

▶ Editorial Programme 2022 (as of January 25, 2022)

1-2022 (February)
Publication date:
3.02.2022

Editorial deadline:
 11.01.2022

Advertising Closing:
18.01.2022

- Market development: package printing under rapidly changing (framework) conditions
- Networked / digital printing process - from data acceptance to printing forme production to print approval
- The latest developments in flexographic and gravure forme production
- Flexo and gravure printing machines for the current requirements in package printing

■ Special Functional Printing - Intelligent Labels & Packaging (n° 1/2022)

- **Outlook on the fair LOPEC:** current trends, exhibitors and their innovations
- Printed electronics - an exciting market with great growth potential
- Application processes for functional printing
- Augmented Reality: "Communicate with me!" - „Intelligent“ packaging at the point of sale
- Security labels / counterfeit protection / RFID / NFC

Special Section **Funktionales Drucken**

Important Industry Events

LOPEC,
 Munich / FRG: 23.-24.03.2022



2-2022 (March)

Publication date:
10.03.2022

Editorial deadline:
 15.02.2022

Advertising Closing:
22.02.2022

- **Fair issue ICE Europe / CCE International** (trends, new products, trade fair information)
- Fiber-bound packaging substrates (paper, corrugated cardboard etc.) - requirements in printing and converting
- Web monitoring and inspection systems - latest developments / solutions
- Printing inks (colour systems, colour viscosity measurement, colour dosing, colour measurement, residual ink management)
- Environmentally friendly printing inks and varnishes / barrier coatings / waxes
- Printing unit / application system (anilox rollers / -sleeves, printing forme, doctor blade, chamber doctor blade system, ink supply)
- Resource-saving work in the pressroom (storage systems, ink kitchen, cleaning systems, cleaning agents, ink disposal, solvent recycling, exhaust air purification)

■ Special Extrusion & Converting (n° 1/2022)

- Production (extrusion) of recyclable packaging films
- Paper substrates: change of properties through coating and metallizing
- Lamination / adhesive application: new generation of sustainable adhesives
- More than just roll packaging: final inspection / web inspection on the slitter

Special Section **Extrusion & Converting**

DFTA Spring
 Conference / ProFlex,
 Stuttgart / FRG: 8.-9.03.2022

ICE Europe/CCE International,
 Munich / FRG: 15.-17.03.2022



LOPEC,
 Munich / FRG: 23.-24.03.2022



3-2022 (May)

Publication date:
26.04.2022

Editorial deadline:
 30.03.2022

Advertising Closing:
6.04.2022

- **Fair issue Print4All** (trends, new products, trade fair information)
- Flexo and gravure printing machines and converting systems - latest developments (IoT, network, full automation)
- Prepress: Rationalization potential in forme production
- Production of gravure cylinders and embossing rollers
- Surface (pre-)treatment (corona, plasma, ionisation, mechanical web cleaning etc.)
- Electrostatic and surface cleaning in printing and converting

■ Special Digital Printing today (n° 1/2022)

- Big data: processing of large amounts of data for digital package printing
- Hybrid printing machines - the best of the analogue and the digital world
- New business models with digital printing
- Digital converting (including laser cutting, priming, varnish application)

Special Section **Digital Printing today**

Print4All,
 Milan / Italy: 3.-06.05.2022

PRINT4ALL

More than the sum of the parts.

RosUpack,
 Moscow / RUS: 7.-10.06.2022

Media Information 2022

Flexo+TiefDruck

Important Industry Events

4-2022 (July)

Publication date:
5.07.2022

Editorial deadline:
 10.06.2022

Advertising Closing:
17.06.2022

- Corrugated cardboard, carton and paper (prepress, preprint, postprint, die cutting and embossing technologies)
- Printing and converting of „new“ packaging substrates
- Machine concepts in flexo and gravure printing for different areas of application
- Retrofit / used machines
- Sleeve and adapter systems in flexo printing

■ Special Functional Printing - Intelligent Labels & Packaging (n° 2/2022)

- Processes for printing electronic components / circuits / sensors
- Silver inks and special printing inks
- Quality control for printed electronics
- Tracking labels / smart labels / Augmented Reality / RFID / NFC
- Pharma labels / tamper-evident seals

Special Section **Funktionales Drucken**

DFTA
 Fall Conference: N.N.

5-2022 (September)

Publication date:
20.09.2022

Editorial deadline:
 26.08.2022

Advertising Closing:
2.09.2022

- **Fair issue FachPack and K show** (trends, new products, trade fair information)
- Industry 4.0 - on the way to fully crosslinked packaging production
- Correct specification of flexo printing formes (flat-top dots, new screens, surface screening)
- Gravure cylinders and embossing rollers for special applications
- Corona and plasma technology: surface treatment of recyclable packaging films
- Flexo and gravure printing machines and peripherals - small runs, high degree of finishing

■ Special Extrusion & Converting (n° 2/2022)

- Film technology (extrusion, stretching, pretreatment)
- Retrofit of extrusion and coating plants
- Coating processes: advantages and disadvantages, areas of application, doctor blade solutions
- Additional benefits: coating and printing with laminating machines
- Winding up properly: technical rollers, expansion chucks, brakes, safety chucks, winding shafts

Special Section **Extrusion & Converting**

FachPack, Nuremberg / FRG:
 27.-29.09.2022



K-Messe, Dusseldorf / FRG:
 19.-26.10.2022



ERA Packaging & Decorative
 Conference: N.N.

6-2022 (November)

Publication date:
15.11.2022

Editorial deadline:
 21.10.2022

Advertising Closing:
28.10.2022

- Prepress flexo and gravure printing (colour management, proofing, fixed colour palette, workflow)
- Inks and varnishes for package printing - colour systems, colour logistics, dosing
- Finishing (effect colours, varnishing, embossed foil printing)
- Drying / curing of inks and varnishes
- Anilox rollers and doctor blade technology: transfer defined quantities of ink and varnish
- Printing peripherals: ink kitchen, washing machines, distillation units, storage and logistic systems

■ Special Digital Printing today (n° 2/2022)

- Digital package printing - How far is it? What has to be done?
- Digital printing of rigid packaging (container printing)
- Latest developments in printhead technology
- Integration of digital printing in existing production environments

Special Section **Digital Printing today**

Innoform - 8th Expertentreff
 Verpackungsdruck,
 Osnabrueck / FRG:
 23.-24.11.2022

We value your opinion! Please contact editor **Ansgar Wessendorf** at wessendorf@ebnermedia.de and let him know where we can improve, what topics are important to you, and what you also like to read about. We are looking forward to your most appreciated suggestions!

Media Information 2022

► Flexo+Tief-Druck – Profile

Title Flexo+Tief-Druck

Short description Leading German-language magazine for package printing, converting and special applications. Flexo+Tief-Druck provides comprehensive and reliable information as well as up-to-date reporting on all areas of modern flexo and gravure package printing and converting. For over 30 years with Flexo+Tief-Druck we have been reaching all companies and professionals in these market segments: flexographic and rotogravure printers, print buyers, creative agencies, production agencies, converters, suppliers of substrates, inks and consumables, printing machine manufacturers, manufacturers of converting systems as well as software suppliers and trading companies.

Publication frequency 6 issues per year

Publication size 210 mm width x 297 mm height (DIN A4)

Launched in 1990

Circulation 3,200 copies

Portal flexotiefdruck.de

Twitter @FlexoTiefDruck

Xing xing.to/flexotiefdruck

Organ

Flexo+Tief-Druck is the official media of the German flexo printing trade association: DFTA Flexodruck Fachverband e.V.



Publishers Ebner Media Group
GmbH & Co. KG
Karlstraße 3
89073 Ulm - Germany



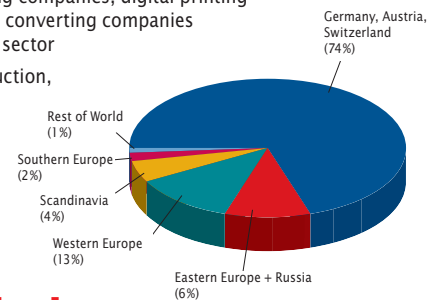
► Contents and Rubrics

- Technology in Detail
- Ecology and Sustainability
- From Practice
- DFTA Internal
- People & Markets
- "Schnelle Seiten"
- Supplier Directory
- Special Sections:**
 - Extrusion & Converting
 - Functional Printing
 - Intelligent Labels & Packaging
 - Digital Printing today

► Geographical Distribution

Industry segments

- Flexo and gravure printing companies, digital printing companies, finishing and converting companies in the flexible packaging sector
- Paper, film and foil production, paper bags, carrier bags, tissues, wrapping paper, cardboard (direct print and preprint), wallpapers, envelopes etc.



► Print Analysis

Content Analysis: 1 year = 6 issues in 2021

Total volume	440.00 pages	= 100.00%
Advertisements	87.70 pages	= 19.93%
Classified ads	30.00 pages	= 6.82%
Editorial content	322.30 pages	= 73.25%

Media Information 2022

► Special Functional Printing – Intelligent Labels & Packaging



Functional printing goes beyond the „Intelligent Labels“, which we had previously considered in isolation. From 2022 we will deal with this topic in detail and across industries for the label and package printing. Because intelligent labels and packaging are becoming increasingly important. They let us pay cashless, transmit product information, support production, logistics and warehousing. Many other areas of application suggest that functional printing will lead to new business models for label and packaging printers. In our special, we highlight the different characteristics of functional printing, the suitable printing processes and the fields of application in practice.

► in Flexo+Tief-Druck 1-2022 (February) and Etiketten-Labels 1/2022 (February)

Special Functional Printing - Intelligent Labels & Packaging (n° 1/2022)

- **Outlook on the fair Lopec:** current trends, exhibitors and their innovations
- Printed electronics - an exciting market with great growth potential
- Application processes for functional printing
- Augmented Reality: "Communicate with me!"
- „Intelligent“ packaging at the point of sale
- Security labels / counterfeit protection / RFID / NFC

LOPEC,
Munich/FRG: 23.-24.03.2022

► in Flexo+Tief-Druck 4-2022 (July) and Etiketten-Labels 4/2022 (August)

Special Functional Printing - Intelligent Labels & Packaging (n° 2/2022)

- Processes for printing electronic components / circuits / sensors
- Silver inks and special printing inks
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Media Information 2022

► Special Extrusion & Converting



The current challenges in film production and converting:
Extrusion ■ Packaging films ■ Recyclability ■ Pre-treatment of films ■ Coating and metallizing ■ Lamination
■ Slitting machines ■ Technical rollers ■ Winding technologies

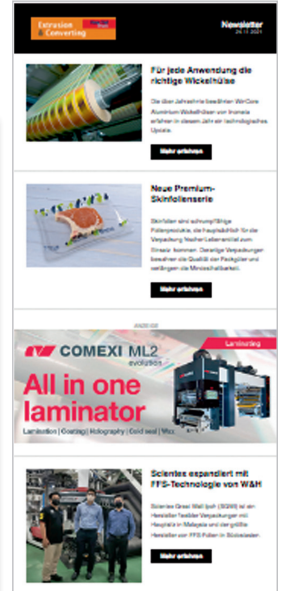
- in Flexo+Tief-Druck 2-2022 (April)
- in Flexo+Tief-Druck 5-2022 (September)

Twice a year we dedicate ourselves to the entire process from extrusion to further processing of packaging films with the **Special Extrusion & Converting**, a "magazine-in-a-magazine".

Accompanying we send out the **Special Newsletter Extrusion & Converting** to a separate address mailing list every month. Here you can present your company and your products with editorial articles, an Online Advertorial or banner advertising.

Language: German
Dispatch: monthly, 12 times per year
Newsletter subscribers: 1,220
(as of November 2021)

Formats	Prices
Online Advertorial Extensive, prominently placed article, which is placed online on flexotiefdruck.de and teased in the Special Newsletter on position 1.	
Online Advertorial	€ 780.-
Online Advertorial incl. video upload	€ 880.-
Premium Banner (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 680.-
from 3 dispatches, each	€ 610.-
Stand-Alone Newsletter 1 x dispatch	
	€ 2,800.-



Media Information 2022

► Special Digital Printing today



Innovations in digital printing ■ Digital printing on packaging films / on absorbent / on non-absorbent substrates / container printing ■ Hybrid printing machines ■ "Big data": processing of large amounts of data for digital package printing ■ New business models with digital printing
■ Digital converting (including laser cutting, priming, varnish application)

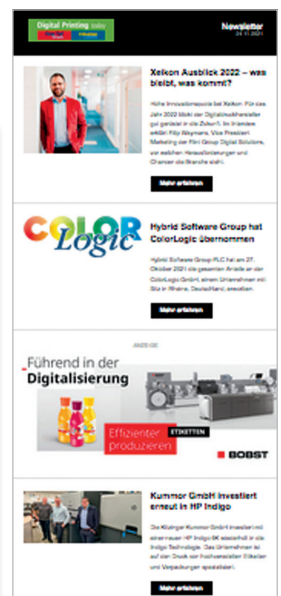
- in Flexo+Tief-Druck 3-2022 (May)
- in Flexo+Tief-Druck 6-2022 (November)

The **Special Digital Printing today** deals with the topic digital package printing. We produce it twice a year as a "magazine-in-a-magazine".

Accompanying we send out the **Special Newsletter Digital Printing today** to a separate address mailing list every month. Here you can present your company and your products with editorial articles, an Online Advertorial or banner advertising.

Language: German
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Newsletter subscribers: 2,004
(as of November 2021)

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from 3 dispatches, each	€ 610.-
Stand-Alone Newsletter 1 x dispatch	
	€ 2,800.-



Media Information 2022

► How to reach your customers



Social Media



Website



Trade Magazines



Special publications –
related to specific topics
and markets



PR & Marketing
Services



Weekly Newsletters
Stand-Alone Newsletters
Special Newsletters



Online-Seminars



Videos



Expert Talks –
Round Tables – Events



Media Information 2022

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We are happy to advise you in detail and help you achieve your marketing goals!