

MediaKit

2022

**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 75/2022

7 Purchase conditions and prices (including VAT):
 domestic € 273.92 + € 17.12 shipping costs = € 291.04
 foreign € 273.92 + € 34.24 shipping costs = € 308.16
 Single copy price € 27.00 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 (NAVVP), 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
 Internet: sabine.wegmann@huethig.de
 E-mail:

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.

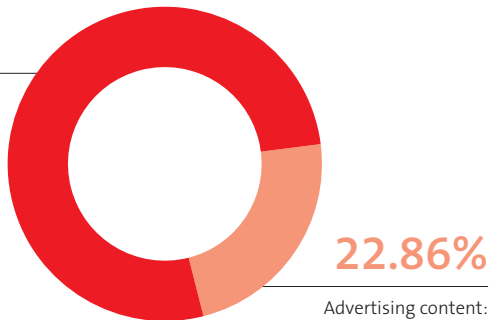
Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

14 Volume analysis

Total volume:
11 issues in 2020
844 pages = 100%

77.14 %

Editorial content:
651 pages

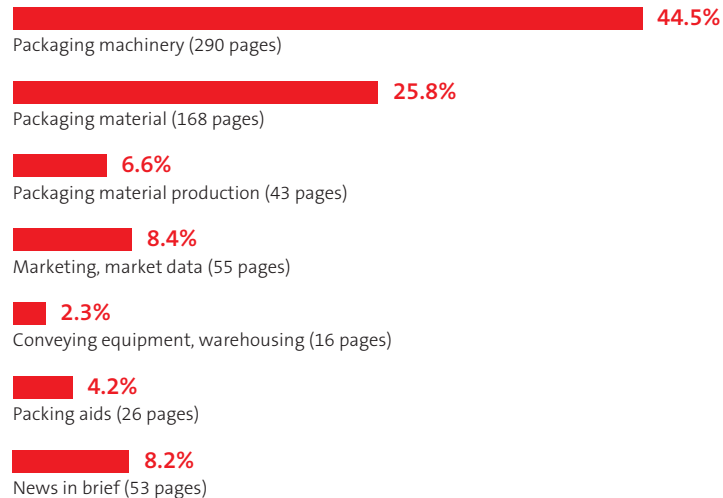


Advertising content:
193 pages

of which:
45 ads by the publishing house itself
8 supplements

15 Editorial content analysis

neue verpackung 2020 = 651 pages



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

Rates do not include VAT.

Rates for b/w advertisements	Basic rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	3,620.00	3,439.00	3,258.00	3,077.00	2,896.00
2/3 page	2,430.00	2,308.50	2,187.00	2,065.50	1,944.00
Junior page	2,060.00	1,957.00	1,854.00	1,751.00	1,648.00
1/2 page	1,810.00	1,719.50	1,629.00	1,538.50	1,448.00
1/3 page	1,270.00	1,206.50	1,143.00	1,079.50	1,016.00
1/4 page	1,045.00	992.75	940.50	888.25	836.00
1/8 page	505.00	479.75	454.50	429.25	404.00
Total rates for 2c advertisements*	2c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	4,065.00	3,884.00	3,703.00	3,522.00	3,341.00
2/3 page	2,875.00	2,753.50	2,632.00	2,510.50	2,389.00
Junior page	2,390.00	2,287.00	2,184.00	2,081.00	1,978.00
1/2 page	2,140.00	2,049.50	1,959.00	1,868.50	1,778.00
1/3 page	1,600.00	1,536.50	1,473.00	1,409.50	1,346.00
1/4 page	1,320.00	1,267.75	1,215.50	1,163.25	1,111.00
1/8 page	780.00	754.75	729.50	704.25	679.00
Total rates for 4c advertisements*	4c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	4,935.00	4,754.00	4,573.00	4,392.00	4,211.00
2/3 page	3,745.00	3,623.50	3,502.00	3,380.50	3,259.00
Junior page	3,035.00	2,932.00	2,829.00	2,726.00	2,623.00
1/2 page	2,785.00	2,694.50	2,604.00	2,513.50	2,423.00
1/3 page	2,245.00	2,181.50	2,118.00	2,054.50	1,991.00
1/4 page	1,835.00	1,782.75	1,730.50	1,678.25	1,626.00
1/8 page	1,295.00	1,269.75	1,244.50	1,219.25	1,194.00

*Complete rates including color charge



2 Surcharges

Color: (not discountable)

1/1 and 2/3 page	€	445.–	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	€ 4,340.–
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 bleed 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:

Vacancies ads per mm	(1-column, 41 mm wide)	Print	€ 3.–
Job search ads per mm	(1-column, 41 mm wide)		€ 1.50
Wanted/for sale per mm	(1-column, 41 mm wide)		€ 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	€ 3,700.–	€ 3,910.–	€ 4,060.–
4 pages		80 g/m ²	€ 5,970.–	€ 6,240.–	€ 6,450.–

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	€ 3,700.–
up to 50 g weight	€ 5,495.–
each additional 25 g weight	€ 1,815.–

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	€ 910.–
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-92704 Höchberg
(clearly marked: "For neue verpackung, Issue-No. ...")

6 Contact: see pp. 23

7 Terms of payment:

Net within 30 days of invoice date,
2 % discount for advance or direct debit

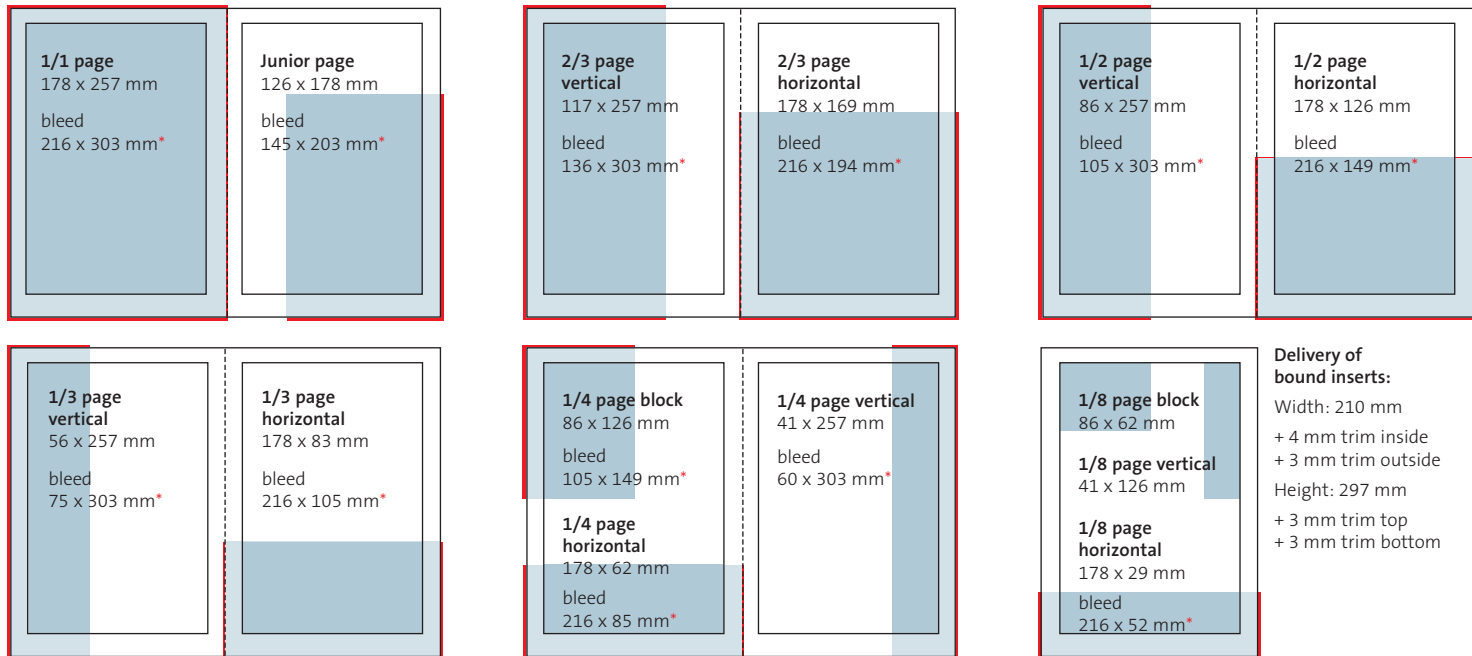
Bank details:

HypoVereinsbank
Account: 157 644 60
Bank code: 700 202 70
IBAN: DE66 7002 0270 0015 7644 60
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:** all-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.

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- 9 Contact:**
Advertisement processing: Sabine Greinus
Tel.: +49 6221 489-598
E-mail: all-dispo@huethig.de

Market & Contact

Term:	1 year ¹⁾
Arrangement:	As of each advertisement deadline (see editorial calendar)
Conditions:	The order covers 12 calendar months, after which time 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 € 2.15, color € 3.40 ²⁾ see below
Combi-offer during the same period:	Online Business Directory (more details on page 24): Plus entry: € 100.00/year Premium entry: € 250.00/year
Corrections:	At any time before advertisement deadline, cost per change € 50.00

- 1) – 10 issues presence in neue verpackung
– Optional: additional presence in FachPack TradeFairGuide, € 3.40/mm height
- 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

Industry in Focus 2022/2023 – 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, pet food, 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 6221 489-228, E-mail: sina.leswal@huethig.de

Publication date:
June 28, 2022

Closing date:
May 17, 2022

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	€ 1,800.–
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Combined package print* Company profile 1/1 page 4c + advertisement 1/1 page 4c	€ 3,200.–
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* incl. Online Company Entry Plus (see page 25), term: 1 year



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.

More contacts with trade fair visitors at FachPack 2022

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 2022**.

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 8/2022	FachPack preview	August 23	July 26
nv 9/2022	FachPack fair issue	September 20	August 24
P+F* 6/2022	FachPack issue	September 20	August 25
nv 11/2022	FachPack follow-up report	November 18	October 19

*Pharma+Food – trade magazine for hygienic production
This trade fair guide is not IVW/EDA certified.

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 basic rates for each of the trade fair issues (p. 4/5).



Rates FachPack TradeFairGuide**	b/w or 4c
1/1 page	€ 1,570.–
2/3 page	€ 1,045.–
Junior page	€ 880.–
1/2 page	€ 815.–
1/3 page	€ 550.–
1/4 page	€ 440.–
1/8 page	€ 240.–

We will be glad to advise you of our special print-online offers for combined advertising in our portals www.neue-verpackung.de and www.pharma-food.de.
Simply ask us!

5th Packaging Summit

After the previous two Packaging Summits had to be held purely online due to the pandemic, the event is returning in person in 2022.

Together with our speakers and participants, we want to take stock of what the world looks like post-Covid and what ramifications this has for the packaging industry.

This is because it is already becoming clear that the issue of sustainability in the packaging sector has been significantly de-emotionalized as a result of the pandemic, as its protective function – and thus its value – has attracted greater attention once more, including among consumers. And as the shift from bricks-and-mortar stores to online shopping is likely to be permanent in many areas, topics such as primary packaging optimized for webshops and packaging for shipping will also play a crucial role.

All of these subjects will be covered at the 5th Packaging Summit, which will take place in Hamburg this year.

And, as in previous years, the series of talks will be supplemented by an accompanying exhibition and an evening event between the two main event days – your opportunity to showcase your solutions and services to our participants and engage in some heavy networking.

Find additional information and a review at www.packagingsummit.de.

Date of the event: July 5-6, 2022

Event location: Design Offices Hamburg

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!

Issues	1 / 2 January / February	3 March	4 April	5 May	6 / 7 June / July	6 / 7a Industry in Focus
Publication date	Feb. 8, 2022	Mar. 15, 2022	Apr. 13, 2022	May 17, 2022	Jun. 28, 2022	Jun. 28, 2022
Advertising deadline	Jan. 12, 2022	Feb. 16, 2022	Mar. 17, 2022	Apr. 20, 2022	May 30, 2022	May 17, 2022
Editorial deadline	Dec. 15, 2021	Jan. 28, 2022	Feb. 28, 2022	Mar. 30, 2022	May 10, 2022	Apr. 28, 2021
Trade fair issues			  	 	 	Market overview Packaging industry See p. 9 for details
Specials	Track and trace / serialization	Industrial packaging	Automation / robotics		Sustainability	
Each issue contains articles for the food, beverages, pharma, cosmetics, chemicals, and non-food industry						
Topics	Transport packaging Serialization / track and trace / RFID Packaging machinery Plastic / film / foil packaging Automation / robotics Environment-friendly friendly packaging	Filling and sealing technology / aseptics Weighing and dosing Final packing / palletisation / shrinking / stretching Folding boxes Displays Design and marketing	Automation / robotics Packaging machinery Sleeves Sensors / image processing Packaging printing Labelling / marking / coding Plastic / film / foil packaging	Metal packaging Plastic / film / foil packaging Transport packaging Final packing / palletisation / shrinking / stretching Filling and sealing technology Design and marketing	Automation / robotics Folding boxes Packaging printing Displays Design and marketing Sustainable packaging Plastic / film / foil packaging	Market overviews and company profiles on: - Packaging technology - Packaging materials - Contract packers
Industry focus	Food / non-food	Food / chemicals	Food / pharma	Cosmetics	Food / non-food	
Service info Event dates		Mar. 15–16, 2022 bio!PAC, Duesseldorf	Apr. 25–29, 2022 Hannover Messe, Hanover Apr. 26–29, 2022 Anuga Foodtec, Cologne May 17–19, 2022 Lounges, Karlsruhe	May 24–27, 2022 Hispack, Barcelona May 31 – June 02, 2022 Logimat, Stuttgart	Jul. 5–6, 2022 5th Packaging Summit, Munich Aug. 22–26, 2022 Achema, Frankfurt	
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	8 August	9 September	9a FachPack TradeFairGuide	10 October	11 November	12 December
Publication date	Aug. 23, 2022	Sep. 20, 2022	Sep. 20, 2022	Oct. 25, 2022	Nov. 18, 2022	Dec. 16, 2022
Advertising deadline	Jul. 26, 2022	Aug. 24, 2022	Aug. 24, 2022	Sep. 27, 2022	Oct. 19, 2022	Nov. 18, 2022
Editorial deadline	Jul. 7, 2022	Aug. 4, 2022	Aug. 4, 2022	Sep. 8, 2022	Sep. 29, 2022	Oct. 28, 2022
Trade fair issues	Trade fair preview for FachPack  	Trade fair issue for FachPack   	Special issue  See p. 11 for details		Post-fair report on FachPack  	
Specials					Automation / robotics	Sustainability
Each issue contains articles for the food, beverages, pharma, cosmetics, chemicals, and non-food industry						
Topics	Packaging machinery Filling and sealing technology Folding boxes Labelling / marking / coding Glass / metal packaging Transport packaging	Packaging machinery Automation / robotics Closures and closing systems Protection against forgery Corrugated board, cardboard and paper packaging Packaging printing Sustainable packaging	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!	Plastic / film / foil packaging Glass packaging Final packing and palletisation Labelling / marking / coding Filling and sealing technology / aseptics Sleeves / labels	Automation / robotics Sensors / image processing Folding boxes Packaging machinery Protection against forgery Quality assurance Weighing and dosing	Final packing / stretching / palletisation / shrinking Design and marketing Packaging printing Closures and closing systems Plastic / film / foil packaging
Industry focus	Food / beverages	Food / pharma		Food / beverages	Non-food / chemicals	Food / baked goods
Service info Event dates	Sep. 12–16, 2022 Drinktec, Munich	Sep. 27–29, 2022 FachPack, Nuremberg Sep. 27–29, 2022 Powtech, Nuremberg Oct. 19–26, 2022 K, Düsseldorf		Oct. 23–26, 2022 Pack Expo, Chicago	Nov. 22–24, 2022 sps – smart production solutions, 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					

1 Circulation monitoring:



2 Circulation analysis:

Average annual number of copies per issue*
July 1, 2020 - June 30, 2021

Print run:	12,625		
Number of copies actually distributed:	12,446	of which abroad:	1,318
Copies sold:	1,159	of which abroad:	175
– subscribed copies:	530	of which association member copies:	170
– other sales:	629		
– single copy sales:	0		
– Paid content access privileges through subscription**:	538		
Free copies:	11,287		
Residual, archive and specimen copies:	179		

3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	87.0	10,833
Abroad	10.6	1,318
Other***	2.4	295
Copies actually distributed	100.0	12,446

* 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	16.2	2,014
Bavaria	17.7	2,208
Berlin, Brandenburg, Mecklenburg-Western Pomerania	3.5	439
Bremen, Hamburg, Schleswig-Holstein	5.1	633
Hesse	6.6	826
Lower Saxony	8.0	996
North Rhine-Westphalia	18.1	2,258
Rhineland-Palatinate	4.0	496
Saarland	0.8	94
Saxony, Saxony-Anhalt	4.5	561
Thuringia	1.9	237
Abroad	10.6	1,318
Other**	2.4	295
Rounding difference	0.6	71
Copies actually distributed In Germany	100.0	12,446

Breakdown of foreign circulation**:	Percentage of copies actually distributed	
	%	copies
Austria	40.0	528
Switzerland	32.7	431
Other countries	27.3	359
Copies actually distributed abroad	100,0	1,318

A detailed description of the survey method is given on page 22.

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.



*Based on information from the publishing house, planned from 2nd half 2021 onward

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	45.3	5,648
10 / 11 / 12	Foods and luxury foods, beverages	24.5	3,054
20 / 21 / 82.92	Pharmaceutical industry, cosmetics, chemical industry including the filling and packaging industry / contract packaging	10.8	1,349
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)	10.0	1,245
	Suppliers / packaging manufacturers	18.0	2,248
28	Mechanical engineering (= manufacturers of packaging machines)	8.6	1,074
17.1 / 17.2 / 22 / 22.22 / 23 / 25.92	Manufacturers of packaging made from wood, pulp, paper, carton, cardboard, metal, plastics, glass	9.4	1,174
	Additional sectors	22.0	2,736
46 / 47	Trade	17.0	2,119
70 / 71.12 / 72	Research and development, engineering offices, services (project planning, design)	5.0	617
	Additional sectors (e.g. universities)	12.3	1,519
	Others*	2.4	295
	Rounding difference	0.0	0
Actually distributed print-run (tvA)		100.0	12,446

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

1.2 Size of the economic unit

	Proportion of copies actually distributed	
	%	Recipient
1 - 49 employees	30.8	3,831
50 - 99 employees	14.5	1,811
100 - 199 employees	17.2	2,138
200 - 499 employees	14.9	1,849
500 and more employees	12.6	1,568
No information provided	6.9	864
Other*	2.4	295
Rounding difference	0.7	90
Copies actually distributed	100.0	12,446

2.1 Activities: Position in company

	Proportion of copies actually distributed	
	%	Recipient
Management, executive board, supervisory board	20.8	2,594
Branch, factory, general management	7.2	895
Department, business unit, project management	46.2	5,752
Assistance, junior, trainee, individuals	0.2	23
Skilled worker	20.3	2,521
Department	2.1	256
Other*	2.4	295
Rounding difference	0.8	110
Copies actually distributed	100.0	12,446

* Portion of circulation not analyzed such as trade fair and congress copies, etc.

2.1 Activities: Area of responsibility

	Proportion of copies actually distributed	
	%	Recipient
Management	23.7	2,949
Research, development, design	6.5	813
Quality, production, manufacturing, maintenance	17.1	2,122
Marketing, product management, marketing, sales	11.1	1,386
Purchasing (incl. packaging)	23.9	2,970
Logistics, materials management	1.9	242
Other functions (such as education and training)	8.7	1,191
Function not determined	5.0	617
Other*	2.4	295
Rounding difference	-0.3	-139
Copies actually distributed	100.0	12,446

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

A detailed description of the survey method is given on page 22.

**Distribution and reader structure analysis (AMF schemes 2 and 3-E)
Total survey by means of file analysis in accordance with IVW EDA guidelines
Description of the survey method for the distribution and Reader Structure
Analysis (AMF scheme 2, Number 3 and AMF scheme 3-E, Number 1.1 to 2.1)**

1. Research method:

Reader Structure Analysis using file evaluation –
Total survey according to IVW-EDA guidelines

2. Description of the recipients at the time the data was collected:

2.1 Condition of the file: The addresses of all recipients are recorded in the recipient file. The file can be sorted according to postal code or domestic and foreign recipients on the basis of the existing mailing information. As supplementary information, the file registers: Branch, company size classes and activity characteristics.

2.2 Total number of recipients in the file: 16,130

2.3 Total number of changing recipients: 14,822
(Change after every third issue)

2.4 Structure of the recipients of an average issue according to sales form:

– Sold copies	1,159
of these: Subscribed copies	530
Retail sales	0
Miscellaneous sale	629
– Paid content access privileges through subscription*	538
– E-Paper*:	4,214
– Free units	11,287
of these: Permanent free units	149
Changing free units	10,959
Promotional copies	179

Copies actually distributed (CAD)	12,446
– of these domestic	11,128
– of these foreign	1,318

3. Description of the survey:

3.1 Total population (examined proportion):

Copies actually distributed (CAD)	12,446 =	100.0 %
*Of these, not included in the survey:		
– Other (trade fair, event units, bookseller, retail, etc.)	295 =	2.4 %
The survey represents of the total population (CAD)	12,151 =	97.6 %

3.2 Date of the file analysis: August 2, 2021

3.3 Description of the database:

To ensure allocation of recipients to the criteria of sector, company size and job characteristics, the data in our address and customer system is continually updated and always brought into line with the latest market trends with small changes.

3.4 People targeted by the survey:

The personal recipients recorded in the file in institutions.

3.5 Definition of the reader: not applicable

3.6 Survey period: from July 2020 to June 2021

3.7 Performance of the survey Publisher

In the layout, performance and reporting, this survey corresponds to the ZAW framework scheme for advertising vehicle analyses in the current version.

*Information provided by the publisher

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**neue
verpackung**

neue-verpackung.de

- 1 Website (URL):** www.neue-verpackung.de
- 2 Profile in brief:**
Extensive internet provision in 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 4,000 subscribers and more than 18,000 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:**
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Tel.: +49 6221 489-213, E-mail: philip.bittermann@huethig.de
- 6 Contact – Online Advertising:**
Dipl.-Betriebsw. (VWA) Sabine Wegmann, Head of Sales
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- 7 Data delivery:**
Sabine Greinus, Tel.: +49 6221 489-598, E-mail: all-dispo@huethig.de
- 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

- 79,744 visits / month¹
- 120,971 page impressions / month¹
- 4,403 Newsletter subscribers²

Xing³

- 14,049 followers

LinkedIn³

- 4,166 followers

Content












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

Topic Channels

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

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

¹ Source: IVW, 3/2021, ²Source: Emarsys, 6/2021, ³as of: 6/2021

	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	1,640.–	1,800.–
	Halfpage	RoS (sticky)	Desktop	300x600	1,225.–	1,345.–
	Skyscraper right	RoS (sticky)	Desktop	160x600	1,000.–	1,100.–
	Wallpaper	RoS	Desktop	728x90 + 160x600	1,330.–	1,465.–
	Skyscraper left	RoS	Desktop	160x600	680.–	750.–
	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	875.–	960.–
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop Tablet	728x90	800.–	880.–
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	830.–	915.–
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	750.–	825.–
	Baseboard	RoS (sticky)	Desktop	960x90	990.–	1,090.–
	Partner-Site-Button	RoS	Desktop	300x120	260,-	285.–

* August and September

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 Business Directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries 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 interface for 'neue verpackung'. At the top, there are navigation menus for 'Verpackungsprozesse für Management, Einkauf und Technik', 'Newsletter', 'Media', and 'Anmelden'. Below this, there are tabs for 'News', 'Themen', 'Produkte', 'Veranstaltungen', 'Firmen', 'Marktübersichten', and 'Stellenmarkt'. The main content area features a large blue banner with the 'Hüthig' logo and the tagline 'erfolgsmedien für experten'. To the right, there is a 'Stellenmarkt' section with job listings from 'industriejobs.de'. The company profile for 'Hüthig GmbH' is displayed, including contact details like 'Im Weiher 10, 69121 Heidelberg, Deutschland' and phone numbers '+49 6221 489 300' and '+49 6221 489 481'. There are also social media icons for Twitter, Facebook, LinkedIn, and YouTube. The 'Produktgruppen' section lists '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 1925 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: € 1,185.- / 1,300.-*

You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a channel/sub-channel
- 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 (August and September)

All prices in Euros without applicable value added tax

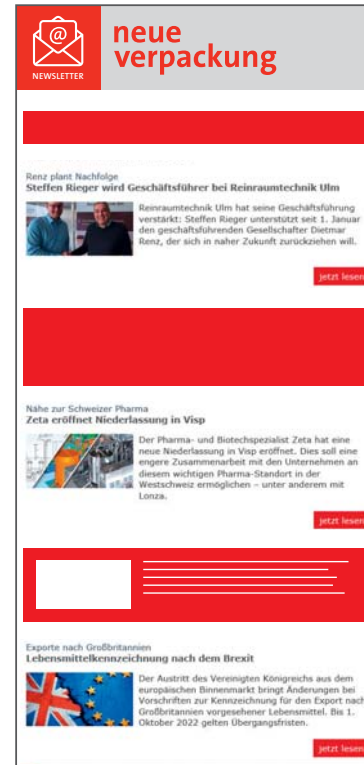


Reach more
customers with
the **SOCIAL MEDIA
BOOST!**
Price: € 500.-

Example teaser
Content Placement



- 1 **Name:** neue-verpackung.de-newsletter
- 2 **Profile in brief:**
Each Tuesday and Thursday our weekly newsletter is sent to more than 4,000 subscribers. In addition to current news, the newsletter features all new product launches as well as expert editorial contributions for the various trade channels.
- 3 **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.
- 4 **Frequency:** 2 times weekly (on Tuesdays and Thursdays)
- 5 **Editorial Contact:** Philip Bittermann
Editor-in-chief
Tel.: +49 6221 489-213
E-mail: philip.bittermann@huethig.de
- 6 **Contact – Online Advertising:** Dipl.-Betriebsw. (VWA) Sabine Wegmann
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- 7 **Data Delivery:** Sabine Greinus
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Exclusive Ad

Format: 650 x 60 pixels
Price: € 590,-/€ 650,-*
 /issue
File type: gif**, jpg, png

Content Ad

Format: 650 x 150 pixels
Price: € 435,-/€ 490,-*
 /issue
File type: gif**, jpg, png

Text Ad (image + text)

Image: 190 x 100 pixels
Text: max. 330 characters
Price: € 435,-/€ 490,-*
 /issue
File type: gif**, jpg, png

* Price increase before trade fairs (August and 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.

All prices in Euros without applicable VAT

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,
- Sensoren 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



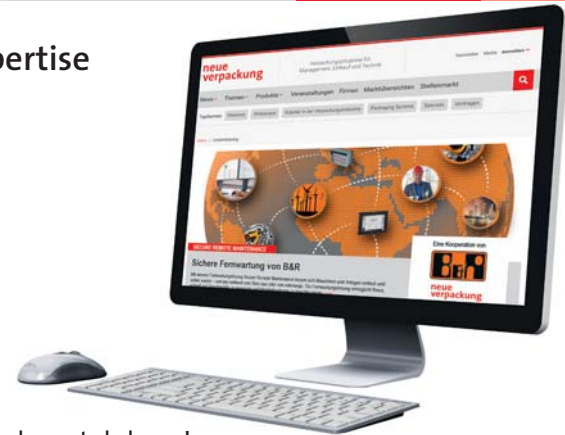
Content Marketing – Sustainable Success through Expertise

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
- **Recording of webinars**
We put the recording of the webinar on our website as an on-demand webcast

Your webinar services:

- Advertisement of your webinar on the website with logo, test 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
- On-demand webcast following live event on website with reproduction and text

Interested?

For a customized quote, contact:



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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
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sabine.wegmann@huethig.de

Audience Targeting

Reach B2B users in the Google display network.

Your benefit:

- Enhanced brand awareness through repeated targeting at different touchpoints
- Ad shown on all devices
- Low scatter loss as only users interested in a particular subject are targeted
- Large potential for generating new customers
- Performance boost – we will optimize the campaign and increase the frequency in the most successful channel
- Maximum control over your advertising spend thanks to precise evaluation of reach

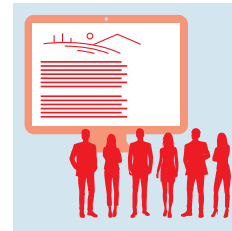
For the best possible coverage, please provide us with a set of banners in the following formats: skyscraper, leaderboard, billboard, content ad.

Minimum order: 50,000 ad impressions

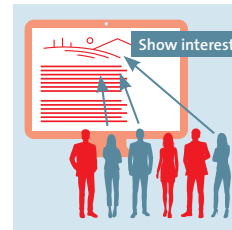
Price: 65.– EUR (CPT)

We will be happy to check whether the reach your desire is achievable.

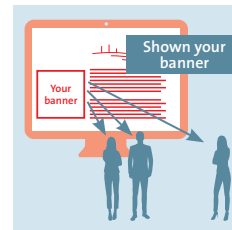
This is how it works:



Users delve into their areas of interest on the specialist portal.



If users show interest in a particular subject area, they are flagged.



These specific users will now be shown your banners on the topic channel booked, on their Facebook timelines and on the partner sites of the Google display network. This way you can reach your target market with great precision.

Contact

GTCBs

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

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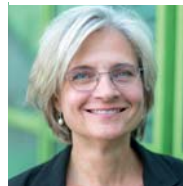
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