

myTischtennis.de & tischtennis magazine

Media Kit 2026

Table Tennis.
DIGITAL.
For You.

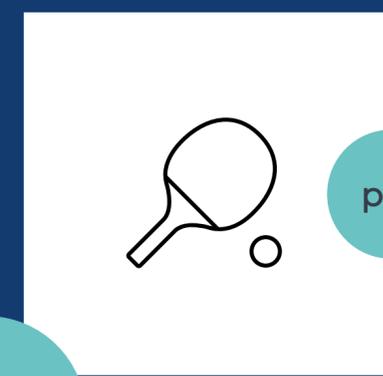


Table Tennis. Digital. For You.

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myTischtennis.de

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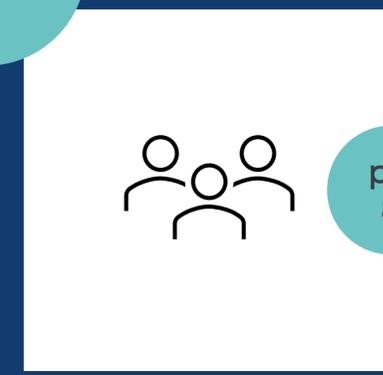


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myTT Events

Magazine
tischtennis

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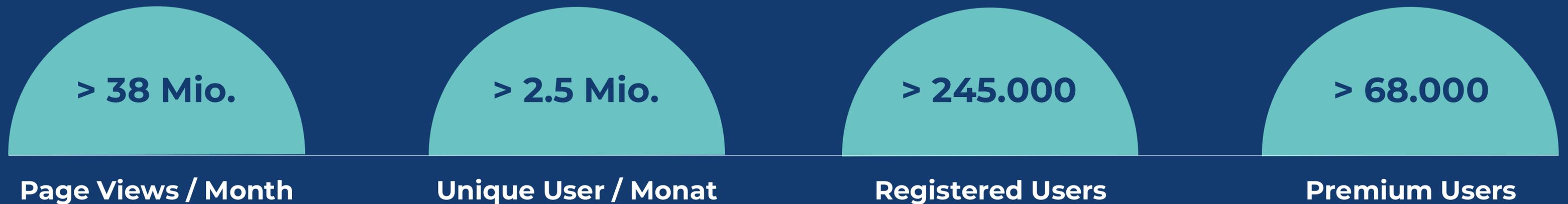
p.28

Contacts



Table Tennis. Digital. For You.

THE DIGITAL HOME OF THE TABLE TENNIS COMMUNITY



myTischtennis.de is Germany's leading online platform for table tennis and the central digital hub for everyone involved in the sport – from players and clubs to coaches and officials. Its unique mix of up-to-date news, background reports, the nationwide results service *click-TT*, rankings, TTR ratings, statistics, and training and service topics brings together everything that defines table tennis – all in one place.

With more than **38 million monthly page views** and a highly engaged community, **myTischtennis** is the leading digital channel to reach Germany's table tennis audience directly and effectively.



Table Tennis. Digital. For You.

THE DIGITAL HOME OF THE TABLE TENNIS COMMUNITY



A strong media network complements **myTischtennis.de**, expanding its reach and brand visibility. Targeted newsletters, the *tischtennis* magazine (print & e-paper), and active social media channels ensure ongoing communication with the entire table tennis community.

Our goal: advancing the **digital transformation of table tennis** through smart content, data-based services, and innovative communication formats.



Table Tennis. Digital. For You.

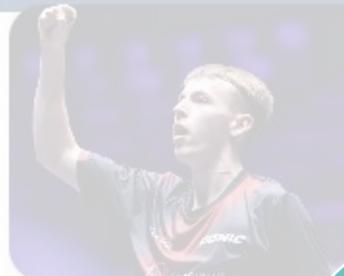
COMMUNITY PROFILE



WTT Champions:
Franziska/Han im Achtelfinale,
Duda scheitert



WTT Frankfurt: Walther
verletzt raus, Deutsche
starten am Abend

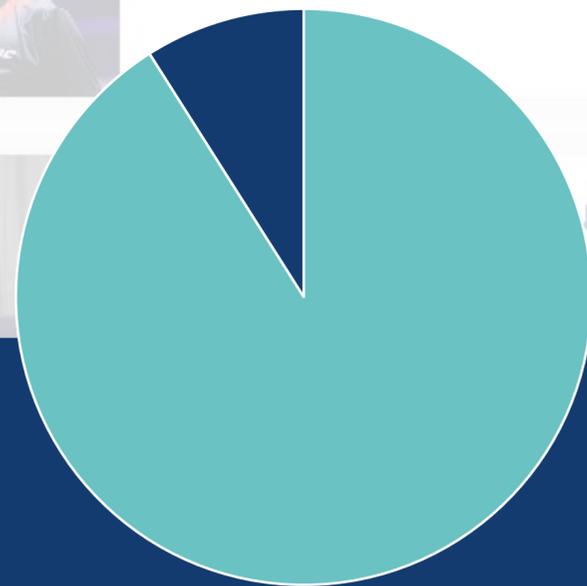


Flavien Coton: Das nächste
französische Wunderkind?



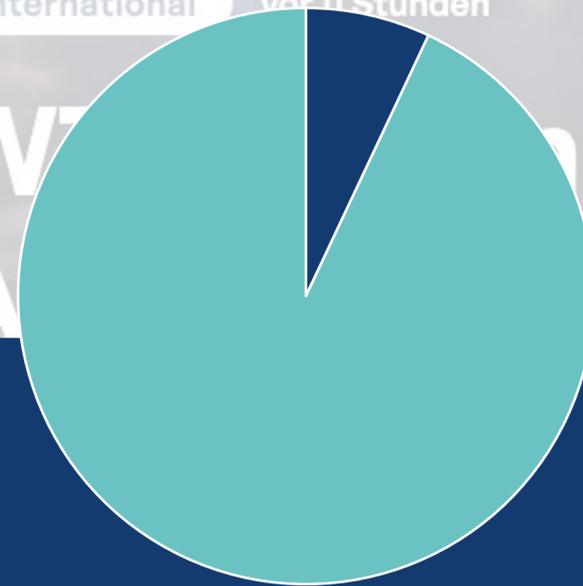
if-
auf Trab

International vor 11 Stunden



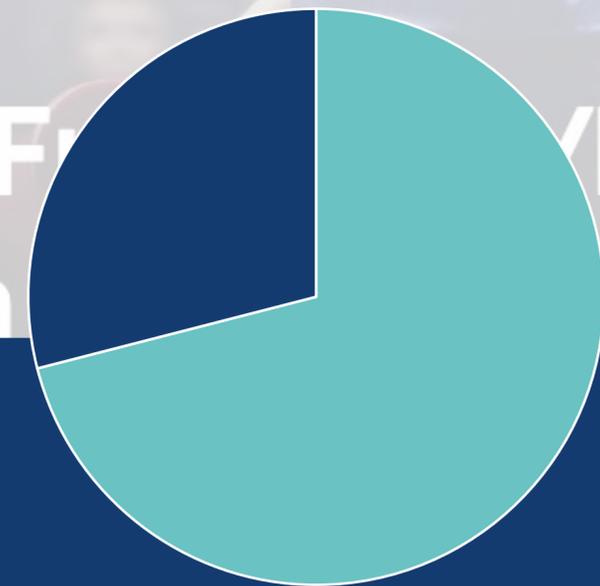
Male Female

Male: 91%
Female: 9%



Under 18 Over 18

Under 18: 7%
Over 18: 93%



Basic Users Premium Users

Basic Users: 71%
Premium Users: 29%



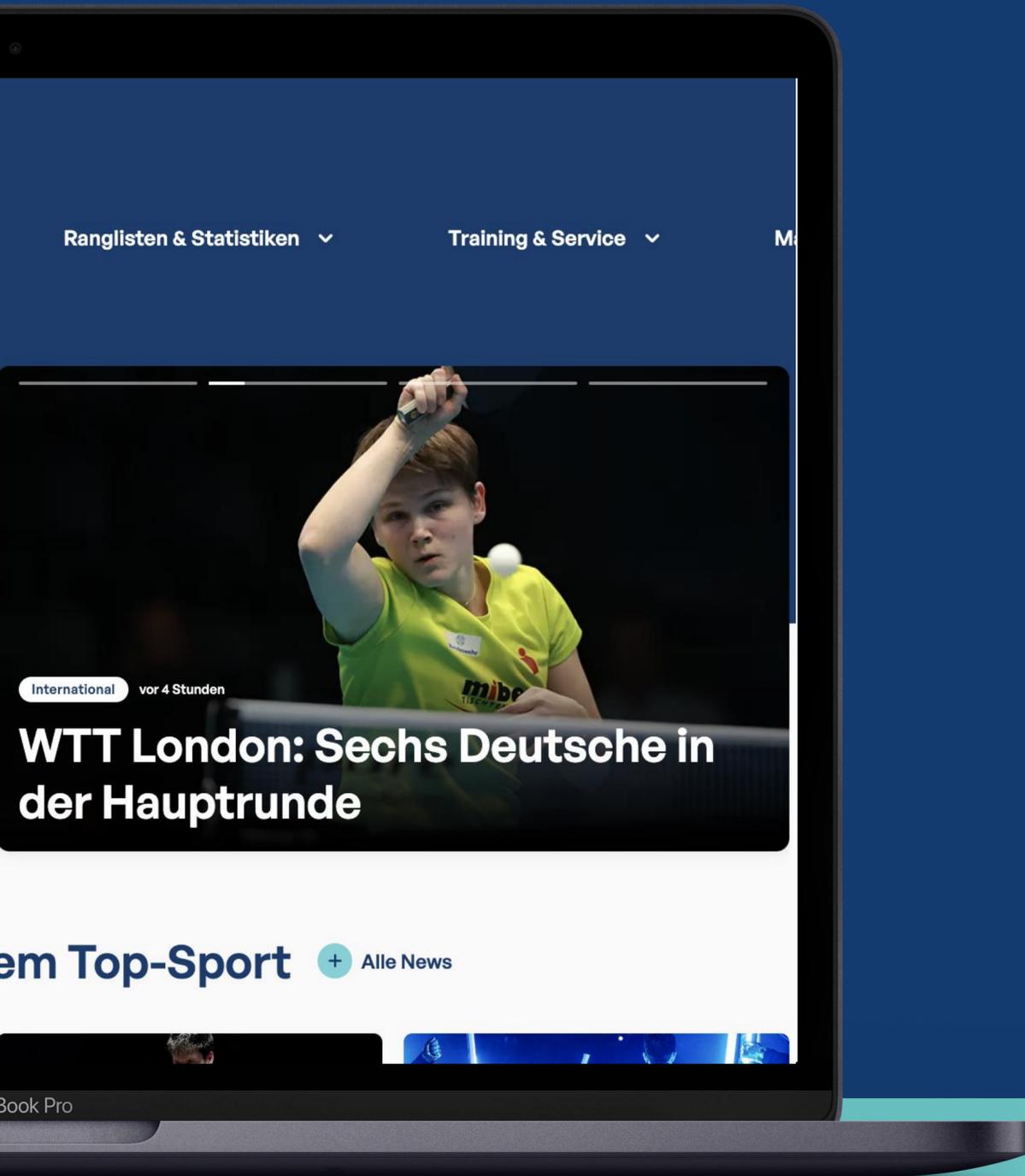
AN UPDATE FOR THE FUTURE

A NEW ERA FOR MYTISCHTENNIS

With the 2026 relaunch, **myTischtennis.de** presents itself in a completely redesigned look – more modern, user-focused, and technically up to date.

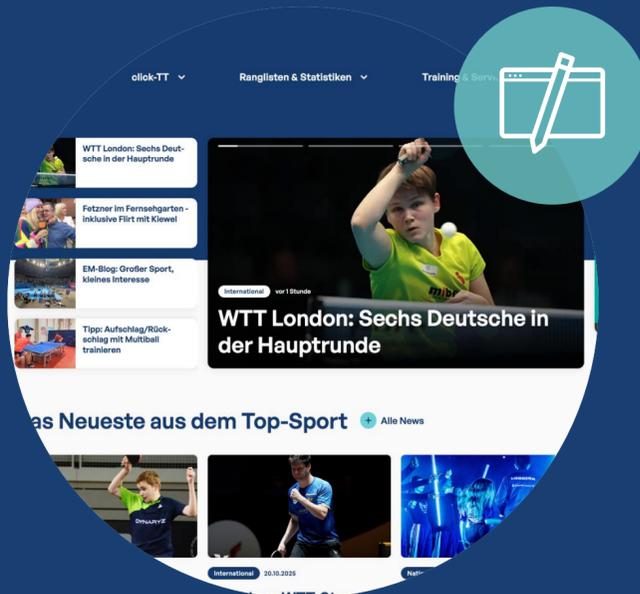
The goal of the redesign is to better structure content, results, and services, enhance the user experience, and create new opportunities for both editorial and commercial placements.

The focus lies on a stronger connection between **content, community, and partner integration** – creating a platform that makes table tennis digitally tangible and relevant for players, clubs, and brands alike.



AN UPDATE FOR THE FUTURE

A NEW ERA FOR MYTISCHTENNIS



DESIGN

Modern, responsive design and optimized UX – offering better clarity and faster loading times.



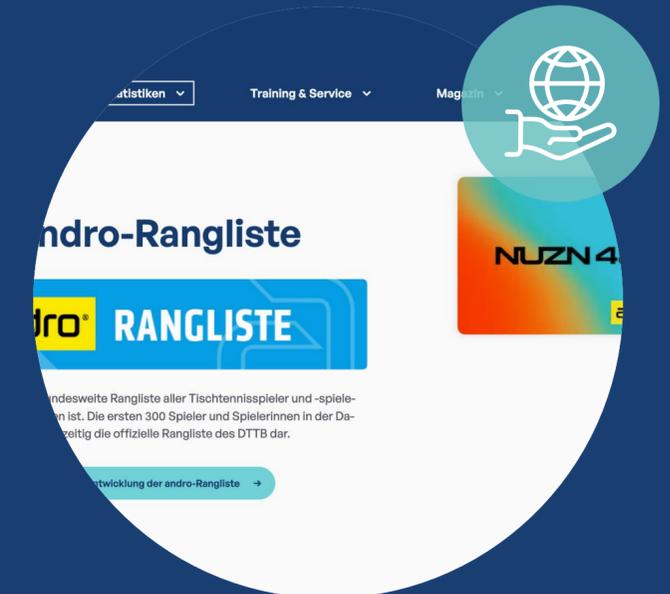
STRUCTURE

New navigation and clearer layout – enabling targeted access to all content.



COMMUNITY

Enhanced features – more personal, individual, and data-driven.



COMMUNICATION

More exclusive advertising spaces and clearer integration – native, visible, and highly effective.





Table Tennis. Digital. For You.

COMMUNICATION



Digital Reach.

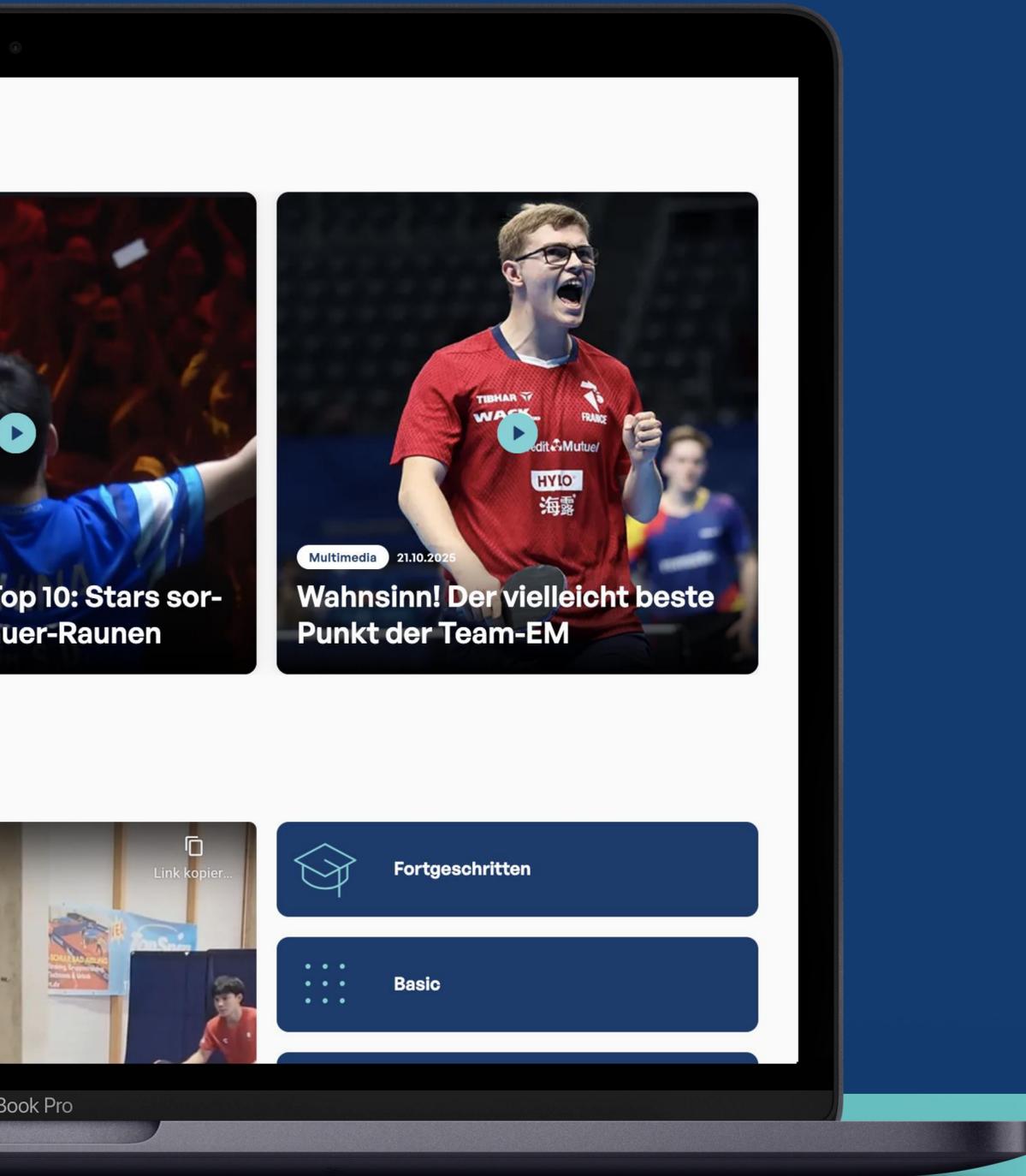
Tagreted Communication.

DIGITAL REACH. TARGETED COMMUNICATION

myTischtennis.de offers a wide range of opportunities to position your brand in an active and clearly defined environment. With over **2.5 million unique users per month**, you can reach players, clubs, coaches, and table tennis enthusiasts – digitally, authentically, and without wasted coverage.

Our advertising solutions are as individual as your message: from classic **display ads** and **editorial integrations** to **newsletter and social media campaigns**, we create communication solutions that are effective, visible, and brand-aligned.

Our approach: fewer standard placements, more relevance. Clear positioning, high-quality environments, and data-driven audience targeting ensure that advertising isn't just seen – it's truly noticed.

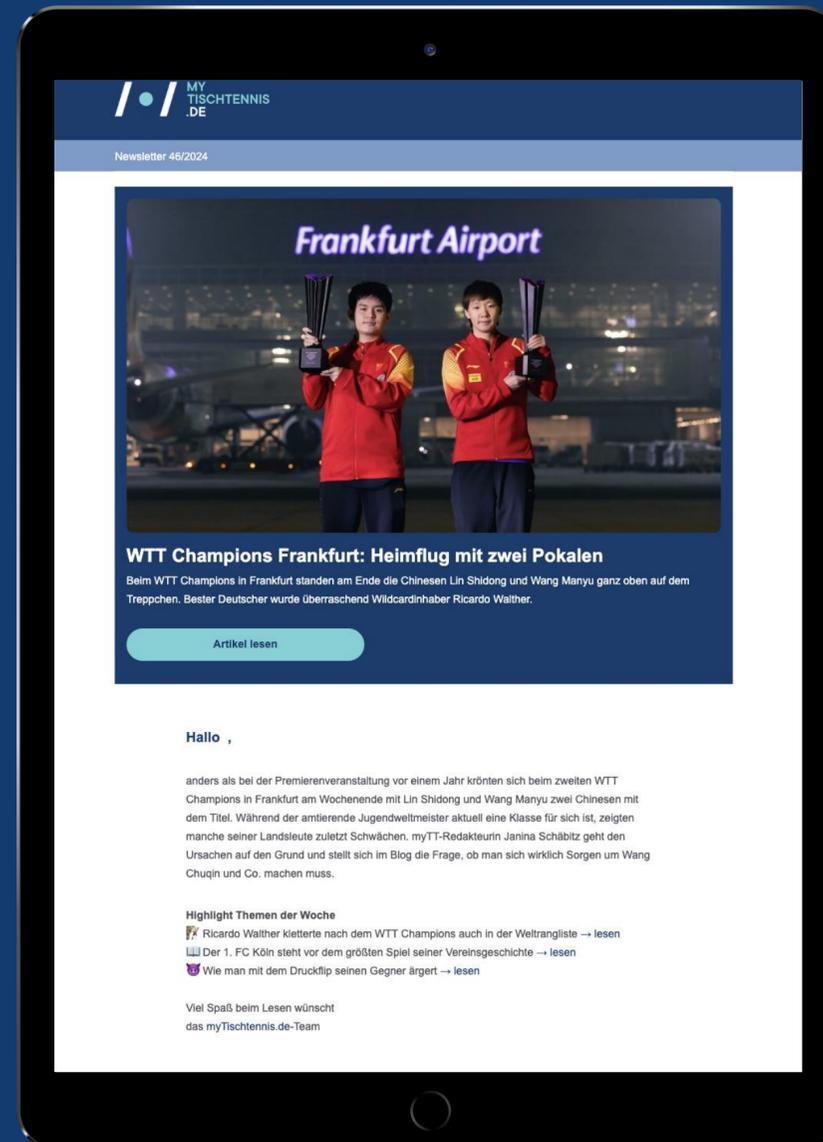


THE PERFECT TARGETING

STAND-ALONE-NEWSLETTER

Reach the German table tennis community directly – with an exclusive stand-alone newsletter via **myTischtennis.de**. Your message is personalized, attention-grabbing, and sent directly to over **60,000 recipients** – without any wasted coverage.

- High open rates between **25–35%**
- Custom design options
- Personalized audience targeting
- Sent via the **myTischtennis.de** branding (header & footer)



CONTENT FORMATS

EDITORIAL ARTICLES

Place your topics in an editorial context – as an article, interview, or competition. Perfect for brands with a storytelling focus.

- Editorial creation and layout
- Homepage placement & long-term integration in relevant sections
- Can be combined with banners & social media



AUTHENTIC REVIEWS

PRODUCT TEST

Let real players test your products and benefit from authentic, credible feedback.

- Direct connection to your target group
- Editorial support and coverage
- Can be combined with articles & competitions



Der Donic Bluegrip J weist eine hohe Klebrigkeit auf (©Donic)

Donic stellt die Belagserie Bluegrip J vor und kann sich dabei besonders prominenter Unterstützung gewiss sein. Der chinesische Superstar Zhang Jike war an der Entwicklung des Belags beteiligt und brachte seine jahrelange Erfahrung sowie seine Sensibilität für Spin, Ballkontakt und Timing in die Testreihen ein. Herausgekommen ist laut Donic ein Belag, der durch seine hohe Klebrigkeit für maximalen Spin sorgt und durch eine fein abgestimmte Tempoabschwächung die gezielte Kontrolle ermöglicht - ganz im Sinne von Zhang Jikes Spielphilosophie.



STRONG BRAND PRESENTATION

PRODUCT LAUNCH

Multi-week campaigns with editorial features, banners, and **social media** ensure maximum visibility.

- Cross-media implementation
- Flexible campaign duration (1-2 months)
- Full-service support by editorial team & partners

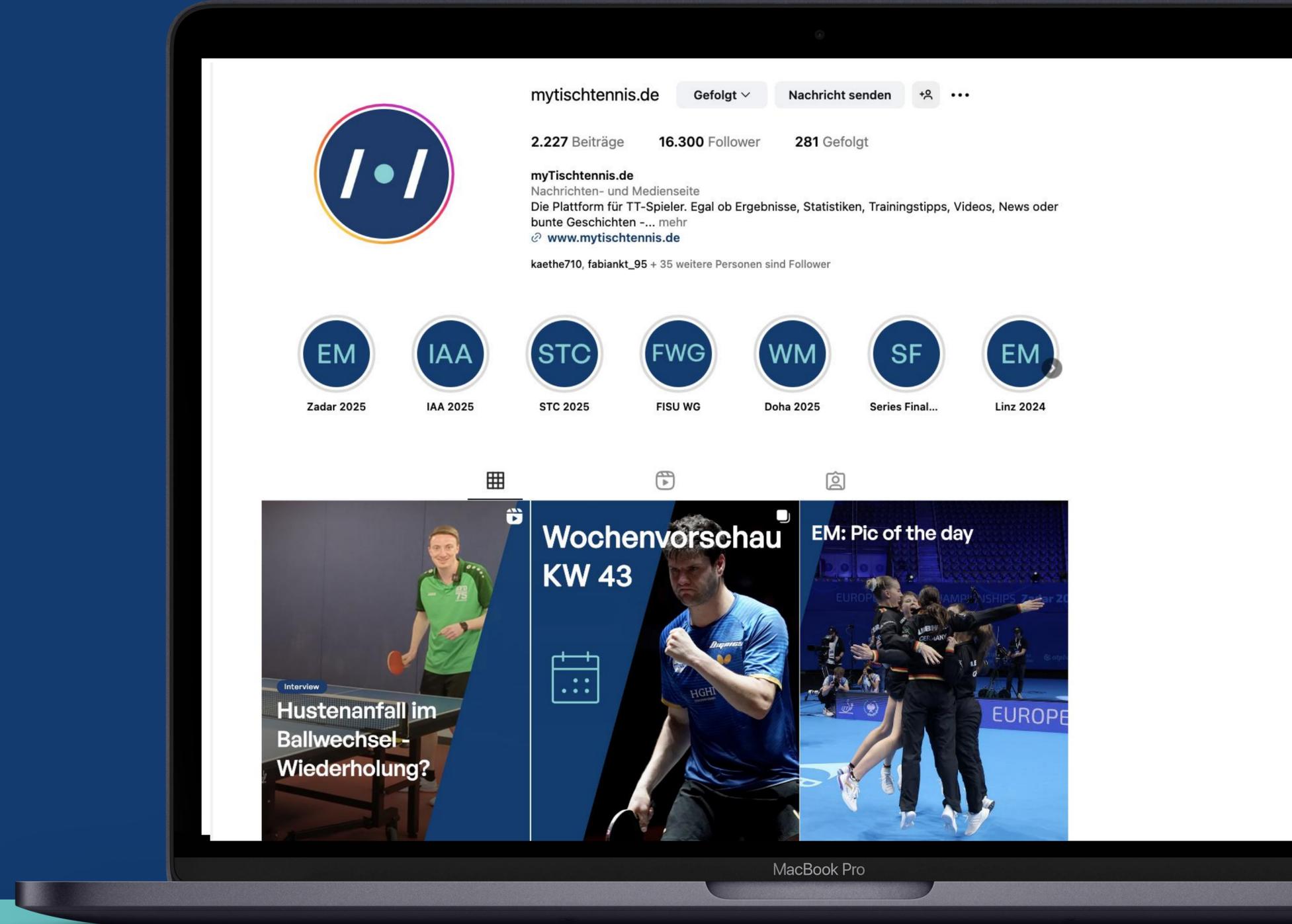


MORE REACH. MORE INTERACTION

SOCIAL MEDIA

Extend your campaigns with **social posts** or video content and engage with the table tennis community across platforms.

- Facebook & Instagram integration
- Direct interaction with the target audience
- Can be combined with website campaigns



Exclusive Placements. Maximum Visibility.

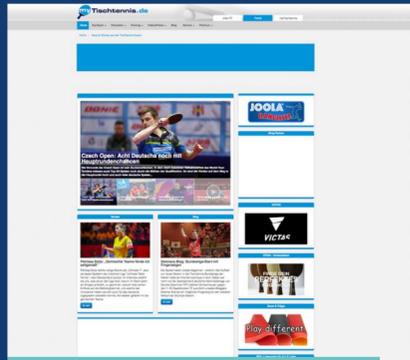
DISPLAY ADVERTISING

With exclusive and clearly defined ad spaces, **myTischtennis.de** offers maximum visibility for your brand. Reduced ad clutter and a clean layout ensure high attention and strong impact.

Whether **superbanner**, **skyscraper**, **wallpaper**, or **fireplace ad** – our premium formats guarantee visibility in a clearly defined environment.



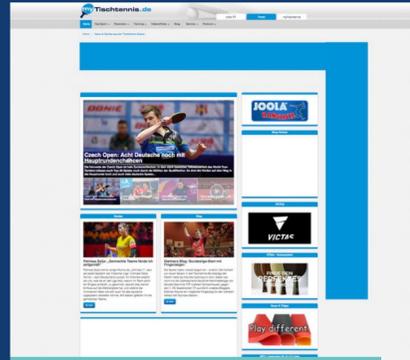
DISPLAY ADVERTISING AD FORMATS



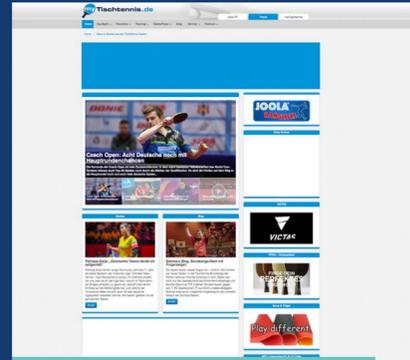
Superbanner
728x90



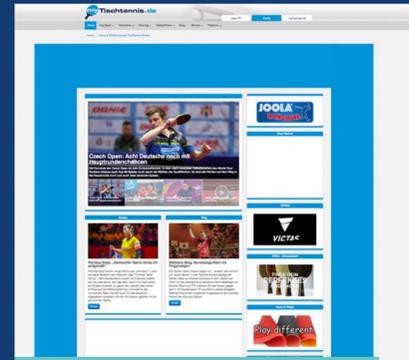
Skyscraper
160x600



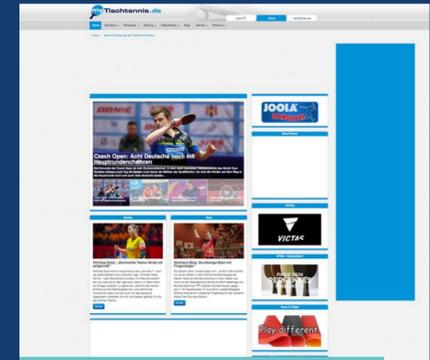
Wallpaper
728x90 & 160x600



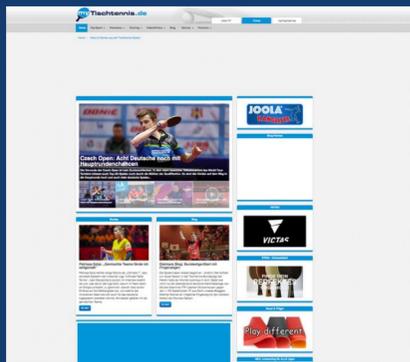
Billboard
800x250



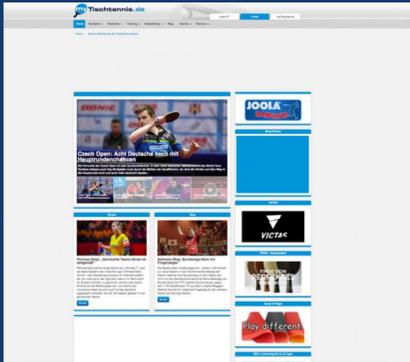
Fireplace Ad
auf Anfrage



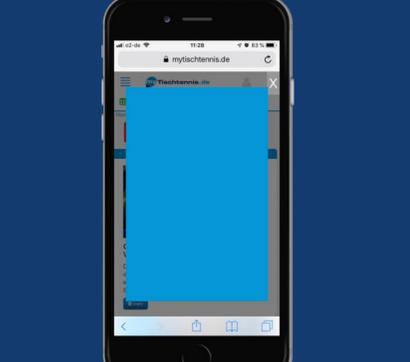
Halfpage Ad
300x600



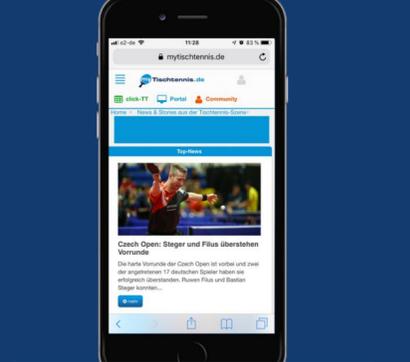
Content Ad
auf Anfrage



Medium Rectangle
300x250



Mobile Interstitial
320x480



Mobile Banner
320x50



Mobile Interscroller
auf Anfrage



Mobile Rectangle
auf Anfrage



INNOVATIVE TOURNAMENT FORMATS

myTT EVENTS

SUMMER TEAM CUP

- ✓ Nationwide team competition
- ✓ Unique tournament format
- ✓ Teams formed independently of club, gender, or age
- ✓ Major national finals in Saarbrücken

➤ More info: www.mytischtennis.de/sommerteamcup



1-POINT WORLD CHAMPIONSHIP

- ✓ Innovative and unique competition format
- ✓ One single point decides the match
- ✓ Active participation of table tennis stars
- ✓ Open to all – amateur, recreational, or pro players can become world champion
- ✓ Side program with **TT Funpark**, outdoor tables, and family entertainment

➤ More info: www.1punktwm.de





November 2024

31.10.2024



Region 1 - 11/24

31.10.2024



Region 2 - 11/24

31.10.2024



Region 3 - 11/24

31.10.2024

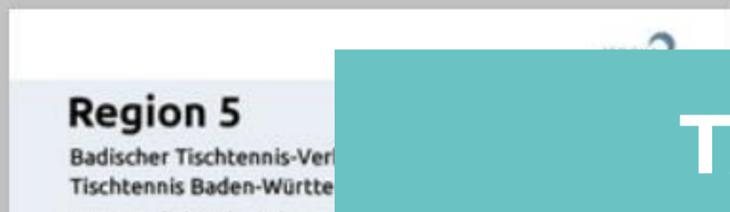


TABLE TENNIS MAGAZINE

Free Digital Access for All Club Players



THE PERFECT REACH

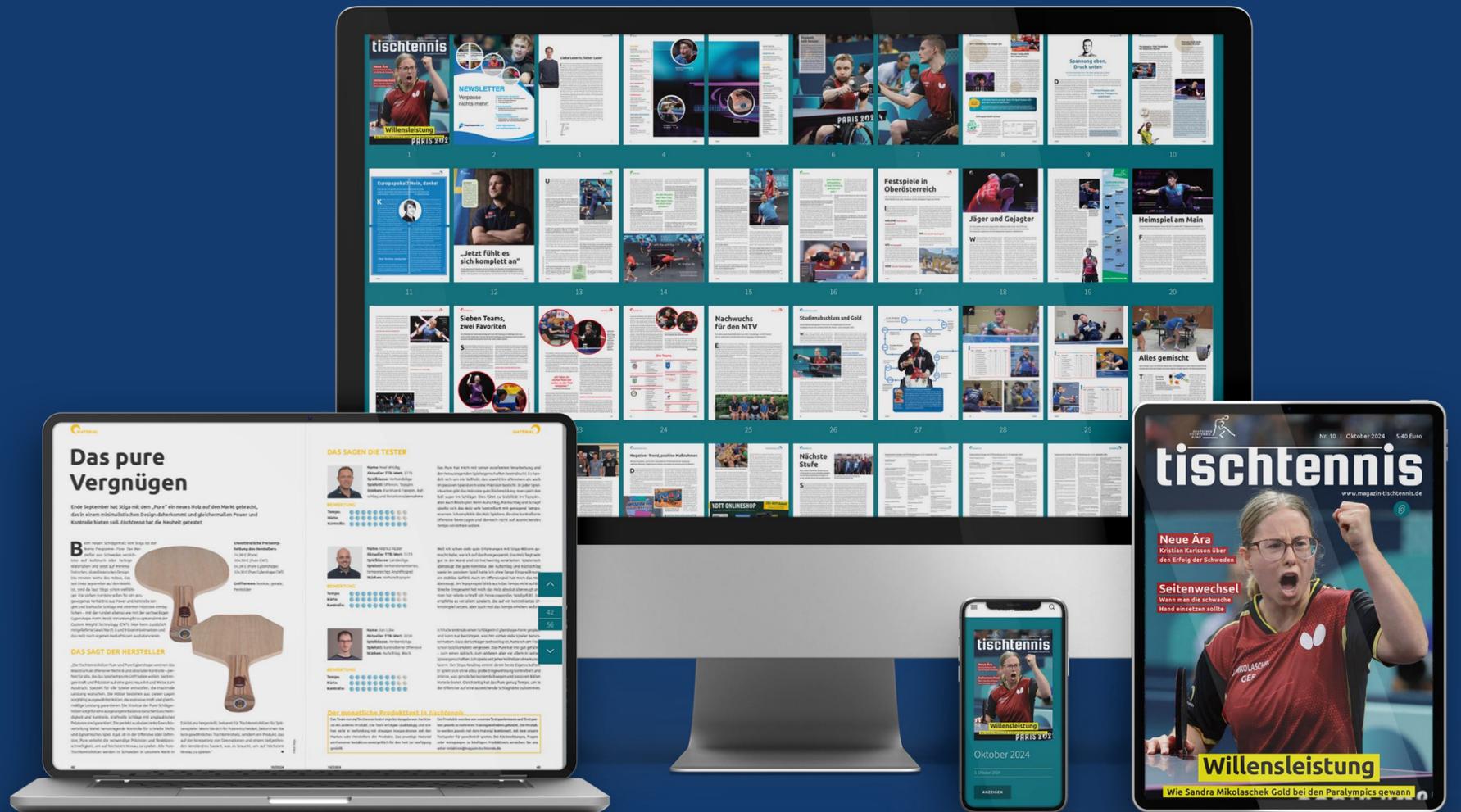
E-PAPER FOR EVERYONE

Following a decision by the **German Table Tennis Association (DTTB)** as publisher, around **9,000 clubs and departments** now receive the monthly magazine as an **e-paper**.

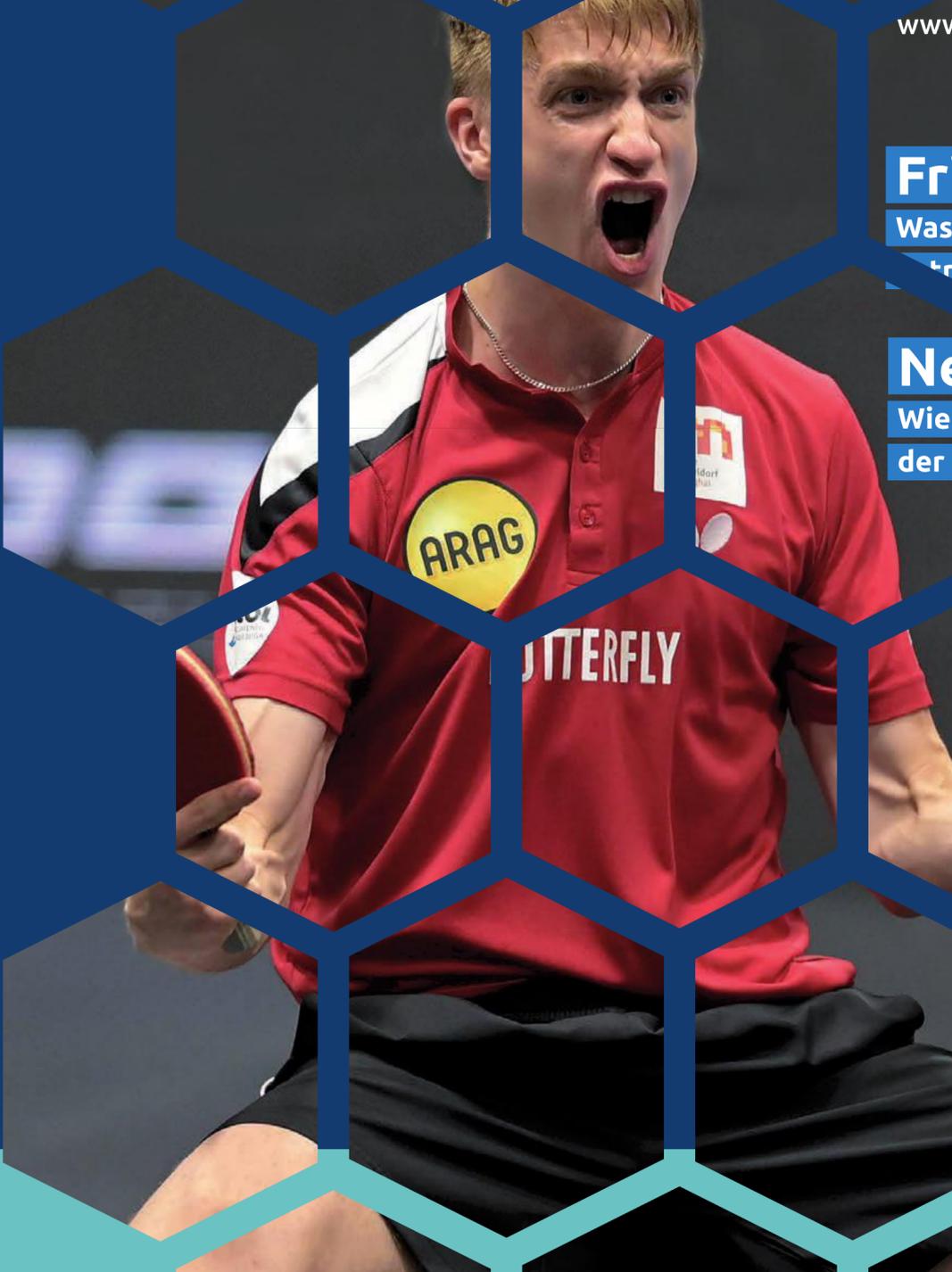
- **Free access** for all registered club members identified via their **myTischtennis.de account**. Currently, more than **245,000 potential readers** are registered on myTischtennis.de.
- The **print edition** remains available to clubs and individual subscribers.

tischtennis

Das Magazin



tischtennis



THE PERFECT REACH

E-PAPER FOR EVERYONE



The magazine **tischtennis** is Germany's only nationwide specialist publication for the sport. Practical content such as **training programs**, **equipment tests**, and **club management tips** is complemented by exclusive background reports on national and international top events — from German Championships to the Olympic Games. Features on clubs, player portraits, and coaching insights round off the editorial concept.



och immer hun

THE PERFECT REACH

ADVERTISING OPPORTUNITIES

Position your brand in the editorial environment of the official specialist magazine **tischtennis**.

Advertisements, inserts, and enclosures guarantee **high visibility** — both in the print and e-paper editions.

Each issue allows for up to **two inserts or enclosures**. Readers automatically browse through them while reading, ensuring maximum visibility.

Optional: **“Online Extra” placement** as an additional PDF insert in the digital edition.

SCHOLER & MICKLE
THE WORLD OF TABLE TENNIS

SAISONSTART SALE% 2024

51,90
20% UMSATZ

C53 RASANTER

69,90
20% UMSATZ

39,90
20% UMSATZ

Beileger scholer&micke 09/2024
11.09.2024

tischtennis
www.magazin-tischtennis.de

Neues Level
Warum die TTBL-Saison Hochspannung verspricht

Weiter Weg
Aktiv bleiben nach einem Ball in die Tiefe Vorwand

Große Emotionen
Olympische Spiele: Boll sagt Adieu, Kaufmanns Stern geht auf

September 2024
05.09.2024

Region 1 Bayern

Geschäftsführer: Bayerischer Tischtennis-Verband, Georg Weische Ring 15, 80501 München, Telefon: 089 15702 433, Fax: 089 15702 434, E-Mail: tischtennis@ttv-bayern.de, Homepage: www.ttvd.de, Postanschrift: Postfach 300010, 80011 München.

Ansprechpartner für Tischtennis regional: Jürgen Renner, Referat für Öffentlichkeitsarbeit, Tel.: 089 15702 532, E-Mail: jrenner@ttv.de

Übertragender Yuki Matsuyama

4.2. Saison der mini-Meisterschaften: Dittenscheide haben begonnen

Region 1 - 09/24
05.09.2024

Region 3 Westdeutschland

Geschäftsführer: Westdeutscher Tischtennis-Verband, Hans der Verbands, Friedrich-Adolf-Allee 25, 47053 Duisburg oder Postfach 101433, 47034 Duisburg, Telefon: 0203 368880, E-Mail: wttv@ttv.de, Homepage: www.wttv.de

Ansprechpartner für Tischtennis regional: Klaus Verberg, Friedlandstraße 44, 47151 Klein-Handorf, Telefon: 0281 7908447, Mobil: 0151 58813304, E-Mail: Klaus.Verberg@ttv.de

Vorhaben zum Verbandjubiläum, Verleihung der WTV Awards Ideen für den Weg intensiv bearbeitet

Region 3 - 09/24
05.09.2024

Region 5 Badischer Tischtennis-Verband • Tischtennis Baden-Württemberg

Ansprechpartner für Tischtennis regional: Alexander Schumacher (BTTV) und Thomas Holzappel (TTBV) Kontakt: t.schumacher@ttv-bw.de

Baden-Württemberg

ARGE LS TTfW Jahresversammlung Berichte & Wahlen in ruhigem Fahrwasser

Region 5 - 09/24
05.09.2024

Region 6 Berlin • Brandenburg • Bremen • Hamburg • Mecklenburg-Vorpommern • Schleswig-Holstein

Ansprechpartner für Tischtennis regional: Die Öffentlichkeitsarbeit der einzelnen Landesverbände

Brandenburg

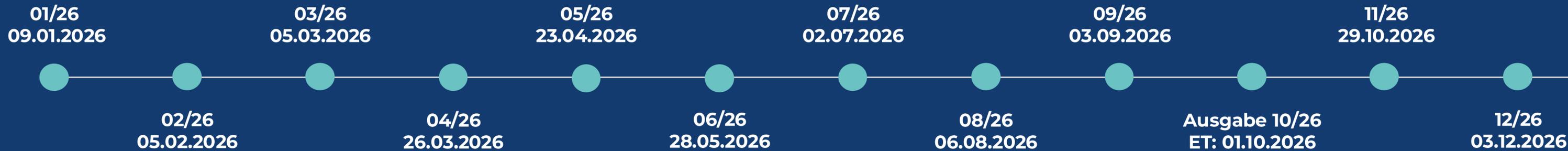
Nachruf: Brandenburger TT-Familie trauert um Hartmut Köhler

Region 6 - 09/24
05.09.2024



MAGAZINE tischtennis

PUBLICATION DATES 2026



Additional advertising exposure through print & online combination

Print ads also appear in the e-paper

Inserts & enclosures available as online extras

Subscribers receive both print and e-paper access

The magazine can be subscribed to as e-paper only or as a combined edition

AD FORMATS



Format: 1/1



Format: 1/2



Format: 1/2



Format: 1/3



Format: 1/3



Format: 1/4



Format: 1/4



Format: 1/6



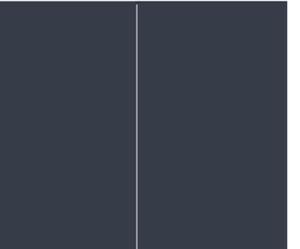
Format: 1/6



Format: 1/8



Format: 1/8



Format: 2/1



MAGAZINE tischtennis
AD FORMATS

tischtennis

www.magazin-tischtennis.de

Format	Print Area W x H in mm	Trim Size W x H in mm +3 mm Bleed
1/1	175 x 264	210 x 297
1/2 landscape	175 x 124	210 x 146
1/2 portrait	85 x 264	102 x 297
1/3 landscape	175 x 75	210 x 96
1/3 portrait	50 x 264	67 x 297
1/4 landscape	175 x 50	210 x 71
1/4 portrait	85 x 130	102 x 151
1/6 landscape	175 x 38	-
1/6 portrait	85 x 85	-
1/8 landscape	175 x 29	-
1/8 portrait	85 x 63	-
2/1 double-page spread	385 x 264	420 x 297



EUROPEAN
CHAMPIONS

tischtennis

www.magazin-tischtennis.de



Auf Augenhöhe

Was das inklusive Turnier eines
Essener Klubs besonders macht

Nachspiel

TTBL vs. Neu-Ulm: Ein
Urteil, viele Meinungen

MAGAZINE tischtennis AD RATES 2026

Format	4c
1/1	2.000,00€ plus VAT
3/4	1.800,00€ plus VAT
2/3	1.700,00€ plus VAT
1/2	1.400,00€ plus VAT
1/3	1.100,00€ plus VAT
1/4	1.000,00€ plus VAT
1/6	on request
1/8	on request
2/1	3.800,00€ plus VAT
1/1 Inside front cover	2.400,00€ plus VAT
1/1 Inside back cover	2.000,00€ plus VAT
1/1 back cover	2.400,00€ plus VAT.



SPECIAL FORMATS

INSERTS

	Print & Online Extra	Print & E-Paper
Print run	5,000 incl. 2% processing fee	5,000 incl. 2% processing fee
Price (excl. VAT)	up to 30 g: €1,850 up to 50 g: €2,000 over 50 g: on request	up to 30 g: €2,500 up to 50 g: €2,650 over 50 g: on request
Postage (by weight)	up to 25 g: €15 CPM+€5 per additional 5 g	up to 25 g: €15 CPM+€5 per additional 5 g
Maximum size	no limitation	max. eight pages

Inserts must be supplied ready for processing. Standard upright format up to 200 × 287 mm. Cross and special formats on request. E-paper inserts appear as clickable PDFs within the digital issue. Up to two inserts or enclosures can be placed per issue.



SPECIAL FORMATS

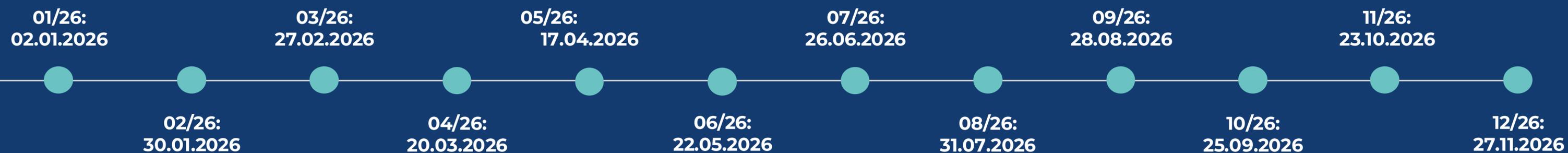
ENCLOSURES

	Print & Online Extra	Print & E-Paper
Print run	5,000 incl. 2% processing fee	5,000 incl. 2% processing fee
Price (excl. VAT)	4 pages: €1,600 6 pages: €1,800 8 pages: €2,000 16 pages: €2,600 24 pages: €3,600 32 pages: €4,100	4 pages: €2,100 6 pages: €2,400 8 pages: €2,700
Maximum extent	up to 32 pages	up to 8 pages

Enclosures must be delivered untrimmed and bound-ready. They appear as fixed components of the magazine and are also available digitally as click-through PDFs in the e-paper edition.



DELIVERY SCHEDULE FOR INSERTS & ENCLOSURES



Delivery address:

Silber Druck oHG
TischTennis Magazin Ausgabe X/2026
Otto-Hahn-Straße 25
34253 Lohfelden



TECHNICAL SPECIFICATIONS FOR PRINT DATA



TECHNICAL PRINT DATA

- **Printing method:** Sheet-fed offset
- **Colours:** Euro scale (CMYK)
- **Submission:** via email, data carrier or FTP
- **Accepted formats:**
 - PDF/X-3 (print-ready)
 - InDesign, Illustrator, Photoshop (up to CS5.5)
 - EPS, JPEG, TIFF
- **Resolution:** 300 dpi (118 ppi/cm)
- **Requirements:**
 - All fonts must be embedded or supplied
 - Colour mode: CMYK only (no RGB)
 - TIF files: 300 dpi (CMYK or grayscale)
 - EPS (vector): fonts converted to outlines
 - Compressed files: ZIP (Mac: Stuffit or ZIP)



TABLE TENNIS. DIGITAL. FOR YOU.

MEET OUR TEAM



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