

MediaKit

2023

**neue
verpackung**



Hüthig





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1 **Magazine:** neue verpackung

2 Profile in brief:

neue verpackung, the multisectoral decision-maker's magazine for packaging processes, is one of Europe's leading packaging magazines. It provides user-oriented reporting and supports readers in all questions and decisions relating to packaging investments. **neue verpackung** selects information to meet decision-makers' needs in the areas of technology, management and purchasing. In-depth focus in such packaging areas as food, beverages, pharmaceuticals, cosmetics, non-food and chemicals provides orientation for specific target groups and provides a general overview of developments in the packaging market. Cross-media distribution via print, own website, social media, newsletter and events ensures that all reader needs are met.

3 Target group:

Investment decision-makers from the fields of technology, management and purchasing who work in the consumer industry for food, bakery, confectionary, beverage, pet food, pharmaceuticals, cosmetics, chemicals and non-food items as well as retailers.

4 **Publication:** 10 issues + special publications

5 **Magazine format:** 210 mm wide x 297 mm high

6 **Annual volume/year:** Volume 76/2023

7 Purchase conditions and prices (including VAT):

domestic	€ 330.00 + € 17.00 shipping costs = € 347.00
foreign	€ 330.00 + € 34.00 shipping costs = € 364.00
Single copy price	€ 35.00 including VAT, not including shipping cost

8 Organ:

Official organ of "Deutscher Forschungsverbund Verpackungs-Entsorgungs- und Umwelttechnik e.V. (DVEU)", Hamburg (German Research Association for Packaging Disposal and Environmental Technology); Organ of the "Industrieverband Verpackung und Folien aus Kunststoff e.V.", Frankfurt/Main (Industrial Association of Packaging and Synthetic Foils); Includes official notices issued by the DIN Norm Committee for Packaging (NAV), Berlin; Includes official notices issued by BFSV-Beratung, Forschung, Systemplanung, Verpackung e.V. (Consulting, Research, System Planning, Packaging), Hamburg University of Applied Sciences; Member of the "Wissenschaftliche Gesellschaft f. Fördertechnik u. Verpackung e.V. (WGFV)", Dresden (Academic Society for Conveyor Technology and Packaging); Official organ of the German Packaging Museum, Heidelberg

9 **Memberships:** Deutsche Fachpresse, IVW

10 Publishing company:

Hüthig GmbH
 Managing Director: Moritz Warth
 Address: Im Weiher 10, D-69121 Heidelberg
 Tel: +49 6221 489-207
www.neue-verpackung.de
 E-mail: sabine.wegmann@huethig.de

11 **Publisher:** –

12 **Advertisements:** Dipl.-Betriebsw. (VWA) Sabine Wegmann (Head of Sales), Alexandra Wojtanowska

13 **Editors:** Philip Bittermann (Editor-in-chief), Eva Middendorff

Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. We place great value on striking a balance between volume and content so that both your business and our readers benefit from our media, thus ensuring that your ads also attract the desired level of attention.

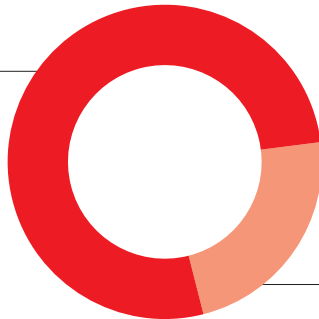
Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

14 Volume analysis

Total volume:
10 issues in 2021
792 pages = 100%

75.8%

Editorial content:
600 pages

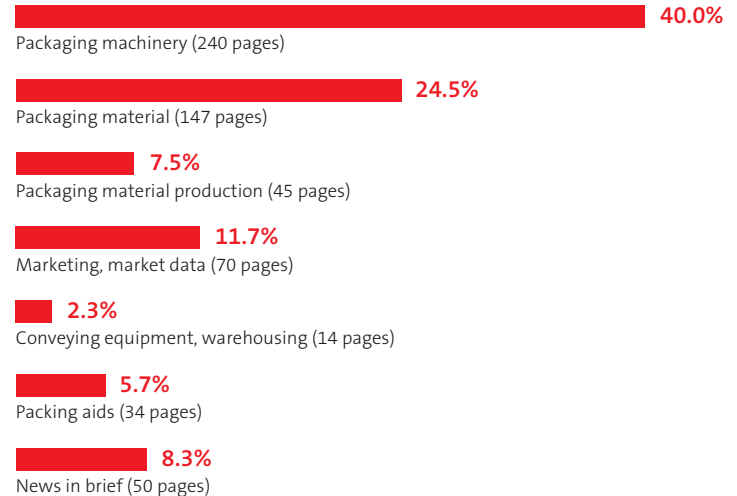


Advertising content:
192 pages

of which:
30 ads by the publishing house itself
1 loose insert

15 Editorial content analysis

neue verpackung 2021 = 600 pages



1 Advertising rates in EUROS (formats – see p. 6):

Rates do not include VAT.

Rates for b/w advertisements	Basic rate	3 % discount	5 % discount	10 % discount	15 % discount
1/1 page	3,800.00	3,686.00	3,610.00	3,420.00	3,230.00
2/3 page	2,550.00	2,473.50	2,422.50	2,295.00	2,167.50
Junior page	2,165.00	2,100.05	2,056.75	1,948.50	1,840.25
1/2 page	1,900.00	1,843.00	1,805.00	1,710.00	1,615.00
1/3 page	1,335.00	1,294.95	1,268.25	1,201.50	1,134.75
1/4 page	1,100.00	1,067.00	1,045.00	990.00	935.00
1/8 page	530.00	514.10	503.50	477.00	450.50
Total rates for 2c advertisements*	2c rate	3 % discount	5 % discount	10 % discount	15 % discount
1/1 page	4,245.00	4,131.00	4,055.00	3,865.00	3,675.00
2/3 page	2,995.00	2,918.50	2,867.50	2,740.00	2,612.50
Junior page	2,495.00	2,430.05	2,386.75	2,278.50	2,170.25
1/2 page	2,230.00	2,173.00	2,135.00	2,040.00	1,945.00
1/3 page	1,665.00	1,624.95	1,598.25	1,531.50	1,464.75
1/4 page	1,375.00	1,342.00	1,320.00	1,265.00	1,210.00
1/8 page	805.00	789.10	778.50	752.00	725.50
Total rates for 4c advertisements*	4c rate	3 % discount	5 % discount	10 % discount	15 % discount
1/1 page	5,115.00	5,001.00	4,925.00	4,735.00	4,545.00
2/3 page	3,865.00	3,788.50	3,737.50	3,610.00	3,482.50
Junior page	3,140.00	3,075.05	3,031.75	2,923.50	2,815.25
1/2 page	2,875.00	2,818.00	2,780.00	2,685.00	2,590.00
1/3 page	2,310.00	2,269.95	2,243.25	2,176.50	2,109.75
1/4 page	1,890.00	1,857.00	1,835.00	1,780.00	1,725.00
1/8 page	1,320.00	1,304.10	1,293.50	1,267.00	1,240.50

*Complete rates including color charge



2 Surcharges

Color: (not discountable)

1/1 and 2/3 page	€	2-color 445.–	4-color 1,315.–
1/2 and 1/3 page	€	330.–	975.–
1/4 and 1/8 page	€	275.–	790.–

Surcharges apply to Euroscale colors

Special colors upon request

Preferential placements:

Inside front cover, outside or inside back cover each b/w € 4,560.–
Binding placements 10 % surcharge on basic rate

Ads standing alone on a text page (minimum format 1/4 page) 20 % surcharge

Prices and conditions for cover placement upon request.

Format surcharges:

Bled-off and gutter bled advertisements: 10 % on basic rate

3 Discounts: for purchase within 12 months (always on basic rate)

Frequency discount rate:

3 x publication	3 %
6 x publication	5 %
9 x publication	10 %
12 x publication	15 %

Quantity discount rate:

1.5 pages	3 %
3.0 pages	5 %
6.0 pages	10 %
9.0 pages	15 %
12.0 pages	20 %

4 Classified ads:

Job vacancies/search, for sale/wanted per mm (1-column, 41 mm wide) b/w € 3.–

5 Special advertising:

Bound inserts must be delivered folded, untrimmed, without back stapling

Volume	Paper-weight	Min. weight	up to 120 g/m ²	up to 170 g/m ²	over 170 g/m ²
2 pages		120 g/m ²	€ 3,885.–	€ 4,105.–	€ 4,265.–
4 pages		80 g/m ²	€ 6,270.–	€ 6,550.–	€ 6,775.–

Inserts: (not discountable and only for total circulation, approx. 13,100 copies)

Min. format 10.5 x 14.8 cm, min. weight per single sheet 150 g/m²

up to 25 g weight	€	3,885.–
up to 50 g weight	€	5,770.–
each additional 25 g weight	€	1,905.–

Max. paper format 20 x 28 cm

Delivery: Specimens to be supplied as of order placement, circulation up to 14 days prior to publication.

Stick-on advertising media: (only for total circulation, approx. 13,100 copies)

In conjunction with advertisement or bound insert	€	955.–
plus adhesive costs, min. format 6.0 x 7.5 cm at 150 g/m ²		
– for machine processing	€	610.–
– for manual processing	€	1,350.–

Delivery address for bound inserts and inserts:

Vogel Druck und Medienservice GmbH, Leibnizstr. 5, D-97204 Höchberg
(clearly marked: "For neue verpackung, Issue-No. ...")

6 Contact: see pp. 31/32

7 Terms of payment:

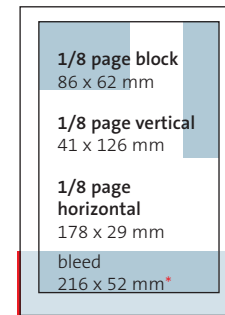
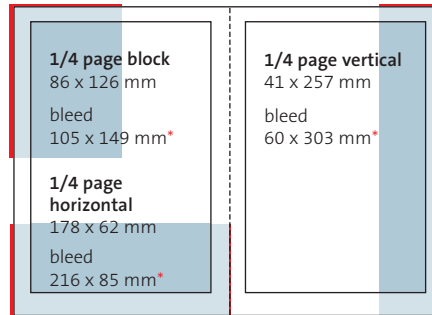
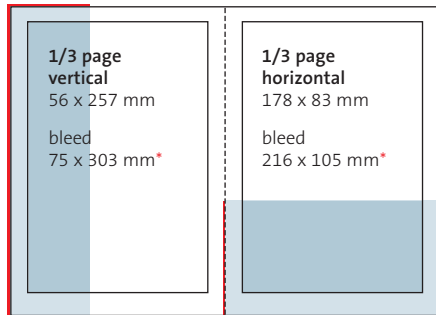
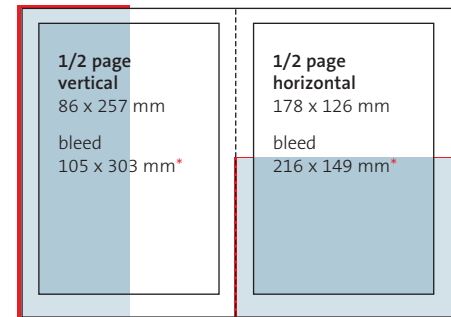
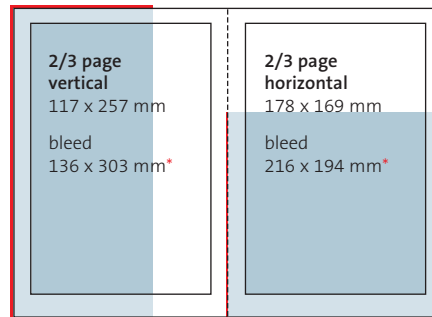
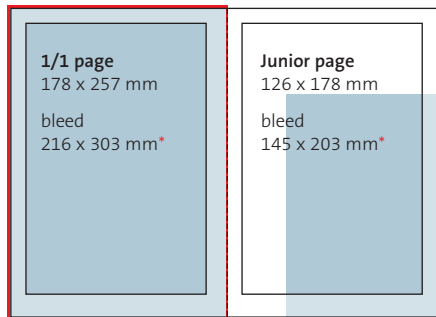
Net within 14 days of invoice date, 2 % discount for direct debit

Bank details:

UniCredit Bank AG,
account: 38171291,
bank code: 700 202 70,
IBAN: DE70 7002 0270 0038 1712 91,
BIC: HYVEDEMMXXX

— *Bleed formats quoted include 3 mm trim allowances

■ Type area formats ■ Bleed formats



Delivery of bound inserts:
 Width: 210 mm
 + 4 mm trim inside
 + 3 mm trim outside
 Height: 297 mm
 + 3 mm trim top
 + 3 mm trim bottom

-
- 1 Magazine format:** Width 210 mm, height 297 mm, DIN A4
Type area: Width 178 mm, height 257 mm
Number of columns: 4 columns,
column width: 41 mm
-
- 2 Printing process:** Rotary offset
Binding process: Adhesive binding
-
- 3 Data delivery:** ckv-dispo@huethig.de
-
- 4 Data formats:** Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller from version 4.0 forward, and with screen-modulated proof. High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements). Bitmap (barcode scans) should have at least 800 dpi resolution. The format is created in original dimensions plus trim allowance and bleed marks.
-
- 5 Colors:** For digitally delivered masters for color advertisements, the customer must furnish a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (=certificate). Failure to provide such proof shall result in the customer forfeiting claims for compensation with respect to possible color deviations.
-
- 6 Proof:** Per the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard PSO_LWC_Improved_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.
-
- 7 Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.
-
- 8 Warranty:**
1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on print paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication of the relevant printed material. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from business customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

-
- 9 Contact:**
Media Administration: Martina Probst
Tel.: +49 6221 489-248
E-mail: ckv-dispo@huethig.de

Market & Contact

Term:	1 year ¹⁾
Arrangement:	As of each advertisement deadline (see editorial calendar p.11)
Conditions:	The order covers 12 calendar months, after which it runs until retraction. Terminations are possible as of the end of the term, with a six-week notice period
Size:	One-column 41 mm wide; Minimum height 20 mm
Price per issue:	Per mm height b/w € 2.25, color € 3.55 ²⁾ see below
Combi-offer during the same period:	Online Business Directory (more details on page 24): Plus entry: € 110.00/year Premium entry: € 275.00/year
Corrections:	At any time before advertisement deadline, cost per change € 50.00

¹⁾ 10 issues presence in neue verpackung

²⁾ Reduced rate, no further discounts valid

The charge is for 1 year in advance.
When negotiated through an advertising agency: 15 % agency fee



in the print magazine

and online

6. Packaging Summit

After the Packaging Summit was successfully staged as a physical event again in 2022 following two years of purely digital events, the packaging industry will be meeting face to face once more in the Hanseatic city in 2023.

Marketing, innovation/digitization, design or sustainability: whatever the topic, we want once again to discuss current trends and developments in the world of packaging together with our speakers and participants.

Because even if the pandemic is over, the world after the coronavirus is different – that also applies, or even especially so, to consumer behavior. In Hamburg, you will be able to learn what impact this is having on packaging – besides the endeavor to become ever more sustainable and impress customers at the same time.

And as in the past, the series of presentations will be supplemented by an accompanying exhibition as well as an evening get-together between the two days of the event – this will be your chance to present your solutions and services to our participants and network to your heart's content.

You can find more information and a review at: www.packagingsummit.de

An event of:

neue
verpackung

Media partner:

RUNDSCHAU
FÜR DEN LEBENSMITTELHANDEL

How you benefit at a glance:

- Exhibit in the perfect themed setting for providers of packaging solutions and services
- Address your target group in a focused way
- Partner package including speaker slot available*
- Attractive exhibition package with full service:
 - ▶ Furnished booth
 - ▶ Catering by our team
 - ▶ Comprehensive media pack
- Professional print and online reporting before and after the event
- Coffee breaks for networking in the exhibition area
- Grab the attention of potential customers during “speed networking” at the specialist exhibition, accompanied by members of our editorial team.
- Unbeatable conditions for partners and exhibitors

Present yourself to the audience – your potential customers – as a partner and exhibitor at this high-caliber event! Please note that spaces for partners and exhibitors are limited.

Interested? We look forward to receiving your inquiry.



Alexandra Wojtanowska
Sales Manager
Tel.: + 49 6221 489-204
alexandra.wojtanowska@huethig.de

Become an
exhibitor and
partner now!

interpack-news – The Original!

Official and exclusive show newspaper for interpack 2023

Your valuable trade media supplement for more contacts in your trade show communication

Together with Messe Düsseldorf, we shall also be publishing the official show newspaper for interpack 2023. This proven medium will be distributed daily to the show visitors at no cost. A total of 6 issues will be published: 3 completely in German and 3 completely in English language.

In addition to distribution to your direct target group, we also offer you an excellent platform of topics: Product reports on the news and trends in the packaging market, combined with the very latest reports from the international meeting place for the industry.

Your advantages at a glance:

- official cooperation and partnership with Messe Düsseldorf
- Distribution on the trade show grounds on all event days
- You reach the industry professionals attending the world's largest packaging trade show
- Catered to the target group, with German and English versions
- Total circulation of 60,000 copies
- Displayed in numerous Duesseldorf hotels
- Exclusive package offers for your presence for the leading international trade show

Publication dates: May 4/5, 2023
May 6/7, 2023
May 8/9/10, 2023

Advertising deadline: April 11, 2023

Your price advantage:

- 1 trade show issue +interpack news = 5% combination discount
- 2 trade show issues+interpack news = 10% combination discount
- 3 trade show issues+interpack news = 15% combination discount







Combination and contract discounts are applied to the basic rate of the trade show issues (pages 4/5) and to the interpack news rate.



Rates for interpack news

Full circulation	Formats: W x H in mm	b/w or 4c
1/1 page	265 x 376	€ 13,600.–
2/3 page	175 x 376 or 265 x 249	€ 11,015.–
Junior page/approx. DIN A4	175 x 247	€ 9,095.–
1/2 page	130 x 376 or 265 x 185	€ 8,330.–
1/3 page	85 x 376 or 265 x 122	€ 6,970.–
1/4 page	62 x 376 or 265 x 90 or 130 x 185	€ 5,500.–
1/8 page	265 x 42 or 130 x 90	€ 4,105.–
Back cover	297 x 420	€ 14,280.–
Header Ad	40 x 50	€ 2,830.–

This special issue is not IVW/EDA certified

Issues	1/2 January / February	3 March	4 April	4a interpack-news	5 May	6 June
Publication date	Feb. 21, 2023	Mar. 21, 2023	Apr. 25, 2023	May 4, 2023	May 30, 2023	Jun. 28, 2023
Advertising deadline	Jan. 25, 2023	Feb. 22, 2023	Mar. 27, 2023	Apr. 11, 2023	Apr. 28., 2023	May 31, 2023
Editorial deadline	Jan. 5, 2023	Feb. 3, 2023	Mar. 8, 2023	Mar. 23, 2023	Apr. 11, 2023	May 10, 2023
Trade fair issues		Trade fair preview for Interpack    	Trade fair issue for Interpack  (Please find additional information about our interpack publications on page 10)	Official trade fair newspaper of interpack 2023  Details see page 10	PACKAGING SUMMIT	
Specials	Track and trace / serialization	Interpack	Interpack			Sustainability
Each issue contains articles for the food, beverages, pharma, cosmetics, chemicals and non-food industry						
Topics	Filling and sealing technology / aseptics Weighing and dosing Final packing / palletisation / shrinking / stretching Folding boxes Displays Design and marketing	Transport packaging Serialization / track and trace / RFID Packaging machinery Plastic / film / foil packaging Automation / robotics Packaging printing	Automation / robotics Packaging machinery Sustainable packaging Sensors / image processing Packaging printing Labelling / marking / coding Plastic / film / foil packaging	Product reports on new products and trends on the packaging market, combined with highly up-to-date coverage of the international industry meeting point In cooperation with Messe Duesseldorf	Metal packaging Plastic / film / foil packaging Transport packaging Final packing / palletisation / shrinking / stretching Filling and sealing technology	Automation / robotics Folding boxes Packaging printing Displays Design and marketing Sustainable packaging Plastic / film / foil packaging
Industry focus	Food	Non-Food / Sweets	Food / pharma	Each edition will be published in German and English	Cosmetics	Food / non-food
Service info Event dates	Mar. 14-16, 2023 CCE International 2023, Munich Mar. 14-16, 2023 ICE Europe 2023, Munich Mar. 14-16, 2023 Inprint Munich 2023, Munich	Apr. 17-21, 2023 Hannover Fair, Hannover Apr. 23-25, 2023 Pro Sweets, Cologne Apr. 25-27, 2023 Logimat, Stuttgart	May 04-10, 2023 Interpack, Duesseldorf		Jun. 14-15, 2023 Cosmetic Business 2023, Munich Jun. 14-15, 2023 EMPACK Hamburg 2023, Hamburg Jun. 20-21, 2023 6th Packaging Summit, Hamburg	
Permanent sections	News • Market and data • Patents • Point of Sale • Events • Products • Review • Management/Careers • Start-up corner • Mergers and acquisitions • Packaging in practice					

Issues	7-8 August	9 September	10 October	11 November	12 December
Publication date	Aug. 02, 2023	Sep. 12, 2023	Oct. 11, 2023	Nov. 07, 2023	Dec. 13, 2023
Advertising deadline	Jul. 06, 2023	Aug. 16, 2023	Sep. 13, 2023	Oct. 09, 2023	Nov. 16, 2023
Editorial deadline	Jun. 19, 2023	Jul. 27, 2023	Aug. 25, 2023	Sep. 19, 2023	Oct. 26, 2023
Trade fair issues	interpack-review 	 		 	
Specials				Automation / robotics	Sustainability
Each issue contains articles for the food, beverages, pharma, cosmetics, chemicals and non-food industry					
Topics	Packaging machinery Folding boxes Labelling / marking / coding Glass / metal packaging Transport packaging	Packaging machinery Automation / robotics Filling and sealing technology Protection against forgery Corrugated board, cardboard and paper packaging Weighing and dosing Final packing and palletisation	Plastic / film / foil packaging Folding boxes Packaging machinery Protection against forgery Quality assurance Sustainable packaging	Automation / robotics Sensors / image processing Glass packaging Labelling / marking / coding Filling and sealing technology / aseptics Sleeves / labels	Final packing / stretching / palletisation / shrinking Design and marketing Packaging printing Closures and closing systems Plastic / film / foil packaging
Industry focus	Food / beverages	Food / pharma	Non-food / chemicals	Food / beverages	Food / baked goods
Service info Event dates	Sep. 11-13, 2023 Pack Expo, Las Vegas, USA	Sep. 11-14, 2023 Labelexpo Europe 2023, Brussels, Belgium Sep. 26-28, 2023 Powtech, Nuremberg Oct. 07-11, 2023 Anuga, Cologne		Nov. 14-16, 2023 SPS Smart Production Solutions, Nuremberg Nov. 28-30, 2023 Brau Beviale, Nuremberg	
Permanent sections	News • Market and data • Patents • Point of Sale • Events • Products • Review • Management/Careers • Start-up corner • Mergers and acquisitions • Packaging in practice				

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Tel.: +49 6221 489-207, Internet: www.neue-verpackung.de

1 Circulation monitoring:



2 Circulation analysis:

Average annual number of copies per issue*
July 1, 2021 - June 30, 2022

Print run:	12,150		
Number of copies actually distributed:	11,936	of which abroad:	1,168
E-paper:	4,610		
Total:	16,546		
Copies sold:	1,190	of which abroad:	143
– subscribed copies:	500	of which association member copies:	165
– other sales:	690		
– single copy sales:	0		
Free copies:	15,356		
Residual, archive and specimen copies:	214		

3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	84.2	10,049
Abroad	9.8	1,168
Other***	6.0	719
Copies actually distributed	100.0	11,936

* includes all copies published during the reporting period, ** publisher's claim, *** portion of circulation not analyzed, e.g. trade fair and congress copies etc.

Distribution by federal states:	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	15.4	1,843
Bavaria	17.5	2,091
Berlin, Brandenburg, Mecklenburg-Western Pomerania	3.4	405
Bremen, Hamburg, Schleswig-Holstein	4.9	588
Hesse	6.7	796
Lower Saxony	7.6	907
North Rhine-Westphalia	17.8	2,123
Rhineland-Palatinate	3.9	470
Saarland	0.7	84
Saxony, Saxony-Anhalt	4.2	506
Thuringia	1.9	229
Abroad	9.8	1,168
Other***	6.0	719
Rounding difference	0.2	7
Copies actually distributed In Germany	100.0	11,936

Breakdown of foreign circulation**:	Percentage of copies actually distributed	
	%	copies
Austria	47.0	549
Switzerland	37.6	439
Other countries	15.4	180
Copies actually distributed abroad	100,0	1,168

A description of the survey method is given on page 17.

Our coverage to secure your successful communication

Industry experts get their information in many different ways, now more so than ever.
Reach your target group – via both analog and digital channels.



1.1 Industries / industry sectors

WZ 2008 Code	Groups of recipients (according to the 2008 classification of the industry sectors)	Share of identified readers	
		%	Recipients
10 / 11 / 12	Processors / users	45.3	5,411
	Foods and luxury foods, beverages	25.6	3,057
20 / 21 / 82.92	Pharmaceutical industry, cosmetics, chemical industry including the filling and packaging industry / contract packaging	11.3	1,353
	Producers of consumer goods / non-food, e.g. household appliances, furniture, textiles, home improvement supplies, etc., medical technology, printing industry (incl. WZ 22, 29 manufacturers of plastic goods)	8.4	1,001
13-16 / 18 / 26 / 27 / 31 / 32 / 32.5 / 38	Suppliers / packaging manufacturers	15.4	1,831
	Mechanical engineering (= manufacturers of packaging machines)	6.5	774
17.1 / 17.2 / 22 / 22.22 / 23 / 25.92	Manufacturers of packaging made from wood, pulp, paper, carton, cardboard, metal, plastics, glass	8.9	1,057
	Additional sectors	20.7	2,471
46 / 47	Trade	16.4	1,955
	Research and development, engineering offices, services (project planning, design)	4.3	516
70 / 71.12 / 72	Additional sectors (e.g. universities)	12.4	1,481
	Others*	6.0	719
	Rounding difference	0.2	23
Actually distributed print-run		100.0	11,936

1.2 Size of the economic unit

	Proportion of copies actually distributed	
	%	Recipient
1 - 49 employees	31.1	3,710
50 - 99 employees	14.0	1,669
100 - 199 employees	16.1	1,926
200 - 499 employees	13.9	1,663
500 and more employees	11.7	1,394
No information provided	7.0	833
Other*	6.0	719
Rounding difference	0.2	22
Copies actually distributed	100.0	11,936

2.1 Activities: Position in company

	Proportion of copies actually distributed	
	%	Recipient
Management, executive board, supervisory board	23.9	2,851
Branch, factory, general management	7.6	906
Department, business unit, project management	40.4	4,826
Assistance, junior, trainee, individuals	0.5	59
Skilled worker	19.1	2,275
Department	2.3	277
Other*	6.0	719
Rounding difference	0.2	23
Copies actually distributed	100.0	11,936

* Circulation that was not analysed, e.g. trade fair and conference copies, etc.

2.1 Activities: Area of responsibility

	Proportion of copies actually distributed	
	%	Recipient
Management	27.6	3,239
Research, development, design	4.9	582
Quality, production, manufacturing, maintenance	14.9	1,774
Marketing, product management, marketing, sales	8.0	953
Purchasing (incl. packaging)	19.8	2,369
Logistics, materials management	3.0	362
Other functions (such as education and training)	10.2	1,215
Function not determined	5.4	646
Other*	6.0	719
Rounding difference	0.2	23
Copies actually distributed	100.0	11,936

* Portion of circulation not analyzed e.g. trade fair and congress copies etc.

Summary of collection method

- Total number of recipients in the file:** 25.146
- Method:** Recipient structure analysis through file evaluation
Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:**
Basic total (TAC) 11.936 = 100,00 %
Not included in the survey: 214 = 1,79 %
- Random sample:** Total collection
- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** July 1, 2021 to June 30, 2022
- Survey implementation:** Aug. 2, 2022

This survey was created and carried out and the report produced in accordance with the current version of the German Advertising Federation (ZAW) framework for analyses of advertising media.

neue-verpackung.de

- 1 Website (URL):** www.neue-verpackung.de
- 2 Profile in brief:**
Extensive internet portfolio of B2B communication for decision-makers in the packaging industry in the fields of food/beverages, pharmaceuticals, cosmetics, chemicals and non-food. Daily news, product and company database, market overviews, background reports, job market and a topic-based weekly newsletter with more than 5,000 subscribers and more than 20,000 followers on Xing and LinkedIn.
- 3 Target group:**
Opinion leaders and decision-makers in the packaging industry, especially in the fields of food/beverages, pharmaceuticals, cosmetics, chemicals and non-food.
- 4 Publishing company:** Hüthig GmbH
- 5 Editorial Contact:**
Philip Bittermann, Editor-in-chief
Tel.: +49 6221 489-213, philip.bittermann@huethig.de
- 6 Contact – Online Advertising:**
Dipl.-Betriebsw. (VWA) Sabine Wegmann, Head of Sales
Tel.: +49 6221 489-207, sabine.wegmann@huethig.de
- 7 Data delivery:**
Martina Probst, Tel.: +49 6221 489-248, ckv-dispo@huethig.de
Data format: jpg, gif, png, HTML5
File Size: max. 100 KB
- 8 External ad server used:** Google Ad Manager from Google

Ad technologies and creatives

We only work with providers who are IAB vendors and Google ATPs. We require all ad technologies that are relevant to supplying creatives in order to deliver IO campaigns. Technologies that are used in the background at the customer's end, e.g. technologies for measuring visibility or protecting against ad fraud, must also be declared. N.B.: If you use Google Campaign Manager, please send us the redirects as a Campaign Manager URL. Note re. invoicing: Volume invoice are to be submitted exclusively via reports on our ad server (Google Ad Manager).

Facts

Traffic

- 76,006 page impressions / month¹
- 5,209 Newsletter subscribers²

Xing³

- 14,052 followers

LinkedIn³

- 6,438 followers

Content












- Trade articles
- Product reports
- News
- Interviews
- Videos

Topic Channels

- Market
- Food
- Pharma & cosmetics
- Nonfood & chemistry
- Sustainable packaging

neue-verpackung.de:
the only German
packaging website
which is IVW certified!

¹ Source: IVW, 3/2022, ² Source: Emarsys, 6/2022, ³ as of: 6/2022

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per week	Price in Euro per week in trade fair months*
	Billboard	RoS under Header	Desktop Tablet	940x250	1,800.- EUR	1,980.- EUR
	Halfpage	RoS (sticky)	Desktop	300x600	1,345.- EUR	1,480.- EUR
	Skyscraper right	RoS (sticky)	Desktop	160x600	1,100.- EUR	1,210.- EUR
	Wallpaper	RoS	Desktop	728x90 + 160x600	1,465.- EUR	1,610.- EUR
	Skyscraper left	RoS	Desktop	160x600	750.- EUR	825.- EUR
	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	960.- EUR	1,055.- EUR
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop Tablet	728x90	880.- EUR	970.- EUR
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	915.- EUR	1,005.- EUR
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	910.- EUR	1,000.- EUR
	Baseboard	RoS (sticky)	Desktop Tablet	960x90	1,090.- EUR	1,200.- EUR
	Partner-Site-Button	RoS	Desktop	300x120	285.- EUR	315.- EUR

Business Directory

Also take advantage of locational benefits online: Present your company with a company entry in the context of your industry. An entry in our Online-Business-Directory guarantees constant presence when prospective customers are researching. You can update or modify your company entry at any time.

	Plus	Premium
E-mail contact	✓	✓
Content linking	✓	✓
Telephone and Fax number	✓	✓
Link to homepage	✓	✓
Company logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery		✓
Company profile		✓
Specific contact partners		✓
Link to sales offices or branches		✓
Additional informations as a link or file		✓
Embedding company videos		✓
Embedding whitepapers		✓
Price/year	€ 335.–	€ 550.–

All prices in Euros without applicable VAT

The screenshot shows the website for 'neueverpackung'. The header includes navigation menus for 'News', 'Themen', 'Produkte', 'Veranstaltungen', 'Firmen', 'Marktübersichten', and 'Stellenmarkt'. The main content area features a large blue banner with the company logo and name 'Hüthig GmbH', along with contact information: 'Im Weiher 10, 69121 Heidelberg, Deutschland', phone '+49 6221 489 300', and fax '+49 6221 489 481'. There are also social media icons for Twitter, Facebook, LinkedIn, and YouTube. Below the banner, there is a section for 'Produktgruppen' with sub-menus for 'Datenbanken', 'Fachliteratur, Fachbücher', 'Informationen, sonstiges, allgemein', 'Marktberichte, allgemein', and 'Marktübersichten'. The 'Produkt- und Dienstleistungsbeschreibung' section provides a detailed history of the company, mentioning its founding in 1909 and its focus on technical and economic publications.

Content Placement

Content placement is an article posted on neue-verpackung.de that consists of your individual content and is labelled as such. Your article is included in the topic area you select and will be archived there for at least a year. In addition to the article, you will get an article teaser on the homepage or topic page of neue-verpackung.de and an integration in the editorial newsletter, which ensures increased traffic on your article.

You can freely choose the text and images of your content.

The frequency of this form of advertising is strictly limited!

Format: HTML content page, delivery of content as a Word document.
Maximum of 5 images in png or jpg format.

Price: € 1,300.- / 1,430.-*

You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a topic area
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest; max. of 250 characters)
- Text, including links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL company website
- Company logo: min. 150 pixels (jpg, png)
- Optional: a maximum of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)

* Price increase before trade fairs (March, April, May)

All prices in Euros without applicable value added tax



Reach more
customers with
the **SOCIAL MEDIA
BOOST!**
Price: € 550.-



Example Teaser
Content Placement

neue verpackung

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Tel.: +49 6221 489-207, Internet: www.neue-verpackung.de

Newsletter
Profile

1

23

- Name:** neue-verpackung.de-newsletter
- Profile in brief:**

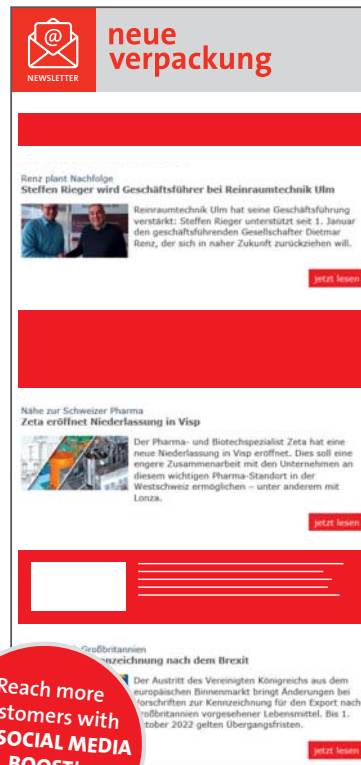
Each Tuesday and Thursday our weekly newsletter is sent to more than 5,000 subscribers. In addition to current news, the newsletter features all new product launches as well as expert editorial contributions for the various trade channels.
- Target group:**

Opinion leaders and decision makers from the packaging industry in the areas of food/beverages, pharmaceuticals, cosmetics, chemicals and non-food as well as retailers.
- Frequency:** 2 times weekly (on Tuesdays and Thursdays)
- Editorial Contact:**

Philip Bittermann
Editor-in-chief
Tel.: +49 6221 489-213
philip.bittermann@huethig.de
- Contact – Online Advertising:**

Dipl.-Betriebsw. (VWA) Sabine Wegmann
Head of Sales
Tel.: +49 6221 489-207
sabine.wegmann@huethig.de
- Data Delivery:**

Martina Probst
Tel.: +49 6221 489-248
ckv-dispo@huethig.de



Header Ad

Format: 650 x 90 pixels
Price: € 650,-/€ 715,-*
/issue
File type: gif**, jpg, png

Content Ad

Format: 650 x 150 pixels
Price: € 490,-/€ 540,-*
/issue
File type: gif**, jpg, png

Text Ad (image + text)

Image: 620 x 349 pixels
Text: max. 330 characters
Price: € 490,-/€ 540,-*
/issue
File type: gif**, jpg, png

* Price increase before trade fairs (March, April, May)

** Note: Animated gifs may not be displayed correctly in all e-mail services. Think about whether it is absolutely necessary for your gif to be animated.

File size: max. 50 KB

All prices in Euros without applicable VAT

Reach more
customers with
the **SOCIAL MEDIA
BOOST!**
Price: € 550,-

Standalone-Newsletter!

You can send a “standalone-newsletter” to all registered subscribers with us. The newsletter is mailed in the name of your company and has 100% customer content. The standalone-newsletter can link to further information on your corporate website or to a customer integration within neue-verpackung.de.

The frequency of the standalone-newsletter is strictly limited. With this form of advertising we enable you to directly address the newsletter subscribers from the target group of neue verpackung and to introduce new products or services.

- Option 1 – based on our building-block template
- Option 2 – based on your HTML

Prices include newsletter creation and one round of amendments.

Price on request

New: Engage Plus

Send a second standalone-newsletter with extra information to the people who opened your first one and thus secure maximum interest within your target group.

Price on request

Themen-Special
Offene Automatisierung für die Verpackungsindustrie

neue verpackung
Life is On | Schneider Electric



zum Themen-Special

Komplettanbieter für die Lebensmittel- und Verpackungsindustrie

Schneider Electric macht Unternehmen in den Segmenten F&B sowie CPG energieeffizienter, flexibler und produktiver - und hilft dabei, höchste Lebensmittelqualität zu sichern!

Als enger Partner der Lebensmittel- und Verpackungsindustrie hat Schneider Electric ein Komplettangebot für OEM's und Endkunden geschaffen. Dazu gehören unter anderem:

- digitale Antriebslösungen und intelligente Sicherheitstechnik,
- Sensorik und HMI's,
- Motioncontroller und IPC's
- sowie cloudfähige Softwareplattformen.

Im Vordergrund stehen bei allen Lösungen offene Standards, durchgängiger Datenaustausch, Nachrüstbarkeit und Skalierbarkeit. Damit ermöglicht der Tech-Konzern beschleunigte Engineering-Prozesse, energieeffizientere Maschinen, höhere Flexibilität und optimierte OEE.

Hardwareunabhängig und softwarezentriert Automatisieren



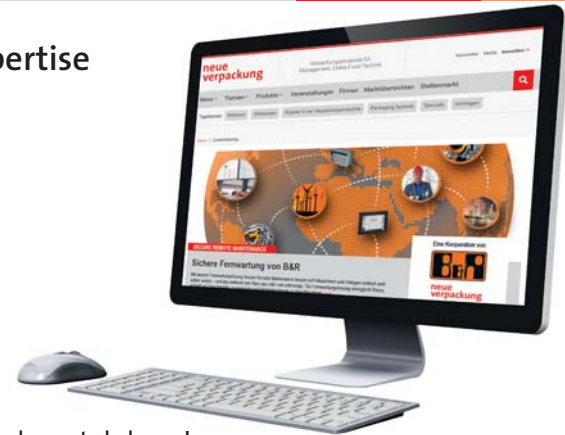
Content Marketing – Sustainable Success through Expertise

Content marketing is a digital communications strategy. Targeted success within a short time can be achieved by obtaining leads through webinars or whitepapers, for example.

But essentially, content marketing pursues long-term goals. Whether establishing your company on the market, digitally adopting a position in relation to a certain topic in the industry or winning new customers by constantly increasing your visibility – you can achieve these goals through good content marketing and thereby make a significant contribution to the success of the company.

Why you should definitely invest in content marketing:

- You achieve a higher level of awareness for your brand or company.
- You bring about a positive change in your image, right through to being viewed as an expert.
- You become established as an opinion maker.
- You clearly position yourself as a problem solver through the consistent and high-quality transfer of information.
- You increase your range and gain far greater visibility.
- You benefit from protecting and boosting sales figures and your bottom line for the long-term.



We are happy to help you!

Do you lack experience in content marketing? Are you unsure whether your topic is suitable? No problem!

Our experienced specialist editors and industry experts will help you to bring your custom content marketing campaign to life. Contact us!

Interested? For a customized quote, contact:



Sabine Wegmann
Tel.: +49 6221 489-207
sabine.wegmann@huethig.de

The Webinar – A Modern Way to Generate Leads

Webinars offer you the opportunity to generate new leads – i.e. qualified contacts with a definite interest in your topic or your products. Get to know new potential customers and present yourself as an innovative conveyor of knowledge and solutions provider. This will strengthen your brand and your image as a modern company with great expertise.

The benefits of the webinar package at a glance

- **Comprehensive promotional package**
We plug your webinar, thereby generating your leads.
- **New contacts**
Get to know new potential customers that are interested in your product.
You receive all information about the registered participants for commercial use at your company.
- **Expert implementation**
You provide the speaker; our experienced team will take care of moderation and technical implementation.
- **Image boost**
Modern companies use modern media formats
- **Cost and time savings**
No stress or costs from traveling; easy and convenient wherever you are
- **Knowledge transfer based on multimedia**
You share video, audio and files with the participants.
- **Direct contact**
Through questions in the chat and additional surveys to further qualify leads
- **Detailed reports**
Results of surveys, the interest rate and the average attendance duration of the participants

Your webinar services:

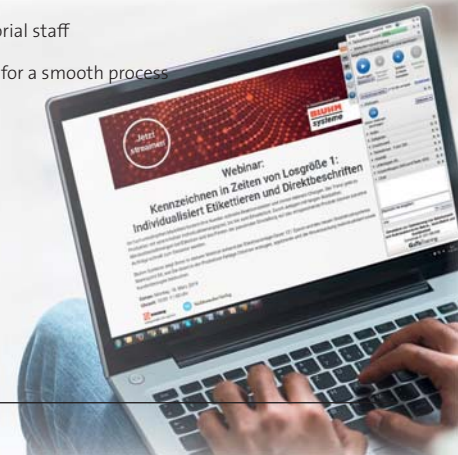
- Advertisement of your webinar on the website with logo, text and registration page
- Promotion via the Hüthig publishing company's various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced moderation by our editorial staff
- Technical check before the live event for a smooth process
- Registration list including contact details of the participants
- Detailed reports

Interested?

For a customized quote, contact:



Sabine Wegmann
Tel.: +49 6221 489-207
sabine.wegmann@huethig.de



The Whitepaper – Turning Prospects into Customers

The whitepaper is a key tool in content marketing. Present your target group with content that does not appear to be promotional in nature, but shows them your expertise, and provide the reader with added value. In return, they will be prepared to pay for your content with their contact details. You generate valuable leads – i.e. qualified contacts with a definite interest in your topic or your products!

With a whitepaper...

- you position yourself as a capable contact person in your specialist area and impress with your expertise.
- you provide readers with added value by addressing a highly specific problem for your target group, for example.
- you create trust and credibility by avoiding a sales pitch of any kind.
- **you generate new B2B leads for your company.**

Your whitepaper services:

- Integration of the whitepaper on our website for at least four weeks
- Promotion via the Hüthig publishing company's various marketing channels
- Creation of a form for recording the desired contact information
- You receive all leads collected for use at your company

If required, our experienced specialist editors will be happy to help you create your whitepaper.

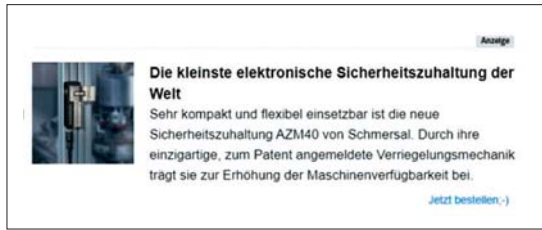


Interested? For a customized quote, contact:



Sabine Wegmann
Tel.: +49 6221 489-207
sabine.wegmann@huethig.de

Native Content ad



Banner ads on a website are similar in form and design to our own articles on the website in terms of the combination of images and copy and are thus less noticeable as advertising.

- They can be placed in Medium Rectangle, Leaderboard Premium and Leaderboard Basic banner ad spaces.
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body copy (approx. 100 characters), call to action (approx. 20 characters).

The “character limits” can vary depending on the location of the ad.

- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- Devices: Desktops, tablets, mobiles

CMP € 190

Native Video ad



In-banner video ads on a website are similar in form and design to our own articles on the website in terms of the combination of video and copy and are thus less noticeable as advertising.

- They can be placed in the Leaderboard Premium banner ad space.
- Format: Video (940 x 250 pixels); headline (approx. 55 characters), no body copy, call to action (approx. 20 characters).
- Length of video: max. 59 sec.
- File format: .mp4
Only physical videos are allowed, no links to third-party providers, etc.
- File size: max. 29 MB
- Devices: Desktops, tablets, mobiles

CMP € 190

Data-driven online marketing



With our audience products, you can reach your target market precisely where they are to be found – even outside of our platforms.

Talk to us and find out more about

- Account-based marketing campaigns
- Intent scoring
- CPL models
- Reach extensions
- High-quality traffic with guaranteed clicks

This is what we offer:

- Campaigns delivered to defined target markets across networks and devices
- Maximum control over your advertising budget thanks to precise campaign analyses
- Low scatter as only targeted users are addressed
- Various pricing models



Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within German industry, and address more than 500,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database



Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- ***Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent.
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.



Alexander Zöller
+49 81 91/125-345
Adressvermietung@huethig.de

Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.

Your contacts

PUBLISHER

Hüthig GmbH
Im Weiher 10
D-69121 Heidelberg
Internet: www.huethig.de

ADVERTISING

Head of Sales:
Dipl.-Betriebsw. (VWA)
Sabine Wegmann
Tel.: +49 6221 489-207
sabine.wegmann@huethig.de

Sales Manager:

Alexandra Wojtanowska
Tel.: +49 6221 489-204
alexandra.wojtanowska@huethig.de

Media Sales Assistance:

Sina Leswal
Tel.: +49 6221 489-228
sina.leswal@huethig.de

Media Administration:

Martina Probst
Tel.: +49 6221 489-248
martina.probst@huethig.de

EDITORIAL TEAM

Editor-in-chief:
Philip Bittermann
Tel.: +49 6221 489-213
philip.bittermann@huethig.de

Editor:

Eva Middendorf
Tel.: +49 6221 489-266
eva.middendorf@huethig.de

Editorial Assistance:

Simone Podieh
Tel.: +49 6221 489-299
simone.podieh@huethig.de

Switzerland, Liechtenstein

interpress gmbh
Katja Hammelbeck
Ermatinger Str. 14
CH-8268 Salenstein
Tel.: +41 71 55202-12
Fax: +41 71 55202-10
kh@interpress-media.ch

France, Belgium

Agence Eychenne
Carolyn Eychenne
13 impasse Verbois
F-78800 Houilles
Tel.: +33 139581401
Fax: +33 971705241
carolyn@eychenne.me

All other:

Hüthig GmbH
Alexandra Wojtanowska
Im Weiher 10
D-69121 Heidelberg
Tel.: +49 6221 489-204
alexandra.wojtanowska@huethig.de

**neue
verpackung**

Contact

GTCBs

Our general Terms and Conditions are
viewable here: www.huethig.de/agb

Dipl.-Betriebsw. (VWA)
Sabine Wegmann
Head of Sales
+49 6221 489-207
sabine.wegmann@huethig.de



Alexandra
Wojtanowska
Sales Manager
+49 6221 489-204
alexandra.wojtanowska@huethig.de



Philip Bittermann
Editor-in-chief
+49 6221 489-213
philip.bittermann@huethig.de



Eva Middendorf
Editor
+49 6221 489-266
eva.middendorf@huethig.de

Sina Leswal
Media Sales
Assistance
+49 6221 489-228
sina.leswal@huethig.de



Simone Podieh
Editorial Assistance
+49 6221 489-299
simone.podieh@huethig.de



Katja Hammelbeck
Sales Representative
Switzerland,
Liechtenstein
+41 71 55202-12
kh@interpress-media.ch



Carolyn Eychenne
Sales Representative
France, Belgium
+33 139581401
carolyn@eychenne.me

Martina Probst
Media
Administration
+49 6221 489-248
martina.probst@huethig.de

