

pathbreaking

in the field of

digital  
signage

The cross-media  
**funkschau** platform



6-9 February 2018  
Amsterdam, RAI, NL

Integrated  
Systems  
Europe

Media partner

## Digital signage – the German market is growing steadily

The retail and the service industry notice how their customers are becoming evermore ambitious: they are increasingly demanding digital information about products or services. The German digital signage market is growing steadily, but the more individual the requirement, the more complex is the approach.

funkschau explains what has to be considered in the introduction of a digital signage strategy, how concrete application scenarios look like and what will be possible in the future. A platform for hardware and software vendors, system integrators and consultants, content marketers, DS agencies and full-service providers.



**funkschau special issue  
Digital Signage 2018**

funkschau format: W 210 mm x H 297 mm  
funkschau issue: 1+2/2018  
Total circulation\*: more than 34,600 copies

Publication date: Jan 26, 2018  
Ad closing date: Jan 5, 2018  
Deadline print material: Ads: Jan 11, 2018  
Advertorials: Jan 5, 2018

\*according to IVW quarter average Q3/15 – Q2/16

**The highlights:**

- ✓ DS monitors, displays and projectors
- ✓ IT hardware for DS scenarios
- ✓ software solutions
- ✓ content management
- ✓ RoI consideration
- ✓ (mobile) connectivity and networking
- ✓ industry solutions - hotels, education, healthcare, culture, POS e.g.

**There is an exciting topic you don't see here? Feel free to contact us! We are interested in your ideas and recommendations.**

Subject to alterations

**Use the cross-media package to reach the ICT decision makers  
– targeted and without waste coverage!**

PRINT	<b>Media package 1:</b> 1/1 page ad or advertorial	<b>Media package 2:</b> 1/2 page ad or advertorial	<b>Media package 3:</b> 1/3 page ad or advertorial
	<b>+</b>	<b>+</b>	<b>+</b>
	ONLINE ✓ Company logo within <b>Digital Signage</b> microsite at funkschau.de with redirect to your existing entry in the funkschau suppliers' compass  ✓ Company logo within the <b>Digital Signage</b> special newsletter (12,600 ICT key decision makers) with redirect to your existing entry in the funkschau suppliers' compass		
	<b>Special price: € 5,600.-</b>	<b>Special price: € 3,800.-</b>	<b>Special price : € 2,900.-</b>

## funkschau keyfacts



- ▶ **Top ranking: Once more among the TOP50 of Germany's top-selling professional journals**  
(according to HORIZONT ranking May 2017)
- ▶ **High sold circulation!**  
Total circulation of 34,622 print copies, sold circulation: 5,595 copies  
(Source: IVW Q4/16 - Q3/17)
- ▶ **Extensive online coverage: 1.79 million page impressions p.a.**  
(according to IVW-Online 11/2016 - 10/2017)
- ▶ The **funkschau newsletter** reaches more than 12,600 recipients with each issue  
(As per 09/2017)
- ▶ High credibility. Strong acceptance.  
**Your reliable partner for 90 years.**

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