

# Marketing Kit DMEXCO 2026

September 23 & 24, 2026, Cologne

Organizer



Ideational and professional partner,  
owner of the DMEXCO brand



With the special participation  
of the Circle of Online Marketers (OVK)



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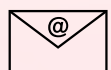
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# DMEXCO Community



## Newsletter

DMEXCO Stories

Subscribers:

7,800

DMEXCO News

Subscribers:

10,200

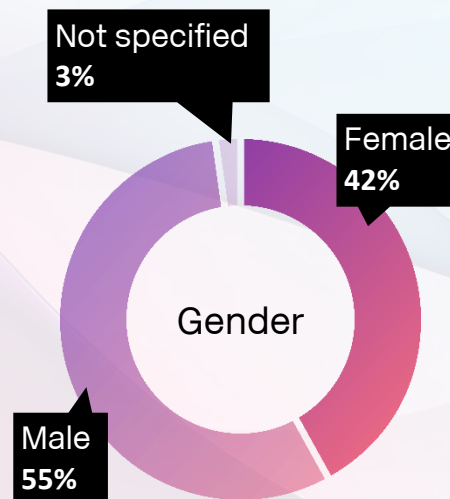
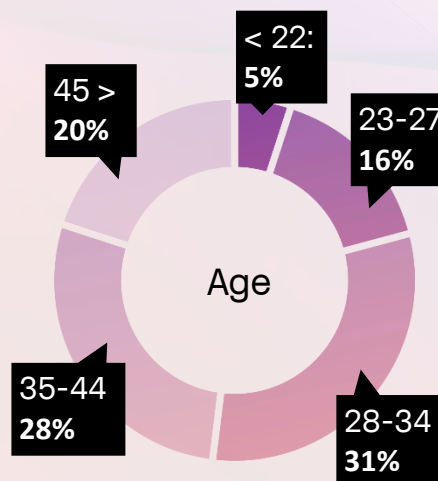
Opening rate:  
(average)

21%



## Podcast

Plays per episode: ~ 4,000



## Social Media

LinkedIn:

42,600 followers

Instagram:

14,000 followers

Facebook:

25,200 followers



## Website

Sessions (Jan. 25 – Dez. 25):

340,000



# DMEXCO in numbers

65%

of DMEXCO visitors  
have purchasing power

40,000+

Marketing executives & digital experts

27%

of DMEXCO visitors  
hold C-Level roles

700

Exhibitors & Partners

3000

media representatives

17

Stages

1000

Speakers

510

Sessions

230+

Hours of Program

[See more facts & figures!](#)

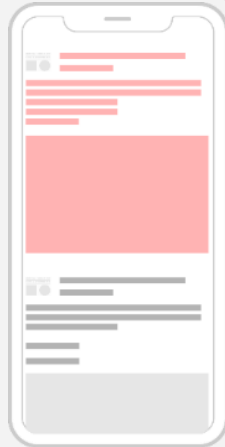
# Social Media



# Social Media

Place your brand, news, products or events on the DMEXCO social media channels and benefit from the vast reach of our global community!

## Social Media Sponsored Post



*Show an  
example*

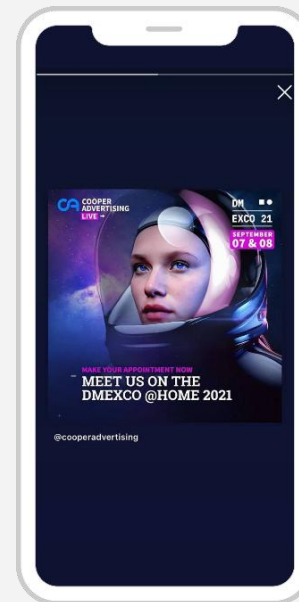
### What you get:

- Post on DMEXCO social media channels

€ 890.00

[See specifications](#)

## Social Media Sponsored Story



### What you get:

- Story on DMEXCO Instagram channel

€ 770.00

[See specifications](#)

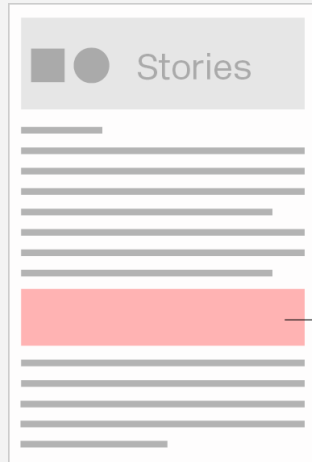
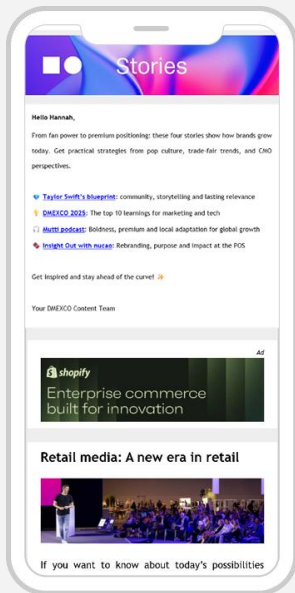


Newsletter

# Newsletter

Reduce scattering loss, increase traffic and benefit from maximum relevance by only addressing your relevant target group! Address subscribers interested in digital business, marketing and innovation.

## Banner Ad



Show an example

Ad

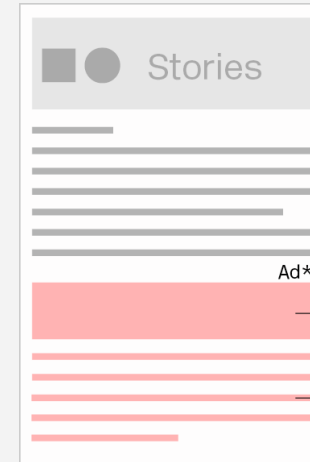
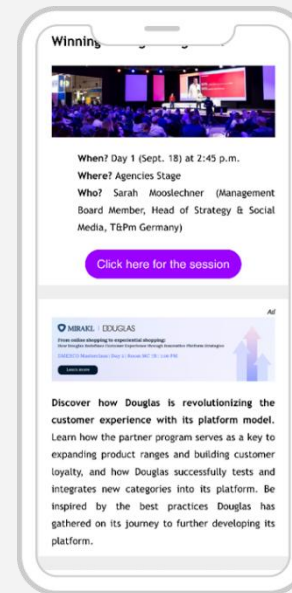
## What you get:

- Visual placed between content parts
- Publication in the "DMEXCO Stories" or "DMEXCO News" newsletters, every Thursday
- Dispatch to the English and German distribution list

€ 1,430.00

[See specifications](#)

## Native Content Ad



Show an example

Ad\*

Image

Text

## What you get:

- Text & visual combination placed between content parts
- Publication in the "DMEXCO Stories" or "DMEXCO News" newsletters, every Thursday
- Dispatch to the English and German distribution list

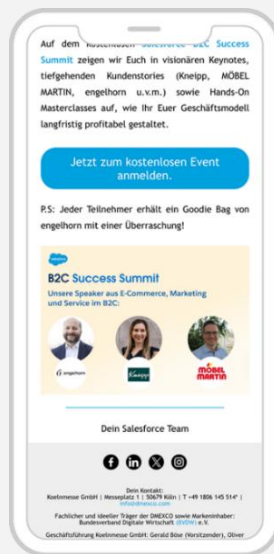
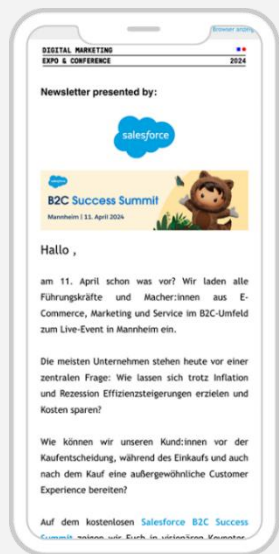
€ 1,490.00

[See specifications](#)



# Stand-Alone Mailing

Draw full attention to your company with a stand-alone mailing that only revolves around you and your topics!  
Address subscribers interested in digital business, marketing and innovation



Banner

Banner

Text

Banner

Text



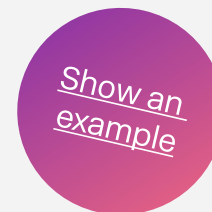
Logo

Banner

Text

Text

Banner



## What you get:

- Creation of stand-alone mailing based on your ready-to-use texts and images according to our specifications (examples and inspiration can be provided on request)
- Dispatch to the English and German distribution list
- All stand-alone mailings are marked with “special newsletter (name of company)” as well as “presented by” with inclusion of the company’s logo

€ 7,400.00 (Oct – May)

€ 9,000.00 (Jun – Sep)

[See specifications](#)



Content

# Sponsored Blog Story + Promotion

Present your topics in the format that suits you best, whether as a text story, an interview or a blog article linking to your whitepaper. Share your expertise and expand your reach within the international DMEXCO community.

The diagram illustrates the distribution of a Sponsored Blog Story across four channels:

- DMEXCO Website:** Shows a blog post titled "In-store retail media – the future of the advertising world" with a blue header and a product image. A red box indicates the placement of the story, and a red box indicates the placement of the text.
- Newsletter:** Shows a newsletter titled "Innovate & Elevate" with a red header and a product image. A red box indicates the placement of the story, and a red box indicates the placement of the text.
- Social media promotion:** Shows a LinkedIn post titled "DMEXCO - Digital Ma..." with a red header and a product image. A red box indicates the placement of the story, and a red box indicates the placement of the text.
- Stories:** Shows a "Stories" section with a red header and a product image. A red box indicates the placement of the story, and a red box indicates the placement of the text.

Additional elements include a purple circle with the text "Show an example" and a red box with the text "Ad\*" and "Image" and "Text".

**DMEXCO Website**

- Publication of the story on the DMEXCO Blog and permanent release of the story

**Newsletter**

- Distribution as a content ad with reference to your story in the "DMEXCO Stories" newsletter

**Social media promotion**

- 1 post in on the DMEXCO social media channels
- Paid promotion within the DMEXCO fan base on 1 social media channel of your choice (worth € 500.00. Duration: 5 days)

€ 4,410.00

[See specifications](#)



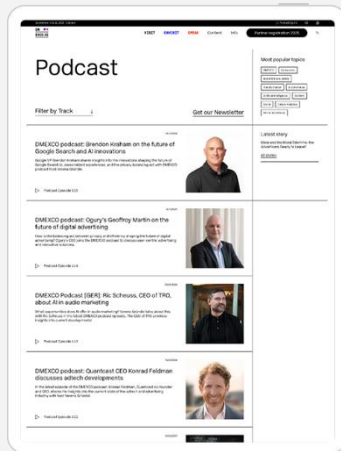
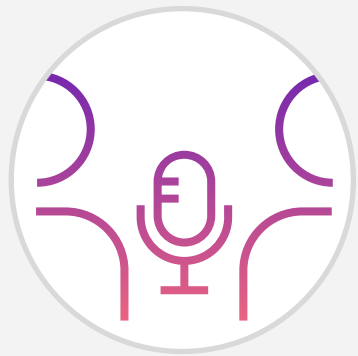


# DMEXCO Podcast

by Verena Gründel

# Sponsored Podcast Episode + Promotion

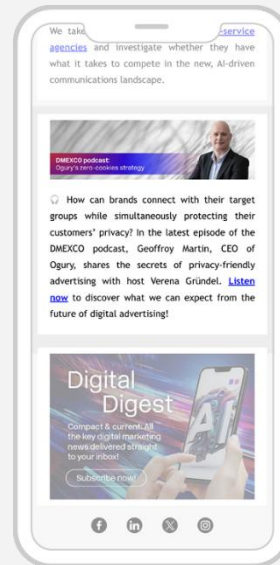
A sponsored episode in our DMEXCO Podcast is our most comprehensive editorial format, ideal for powerful branding and maximum visibility. In the DMEXCO Podcast, leading industry minds share insights and bold perspectives on the marketing industry.



- Production of a 30 to 40-minutes episode

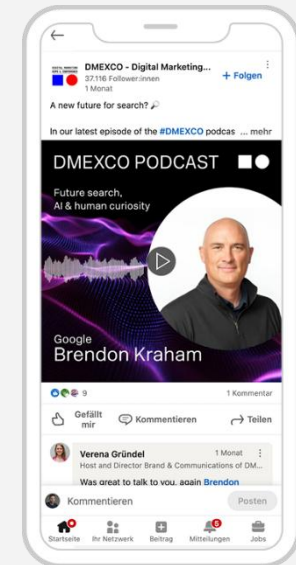
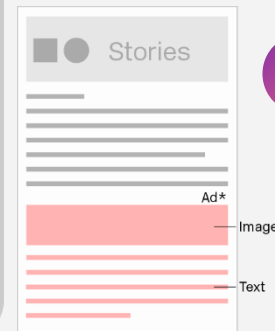
## Online

- Permanent release on the DMEXCO podcast channel (Spotify, Apple Podcast, Deezer)
- Placement on the [dmexco.com homepage](https://dmexco.com) on the day of publication. The duration of homepage placement can be up to 7 days depending on content volume



## Newsletter

- Distribution as a content ad with reference to your podcast episode in the "DMEXCO Stories" newsletter



## Social media promotion

- 1 post on the DMEXCO social media channels
- Paid promotion within the DMEXCO fan base on 1 social media channel of your choice (worth € 600.00. Duration: 7 days)

Show an example

€ 8,910.00

See specifications

# Podcast – Host Read Ad

Let your message shine with an authentic voice. Our podcast host Verena Gründel will create a custom, engaging host read based on your briefing, ensuring seamless integration into the episode.



[Show an example](#)

## What you get:

- Production of a 30-seconds host read based on your exact briefing incl. one round of corrections of our podcast host Verena Gründel

€ 2,560.00

[See specifications](#)



# Podcast - Pre Roll or Mid Roll Ad

Strategic placement for maximum impact. Whether at the start or mid-way through the DMEXCO podcast by Verena Gründel, your brand message reaches listeners at the perfect moment with your own 20-second audio ad.



Show an  
example

## What you get:

- The ability to provide your own pre-produced 20-second audio ad
- Flexibility to decide the placement of your ad for optimal impact on the audience.
- Roadblock: Pre- or Mid-Roll ad spots ensure your message stands out without competition. StoryTelling Ads are also possible for a more captivating approach

€ 1,530.00

[See specifications](#)



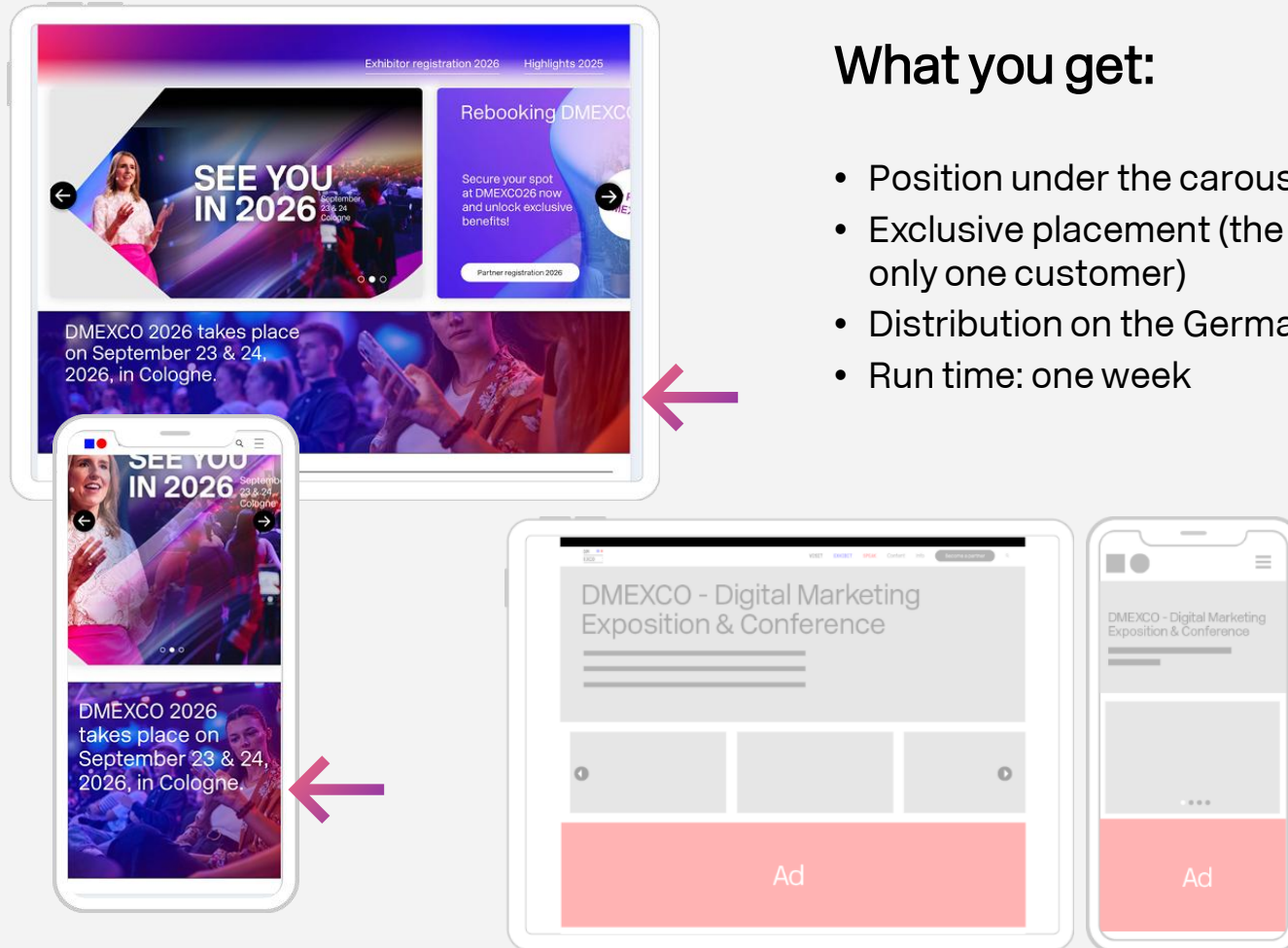
DMEXCO Website

# Billboard Banner

Get premium visibility across DMEXCO. This placement delivers exceptional traffic and maximum impact thanks to its highly prominent position on the DMEXCO website.

## What you get:

- Position under the carousel header on DMEXCO homepage
- Exclusive placement (the billboard banner is always covered by only one customer)
- Distribution on the German and English website
- Run time: one week



€ 3,060.00 (Oct – May)

€ 5,620.00 (Jun – Sep)

[See specifications](#)



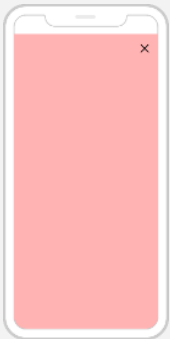
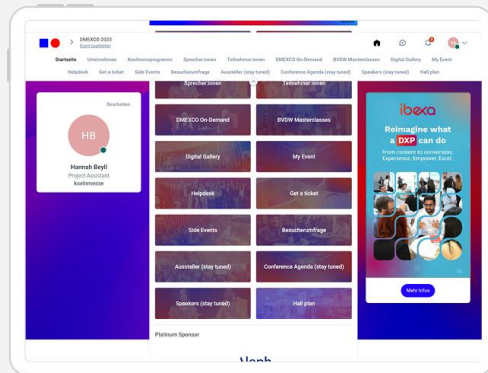


# DMEXCO App

# Interstitial Banner\* – DMEXCO App

Make your brand impossible to miss. The DMEXCO interstitial banner combines full screen app exposure with a premium desktop placement, delivering high traffic and continuous visibility to elevate your brand presence across the entire DMEXCO experience.

Limited  
Only 5  
placements!



## What you get:

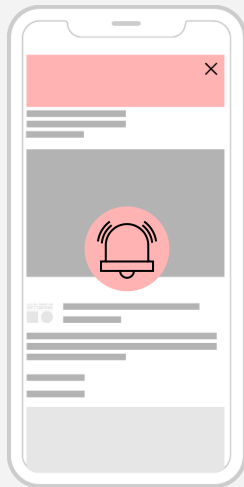
- \* Right-hand placement in the desktop version
- The most prominent advertising space in our digital event platform with the highest traffic
- Placement of the banner right on the start page (desktop version) and on mobile, the banner appears as a full screen interstitial ad.
- In rotation with other placements
- Run time: from booking till DMEXCO

€ 7,790.00

[See specifications](#)

# Sponsored Push Notification

Reach attendees directly on their smartphones and generate instant awareness for your offer. Sponsored push notifications deliver high visibility at the perfect moment and put your message right where users are most engaged.



## What you get:

- Send a targeted reminder or highlight your offer directly to all DMEXCO attendees
- Perfect for driving traffic to your session, stand or product
- You choose the timing of your push notification

€ 2,250.00

[See specifications](#)



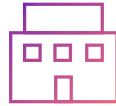


Event Special

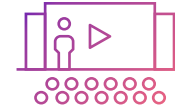
# Promo Packages

You want to keep things simple or prefer a ready made mix of our most effective promo services? Choose the package that best fits your DMEXCO presence and boost the visibility of your company, your session or your event.

Publication  
only in August  
& September



## Promo Package Focus Company



## Promo Package Focus Conference



## Promo Package Focus Event

### Features

Social media post on DMEXCO channels	✓	✓	✓
Integration in DMEXCO Conference or Company Highlights Newsletter	✓	✓	✓
Mentioning in DMEXCO Conference or Company Highlights Article close before DMEXCO	✓	✓	-
Sponsored Push Notification during DMEXCO	-	-	✓

€ 3,780.00

#### Information:

- Bilingual distribution is only considered for sessions that will be held in English language. Sessions that will be held in German will be promoted to our German speaking community.
- Bilingual publication: If you do not deliver your texts in two languages, we do the translation without your approval.
- Content parts will be placed in alphabetical order

[See specifications](#)

# Any questions? Your DMEXCO contact:



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[Please read our Terms and Conditions for Marketing Kit.](#)



## See you at DMEXCO 2026

September 23 & 24, 2026, Cologne