

drupa daily

Media Kit 2024

WhatTheyTh!nk

Overview

drupa daily

we create the future

May 28 - June 7, 2025, Dusseldorf, Germany

Die drupa ist mit Abstand die wichtigste internationale Veranstaltung der Druckindustrie weltweit! Ein elftägiges Programm, das die meisten Innovationen im Druckbereich an einem Ort bietet.

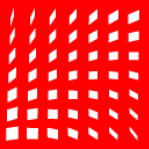
drupa daily berichtet jeden Tag von der Messe über die neuesten Nachrichten, Informationen und Analysen zu Technologien, Innovationen, Ausstellern und Menschen, die Innovationen in der globalen Druckindustrie vorantreiben.

Die drupa-Tageszeitung wird täglich auf Englisch und Deutsch von einem internationalen Journalistenteam unter der Leitung von WhatTheyThink veröffentlicht.

drupa is by far the most important international printing industry event in the world! An eleven day program that offers the most innovation in print all in one place.

drupa daily reports each day from the show all the latest news, information, and analysis about the technologies, innovations, exhibitors, and people driving innovation in the global printing industry.

The drupa daily is published each day in English and German by an international team of journalists lead by WhatTheyThink.



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www.drupa.com

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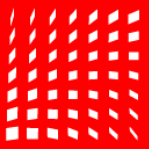
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drupa daily Ad Rates

11 Placements

Place ads in all 11 drupa daily editions for the best possible pricing along with priority editorial placement and value added Thought Leadership Videos!

Ad Type	Price	Qty	Subtotal
2/1 Two Page Spread Includes Thought Leadership Video Series Priority Editorial Placement	\$9,800	11	\$107,800 \$59,290 11 Placement Discount (%) -45
1/1 Full Page Includes Thought Leadership Video Series Priority Editorial Placement	\$7,200	11	\$79,200 \$47,520 11 Placement Discount (%) -40
Advertorial Page Includes Thought Leadership Video Series Priority Editorial Placement	\$7,200	11	\$79,200 \$47,520 11 Placement Discount (%) -40
1/2 Half Page Includes Thought Leadership Video Series Priority Editorial Placement	\$3,900	11	\$42,900 \$27,885 11 Placement Discount (%) -35
1/4 Quarter Page Includes Thought Leadership Video Series Priority Editorial Placement	\$2,000	11	\$22,000 \$17,600 11 Placement Discount (%) -20



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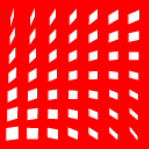
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6 Placements

Place ads in 6 drupa daily editions for the better pricing along with a value added Thought Leadership Video package!

Ad Type	Price	Qty	Subtotal
2/1 Two Page Spread Includes Thought Leadership Video Series	\$9,800	6	\$58,800 \$38,220 6 Placement Discount (%) -35
1/1 Full Page Includes Thought Leadership Video Series	\$7,200	6	\$43,200 \$30,240 6 Placement Discount (%) -30
Advertorial Page Includes Thought Leadership Video Series	\$7,200	6	\$43,200 \$30,240 6 Placement Discount (%) -30
1/2 Half Page Includes Thought Leadership Video Series	\$3,900	6	\$23,400 \$17,550 6 Placement Discount (%) -25
1/4 Quarter Page Includes Thought Leadership Video Series	\$2,000	6	\$12,000 \$10,200 6 Placement Discount (%) -15



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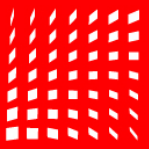
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3 Placements

Place ads in 3 drupa daily editions for better pricing along with a Thought Leadership Video!

Ad Type	Price	Qty	Subtotal
2/1 Two Page Spread Includes Thought Leadership Video	\$9,800	3	\$29,400 \$24,990 3 Placement Discount (%) -15
1/1 Full Page Includes Thought Leadership Video	\$7,200	3	\$21,600 \$19,440 3 Placement Discount (%) -10
Advertorial Page Includes Thought Leadership Video	\$7,200	3	\$21,600 \$19,440 3 Placement Discount (%) -10
1/2 Half Page Includes Thought Leadership Video	\$3,900	3	\$11,700 \$11,115 3 Placement Discount (%) -5
1/4 Quarter Page Includes Thought Leadership Video	\$2,000	3	\$6,000 \$5,820 3 Placement Discount (%) -3



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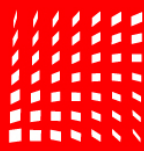
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Single Placement

Ad Type	Price	Qty	Subtotal
2/1 Two Page Spread	\$9,800	1	\$9,800
1/1 Full Page	\$7,200	1	\$7,200
Advertorial Page	\$7,200	1	\$7,200
1/2 Half Page	\$3,900	1	\$3,900
1/4 Quarter Page	\$2,000	1	\$2,000



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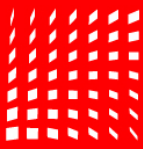
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drupa daily Sponsored Content Rates

Have the content professionals at WhatTheyThink help create content that helps you stand out in a crowded drupa 2024!

Ad Type	Price	Qty	Subtotal
Sponsored Content Series (5 Articles) Written by WhatTheyThink Reprint Rights Posted on drupa.com	\$10,200	5	\$51,000 \$38,250 Series Discount (%) -25
Sponsored Content Series (3 Articles) Written by WhatTheyThink Reprint Rights Posted on drupa.com	\$10,200	3	\$30,600 \$24,480 Series Discount (%) -20
Sponsored Content Article Written by WhatTheyThink Reprint Rights Posted on drupa.com	\$10,200	1	\$10,200



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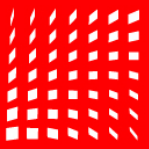
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Sponsor the drupa daily!

Visit the following link and an Account Executive will reach out soon to help with your drupa daily campaign!

- <https://wttmedia.com/drupa/>



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