

Packaging

AUSTRIA

Media Information

2024

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.

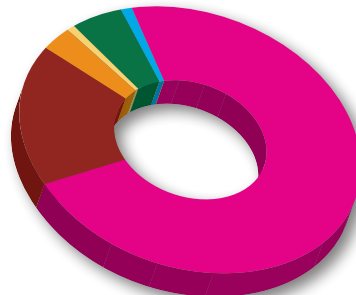
Packaging is really different!

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.

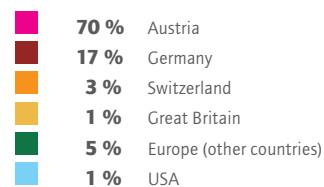
Packaging is conceived as a medium designated to complete the communication between the ordering companies (consumer companies, advertising agencies, etc.) and the production industry. Technique, but even more the knowledge of how to use new technologies is a priority in our editorial line. This it is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



% Packaging target groups



Distribution



Publication dates


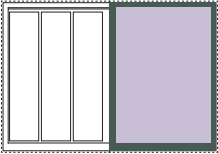
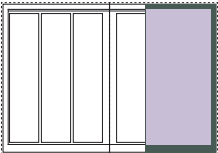
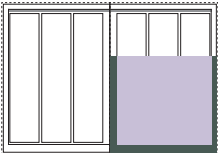
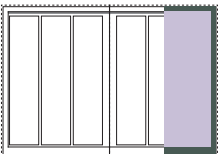
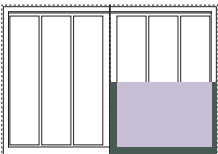
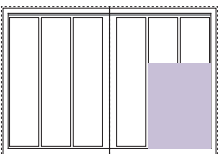
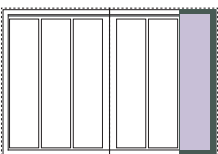
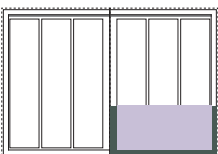
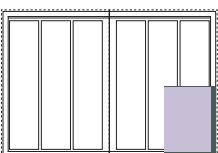
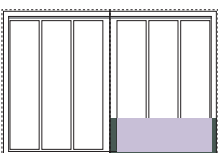
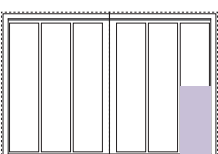
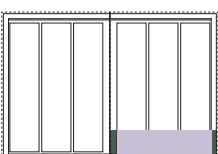
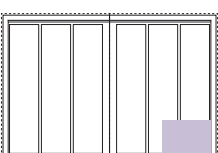
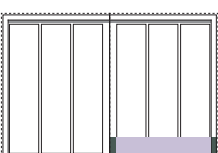
| Issue | Publication | Deadline | |
|---------------|--------------|--------------|---|
| 01 2024 · 142 | 29. 02. 2024 | 01. 02. 2024 | »Processes and automation at all levels« Topics of the issue: – Intralogistics: digitalisation, networking, artificial intelligence and big data – Food and beverage industry: processes and technology for the future Trade shows: LogiMat (19.–21.03.2024), Stuttgart Anuga Food Tec (19.–22.03.2024), Cologne |
| 02 2024 · 143 | 14. 05. 2024 | 16. 04. 2024 | »drupa & More« – We create the future The ultimate drupa magazine: Back live in Duesseldorf after an eight-year brake. We look at the trends, news and background information on packaging printing. Trade shows: drupa (28.05.–07.06.2024), Duesseldorf Cosmetic Business (05.–06.06.2024), Munich |
| 03 2024 · 144 | 28. 06. 2024 | 31. 05. 2024 | »Operating in a circular economy« Topics of the issue: – Sustainability: recycling and waste management, resource-saving materials and processes as well as technologies to increase sustainability |
| 04 2024 · 145 | 26. 07. 2024 | 28. 06. 2024 | »Excellent packaging« Topics of the issue: – Packaging artists: We present particularly successful packaging and packaging concepts Plus: – big drupa review |
| 05 2024 · 146 | 16. 09. 2024 | 26. 08. 2024 | »Packaging printing as it's best« Topics of the issue: – Packaging printing: realising great projects with corrugated cardboard, cardboard and plastic foils – Marking and labelling: The technology to ensure that everything on the product fits and is recognisable – Sensual: the seduction of luxury packaging – Plastics: Staying in the material cycle and the processes Trade shows: FachPack (24.–26.09.2024), Nuremberg Luxepack (30.09.–02.10.2024), Monaco Fakuma (15.–19.10.2024), Friedrichshafen |
| 06 2024 · 147 | 18. 11. 2024 | 28. 10. 2024 | »Smart & Clever« Topics of the issue: – Co-packaging: The clever helpers – Display & POS: Brands love cool presentations and how digital printing scores in this area Trade show: BrauBeviale (26.–28.11.2024), Nuremberg |
| 07 2024 · 148 | 16. 12. 2024 | 28. 11. 2024 | »Transport and Packaging« Topics of the issue: – Safe and secure: We show modern transport packaging solutions and their manufacturers – Electronic helpers: How digital monitoring and control protect products |

| Surcharges | | Prices for | | Gramms/piece | EUR/thousand |
|-------------------|------|--|--|---------------------|--------------|
| Cover page | 20 % | Stitched supplement / glued supplement | | up to 20 | 350 |
| 2nd cover page | 15 % | Loose supplement | | up to 20 | 370 |
| 3rd cover page | 10 % | Advertorial 1/1 | | Ad price for 1/1 4c | |
| Back cover | 15 % | All prices net without 5 % advertising tax and 20 % VAT. | | | |
| Right page | 5 % | | | | |
| Bleed advertising | 5 % | | | | |

| Discounts | | Subscription | | |
|------------|------|--------------|----------|-------------------------------------|
| 3 bookings | 5 % | Austria | 36 EUR | excl. 10 % VAT |
| 7 bookings | 10 % | Europe | 48 EUR | excl. 10 % VAT / VAT No. necessary |
| Agency | 15 % | 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** market-place 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 50mm

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

All prices net, exclusive 20 % VAT






Prices in EUR

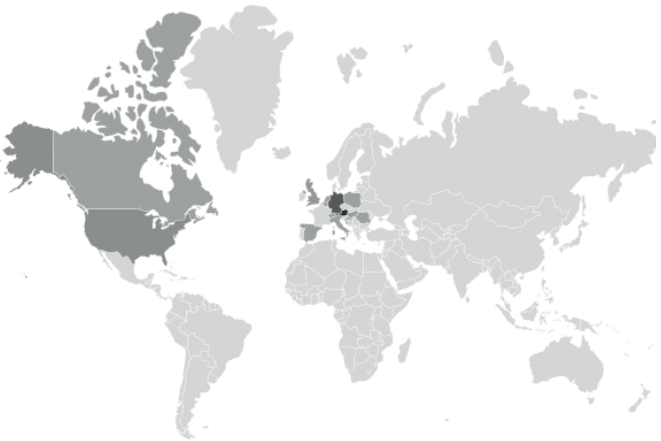
350

550

600

Top locations by opens

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



04.12.2023



Packaging NEWS

**VERPACKUNG IST SELBSTVERSTÄNDLICH?
IST SIE NICHT, UND WIR ZEIGENES!**



Unique

Enter the EDP Awards and showcase your unique solution to the world.

Winners' announcement during drupa 2024.



Submit your entry now!

BUSINESS UND EVENTS



Vorarlberger Business
Rattpack übernimmt Giko

In der österreichischen Verpackungsdruckbranche schreitet die Konsolidierung voran. Mit der Übernahme von Giko möchte Rattpack nun seine Position im Bereich flexibler Verpackung stärken.

BUSINESS UND EVENTS



Verpackungsverordnung
Aktuelle Kommentare dazu

Mit der aktuellen Entscheidung des EU-Parlaments wurde der Schritt zu neuen europäischen Verpackungsverordnung vollzogen. Die Diskussion wird bis zur finalen Umsetzung noch kräftig weiter gehen. Wir bringen erste Kommentare...

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 logo and a search bar. Below the navigation bar, a large banner for 'HYPER REALITY 2020' is featured, with dimensions '695 x 180' and '250 x 50' indicated. To the right of the banner, there's a section titled 'Events & Termine' listing various trade fairs and exhibitions. Below the banner, a horizontal menu contains links for CONTENT, ABO, PARTNERSCHAFT, IMPRESSUM, ÜBER UNS, WERBUNG, KONTAKT, and PACKAGING AUSTRIA NEWS. The main content area is divided into several sections: 'News' with a list of articles, 'Aktuelle Ausgabe' showing the current magazine cover, 'Content' with a list of topics, 'Ökologie & Recycling' with a list of articles, 'Kommentar' with a featured article, and 'Anzeige' with a featured advertisement. The website also includes a footer with the same navigation links as the top bar.

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

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E office@europeanmediagroup.at

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