

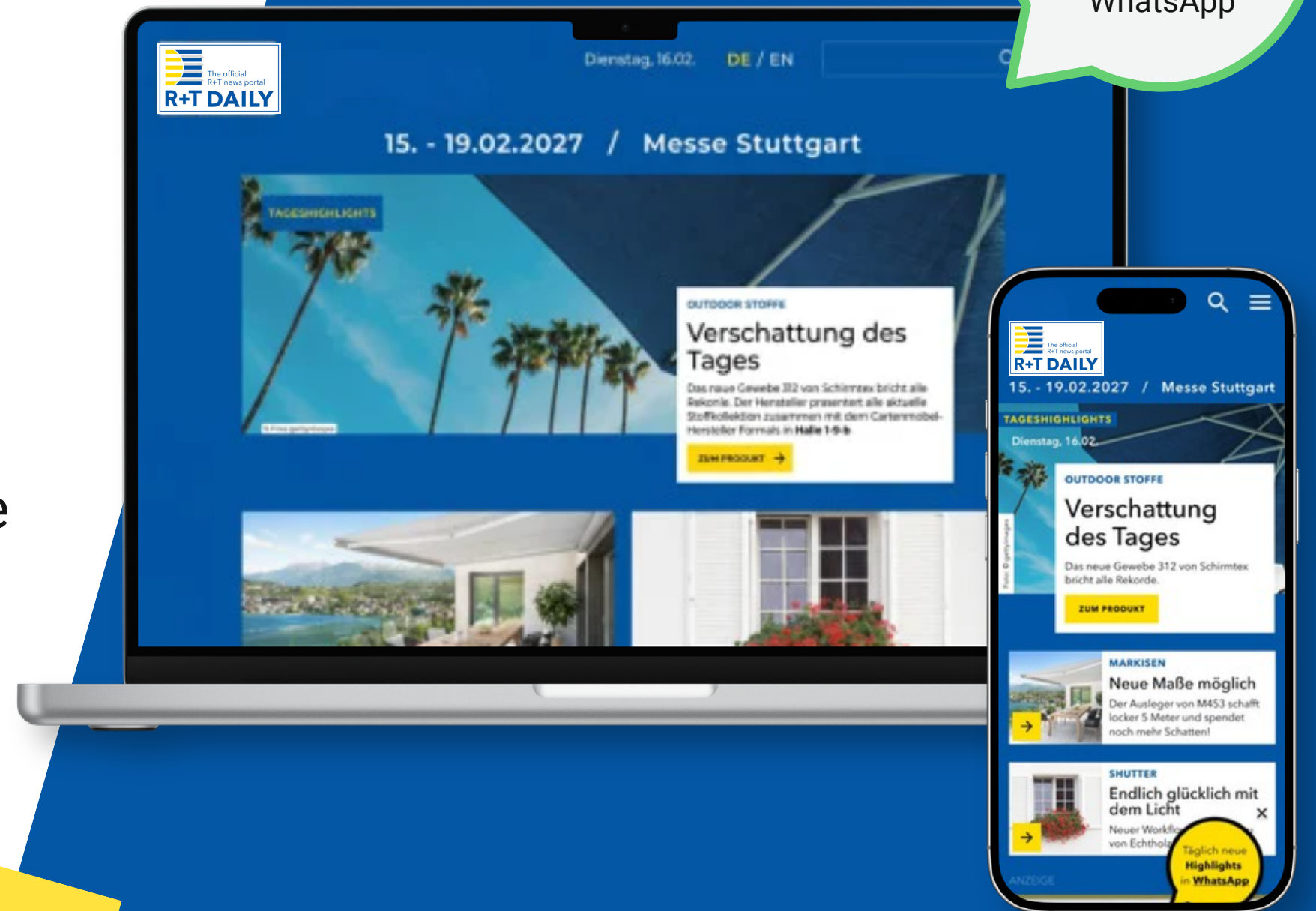


MEDIA KIT 2027

The digital news portal for R+T 2027

Your presence around the world's leading trade fair for roller shutters, doors/gates and sun shading systems.

rt-daily.com



R+T Daily

rt-daily.com

The digital news portal for R+T 2027

R+T Daily is the digital news portal covering the world's leading trade fair R+T 2027. Before, during and after the trade fair, the platform provides the latest news, product innovations, trends, interviews and videos, concise and close to the trade fair action.



For companies, R+T Daily provides an attractive environment to showcase products, innovations and brands and to reach R+T trade visitors digitally.

Additional reach for your presence

R+T Daily is actively promoted and connected with the target audience through various channels.



RTS Magazin

Editorial coverage and advertisements bring R+T Daily to the attention of trade readers



R+T Daily WhatsApp Channel

Latest news and links reach subscribers directly on their smartphones.



RTS & R+T Newsletter

Direct links guide readers to the latest content.



Social Media

Posts and stories feature trade fair highlights and current articles and link directly to R+T Daily.



On-site communication at R+T

Information at the trade fair directs visitors to the digital news portal.



Put your brand in the spotlight –
with a wide range of digital
advertising and content formats.

Top-Innovations

Native Teaser &
Display Ads

Advertorials &
Interviews

Video

Branding

YOUR PRESENCE ON R+T DAILY

Choose the right package for your communication around R+T 2027.

PACKAGE 1

BASIC

A compact introduction to your digital presence.

/ Top-Innovations

Product presentation in the “Top Innovations” section

/ Native Teaser or Medium Rectangle

One additional advertising placement on R+T Daily

€ 690

PACKAGE 2

TRADE FAIR PARTNER

More space for your products and topics.

/ Top-Innovations

Product presentation in the “Top Innovations” section

/ Advertorial

Editorially designed article about your company, product or topic

/ Native Teaser

Prominent placement with a link to your content

/ Medium Rectangle

In rotation

€ 2.290

PACKAGE 3

PREMIUM PARTNER

Strong brand communication with additional content and video formats.

/ Top-Innovations

Product presentation in the “Top Innovations” section

/ Advertorial

Editorially designed article about your company, product or topic

/ Interview

Editorial interview

/ Halfpage Ad / XXL-Skyscraper / Interscroller Ad

In rotation

/ Video integration on the homepage

Prominent integration of your video on R+T Daily

€ 4.490

INSTAGRAM

ADVERTISING FORMATS

Reach the R+T community on Instagram.

Current topics relating to roller shutters, doors and sun protection are regularly published on the account of our RTS Magazine Editor-in-Chief [marenmeyerling_rtsmagazin](https://www.instagram.com/marenmeyerling_rtsmagazin).

FEED-POST

Image or video in the feed



STORY

Image or video in story format (9:16)



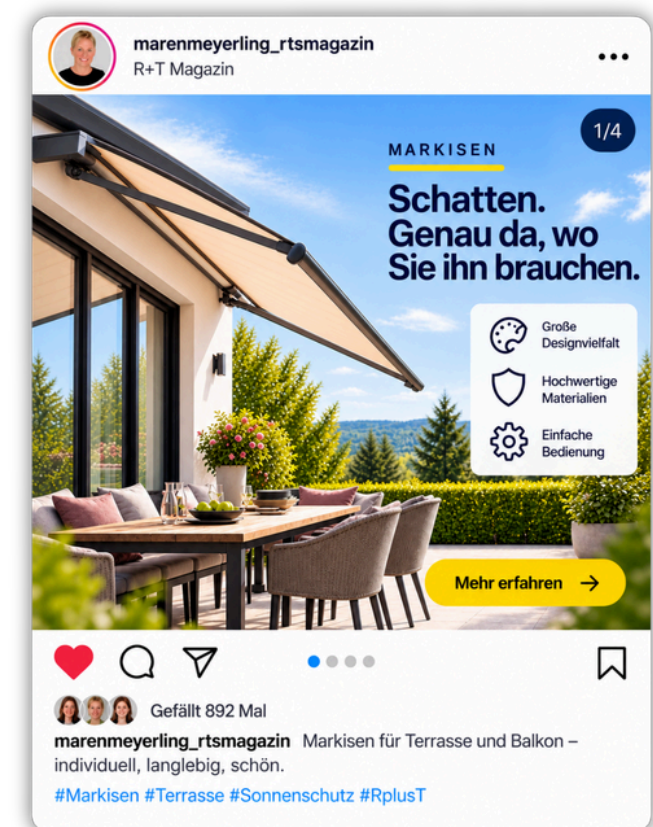
REEL

Video in Reels format (9:16)



CAROUSEL-POST

Multiple images or videos in the feed



POSTING PACKAGE

1 Reel or Story + 1 Feed-Post

1 Reel or Story + 1 Carousel-Post

Story with direct link upon request

€ 650

€ 750



RABATTE

2 posts

5 % discount

3 posts

10 % discount

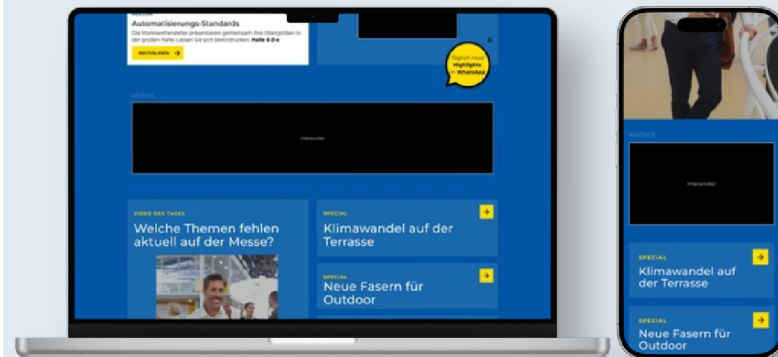
5 posts

20 % discount

All prices plus statutory VAT.

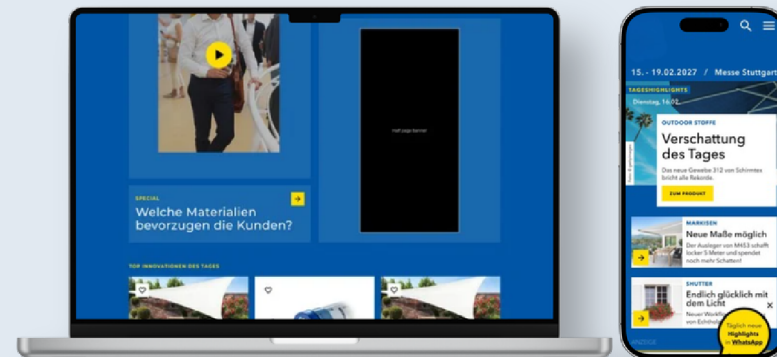
FORMATS & TECHNICAL DATA

INTERSCROLLER AD



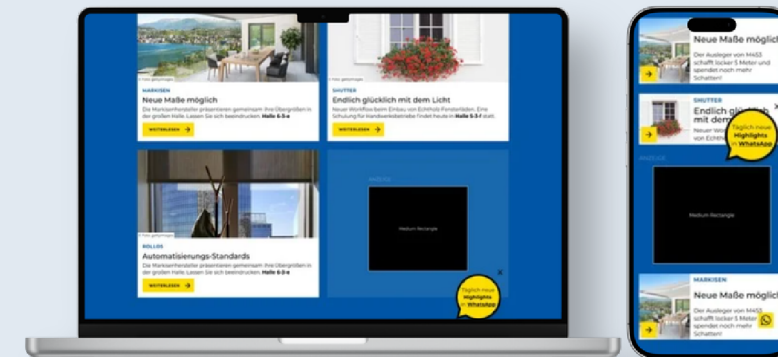
Format: 300 x 250 or 300 x 600 px
Appears as soon as the user scrolls down

HALFPAGE AD



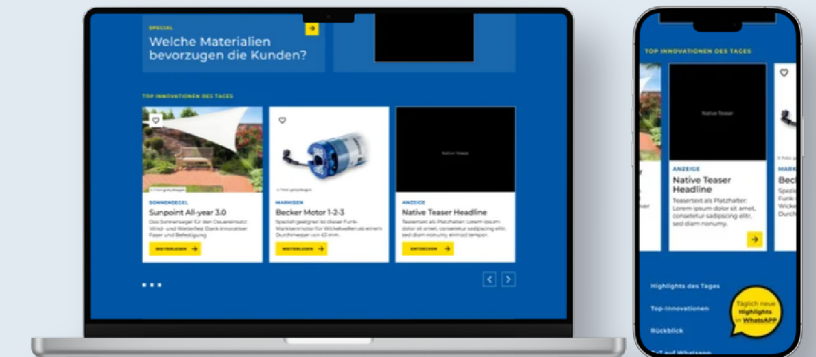
Format: 300 x 600 px

MEDIUM RECTANGLE



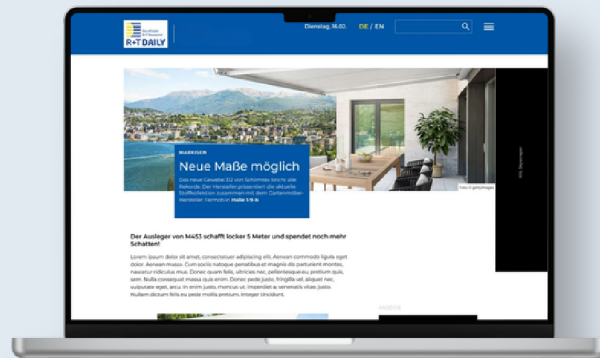
Format: 300 x 250 px

NATIVE TEASER



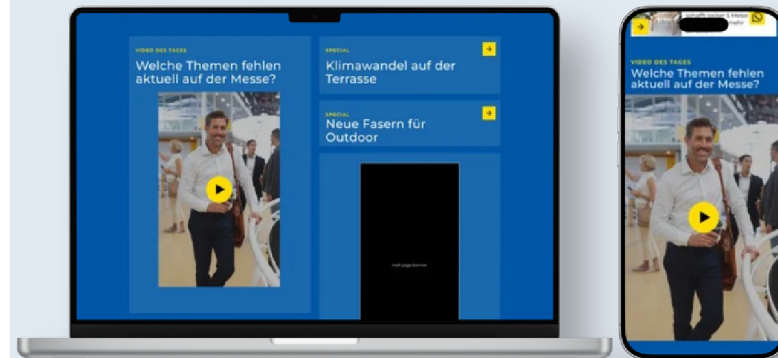
Format: 360 x 250 px
Headline: max. 30 characters incl. spaces
Teaser text: max. 80 characters incl. spaces

XXL SKYSCRAPER



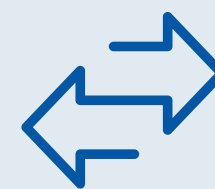
Format: 300 x 600 px
Display: Desktop only

VIDEO



Format: 9:16, 1,080 x 1,920 px, MP4
Alternatively video link

BANNER MATERIAL DELIVERY



File formats: jpg, png, gif, html5 or redirect;
File size: max. 100 KB per file;
html5: 200 KB per element;
Delivery at least 5 working days before publication

Your contacts



JENNY SCHENCK
Advertising Sales
+49 211 39098-23
+49 171 330 13 48
schenck@rts-magazin.de



MAREN MEYERLING
Editor-in-Chief
+49 211 39098-24
m.meyerling@rts-magazin.de