













## ► Advertisement Rates and Formats

Valid as of 1st January 2023

Size		Type area sizes (width x height)	Bleed sizes (+ 3 mm bleed*)	Black/white	2 colours	3 colours	4 colours (CMYK)
1/1 page		178 x 262 mm	210 x 297 mm	€ 2,195.–	€ 2,530.–	€ 2,865.–	€ 3,195.–
1/2 page	horizontal  upright  island 	178 x 130 mm 92 x 262 mm 130 x 178 mm	210 x 145 mm 107 x 297 mm –	€ 1,195.–	€ 1,530.–	€ 1,865.–	€ 2,195.–
1/3 page	horizontal  upright 	178 x 85 mm 56 x 262 mm	210 x 99 mm 70 x 297 mm	€ 865.–	€ 1,200.–	€ 1,535.–	€ 1,865.–
1/4 page	horizontal  upright  2 columns 	178 x 65 mm 42 x 262 mm 92 x 130 mm	210 x 74 mm 52 x 297 mm –	€ 695.–	€ 1,030.–	€ 1,365.–	€ 1,695.–
1/8 page	horizontal  1 column/2 columns 	178 x 30 mm 44 x 130 mm 92 x 65 mm	210 x 39 mm – –	€ 385.–	€ 720.–	€ 1,055.–	€ 1,385.–
1/16 page	1 column/2 columns 	44 x 65 mm 92 x 31 mm	– –	€ 200.–	€ 535.–	€ 870.–	€ 1,200.–
mm rate (single column, 42 mm width)		For other sizes than those shown in the rate card.				black/white: € 3.20	

Bleed sizes without additional charge.

\*The indicated bleed formats are final formats, to which 3 mm bleed must be added on all 4 edges.

For other possible formats, as contiguous 2/1, 1 ½ or 2 x ½ pages (transverse) contact us for technical specifications and prices, please.

Placement: Side-part advertisements will be placed on the left or right-hand side according to the publisher's best judgement.

## ► Colour Charges (not discountable)

per standard colour	€ 335.–
per match colour	€ 500.–

## ► Special Placements (incl. 4 colour charge)

	<b>Cover page</b> (1/2 page, island, 4c)	€ 4,495.–
	<b>Inside front cover</b>	€ 3,860.–
	<b>1/3 page horizontal, 4c below the editorial at page 3</b>	€ 2,555.–
	<b>Page facing table of contents</b> (1/1 page, 4c)	€ 3,660.–
	<b>Cover page</b> <b>Special Funktionales Drucken / Extrusion &amp; Converting / Digital Printing today</b> (1/2 page across, 4c, 210 x 130 mm + 3 mm bleed)	€ 3,195.–
	<b>Inside back cover</b>	€ 3,560.–
	<b>Back cover</b>	€ 4,095.–
	<b>Surcharge for special placement</b>	10%

## ► Inserts (bound-in) (discountable and commissionable)

<b>2-sided</b> (1 sheet DIN A4)	€ 2,195.–
<b>4-sided</b> (2 sheets DIN A4)	€ 2,745.–

Inserts up to 170 g/m<sup>2</sup> are to be delivered by the advertiser to the printer plain, *untrimmed* (4-sided or more *folded but untrimmed*); size 216 mm x 305 mm (width x height). Inserts are only possible for the total amount of copies in the circulation.

## ► Loose Inserts (Supplements) (discountable and commissionable)

<b>Up to 25 g:</b> per 1,000 pieces	€ 380.–
<b>Supplement at a specific point in the magazine</b>	+ € 50.–
<b>Above 25 g:</b>	available upon request

Format: width max 200 mm x height max 285 mm

## ► Glued-in Inserts (Postcards, booklets, samples glued-on advertisement; not discountable)

Per 1,000 pieces	€ 180.–
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### Delivery address for inserts

Silber Druck oHG „for Flexo+Tief-Druck“  
Otto-Hahn-Straße 25 · 34253 Lohnfelden · Germany  
Phone +49 (0) 5 61 5 20 07-34, Fax +49 (0) 5 61 5 20 07-20  
E-mail: Lucas.Silber@silberdruck.de

Freight costs shall be borne by the customer

## ► Classified Advertisements

(commissionable)

4 columns à 42 mm width

Column width: 2 columns: 87 mm, 3 columns: 132.5 mm, 4 columns: 178 mm

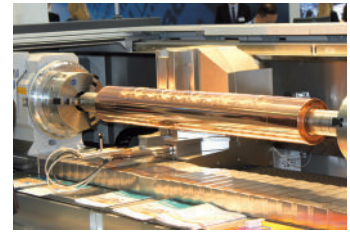
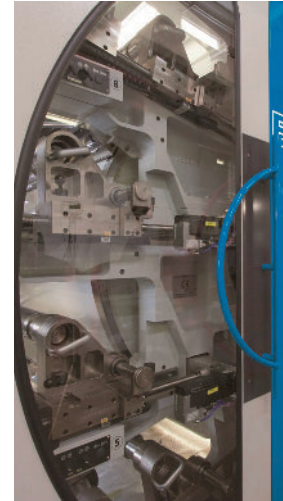
Price per single column millimetre		
For sale, wanted, job offers etc.	4c	€ 2.40
Job searches (no reps or agents)	4c	€ 1.60
Box numbers	Europe	€ 12.00
	Overseas	€ 18.00

## ► Special Advertising

Belly bands, flaps, etc.	Please contact us
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## ► Discounts for insertions within one year of booking

Series discounts		Volume discount	
3 advertisements	5%	min 2 pages	5%
6 advertisements	10%	min 4 pages	10%
9 advertisements	15%	min 6 pages	15%
12 advertisements	20%	min 9 pages	20%



## ► The “Schnelle Seiten” for Package Printing and Converting

The “Schnelle Seiten” is the up-to-date and comprehensive marketplace for the package printing and converting industry. With your entry, you reach the buyers and decision-makers in the branch. They will find suitable suppliers for daily production in the “Schnelle Seiten”.



**I will gladly advise you in regard to  
“Schnelle Seiten”:**

**Christoph Gehr**  
Verlagsbüro Felchner  
Phone: +49 (0) 83 41 966 17 85  
[c.gehr@verlagsbuero-felchner.de](mailto:c.gehr@verlagsbuero-felchner.de)

### Size

Column width 1 column: 42 mm, 2 columns: 87 mm; height is to your requirement, but must be at least 15 mm; price depends on height.

### Scope

In order for our offers to be at attractive prices, orders are available for 1 year (starting from each issue) for *six consecutive issues* possible. Billing in advance – you will receive an invoice annually.

### Prices per mm, 1 column

b/w	€ 2.00
4c	€ 2.40

### Price examples (each for 6 issues)

15 mm height, 4c	€ 216.00
30 mm height, 4c	€ 432.00
50 mm height, 4c	€ 720.00

### Discounts

For multiple entries per issue:

3 entries	5%
6 entries	10%
9 entries	15%
12 entries	20%

### Company Profile Online

On [flexotiefdruck.de](http://flexotiefdruck.de) under „Zulieferer“ appears your company name, logo and company portrait (650 characters of text and link to your website). Furthermore, your logo incl. a link will appear under max. 3 keywords in the glossary.

<b>Price</b> (12 month period)	€ 595.00
incl. integration of a video (12 month period)	€ 695.00

<b>Comb. price</b> for advertisers “Schnelle Seiten” (12 month period)	€ 395.00
incl. integration of a video (12 month period)	€ 495.00

## ► Print: Technical Data

### Circulation

3,200 copies

6 issues per year (see editorial programme, pages 6–7)

### Publication size

DIN A4 = 210 x 297 mm (width x height)

### Bleed size

DIN A4 plus 3 mm = 216 x 303 mm (width x height)

### Printing process

Sheetfed-offset, Euroscale

### Paper

Speedmat 80g/m<sup>2</sup>

### Processing

Adhesive bond

## ► Payment

### Bank

Volksbank Ulm-Biberach eG

IBAN DE19 6309 0100 0036 2600 02

BIC ULMVDE66

SEPA Creditor-ID DE67ADS00000047069

VAT No. DE147041097

### Terms of payment

30 days net without deduction.

### Address

Ebner Media Group GmbH & Co. KG

Karlstraße 3 · 89073 Ulm · Germany

## ► Details for Submitting Digital Data

### Print data

Due to computer-to-plate exposure only digital data delivery is acceptable.

### PDF print data

PDF High-resolution data (min. 300 dpi).

Fonts used must be included.

Colour displays: CMYK mode,

black and white ads: grayscale mode.

Colour profile: ISO Coated v2.

File format: PDF/X-3

### Data transfer

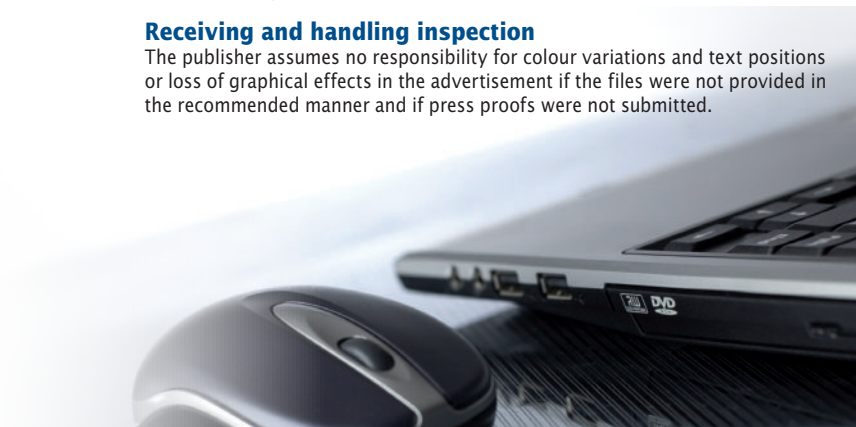
<https://wettransfer.com>

### File name

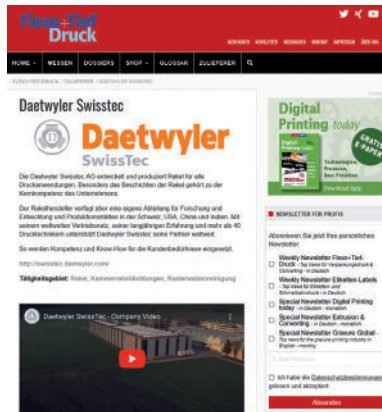
For easy identification of your data, please name your file according to the following sample: "Company name\_FlexoTiefDruck"

### Receiving and handling inspection

The publisher assumes no responsibility for colour variations and text positions or loss of graphical effects in the advertisement if the files were not provided in the recommended manner and if press proofs were not submitted.



## ► Company Profile Online



Present your company online on **flexotiefdruck.de**: Under „Zulieferer“ appears your company name, logo and company portrait (650 characters of text and link to your website). Furthermore, your logo incl. a link will appear under max. 3 keywords in the glossary.

Technical requirements:  
*Logo (jpg file max 640 x 480 pixel, 72 dpi), text with 650 characters (in third person writing and non PR style), link to your homepage. Definition of max. 3 keywords to be provided with your logo.*

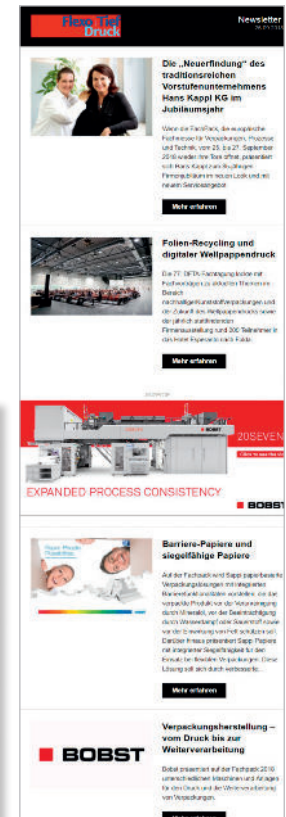
## ► Weekly Newsletter

Our weekly newsletter offers up-to-date and appealing industry news. It reaches the subscribers precisely: middle and upper management professionals in the print industry and also press operators in package printing.

Since the readers consciously subscribe to our newsletters, they are eagerly awaited week after week. Present your company, your products and your events in an editorial news environment – accessible on all digital devices, from desktop to mobile.

Newsletter subscribers: 1,310  
(as of November 2022)

Formats	Prices
<b>Online Advertorial</b> Extensive, prominently placed article, which is placed online on <b>flexotiefdruck.de</b> and teased in the Weekly Newsletter on the 1st position.	
Online Advertorial	€ 450.–
Online Advertorial incl. video upload	€ 550.–
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixel, 1x dispatch	€ 360.–
from 3 dispatches, each	€ 324.–



<b>Price</b> (12 month period)	€ 595.00
incl. integration of a video (12 month period)	€ 695.00
<b>Comb. price</b> for advertisers in "Schnelle Seiten" (12 month period)	€ 395.00
incl. integration of a video (12 month period)	€ 495.00



**I would be happy to advise you on your Company Profile Online:**  
**Christoph Gehr**  
 Verlagsbüro Felchner  
 Phone: +49 (0) 83 41 966 17 85  
**c.gehr@verlagsbuero-felchner.de**



## ▶ Stand-Alone Newsletter

This special mailing in the look and feel of our Weekly Newsletter supplies subscribers exclusively with your topics, images and advertising. So your message will have the full attention of the target group. After the campaign you will receive a detailed report.

Technical requirements:

*You provide us with picture, text and link (at least 5 days before date of dispatch) or the fully designed HTML template (at least 3 days before date of dispatch) and we will send you the final newsletter for approval.*

Newsletter subscribers: 1,310  
(as of November 2022)

### Stand-Alone Newsletter

1x dispatch

€ 1,695.–

## ▶ Special Newsletters for the Fairs

Marketing support for your trade fair appearance:

In the run-up to the big trade fairs of our industry in 2023:

- ICE Europe/CCE International, Munich/D
- Interpack, Duesseldorf/D

... we send out weekly Special Newsletters in which you can advertise your trade fair appearance in the form of an Online Advertorial or with Premium Banners.

### Online Advertorial

Extensive, prominently placed article, which is placed online on **flexotiefdruck.de** and teased in the Special Newsletter on the 1st position.

Online Advertorial

€ 450.–

Online Advertorial

incl. video upload

€ 550.–

### Premium Banner

(max. 250 KB, JPG, PNG or GIF, static)

580 x 250 pixel,  
1x dispatch

€ 360.–

from 3 dispatches, each

€ 324.–

## ▶ flexotiefdruck.de – Display Campaigns / Banners



Display Campaigns – this is how you can reach package printers and converters through our website over a longer period of time.

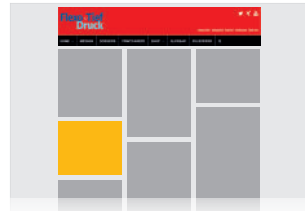
Benefit from the traffic on our website and place your banner advertisement where the industry keeps itself informed. All banners are delivered in rotation (max. 3 banners in rotation).

*All banner sizes up to max 500 KB.  
Formats: JPG, PNG, GIF (not HD-GIF),  
HTML5, RichMedia, ReDirect-Tag.  
We use **Google AdManager** as  
technological support.*

*Animations can last a maximum of  
30 seconds. If necessary, request our  
guidelines for HTML5 files and click tags.*

*\*Free additional option for display on  
mobile devices*

### Formats

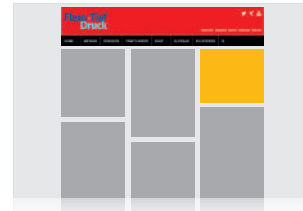


#### Content Ad (Medium Rectangle)

300 x 250 pixels

**Price**/per 4 weeks

€ 580.–

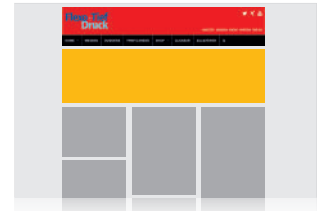


#### Medium Rectangle (positioning above the sidebar)

300 x 250 pixels

**Price**/per 4 weeks

€ 690.–



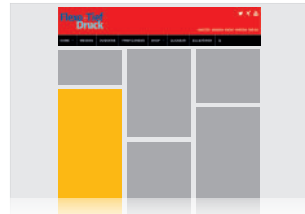
#### Billboard

980 x 250 pixels

320 x 100 pixels (mobile)\*

**Price**/per 4 weeks

€ 890.–

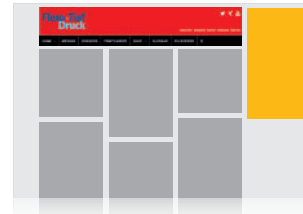


#### Half Page Ad

300 x 600 pixels

**Price**/per 4 weeks

€ 690.–

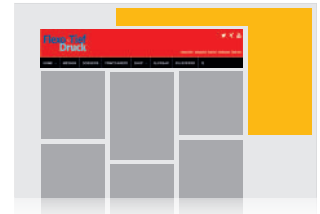


#### Big Skyscraper

300 x 600 pixels

**Price**/per 4 weeks

€ 690.–



#### Hockeystick

(Superbanner + Big Skyscraper)

728 x 90 + 300 x 600 pixels

**Price**/per 4 weeks

€ 890.–



## ▶ Special Newsletter Gravure Global

Our monthly newsletter in English language reports regularly and exclusively on the latest developments, decisive innovations and current events in the gravure printing industry from around the world. It contains valuable technical reports and market observations.

Use our special newsletter to advertise your company, your latest products or events - in the midst of editorial news, played out on all digital devices, desktop and mobile. You will receive detailed reporting after your campaign.

### Present your company:

- **With your Online Advertorial**  
one week in the 1st position on **flexotiefdruck.de**  
and once sent out with the Special Newsletter Gravure Global
- **With your Premium Ad Banner**  
in a high quality editorial environment

Language: English  
Delivery rhythm: monthly, 12 times per year  
Dispatch: worldwide  
Target group: specialists and decision-makers  
in the gravure printing industry  
Newsletter subscribers: 2,100  
(as of November 2022)



Link for subscription:  
<https://flexotiefdruck.de/gravure-global-special-newsletter/>

Format	Price/dispatch
<b>Online Advertorial</b> Extensive, prominently placed article in English language, which is placed online on <b>flexotiefdruck.de</b> and teased in the Special Newsletter Gravure Global on position 1.	
Online Advertorial	€ 820.–
Online Advertorial incl. video upload	€ 920.–
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1 x dispatch	€ 720.–
from 3 dispatches, each	€ 648.–
<b>Stand-Alone Newsletter</b> 1 x dispatch	€ 2,895.–



## ► Etiketten-Labels and etiketten-labels.com



Etiketten-Labels is the only German-language magazine for the conventional and digital production of labels.

Launched in 1993

Online: etiketten-labels.com

6 issues per year	
<b>Circulation</b>	2,500 copies
<b>Distribution</b>	DACH, Europe
<b>Language</b>	German

The **Weekly Newsletter** of Etiketten-Labels offers up-to-date and appealing industry news. It reaches the subscribers precisely: middle and upper management in the label printing industry as well as label printers.

Since the readers consciously subscribe to our newsletters, they are eagerly awaited week after week. Present your company, your products and your events in an editorial news environment – accessible on all digital devices, from desktop to mobile.

Newsletter subscribers: 1,090  
(as of November 2022)

Formats	Prices
<b>Online Advertorial</b>	
Extensive, prominently placed article, which is placed online on <b>flexotiefdruck.de</b> and teased in the Weekly Newsletter on the 1st position.	
Online Advertorial	€ 450.–
Online Advertorial incl. video upload	€ 550.–
<b>Premium Banner</b>	
(max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixel, 1x dispatch	€ 360.–
from 3 dispatches, each	€ 324.–

