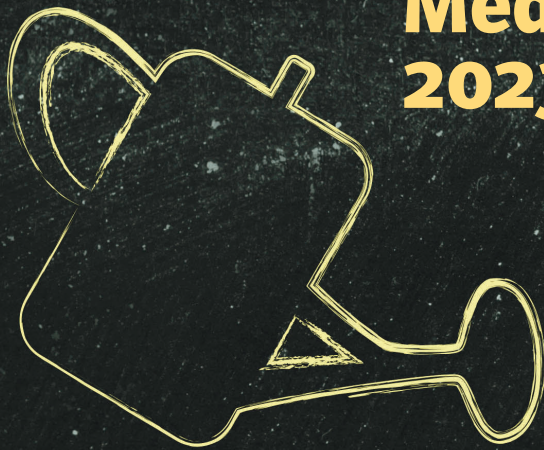


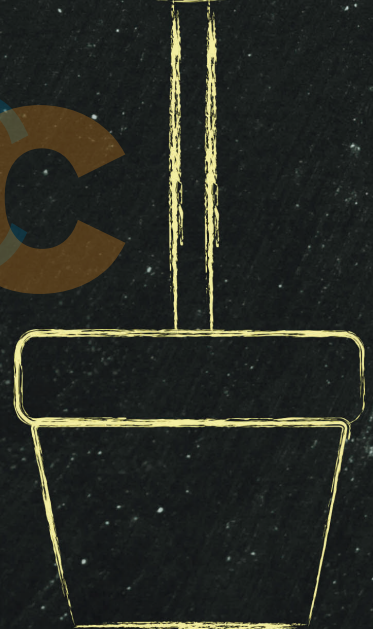
Packaging

AUSTRIA

**Media Information
2023**



**MEDIA
WITH
CHARACTER**



PACKAGING

... THE MAGAZINE FOR MODERN PACKAGING

The packaging industry is one of the most gripping, interesting and fascinating industrial sectors. The permanent link between design, technical transformation and the final product results in a beautiful circular process.

Packaging is an international packaging magazine with an exciting editorial line and modern layout. Extensive information transfer is our responsibility, and it's not all about technology, but also and mostly about the relation and links between the different parts of the production chain.

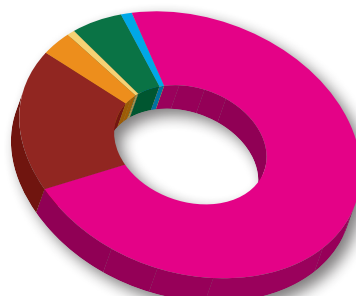
Packaging is really different!

Equal if glass, cardboard or plastics, the quantity of goods yields an increasing demand on packaging, transporting and logistic solutions. Producers constantly utilize new materials, production methods and technologies. This means continuous change for everyone involved.

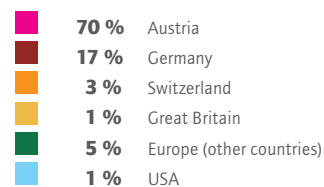
Packaging is conceived as a medium designated to complete the communication between the ordering companies (consumer companies, advertising agencies, etc.) and the production industry. Technique, but even more the knowledge of how to use new technologies is a priority in our editorial line. This it is what we want to convey in our magazine in an appealing way.



% Packaging target groups



Distribution



Publication dates

Issue	Publication	Deadline	
01 2023 · 136	28. 02. 2023	07. 02. 2023	»Corrugated and more« Topics of the issue: – Corrugated board: clever, ecological and valuable – Digital packaging printing: Inkjet & Co. in use for new solutions Trade shows: ICE, CCE, InPrint (14.–16.03.2023), Munich
02 2023 · 137	07. 04. 2023	17. 03. 2023	»So sweet – the snack and confectionery industry« Topics of the issue: – Confectionery industry and packaging: new challenges and trends – Intralogistics: concepts and solutions for process management Trade shows: ProSweets und ISM (23.–25.04.2023), Cologne LogiMAT (25.–27.04.2023), Stuttgart
03 2023 · 138	28. 04. 2023	07. 04. 2023	»Simply Unique – interpack 2023« Topics of the issue: – interpack preview: trends, news, analysis – Metal packaging: trends and market development Trade shows: interpack (04–10.05.2023), Duesseldorf Metpack (02.–06.2023), Essen Cosmetic Business (14.–15.06.2023), Munich
04 2023 · 139	30. 06. 2023	09. 06. 2023	»Make me green« Topics of the issue: – Sustainability: recycling and waste management, resource saving materials and processes as well as technologies to increase sustainability Plus: – big interpack 2023 review
05 2023 · 140	01. 09. 2023	10. 08. 2023	»Label World« Topics of the issue: – Label printing: analogue and digital plus software and process planning for label printers – Sensual: the seduction of luxurious packaging Trade shows: Labelexpo (11.–14.09.2023), Brussels Luxepack, Monaco
06 2023 · 141	10. 10. 2023	19. 09. 2023	»Make it easy« Topics of the issue: – Plastics industry: between technology and sustainability – Material handling: work easier, faster and more efficiently – The beer edition: latest packaging developments and trends in the industry Trade shows: Fakuma (17.–21.10.2023), Friedrichshafen BrauBeviale (28.–30.11.2023), Nuremberg
07 2023 · 142	15. 12. 2023	24. 11. 2023	»When packaging shines like Christmas« Topics of the issue: – Gift and Christmas packaging: we present the highlights and those who produce them – Display and POS: impress and surprise consumers

Surcharges

Cover page	20 %
2nd cover page	15 %
3rd cover page	10 %
Back cover	15 %
Right page	5 %
Bleed advertising	5 %

Prices for

	Gramms/piece	EUR/thousand
Stitched supplement / glued supplement	up to 20	350
Loose supplement	up to 20	370
Advertorial 1/1	Ad price for 1/1 4c	
All prices net without 5 % advertising tax and 20 % VAT.		

Discounts

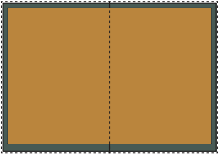
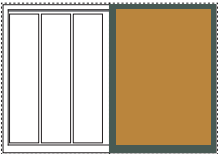
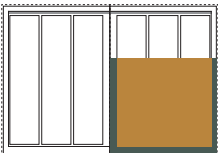
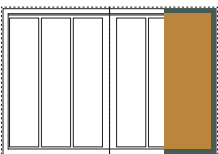
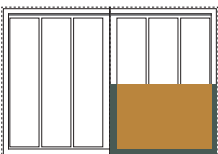
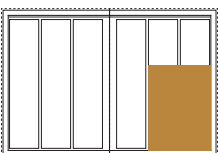
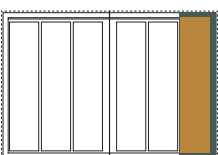
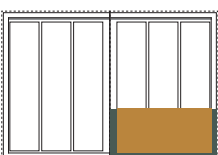
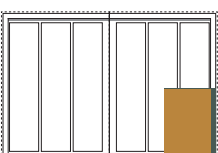
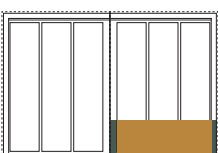
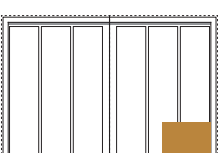
3 bookings	5 %
7 bookings	10 %
Agency	15 %

Subscription

Austria	36 EUR	excl. 10 % VAT
Europe	48 EUR	excl. 10 % VAT / VAT No. necessary
Single Issue	6,60 EUR	plus shipping costs, incl. 10 % VAT

Language	Print run	Distribution	Magazine size	Print area	Binding
German	4,500 pieces	Subscription, direct mail	220 x 297 mm	175 x 265 mm	Stitch / glue binding

Advertising sizes & prices

	Size	Prices in EUR	Size in mm width x height	Bleed in mm width x height (+ 3 mm for bleed)
	2/1	5,800	395 x 265	440 x 297
	1/1	3,150	175 x 265	220 x 297
 	2/3	2,150	115 x 265 175 x 175	137 x 297 220 x 190
 	1/2	1,800	85 x 265 175 x 130	107 x 297 220 x 145
	Junior Page!	1,900	115 x 175	-
 	1/3	1,300	55 x 265 175 x 85	77 x 297 220 x 100
 	1/4	1,050	85 x 130 175 x 60	107 x 145 220 x 75
 	1/6	690	55 x 130 175 x 40	- 220 x 55
 	1/8	620	85 x 60 175 x 30	- 220 x 45

Please note that we have to charge 5 % advertising tax (not refundable) for all ads published in Austria.

All prices net; please add 5 % advertising tax and 20 % VAT.

Transfer of advertising materials: Please send pictures as JPG, TIFF, EPS (minimum 300 dpi), high res. PDFs without cutting marks. Transfer of high volume data with WeTransfer, Dropbox or ftp-links. Please save files for advertising not in the last software version, but rather a prior version.

Small but nice! The **PACKAGING Austria** marketplace for companies they want to present their services and products for a cost effective pricing. As an additional service we will also link your advertisement with your website.

DISCOUNTS

2 – 3 issues: 10 %

4 – 5 issues: 15 %

6 – 7 issues: 20 %

The classification will be done made according to our service categories, the prices are per placement and per category. If your advertisement should be placed in several categories, we are happy to make an individual offer.

All prices net, excl. 5 % advertising tax and 20 % VAT

55 x 20 mm

PRICE: 30.00 EUR

55 x 25 mm

PRICE: 37.50 EUR

55 x 30 mm

PRICE: 45.00 EUR

55 x 35 mm

PRICE: 52.50 EUR

55 x 40 mm

PRICE: 60.00 EUR

55 x 45 mm

PRICE: 67.50 EUR

55 x 50 mm

PRICE: 75.00 EUR

55 x 55 mm

PRICE: 82.50 EUR

55 x 60 mm

PRICE: 90.00 EUR

55 x 65 mm

PRICE: 97.50 EUR

55 x 70 mm

PRICE: 105.00 EUR

55 x 75 mm

PRICE: 112.50 EUR

Packaging NEWS

The **PACKAGING Austria** e-mail newsletter is sent bi-weekly on Wednesday noon.

Each issue publishes between five and ten hottest news items from the industry to inform our readers as best as possible.

Of course it's possible to use the **PACKAGING Austria eNewsletter** also for advertising activities.

Therefore we can offer you two different kinds: banner and advertorials. The number of banners is limited.

Frequency of publication

Bi-weekly, every Wednesday, 12 o'clock

E-mail run

~ 3,500 e-mail addresses

Opening rate

Ø 29,5 %

Sizes of banner/advertising

jpg, 72 dpi, 656 x 120 pixel

jpg, 72 dpi, 656 x 240 pixel

Advertorial – max. 2,000 characters

Prices in EUR





350

550

600

All prices net, exclusive 20 % VAT

Top locations by opens

	Austria	42,9 %
	Germany	35,3 %
	USA	12,0 %
	Switzerland	3,0 %
	Poland	1,9 %



06.10.2022



**VERPACKUNG IST SELBSTVERSTÄNDLICH?
IST SIE NICHT, UND WIR ZEIGEN ES!**

Die Lizenz zum Recycling:

Wir sammeln und recyceln rund 200.000 Tonnen Altglas pro Jahr. Wir tun dies nach höchsten Umweltstandards und sozialen Benchmarks. Das ist Circular Economy mit Mehrwert.



BUSINESS UND EVENTS



ARA Vorstandswechsel
Christoph Scharff übergibt an Harald Hauke

Vorstandswechsel beim Marktführer der Kreislaufwirtschaft: Mit Ende September übergab Christoph Scharff nach 14 Jahren an der Spitze der ARA die Führung an den bisherigen Vertriebsvorstand Harald Hauke.

→ mehr lesen

BUSINESS UND EVENTS



PET to PET GmbH
15-Jahre Jubiläum gefeiert

Eineinhalb Jahrzehnte erfolgreiches Bottle to Bottle Recycling: Die PET to PET Recycling Österreich GmbH lud anlässlich 15-jährigen Bestehens zur großen Jubiläumsfeier am Betriebsstandort in Müllendorf ein.

→ mehr lesen

Online advertising sizes & prices

Banner size in pixel (w x h)	1 month	3 months	6 months	9 months	12 months
695 x 180	850	2,423	4,590	6,503	7,650
250 x 330	550	1,568	2,970	4,208	4,950
250 x 250	405	1,154	2,187	3,098	3,645
250 x 100	285	812	1,539	2,180	2,565
250 x 50	150	428	810	1,148	1,350
665 x 90	650	1.853	3,510	4,973	5,850

All prices net in EUR, exclusive 20 % VAT

The screenshot displays the Packaging Austria website interface. At the top, there's a navigation bar with the 'Packaging' logo and a search bar. Below this, a large banner for 'HYPER REALITY 2020' is featured, with a '695 x 180' label. To the right, an 'Events & Termine' section lists upcoming events like 'Luxe Pack (Monaco)' and 'BraBeviale (Nürnberg)'. The main content area is divided into several sections: 'News' with an article about coffee packaging, 'Ökologie & Recycling' with a list of sustainable packaging initiatives, 'Aktuelle Ausgabe' featuring a 'Reduce Reuse Recycle' graphic, and 'Kommentar' with an article on 'Systemrelevanz'. A sidebar on the right contains a 'Content' menu with categories like 'Business', 'Leute & Events', 'Messen', and 'Packmittel'. At the bottom, there's an 'Anzeige' section with a 'SUSTAINABLE PACKAGING IN FILM TODAY? IN PAPER TOMORROW?' advertisement. The footer includes a navigation bar with links like 'CONTENT', 'ABO', 'PARTNERSCHAFT', etc.

250 x 330

250 x 250

250 x 100

665 x 90

MEDIA WITH CHARACTER

Print^{and}
Publishing

VISUAL
COMMUNICATION

Print^{and}
Publishing
europe

Packaging
AUSTRIA



Additional information concerning our **PACKAGING** magazines
in Austria, Poland, Czech, Hungary and Russia is available from:

EUROPEAN
THE COMMUNICATION COMPANY
MEDIA GROUP

EMGroup GmbH

Meytensgasse 27, 2nd Floor | 1130 Vienna | Austria
T +43-1 983 06 40 | F +43-1 983 06 40-18
E office@europeanmediagroup.at

www.printernet.at | www.packaging-austria.at