

# MEDIA DATA

# 2012



### Magazine profile:

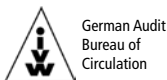
**PACKREPORT** is the large German language trade journal for industrial packaging. **PACKREPORT** readers are decision-makers from the food, beverage, pharmaceutical, cosmetic and consumer goods industries.

**PACKREPORT** reports on the newest developments and applications in packaging and wrapping from the technical and economic point of view. Next to consumer good packaging, transportation and protective packaging also belong in this area.

Main focuses are:

packaging machinery, packages made from all reusable materials, logistics, design and marketing.

### Circulation audited by:



German Audit  
Bureau of  
Circulation

### Circulation analysis:

Copies per issue as an annual average  
(July 1, 2010 - June 30, 2011)

<b>Print-run</b>	12,323
<b>Total Circulation (TC)</b>	12,055
<b>Net paid circulation</b>	658
<b>Subscriber copies</b>	654
of which association subscription	-
<b>Other sales</b>	4
<b>Singe copy sales</b>	-
<b>Complimentary copies</b>	11,397
<b>Left-over, file and advertiser copies</b>	268

### Recipient Structure Analysis **PACKREPORT**:

Category/ group/ classification	Category of recipients. Classification of economic branches	Share of total circulation		
		%	copies	of which in copies
15 15.9	<b>Food and semi-luxury foods</b> of this beverages	48.2%	5,811	1,627
24 24.4 24.5	<b>Chemical industry (incl. pharmaceuticals and cosmetics)</b> of this pharmaceutical industry of this cosmetics industry	28.9%	3,484	1,647 1,388
	<b>Filling and packaging industry</b> (contract packaging)	1.1%	133	
	<b>Manufacturers of consumer goods</b> (Domestic appliances, GPC, DIY tools, furniture, textiles etc.)	4.1%	494	
21.21 25.22	<b>Manufacturers of packages and packaging aids</b> of this paper / card / cardboard of this synthetic material of this other materials	2.6%	314	185 122 7
29	<b>Manufacturers of machines / packaging machines / specialist machinery, incl. dosage and controlling equipment</b>	11.7%	1,410	
74.4 51.3/52.2 80.3	<b>Other branches</b> Product- and packaging fashioning Trade (wholesale and retail) Research	1.7% 1.0% 0.5%	205 120 60	
	Other	0.2%	24	
<b>Total Circulation (TC)</b>		<b>100.0%</b>	<b>12,055</b>	

### Geographic distribution analysis:

Share of Total Circulation	%	Copies
Germany	93.3	11,253
International circulation	6.7	802
<b>Total Circulation</b>	<b>100.0</b>	<b>12,055</b>

Format	Width x Height mm*	EURO	
		4c	b/w
1/1 page	185 x 268	4,265.00	3,420.00
2/1 page	400 x 268	8,530.00	6,840.00
2/3 page	185 x 178	3,650.00	2,920.00
1/2 page 4 column	185 x 128	2,620.00	2,100.00
1/2 page 2 column	90 x 268		
1/2 page Junior-Page	138 x 187	3,250.00	2,600.00
1/3 page horizontal	185 x 88	1,825.00	1,460.00
1/3 page vertical	60 x 268		
1/4 page 4 column	185 x 65	1,410.00	1,140.00
1/4 page 2 column	90 x 128		
1/4 page 1 column	43 x 268		
1/8 page 4 column	185 x 33	765.00	615.00
1/8 page 2 column	90 x 65		

Other formats on inquiry.

Surcharge for colours outside the Euro Scale per colour: EURO 990.00










**Bound inserts:** 2 pages: EURO 3,420.00  
4 pages: EURO 4,265.00

**Loose inserts:** up to 25g: EURO 3,590.00  
up to 50g: EURO 4,565.00

**Buyers' guide (not discountable):**  
per mm/column b/w EURO 2.10  
per mm/column 4c EURO 2.60

Special positions, classified advertisements on request.

Frequency discount		Volume discount	
2 ads	3%	2 pages	5%
3 ads	5%	3 pages	10%
5 ads	10%	6 pages	15%
10 ads	15%	10 pages	20%
20 ads	20%		

Issue	1-2	3	4	5	6	7-8	9	10	11	12
<b>Ad closing date</b>	Feb. 08, 2012	Feb. 21, 2012	March 28, 2012	April 23, 2012	May 16, 2012	July 12, 2012	August 22, 2012	October 8, 2012	October 29, 2012	Nov. 26, 2012
<b>Publication date</b>	Feb. 28, 2012	March 12, 2012	April 19, 2012	May 14, 2012	June 8, 2012	August 1, 2012	Sept. 11, 2012	October 26, 2012	Nov. 19, 2012	Dec. 14, 2012
										
<b>TOPIC</b>	<b>Labelling/ marking</b>	<b>Food</b>	<b>Packaging machines</b>	<b>Automation technology</b>	<b>Pharma- ceuticals/ cosmetics</b>	<b>Food</b>	<b>Packaging machines</b>	<b>Beverages</b>	<b>Automation technology</b>	<b>Pharma- ceuticals/ cosmetics</b>
<b>FEATURES</b>	<ul style="list-style-type: none"> <li>• transport packaging/ load securing</li> <li>• packaging and logistics</li> <li>• internal logistics</li> <li>• container management</li> <li>• software</li> <li>• chemistry</li> </ul>	<ul style="list-style-type: none"> <li>• packaging machines</li> <li>• weighing/ measuring</li> <li>• confectionary/ pastries</li> <li>• flexible packaging</li> <li>• metal packaging</li> <li>• collapsible boxes</li> </ul>	<ul style="list-style-type: none"> <li>• palletizing</li> <li>• labelling/marketing</li> <li>• RFID</li> <li>• displays</li> <li>• paper/cardboard/ corrugated board</li> <li>• waste disposal/ recycling</li> <li>• beverages</li> </ul>	<ul style="list-style-type: none"> <li>• robot technology</li> <li>• sensor technology</li> <li>• pick and place</li> <li>• logistics</li> <li>• contract packaging</li> <li>• point of sale marketing</li> </ul>	<ul style="list-style-type: none"> <li>• glass packaging</li> <li>• collapsible boxes</li> <li>• sealers</li> <li>• displays</li> <li>• labelling/ marking</li> <li>• protection against counterfeits</li> <li>• design/marketing</li> </ul>	<ul style="list-style-type: none"> <li>• automation tech- nology</li> <li>• weighing/ measuring</li> <li>• plastics packaging</li> <li>• labels</li> <li>• beverages</li> <li>• cardboard</li> <li>• convenience</li> </ul>	<ul style="list-style-type: none"> <li>• robot technology</li> <li>• pick and place</li> <li>• palletizing</li> <li>• logistics</li> <li>• hazardous materials</li> <li>• chemistry</li> </ul>	<ul style="list-style-type: none"> <li>• glass packaging</li> <li>• metal packaging</li> <li>• PET</li> <li>• sealers</li> <li>• filling technology</li> <li>• multi-way systems</li> <li>• labelling/ marking</li> <li>• waste disposal/ recycling</li> </ul>	<ul style="list-style-type: none"> <li>• RFID</li> <li>• software</li> <li>• transport packaging</li> <li>• robot technology</li> <li>• sensor technology</li> </ul>	<ul style="list-style-type: none"> <li>• packaging machines</li> <li>• plastics packaging</li> <li>• collapsible boxes</li> <li>• point of sale marketing</li> <li>• weighing/ measuring</li> <li>• deluxe packaging</li> </ul>
<b>FAIRS AND CONFERENCES</b>	<ul style="list-style-type: none"> <li>• Feb. 28-March 3, 2012 Ipack-IMA Milan (Italy)</li> <li>• March 5-7, 2012 usetec Cologne (Germany)</li> <li>• March 9-12, 2012 Cosmopack Bologna (Italy)</li> <li>• March 13-15, 2012 LogiMAT Stuttgart, (Germany)</li> <li>• March 13-15, 2012 MedTEC Stuttgart (Germany)</li> </ul>	<ul style="list-style-type: none"> <li>• March 27-30, 2012 Anuga FoodTec Cologne (Germany)</li> </ul>	<ul style="list-style-type: none"> <li>• April 23-27, 2012 Hannover Messe Hanover (Germany)</li> <li>• April 24-25, 2012 easyFairs Verpackung Zurich (Switzerland)</li> <li>• April 24-26, 2012 EuroID Berlin (Germany)</li> <li>• May 3-16, 2012 Drupa Dusseldorf (Germany)</li> <li>• May 7-11, 2012 IFAT Munich (Germany)</li> </ul>	<ul style="list-style-type: none"> <li>• May 15-18, 2012 Hispack Barcelona (Spain)</li> <li>• May 22-25, 2012 Automatica Munich (Germany)</li> <li>• May 23-24, 2012 Packaging Innovations 2012 Frankfurt (Germany)</li> </ul>	<ul style="list-style-type: none"> <li>• June 13-14, 2012 easyFairs Verpackung Vienna (Austria)</li> <li>• June 13-15, 2012 transfairlog Hamburg (Germany)</li> <li>• June 18-22, 2012 Achema Frankfurt (Germany)</li> </ul>		<ul style="list-style-type: none"> <li>• Sept. 23-26, 2012 InterMoPro/InterCool/ InterMeat Dusseldorf (Germany)</li> <li>• Sept. 25-27, 2012 FachPack/PrintPack/ LogiIntern, Nuremberg (Germany)</li> <li>• September 2012 PPMA, Birmingham (Great Britain)</li> <li>• Oct. 2-5, 2012 Macropack, Utrecht (The Netherlands)</li> <li>• Oct. 8-11, 2012 Motek, Stuttgart (Germany)</li> <li>• Oct. 8-11, 2012 Taropak, Posen (Poland)</li> <li>• Oct. 17-19, 2012 Deutscher Logistik Kongress, Berlin (Germany)</li> </ul>	<ul style="list-style-type: none"> <li>• Oct. 23-26, 2012 Scanpack, Göteborg (Sweden)</li> <li>• Oct. 24-26, 2012 Luxepack, Monaco</li> <li>• October 28-31, 2012 PackExpo Chicago, IL (USA)</li> <li>• Nov. 14-16, 2012 Brau Beviale Nuremberg (Germany)</li> <li>• Nov. 19-22, 2012 Emballage Paris (France)</li> <li>• Nov. 20-23, 2012 Pack&amp;Move Basel (Switzerland)</li> </ul>	<ul style="list-style-type: none"> <li>• Nov. 27-29, 2012 SPS/IPS/DRIVES Nuremberg (Germany)</li> </ul>	<ul style="list-style-type: none"> <li>• January 27-30, 2013 ISM/ProSweets Cologne (Germany)</li> <li>• January 2013 easyFairs Verpackung Hamburg (Germany)</li> </ul>

- Format:** DIN A4 (210 mm wide x 297 mm high)
- Type area:** 185 mm wide x 268 mm high  
Number of columns: 4, width of columns: 43 mm
- Printing and Binding methods:** Web offset with adhesive binding
- Colors:** According to European color scale
- Color sequence:** black, cyan, magenta, yellow
- Paper quality:** cover: 170g/m<sup>2</sup>, woodfree, white, gloss, art print  
contents: 80g/m<sup>2</sup>, almost woodfree, white, matt
- Dot gain:** 40% Field: 14% (Tolerance +/- 3%),  
80% Field: 11% (Tolerance +/- 2%)
- Data formats:** Data is required in a digital format, compiled according to PSO LWC Standard, FOGRA45L. We recommend it be submitted as a PDF/X-3 file. Please avoid sending unprotected files. All fonts used should be embedded. Half-tone pictures are required to have at least a 250 dpi resolution.

- Payment terms:** 3% discount upon payment of invoices sent in advance/order confirmations or debits until the advertisement publishing date; 2% discount at payment within 14 days from the date of invoice; 2% discount at debit within 14 days from the date of invoice  
Net amount within 30 days from the date of invoice

- Bank:** Postbank Frankfurt/Main  
A/C 44406-604, bank code 50010060,  
S.W.I.F.T.-Code PBNKDEFF  
Frankfurter Sparkasse, Frankfurt/Main  
A/C 34926, bank code 50050201,  
S.W.I.F.T.-Code HELADEF1822

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1. "Advertising order", in the sense of the following General Terms and Conditions, refers to the agreement to publish one or more than one advertisement or presentations in any form of an Advertiser or other space buyer in a printed publication for purposes of circulation.
2. In the event of doubt, advertisements are to be requisitioned for publication within one year after the conclusion of the contract. If the right to requisition individual advertisements is granted under the terms of the transaction, then the order must be carried out within a period of one year from the publication of the first advertisement, insofar as the first advertisement is requisitioned and published within the timer period designated in Clause 1. According to the contract the advertiser has the right to requisition advertisements within the time period of the contract, beyond the number of advertisements originally agreed upon.
3. The prices of the advertisements are consequent on the Publisher's Advertising Rate Card in effect at the time the contract is concluded. If the advertisement rate should change after the conclusion of the contract, the Publisher is entitled to charge the price according to the price list valid at the time of publication; this does not apply to business transactions with non-traders, insofar as no more than 4 months have elapsed between the conclusion of the contract and the time of publication. Advertising agencies and advertising agents are prohibited from passing on the agent's fees granted by the Publisher wholly or in part to their clients.
4. If an order should not be carried out owing to circumstances for which the Publisher is not responsible, then the Advertiser must reimburse the Publisher for the difference between the discount granted and that corresponding to the actual sales, regardless of any further legal obligations. No claims on the part of the Advertiser shall ensue in the event of force majeure on the side of the Publisher.
5. In the calculation of quantities ordered, millimetres of text lines shall be converted into millimetres of advertisement corresponding to the price.
6. Orders for advertisements and other advertising media which are placed with the declared intention of being published only in specific issues, in specific editions or in specific places in the publication, must be submitted to the Publisher early enough that the Advertiser can be informed before the closing date if the order cannot be executed in this manner. Classified advertisements shall be printed in the respective column, and do not require an express agreement to this effect.
7. Text advertisements are advertisements having at least two sides bordering on text and not on other advertisements. The Publisher is entitled to mark with the word "Advertisement" those advertisements whose editorial design is such that they are not readily recognizable as advertisements.
8. The Publisher reserves the right to refuse advertising orders - including individual requisitions under the terms of a transaction - and advertising supplement orders on the basis of their technical form or their origin, in accordance with uniform, objectively justified principles; the same applies if the contents violate laws or official regulations, or if the publication is unacceptable to the Publisher. This also applies to orders placed with agencies, receiving offices or representatives. Orders for presentations in any form are not binding for the Publisher until a sample of the advertising supplement has been submitted and approved. Advertising or presentations in any form which in form or appearance give the reader the impression that they are an integral part of the newspaper or magazine, or which contain outside advertising, will not be accepted.

## General Terms and Conditions of Deutscher Fachverlag for Advertisements and Advertising Supplements

The Advertiser will be informed immediately if an order is refused.

9. The Advertiser is responsible for the punctual delivery of the advertising copy and reliable printing data or the advertising supplements. The Publisher guarantees the quality of the printing customary for the assigned publication within the limits set by the printing data. The Publisher will immediately apply for new printing data if the originals are seen to be unsuitable or damaged.
10. If the print of the advertisement is completely or partially illegible or false or is incompletely printed, thus constituting a considerable error, the Advertiser may claim a correct substitute advertisement, or a price reduction to the extent that the purpose of the advertisement has been impaired. If the Publisher should exceed a reasonable period of time set for the publication of the substitute advertisement or if it should once again be incorrect, then the Advertiser has the right to a price reduction or a cancellation of the order. Indemnity claims from positive breach of obligation, negligence in contracting and tort are excluded - especially in the case of orders placed by telephone; indemnity claims from impossibility of performance and default are restricted to the replacement of the foreseeable loss and, in the amount, to the remuneration to be paid for the advertisement or advertising supplement in question. This does not apply to premeditation and gross negligence on the part of the Publisher, its legal representatives or vicarious agents or injury to life, body or health. A liability of the Publisher for damages owing to the lack of warranted qualities remains unaffected. Furthermore, the Publisher is not liable for gross negligence of vicarious agents in commercial business transactions; in the remaining cases, the liability towards merchants for gross negligence is restricted in its extent to the foreseeable damage up to the amount of the remuneration for the advertisement in question. Complaints must be put forward within 4 weeks of receiving the invoice and receipt - unless the defects are not obvious.
11. Proofs shall be delivered only when expressly requested. The Advertiser shall bear the responsibility for the correctness of the returned proofs. The Publisher shall take into account all error corrections of which it shall be informed within the period set at the time of forwarding the proofs.
12. If no specific size is stipulated, the actual print size customary for the type of advertisement will be used as a basis for invoicing.
13. In the event that the Advertiser does not make an advance payment, the invoice will be sent immediately, if possible, however, 14 days after the publication of the advertisement. The invoice is to be paid within the period evident from the price list, beginning from the time of receipt of the invoice, unless, in individual cases, another method of payment has been agreed upon or an advance payment has been made. Any discounts for advance payment shall be granted in accordance with the price list. 14. Interest and collection expenses will be charged if there is a delay in payment or a respite. In the event of default, the Publisher may postpone the further execution of the current order until payment has been made and request advance payment for the remaining advertisements. If there is reasonable doubt regarding the Advertiser's ability to pay, the Publisher is entitled, even during the term of the transaction, to make the publication of further advertisements dependent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.
15. Upon request, the Publisher shall deliver a specimen of the advertisement with the invoice. Depending on the type and size of the advertisement, the specimens shall be delivered as clippings, entire pages or entire issues. If a specimen can no

longer be procured, a legally binding certification from the Publisher regarding the publication and distribution of the advertisement shall serve as a substitute.

16. The Advertiser shall bear the costs for the production of ordered printed data and drawings, and for considerable changes in previously determined versions, which the Advertiser may request or be responsible for.
17. In the case of a transaction involving several advertisements, a claim to a reduction in price may result from a reduction in the circulation if the total average circulation in the insertion year beginning with the first advertisement is less than the average amount stated in the price list or otherwise, or - if no circulation amount is stated - is less than the average circulation of issues sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A reduction in circulation shall grant the right to a price reduction only if it amounts to
 

20 % for a circulation of up to	50,000
15 % for a circulation of up to	100,000
10 % for a circulation of up to	500,000
5 % for a circulation of more than	500,000.

Claims to price reductions are excluded, however, if the Publisher has informed the Advertiser in due time of the drop in circulation and has offered the Advertiser the choice of withdrawing from the contract.

18. In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the replies as would a responsible businessman. Registered and express letters will only be forwarded by ordinary post. The replies to keyed advertisements shall be kept for 4 weeks. Replies which are not collected within this period shall be destroyed. The Publisher shall return valuable documents without being obligated to do so. The publisher can be granted the right in a specific contract to open incoming offers as a representative on behalf of, and in declared interests, of the customer. Letters which exceed the permissible DIN A4 size, as well as goods, books, catalogues and packages, will be excluded from onward transmission and will not be accepted. Any acceptance or onward transmission can, however, be agreed by way of exception if the customer bears the charges/costs incurred as a result.
19. Printing data shall be returned to the Advertiser only if expressly requested. Should the Publisher store the data, without actually being obligated to do so, then this obligation will end after three months.
20. Discount credit notes and supplementary discount charges shall principally not take place until the end of the insertion year.
21. Placement confirmations are only conditionally valid and may be changed for technical reasons. In such cases, the Publisher may not be made liable.
22. Advertising orders are subject to German law. The place of fulfillment is the principal place of business of the Publisher. The place of jurisdiction for legal proceedings involving business transactions with merchants, bodies corporate or special assets is the principal place of business of the Publisher. Insofar as claims of the Publisher are not put forward by collection procedure, the place of jurisdiction for non-traders shall be determined according to their place of residence. It shall be agreed that the place of jurisdiction shall be the principal place of business of the Publisher if the place of residence or customary place of abode of the Advertiser, including non-traders, is unknown at the time that the legal proceedings are instituted or if the Advertiser's place of residence or customary place of abode should be moved outside the purview of the law after closing the contract.