With 81,000* newsletter recipients, we address your target group every week - the registered participants of FACHPACK!

*Status 10/2020, publisher information
www.packaging-360.com is the thematic portal of the trade fair FACHPACK and the dfv media group. We report daily on packaging topics from the retail and consumer goods industry.

Trend topics that move decision-makers – brought to the point!

**Distribution ranges:**

- **Page impressions per month: 72,245**
  (Google Analytics 9/2020 survey)

- **Newsletter recipients* total: 81,000**
  - German speaking recipients: 67,000
  - English speaking recipients: 14,000

**Main topics**

(including many other topics)

- **January:** Confectionary
- **February:** Innovations from the packaging world
- **March:** Food packaging
- **April:** Packaging printing, finishing
- **May:** Sustainability
- **June:** Cosmetics, Pharmaceuticals & Healthcare
- **July:** E-Commerce
- **August:** Smart Packaging
- **September:** Environmentally friendly packaging
- **October:** Beverages
- **November:** Automation
- **December:** Product innovations

*Status 10/2020, publisher information
Newsletter

The weekly newsletter of packaging-360.com is sent out every Tuesday or Wednesday to 81,000* recipients!

Place a text advertisement or banner and address registered participants of the FACHPACK!

Advertising formats per week

- **Leaderboard** (1st position) in unnamed formats: € 2,000
- **Text ad** (400 characters): € 1,750
- **Text/image ad** (400 characters + image): € 1,750
- **Content banner** (600 x 60 pixels): € 1,550

Banner deliveries please directly to: anzeigen@packaging-360.com
Advertorial elements to: schneider@packaging-360.com

Exclusive newsletter for your company

We would be happy to produce an editorially designed exclusive newsletter for your company.

- You provide the editorial content: € 8,000
- Editorially revised newsletter: € 9,500

The contents will be marked as “advertisement” according to the legal requirements.

All prices subject to VAT.

*Status 10/2020, publisher information
**Content Campaign and banner advertising**

**Content Campaign**

Take advantage of our **monthly thematic focus** and place your products and services in a targeted manner.

**Content Campaigns** are customized in article form in cooperation with our editors:

- **Single booking** € 2,950 (1 Content Campaign/month)

Content campaigns are marked as “advertisement” according to the legal requirements.

---

**Banners**

- **Banner** can be used to increase the visibility of your products and your brand.

  We are happy to recommend the banner format that fits your goals:

  ![Advertising formats per week](image)

  - **Super banner** € 1,950 (728 x 90 pixels)
  - **Rectangle** € 1,450 (300 x 250 pixels)
  - **Content banner** € 950 (468 x 90 pixels)

  **White Paper with lead generation** – on request!
Voices ... of the advertisers

“PACKAGING 360° offers interesting topics and thus reaches the right recipients in the packaging industry.”

Jan Grevé
Head of Marketing and Communication
ppg > holding GmbH

“packaging-360.com provides a platform for dialogue with all stakeholders in the industry. For us this is an ideal possibility particularly reach the brand leaders to even better.”

Rainer Kuhn
Managing Director
Print City

... of the readers

“PACKAGING 360° is a very successful approach to bringing the value chain around the subject of packaging, the consumer goods industry and retail together!”

Constanze Otterbach
Business partner at Ringana GmbH
(Direct sales of cosmetic products)

“I have just been to packaging-360.com for the first time. Everything is right! URL, images, layout, content. Good job. Good luck! Oh yes, I immediately subscribed to the newsletter.”

Dr. Gundolf Meyer-Hentschel
Owner Meyer-Hentschel
Institut Zürich/Saarbrücken

“I visited one of the PACKAGING 360° events. I found the different challenges and perspectives from industry, trade and e-commerce very interesting, especially in connection with the topic of sustainability. Since the event, I follow the Facebook page packaging-360.com and am thus informed about news from trade and consumer goods perspectives in the field of packaging. The magazine rounds off the whole thing.”

Annabelle Forjahn
Senior Product Manager
Schwarzwaldmilch GmbH
We look forward to your call/mail

Sandra Ulsamer
Manager Sales
Key Account Manager FACHPACK
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg, Germany
Tel. +49 911 8606-8675
sandra.ulsamer@nuernbergmesse.de
www.fachpack.de

Martina Klusak
Tel. +49 69 7595-1228
martina.klusak@dfv.de

Witold Smolinski
Telefon +49 69 7595-1294
witold.smolinski@dfv.de

Matthias Mahr
Publisher
matthias.mahr@dfv.de

Peter Schneider
Publishing Director
Tel. +49 69 7595-3051
schneider@packaging-360.com

FACHPACK

dfv media group
Deutscher Fachverlag GmbH
Mainzer Landstraße 251 · D-60326 Frankfurt am Main

Bank details:
Frankfurter Sparkasse, Frankfurt am Main
Account no.: 34 926 · Sort code: 500 502 01
BIC: HELADEF1822 · IBAN: DE56 5005 0201 0000 0349 26