

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
ONLINE

2026



Germany



Austria



Switzerland

Once
a year
everything
on car
wrapping



The Professional Trade Magazine:

Print and Online Issue

Target group and content

Our special magazine **WRAPS** is aimed at all professional car wrappers and those, who would like to become one. Whether it is about wrappings of cars, busses, motorcycles or even helicopters. We do not only present wrappings with spectacular designs, but we also go into detail regarding the proper wrapping techniques: cleaning of the surface, selection of the film and processing as well as the usage of squeegee, cutter and hot air gun.

WRAPS appears parallel with the October issue of the professional trade magazine **WERBETECHNIK**. Our subscribers receive this special issue for free!



Information subject to change

The dates for the 2026 issue

Ad close	18 th August
Copy deadline	18 th August
Material due on	26 th August
Insert delivery date	28 th September

Issue date 16th October

Subject to modifications

Ads & Advertorials* - Formats and Prices

*Advertorials are marked with the note „Advertisement“



4c
U2 3.600 €
U3 3.000 €
U4 3.800 €

Width: 230 x Height: 297 mm
 + 5 mm bleed on all sides



double page

4c
5.200 €

Width: 460 x Height: 297 mm
 + 5 mm bleed on all sides



1/1 page

4c
3.500 €

Width: 230 x Height: 297 mm
 + 5 mm bleed on all sides



**1/2 page
in 2 columns**

4c
2.200 €

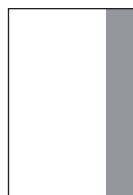
Width: 108 x Height: 297 mm
 + 5 mm bleed on all sides



**1/2 page
in 4 columns**

4c
2.200 €

Width: 230 x Height: 153 mm
 + 5 mm bleed on all sides



**1/4 page
in 1 columns**

4c
1.400 €

Width: 55 x Height: 297 mm
 + 5 mm bleed on all sides



**1/4 page
in 2 columns**

4c
1.400 €

Width: 112 x Height: 145 mm
 + 5 mm bleed on all sides



**1/4 page
in 4 columns**

4c
1.400 €

Width: 230 x Height: 85 mm
 + 5 mm bleed on all sides

Technical Data

Magazine format
 230 mm x 297 mm (w x h)

Print area
 197 mm x 243 mm (w x h)

Data transfer
 ad@wnp.de

Number of pages
 up to 64 pages

Columns
 2 columns each 85 or 96 mm

Bleed
 5 mm on all sides

Frequency of publication
 1 issue per year

Print run
 7.000

Color
 Euroscale CMYK

Print data
 PDF, eps, tiff, indd, cdr



All prices plus VAT

Loose Inserts · Tip-On-Card · Belly-Band

Special forms of advertising for more attention

Loose inserts

Max. format DIN A4

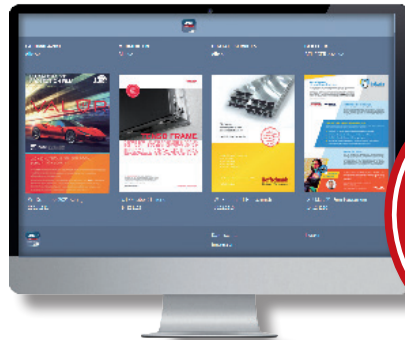
7.000 pieces without printing costs

to 25g weight **2.800 €**

to 35g weight **3.800 €**

to 50g weight **5.200 €**

Other weight classes on request



Our free service!
Our readers can also find your insert online in the WNP kiosk.

Tip-on-card

Placement on the cover of

WRAPS, attached with one

removable adhesive dot.

Maximum final format DIN A5

7.000 pieces without printing costs **5.200 €**



Belly-band

Place your advertising on a banderole that

encloses the magazin. Every reader

sees your advertisement first!

Format: 23 x 10 cm

(on the front and the back)

7.000 pieces including printing costs **8.150 €**



Delivery address:

Ortmaier Druck GmbH

Birnbachstraße 2

D-84160 Frontenhausen

Contact Person: Nicole Fischer

Tel.: +49 (0)8732 92 10 752

nicole.fischer@ortmaier-druck.de

Please note:

Inserts or tip-on-cards

handy packed in boxes

Labeling of all boxes with

- Company name

- Journal Title **WRAPS**

- Month of publication

Web Marketing on WRAPS-online.de

Book a banner or a surf tip with a link to your website. On **WRAPS-online.de** our readers can find new reports, a gallery with the best wrapping projects, always up-to-date industry dates and a wrapping directory. Your advertising is in the right place here!

Our advertising customers also benefit from this!

There is now more choice of advertising options. In addition to various banner spaces, there is the option of placing editorial news blocks. So there is something for everyone!



News Block or Advertorial

News Block:

included image 900 x 600 pixels,
+ headline up to 50 characters
+ text 600 characters
+ link to the landing page
2 weeks 600 €

The post is marked with the word „Anzeige“.

Advertorial:

included image 900 x 600 pixels,
+ headline up to 50 characters
+ text 900 characters
+ link to the landing page
2 weeks 900 €

The post is marked with the word „Anzeige“.

Surf Tips

1 month	100 €
2 months	200 €
3 months	300 €
6 months	550 €
1 year	1.000 €



Homepage Banner 468 x 60 pixels

delivery JPG or animated GIF	
1 month	600 €
2 months	900 €
3 months	1.300 €
6 months	2.400 €
1 year	4.600 €

Gold Banner 600 x 600 pixels

delivery JPG or animated GIF	
1 month	600 €
2 months	900 €
3 months	1.300 €
6 months	2.400 €
1 year	4.600 €

Info Block 600 x 1.200 pixels

delivery PG or animated GIF	
1 month	700 €
2 months	1.000 €
3 months	1.500 €
6 months	2.600 €
1 year	4.800 €

All prices plus VAT

WRAPS on all Channels:

Multichannel Marketing

With an advertisement in **WRAPS** you can reach your target group in our magazine and across all digital channels as well. Without extra charge! Your advertisement is linked to your website as a standard feature in our online issues – on the computer, tablet or smartphone.

Flexibility for our readers = additional value for our advertising customers! With our new app, **WRAPS** is going to be present everywhere.

The app complements the print version optimally as well as the PDF issue for subscribers, which is already available online. **WRAPS** is available free of charge to our subscribers on all mobile devices.



Customer loyalty thanks to additional digital information – to get the best out of your online ad!

Give your ad an additional value with digitally provided information: with links to landing pages, PDF documents like catalogues, price lists and data sheets as well as picture galleries or videos.

The additional booked services appear likewise in our online issue which is available to subscribers on the computer as well as in our issues for tablets and smartphones.

Charged Services

Landing Page	80 €
Additional linking of the advert with a special website	
PDF Documents	90 €
Additional linking of the advert with a PDF download, File format: PDF for Web, File size: max. 10 MB	
Picture Galleries (up to 8 pictures)	100 €
Linking of the advert with additional product pictures, File format: jpg in RGB colorscheme Resolution: 72 dpi / 1.024 x 768 pixels	
Product Videos	110 €
Linking of the advert with video data File format: mp4 format, maximum 432 x 320 pixels, encoded in H.264 Video length: 1 to 1,5 minutes	



www.wraps-online.de



Sales Print + Online

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