

(as of 1st June, 2023)

Important Industry Events

Flexo+TiefDruck

Important Industry Events

Media Information **2023**

► 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



Circulation
3,200 copies
Newsletter
subscribers
about 1,310

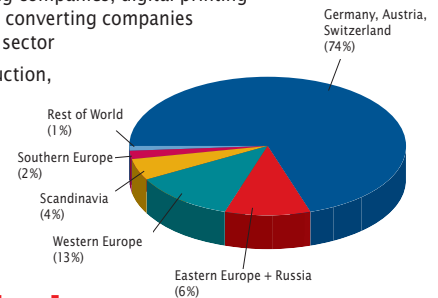
► Contents and Rubrics

- Technology in Detail
- From Practice
- Ecology and Sustainability
- People & Markets
- DFTA Internal
- "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 2022

Total volume	464.00 pages	= 100.00%
Advertisements	94.40 pages	= 20.34%
Classified ads	30.00 pages	= 6.46%
Editorial content	339.60 pages	= 73.19%

Media Information 2023

► Special Functional Printing – Intelligent Labels & Packaging



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 1-2023 (February) and Etiketten-Labels 1/2023 (February)

- Fair LopeC:** Outlook on the fair, current trends, exhibitors and their innovations
- Printed electronics – a new business field for label and packaging printers?
- Machines, plants and tools for functional printing
- Security labels and counterfeit protection

LOPEC,
Munich/DE: 1.-2.03.2023



► in Flexo+Tief-Druck 4-2023 (July) and Etiketten-Labels 4/2023 (August)

- New processes for printing/application of electronic components/circuits/sensors
- Special printing inks and pastes
- Quality control in printed electronics
- Tracking labels/smart labels/Augmented Reality/Rfid/NFC
- Pharma labels/tamper-evident seals

Media Information 2023

► 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

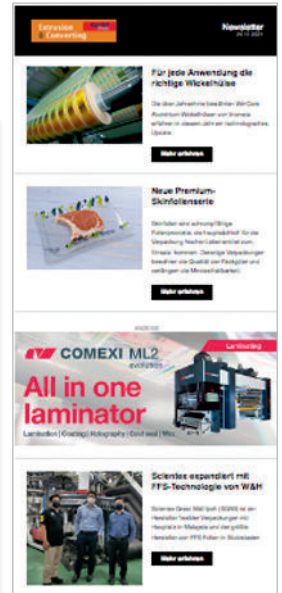
- in Flexo+Tief-Druck 2-2023 (March)
- in Flexo+Tief-Druck 5-2023 (September)

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: 1,126
 (as of November 2022)

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	€ 820.-
Online Advertorial incl. video upload	€ 920.-
Premium Banner (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 720.-
from 3 dispatches, each	€ 648.-
Stand-Alone Newsletter 1 x dispatch	€ 2,895.-



Media Information 2023

► 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)

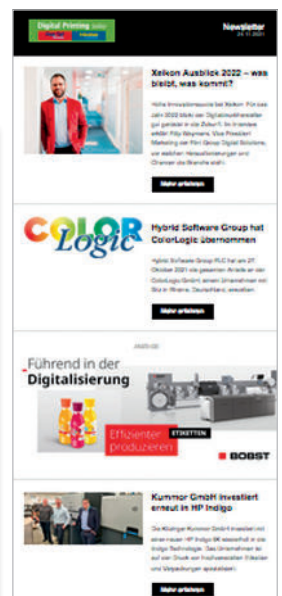
- in Flexo+Tief-Druck 3-2023 (May)
- in Flexo+Tief-Druck 6-2023 (November)

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
 Dispatch: monthly, 12 times per year
 Newsletter subscribers: 1,901
 (as of November 2022)

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	€ 820.-
Online Advertorial incl. video upload	€ 920.-
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580 x 250 pixels, 1x dispatch	€ 720.-
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Stand-Alone Newsletter 1 x dispatch	€ 2,895.-



Media Information 2023

► How to reach your customers



Media Information 2023

► Your Contacts

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