

ADVERTISING OPPORTUNITIES DMEXCO 2027

September 22 & 23, 2027 | Cologne

Organizer

koelnmesse

Ideational and professional partner, owner of the DMEXCO brand

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

OVK

DMEXCO 27

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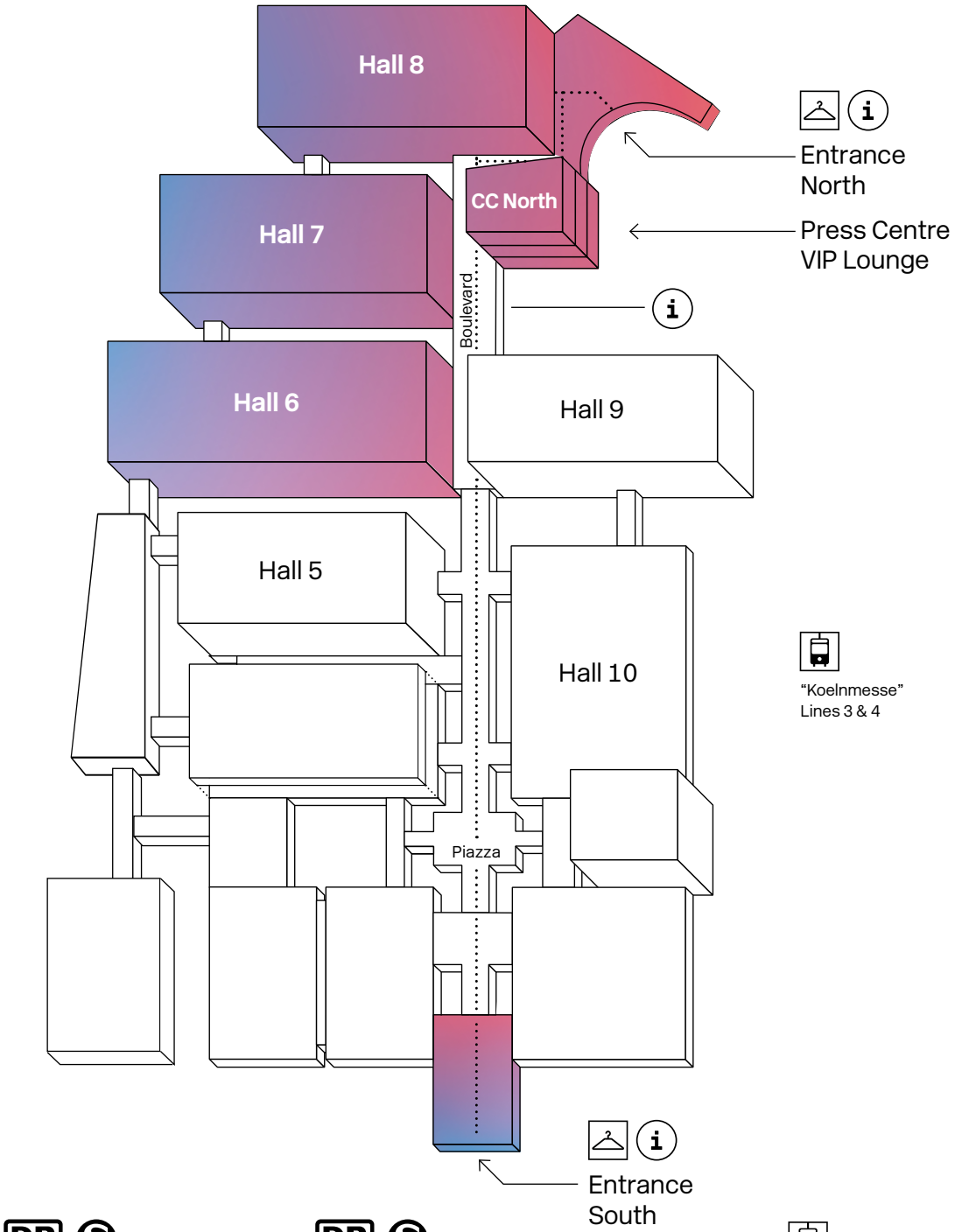
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For more marketing & communication services take a look at our Marketing Kit

Floor Plan


Hall 8
CC North
Hall 7
Boulevard
Hall 6
Hall 9
Hall 5
Hall 10
Piazza
Entrance North
Press Centre
VIP Lounge
"Koelnmesse"
Lines 3 & 4
Entrance South
Train Station
"Köln Hauptbahnhof"
Train Station
"Köln Messe/Deutz"
"Bf Deutz/Messe/Lanxess Arena"
Lines 1 & 9

Advertising Spaces



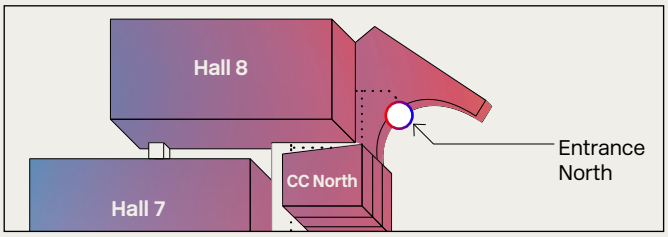
Analogue Advertising Spaces

Fabric banner / Entrance North (outdoor)



Dimensions (W x H): **6.00 x 6.00 m**
Area: **36.00 sqm**
Total cost per banner:
(incl. production and handling)

€ 8,751.60

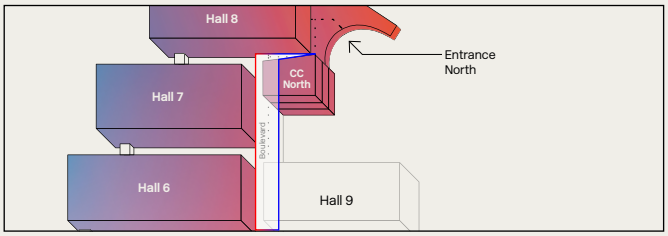


Fabric banner / Boulevard



Dimensions (W x H): **5.00 x 3.00 m**
Area (2-sided): **30.00 sqm**
Total cost per banner:
(incl. production and handling)

€ 7,095.00

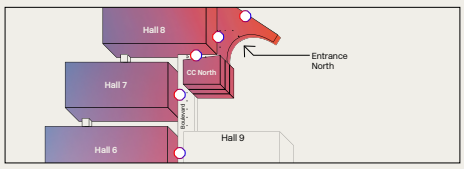


Analogue Advertising Spaces

Fabric banner / Entrance North, hall 6, 7 or 8







Option 1

Dimensions (W x H): **4.90 x 4.90 m**
Area: **24.01 sqm**
Total cost per banner:
(incl. production and handling)

€ 7,236.61

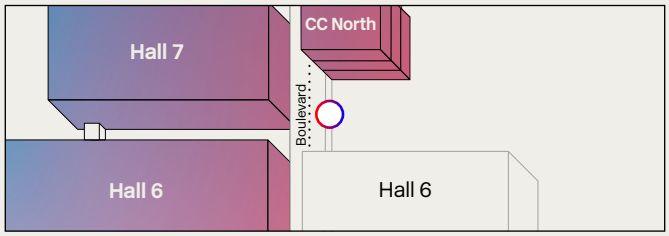
Option 2

Dimensions (W x H): **5.00 x 1.90 m**
Area: **9.50 sqm**
Total cost per banner:
(incl. production and handling)

€ 2,863.30

Fabric banner / Service-Center North





Option 1 (full size)

Dimensions (W x H): **50.00 x 5.00 m**
Area: **250.00 sqm**
Total cost per banner:
(incl. production and handling)

€ 74,800.00

Option 2 (half size)

Dimensions (W x H): **25.00 x 5.00 m**
Area: **125.00 sqm**
Total cost per banner:
(incl. production and handling)

€ 37,400.00

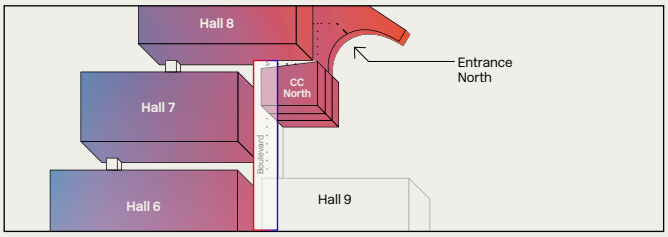
Analogue Advertising Spaces

AdBox / Boulevard North or halls



Dimensions (W x H x D): **2.10 x 2.40 x 0.40 m**
Area: **12 sqm**
Total cost:
(incl. production and handling)

€ 3,235.10

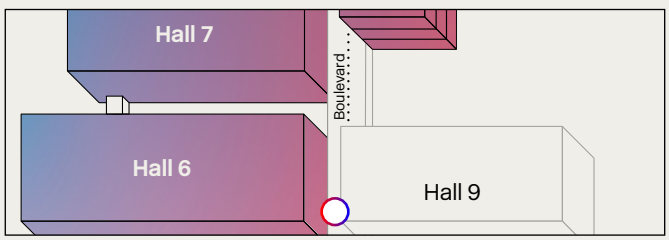


Steps / Boulevard North



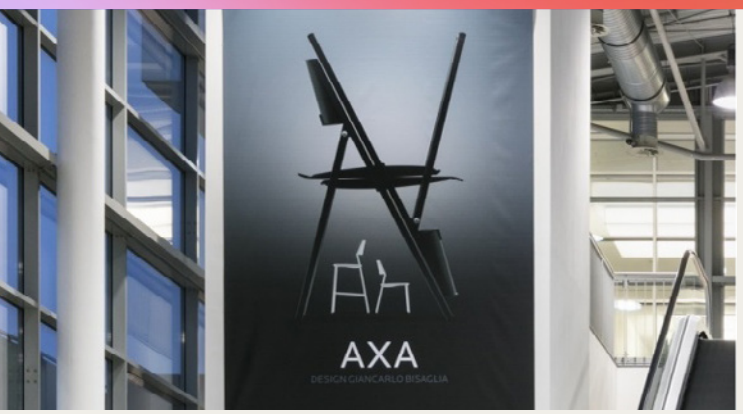
Dimensions (W x H): **3.00 x 0.13 m**
45 steps
Area: **17.55 sqm**
Total cost:
(incl. production and handling)

€ 7,364.86



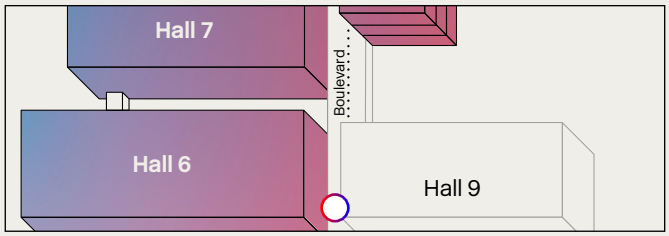
Analogue Advertising Spaces

Banner elevator / Boulevard North



Dimensions (W x H): **3.00 x 6.00 m**
Area: **18.00 sqm**
Total cost:
(incl. production and handling)

€ 6,039.00



Floor stickers



Dimensions (W x H): **1.00 x 1.00 m**
Area: **1.00 sqm**
Total cost:
(incl. production and handling)

€ 642.40

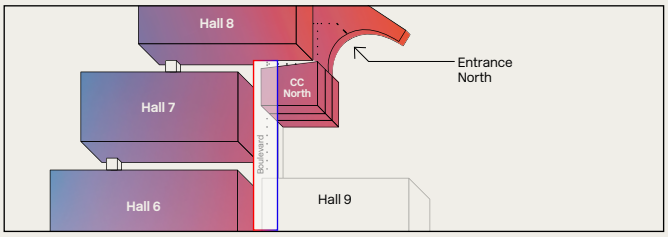
Analogue Advertising Spaces

Sanitary facilities / poster frames



Dimensions (W x H): **0.297 x 0.42 m** (per frame)
Area: **0.125 sqm**
Total cost for 10 frames:
(incl. production and handling)

€ 2,090.00

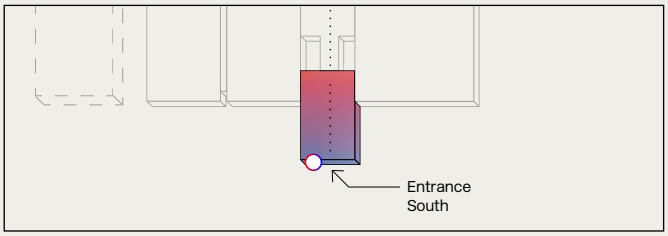


Window space / Entrance South (outdoor)



Dimensions (W x H): **7.04 x 3.24 m**
Area: **24.08 sqm**
Total cost:
(incl. production and handling)

€ 8,518.12



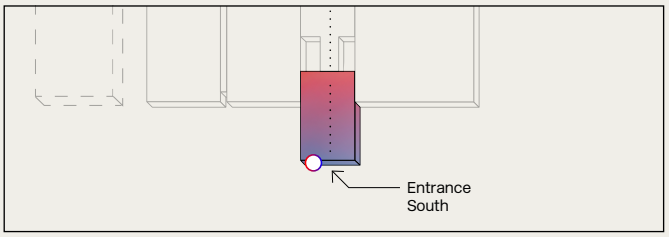
Analogue Advertising Spaces

Balustrade / Entrance South (outdoor)



Dimensions (W x H): **17.60 x 0.94 m**
Area: **16.54 sqm**
Total cost:
(incl. production and handling)

€ 6,349.71

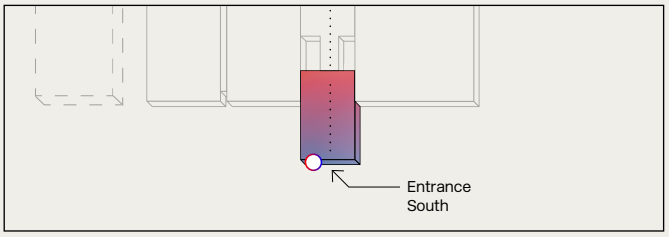


Pillar / Entrance South (outdoor)



Dimensions (W x H): **2.80 x 4.00 m**
Area: **33.60 sqm**
Total cost:
(incl. production and handling)

€ 13,083.84



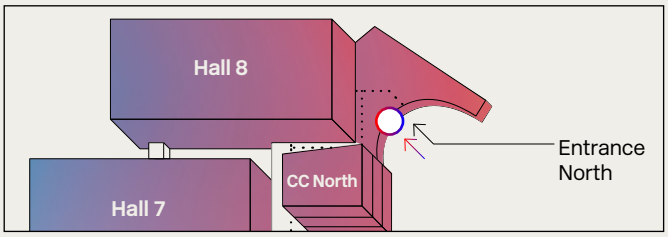
Digital Advertising Spaces

LED-Mega-Wall, Entrance North (outdoor)



Content 22,5:9
Dimensions (W x H): **14.40 x 5.70 m**
Resolution (W x H): **2112 x 836 px**
Full price at 5-minute intervals 15 seconds

€ 25,468.56

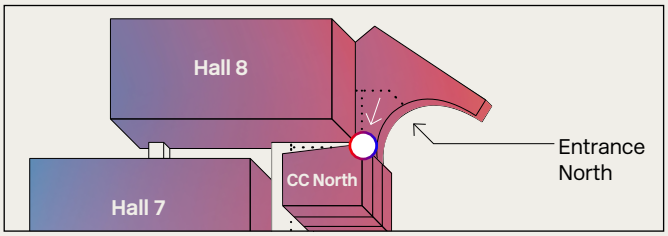


LED-Mega-Display / Front Above the Turnstiles – Entrance North



Content 24:9 LED
Dimensions (W x H): **7.20 x 2.70 m**
Resolution (W x H): **2880 x 1080 px**
Full price at 5-minute intervals 15 seconds

€ 3,849.12



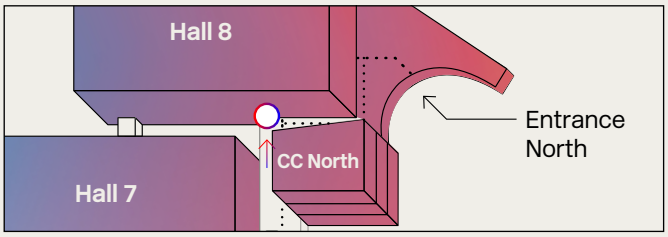
Digital Advertising Spaces

LED-Wall – Hall 8



Content 24:9 LED
Dimensions (W x H): **7.20 x 2.70 m**
Resolution (W x H): **2880 x 1080 px**
Full price at 5-minute intervals 15 seconds

€ 3,849.12

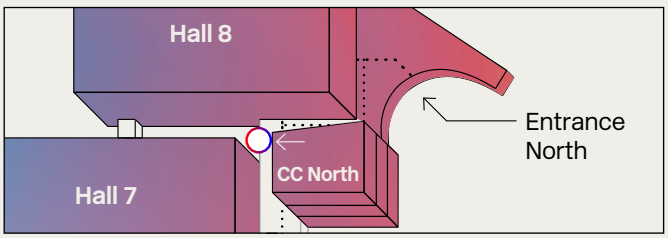


LED-Mega-Display Boulevard North



Content 32:9 LED
Dimensions (W x H): **9.60 x 2.70 m**
Resolution (W x H): **3840 x 1080 px**
Full price at 5-minute intervals 15 seconds

€ 3,849.12



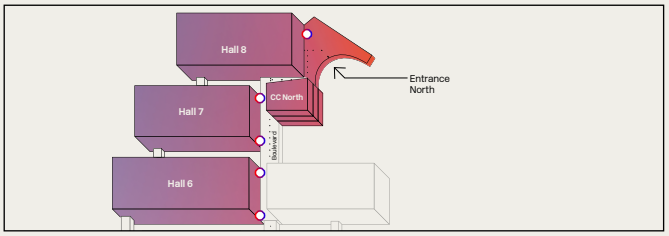
Digital Advertising Spaces

LCD-Screen, Entrances - Halls 6, 7 and 8



Content 16:9
Dimensions (W x H): **1.21 x 0.68 m**
Resolution (W x H): **2 x 1920 x 1080 px**
Full price for 2 screens at 5-minute intervals 15 seconds

€ 1,358.64

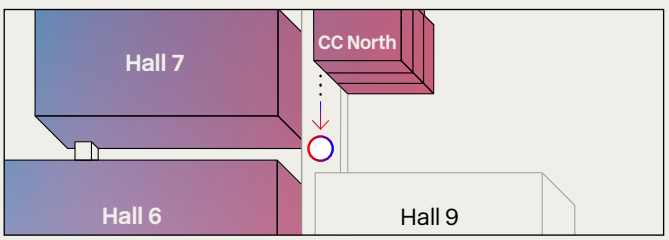


LCD-Wall Bridge – Boulevard North / North Side



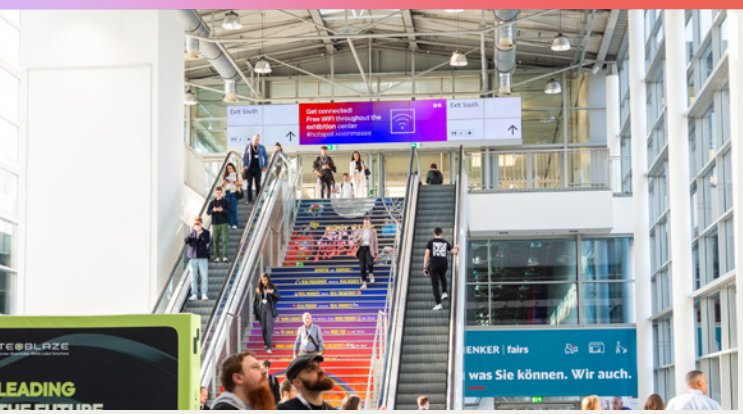
Content 64:9
Dimensions (W x H): **9.71 x 1.37 m**
Resolution (W x H): **7680 x 1080 px**
Full price at 5-minute intervals 15 seconds

€ 2,829.60



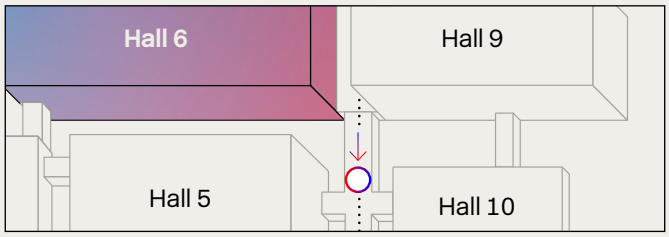
Digital Advertising Spaces

LCD-Screen Transition Boulevard North / Central Boulevard



Content 64:9
Dimensions (W x H): **9.71 x 1.37 m**
Resolution (W x H): **7680 x 1080 px**
Full price at 5-minute intervals 15 seconds

€ 2,829.60

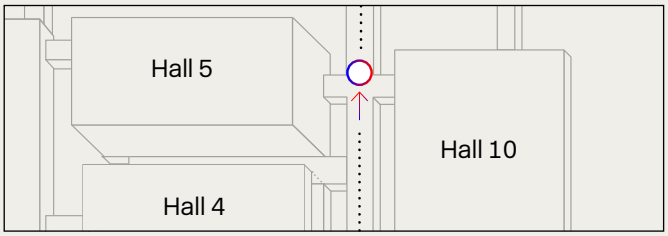


LED-Screen Transition Central Boulevard / Boulevard North



Content 24:9 LED
Dimensions (W x H): **7.20 x 2.70 m**
Resolution (W x H): **2880 x 1080 px**
Full price at 5-minute intervals 15 seconds

€ 3,849.12



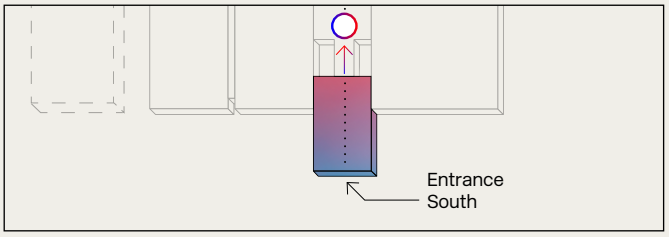
Digital Advertising Spaces

LED-Mega-Wall Transition Entrance South / Passage 3 - 11



Content 16:9 LED
Dimensions (W x H): **4.80 x 2.70 m**
Resolution (W x H): **1920 x 1080 px**
Full price at 5-minute intervals 15 seconds

€ 3,849.12



For more advertising spaces opportunities, please reach out our ad spaces team

Contact

If you have any further questions or need more information, please do not hesitate to contact us.

Analogue and Digital Ad Spaces



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