



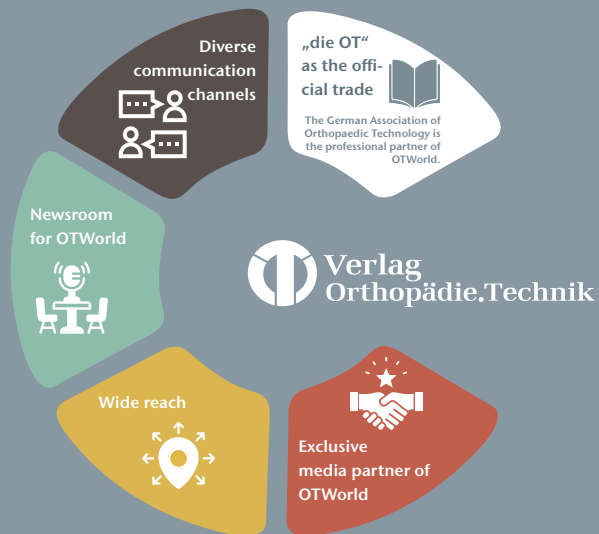
Entering the OTWorld stage with „die OT“

We put you and your messages in the spotlight at OTWorld.

MEDIA DATA



Why the OT publishing house is the best partner for your communication surrounding OTWorld:



OTWorld is the largest and most important industry get-together for the sector worldwide. At this event, the sector gathers with a focus unlike anywhere else. No other event in prosthetics and orthotics receives as much media and international attention as the world-leading trade show and congress in Leipzig.

The OT publishing house gives you the opportunity to put yourself and your messages in the spotlight.

Our channels for your communication surrounding OTWorld

Before OTWorld:

- „die OT“ with coverage starting September 2025
- „die OT“ with OTWorld special sections in April and May 2026
- www.360-ot.de with OTWorld section
- **Newsletter Special**
- **Stand-alone newsletter**

During OTWorld:

- **OTWorld Daily Newsletter**
- **LinkedIn posts**
- **Congress Sponsorship** – only for OTWorld exhibitors

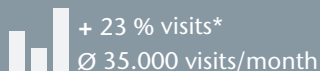
After OTWorld:

- „die OT“ trade show innovations and highlights

Home page www.360-ot.de

For coverage related to OTWorld, we will activate the **OT-World** section in the navigation of www.360-ot.de from early 2026.

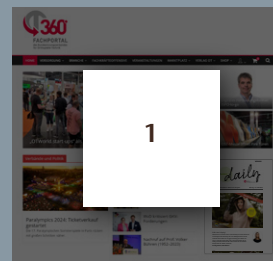
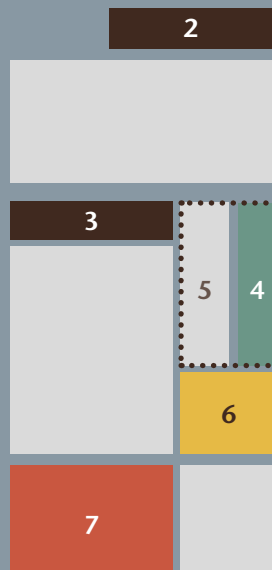
In this section, visitors will find all editorial articles on OTWorld. There, as well as on all other websites of the trade portal, you have the opportunity to **place your banners**. OTWorld generates attention. We record **increased visits*** on www.360-ot.de in April and May of OTWorld years compared to non-OTWorld years:



Discover different banner options
 on www.360-ot.de

Banner formats	Size	Price/4 weeks in the period from April to May
1 Pop-up - exklusive NEW	620 x 420 px	EUR 1,900
2 Banner in the header	620 x 150 px	EUR 1,045
3 Full banner	620 x 150 px	EUR 550
4 Skyscraper S incl. home page	120 x 600 px	EUR 605
5 Skyscraper L incl. home page	300 x 600 px	EUR 825
6 Medium rectangle incl. home page	300 x 250 px	EUR 715
7 Supersize banner NEW	620 x 420 px	EUR 715

All the prices in this document are plus VAT.



Data preparation:

File size: 50–200 KB

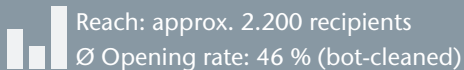
File types:

JPG, PNG, animated or static GIF

Newsletter Special

Shortly before the start of the trade show on 5 May 2026 and on 12 May 2026, the editorial team of the OT publishing house will send out **two OTWorld newsletter specials**. In these newsletters, everything revolves around the best preparation for the trade show visit, advance information and programme highlights.

The newsletter of the OT publishing house is the most important and most widely subscribed newsletter in the prosthetics and orthotics sector in the German-speaking region. Reach those who are planning their trade show visit and provide your target group with information on **exhibition stand locations, trade show attractions and dates**.



Please click to enlarge and view in your browser.



Example OTWorld Newsletter Special

Formats and prices

Banner formats	Size/data	Prices
Head banner	620 x 420 px	EUR 1,155
Text teaser	Image/logo: 190 x 250 px, text: max. 600 characters incl. spaces	EUR 599
Full banner	620 x 150 px	EUR 470
Supersize banner	620 x 420 px	EUR 840

Data delivery: three working days before the dispatch date

Be quick.

There are only
four banner
spaces available.

Head banner

Text
teaser

Full banner

Supersize banner




Example OTWorld Newsletter Special

Looking for exclusivity?

Book our **stand-alone newsletter**. We create a layout with your content and send it to our newsletter subscriber base.

- Exclusivity: No other advertising partners, only your own content
- Design and implementation included: Graphic preparation and optimisation of your content for maximum impact and click incentives (call-to-actions) by our graphics department
- Tracking and reporting: We will inform you about open and click rates
- Timing: The newsletter will be sent out after consultation with you –
lead time required: 5 to 7 working days
- Price: € 2,490 (including design, dispatch and reporting)




 Reach: approx. 2,200 recipients
 Ø opening rate: 46 % (bot-cleaned)

The April and May 2026 issues of „die OT“ receive significantly more attention – including internationally – than the other issues published during the OTWorld year. This is not least because the journals are available at the trade show and distributed free of charge.







The issues are published with an **increased number of pages** and a **higher print run**. These two issues contain **special pages** on OTWorld (insert). These special pages are located in the middle of the trade journal and have their own inside title (U1).






Our main topics in April and May: orthotics and sensor technology as well as prosthetics with a focus on custom-made parts and neuro-orthotics.



Exemplary cover design


Formats and prices for the April and May 2026 issues

Size	Prices 4c	in the bleed*	in the print spaces
Cover 	EUR 5,131	–	130 x 155 mm
Inside cover 	EUR 4,928	–	horizontal: 210 x 150 mm
1/1 	EUR 4,112	210 x 297 mm	–
Cover page 2, 3 	EUR 4,464	210 x 297 mm	–
Cover page 4 	EUR 4,747	210 x 297 mm	–
Double page 	EUR 5,936	420 x 297 mm	–

Size	Prices 4c	in the bleed*	in the print spaces
Table of contents 	EUR 3,319	vertical: 103 x 297 mm	vertical: 90 x 265 mm
Table of contents 	EUR 3,682	–	horizontal: 380 x 93 mm
1/2 	EUR 3,036	vertical: 103 x 297 mm horizontal: 210 x 148 mm	vertical: 90 x 265 mm horizontal: 185 x 130 mm
1/3 	EUR 2,322	vertical: 70 x 297 mm horizontal: 210 x 105 mm	vertical: 54 x 265 mm horizontal: 171 x 90 mm
1/4 	EUR 1,892	horizontal: 210 x 82 mm corner: 103 x 147 mm	horizontal: 185 x 65 mm corner: 83 x 130 mm

*2 mm on all sides with crop marks

Special advertising formats for the April and May 2026 issues

	Format	Maximum weight	Placement	Print run	Price
Bound insert  <ul style="list-style-type: none"> - firmly connected to the journal - eye-catching position 	2-page 4-page	150 g/m ²	in the inner part	4,800	EUR 5,700 EUR 8,560
Supplements  <ul style="list-style-type: none"> - intensive address - no time mismatch 	max. width 200 x height 290 mm	up to 25 g up to 50 g	in the inner part	4,800	EUR 4,370 EUR 4,660
Glued advertising material  <ul style="list-style-type: none"> - on your advertisement - reader can take out product/info directly - high level of attention 	on 1/1 carrier ad	25 g	in the inner part	4,800	5,820Euro

Bound inserts, supplements, glued inserts and any manual costs incurred are not eligible

Data delivery:

Issue April 2026: 11 March 2026

Issue Mai 2026: 9 April 2026

Shipping address for supplements, bound inserts, glued inserts:

Silber Druck oHG · Herrn Matthias Schmelz · „Beilage OT XX/2026“ ·
 Otto-Hahn-Straße 25 · D – 34253 Lohfelden · Germany

The **OTWorld Daily newsletter** is the **official and only daily newsletter for OTWorld**.

The editorial team reports on the most important dates, the highlights of the trade show, the who's who and the hottest news. What, when, who, where? With OTWorld Daily, you start the trade show day fully informed.

The newsletter is published over six days: one day before the start of the trade show, on each day of the trade show and after OTWorld – always in the morning.

In addition to the option of placing **banners**, we have created two attractive formats for providing targeted information to your target group:

NEW

- **OTWorld Hotspot:** Inform your target group about your events and invite them to attend.
- **OTWorld Innovation of the Day:** Inform your target group about your trade show highlights and the products you would like to present.

Reich: approx. 2.200 recipients
 Ø Opening rate OTWorld Daily 2024: 37 %

Data delivery: until 4 May 2026

Be quick.

Only a limited number of places per newsletter available.



PLEASE CLICK TO ENLARGE AND VIEW
 YOUR BROWSER.



Example illustration OTWorld Daily

Your advertising opportunities in OTWorld Daily

Advert format	Size/data	Prices
Head banner	620 x 420 px	EUR 1,270
Hotspot	Title max. 50 characters, text max. 350 characters including spaces	EUR 550
Full banner	620 x 150 px	EUR 519
Text teaser	Image/logo: 190 x 250 px, text: max. 600 characters incl. spaces	EUR 659
Innovation of the day	Title max. 50 characters, text max. 350 characters including spaces	EUR 550
Supersize banner horizontal	620 x 420 px	EUR 925
Supersizebanner vertical	300 x 800 px	EUR 925

The illustration shows a vertical layout of the OTWorld Daily newsletter. On the left, a grey sidebar contains colored boxes for different ad formats: a red box for 'Head banner', a dark brown box for 'Full banner', an orange box for 'Hotspot', another dark brown box for 'Full banner', a green box for 'Innovation of the day', and a dark green box for 'Super-size banner'. The main content area on the right shows the newsletter's design, which includes the 'daily' logo, a featured article with a woman's photo, and several smaller articles. The layout demonstrates how the various ad formats are integrated into the newsletter's design.

Example illustration OTWorld Daily

For all OTWorld exhibitors:

In the congress area of OTWorld, the atmosphere is calmer and more relaxed compared to the bustling trade show halls. This offers an excellent opportunity to draw attention to your message, your brand or your product.

Your sponsorship opportunities in the congress:

- **Branded floor prints and charging stations**
 Target group: all visitors present in the congress area
- **Design and fill the congress bag**
 Target group: all visitors of the World Congress

Your sponsorship opportunities for workshops on lymphology:

- **Design and fill the lymphology goodie bag**
 Target group: all visitors of the workshops on lymphology



Trade show innovations and highlights

In the July issue of „die OT“, the editorial team will publish a follow-up report on OTWorld. Get the most attention for your new products and trade show highlights by presenting them in this follow-up report.

Our
cross-media
gift
to you

We will publish your advertorial 3 times:

- in the printed July issue of „die OT“ and in the e-paper,
- on www.360-ot.de and
- in the newsletter special on 09 June 2026

1/1 page advertorial: EUR 3,903

1/2 page advertorial: EUR 2,878

1/4 page advertorial: EUR 1,802



To enlarge:
Click and hold

Special pages trade show innovations and highlights

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You can find our general terms and
conditions here.

I will gladly advise you on
our range of services.

**Feel free to arrange a
meeting with me.**

