

**PACKAGING  
360°**  
Inspiration · Brand · Image

[www.packaging-360.com](http://www.packaging-360.com)

# Media data 2022



DIGITAL



NEWSLETTER

**TAKE ADVANTAGE OF THE DIGITAL PLATFORM OF  
EXHIBITION FACHPACK AND THE DFV MEDIA GROUP.**



# PORTRAIT PACKAGING-360.COM

## German / English



www.packaging-360.com is the topic portal of the exhibition FACHPACK and the dfv media group. We have a daily reporting about packaging from trade and the consumer goods industry.

### TRENDING TOPICS WHICH INSPIRES DECISION-MAKERS!

#### COVERAGE:

PAGE IMPRESSIONS PER MONTH:	79 554
VISITS PER MONTH:	39 346
UNIQUE USER PER MONTH:	35 422

(Collection of data: Google Analytics 9/2021)

TOTAL NEWSLETTER RECIPIENTS:	92 664
GERMAN-SPEAKING RECIPIENTS:	75 524
ENGLISH-SPEAKING RECIPIENTS:	17 140

\*(Publishers information 11/2021)

**Our weekly newsletter  
takes your message directly to  
your target group of 92 000\*  
recipients - the registered  
participants of FACHPACK!**

A cooperation of:  
**dfv** media group



## MAIN TOPICS

(i.a. many other topics)

January:	<b>Confectionary</b>
February:	<b>Sustainability</b>
March:	<b>Food</b>
April:	<b>Pharmaceutical industry</b>
May:	<b>Meat</b>
June:	<b>Cosmetics</b>
July:	<b>Recycling economy</b>
August:	<b>E-commerce</b>
September:	<b>Environmentally friendly packaging</b>
October:	<b>Beverages</b>
November:	<b>Automation</b>
December:	<b>Innovations from packaging</b>

# NEWSLETTER



The weekly newsletter (every Tuesday or Wednesday) from packaging-360.com will be sent to 92 664\* recipients!

\*(Publishers information 11/2021)

## ADVERTISING FORMATS PER WEEK

<b>LEADERBOARD</b> (first position)	EUR 2000
<b>CONTENT AD</b> (400 characters)	EUR 1750
<b>CONTENT CAMPAIGN</b> (400 characters + visual)	EUR 1750
<b>CONTENT BANNER</b> (600 × 60 px.)	EUR 1550

Please send the banner directly to: [anzeigen@packaging-360.com](mailto:anzeigen@packaging-360.com)  
Please send the data for the content campaign directly to: [schneider@packaging-360.com](mailto:schneider@packaging-360.com)

## EXCLUSIVE NEWSLETTER FOR YOUR COMPANY

We create an exclusive newsletter with editorial content for your company.

<b>Content and images provided by you</b>	EUR 8000
<b>Editorially revised newsletter</b>	EUR 9500

The exclusive newsletter will be marked with „Anzeige“ (advertisement).

All prices plus VAT.



## LEADERBOARD

**PACKAGING  
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A cooperation of:



### Henkel und Metro werben für Social Plastic

Der Konsumgüterriese Henkel und der Großhändler Metro gehören zu den Unternehmen, die mit Plastic Bank kooperieren. Gemeinsames Ziel ist, die Kreislaufwirtschaft voranzutreiben und gleichzeitig verarmten Menschen in Küstenregionen zu helfen. David Katz, Gründer und CEO der Plastic Bank, diskutierte in Düsseldorf vor geladenen Gästen mit den beiden Nachhaltigkeitschefinnen von Henkel und Metro über den Wert von „Plastic“. Das deutsche Wort „Kunststoff“ hörte der Kanadier dabei zum ersten Mal.

[➤ Mehr erfahren](#)

## CONTENT AD



## CONTENT CAMPAIGN



## CONTENT BANNER

# CONTENT CAMPAIGN AND BANNER ADVERTISING



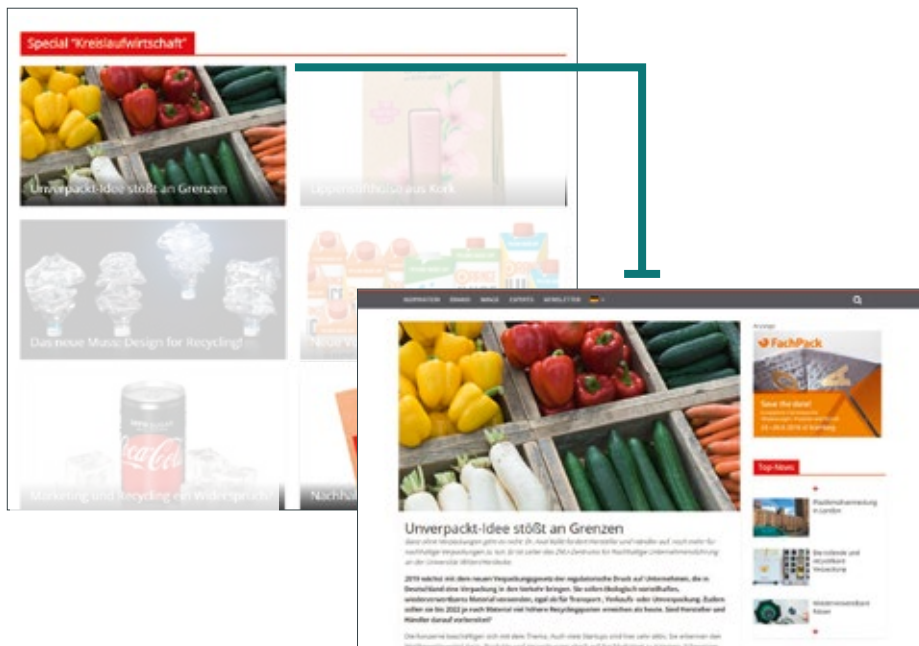
## Content Campaign

Take advantage and place your products and services on our monthly main topics directly to your target group.

Content campaigns will be created with the collaboration of our editorial team and highlighted on display:

INDIVIDUAL BOOKING EUR 2950 (1 CONTENT CAMPAIGN / PER MONTH)

The content campaign will be marked with „Anzeige“ (advertisement).



## Banner advertisement

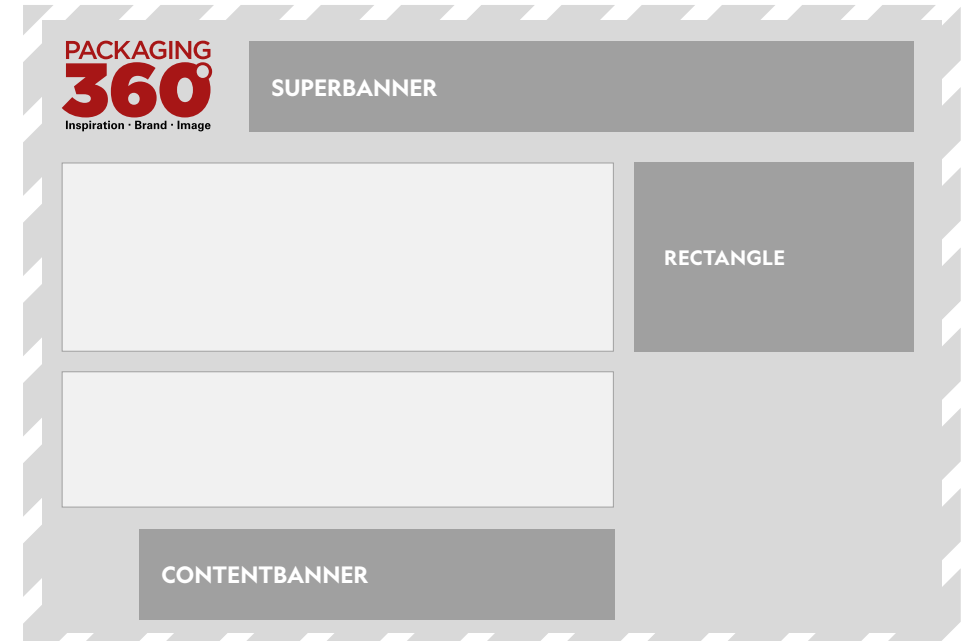
Boost your visibility and reach for your products and brand

We are looking forward to consult you in detail to all banner formats relating to your profile.

### ADVERTISING FORMATS PER MONTH

<b>Superbanner</b> (728 × 90 px.)	EUR 1950
<b>Rectangle</b> (300 × 250 px.)	EUR 1750
<b>Contentbanner</b> (468 × 90 px)	EUR 1550
<b>Whitepaper with leadgeneration</b>	(on request)

All prices plus VAT.



# VOTES OF ...

## ... THE ADVERTISER



"Packaging 360° offers a very good combination of editorial quality and reach to targeted communication about packaging."

### JAN GREVÉ

Head of Marketing and Communication  
ppg > holding GmbH



"Packaging 360° offers a new platform for dialog with all stakeholders in the industry. For us, it's a perfect opportunity to get in touch with the brands."

### RAINER KUHN

Managing Director  
Print City

## ... OUR READERS



"Packaging360° is a very successful approach to bring the value chain around the topics packaging, consumer goods industry and trade together!"

### CONSTANZE OTTERBACH

New Business Development Manager  
DIAM Deutschland GmbH



"I'm just up for the first time on packaging-360.com. Everything is right! URL, images, layout, Content. Good work. I wish you success!"

And yes, I have subscribed the newsletter immediatel"

### DR. GUNDOLF MEYER-HENTSCHEL

Packaging Consultant  
Swiss AgeExplorer Institute



"I attended the Packaging 360° event. Very interesting was the perspective from industry, trade and e-commerce; especially in connection with the topic of sustainability - because we are also intensively involved with this issue."

I have been following the Facebook page Packaging360° since the event and am regularly informed about news from trade, consumer goods and packaging. The magazine completes the whole."

### ANNABELLE FORJAHN

International Productmanager  
Pulmoll / Kalfany Süße Werbung GmbH & Co. K

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We look forward to your call/e-mail!



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