

# Media Data 2021

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

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

Use the thematic portal of the trade fair FACHPACK and the dfv media group.

dfv media group



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

\*Status 10/2020, publisher information

# packaging-360.com

English / German



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

# 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!**

  
**approx. 67,000\***  
**recipients**  


  
**approx. 14,000\***  
**recipients**  




## Advertising formats per week

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

Banner deliveries please directly to: [anzeigen@packaging-360.com](mailto:anzeigen@packaging-360.com)  
Advertorial elements to: [schneider@packaging-360.com](mailto:schneider@packaging-360.com)

## Exclusive newsletter for your company

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

<b>You provide the editorial content</b>	€ 8,000
<b>Editorially revised newsletter</b>	€ 9,500

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

All prices subject to VAT.

# 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

<b>Super banner</b> (728 x 90 pixels)	€ 1,950
<b>Rectangle</b> (300 x 250 pixels)	€ 1,450
<b>Content banner</b> (468 x 90 pixels)	€ 950

**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

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**dfv** media group

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