

# Media Information 2024

formerly:  
**Flexo+Tief  
Druck**



**Special Section** Extrusion & Converting  
**Special Section** Digital Printing today

**Print · E-paper · Online · Campaigns · Events**

Ebner Media Group GmbH & Co. KG, Germany



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## ► About Us

### EBNER MEDIA GROUP

#### – Package Printing Division

The EBNER MEDIA GROUP, Ulm, Germany, is a leading media company for specialist magazines and portals as well as special interest publications. It supports with tailor-made content and interactive platforms professionals in their daily work and enthusiasts in pursuing their passions. The EBNER MEDIA GROUP is organized on a decentralized basis. There are five locations in Germany alone, and there are a total of ten more worldwide locations.

In the target group-oriented business units of package printing and publication printing alone, there are four published periodicals for the printing industry. With **VerpackungsDruck** (formerly Flexo+Tief-Druck) and **Etiketten-Labels** as well the specials **Digital Printing today**, **Extrusion & Converting** and **Gravure Global** we focus on all areas of package and label printing, extremely dynamic niches in the printing industry - in print, digital or face-to-face communication. Nobody knows, reaches or inspires the people in our target groups like us.

#### First-class specialist journalism - and much more ...

With our know-how and our passion for topics and details, we are indispensable for our readers. Our knowledge advantage creates added value. Your customers read and use the content of our specialist publications and portals intensively: **VerpackungsDruck** (formerly Flexo+Tief-Druck), **Etiketten-Labels**, **Digital Printing today**, **Extrusion & Converting** and **Gravure Global** – print, online and in social media:  
**2 portals, 2 specialist magazines, 3 specials and special newsletters**  
 – here you can reach your target group directly!



## ▶ VerpackungsDruck – Profile

**Title** **VerpackungsDruck & Converting**  
(formerly Flexo+Tief-Druck)

**Short description** Leading German-language magazine for package printing, converting and special applications. VerpackungsDruck provides comprehensive and reliable information as well as up-to-date reporting on all areas of modern package printing and converting. For over 30 years with VerpackungsDruck we have been reaching all companies and professionals in these market segments: Packaging 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** 2,800 copies

**Portal** flexotiefdruck.de

**Twitter** @FlexoTiefDruck

**Xing** xing.to/flexotiefdruck

**Organ**

**VerpackungsDruck 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**  
2,800 copies

**Newsletter subscribers**  
about 1,310

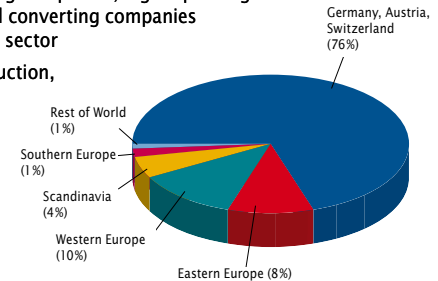
## ▶ Contents and Rubrics

- Technology in Detail
- From Practice
- Ecology and Sustainability
- People & Markets
- DFTA Internal
- "Schnelle Seiten" – Supplier Directory
- **Special Sections:**
  - Extrusion & Converting
  - 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 2023

<b>Total volume</b>	464.00 pages	= 100.00%
<b>Advertisements</b>	91.97 pages	= 19.82%
<b>Classified ads</b>	30.00 pages	= 6.47%
<b>Editorial content</b>	342.03 pages	= 73.71%

## ► Industry Opinions



„A leading global supplier to the packaging industry, BOBST has maintained a partnership with VerpackungsDruck as a trusted media partner and key trade publication for many years. With a commitment to technical journalism, it serves as an important platform for the packaging communities, both as an independent news outlet and a source of specialist information.“

### **Désirée Bariatti**

*Regional Marketing & Communications Manager DACH  
BOBST*



“VerpackungsDruck is an institution in our industry and impresses with interesting articles that are close to what is happening on the market. As a system supplier for the printing industry, we really appreciate them as a partner and source of information, both digital and analogue.“

### **Franziska Kirpal**

*Business Development Manager  
Flexo, Print & Paper Region DACH  
tesa SE*



“As a specialised equipment manufacturer, we appreciate the editorial mix of technology and the commercial aspects of the printing and converting sectors covered by VerpackungsDruck. The combination of in-house knowledge and the skilful use of contributing experts makes for an authoritative source of information that sets this publication apart from others on the market.“

### **Jeannette Woodman**

*Marketing Director  
Vetaphone A/S*



“The felicitous mix of reports, technical articles, new products as well as market and industry trends provides a topical and comprehensive overview and makes VerpackungsDruck an important source of information around package printing.“

### **Elisabeth Braumann**

*Public Relations  
Windmüller & Hölscher KG*



“Especially for young, innovative companies like TLS Anilox GmbH, VerpackungsDruck offers exactly the right platform to convey the more than interesting advantages of TeroLux anilox roller coating to readers and future users. In this way, even small companies can successfully place a product.“

### **Andreas Willeke**

*CEO  
TLS Anilox GmbH*



“VerpackungsDruck and Doneck Network have a common denominator. The specialist magazine and the printing ink manufacturer focus and concentrate on flexo and gravure in the printing industry. We think that's good. We also appreciate the well-researched journalism on a professional level. We think that makes the difference today!“

### **Rita Knippel**

*Marketing & Communications Manager  
Doneck Network Luxembourg*

## ▶ Editorial Programme 2024 (as of January 10, 2024)

### Important Industry Events

#### 1-2024 (February)

**Publication date:**  
8.02.2024

**Editorial deadline:**  
16.01.2024

**Advertising Closing:**  
23.01.2024

- **drupa 2024 Countdown Part 1: Quo vadis package printing?**  
*Turning point: New challenges and realignment*
- Consistent print quality (inspection and control systems, measuring instruments, proofing, print release process)
- Artificial Intelligence (AI) in prepress and printing forme production
- Printing inks and varnishes for recyclable packaging
- Ecology in the pressroom (cleaning systems, ink disposal, ink kitchen, ink dosing, storage systems)
- Retrofit/Maintenance/Support/Service of package printing machines as well as flexographic and gravure printing machines
- **Fair Lopec:** Possibilities of "Printed Electronics" to ensure recyclable packaging

21st Inno Meeting  
– Alternative materials and methods,  
Osnabrueck/DE: 21.-22.02.2024



LOPEC,  
Munich/DE: 5.-7.03.2024

#### 2-2024 (March)

**Publication date:**  
21.03.2024

**Editorial deadline:**  
27.02.2024

**Advertising Closing:**  
5.03.2024

- **drupa 2024 Countdown Part 2: Package printing – analogue, hybrid or digital?**
- **Main topic: "Corrugated board, cardboard and paper"**
  - Production of flexible packaging from fiber-bound substrates with defined barrier properties
  - Printing requirements: Cardboard and corrugated packaging for e-commerce
  - Printing of water-based printing inks/varnishes on absorbent substrates
- Flexographic printing and gravure printing machines for the current requirements in package printing
- Flexo and gravure forme production directly at the printing machine – Is that possible? How far are we?
- Anilox rollers/sleeves: The right specification for different applications
- Printing inks (colour systems, viscosity measurement, ink dosing, colour measurement, residual ink management)
- Efficient interaction of the components in the printing unit/application system (printing forme, anilox roller/sleeve, doctor blade, chamber doctor blade, ink supply)
- **Special Extrusion & Converting (n° 1/2024)**
  - Extrusion – Packaging films – Recycled materials
  - Correct pre-treatment of packaging substrates (corona, primer)
  - Coating and metallizing
  - Sustainable lamination (adhesives, application systems, drying)
  - Roll assembly: Slitting technologies and roll handling

Special Section **Extrusion & Converting**

#### 3-2024 (May)

**Publication date:**  
21.05.2024

**Editorial deadline:**  
23.04.2024

**Advertising Closing:**  
30.04.2024





- **drupa 2024: Main issue – Opinions, analysis and trends**
- Package printing machines (offset, gravure, flexographic printing) and converting systems
- New opportunities and business concepts in packaging production
- Optimization potential in prepress and forme production (standardization, digitalization, algorithms)
- Resource-saving production of flexographic and gravure printing formes as well as embossing rollers
- Print quality: Electrostatics and surface cleaning in printing and converting
- **Special Digital Printing today (n° 1/2024)**
  - drupa 2024 - Innovations in digital package printing
  - Digital printing: Specific challenges for prepress
  - New business opportunities with digital printing
  - Digital converting (i. a. laser cutting, priming, white and varnish application)

Special Section **Digital Printing today**

Drupa,  
Dusseldorf/DE: 28.05.-7.06.2024



## Important Industry Events

<p><b>4-2024 (July)</b>  <b>Publication date:</b>  <b>18.07.2024</b>  Editorial deadline:  25.06.2024  <b>Advertising Closing:</b>  <b>2.07.2024</b></p>	<ul style="list-style-type: none"> <li>■ <b>Review drupa 2024</b></li> <li>■ New printing machine concepts for different packaging solutions</li> <li>■ Retrofit / Maintenance / Support / Service of package printing machines / used machines</li> <li>■ Sleeve and adapter systems in flexo printing</li> <li>■ Colour communication and colour management in package printing</li> <li>■ Plate mounting in flexo printing (cliché tape, self-adhesive mounting sleeves, automatic mounting devices, integration into the printing workflow)</li> <li>■ Design for recycling – What does this mean for package printing?</li> </ul>	
<p><b>5-2024 (September)</b>  <b>Publication date:</b>  <b>16.09.2024</b>  Editorial deadline:  22.08.2024  <b>Advertising Closing:</b>  <b>29.08.2024</b></p>	<ul style="list-style-type: none"> <li>■ <b>Fair issue Fachpack</b> (Trends, new products, trade fair information)</li> <li>■ <b>Main topic: „Corrugated board, cardboard and paper“</b> <ul style="list-style-type: none"> <li>● Sustainable printing of corrugated cardboard and folding boxes - the challenges</li> <li>● Inline and offline die cutting of corrugated cardboard and cardboard (equipment and tools)</li> <li>● Digital, efficient and fully automated: Logistics in corrugated cardboard production</li> </ul> </li> <li>■ Automation in packaging production – How far have we come?</li> <li>■ The right flexographic printing forme for flexible packaging, corrugated cardboard and container printing</li> <li>■ More sustainability in the process of gravure forme production (chrome III, engraving, elastomer, photopolymer)</li> <li>■ Applying and printing security elements against counterfeiting and product piracy</li> <li>■ <b>Special Extrusion &amp; Converting (n° 2/2024)</b> <ul style="list-style-type: none"> <li>● Blow extrusion and extrusion coating</li> <li>● Services, retrofit and maintenance of extrusion and coating systems</li> <li>● Coating processes: Advantages and disadvantages, areas of application, coating systems</li> <li>● Laser systems in packaging converting</li> <li>● Recyclable composite structures of flexible packaging</li> </ul> </li> </ul>	<p>FachPack,  Nuremberg/ DE: 24.-26.09.2024</p> <p> <b>FACHPACK</b> &gt;</p> <p>ERA International  Gravure Days: N. N.</p> <p></p> <p>DFTA Technical Conference,  Cologne /DE: 6.11.24</p> <p></p>
<p><b>6-2024 (November)</b>  <b>Publication date:</b>  <b>14.11.2024</b>  Editorial deadline:  21.10.2024  <b>Advertising Closing:</b>  <b>28.10.2024</b></p>	<ul style="list-style-type: none"> <li>■ Prepress flexo and gravure printing (colour management, software, proofing, fixed colour palette, workflow)</li> <li>■ How sustainable are inks and varnishes for package printing? New formulations</li> <li>■ Finishing in package printing (effect colours, varnishing, embossing foil printing)</li> <li>■ Drying / curing of inks and varnishes</li> <li>■ Anilox and coating rollers: Defined transfer of large quantities of barrier varnish</li> <li>■ Printing peripherals: Ink kitchen, washing machines, distillation units, storage and logistic systems</li> <li>■ <b>Special Digital Printing today (n° 2/2024)</b> <ul style="list-style-type: none"> <li>● Digital printing: absorbent and non-absorbent packaging substrates as well as rigid packaging (container printing)</li> <li>● Measuring and specifying quality in digital printing</li> <li>● Innovative business concepts with digital printing</li> <li>● Integration of digital printing into existing production environments</li> </ul> </li> </ul>	<p></p>

**We value your opinion!** Please contact editor **Ansgar Wessendorf** at [wessendorf@ebnermedia.de](mailto:wessendorf@ebnermedia.de) and let him know where we can improve, what topics concern you and what you would like to read about. We look forward to your most appreciated suggestions!



## ► 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 VerpackungsDruck 2-2024 (March)
- in VerpackungsDruck 5-2024 (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".

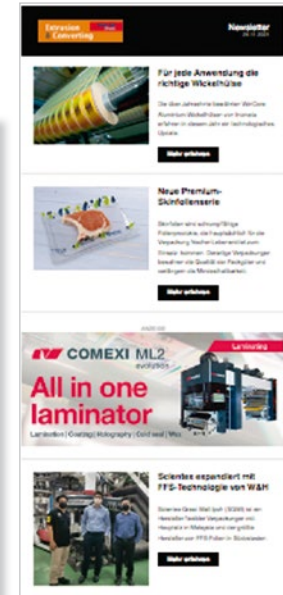
Accompanying we send out the **Special Newsletter Extrusion & Converting** to a separate address mailing list every month. Here you can present your company and your products with editorial articles, an Online Advertorial or banner advertising.

Language: German

Dispatch: monthly, 12 times per year

Newsletter subscribers: 1,038  
(as of December 2023)

Formats	Prices
<b>Online Advertorial</b> Extensive, prominently placed article, which is placed online on <b>flexotiefdruck.de</b> and teased in the Special Newsletter on position 1.	
Online Advertorial	€ 860.–
Online Advertorial incl. video upload	€ 960.–
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 750.–
from 3 dispatches, each	€ 675.–
<b>Stand-Alone Newsletter</b> 1 x dispatch	
	€ 2,995.–





## ► 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 VerpackungsDruck 3-2024 (May)
- in VerpackungsDruck 6-2024 (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.

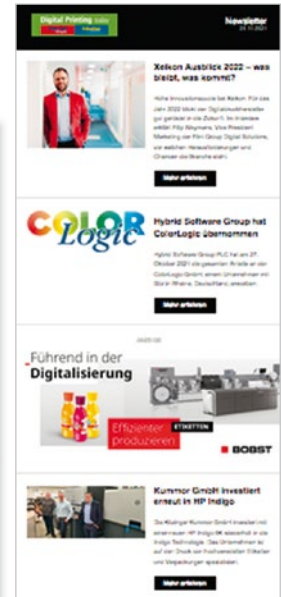
Language: German

Dispatch: monthly, 12 times per year

Newsletter subscribers: 1,768













(as of December 2023)

Formats	Prices
<b>Online Advertorial</b> Extensive, prominently placed article, which is placed online on <b>flexotiefdruck.de</b> and teased in the Special Newsletter on position 1.	
Online Advertorial	€ 860.–
Online Advertorial incl. video upload	€ 960.–
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 750.–
from 3 dispatches, each	€ 675.–
<b>Stand-Alone Newsletter</b> 1 x dispatch	
	€ 2,995.–



## ▶ Advertisement Rates and Formats

Valid as of January 10, 2024

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	€ 2,295.–	€ 2,630.–	€ 2,965.–	€ 3,295.–
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 –	€ 1,250.–	€ 1,585.–	€ 1,920.–	€ 2,250.–
1/3 page	horizontal  upright 	178 x 85 mm 56 x 262 mm	210 x 99 mm 70 x 297 mm	€ 895.–	€ 1,230.–	€ 1,565.–	€ 1,895.–
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 –	€ 725.–	€ 1,060.–	€ 1,395.–	€ 1,725.–
1/8 page	horizontal  1 column/2 columns 	178 x 30 mm 44 x 130 mm 92 x 65 mm	210 x 39 mm – –	€ 395.–	€ 730.–	€ 1,065.–	€ 1,395.–
1/16 page	1 column/2 columns 	44 x 65 mm 92 x 31 mm	– –	€ 210.–	€ 545.–	€ 880.–	€ 1,210.–
mm rate (single column, 42 mm width)		For other sizes than those shown in the rate card.				black/white: € 3.30	

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)	€ 4,595.–
	<b>Inside front cover</b>	€ 3,995.–
	<b>1/3 page horizontal, 4c</b> below the editorial at page 3	€ 2,650.–
	<b>Page facing table of contents</b> (1/1 page, 4c)	€ 3,795.–
	<b>Cover page</b> <b>Special Funktionales Drucken /</b> <b>Extrusion &amp; Converting /</b> <b>Digital Printing today</b> (1/2 page across, 4c, 210 x 130 mm + 3 mm bleed)	€ 3,295.–
	<b>Inside back cover</b>	€ 3,695.–
	<b>Back cover</b>	€ 4,195.–
	<b>Surcharge for special placement</b>	10%

## ▶ **Inserts (bound-in)** (discountable and commissionable)

<b>2-sided</b> (1 sheet DIN A4)	€ 2,295.–
<b>4-sided</b> (2 sheets DIN A4)	€ 2,880.–

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	€ 395.–
<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 VerpackungsDruck“  
Otto-Hahn-Straße 25 · 34253 Lohfelden · 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

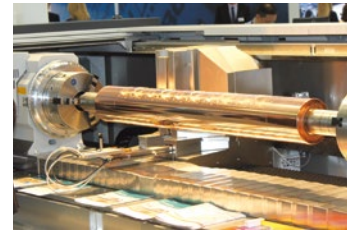
Price per single column millimetre		
For sale, wanted, job offers etc.	4c	€ 2.50
Job searches (no reps or agents)	4c	€ 1.65
Box numbers	Europe	€ 12.00
	Overseas	€ 18.00

## ▶ Special Advertising

Belly bands, flaps, etc.	Please contact us
--------------------------	-------------------

## ▶ 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”.

### 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	€ 2.10
4c	€ 2.50

### Price examples (each for 6 issues)

15 mm height, 4c	€ 225.00
30 mm height, 4c	€ 450.00
50 mm height, 4c	€ 750.00

### 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)	€ 620.00
incl. integration of a video (12 month period)	€ 720.00

<b>Comb. price</b> for advertisers “Schnelle Seiten” (12 month period)	€ 420.00
incl. integration of a video (12 month period)	€ 520.00



**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)

## ► **Print: Technical Data**

### **Circulation**

2,800 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\_VerpackungsDruck"

### **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.

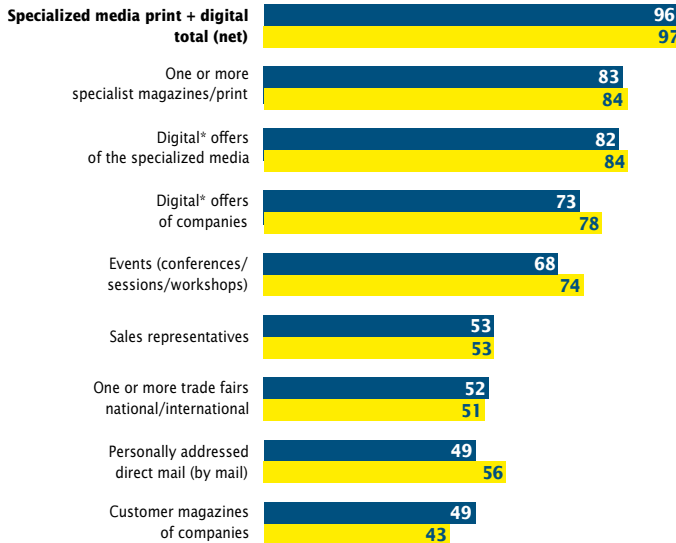




## ▶ B2B Decision-maker analysis

Study of the Deutsche Fachpresse on information behavior and media use of professional decision-makers

### Use of B2B information sources by age (Professional decision-makers)



\* Websites, Social Media, Newsletter, Apps

**Specifications in %**  
 ■ Use in the last 12 months  
 ■ dito/Group "up to 39 years"

96 %

... of the 7.4 million  
professional decision-  
makers use specialized media

Printed and digital specialized media are the most important job-related sources of information for professional decision-makers. Top decision-makers use these even more intensively than the entire group. As before, specialized magazines and digital specialized media are in the intensity of use before the digital offers of the companies, who rank third.

78 %

... find advertising in  
specialized media useful

Specialized media are perfect advertising media, as advertising is perceived by readers as an important content. It is not only useful, advertising also creates a positive image of the advertising companies among the readers and users. Anyone who advertises in specialized media confirms its relevance in the market and reinforces it in a positive way.

97 %

... of all decision-makers  
under the age of 40  
use specialized media

Specialized media usage is not a matter of age. Even professional decision-makers under the age of 40 use specialized magazines and digital specialized media offers intensively.

## ► How to reach your customers



Social Media

Website



Trade Magazines  
+ E-paper



Special publications –  
related to specific topics  
and markets



PR & Marketing  
Services



Expert Talks –  
Round Tables – Events



Videos



Online-Seminars



Weekly Newsletters  
Stand-Alone Newsletters  
Special Newsletters





**Silja Aretz-Fezzuoglio**

Your Marketing Consultant

*"Package printing and converting are industries with high innovation potential. We present your innovations. Please contact me directly for a personalised offer."*

**Phone: +49 (0) 176 19 18 10 95**  
aretz@ebnermedia.de

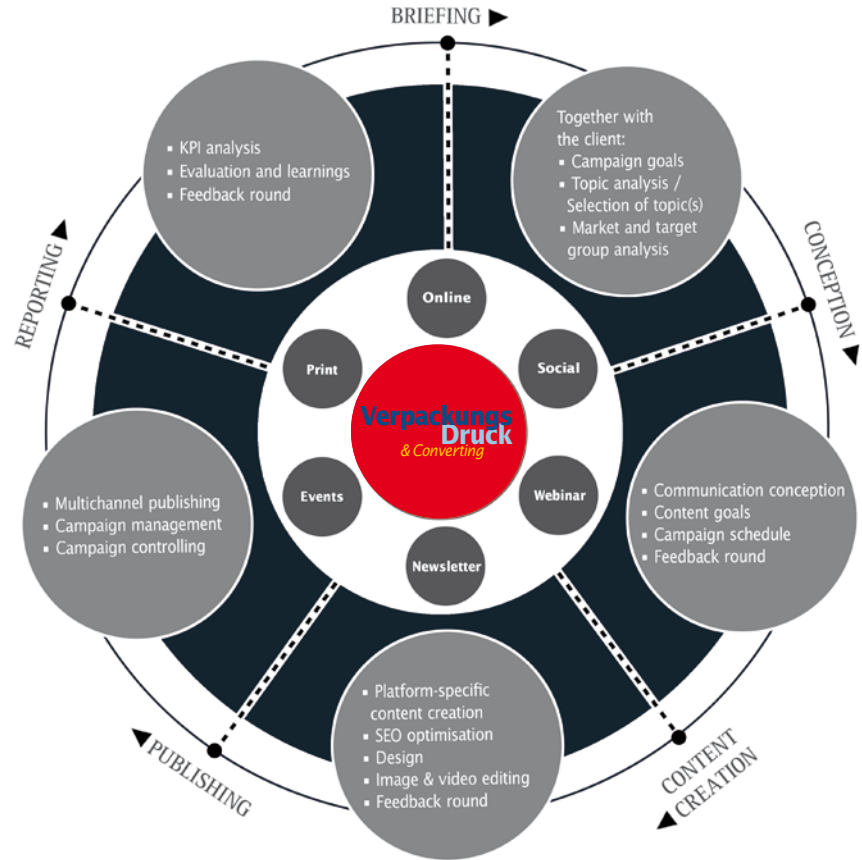


**Ansgar Wessendorf**

Your Specialist Editor

*"Whether print, portals, newsletters or social media – we create valuable content for all information channels. Personalised and in tune with your company's needs, we implement your editorial campaigns. I would be happy to advise you in any questions you have."*

**Phone: +49 (0) 176 19 18 10 98**  
wessendorf@ebnermedia.de



## ► VerpackungsDruck & Converting – Key Data Print + Online



**2,800**

Print Circulation



**5,747**

Online Visits



**5,100**

Unique Users



**9,720**

Page Impressions



**1,317**

Newsletter Subscribers



**2,482**

Xing Follower



**4,467**

LinkedIn Follower



**881**

Twitter Follower

(as of December 2023)

## ▶ flexotiefdruck.de – Display Campaigns / Banners



### The right environment determines the success of banners!

Benefit from the traffic on our website and place your banner advertisement where the industry keeps itself informed.

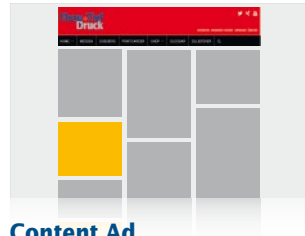
Place your banner in Display Campaigns – this is how you can reach package printers and converters through our website over a longer period of time.

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.*

### Formats



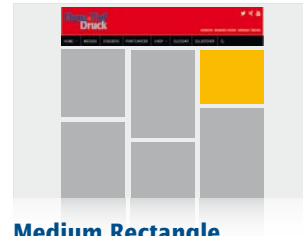
#### Content Ad

(Medium Rectangle)

300 x 250 pixels

**Price**/per 4 weeks

€ 595.–



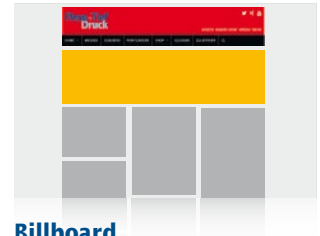
#### Medium Rectangle

(positioning above the sidebar)

300 x 250 pixels

**Price**/per 4 weeks

€ 720.–



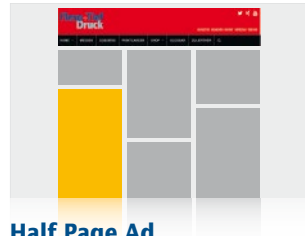
#### Billboard

980 x 250 pixels,

mobile version: 320 x 100 pixels

**Price**/per 4 weeks

€ 920.–

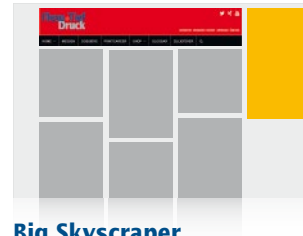


#### Half Page Ad

300 x 600 pixels

**Price**/per 4 weeks

€ 720.–

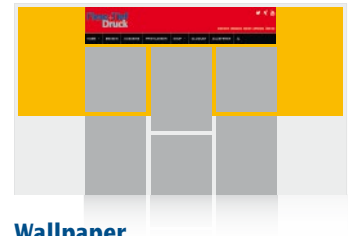


#### Big Skyscraper

300 x 600 pixels

**Price**/per 4 weeks

€ 720.–



#### Wallpaper

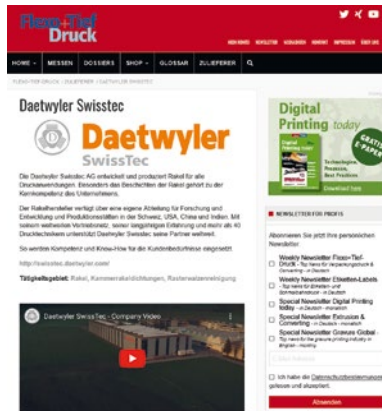
(corresponds to 2x Big Skyscraper, left and right)

1,900 x 1,028 pixels with 980 pixels empty space in the middle, mobile version: 300 x 600 pixels

**Price**/per 4 weeks

€ 1,220.–

## ► 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 from the glossary 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: 1,317  
(as of December 2023)

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	€ 470.–
Online Advertorial incl. video upload	€ 570.–
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixel, 1x dispatch	€ 380.–
from 3 dispatches, each	€ 342.–

**Price** (12 month period) € 620.00

incl. integration of a video (12 month period) € 720.00

**Comb. price** for advertisers in "Schnelle Seiten" (12 month period) € 420.00

incl. integration of a video (12 month period) € 520.00



**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: 1,317  
(as of December 2023)

### Stand-Alone Newsletter

1x dispatch

€ 1,795.–

## ▶ 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 2024:

- drupa 2024, Duesseldorf/D
- FachPack, Nuremberg/D

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

### 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

€ 470.–

Online Advertorial  
incl. video upload

€ 570.–

### Premium Banner

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

580 x 250 pixel,  
1x dispatch

€ 380.–

from 3 dispatches, each

€ 342.–

## ▶ Special Newsletter Extrusion & Converting

In addition to our Special in the magazine, we send out the **Special Newsletter Extrusion & Converting** every month. This newsletter goes to a separate, special address mailing list. The recipients have registered themselves with double opt-in and therefore expressly want to receive the newsletter. This explains the high open rates of 35-45%! Take advantage of the high level of acceptance and professional relevance of the newsletter to present your company and your products with editorial articles, an Online Advertorial or banner advertising.

Language: German

Dispatch: monthly, 12 times a year

Newsletter subscribers: 1,038

(as of December 2023)



Registration link: <https://www.flexotiefdruck.de/extrusion-converting-special-newsletter/>

## ▶ Special Newsletter Digital Printing today

In addition to our Special in the magazine, we send out the **Special Newsletter Digital Printing today** every month. This newsletter goes to a separate, special address mailing list. The recipients have registered themselves with double opt-in and therefore expressly want to receive the newsletter. This explains the high open rates of 35-45%! Take advantage of the high level of acceptance and professional relevance of the newsletter to present your company and your products with editorial articles, an Online Advertorial or banner advertising.

Language: German

Dispatch: monthly, 12 times a year

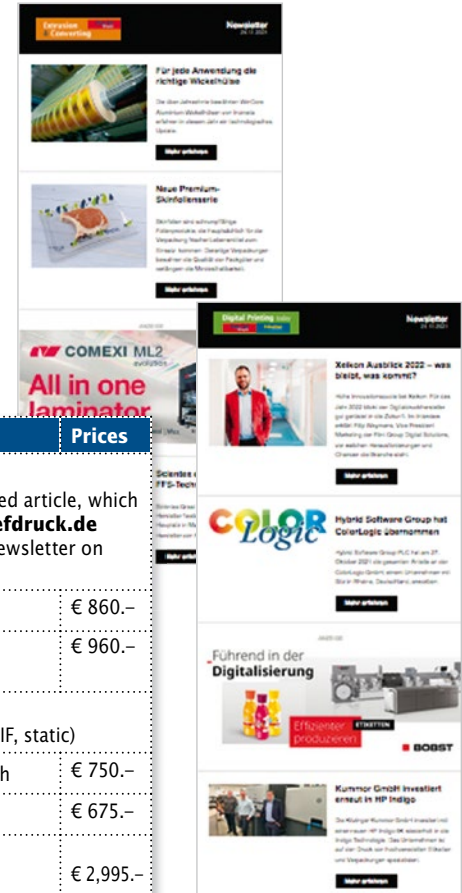
Newsletter subscribers: 1,768

(as of December 2023)



Registration link:

<https://www.flexotiefdruck.de/digital-printing-today-special-newsletter/>



Formats	Prices
<b>Online Advertorial</b> Extensive, prominently placed article, which is placed online on <b>flexotiefdruck.de</b> and teased in the Special Newsletter on position 1.	
Online Advertorial	€ 860.–
Online Advertorial incl. video upload	€ 960.–
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 750.–
from 3 dispatches, each	€ 675.–
<b>Stand-Alone Newsletter</b> 1 x dispatch	
	€ 2,995.–

## ► 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:

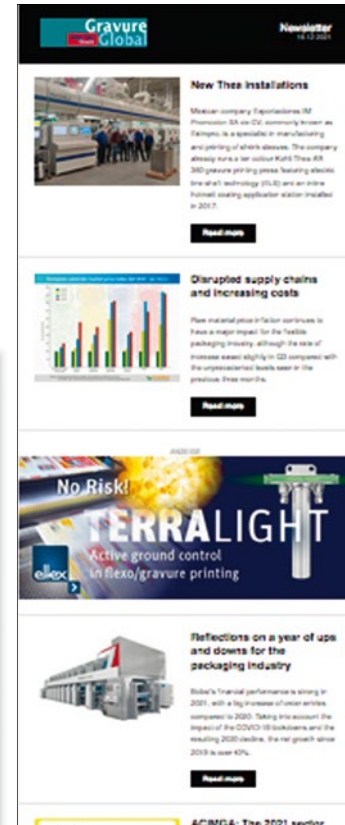
- **With your Online Advertorial**  
one week in the 1st position on **flexotiefdruck.de**  
and once sent out with the Special Newsletter Gravure Global
- **With your Premium Ad Banner**  
in a high quality editorial environment

Language: English  
Delivery rhythm: monthly, 12 times per year  
Dispatch: worldwide  
Target group: specialists and decision-makers  
in the gravure printing industry  
Newsletter subscribers: 2,044  
(as of December 2023)



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	€ 860.–
Online Advertorial incl. video upload	€ 960.–
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1 x dispatch	€ 750.–
from 3 dispatches, each	€ 675.–
<b>Stand-Alone Newsletter</b> 1 x dispatch	€ 2,995.–



## ▶ 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](http://etiketten-labels.com)

6 issues per year	
<b>Circulation</b>	2,300 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 with double opt-in, 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: 1,074  
(as of December 2023)

Formats	Prices
<b>Online Advertorial</b>	
Extensive, prominently placed article, which is placed online on <a href="http://flexotiefdruck.de">flexotiefdruck.de</a> and teased in the Weekly Newsletter on the 1st position.	
Online Advertorial	€ 470.–
Online Advertorial incl. video upload	€ 570.–
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixel, 1x dispatch	€ 380.–
from 3 dispatches, each	€ 342.–



## ▶ Your Contacts

### Your Marketing Consultants



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**Bernhard Niemela**  
*Managing Director*  
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 niemela@ebnermedia.de

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

# ▶ General Terms and Conditions

## 1. Exclusive scope, agreement

1.1 In its own name and for its own account, the Ebner Media Group GmbH & Co. KG, Karlstrasse 3, 89073 Ulm, Germany (hereinafter referred to as "publisher") markets advertisements for the newspapers and magazines that it publishes.

1.2 The following terms and conditions are exclusively valid for all contractual relationships between the publisher and the customer (hereinafter referred to as "customer") with regard to the placement of advertisements. The validity of any general terms and conditions of the customer is expressly excluded, even if the publisher does not contradict in individual cases.

1.3 The publisher agrees to comply with the regulations of the minimum wage (MiLoG). This is also valid, insofar as the publisher orders other contractors with attendances.

## 2. Services; Submission for publication; Completion

2.1 In the context of these terms and conditions, an "advertising order" is a contract by an advertiser or other purchaser of advertising space for the publication of one or more advertisements in a publication for the purpose of dissemination.

2.2 In case of doubt, advertisements are to be submitted for publication within one year after the signing of the contract. If a contract grants the right to submit individual advertisements, then the contract is to be completed within one year after the publication of the first advertisement, assuming that the first advertisement was submitted and published during this year.

2.3 Upon signing an advertising contract, the customer also has the right to submit, within the agreed or one-year period according to paragraph 2.2, additional advertisements beyond the volume specified in the contract.

2.4 If an order is not completed due to reasons for which the publisher is not responsible, then, notwithstanding any other legal obligations, the customer shall pay the publisher the difference between the contractually granted discount (taking into consideration the pre-defined total volume) and the actual total volume (discount adjustment charge). The payment shall not apply if the failure is due to force majeure within the risk area of the publisher.

## 3. Calculation of volumes

3.1 For the calculation of volumes, text millimeter lines are converted according to price into advertisement millimeters.

3.2 The publisher must receive orders for advertisements and third-party supplements which are intended for publication in specific numbers, in specific issues or in specific places within the publication before the closing date so the publisher can notify the customer, prior to the advertising deadline, that the order cannot be completed in this way. Classified ads will be printed in the relevant section without the need for express agreement.

3.3 Text advertisements are advertisements bordered on at least three sides by text and not by other advertisements. Advertisements that are not identifiable as advertisements due to their layout can be clearly labeled as such by the publisher with the word "advertisement".

## 4. Publisher's right of refusal; Orders for supplements

4.1 The publisher reserves the right to refuse advertising orders, individually submitted advertisements in the context of a signed contract or orders for the insertion of supplements due to the contents, the origin or the technical form according to uniform, objectively justified principles of the publisher if their content violates laws or legal regulations. This also applies to orders placed with branches, reception points or representatives.

4.2 Orders for supplements are binding on the publisher after submission of a sample of the supplement and its approval. Supplements which, due to their format or layout, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party advertisements, will be accepted subject to change. The customer will be notified immediately if the publisher decides to refuse an order.

## 5. Obligations of the customer

5.1 The customer is responsible for assuring the timely delivery of the advertising copy and the flawlessness of the printing documents or supplements. If advertising orders, changes in the scheduling or the desired issue, textual corrections and/or cancellations are communicated via telephone, the publisher assumes no liability for same. If printing documents are obviously unsuitable or damaged, the publisher shall immediately request replacements for same. Within the limitations imposed by the printing documents, the publisher guarantees the standard of printing quality customary for the publication.

5.2 Cancellations must be made in writing. If an order is cancelled, the publisher can bill the customer for the costs incurred due to typesetting.

5.3 The customer is obliged to bear the costs of publication of a reply which refers to actual assertions in the published advertisement. These costs will be calculated according to the currently applicable advertising rate. This applies only in the event that the publisher is obliged to print the reply.

5.4 Exclusion of competition cannot be guaranteed. Placement requests are subject to availability of space. The publisher reserves the right to change previous placements due to reasons related to the page layout; such changes shall not affect the validity of the order. The publisher likewise reserves the right to change branch-of-industry designations.

5.5 If the printed advertisement is wholly or partly illegible, incorrect or incomplete, the customer has a claim to price reduction or to a perfectly corrected replacement advertisement, but only to the extent to which the purpose of the original advertisement was impaired. If the publisher fails to publish the replacement advertisement within an agreed and reasonable time period or if the replacement advertisement is again flawed, then the customer has a right to a price reduction or to cancellation of the order.

## 6. Liability of the publisher

The publisher assumes unlimited liability for damages caused by his legal representatives or executive employees and for damages caused deliberately by other agents acting on his behalf;



in the event of a negligent breach of duty, the publisher is also liable for damages arising from injury to life, body or health. The publisher is liable for product liability damages in accordance with the provisions of the Product Liability Act. The publisher is liable for damages caused by his legal representatives or executive employees arising from the breach of cardinal obligations; cardinal obligations are the essential duties which form the basis of this contract, which were crucial for the completion of this contract, and upon the fulfillment of which the licensee can rely. If the publisher has breached these cardinal obligations due to slight negligence, then his liability is limited to the amount that was predictable for the publisher at the time when each service was rendered. The publisher is liable for the loss of data only up to the amount that would have been incurred for recovery of the data if proper and regular back up of the data had been undertaken. Further liability of the licensor is excluded.

## 7. Proofs; Calculation

7.1 Proofs will be provided only by request. The customer bears the responsibility for the correctness of the returned proofs. The publisher has the right to expect the corrections to be communicated to him within the period specified when the proofs were sent to the customer.

7.2 If no special instructions about the size and dimensions are given, the calculation will be based on the customary and actual printed height of the advertisement.

## 8. Invoicing; Delay; Voucher Copy of the Advertisement

8.1 If the customer has not paid in advance, then the invoice will be sent immediately or no later than fourteen days after the publication of the advertisement.

8.2 Unless a different payment period or prepayment has been agreed in individual instances, the invoice must be paid within the period specified in the price list. This period begins with the customer's receipt of the invoice. Any discounts for early payment will be granted as specified in the price list.

8.3 Interest and collection fees will be charged if the payment is delayed or deferred. In the event of a delayed payment, the publisher can delay completion of the current order until the payment is received and can demand prepayment for the remaining advertisements.

If there is reasonable doubt about the solvency of the customer, the publisher has the right, also during the running time of an advertising contract and without consideration of an originally agreed payment date, to make the publication of further advertisements contingent upon the advance payment of the amount and the settlement of outstanding invoices.

8.4 If so desired by the customer, the publisher will deliver a voucher copy of the published advertisement together with the invoice. Depending on the nature and size of the order, the delivered voucher copy will consist of tear sheets, full pages or complete copies of the issue that carried the advertisement. If a voucher copy can no longer be obtained, its place shall be taken by a legally binding certification from the publisher averring that the advertisement was indeed published and disseminated.

## 9. Cost; Price reduction

9.1 The customer shall bear the expenses of preparing ordered printing blocks, stencils and drawings, as well as the expenses of significant changes to the originally agreed versions desired by the customer or for which the customer is responsible.

9.2 In case of a contract covering several advertisements, a decrease in circulation can serve as the basis for a claim to price reduction if the average circulation specified in the price list or otherwise mentioned is not achieved in the overall average of the year beginning with the scheduled publication of the first advertisement or, in the event that no circulation volume is mentioned, if the average sold circulation (for special-interest magazines: the average actually distributed circulation) is less than the average sold circulation during the previous calendar year. A decrease in circulation is a shortcoming which justifies a price reduction only to following extents:

- 20% price reduction for circulation up to and including 50,000 copies
- 15% price reduction for circulation up to and including 100,000 copies
- 10% price reduction for circulation up to 500,000 copies
- 5% price reduction for circulation of 500,000 or more copies.

Additionally, claims for price reduction are excluded if the publisher has informed the customer of the reduced circulation so far in advance that the customer could cancel the order prior to the publication of the advertisements.

## 10. Classified Advertisements with Box Numbers; Documents; Storage

10.1 For classified advertisements with box numbers, the publisher will exercise the due diligence incumbent upon a prudent businessman to assure the safekeeping and timely forwarding of offers. Registered and express letters in response to classified advertisements with box numbers will be forwarded by normal post.

10.2 The publisher will return valuable documents without being obliged to do so. Letters which exceed the permissible DIN C 4 format (weight: 500 grams), parcels containing merchandise, books or catalogues, and small packages will not be forwarded and their delivery will be refused. However, in exceptional instances, acceptance of delivery and forwarding can be agreed if the customer pays the costs and/or fees incurred for same.

10.3 In the interest of the customer and for his protection, the publisher reserves the right to open and to inspect incoming letters or parcels in order to preempt or eliminate any misuse of box-number services. The publisher is not obliged to forward business proposals or brokerage offers. Printing documents will be returned only at the specific request of the customer. The obligation to keep such documents ends three months after the expiration of the order.

## 11. Place of Performance and Place of Jurisdiction; Applicable Law

11.1 In business transactions with merchants, legal entities or special funds under public law, the place of performance and the place of jurisdiction is the head office of the publisher. However, the publisher also has the right to sue at the court of law which is responsible for the region in which the customer's head office is located.

11.2 German law applies with the exclusion of the UN Sales Convention.

# We are package printing!



**EBNER** MEDIA GROUP

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89073 Ulm  
Germany



Your Marketing Consultant:

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