

MediaKit

2024

neue
verpackung



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Magazine: neue verpackung

Profile in brief:

neue verpackung, the multi-sector decision-makers' 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 industry focal points such as the packaging of food, beverages, pharmaceuticals, cosmetics, non-food and chemicals provide target group specific orientation and a complete overview of developments in the packaging market. Cross-media distribution via print, our own website, social media, newsletter and events ensures that all reader needs are met.

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.

Publication: 10 issues + special publications

Magazine format: 210 mm wide x 297 mm high

Annual volume/year: Volume 77/2024

Purchase conditions and prices (including VAT):

domestic	€ 345.00 + € 17.50 shipping costs = € 362.50
foreign	€ 345.00 + € 35.00 shipping costs = € 380.00
Single copy price	€ 36.00 including VAT, not including shipping cost

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 (NAVP), 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

Memberships: Deutsche Fachpresse, IVW

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

Publisher: –

Advertisements: Sabine Wegmann (Head of Sales),
Alexandra Wojtanowska

Editors: Philip Bittermann (Editor-in-chief)

Our coverage to secure your successful communication

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



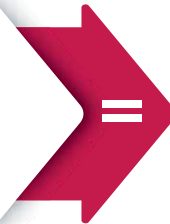
11,920 copies
Print

Our trade journal with IVW-audited circulation (actual figures)



5,158 copies
E-paper

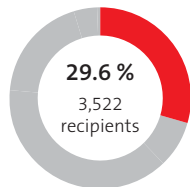
Extra digital distribution IVW-audited.



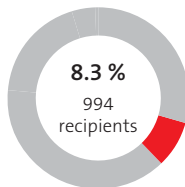
17,078 copies
Total circulation

Focused on the target group!

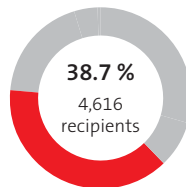
Job feature: position in company*



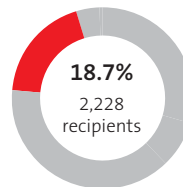
Management,
Executive Board,
Supervisory Board



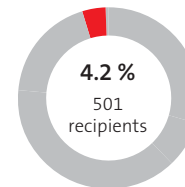
Branch-, Plant-,
Operations
Management



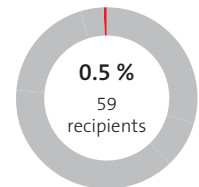
Head of Department,
Division-, Project
Management



Specialist



Department



Assistance, Junior,
Trainee, private
persons, Other

*The basis for the % breakdown is the print run

Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. To ensure that both your company and our readership benefit from our media, we attach great importance to a balanced relationship between volume and content. This ensures that your advertisements receive the desired attention.

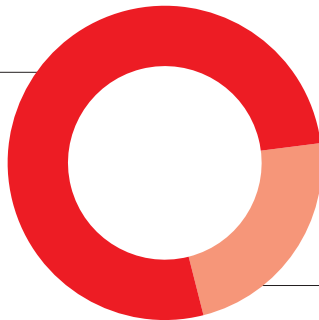
Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

Volume analysis

Total volume:
10 issues in 2022
760 pages = 100%

74.3%

Editorial content:
565 pages



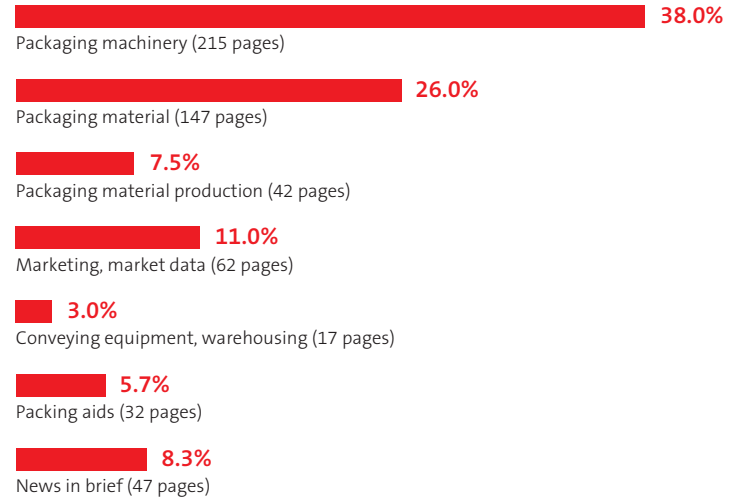
25.7%

Advertising content:
195 pages

of which:
37 ads by the publishing house itself
2 loose insert

Editorial content analysis

neue verpackung 2022 = 565 pages



Advertising rates in €*:

Format	Type area format (W x H in mm)	Bleed format** (W x H in mm)	4c rate
1/1 page	178 x 257	210 x 297	5,380.–
2/3 page	117 x 257 / 178 x 169	133 x 297 / 210 x 191	4,060.–
Junior page	126 x 178	142 x 200	3,300.–
1/2 page	86 x 257 / 178 x 126	102 x 297 / 210 x 146	3,020.–
1/3 page	56 x 257 / 178 x 83	72 x 297 / 210 x 102	2,430.–
1/4 page	41 x 257 / 178 x 62 / 86 x 126	57 x 297 / 210 x 82 / 102 x 146	1,990.–
1/8 page	41 x 126 / 178 x 29 / 86 x 62	210 x 49	1,390.–

** For advertisements in bleed format, please always send print data in the above-mentioned format plus 3 mm bleed on all sides.

Preferential placement:

Inside front cover 4c € 6,170.– Back cover 4c € 6,170.–

Discount: for purchase within 12 months

Frequency discount rate:

as of 3 publications 5 %
as of 6 publications 10 %
as of 9 publications 15 %

Quantity discount rate:

as of 3 pages 10 %
as of 6 pages 15 %
as of 9 pages 20 %

Classified ads:

Job vacancies, wanted ads, sales/purchases per mm (1-column, 41 mm wide) b/w € 3,15

Special forms of advertising: on request

*Rates do not include VAT.

Bound inserts:

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	€ 4,080.–	€ 4,310.–	€ 4,480.–
4 pages		80 g/m ²	€ 6,585.–	€ 6,880.–	€ 7,115.–

Delivery: Specimens to be supplied as of order placement. Circulation up to 14 days prior to publication. Format untrimmed width 216 mm, height 306 mm. Top trim allowance 3 mm. Multi-page inserts folded to above format.

Combinations:

Advertising combinations with verlag moderne industrie magazines are possible at any time. Combination discount on request.

Loose inserts:

up to 25 g weight: € 4,080.– up to 50 g weight: € 6,060.–
(Prices incl. postage, max. paper size 20 x 29 cm)

Delivery: Sample with order. Circulation up to 10 days before publication.

Stick-on advertising media: only possible as special advertising form. Rates on request.

Delivery address for bound and loose inserts:

Grafisches Centrum Cuno GmbH, Gewerbering West 27, 39240 Calbe
(clearly marked: "fuer neue verpackung, Issue No. ...)

Contact:

Head of Sales: Sabine Wegmann, sabine.wegmann@huethig-medien.de
Mediadisposition: Martina Probst, ckv-dispo@huethig-medien.de

Cancellation fees:

35 % of the advertising rate from two weeks before the advertising deadline

Terms of payment:

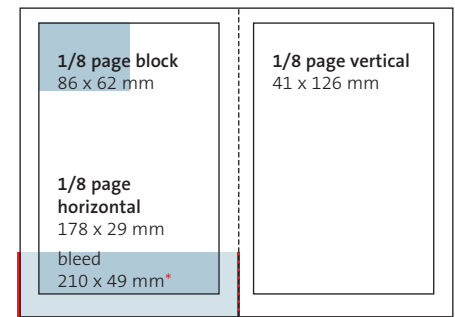
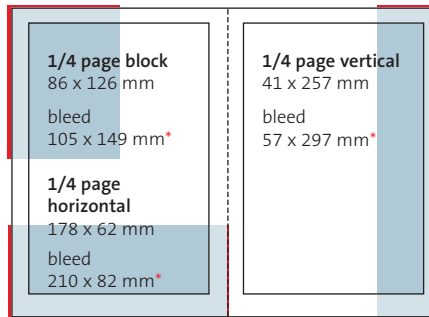
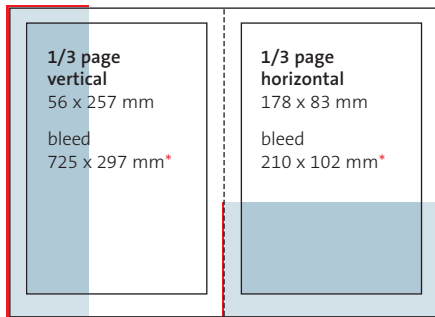
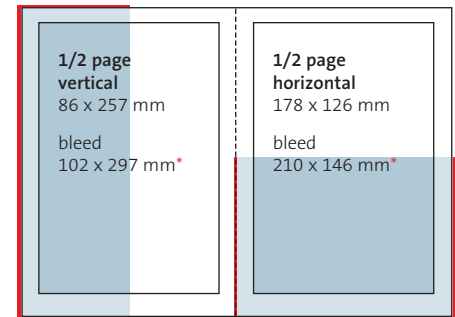
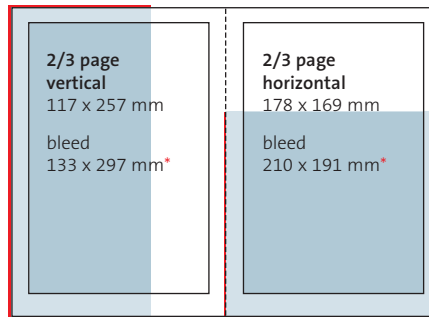
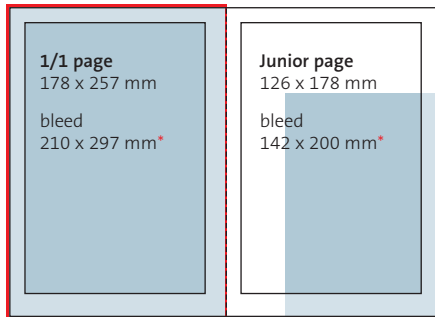
Net within 14 days of invoice date,
2 % discount for direct debit

Bank details:

UniCredit Bank AG, Acc.-No.: 381 712 91, Sort code: 700 202 70,
IBAN: DE70 7002 0270 0038 1712 91, BIC: HYVEDEMMXXX

Magazine format: DIN A4, width 210 mm, height 297 mm

■ Type area formats ■ Bleed formats



*For advertisements in bleed format, please always send print data in the above-mentioned format plus 3 mm bleed on all sides. Relevant motif parts (texts, logos, etc.) should please be placed with at least 5 mm distance to the bleed and to the gutter.

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

Printing process: Rotary offset

Binding process: Adhesive binding

Data delivery: ckv-dispo@huethig-medien.de

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.

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.

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.

Data archiving: Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.

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.

Contact:

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

Issue	Specials	Topics	Trade fair issues	Trade fairs /events
Jan./Febr. 01-02/2024 PD: Feb. 14, 2024 AD: Jan. 18, 2024 ED: Dec. 22, 2023		Filling and sealing technology/aseptics Weighing and dosing Folding boxes Display Design and marketing		Pro Sweets, D-Cologne, January 28-31, 2024
March 03/2024 PD: Mar. 12, 2024 AD: Feb. 14, 2024 ED: Jan. 26, 2024	Intralogistics	Transport packaging/E-Commerce Serialization/Track&Trace/RFID Automation/Robotics Packaging printing Sensors/image processing		Anuga Foodtec, D-Cologne, March 19-22, 2024 Logimat, D-Stuttgart, March 19-21, 2024 HMI, D-Hannover, April 22-26, 2024
April 04/2024 PD: Apr. 16, 2024 AD: Mar. 18, 2024 ED: Feb. 28, 2024	Energy efficiency	Automation/Robotics Packaging machinery Labelling/marketing/coding Plastic/film/foil packaging Filling and sealing technology/aseptics		
May 05/2024 PD: May 08, 2024 AD: Apr. 10, 2024 ED: Mar. 20, 2024	Sustainable food packaging	Plastic/film/foil packaging Corrugated board/cardboard/paper packaging Design and marketing Folding boxes Packaging printing		DRUPA, D-Duesseldorf, May 28 - June 7, 2024 Cosmetic Business, D-Munich, June 5-6, 2024
June 06/2024 PD: Jun. 5, 2024 AD: May 6, 2024 ED: Apr. 16, 2024		Automation/Robotics Plastic/film/foil packaging Metal packaging Transport packaging/E-Commerce Final packing/palletisation/shrinking/stretching		Achema, D-Frankfurt, June 10-14, 2024
July/August 07-08/2024 PD: Aug. 7, 2024 AD: Jul. 11, 2024 ED: Jun. 24, 2024		Packaging machinery Folding boxes Glass/metal packaging Plastic/film/foil packaging Filling and sealing technology/aseptics	Trade fair preview Fachpack	
07-08a/2024 PD: Aug. 7, 2024 AD: Jul. 4, 2024	Industry in Focus Market overview and company profiles for: Packaging technology • Packing materials • Contract packers			
September 09/2024 PD: Sept. 17, 2024 AD: Aug. 21, 2024 ED: Aug. 1, 2024		Packaging machinery Automation/Robotics Protection againgt forgery Corrugated board/cardboard/paper packaging Labelling/marketing/coding	Trade fair issue Fachpack	Fachpack, D-Nuremberg, September 24-26, 2024
09a/2024 PD: Sept. 17, 2024 AD: Aug. 21, 2024 ED: Aug. 1, 2024	Special issue: FachPack TradeFairGuide All about Fachpack • Specialist articles and product reports on innovations from exhibitors • Trend reports from the industry • Service tips • This issue is published in hardcopy form and as an e-paper!			
October 10/2024 PD: Oct. 22, 2024 AD: Sept. 24, 2024 ED: Sept. 5, 2024	Serialization / Protection againgt forgery	Plastic/film/foil packaging Folding boxes Packaging machinery Protection againgt forgery Design and marketing Glass/metal packaging		Fakuma, D-Friedrichshafen, October 15-19, 2024 Pack Expo, USA-Chicago 03.11.-06.11.2024
November 11/2024 PD: Nov. 19, 2024 AD: Oct. 21, 2024 ED: Oct. 1, 2024		Automation/Robotics Sensors/image processing Glass packaging Labelling/marketing/coding Filling and sealing technology/aseptics Sleeves/Labels	Trade fair review Fachpack	SPS, D-Nuremberg, November 12-14, 2024 Brau Beviale, D-Nuremberg November 26-28, 2024
December 12/2024 PD: Dec. 11, 2024 AD: Nov. 14, 2024 ED: Oct. 24, 2024		Final packing/palletisation/shrinking/stretching Design and marketing Packaging printing Plastic/film/foil packaging Corrugated board/cardboard/paper packaging		

Each issue contains articles for the food, beverages, pharmaceuticals, cosmetics, chemicals and non-food industry.

Permanent sections: News • Market and data • Patents • Point of Sale • Events • Products • Review • Management/Careers • Start-up corner • Mergers and acquisitions • Packaging in practice

1 Circulation monitoring:



2 Circulation analysis:

Average annual number of copies per issue*
July 1, 2022 - June 30, 2023

Print run:	12,079		
Number of copies actually distributed:	11,920	of which abroad:	1,165
E-paper:	5,158		
Total:	17,078		
Copies sold:	1,014	of which abroad:	97
– subscribed copies:	472	of which association member copies:	159
– other sales:	542		
– single copy sales:	0		
Free copies:	16,062		
Residual, archive and specimen copies:	159		

3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	85.4	10,184
Abroad	9.8	1,165
Other***	4.8	571
Copies actually distributed	100.0	11,920

* 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	15.3	1,822
Bavaria	17.3	2,061
Berlin, Brandenburg, Mecklenburg-Western Pomerania	3.9	468
Bremen, Hamburg, Schleswig-Holstein	5.2	622
Hesse	6.7	796
Lower Saxony	7.7	922
North Rhine-Westphalia	18.3	2,185
Rhineland-Palatinate	4.2	502
Saarland	0.6	72
Saxony, Saxony-Anhalt	4.2	500
Thuringia	1.8	217
Abroad	9.8	1,165
Other***	4.8	571
Rounding difference	0.2	17
Copies actually distributed In Germany	100.0	11,920

Breakdown of foreign circulation**:	Percentage of copies actually distributed	
	%	copies
Austria	55.0	641
Switzerland	44.6	520
Other countries	0.4	4
Copies actually distributed abroad	100.0	1,165

A description of the survey method is given on page 12.

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
	Processors / users	48.3	5,747
10 / 11 / 12	Foods and luxury foods, beverages	30.0	3,573
20 / 21 / 82.92	Pharmaceutical industry, cosmetics, chemical industry including the filling and packaging industry / contract packaging	10.8	1,285
13-16 / 18 / 26 / 27 / 31 / 32 / 32.5 / 38	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)	7.5	889
	Suppliers / packaging manufacturers	16.6	1,984
28	Mechanical engineering (= manufacturers of packaging machines)	6.5	776
17.1 / 17.2 / 22 / 22.22 / 23 / 25.92	Manufacturers of packaging made from wood, pulp, paper, carton, cardboard, metal, plastics, glass	10.1	1,208
	Additional sectors	18.4	2,186
46 / 47	Trade	14.5	1,725
70 / 71.12 / 72	Research and development, engineering offices, services (project planning, design)	3.9	461
	Additional sectors (e.g. universities)	11.8	1,424
	Others*	4.8	571
	Rounding difference	0.1	8
Actually distributed print-run		100.0	11,920

1.2 Size of the economic unit

	Proportion of copies actually distributed	
	%	Recipient
1 - 49 employees	28.7	3,425
50 - 99 employees	13.6	1,624
100 - 199 employees	16.0	1,903
200 - 499 employees	14.8	1,764
500 and more employees	12.4	1,482
No information provided	9.6	1,142
Other*	4.8	571
Rounding difference	0.1	9
Copies actually distributed	100.0	11,920

2.1 Activities: Position in company

	Proportion of copies actually distributed	
	%	Recipient
Management, executive board, supervisory board	29.6	3,522
Branch, factory, general management	8.3	994
Department, business unit, project management	38.7	4,616
Assistance, junior, trainee, individuals	0.5	59
Skilled worker	18.7	2,228
Department	4.2	501
Other*	0.0	0
Rounding difference	0.0	0
Copies actually distributed	100.0	11,920

* 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	32.0	3,816
Research, development, design	4.5	541
Quality, production, manufacturing, maintenance	14.5	1,727
Marketing, product management, marketing, sales	8.1	961
Purchasing (incl. packaging)	21.5	2,563
Logistics, materials management	3.2	386
Other functions (such as education and training)	6.5	776
Function not determined	4.8	571
Other*	4.8	571
Rounding difference	0.1	8
Copies actually distributed	100.0	11,920

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

Summary of collection method

- Total number of recipients in the file:** 28,343
- Method:** Recipient structure analysis through file evaluation
Total collection in accordance with German Audit Bureau of Circulation (IWB) guidelines
- Basic total:**
Basic total (TAC) 11,920 = 100.00 %
Not included in the survey: 159 = 1.33 %
- Random sample:** Total collection
- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** July 1, 2022 to June 30, 2023
- Survey implementation:** Aug. 2, 2023

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.



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 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

Take a free trial **NOW!**

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

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

All rental prices per use, annual rent flat rate and depending on quantity
Price quotations plus VAT. The conditions according to the offer/order confirmation apply.



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

Market & Contact

Term:	1 year ¹⁾
Arrangement:	As of each advertisement deadline (see editorial calendar)
Conditions:	The order covers 1 year, 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 € 2.35, color € 3.75 ²⁾ see below
Combi-offer during the same period:	Online Business Directory (more details on page 19): Plus entry: € 120.00/year Premium entry: € 300.00/year
Corrections:	At any time before advertisement deadline, cost per change € 50.00

1) 10 issues presence in neue verpackung

2) Reduced rates, 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

Industry in Focus 2024/2025 – Suppliers Overview

The efficient reference work for purchasers in the consumer industry and retail

This reference work gives you, the supplier, the perfect opportunity for a comprehensive crossmedia presentation of your company and product range in the market surveys.

All advantages at a glance – for your successful appearance:

- A complete survey of suppliers and service providers for the consumer industry and retailers,
- 2 year presence,
- Possibility of placement of comprehensive company portraits with detailed descriptions of the company and line of goods or program,
- incl. Online Company Entry with direct contact options,
- Classification into the fields: packaging machines, packaging materials, production of packaging material, contract packaging, suppliers,
- Featured for all relevant branches: food, confectionary/sweets, beverages, bakery, pharmaceuticals, medicals, cosmetics, chemicals, non-food,
- Advantageously rounded-out with a directory of supplier addresses and a helpful technical dictionary in various languages.

We would be happy to send you detailed information.
Tel.: +49 (0) 6221 489-204, alexandra.wojtanowska@huethig-medien.de

Publication date:

August 07, 2024

Closing date:

July 04, 2024

Circulation:

12,000 copies

Magazine format:

210 mm wide x 198 mm high



Rates

Company profile 1/1 page 4c or Advertisement 1/1 page 4c*
185 mm wide x 180 mm high

€ 1,890.–

Combined package print*
Company profile 1/1 page 4c + advertisement 1/1 page 4c

€ 3,360.–

* incl. Online Company Entry Plus (see page 19), term: 1 year

More contacts with trade fair visitors at FachPack 2024

FachPack TradeFairGuide

As a well-established special publication, the FachPack TradeFairGuide provides current information on new products of exhibiting companies, trend reports from the sector and useful service tips relating to **FachPack 2024**.

An essential guide for trade fair visitors and an invaluable advertising vehicle for you!

Your benefits at a glance:

- Total circulation of 25,000 copies + E-Papers
- Advanced distribution to our readers
- Distribution at the trade fair each day
- Displayed in numerous hotels in Nuremberg
- Exclusive combination offers at excellent conditions

**Can be booked in combination with at least one of the following trade fair issues:

		Publication date:	Advertising deadline:
nv 7-8/2024	FachPack preview	August 7	Juli 11
nv 09/2024	FachPack fair issue	September 17	August 21
P+F* 06/2024	FachPack issue	September 17	August 22
nv 11/2024	FachPack review	November 19	Oktober 21

*Pharma+Food – trade magazine for hygienic production

Your price benefit:

- 1 trade fair issue + TradeFairGuide = 5% combined discount
- 2 trade fair issues + TradeFairGuide = 10% combined discount
- 3 trade fair issues + TradeFairGuide = 15% combined discount

Combined discounts and concessionary rates are granted on the rates (p. 5) for each of the trade fair issues, mentioned here on left hand side.



Rates FachPack TradeFairGuide**	4c
1/1 page	€ 1,650.–
2/3 page	€ 1,100.–
Junior page	€ 925.–
1/2 page	€ 855.–
1/3 page	€ 580.–
1/4 page	€ 465.–
1/8 page	€ 255.–

We will be pleased to advise you on our special print-online offers for combined advertising presence on our portals www.neue-verpackung.de and www.pharma-food.de. Just get in touch with us!

This trade fair guide is not IVW/EDA certified.

The neue verpackung wall calendar – Effective advertising all year round!

Use this great advertising opportunity for your company and your products!

The wall calendar 2025 is distributed with the total circulation of neue verpackung issue 11/2024.

Calendar format: DIN A1 (594 mm x 841 mm)

Print run: 12,000 copies

Publication date: neue verpackung 11/2024:
Nov. 19, 2024

Advertising-/material deadline: Sept. 25, 2024

Secure your desired placement now!



Formats	Rates 4c
Format 1 (77 mm x 77 mm)	€ 880.–
Format 2 (154 mm x 77 mm)	€ 1,500.–
Format 3 (77 mm x 308 mm / 308 mm x 77mm)	€ 2,710.–

**Mega print run:
12,000 copies!**

Become a pioneer with us

We are providers of **technical information and communication solutions for the German industry.**

With our 26 powerful media brands (print and digital) and over 90 events per year, you can reach the top decision-makers in the production, automotive, electronics and chemical sectors with targeted precision.

Our platforms for pioneers offer all the relevant channels (digital, print, events and services) for your holistic marketing strategy. This makes us your reliable partner when it comes to reaching your target group. Every day, we work on positioning your company in the market to its best possible advantage by means of individual, creative concepts, thus making your campaign a success.



26

Media
brands



90

events per year



8,500

event parti-
cipants per
year



70,000

newsletter
subscribers



500,000

monthly
active
users



1.4 mio.

page impres-
sions per
month



2.2 mio.

copies
distributed
per year

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	€ 375.–	€ 605.–

All prices in Euros without applicable VAT

The screenshot displays the website for Hüthig Medien GmbH. At the top, there is a search bar with a 'Suchen' button. Below this is a banner image with the text 'Wir vernetzen die Industrie und die Menschen, die sie gestalten.' and the company logo. The main content area includes the company name 'Hüthig Medien GmbH', contact details (Im Weiher 10, 69121 Heidelberg), and social media icons for Facebook, LinkedIn, and YouTube. There is also a section titled 'Über Hüthig Medien GmbH' providing a brief history of the company, and a 'Kontakt/Adresse' section with a 'E-Mail versenden' button and a 'Homepage besuchen' button.

neue-verpackung.de

Website (URL): www.neue-verpackung.de

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 5,100 subscribers and more than 20,000 followers on Xing and LinkedIn.

Target group:

Opinion leaders and decision-makers in the packaging industry, especially in the fields of food/beverages, pharmaceuticals, cosmetics, chemicals and non-food.

Publishing company: Hüthig Medien GmbH

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Philip Bittermann, Editor-in-chief
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Contact – Online Advertising:

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Data delivery:

Martina Probst, Tel.: +49 6221 489-248, ckv-dispo@huethig-medien.de
Data format: jpg, gif, png, HTML5
File Size: max. 100 KB

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

- 18,415 Unique User / month¹
- 40,164 page impressions / month¹
- 5,187 Newsletter subscribers²
- LinkedIn: 8,791 followers³
- Xing: 13,828 followers³












Content

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

Topic Channels

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

¹ Source: Google Analytics, 1/2023, ²Source: Emarsys, 8/2023, ³Status as of: 8/2023

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per week	Price in Euro per week in trade fair months*
	Billboard	RoS below Header	Desktop Tablet	940x250	1,980.- EUR	2,180.- EUR
	Halfpage	RoS (sticky)	Desktop	300x600	1,480.- EUR	1,630.- EUR
	Skyscraper right	RoS (sticky)	Desktop	160x600	1,210.- EUR	1,330.- EUR
	Wallpaper	RoS	Desktop	728x90 + 160x600	1,610.- EUR	1,770.- EUR
	Skyscraper left	RoS	Desktop	160x600	825.- EUR	910.- EUR
	Leaderboard Premium	Post below teaser image	Desktop Tablet	728x90	1,060.- EUR	1,155.- EUR
	Leaderboard Basic	Post after 1st text block or end of post	Desktop Tablet	728x90	970.- EUR	1,070.- EUR
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	1,010.- EUR	1,110.- EUR
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	1,000.- EUR	1,100.- EUR
	Baseboard	RoS (sticky)	Desktop Tablet	960x90	1,200.- EUR	1,320.- EUR
	Partner-Site-Button	RoS	Desktop Mobile/Tablet	300x120	315.- EUR	350.- EUR

Whitepaper



New:
with lead
garantee

Integration and promotion of your whitepaper on our web-portal

Components:

- Editorial service: quality pre-check by our content experts
- Creation of a landing page on our web-portal
- Weekly delivery of the download addresses within the runtime (8 weeks)

Marketing:

- Customised marketing campaign via pull and push mechanisms

CPL depending on target group starting from 150 Euros /

Minimum booking volume 4,500 Euros for 30 leads

In order to be able to deliver your target group according to your requirements we need the following information from you:

[Questionnaire Leadgeneration Whitepaper](#)

Webinar



Integration and promotion of your webinar on our web-portal

Components:

- Advice on finding topics from our content experts
- Technical organisation and implementation
- Moderation by our editorial team
- Creation of a landing page on our web-portal incl. registration option
- One-time delivery of the download addresses after the webinar has taken place

Marketing:

Customised marketing campaign via pull and push mechanisms

9,900.- EUR

Content Placement



New:
with
guaranteed
views

The content placement will be published as a fully-fledged, labelled article on our web-portal in the topic category of your choice.

- Review by our content experts (quality pre-check)
- Placement of the article on our web-portal in thematically appropriate sections
- Archiving on the web-portal: 1 year after publication
- Interim reporting after 2 months
- Final reporting after 1 year
- 200 views guaranteed

Marketing:

Customised marketing campaign via pull and push mechanisms

4,060.- EUR

Editorial Service

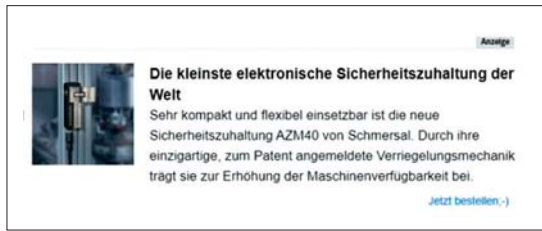


Do you have a topic that you would like to place on our web-portal but no one in-house to realise it for you?
No problem!

Our content experts will discuss the topic with you, create the content placement and edit it according to our internal style guide & target group criteria (editorial look & feel).

Price on request

Native Content Ad



This advertising banner on the website is similar in form and design to the image-text combination of our own editorial contributions on the website and is therefore less noticeable as advertising.

- Placement is possible on the positions of Medium Rectangle, Leaderboard Premium or Leaderboard Basic
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body text (approx. 100 characters), call-to-action (approx. 20 characters)
The „character limits“ can vary depending on the advertising space
- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- End devices: desktop, tablet, mobile

970.- EUR / week

Native Video Ad



This video advertising banner on the website is similar in form and design to the video-text combinations of our own editorial contributions on the website and is therefore less noticeable as advertising.

- Placement is possible on the Leaderboard Premium position
- Format: video (940 x 250 pixels); headline (approx. 55 characters), no body text, Call-to-action (approx. 20 characters)
- Video length: max. 59 sec.
- File format: mp4
Only physical videos are possible, no third-party links etc.
- File size: max. 29 MB
- End devices: desktop, tablet, mobile

970.- EUR / week

neue verpackung

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

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Newsletter
Profile

Name: neue-verpackung.de-newsletter

Profile in brief:

Each Tuesday and Thursday our weekly newsletter is sent to more than 5,100 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.

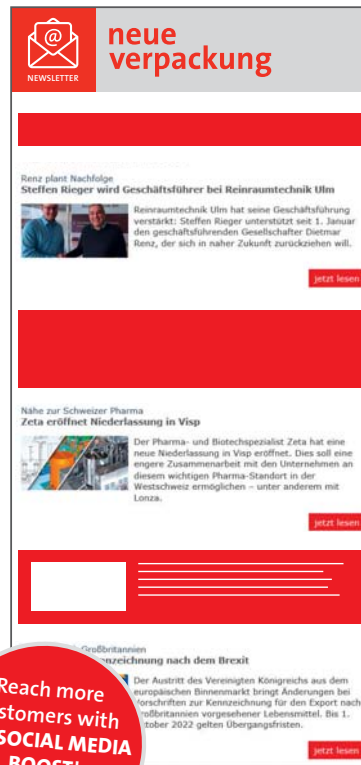
Frequency: 2 times weekly (on Tuesdays and Thursdays)

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Header Ad

Format: 650 x 90 pixels
Price: € 715.–/€ 790.–*
per issue
File type: gif**, jpg, png

Content Ad

Format: 650 x 150 pixels
Price: € 540.–/€ 595.–*
per issue
File type: gif**, jpg, png

Text Ad (image + text)

Image: 620 x 349 pixels
Kicker: max. 30 characters
Headline: max. 55 characters
Body text: max. 330 characters
Price: € 540.–/€ 595.–*
per issue
File type: gif**, jpg, png

* Price increase before trade fairs (August, September)

** 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: € 605.–

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 present your 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,
- Sensork und HMI's,
- Motorencontroller 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

Software-Portfolio: Schneider Electric, Schneider Electric, Schneider Electric, Schneider Electric, Schneider Electric

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**neue
verpackung**

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GTCBs

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

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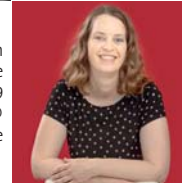


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