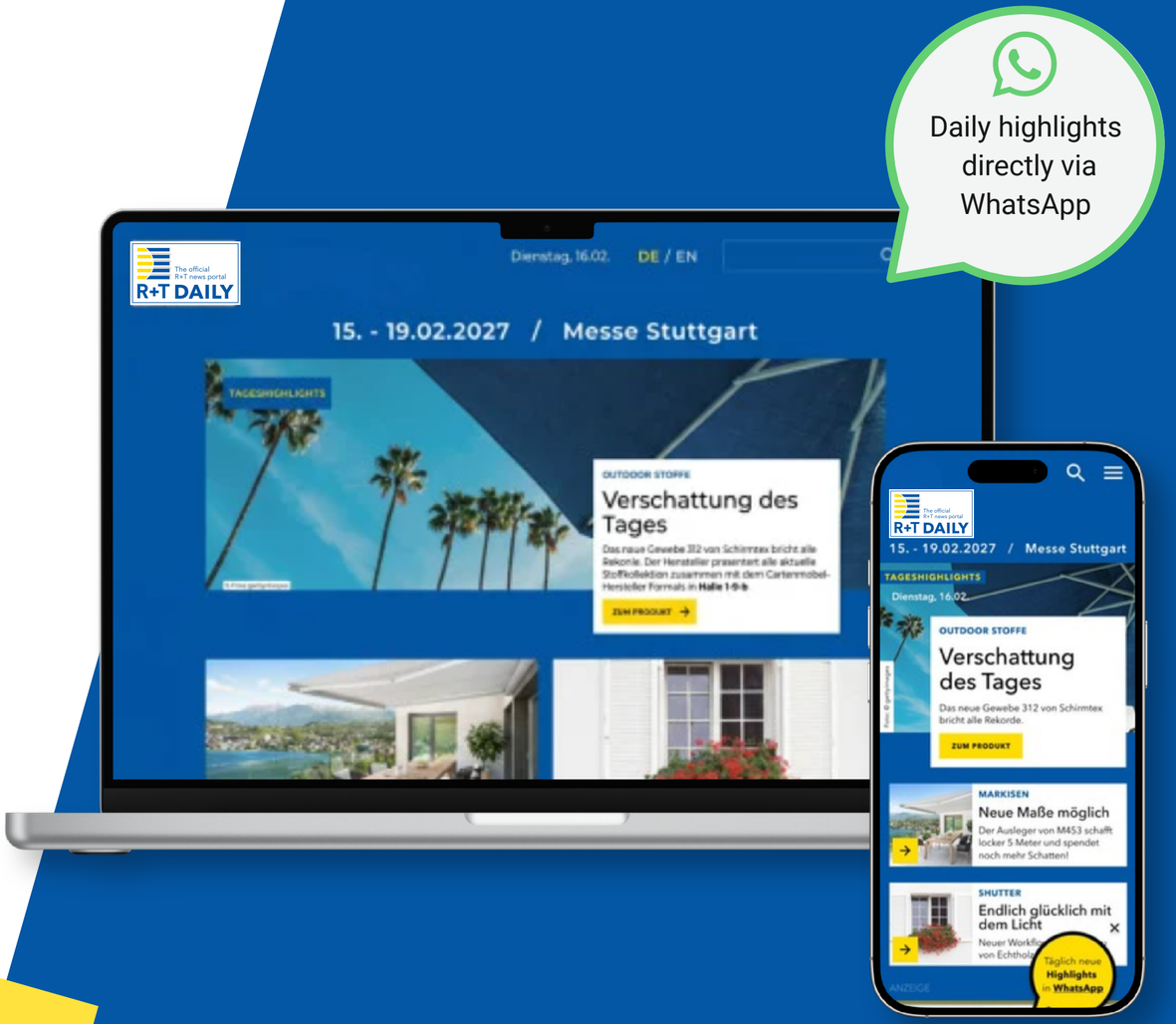
The official R+T news portal
R+T DAILY

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 presentat on 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

All prices plus statutory VAT.

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.

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 **€ 650**
1 Reel or Story + 1 Carousel-Post **€ 750**
Story with direct link upon request

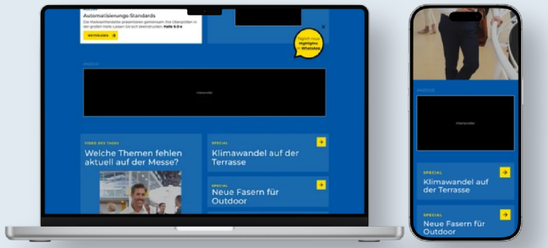
DISCOUNT

2 posts **5 % discount**
3 posts **10 % discount**
5 posts **20 % discount**

All prices plus statutory VAT.

FORMATS &
TECHNICAL DATA

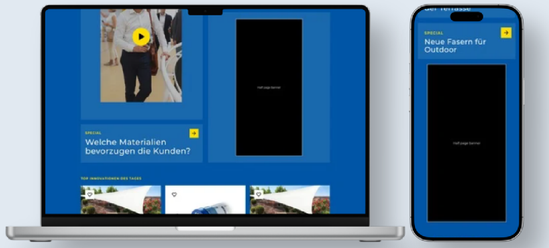
INTERSCROLLER AD



Format: 300 x 250 or 300 x 600 px

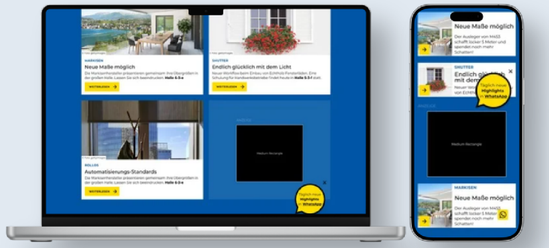
Appears as soon as the user scrolls down

HALFPAGE AD



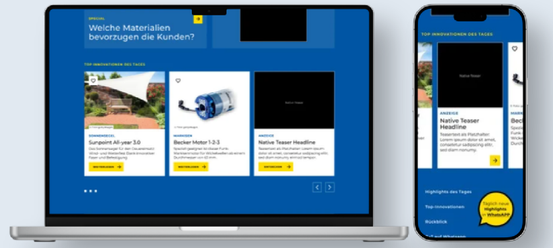
Format: 300 x 600 px

MEDIUM RECTANGLE



Format: 300 x 250 px

NATIVE TEASER

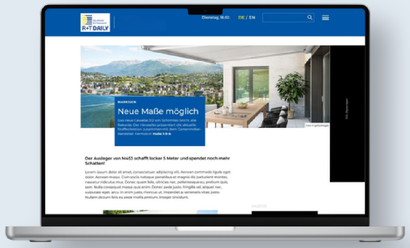


Format: 360 × 250 px

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 × 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

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