

# Media Information 2026

formerly:  
**Flexo+Tief  
Druck**



**Special Section** Wellpappe, Faltschachteln & Papier  
**Special Section** Packaging Films & 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 publications 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 with its more than 30 strong brands is organized decentrally at 4 locations in Germany.

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**, **Wellpappe, Faltschachteln & Papier**, **Packaging Films & 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**, **Wellpappe, Faltschachteln & Papier**, **Packaging Films & Converting** and **Gravure Global** – in print and digital, online and in social media:  
**2 portals, 2 specialist magazines, 4 specials and special newsletters**  
**– here you can reach your target group directly!**



## ► VerpackungsDruck – Profile

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

**Short description** Leading technical magazine for the entire process chain in package printing and converting. VerpackungsDruck provides comprehensive and reliable information as well as up-to-date reporting on all areas of modern package printing and converting. For over 35 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 print + digital per year

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

**Launched in** 1990

**Circulation** 2,600 copies

**Portal** flexotiefdruck.de

**Xing** xing.com/pages/flexo-tief-druck

**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**  
2,600 copies

**Newsletter subscribers**  
about 1,380

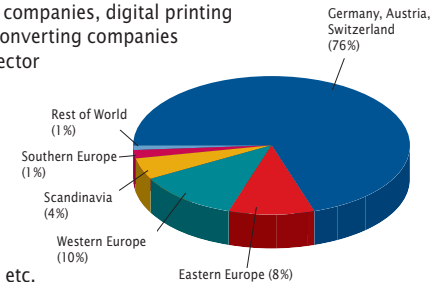
## ► Contents and Rubrics

- Technology in Detail
- From Practice
- Ecology and Sustainability
- People & Markets
- DFTA Internal
- “Schnelle Seiten” – Supplier Directory
- Special Sections:**
  - Wellpappe, Faltschachteln & Papier
  - Packaging Films & 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
- Folding box production in sheet-fed offset printing
- Corrugated board printing (postprint and preprint)
- Paper, film and foil production, paper bags, carrier bags, tissues, wrapping paper, envelopes etc.



## ► Print Analysis

### Content Analysis: 1 year = 6 issues in 2025

<b>Total volume</b>	448.00 pages	= 100.00%
<b>Advertisements</b>	86.55 pages	= 19.32%
<b>Classified ads</b>	28.00 pages	= 6.25%
<b>Editorial content</b>	333.46 pages	= 74.43%



## ► 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*



"What could be a better endorsement of VerpackungsDruck than 35 years of industry experience? At Polymount, we have appreciated the in-depth reporting, the interesting insights into our market, and the excellent communication with the editorial team and sales department for many years. I still consider VerpackungsDruck essential reading in our industry. I look forward to browsing through each issue at my leisure."

### **Nico Jasper**

*Regional Sales Director  
Polymount DACH GmbH*



"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 company driven by innovation, SOMA values VerpackungsDruck as a trusted source of knowledge and dialogue in the printing world. Over the years, our close cooperation with this respected medium has provided a professional space to share our developments, learn from others, and connect with partners who are equally focused on advancing flexographic technology."

### **Petra Marešová**

*PR & Media Manager  
SOMA spol. s r.o.*



"SCREEN Europe's partnership with VerpackungsDruck & Converting provides an invaluable platform to share the latest news regarding our digital printing technology with brand owners, converters and industry experts, driving innovation throughout the entire packaging converting sector."

### **Juan Cano**

*Director Business Development Flexible Packaging  
SCREEN Europe*



"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*

## ▶ Editorial Programme 2026 (as of December 4, 2025)

### Important Industry Events

#### 1-2026 (February)

**Publication date:**  
5.02.2026

Editorial deadline:  
13.01.2026

**Advertising closing:**  
20.01.2026

- **Packaging in transition – How new conditions change everything**
  - Consistent print quality through digitisation (inspection and control systems, measuring instruments, proofing, print release process, software solutions)
  - Artificial Intelligence (AI), networking and automation in prepress, printing forme production and print production
  - Intelligent logistics in the printing periphery (cleaning systems, ink disposal, ink kitchen, storage systems)
  - Retrofit / maintenance / support of package printing machines (flexo, gravure, offset and digital printing)
  - Product protection and security: How sophisticated packaging protects against counterfeiting and product piracy
- **Special Wellpappe, Faltschachteln & Papier (Corrugated Board, Folding Boxes & Paper) n° 1/2026**
  - Production of flexible packaging from fiber-bound substrates with defined barrier properties
  - Modern folding box production in sheet-fed offset, flexo, gravure, and digital printing
  - Postprint and preprint in corrugated board printing (digital and analogue printing machines)
  - Die-cutting technology and die-cutting tools (laser die-cutter, flatbed die-cutter, rotary die-cutter)
  - Applying barrier coatings without pinholes: Is this possible?

Special Section **Wellpappe, Faltschachteln & Papier**

23rd Inno Meeting: „Flexpack 2030“, Osnabrueck/DE:  
24.-25.02.2026

LOPEC, Munich/DE:  
25.-26.02.2026



#### 2-2026 (March)

**Publication date:**  
19.03.2026

Editorial deadline:  
24.02.2026

**Advertising closing:**  
3.03.2026

- Printing machines in packaging production: Integration into digital production processes
- New ways in printing forme production (flexo, offset and gravure printing)
- Sustainable printing inks and varnishes (ink systems, 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, ink / water balance)
- **Special Packaging Films & Converting (n° 1/2026)**
  - Film technology: Extrusion, pre-treatment, lamination, stretching
  - Coating (priming, varnishing, metallizing)
  - Haptic finishing: Embossing and high varnish applications
  - Winding and splicing correctly: Splicing tapes, winding shafts, winders
  - Hot and cold foil stamping

Special Section **Packaging Films & Converting**

#### 3-2026 (May)

**Publication date:**  
30.04.2026

Editorial deadline:  
7.04.2026

**Advertising closing:**  
14.04.2026

- **Interpack highlights: Preview and new products**
  - Package printing machines (offset, gravure, flexo) and converting systems
  - Anilox and coating rollers: Transfer defined amounts of ink and varnish
  - Optimisation potential in prepress and forme production (automation, digitisation, AI and algorithms)
  - Resource-saving production of flexo and offset plates as well as gravure formes and embossing rollers
  - Consistent print quality: Inspection systems, electrostatics and surface cleaning in printing and converting
- **Special Digital Printing today (n° 1/2026)**
  - Inkjet printing on films and fiber-based printing materials
  - Print preparation: Data handling, print heads, colour management
  - Colour accuracy / quality assurance in digital printing
  - Digital converting (including laser die-cutting, priming and varnish application)

Special Section **Digital Printing today**

Interpack, Dusseldorf/DE:  
7.-13.05.2026



## Important Industry Events

**4-2026 (July)**

**Publication date:**  
**15.07.2026**

Editorial deadline:  
22.06.2026

**Advertising closing:**  
**29.06.2026**

- Digital and conventional in combination: Hybrid printing machine concepts for different packaging solutions
- Retrofit / maintenance / support of printing machines , die-cutters, embossing /coating machines, slitter rewinders
- Digital colour communication and colour management in package printing
- Standardisation and quality assurance in the package printing process (digitisation and automation)
- Sleeves and adapter sleeves for high-speed flexographic printing
- Plate mounting in flexographic printing (plate adhesive tapes, self-adhesive mounting sleeves, automatic mounting devices, integration into the printing workflow)

**Special Section** Wellpappe, Faltschachteln & Papier

### ■ **Special Wellpappe, Faltschachteln & Papier (Corrugated Board, Folding Boxes & Paper) n° 2/2026**

- Sustainable printing and finishing of corrugated board and folding boxes - the challenges
- Inline and offline die-cutting of corrugated board, cardboard and folding boxes (machines and tools)
- Logistics in corrugated cardboard and folding box production: Palletising and robot systems
- Printing and converting of flexible paper packaging
- Which paper quality for which flexible packaging?

Loupe Americas,  
Chicago, IL/USA:  
15.-17.09.2026



**5-2026 (September)**

**Publication date:**  
**22.09.2026**

Editorial deadline:  
27.08.2026

**Advertising closing:**  
**3.09.2026**

- Fully automated offset plate production in package printing
- Tailor-made flexo and gravure formes for flexible packaging, corrugated board, folding boxes and container printing
- Screening of flexographic printing plates for difficult substrates
- No more proofing? Digital inspection of chrome-plated gravure printing formes: Is that possible?
- The right doctor blade for printing applications and coatings

### ■ **Special Packaging Films & Converting (n° 2/2026)**

- Blow extrusion, extrusion coating and coating machines
- Slitter rewinders: Assembly of sensitive, finished packaging substrates
- Coating processes: Advantages and disadvantages, areas of application, coating systems
- Sustainable lamination (adhesives, application systems, drying)

**Special Section** Packaging Films & Converting

GRA International Gravure Days,  
Munich/DE:  
N.N



DFTA Technical Conference, ???:  
4.-5.11.2026



**6-2026 (November)**

**Publication date:**  
**12.11.2026**

Editorial deadline:  
20.10.2026

**Advertising closing:**  
**27.10.2026**

- Prepress flexo, offset and gravure printing (colour management, software, proofing, fixed colour palette, workflow)
- Inks and varnishes for sustainable package printing - new formulations
- Finishing in package printing (effect colours, varnishing, embossed foil printing)
- Drying / curing of inks and varnishes
- Anilox and coating rollers: Defined transfer of large quantities of (barrier) varnish
- Printing peripherals: Ink kitchen, washing machines, distillation systems, storage and logistics systems

### ■ **Special Digital Printing today (n° 2/2026)**

- Digital printing: Absorbent and non-absorbent packaging substrates and rigid packaging (container printing)
- Quality assurance in digital printing: Measuring and specifying
- Practice-tested business concepts with digital printing
- Integration of digital printing into existing production environments

**Special Section** Digital Printing today

11th Expertentreff  
Verpackungsdruck,  
???:  
N.N

**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 Wellpappe, Faltschachteln & Papier** (Corrugated Board, Folding Boxes & Paper)



Twice a year, we dedicate a special section, a „magazine-within-a-magazine“, to the production of packaging made from fiber-bound substrates. The special section appears

- in VerpackungsDruck 1-2026 (February)
- in VerpackungsDruck 4-2026 (July)

### These are the topics the editorial team has planned for the 2026 specials:

- Production of flexible packaging from fiber-bound substrates with defined barrier properties
- Modern folding box production using sheet-fed offset, flexo, gravure, and digital printing
- Postprint and preprint in corrugated board printing (digital and analogue printing machines)
- Die-cutting technology and die-cutting tools (laser die-cutter, flatbed die-cutter, rotary die-cutter)
- Applying barrier coatings without pinholes: Is this possible?
- Sustainable printing and finishing of corrugated board and folding boxes - the challenges
- Inline and offline die-cutting of corrugated board, cardboard, and folding boxes (machines and tools)
- Logistics in corrugated cardboard and folding box production: Palletising and robot systems
- Printing and finishing of flexible paper packaging
- Which paper quality for which flexible packaging?

Is your topic not included?

Please contact editor

**Ansgar Wessendorf** at  
[wessendorf@ebnermedia.de](mailto:wessendorf@ebnermedia.de).

We welcome your suggestions!



Foto: Falter Packaging

## ► Special Packaging Films & Converting



The current challenges in film production and converting:

- Extrusion ■ Packaging films ■ Recyclability ■ Pre-treatment of films ■ Coating, priming and metallizing ■ Lamination
- Slitting machines ■ Technical rollers ■ Winding and splicing

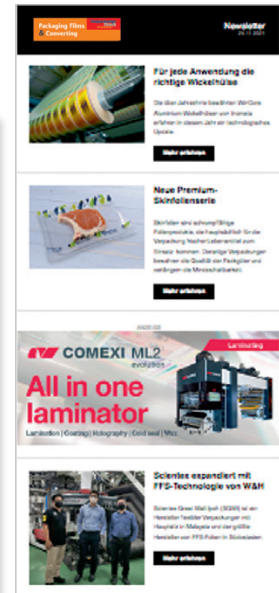
- in VerpackungsDruck 2-2026 (March)
- in VerpackungsDruck 5-2026 (September)

Twice a year we dedicate ourselves to the entire process from extrusion to further processing of packaging films with the **Special Packaging Films & Converting**, a “magazine-within-a-magazine”.

Accompanying we send out the **Special Newsletter Packaging Films & 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 – DACH markets  
 Dispatch: monthly, 12 times per year  
 Newsletter subscribers: 910  
 (as of October 2025)

Formats	Prices
<b>Online Advertorial / Native Text Ad</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	€ 890.–
Online Advertorial incl. video upload	€ 990.–
<b>Newsletter Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 775.–
from 3 dispatches, each	€ 698.–
<b>Stand-Alone Newsletter</b> 1 x dispatch	
	€ 2,995.–



## ► Special Digital Printing today



Inkjet printing on films and fiber-based substrates ■ Print preparation: Data handling, print heads, colour management ■ Colour accuracy/Quality assurance in digital printing ■ Proven business models with digital printing ■ Integration of digital printing into existing production environments ■ Digital converting (including laser die-cutting, priming, and varnish application)

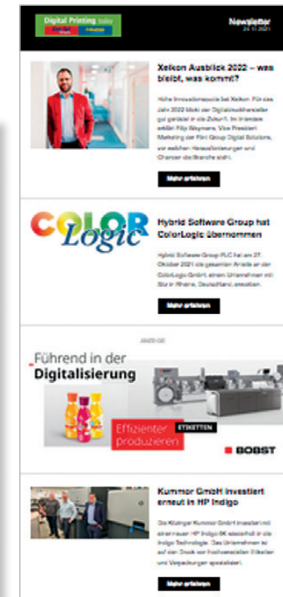
- in VerpackungsDruck 3-2026 (May)
- in VerpackungsDruck 6-2026 (November)

The **Special Digital Printing today** deals with the topic digital package printing. We produce it twice a year as a “magazine-within-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 – DACH markets  
Dispatch: monthly, 12 times per year  
Newsletter subscribers: 1,564  
(as of October 2025)

Formats	Prices
<b>Online Advertorial / Native Text Ad</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	€ 890.–
Online Advertorial incl. video upload	€ 990.–
<b>Newsletter Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 775.–
from 3 dispatches, each	€ 698.–
<b>Stand-Alone Newsletter</b> 1 x dispatch	
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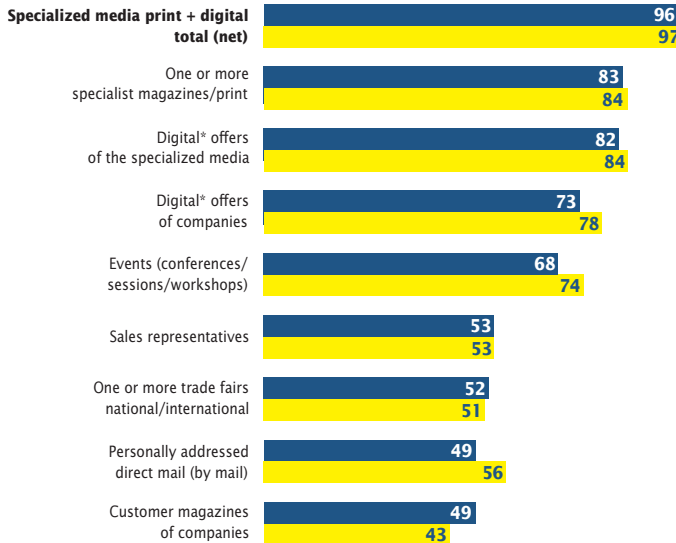




## ▶ B2B Decision-maker analysis

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.

## ▶ Advertisement Rates and Formats

Valid as of January 1, 2026

Size		Type area sizes (width x height)	Bleed sizes* (+ 3 mm bleed)	Black/white	4 colours (CMYK)
<b>1/1 page</b>		178 x 262 mm	210 x 297 mm	€ 2,395.–	€ 3,395.–
<b>1/2 page</b>	<b>horizontal</b>  <b>upright</b>  <b>island</b> 	<b>horizontal</b> 178 x 130 mm <b>vertical</b> 92 x 262 mm <b>island</b> 130 x 178 mm	210 x 145 mm 107 x 297 mm –	€ 1,295.–	€ 2,295.–
<b>1/3 page</b>	<b>horizontal</b>  <b>upright</b> 	<b>horizontal</b> 178 x 85 mm <b>vertical</b> 56 x 262 mm	210 x 99 mm 70 x 297 mm	€ 925.–	€ 1,925.–
<b>1/4 page</b>	<b>horizontal</b>  <b>upright</b>  <b>2 columns</b> 	<b>horizontal</b> 178 x 65 mm <b>vertical</b> 44 x 262 mm <b>2 col</b> 92 x 130 mm	210 x 74 mm 52 x 297 mm –	€ 750.–	€ 1,750.–
<b>1/8 page</b>	<b>horizontal</b>  <b>1 column/2 columns</b> 	<b>horizontal</b> 178 x 30 mm <b>1 col</b> 44 x 130 mm <b>2 col</b> 92 x 65 mm	210 x 39 mm – –	€ 410.–	€ 1,410.–
<b>mm rate</b> (single column, 44 mm width)		For other sizes than those shown in the rate card.			black/white: € 3.40

\*Bleed sizes without additional charge. The indicated bleed formats are final formats, to which 3 mm bleed must be added on all four 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.–
4-colour surcharge	€ 1,000.–

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

	<b>Cover page</b> (1/2 page, island, 4c)	€ 4,795.–
	<b>Inside front cover</b>	€ 4,150.–
	<b>1/3 page horizontal, 4c</b> below the editorial at page 3	€ 2,750.–
	<b>Page facing table of contents</b> (1/1 page, 4c)	€ 3,950.–
	<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)	€ 3,395.–
	<b>Inside back cover</b>	€ 3,395.–
	<b>Back cover</b>	€ 4,350.–
	<b>Surcharge for special placement</b>	10%

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

<b>2-sided</b> (1 sheet DIN A4)	€ 2,395.–
<b>Insert with 4 pages or more</b>	upon request

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	€ 415.–
<b>Supplement at a specific point in the magazine</b>	+ € 55.–
<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)

<b>Per 1,000 pieces</b>	upon request
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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		
Job offers, Buying and Selling, etc.	4c	€ 2.60
Job searches (no reps or agents)	4c	€ 1.70
Box numbers	Europe	€ 14.00
	Overseas	€ 20.00

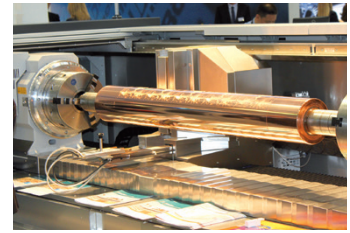
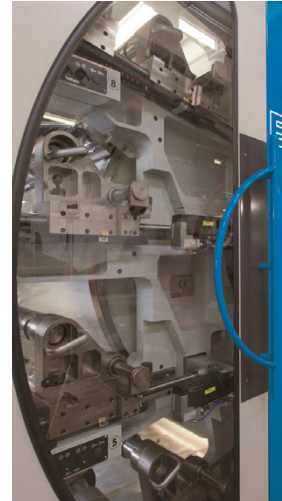
## ► Special Advertising

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	€ 2.20
4c	€ 2.60

### Price examples (each for 6 issues)

15 mm height, 4c	€ 234.00
30 mm height, 4c	€ 468.00
50 mm height, 4c	€ 780.00

### 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

Schnelle  
Seiten

FÜR VERPACKUNGSDRUCK  
UND CO

#### Digitaldruckmaschinen

Die Digitaldruckmaschinen sind die Zukunft der Druckindustrie. Sie ermöglichen eine flexible Produktion von Klein- und Großauflagen. Die Digitaldruckmaschinen sind ideal für die Produktion von Verpackungen, Etiketten, Broschüren, Katalogen, etc.



**RAFFLEBEUTEL**  
Produktion von Rafflebeuteln für Gewinnspiele und Lotterien.

**Vanjakab**  
Produktion von Vanjakab-Beuteln für Gewinnspiele und Lotterien.

**Abfalltrennung**  
Produktion von Abfalltrennungsbroschüren für Unternehmen.

**YouTube**  
Produktion von YouTube-Karten für Unternehmen.

**Schnelle Seiten**  
Produktion von Schnelle Seiten für Unternehmen.

I will gladly advise you on ads in the  
“Schnelle Seiten” and the Company Profile Online:

**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**

2,600 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 ULMVDE66XXX

SEPA Creditor-ID DE67ADS00000047069

VAT No. DE147041097

### **Terms of payment**

14 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**

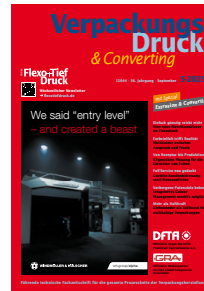
The publisher assumes no responsibility for colour variations and text positions or loss of graphical effects in the advertisement if the files were not provided in the recommended manner and if press proofs were not submitted.



## ► How to reach your customers



Website



Trade Magazines  
+ E-papers



Special publications –  
related to specific  
topics and markets



Weekly Newsletters  
Stand-Alone Newsletters  
Special Newsletters



Online Seminars



Videos



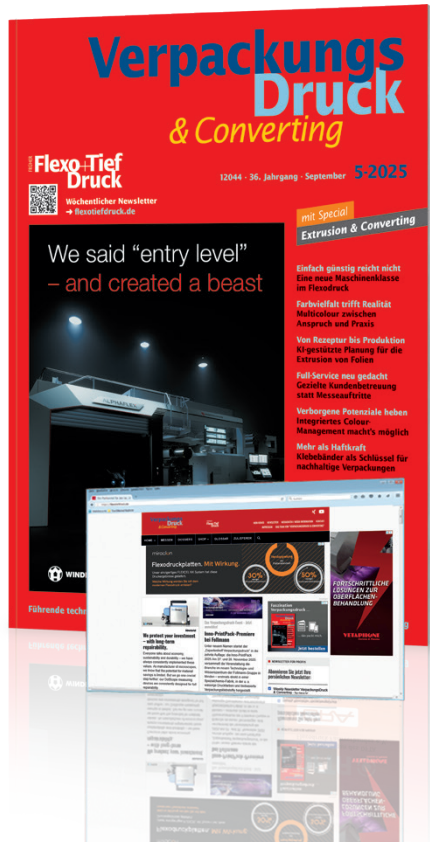
PR & Marketing  
Services



Expert Talks –  
Round Tables – Events



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



**2.600**

Print Circulation



**6.279**

Online Visits



**5.176**

Unique Users



**11.872**

Page Impressions



**1.380**

Newsletter Subscribers



**2.400**

Xing Follower



**5.997**

LinkedIn Follower

(as of October 2025)



## 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.

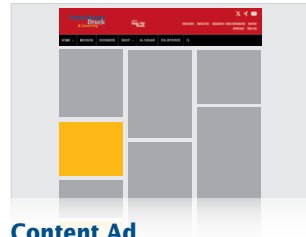
Place your banner in Display Campaigns – this is how you can reach package printers and converters through our website over a longer period of time.

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



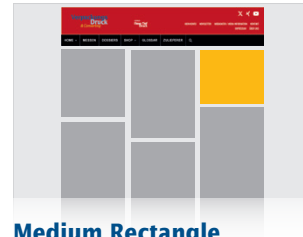
#### Content Ad

(Medium Rectangle)

300 x 250 pixels

**Price**/per 4 weeks

€ 595.–



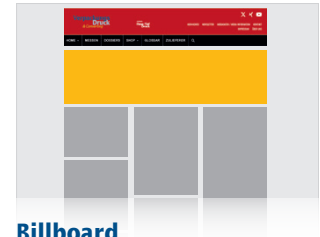
#### Medium Rectangle

(positioning above the sidebar)

300 x 250 pixels

**Price**/per 4 weeks

€ 745.–



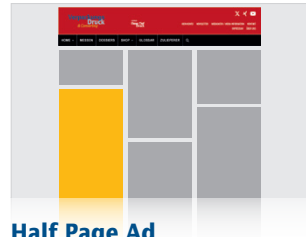
#### Billboard

980 x 250 pixels,

mobile version: 320 x 100 pixels

**Price**/per 4 weeks

€ 955.–

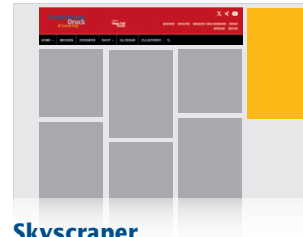


#### Half Page Ad

300 x 600 pixels

**Price**/per 4 weeks

€ 745.–

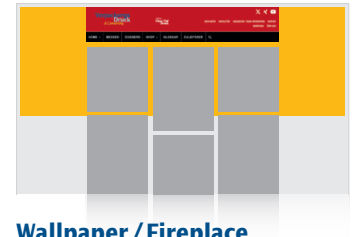


#### Skyscraper

300 x 600 pixels

**Price**/per 4 weeks

€ 745.–



#### Wallpaper / Fireplace

(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

€ 1,265.–

## ► Company Profile Online

The screenshot shows the Asahi PhotoProducts website. The header includes the company logo and navigation links. The main content area features a large image of a product and a sign-up form for the newsletter. The form includes fields for name, email, and company, and a checkbox for consent. Below the form, there is a list of services offered by the company.

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 (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: 1,380  
 (as of October 2025)

Formats	Prices
<b>Online Advertorial / Native Text Ad</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	€ 490.–
Online Advertorial incl. video upload	€ 590.–
<b>Newsletter Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixel, 1x dispatch	€ 395.–
from 3 dispatches, each	€ 356.–

<b>Price</b> (12 month period)	€ 620.00
incl. integration of a video (12 month period)	€ 720.00
<b>Combined price</b> 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

The screenshot shows the flexotiefdruck.de newsletter. It features several articles and advertisements. The top article is about Pantone validating the printing process. Below it is an advertisement for Daria Ölbjör. The bottom section contains more advertisements, including one for Bundeswirtschaftsminister Robert Habeck and another for Packt Evergreen.



## ▶ 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: 1,380  
(as of October 2025)

### Stand-Alone Newsletter

1x dispatch

€ 1,895.–

## ▶ 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 2026:

- Interpack, Düsseldorf/DE
- Loupe Americas, Chicago, IL/ USA

... 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 Newsletter Banner.

### Online Advertorial / Native Text Ad

Extensive, prominently placed article, which is placed online on [flexotiefdruck.de](http://flexotiefdruck.de) and teased in the Special Newsletter on the 1st position.

Online Advertorial

€ 490.–

Online Advertorial  
incl. video upload

€ 590.–

### Newsletter Banner

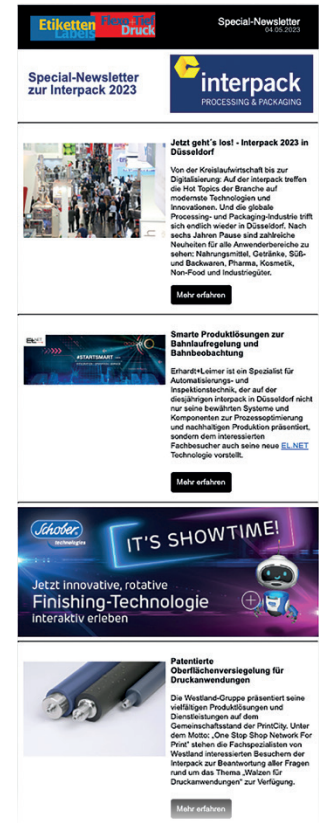
(max. 250 KB, JPG, PNG or GIF, static)

580 x 250 pixel,  
1x dispatch

€ 395.–

from 3 dispatches, each

€ 356.–



## ► Special Newsletter Packaging Films & Converting

In addition to our Special in the magazine, we send out the **Special Newsletter Packaging Films & 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 – DACH markets  
Dispatch: monthly, 12 times a year  
Newsletter subscribers: 910  
(as of October 2025)



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

## ► Special Newsletter Digital Printing today

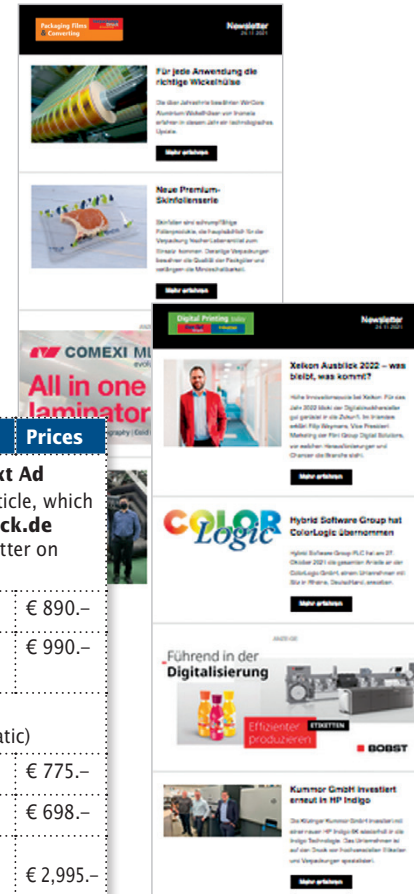
In addition to our Special in the magazine, we send out the **Special Newsletter Digital Printing today** every month. This newsletter goes to a separate, special address mailing list. The recipients have registered themselves with double opt-in and therefore expressly want to receive the newsletter. 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 – DACH markets  
Dispatch: monthly, 12 times a year  
Newsletter subscribers: 1,570  
(as of October 2025)



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

Formats	Prices
<b>Online Advertorial/Native Text Ad</b> Extensive, prominently placed article, which is placed online on <a href="https://www.flexotiefdruck.de">flexotiefdruck.de</a> and teased in the Special Newsletter on position 1.	
Online Advertorial	€ 890.–
Online Advertorial incl. video upload	€ 990.–
<b>Newsletter Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 775.–
from 3 dispatches, each	€ 698.–
<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 / Native Text Ad**  
one week in the 1st position on **flexotiefdruck.de**  
and once sent out with the Special Newsletter Gravure Global
- **With your Newsletter 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: 1,950  
(as of October 2025)



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

Format	Price/dispatch
<b>Online Advertorial / Native Text Ad</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	€ 890,-
Online Advertorial incl. video upload	€ 990,-
<b>Newsletter Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1 x dispatch	€ 775,-
from 3 dispatches, each	€ 698,-
<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>	2,200 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: 1,095  
(as of October 2025)

### Formats

#### Online Advertorial/Native Text Ad

Extensive, prominently placed article, which is placed online on [flexotiefdruck.de](http://flexotiefdruck.de) and teased in the Weekly Newsletter on the 1st position.

Online Advertorial	€ 490.–
Online Advertorial incl. video upload	€ 590.–

#### Newsletter Banner

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

580 x 250 pixel, 1x dispatch	€ 395.–
from 3 dispatches, each	€ 356.–

### Prices



## ► Your Contacts

### Your Marketing Consultants



**Silja Aretz-Fezzuoglio**  
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### Managing Director



**Bernhard Niemela**  
*Managing Director*  
 Phone: +49 (0) 151 46 44 55 70  
 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

Karlstrasse 3  
89073 Ulm  
Germany



Your Marketing Consultant:

Silja Aretz-Fezzuoglio  
Phone +49 (0) 176 19 18 10 95  
E-mail [aretz@ebnermedia.de](mailto:aretz@ebnermedia.de)  
Internet [flexotiefdruck.de](http://flexotiefdruck.de)