

MEDIA DATA 2023



Sustainable solutions for the packaging industry, the consumer goods industry and retail.

ADDRESS THE DECISION-MAKERS IN RETAIL AND THE BRANDED GOODS INDUSTRY WITH THE UNIQUE 360° APPROACH!



The PACKAGING360° team is a network within the dfv media group that takes up and highlights packaging topics from the target groups of our publishing house.

We know the questions from our subscribers, all of whom come from packaging-relevant industries. Our trade media readers range from bakery products, large-scale catering and the meat industry to the FMCG industry and retail.

With informative photos, clear diagrams and graphics, we provide added value that gives **our readers, category and product managers, as well as marketing managers and managing directors in the retail and FMCG industries**, real value for their packaging decisions.

PACKAGING360° is published twice a year as a supplement + e-paper and sees itself as a source of ideas, provides impetus and highlights technical solutions. The magazine points out those potentials that can already be created by the right choice of technology. We talk to the trend-setters and impart know-how in the area of the **branded goods industry** and **private labels of the retail trade**.

WE TRANSLATE RELEVANT TOPICS IN AN INFORMATIVE WAY: HOT OFF THE PRESS, INTELLIGIBLE AND OPINIONATED.

The heart of the matter: Packaging360° highlights the topics that drive the market – up-to-date, critical and with plenty of background from retail, the FMCG industry and the packaging sector.

AD BOOKING

With an ad booking in PACKAGING360° you achieve a cross-media reach of over 2,000,000 potential contacts!*

Lebensmittel Zeitung + HORIZONT

Lebensmittel Zeitung is the leading trade and business newspaper for the German-speaking consumer goods industry.

CIRCULATION: 26,557 copies
(Circulation IVW figures Q3/22)

TARGET GROUP: Executives, managing directors, product, category and marketing managers, operations managers, sustainability officers, CTOs

HORIZONT is the top media brand for up-to-date news, facts and background information on topics from the world of marketing and advertising.

CIRCULATION: 6,139 copies
(Circulation IVW figures Q3/22)

TARGET GROUP: Top marketing decision-makers in advertising companies (food, beverages, retail, pharmaceuticals, personal care, health), communications agencies in the branded goods industry, and marketing and product managers



INSERT



INSERT



packREPORT + PACKaktuell

packREPORT is the major German-language trade journal for industrial packaging.

CIRCULATION: 11,484 COPIES (Circulation IVW figures Q3/22)

TARGET GROUP: Technical purchasing, packaging engineers and developers

PACKaktuell is the Swiss, German-language trade journal for packaging technology and design, and reports on developments, innovations, products and events in the packaging industry.

CIRCULATION: 4,000 copies
(Circulation 09/22 publisher's own data)

TARGET GROUP: Technical purchasing, packaging engineers and developers



SPECIAL DISTRIBUTION



Reach trade fair attendees with our special distribution at packaging-related trade fairs in 2022.

THE PLAN IS TO DISTRIBUTE AT LEAST 5,000 COPIES AT:

ProSweets
Interpack
Empack
CosmeticBusiness
SnackEX

ANUGA
SÜFFA
BrauBeviale
sps smart production solutions

DIGITAL REACH: PROMOTION OF E-PAPER ISSUES THROUGH ADVERTISING MEDIA ON

• **HORIZONT.NET**

Unique users: 670,000; contacts: 1,100,000

• **LEBENMITTELZEITUNG.NET**

Unique users: 230,000; contacts 949,819

Source: AGOF 5 / 6/2022







YOUR ADVANTAGES WHEN BOOKING THE PACKAGING360° MAGAZINE

With only one ad placement you address all decision makers involved in the packaging process! You address new relevant target groups from retail and the consumer goods industry!

- Over 2,000,000 cross-media reach through the channels of packREPORT, PACKaktuell in Switzerland, Lebensmittel Zeitung and HORIZONT
- Of these, 48,180 distributed copies as supplements in titles with a total paid circulation of 16,427 copies.
- Additional special distribution at trade fairs and events such as: e ProSweets, Interpack, Empack, CosmeticBusiness, SnackEX, ANUGA, SÜFFA, BrauBeviale, sps smart production solutions.
- Through the insert in the Lebensmittel Zeitung, you have the opportunity to address the category and product managers or owners without having to go through the buyer!
- Special attention, by placement in top news from the FMCG, industry and trade.



ADVERTISING FORMATS AND PRICES PER ISSUE

FORMAT	TYPE AREA	TRIM + 3 MM BLEED	PRICE
1/1 page	161 × 227,5 mm 	205 × 280 mm 	€ 9,900
1/2 page horizontal	161 × 122,5 mm 	205 × 140 mm 	€ 5,500
1/2 page vertical	93,5 × 227,5 mm 	103 × 280 mm 	€ 5,500

All prices subject to VAT

MORE

Further information
on request.

ADDRESS

Deutscher Fachverlag GmbH
Mainzer Landstr. 251
60326 Frankfurt, Germany



BANK DETAILS

Bank Frankfurter Sparkasse, Frankfurt a.M.
Account no. 34 926
Bank code 500 502 01
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PUBLISHER AND CONTACTS

**PUBLISHING DIRECTOR****Dirk Lehmann**

Tel.: +49 69 7595-1291

dirk.lehmann@dfv.de

MARKETING DIRECTOR**Mirko Lenhard**

Tel.: +49 69 7595-1293

mirko.lenhard@dfv.de

ONLINE-PROJECTMANAGER**Sven Zedlitz**

Tel.: +49 69 7595-1543

sven.zedlitz@dfv.de

SENIOR SALES MANAGER

Germany – except Baden Württemberg

Martina Klusak

Tel.: +49 69 7595-1228

martina.klusak@dfv.de

INTERNATIONAL SALES MANAGER

International and Baden Württemberg

Maximilian Riechert

Tel.: +49 69 7595-1225

maximilian.riechert@dfv.de

SALES TEAM SWITZERLAND**RUUF AG****Christian Rudin**

Tel.: +41 44 401 17 17

christian.rudin@dfv.de

Andrea Rudin

Tel.: +41 44 401 17 17

andrea.rudin@ruuf.ch

ADVERTISING SERVICE**Petra Amend**

Tel.: +49 69 7595-2035

petra.amend@dfv.de

CHIEF EDITOR**Peter Schneider**

Tel.: +49 69 7595-3051

peter.schneider@dfv.de

FAX ADVERTISING DEPT.

Fax: +49 69 7595-1820

DEUTSCHER FACHVERLAG GMBH

Mainzer Landstr. 251

60326 Frankfurt, Germany

www.dfv.de**DELIVERY ADDRESS PRINTER FOR INSERTS:****WVD**

Wolfgang Maier

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Kurhessenstr. 4-6

64546 Mörfelden-Walldorf, Germany

**WE LOOK FORWARD
TO A MUTUAL
AND SUCCESSFUL
COOPERATION!**