practice, can get to know the market players and their products and gain all relevant knowledge.



HAPTICA® Magazin

The advertisers profit from the reach, appeal, efficiency, attractive design and credibility of the publication and the high recognition of the brand HAPTICA®, reaching 30,000 decision-makers from the advertising industry in one go. As such, *HAPTICA® Magazin* not only conducts genre marketing and image work for the entire industry, but also makes suppliers, distributors and their products or services visible directly where the decisions are made.

Target group _____ **End users (D/A/CH)**

Language _____ **German**

Print total _____ **30,000**

Print total, of which ePaper total _____ **approx. 10,000***

Pool of addresses _____ **approx. 45,000**

Frequency _____ **Six times per year**

Subscription prices _____ **Germany/other countries € 48**

Web _____ **www.haptica-magazin.de**

Newsletter _____ **HAPTICA® Mail**

* status as of 01-08-2025

CAMPAIGNS & CONCEPTS

- Interviews with the promotional products and merchandising experts of renowned brands. A selection from our list of references: Jägermeister, Pepsi Cola, Kodak, Sea Shepherd, Justiz.NRW, Mediamarkt, Cologne Zoo...
- Examples of best practice campaigns that involve the implementation of haptic advertising – from awareness campaigns, to live marketing, through to POS and sampling campaigns
- Reports on marketing themes and target groups: Regional tourism marketing, football merch of 11Freunde, haptic advertising at the OMR (The Hapticologist)...

PRODUCTS & IDEAS

- Presentations of products for every advertising occasion and every target group, clearly arranged according to categories
- Portraits with exciting stories on exciting market players
- Start-ups, where newcomers present their fresh ideas
- Scouting of hip product trends

KNOWLEDGE & FACTS

- Arguments for the implementation of haptic advertising
- Educational work on the topic of sustainability
- Explanations on customising techniques and materials
- Facts and figures from current surveys

[illegible]

Die Stadtgärtner konferieren: Nebenbei diskutieren sie über den besten Sprinkler und machen ihre nächsten Schritte. Die Probleme zu einer ganz besonderen Aufmerksamkeit. Gerade in Zeiten erschöpfender Besucherzahlen kann die Stadtgärtner-Veranstaltung eine attraktive Idee sein.

Die Serie umfasst 81 Abschlusshalter und Sammler von
Schichtplanen oder Schichten für die meiste große Stadt.
Diese Bausteine können in Kombination miteinander
eingesetzt werden, um eine Vielzahl von verschiedenen
Anordnungen zu erstellen. Auf Wunsch können die
Produkte auch personalisiert werden.

die Stadtgarten
Kulturbetrieb der Stadtgarten.de
www.diestadtgarten.de



Nachfolgend werden beispielhaft, in Abschnitt beschrieben und in der Eiz dargestellt – das alles gilt für das Spurenelemente-Management. Die Schwermetalle werden aus folgenden, prinzipiellen Aussagen abgeleitet:

Die Spurenelemente-Management- und -strategie umfasst und ist in der Eiz dargestellt – das alles gilt für das Spurenelemente-Management. Die Schwermetalle werden aus folgenden, prinzipiellen Aussagen abgeleitet:

Die Spurenelemente-Management- und -strategie umfasst und ist in der Eiz dargestellt – das alles gilt für das Spurenelemente-Management. Die Schwermetalle werden aus folgenden, prinzipiellen Aussagen abgeleitet:

oder Kalksteineisen geeignet und dementsprechend gefertigt. Nach der Herstellung lassen wir die Schwämme bei 60 °C in der Wasserleitung verweilen, sodass eine lange Nutzungsdauer garantiert ist. Die Schwämme sind spül- und nach Kundenwunsch gefärbt, eine individuelle Beschriftung ist möglich und über die gesamte Lebensdauer garantiert.

HAUS-SPONGES® -Häusl Brande
 Kuchensponges (baking)@weiss.com
www.hauesponges.com



Made in Germany | ritter-leipzig.de



Sorgen Sie Markenprodukte auch als Markenführer oder Gewinner für Kampagnen an?

„Brand Licensing soll den Bekanntheitsgrad der Marke sowohl in demographischer als auch in geographischer Hinsicht ausbauen.“

<p>Größe: Bedeutungsgrößenänderungen in Prozent liefern eine Rangfolge mit dem Korrelationskoeffizienten $r = 0,73$. Die Korrelation ist hoch, aber nicht perfekt. Es ist die Marke zu bewerten. In diesem Prozess werden keine Beobachtungen über andere Marken mit anderen</p>	<p>Schätzungen von anderen Produkten mit niedrigeren Qualitätsniveaus. Wie alle Verfahren sind auch diese Beobachtungen zu schätzen.</p>
<p>Alle Daten-Punkte werden in Anhang 2. Tabelle</p>	

...Trends konstant. So wie im vergangenen September 6,7 Koma und 1,6 die verschluckten Äpfel von Robert Lillupers Störche gefressen, die sich immer noch Erbsen haben. Die Kometen sind mit 1,6 Koma auf der Geschichte von Robert Lillupers Störche, 1,6 und 1,6 Koma.

CLARA FORT

[illegible]

100

HAPTICA® Magazin: Advertising options & prices

FORMAT

	Price 4C
1/1 page	€ 4,100
1/2 page	€ 3,100
1/3 page	€ 2,800
1/3 page premium placement*	€ 3,300
2/1 page (Spread)	€ 6,150
2 x 1/2 page (Spread)	€ 4,650

Package prices and (new customer) discounts on request

COVER

	Price 4C
Front page	€ 5,850
Inside front page/inside back page	€ 4,600
Back page	€ 4,900

*next to editorial

Advertisement formats see page 41f; advertisement price list No. 3; 2026

SUPPLEMENTS

Discount price total circulation up to 20 g: € 6,300	Partial supplement price per insert up to 20 g: € 0.60/€ 1.30
Discount price total circulation up to 50 g: € 8,600	Partial supplement price per insert up to 50 g: € 0.75/€ 1.60

Germany/other countries

- Target group selections (e.g. zip code areas, specific branches or positions) possible
- Min. quantity 2,500 pieces
- Flat rate handling fee: € 450

ADDRESS SELECTION BY INDUSTRIES

Consumer products	10,094	Health and pharmaceuticals	1,514	Travel, tourism, hospitality	844
Vehicle construction and engineering	4,151	Food	1,480	Media industry	733
Building industry	3,250	Social services, education, research, clubs	1,418	Chemical industry	566
Services providers	2,672	Energy and environmental technology	1,139	Branding/Machines/Printing technology	487
Electronics, IT, telecommunications, software	2,016	Transport and logistics	1,018	City marketing and culture	318
Advertising agencies	1,914	Financial service providers, consultants	1,004	Cosmetics, wellness, fitness	246
Manufacturing	1,866	Marketing services providers	898	Other	6,545

as of 08/2025

HAPTICA® Magazin: Topics

ED/AD = Editorial/advertisement deadline;
PM = Print material for adverts; PD = Publication date

Issue 13 February/March 2026

- Summer Season: Travel, picnic, drinking bottles, outdoor, heat protection... ED/AD **16-01-26**
PM **16-01-26**
- Football World Cup 2026 & Sport Merchandising PD **11-02-26**
- Novelties & Trends 2026/HAPTICA® live '26 Preview

Issue 14 April/May 2026

- Eating & Drinking: Sweets, drinks, to-go & gastro ED/AD **13-03-26**
PM **20-03-26**
- Made in Europe PD **15-04-26**
- Novelties & Trends

Issue 15 June/July 2026

- Textiles & Bags ED/AD **08-05-26**
PM **15-05-26**
- Office & Calendars PD **10-06-26**
- Novelties & Trends

Issue 16 August/September 2026

- Second Season: Autumn, winter, Christmas ED/AD **03-07-26**
PM **10-07-26**
- Writing Instruments & Notebooks PD **05-08-26**
- Novelties & Trends

Issue 17 October/November 2026

- Special on Sustainability: ED/AD **21-08-26**
Products: Resource-saving production, alternative materials, fairly traded... PM **28-08-26**
Companies: Transparent supply chains, certifications, social commitment... PD **23-09-26**
Lifestyle: Cycling, saving energy, vegan diets...
- Smart Promotion: Tech gadgets & mobile working

Issue 18 December/January 2026/2027

- Special Services: Individualisation, personalisation, last-minute deliveries, small volumes, product configurators... ED/AD **16-10-26**
PM **23-10-26**
- Employer Branding: Recruiting, corporate fashion, onboarding, thank you gifts & premiums PD **18-11-26**
- Novelties & Trends: Yearly preview 2027

**ONLINE &
DIGITAL**

Online & Digital

WA WEB – OUR WEB PORTALS

Promotional products suppliers, distributors and buyers can find current information on the market on the websites of WA Media. Current news about the haptic advertising market, numerous galleries on trade shows and events as well as portraits, interviews and background reports turn the web portals into valuable sources of information. Additional services such as the provision of all magazines as an ePaper or PDF download or an overview of all relevant trade show dates increase the click rates even further.



WWW.WANACHRICHTEN.DE

Page impressions per year _____ **approx. 1.9 mil.**
Visits _____ **approx. 471,000**

WWW.HAPTICA-MAGAZIN.DE

Page impressions per year _____ **approx. 507,000**
Visits _____ **approx. 125,000**

WWW.EPPI-MAGAZINE.COM

Page impressions per year _____ **approx. 583,000**
Visits _____ **approx. 189,000**

WWW.HAPTICA.ONLINE

Page impressions per year _____ **approx. 547,000**
Visits _____ **approx. 131,000**

Online & Digital

ADVERTISING OPTIONS ON ALL PORTALS

- Banners, animated banners in established sizes, sub-banners
- Individual forms of advertising
- Search engine marketing, backlinks, content ads
- Free publication of editorial material (no product promotion), checked by our editors

You would like to carry out content marketing activities or launch new online shop projects?

Don't hesitate to contact us on +49/221/68911-21 or bales@wa-media.de for individual advice.

INTERNET PRICES PER PORTAL (prices for an advertisement running-time of 12 months)

BANNER

Fat Skyscraper (exclusive)	250 x 400 pixels	€ 3,500
Leader board/Super banner (rotation)	728 x 90 pixels	€ 2,000
Button banner (rotation/exclusive)	250 x 250 pixels	€ 1,000/€ 1,800

Further banner formats are available on request

BACKLINKS

1 Backlink/year	€ 400
3 Backlinks/year	€ 700
Content ad/year	€ 1,200

Online & Digital

NEWSLETTERS

Make targeted use of our newsletters to announce your novelties, special campaigns and offers, for show invitations, selling off remaining stock or to announce your website relaunch.



Target group _____ **German-speaking promotional products resellers (D/A/CH)**
 Readers _____ **approx. 8,000**
 Frequency _____ **Weekly**



Target group _____ **European promotional products distributors (excl. D/A/CH)**
 Readers _____ **approx. 8,500**
 Frequency _____ **Bi-weekly**



Target group _____ **German-speaking end users (D/A/CH)**
 (industries see pg. 21)
 Readers _____ **approx. 10,000**
 Frequency _____ **Monthly**

Online & Digital

ADVERTISEMENT PREMIUM/DUAL PREMIUM

- Directly below the newsletter logo, incl. a link, animation (GIF) is possible without a surcharge.

250 x 250 pixels: € 700 per advertisement **528 x 250** pixels: € 1,200 per advertisement

ADVERTISEMENT STANDARD/DUAL STANDARD

- Direct link to your shop or to the product website

250 x 250 pixels: € 400 per advertisement **528 x 250** pixels: € 650 per advertisement

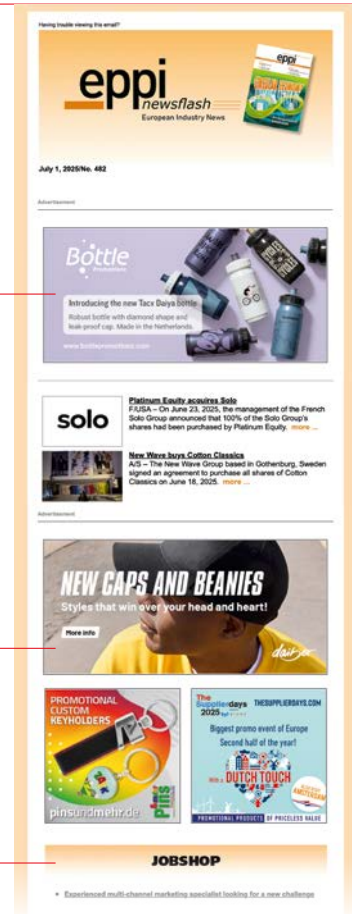
Package offers on request

JOBSHOP

- Job advertisement, 3 months online, on the web portal with a link to the job advertisement in the respective newsletter

€ 350 per advertisement € 75 box number charge

€ 350 three additional links in the following newsletter issues



Newsletters: Publishing dates

WA eLETTER

Issue	Publication date	Issue	Publication date	Issue	Publication date
1032	14-01-26	1048	06-05-26	1064	26-08-26
1033	21-01-26	1049	13-05-26	1065	02-09-26
1034	28-01-26	1050	20-05-26	1066	09-09-26
1035	04-02-26	1051	27-05-26	1067	16-09-26
1036	11-02-26	1052	03-06-26	1068	23-09-26
1037	18-02-26	1053	10-06-26	1069	30-09-26
1038	25-02-26	1054	17-06-26	1070	07-10-26
1039	04-03-26	1055	24-06-26	1071	14-10-26
1040	11-03-26	1056	01-07-26	1072	21-10-26
1041	20-03-26	1057	08-07-26	1073	28-10-26
1042	25-03-26	1058	15-07-26	1074	04-11-26
1043	01-04-26	1059	22-07-26	1075	11-11-26
1044	08-04-26	1060	29-07-26	1076	18-11-26
1045	15-04-26	1061	05-08-26	1077	25-11-26
1046	22-04-26	1062	12-08-26	1078	02-12-26
1047	29-04-26	1063	19-08-26	1079	09-12-26
				1080	16-12-26

The editorial and advertisement deadline for all of the newsletters is always two days before the respective publication date.

Newsletters: Publishing dates

eppi newflash

Issue	Publication date	Issue	Publication date	Issue	Publication date
492	13-01-26	500	05-05-26	508	25-08-26
493	27-01-26	501	19-05-26	509	08-09-26
494	10-02-26	502	02-06-26	510	22-09-26
495	24-02-26	503	16-06-26	511	06-10-26
496	10-03-26	504	30-06-26	512	20-10-26
497	24-03-26	505	14-07-26	513	03-11-26
498	08-04-26	506	28-07-26	514	17-11-26
499	21-04-26	507	11-08-26	515	01-12-26
				516	15-12-26

HAPTICA® Mail

Issue	Publication date	Issue	Publication date	Issue	Publication date
25	22-01-26	29	21-05-26	33	17-09-26
26	19-02-26	30	18-06-26	34	15-10-26
27	26-03-26	31	16-07-26	35	12-11-26
28	23-04-26	32	27-08-26	36	10-12-26

The editorial and advertisement deadline for all of the newsletters is always two days before the respective publication date.

HAPTICA®//ONLINE

Product research, company presentations, news, examples of best practice, interviews, background reports, infotainment: With its unique content, the information portal HAPTICA®//ONLINE that boasts a top ranking in the search engines, is a key point of contact on the web for all those searching for information on haptic advertising and merchandising – whether marketing decision-makers or buyers, the employees of advertising agencies or promotional products distributors. Suppliers have the opportunity to present appropriate product highlights from their line-ups to the industry customers and resellers in the curated theme specials, which are advertised accordingly using diverse measures. Both suppliers and distributors can present their companies in the supplier search, providing detailed information on the company, product highlights, image and explanatory videos, sales document downloads etc.

www.haptica.online

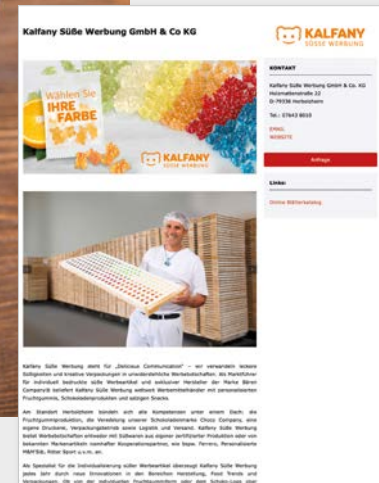
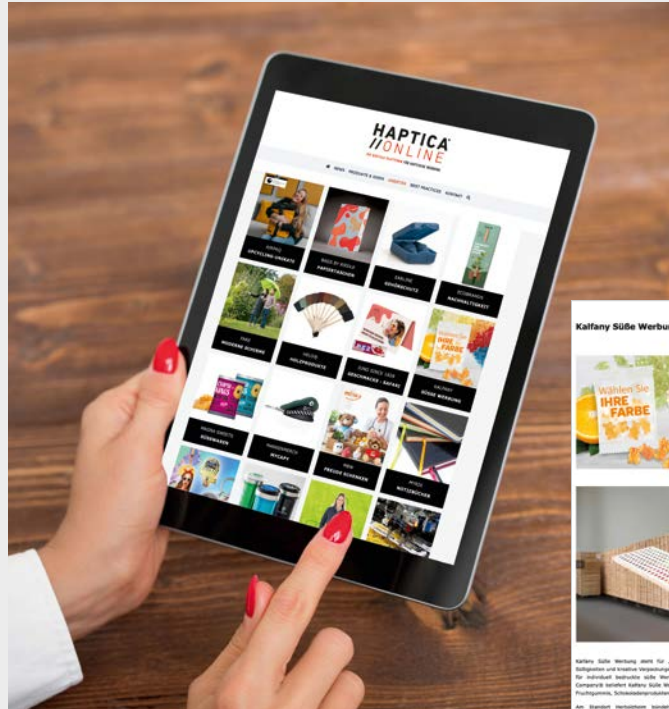


HAPTICA®//ONLINE: Company profile


LISTING (DURATION 1 YEAR):

- Company presentation, profile text
- Team picture, picture of building (warehouse/finishing etc.)
- Product carousel with a maximum of 10 products
- Video integration
- Scroll catalog integration/PDF
- Contact button/enquiry button
- One update per year included
- Link via profile ad in the monthly HAPTICA® Mail newsletter as a traffic booster included

Price: **500 €** (extension 300 € per year)




HAPTICA®//ONLINE: Theme specials




Die digitale Plattform für haptische Werbung

[NEWS](#)
[PRODUKTIDEEN](#)
[ANBIETER](#)
[BEST PRACTICES](#)
[KONTAKT](#)



So schmeckt der Sommer

Zu einem angesagten Barbecue gehört heute viel mehr als Nackensteak und Würstchen. Der Trend um die eigentlich spartanische Garmethode hat - nicht nur was die Auswahl an Grillgut angeht - ganz neue Höhen erreicht, und echte Grill-Doumme locken nach langen Sommertagen, an denen sie ihre Klüddelkeiten zaubern können. HAPTICA//ONLINE hat passend dazu ein feines Buffet an starkem Grill-Zubehör zusammengestellt, die jeder Kundenbestellung schmeckt: In cooler Lederschürze geht es an den farbenfrohen Lotus-Grill, zwischen den Gängen wird im individuell gestalteten Liegestuhl geruht und auch an „Accessories“ wie aromatisierten Gewürzen und Kühlern für das Lieblingsgetränk mangelt es nicht. Die Grill Saison kann losgehen, und mit haptischen Highlights wird jede Grillparty zum unvergesslichen Ereignis.



Halbar

Flaschenpost von Halbar

Sie ist das Mitbringsel schlechthin, Präsent Nummer eins und bei Outdoor-Aktivitäten immer dabei: die Flasche. Ganz gleich, ob halber Champagner überreicht, hausgemachter Holunderblondensirup verschickt oder eine Flasche Wasser transportiert wird, die Thermobag „Bottle“ ist der richtige Begleiter. Ausgestattet mit einem praktischen Gurt, lässt sie sich praktisch über der Schulter transportieren. Geöffnet wird die gepolsterte Thermo-Flaschen tasche mit Recyclingmaterial per Rolltop-Reißverschluss und Strapschloss.

Dank bunter Farbauswahl passt sie sich stilischer Situationen, Marken und Events an und könnte auf Stadtfesten, Festivals, beim Angeln, Campen oder der Einnahme auf dem nächsten Betriebsfest zu sehen sein. Übrigens: Auch bauchigere oder längere 1-Liter Sekt oder Weinflaschen passen locker hinein.

[Jetzt anfragen](#)

PRODUCT EDITORIAL

Up to three product photos in the slider, text about the product (up to 1,100 characters incl. spaces), product name, incl. link to the enquiry: **€ 600**

COMBINED WITH PRINT

Online product presentation plus print product presentation (*Werbeartikel Nachrichten*, *HAPTICA® Magazin* or *eppi magazine*): **€ 1,350**

HAPTICA®//ONLINE: Theme specials

TOPIC

- Novelties & Trends 2026 ED **15-12-25** PD **07-01-26**
- Teamwear & Employee Merch ED **05-01-26** PD **19-01-26**
- Novelties//February ED **12-01-26** PD **02-02-26**
- Easter & Spring ED **26-01-26** PD **17-02-26**
- Invitation to HAPTICA® live '26 ED **09-02-26** PD **02-03-26**
- Football World Cup 2026 ED **26-02-26** PD **16-03-26**
- Novelties//April ED **11-03-26** PD **01-04-26**
- Holiday & Travel ED **25-03-26** PD **15-04-26**
- Novelties//May ED **13-04-26** PD **04-05-26**
- Fitness & Health ED **27-04-26** PD **18-05-26**
- Novelties//June ED **11-05-26** PD **01-06-26**
- Picnic & Camping ED **26-05-26** PD **15-06-26**

TOPIC

- Novelties//July ED **15-06-26** PD **06-07-26**
- Start of School & University Merch ED **29-06-26** PD **20-07-26**
- Novelties//August ED **13-07-26** PD **03-08-26**
- Christmas ED **27-07-26** PD **17-08-26**
- Novelties//September ED **17-08-26** PD **07-09-26**
- Sustainable Lifestyle ED **31-08-26** PD **21-09-26**
- Novelties//October ED **14-09-26** PD **05-10-26**
- Co-branding & Licenses ED **28-09-26** PD **19-10-26**
- Novelties//November ED **12-10-26** PD **02-11-26**
- DIY & Building ED **26-10-26** PD **16-11-26**
- Novelties//December ED **10-11-26** PD **01-12-26**
- Green Events ED **25-11-26** PD **14-12-26**

ED = advertisement deadline; PD = Publication date



EVENTS

HAPTICA® live



On March 18, 2026, the 14th edition of the HAPTICA® live will be staged, as usual, in the impressive setting of the World Conference Center Bonn (WCCB). The "Experience of Haptic Advertising" unites the product presentations of manufacturers, brands and importers, an own Newcomer Area for young companies and start-ups, the Best Practice Show and the lecture programme with speakers from renowned companies into a compact live format. With this multi-faceted programme, the HAPTICA® live strives to connect all haptic advertising fans, provide ideas and impetus, while at the same time arousing enthusiasm for the power of tangible marketing.

The exhibitors of the HAPTICA® live encounter a visitor mix that is unique on the German-speaking market: Professional visitors from the marketing, communications, HR and procurement divisions are directly invited to attend alongside employees from advertising agencies and the promotional products trade. Around three-quarters of the visitors come from the advertising industry.

With its focus, attractive visual appearance and exceptional information density, the HAPTICA® live contributes to enhancing the industry's image, but also serves as an outstanding marketing platform, especially for the exhibitors. All the exhibitors profit from an all-inclusive fixed price, which depends on the size of the stand and includes diverse, additional marketing services. Furthermore, the *Event Guide* of the HAPTICA® live also offers exhibitors the opportunity to reach 50,000 people from the world of marketing, procurement, HR, agencies and the promotional products trade with an advertisement in the run-up to the trade show.

www.haptica.live

HAPTICA® live



SERVICES

WA Services

CUSTOMER MAGAZINES

Print is alive! The abundance of customer and employee magazines, with which companies achieve storytelling effects and carry out PR work for their own cause, is proof of this alone. WA Services offers concept-related, editorial and graphic support for such projects. The experienced editorial and graphic team of WA Media has profound knowledge of the haptic advertising market and wide-ranging know-how as a publisher – that dates back more than 40 years.

GRAPHICS AND PROOF-READING

The advertising deadline is approaching fast and your graphic designer is ill? The catalogue is ready, it just has to be proof-read thoroughly? You have great products, but unfortunately no suitable photographs? WA Services comes to your aid with typesetting, layout and product photography as well as DTP, artwork or proof-reading services.

FULL-SERVICE PACKAGES

Together with our cooperation partner, WV Versand, we can also offer a complete full-service for the compilation and dispatch of print publications such as catalogues, brochures or customer magazines: Starting with the creation, right through to the enveloping, shrink-wrapping, welding, packing, dispatch and storage.

We will be pleased to advise you on:

Tel.: +49/221/68911-19

sales@wa-media.de



WA Services



TECH GUIDE

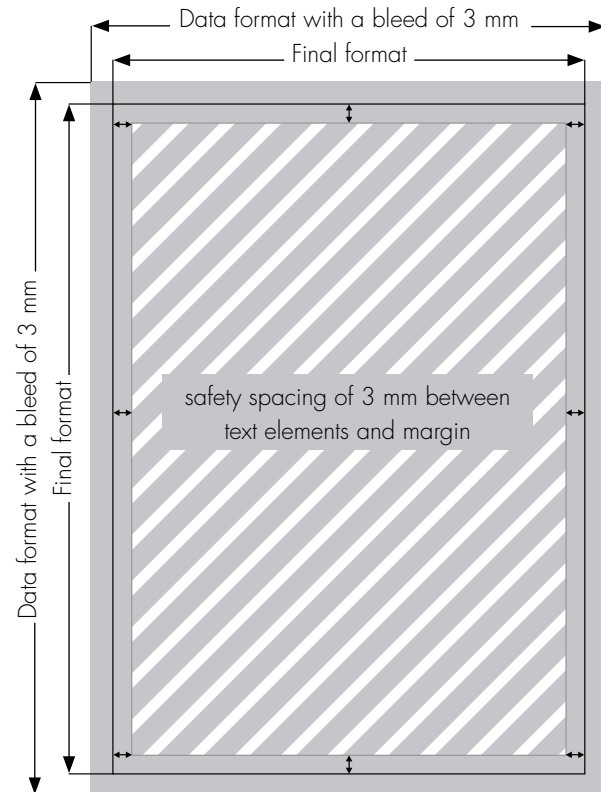
Advertisement formats

FULL-FORMAT ADVERTISEMENTS

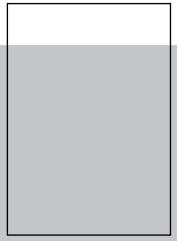

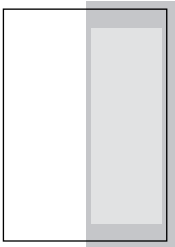
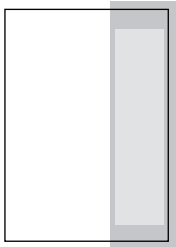
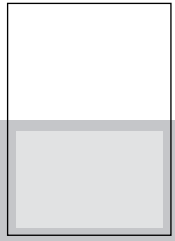
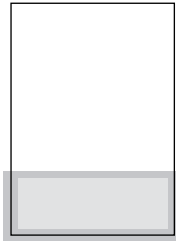
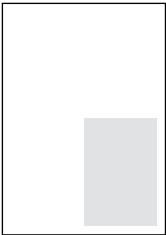
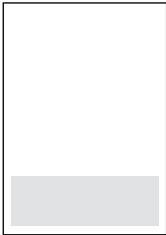
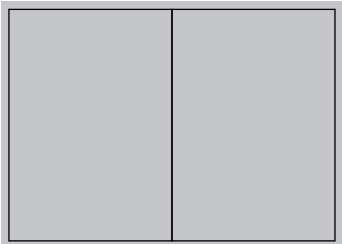
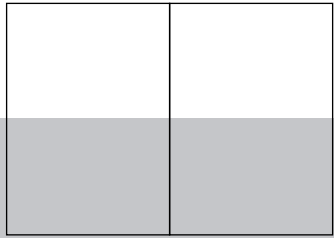
are to be designed with a **bleed of 3 mm all the way around them**, so that no undesired white areas appear should the pages happen to be cut inaccurately. A safety spacing of at least 3 mm is required between text elements and margin. Register marks and page information are not needed.

TYPE AREA ADVERTISEMENTS

do not need a bleed, because they are fitted into the type area within the page and are thus not affected by the cut.

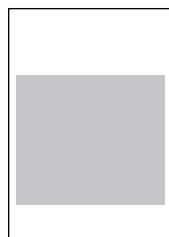


Werbeartikel Nachrichten and eppi magazine

Front WA Nachrichten	1/1 page	1/2 page vertical	1/3 page vertical	1/2 page horizontal	1/3 page horizontal
					
210 x 240 mm Data format: 216 x 246 mm	210 x 297 mm Data format: 216 x 303 mm 182 x 260 mm	100 x 297 mm Data format: 106 x 303 mm 90 x 260 mm	70 x 297 mm Data format: 76 x 303 mm 60 x 260 mm	210 x 140 mm Data format: 216 x 146 mm 182 x 130 mm	210 x 85 mm Data format: 216 x 91 mm 182 x 75 mm
1/4 page vertical	1/4 page horizontal	Spread		Half double page spread	
					
90 x 130 mm	182 x 60 mm	420 x 297 mm Data format: 426 x 303 mm		420 x 140 mm Data format: 426 x 146 mm	

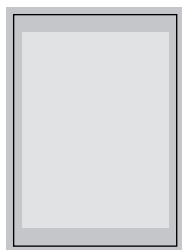
HAPTICA® Magazin

Front



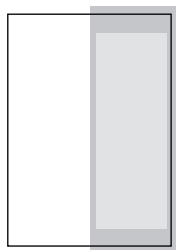
195 x 147 mm
Data format: 201 x 153 mm

1/1 page



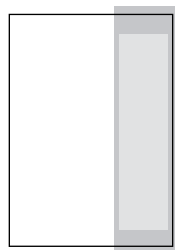
230 x 290 mm
Data format: 236 x 296 mm
200 x 260 mm

1/2 page vertical



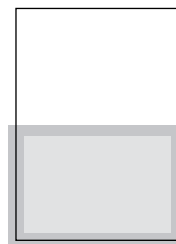
112 x 290 mm
Data format: 118 x 296 mm
97 x 260 mm

1/3 page vertical



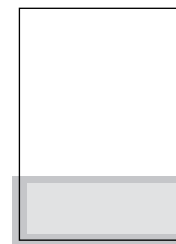
75 x 290 mm
Data format: 81 x 296 mm
64 x 260 mm

1/2 page horizontal



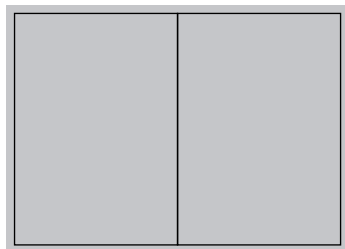
230 x 145 mm
Data format: 236 x 151 mm
200 x 130 mm

1/3 page horizontal



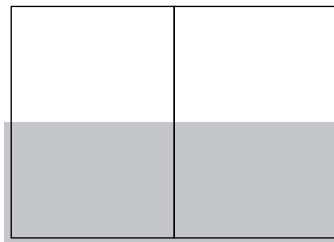
230 x 96 mm
Data format: 236 x 102 mm
190 x 78 mm

Spread



460 x 290 mm
Data format: 466 x 296 mm

Half double page spread



460 x 145 mm
Data format: 466 x 151 mm

FULL-FORMAT ADVERTISEMENTS

With a bleed of 3 mm

TYPE AREA ADVERTISEMENTS

Data transfer

ADVERTISEMENTS

Print material must be provided in digital quality and must comply with the following guidelines:

3 mm bleed, without register marks and page information.

FILE TYPES (Please always state the programme in which the document was created)

InDesign

Open document (CS5
or CS5-IDML document),
supply imports and fonts

PDF

"PDF-X4" or
"print output quality".

Photoshop (CS5)

Format : PSD, TIF or JPG
Modus: CMYK
Resolution: 300 dpi

Illustrator

AI (CS5), PDF, CMYK,
incorporate images
(300 dpi, CMYK),
convert fonts into paths

Minimum resolution

300 dpi (not interpolated)

Please send in addition a legally binding 4c print
or a legally binding digital proof to:

WA Media GmbH
Anik Ginet Servais
Waltherstr. 49-51, Geb. 32
D-51069 Cologne

EMAIL

servais@wa-media.de
(max. 20 MB per email)

IMPORTANT

We cannot be held legally responsible for faulty
printing results if the digital advertisement data
is supplied w/o proof(s). Advertisements can be
created on special request. The costs for this service
and/or for carrying out corrections will be invoiced
(separately).

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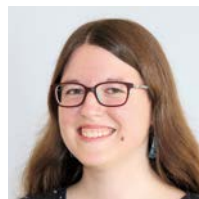


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