

Topic Special

Sustainable industrial packaging

Advertising Deadline:
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Chemie Technik 4/23 April 25, 2023
neue verpackung 7-8/23 August 2, 2023



**CHEMIE
TECHNIK**
KOMPETENZ. ENTSCHEIDET.

**neue
verpackung**
Das Entscheidermagazin
für Verpackungsprozesse

Sustainability protects the environment – and it sells! This aspect is playing an increasingly important role not only at the point of sale but also in classic industrial packaging. After all, if you want to set your company on climate-neutral grounds, you have to take into account the packaging materials used – whether in intralogistics or for global transport – and should address the issue holistically and along the entire value chain.

The **Sustainable Industrial Packaging Special** of the trade magazines **Chemie Technik** and **neue verpackung** [engl. new packaging] is addressed to investment decision-makers in chemical plant engineering and the packaging industry and offers you a perfect platform to present your products and innovations to a wide audience.

Key topics

- Reusable or disposable solutions, for example in the field of bulk packaging and grid tanks for liquid and free-flowing substances
- Palletizing – selection of sustainable materials and stretch films
- The carbon footprint of industrial packaging
- Protecting electronic components with ESD-safe packaging
- Economics and ecology of industrial packaging: Pack sustainably!
- Transport packaging: Recyclate, paper & co.

SUSTAINABLE DEVELOPMENT



Circulation 25,013



Circulation 12,150

Benefit from
a total circulation of:
37,000 print copies
41,500 social media
followers
14,000 newsletter
recipients

Benefit now!

Push your advertising message directly to the desks of investment decision-makers and benefit from the following services at a **highly reduced combined rate** with this targeted topic special on one of the most current and important topics in the industry:

- The special is published as a special section in both issues mentioned above.
Total circulation (print): 37,000 copies!
- The **e-paper** will be sent to **14,000 newsletter recipients**.
- **Promotion** of the **e-paper** via the magazines' **social media channels** with currently approx. **41,500 followers**.
- The **e-paper** is stored in the **magazine archive** of the corresponding portals.
- You can place a **URL** to your company or product page in the **e-paper** or integrate an **image** or **product video** in the form of a **digital overlay!**

Price list:

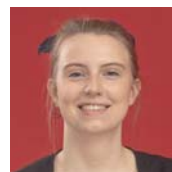
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1/1 page 4c	7,150 €
2/3 page 4c	5,250 €
Juniorpage 4c	4,360 €
1/2 page 4c	3,950 €
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1/4 page 4c	2,400 €
1/8 page 4c	1,620 €
Advertorial 1/1	7,150 €
Advertorial 1/2	3,950 €

* All prices without applicable VAT

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www.neue-verpackung.de/kontakt/mediateam.html