

2023

Media World

www.neue-verpackung.de



**neue
verpackung**

The information portal for
top decision-makers in
packaging processes

3

Profile, Offer, Benefit and Reach

neue-verpackung is the multimedia information portal for top decision-makers in the industry – read what this entails on the following pages.

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What we stand for

neue-verpackung.de is the innovative Internet platform of the renowned specialist magazine **neue verpackung** produced by Hüthig Verlag, a modern specialist media company with its head office in Heidelberg, Germany.

Hüthig Verlag is part of the Süddeutscher Verlag media group in Munich and thus of the Stuttgart-based Südwestdeutsche Medienholding (SWMH), one of the leading media companies in Germany.

SWMH

Südwestdeutsche Medienholding



Süddeutscher Verlag



Hüthig



Hüthig



MEDIA-MANUFAKTUR



m:connect



Veranstaltungen

ULTIMAMEDIA

What we offer

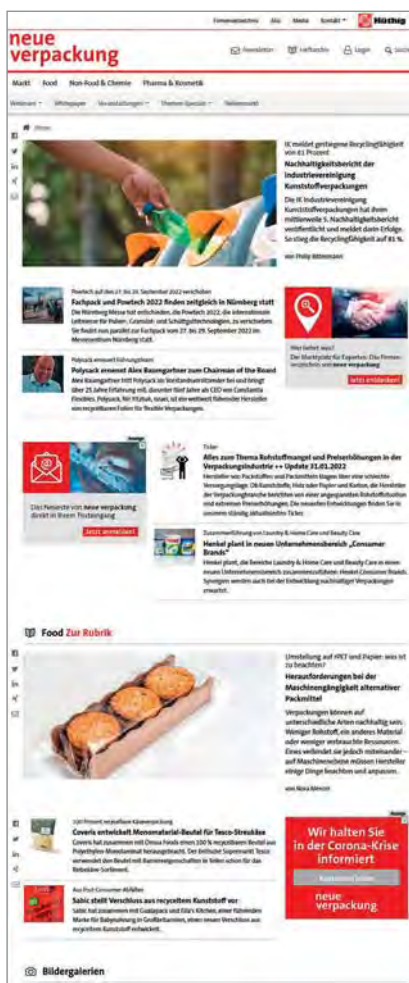
Whether B-to-B or B-to-C – almost every industry, e.g. in the sectors food/beverage, pharmaceuticals, cosmetics, non-food, chemicals, packages its produced goods.

With **neue verpackung.de**, you can reach the top decision-makers and managers of these companies as well as retailers.

Daily news, product-database and company directory, background reports, and 2 x newsletter published weekly (more than 5,000 subscribers).



Benefits for our users



- » comprehensive **company directory**
- » **archive** with extensive specialist information
- » **clearly arranged navigation** to industry-relevant specialist fields
- » **full-text search**
- » daily **news**, topical information about products and companies

Reaching your target group

neue-verpackung.de offers you all the benefits of professional media planning as a one-stop-shop. We will advise you which forms of advertising, in which combination, will meet your requirements and objectives in your media planning!

Whether B-to-B or B-to-C – almost every industry, e.g. in the sectors food/beverage, pharmaceuticals, cosmetics, non-food, chemicals, packages its produced goods.

With **neue verpackung.de**, you can reach the top decision-makers and managers of these companies as well as retailers.

We are also voluntarily audited in the online sector by the **German Audit Bureau of Circulation (IVW)**! This ensures that you really get the service you pay for.



Latest analysis

76,006

Page impressions
in March 2022,
source: IVW

Page
Impressions

43.845

Visits in March 2022,
source: IVW

Visits

21,252

Source:
Google Analytics
in March 2022

Unique
User

5.209

newsletter subscribers receive
the newsletter twice a week
(as of June 2022)

Newsletter
subscribers

1,82

Pages viewed per session,
source: Google Analytics
March 2022

Pages

Advertising Banners

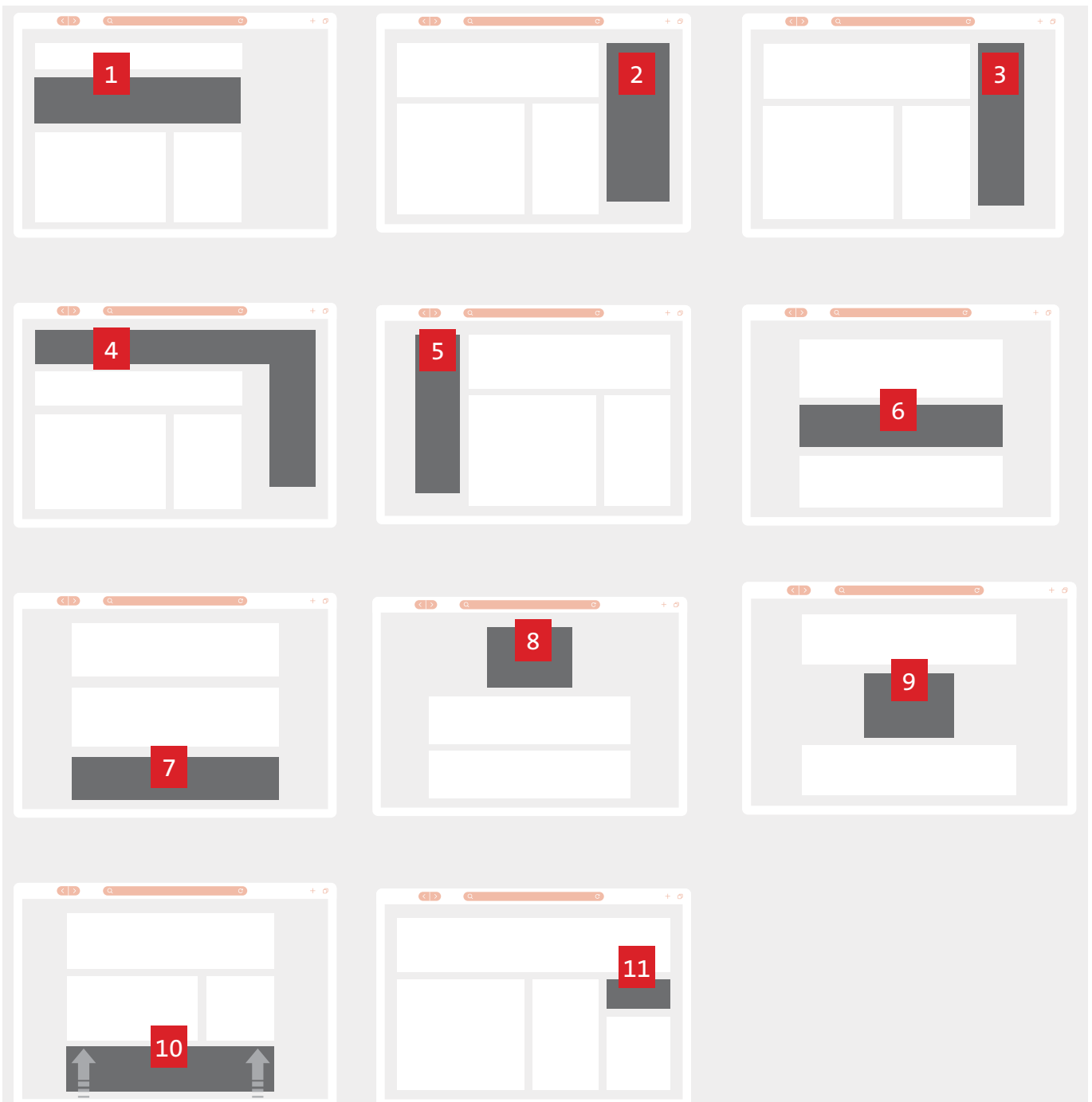
	Ad format	Placement	Device	Format (in pixels)	Prices in Euro per week	Prices in Euro per week in trade show months*
1	Billboard	RoS below Header	Desktop Tablet	940x250	1,800.– EUR	1,980.– EUR
2	Halfpage	RoS (sticky)	Desktop	300x600	1,345.– EUR	1,480.– EUR
3	Skyscraper right	RoS (sticky)	Desktop	160x600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

*March, April, May

All prices are subject to statutory VAT.

Banner formats: png, jpg, gif (also animated), HTML5 | Videos: mp4 | File size: max. 100 KB

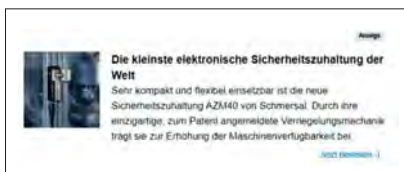
Data transmission: at least 1 week before placement to ckv-dispo@huethig.de



- » Banner formats are displayed on these placements.
- » The campaign is billed at a fixed weekly price.

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.



» CPM € 190.–

Included in the package:

- » 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

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.



» CPM € 190.—

Included in the package:

- » 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

Newsletter


Always up-to-date
and wanted!

The advantage of newsletters is that users specifically subscribe to them and therefore really want them.

» This is also reflected in the above-average opening rate of the neue verpackung newsletter.


E-mail newsletters also allow direct addressing of the target group.

Image advertising, highlighting your company's expertise or a product presentation are all perfectly placed here. Reach your existing and new potential customers with more than 5,000 mailings twice a week.



neue verpackung


Klimaneutralität in der Verpackungsindustrie
Südpack produziert künftig mit grünem Strom



Im Rahmen ihrer Nachhaltigkeits-Strategie hat die Südpack Gruppe die Versorgung ihrer wichtigsten Produktions-, Verwaltungs- und Logistikstandorte jetzt vollständig auf Ökostrom umgestellt.

[jetzt lesen](#)


Etiketten von Fallier Packaging
Maßgeschneidert für die Pharma-Branche



Pharma-Etiketten liefern wichtige Informationen und steigern die Attraktivität am Point of Sale. Dafür und für viele weitere Aufgaben hat Fallier Packaging hochwertige und genau auf die Anforderungen der Kunden zugeschnittene Pharma-Etiketten im Programm: Von einfachen Labels bis hin zu mehrseitigen Booklet- oder Leaflet-Etiketten.

[jetzt lesen](#)


Bei Unternehmensverkäufen wird die Zukunft gehandelt
2021 war ein Rekordjahr für Fusionen und Übernahmen



Zum Ende des Jahres verzeichnete der Deutsche Aktienindex DAX einen Höchstwert nach dem anderen – die Corona-Inzidenzen ebenso. Wie das zusammenpasst?

[jetzt lesen](#)


Konzern will künftig auf Neuplastik verzichten
Pepsico führt nachhaltige Verpackungen für alle Snacks in Europa ein



Bis zum Jahr 2030 will Pepsico auf den Einsatz von Neuplastik in all seinen Snackverpackungen verzichten. Dieses Ziel gilt in der DACH-Region für die Marken Doritos und Lay's.

[jetzt lesen](#)

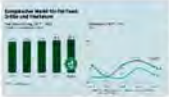
50.000 Tonnen PET-Flaschen pro Jahr
Alpla legt Grundstein für Recyclingwerk in Mexiko



Das Projekt plant Alpla, gemeinsam mit Coca-Cola Femsa als Joint-Venture-Partner zu realisieren. Im Recyclingwerk sollen 50.000 t/a Post-Consumer PET-Flaschen zu mehr als 35.000 t Recyclingmaterial verarbeitet werden können.

[jetzt lesen](#)


B + P-Report
Europäischer Markt für Pet-Food



Wo sind die Wachstumsregionen in Europa? Und welche Verpackungen mit welchen Materialien werden künftig verstärkt nachgefragt? Das sind die Fragen, auf die B + P Consultants aus Berlin in diesem Report Antworten gibt. In dieser Ausgabe steht der Tiernahrungsmarkt im Fokus.

[jetzt lesen](#)

Aus Post-Consumer-Abfällen
Sabic stellt Verschluss aus recyceltem Kunststoff vor



Sabic hat zusammen mit Gualapack und Ella's Kitchen, einer führenden Marke für Babynahrung in Großbritannien, einen neuen Verschluss aus recyceltem Kunststoff entwickelt. Mehr als 3,5 Mio Beutel mit einem Bio-Erdbeer-Apfel-Getränk von Ella's Kitchen werden mit diesem neuen Verschluss versehen und ab Januar 2022 in den britischen Geschäften zu finden sein.

» The neue verpackung Newsletter is always mailed twice a week to more than 5,000 subscribers

Advertising Banners

in the Newsletter

	Format	Size	Prices in Euro per issue	Prices in Euro per issue in trade show months*
1	Header Ad	650 x 90 pixels	650.–	715.–
2	Content Ad	650 x 150 pixels	490.–	540.–
3	Text Ad	Image: max.620 x 349 pixels Text: max. 330 characters	490.–	540.–

*March, April, May

All prices are subject to statutory VAT.

Banner formats: png, jpg, gif (without animation), Images: jpg or gif up to max. 180dpi | File size: max. 50 KB
Data transmission: at least 1 week before placement to ckv-dispo@huethig.de



1

Klimaneutralität in der Verpackungsindustrie Südpack produziert künftig mit grünem Strom



Im Rahmen ihrer Nachhaltigkeits-Strategie hat die Südpack Gruppe die Versorgung ihrer wichtigsten Produktions-, Verwaltungs- und Logistikstandorte jetzt vollständig auf Ökostrom umgestellt.

jetzt lesen

2

Etiketten von Faller Packaging Maßgeschneidert für die Pharma-Branche

Anzeige



Pharma-Etiketten liefern wichtige Informationen und steigern die Attraktivität am Point of Sale. Dafür und für viele weitere Aufgaben hat Faller Packaging hochwertige und genau auf die Anforderungen der Kunden zugeschnittene Pharma-Etiketten im Programm: Von einfachen Labels bis hin zu mehrseitigen Booklet- oder Leaflet-Etiketten.

3

jetzt lesen



Bei Unternehmensverkäufen wird die Zukunft gehandelt 2021 war ein Rekordjahr für Fusionen und Übernahmen



Zum Ende des Jahres verzeichnete der Deutsche Aktienindex DAX einen Höchstwert nach dem anderen – die Corona-Inzidenzen ebenso. Wie das zusammenpasst?

jetzt lesen



Reach even more
customers with the
Social Media Boost!
price: € 550,-

Stand-alone 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.

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.

Nachhaltig produzieren und verpacken

Life Is On | Schneider Electric



Sehr geehrte Leserinnen und Leser,

für Unternehmen der Lebensmittel- und Verpackungsindustrie ist Nachhaltigkeit heute ein Muss. Laut einer [Forsa-Studie zur Grünen Woche 2021](#) machen über 90 Prozent der Kunden ihre Kaufentscheidung mittlerweile von hohen Umwelt- und Tierschutzstandards abhängig. Zudem bedeuten effizient eingesetzte Ressourcen auch Einsparungen auf Betriebskostenseite. Schneider Electric hat es sich vor diesem Hintergrund zur Aufgabe gemacht, mithilfe digitaler IoT-Lösungen für Energiemanagement und Automatisierung, nachhaltiges und resilientes Wirtschaften zu ermöglichen.

[Mehr über EcoStruxure](#)

Nachhaltig erfolgreicher Wirtschaften

Wer sein Unternehmen mithilfe digitaler IoT-Lösungen produktiver, flexibler und resilienter aufstellt, der hat auch die Möglichkeit, Ressourcen effizienter und nachhaltiger zu verbrauchen. So zum Beispiel mithilfe des neuen [Lexium MC12 Multi Carrier](#) von Schneider Electric. Er ermöglicht nicht nur kompaktere Maschinendesigns und kurze Durchlaufzeiten. Da sich mit dem zukunftsweisenden Fördersystem auch kleine Losgrößen wirtschaftlich rentabel herstellen und verpacken lassen, bleiben Ressourcenverbrauch und Warenüberschuss auf ein Minimum beschränkt.



[Zum Lexium MC12 Multi Carrier](#)

Effizienter Energieverbrauch

Bedarfsgerecht ausgelegte Anlagen verbrauchen weniger Energie. Innerhalb der [Automatisierungsplattform PacDrive 3](#) lässt sich deshalb der Momentenbedarf sämtlicher mechanischer Bewegungen entlang einer Maschine oder Linie exakt simulieren. Auf diese Weise kann die Anlage komplett optimiert ausgelegt werden und für die elektrischen Antriebe wird nur das unbedingt nötige Minimum an Energie verwendet. Da zudem der Strombedarf für jede Bewegung bekannt ist, lassen sich die Bewegungsabläufe smart und materialschonend ausführen.



[Zur PacDrive 3](#)

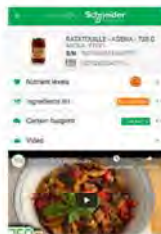
Nachhaltige Hygiene

Bis zu 30 Prozent an Energie, Wasser und Chemikalien können mithilfe des EcoStruxure Clean-in-Place Advisor bei der routinemäßigen Reinigung von lebensmitteltechnischen Anlagen eingespart werden. Die Lösung stellt zudem sicher, dass sich die unerheblichen Reinigungsvorgänge möglichst ergonomisch in die Produktionsabläufe einfügen und reproduzierbare Ergebnisse liefern. Dabei wird eine detaillierte Dokumentation aller Hygienemaßnahmen geleistet.

[Video ansehen](#)

Rückverfolgen und Dokumentieren

Innerhalb der Softwaresuite [EcoStruxure Traceability Advisor](#) stehen sämtliche Daten aller Stationen der Wertschöpfungskette transparent zur Verfügung. Das betrifft neben der Produktion sowie vor- und nachgelagerten Lieferketten auch alle relevanten Informationen zu Zulieferern, Rohstoffen und Vorverarbeitung. Auf diese Weise ist eine exakte Rückverfolgung aller Produkte vergleichsweise unkompliziert möglich. Mit einem Softwaremodul für das Produktinformationsmanagement wird zudem sichergestellt, dass alle erforderlichen Informationen zu Produktqualität und Nachhaltigkeitsstandards transparent an den Kunden kommuniziert werden können.



[Mehr über den EcoStruxure Traceability Advisor](#)

Impressum:
Schneider Electric GmbH
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Telefax: +49 (0) 2102 404-9256
www.schneider-electric.de

Designbüro:
Christophe de Maistre
Stz Ratingen
Anlagenamt Düsseldorf HRB 47852
USt-ID DE 226 871 894
Steuernummer 147 / 5769 / 0617

Life Is On | Schneider Electric

Sie möchten diesen Infodienst abbestellen?
Bitte tragen Sie [hier](#) Ihre E-Mail-Adresse aus.

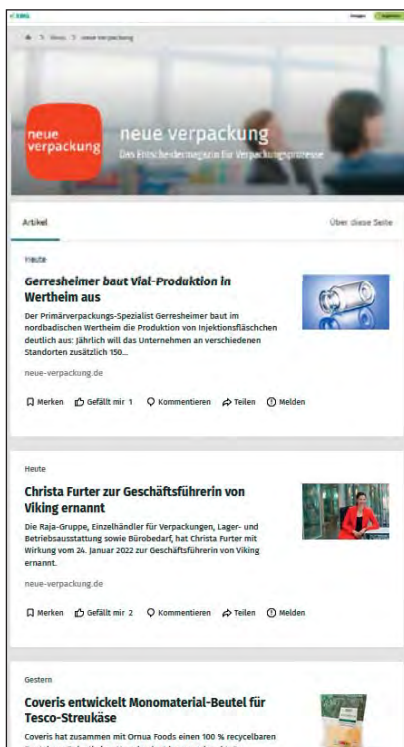
Impressum | Datenschutzerklärung



- » Format: 660 pixels
- » File type: HTML (inline CSS)
or as text and image (jpg, png)
separately
- » No. of characters: +/- 3,000
- » No. of charts: max. 5
- » No. of links: max. 5
- » Price: on demand

Social Media Boost

Social media complement to Content Placement



The Social Media Boost is a new, **appealing social media element** which generates additional contacts in the industry and can be easily booked additionally to the Content Placement.

We currently have **14,052 Xing** and **6,438 LinkedIn** followers and the number is increasing rapidly.

The newsfeed is made up of up-to-date releases from our website, which are displayed to followers as news on our social media newstreams.

This way we can play out your Content Placement booked on neue-verpackung.de or your Newsletter-Text Ad to our followers via Xing and LinkedIn. It is also marked here with the term “advertisement”.

Price: 550.– €

» Only bookable in combination with a Content Placement or text ad. No separate reporting possible.

Content Marketing

With expertise to
effective success



Content marketing is a digital communication strategy.

Short-term, selective success can result, for example, from the acquisition of leads by means of webinars or white papers. At its core, however, content marketing pursues long-term goals. The establishment of one's own company on the market, the digital positioning on a specific topic in the industry or the acquisition of new customers through ever-increasing visibility can be achieved through good content marketing and thus contribute significantly to the success of the company.

Why you should definitely invest in content marketing:

- » Boosting brand awareness and strengthening your image
- » You achieve positive change of the image towards the expert
- » You establish yourselves as opinion leaders
- » You clearly position yourselves as problem solvers through consistent and high-quality information transfer
- » You increase your reach and gain much better visibility
- » You benefit from long-term protection and increase of sales figures and deals

Content Placement



* Integration on homepage or topic page for one week, archiving at least for one year



Reach even more customers with the Social Media Boost!
price: € 550.-

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 which ensures increased traffic on your article. The following topic areas are available: market, food, pharma & cosmetics, non-food and chemicals

The frequency of this form of advertising is strictly limited!

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

Price*: 1,300.- €/in trade show months: 1,430.- €

What we need from you

- » Meaningful catchword
- » Meaningful headline
- » Teaser (2 short sentences which arouse interest; max. of 250 characters))
- » Text incl. link (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)

Content Placement +

Getting started with content marketing



» Package price: 3,210.– €
Booking period: 4 weeks

» We are happy to offer you extensive, additional content packages on individual request.

Included in the package:

- » Publication of 1 x Content Placement (see page 20)
- » Integration of the Content Placement on our website in the desired topic area.
- » Fixation of the teaser on homepage or topic page in first sight area for one week
- » Archiving of Content Placement for at least 1 year
- » 2 x traffic boost through integration in the editorial newsletter
- » 2 x reach extension through Social Media Boost (see page 18)

Your advantages:

- » Maximum attention through native embedding of content
- » **Savings** compared to individual booking of services
- » Advertising efficiency will be increased overall through linking of content and display ads

Whitepaper

Digital acquisition of new customers



- » **Price on demand**
- Booking period: 8 weeks**

Promotion package:

- » Quality-pre-check by our content experts
- » Creation of a landing page on our portal (headline, image, description text, download function)
- » Integration and preservation of the whitepaper in the “Whitepaper” section on our portal
- » Bannering on our website during booking period
- » Traffic feed through multiple integration in the editorial newsletter
- » Multiple posts in our social media channels
- » Creation of a stand-alone mailing (in coordination with you) (see page 16/17)
- » All leads for your use
- » Full white paper creation available upon request

Your advantages:

- » Maximum attention for the whitepaper (compared to individual booking) and therefore also exponentially increased chance of leads
- » **Savings** compared to individual booking of all services of the promotion package

Webinar

Digital acquisition of new customers



» Price on demand
Booking period: 8 weeks

Package includes:

- » 1 webinar, presented live

Promotion package:

- » Advice on topic findings from our editorial team
- » Creation of a landing page on our portal (headline, image, description text, download function)
- » Integration and preservation of the webinar in the “Webinar” section on our portal
- » Bannering on our website during booking period
- » Traffic feed through multiple integration in the editorial newsletter
- » Multiple posts in our social media channels
- » Creation of a stand-alone mailing (in coordination with you) (see page 16/17)
- » Moderation and technical implementation
- » All leads for your use.

Your benefit:

- » One-stop-shop: advice concerning content, organisation and realization as well as promotion and acquisition of participants

Brand Hub

Your positioning as a thematic leader

With an exclusive brand hub, you present your expertise and build a thought leadership on a specific topic focus (100% your content).

The content can be designed according to a guideline in text and image.

Included in the package:

- » Own customer channel under “Topic Specials”
- » Joint topic planning and conceptual consulting
- » Integration of 3 articles per month (supplied by you)
- » Integration of the articles in the context-relevant topic area.
- » 1 x integration in editorial newsletter per published article
- » 1 x social media post per published article
- » Optionally bookable: further editorial services on request



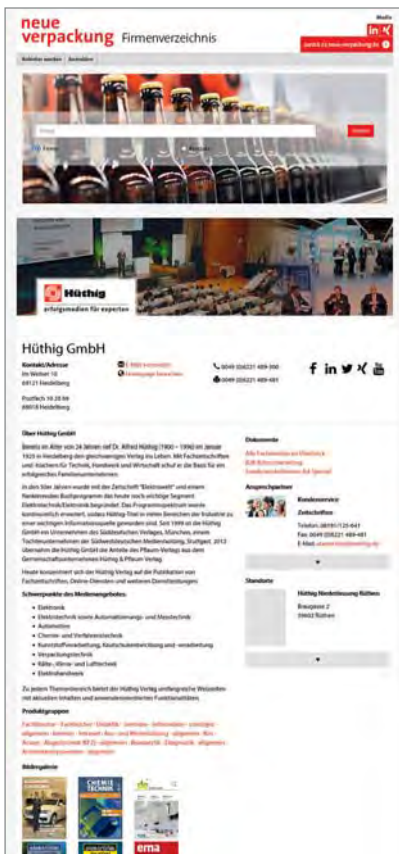
Your advantages:

- » Expansion of presence in relevant target group and positioning as an **expert and solution provider** on a relevant topic
- » High attention level through cross-promotion via newsletters and portal
- » Positive image transfer through integration of content in premium editorial environment

» Booking period: 6 months

Digital Company Directory

New and functional



An ideal supplement...

...to the offered classic online forms of advertising on neue-verpackung.de. Through your presence users get quick and focused access to information about your company.

Added value included

Your contact details are additionally linked to a large offer of content. Your company's performance profile appears in requested technical articles, news and product reports.

Present your company with a company entry in the environment of your industry. An entry in our new company directory ensures your constant presence when our users are researching. All company entries can be updated and supplemented by you at any time.

	Plus	Premium
Display of your company profile to your articles	✓	✓
E-mail contact	✓	✓
Content linking	✓	✓
Phone and fax number	✓	✓
Link to homepage	✓	✓
Corporate logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery		✓
Company portrait		✓
Special contact persons		✓
Link to sales office or branches		✓
Additional information as a link or file		✓
Embedding of company videos		✓
Embedding of whitepapers		✓
Price for a whole year	335.- €	550.- €

Talk to us

We have presented various, target-oriented forms of advertising for your communication to you.
Do you have any questions? Together we will find the ideal solution for your objectives.

Sales Team:



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