Simply. More. For you.
Messe Düsseldorf's media fee

drupa
The global stage for printing solutions

may 09 - 17, 2028
Düsseldorf/Germany
www.drupa.com



Media facts: www.drupa.com

Make the most of the digital reach of this global trade fair brand

9.3 million page impressions

3.1 million visits

430,500 unique users

3 million search queries in the exhibitor and product database

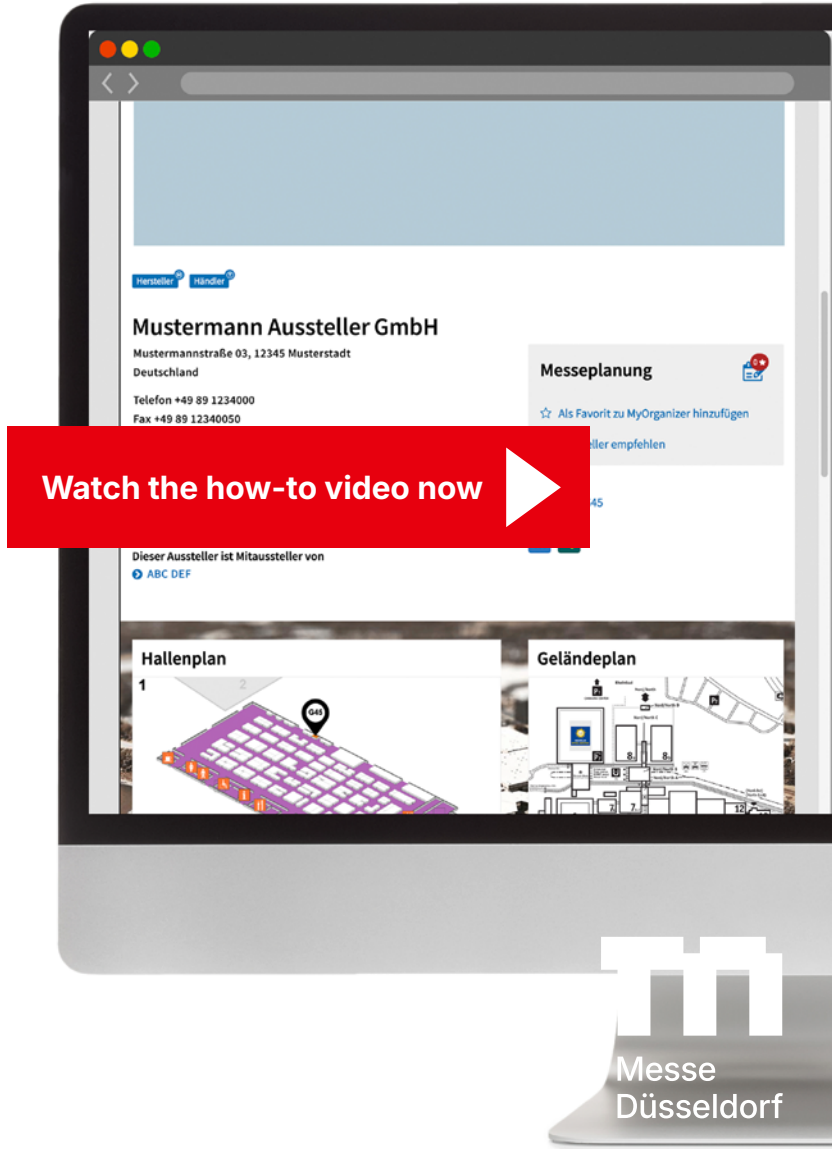
Source: Google Analytics for the period from 01.01.2024 – 01.05.2025



What do you get for the media fee?

1 Visibility and leads for your company

- Showcase your company, including master data, in the Exhibitor and Product Database.
- Publish your company and product news.
- Incorporate a product or company video (DE/EN). **NEW!**
- Assign your company to a product category .
- Present your products and services.
- Link to your website and social media channels.



What do you get for the media fee?

2 Digital tools to help you prepare for the trade fair

- Use the translation function, comprising several languages, for all content in your exhibitor profile. **NEW!**
- Automatically transfer content from the previous event into your exhibitor profile. **NEW!**
- Automatically invite potential customers to the trade fair and qualify leads via the customer invitation tool.
- Use the networking tool “Fair Match” to establish contacts and arrange appointments.



What do you get for the media fee?

3 Our communication, at your service

- We publicise your company online, in the app and on the digital information boards, along with in the print media catalogue and/or in the Visitor's Guide.
- We invest in global advertising campaigns on digital and classic channels for you.
- We communicate about the trade fair the whole year round in newsletters, on social media channels and in trade publications via PR campaigns.
- We increase our reach via continuous search engine marketing (SEO and SEA).

Social media channels

25,200 followers **41,600 followers** **1970 subscribers**



Your benefits at a glance

1. **Efficient target group marketing** via presentation in a high-value B2B environment.
2. **Increased visibility** for your products and services in your exhibitor profile.
3. **Optimised processes** for your trade fair preparation, with innovative tools.
4. **More visitors and followers** thanks to links to your company website and social media channels.
5. **International presence** is generated via the automatic translation function, which translates your content into several languages at a click.
6. **Easy to use** as content is adopted from the previous event.
7. **Trade fair communication** all year round in newsletters, via social media and via marketing and PR campaigns.



Do you want more **reach?**

Our media partner **NEUREUTER FAIR MEDIA** will be happy to provide you with further information on our marketing packages.

Your contact partner

NEUREUTER FAIR MEDIA GmbH
drupa@neureuter.de
Tel.: +49 201 36547 330

Messe Düsseldorf