





► Editorial Programme 2022 (as of November 25, 2021)

Topics of each issue		Important industry events
1-2022 (February) Publication date: 17.02.2022 Editorial deadline: 25.01.2022 Advertising Closing: 1.02.2022	<ul style="list-style-type: none"> ■ Printing machines (conventional, hybrid, digital) ■ Prepress / printing forme production (printing plates, imaging systems, screening processes) ■ Substrates (paper, films, thermal material, metallized materials, etc.) ■ Finishing / Converting (analogue / digital / hybrid) 	
2-2022 (April) Publication date: 19.04.2022 Editorial deadline: 23.03.2022 Advertising Closing: 30.03.2022	<ul style="list-style-type: none"> ■ Fair issue ICE Europe (trends, new products, trade fair information) ■ Preview Labelexpo Europe (trends, new products, trade fair information) ■ Label market survey and prospects for Labelexpo year 2022 ■ Ecology & Sustainability: Environmentally friendly label production ■ Printing technology: Hybrid technology for printing and finishing / converting ■ Software in label operation – MIS, ERP, production software ■ Special Functional Printing – Intelligent Labels & Packaging (n° 1/2022) <ul style="list-style-type: none"> ● Outlook on the fair Lopec: current trends, exhibitors and their innovations ● Printed electronics - an exciting market with great growth potential ● Application processes for functional printing ● Augmented Reality: "Communicate with me!" <ul style="list-style-type: none"> – „Intelligent“ packaging at the point of sale ● Security labels / counterfeit protection / RFID / NFC 	ICE Europe / CCE International, Munich / FRG: 15.-17.03.2022  12th International Converting Exhibition LOPEC, Munich / FRG: 23.-24.03.2022  Labelexpo Europe, Brussels / Belgium: 26.-29.04.2022  VskE Spring Conference, Bad Gögging / FRG: 12.-14.05.2022 Finat European Label Forum, Baveno / Italy: 1.-03.06.2022
3-2022 (June) Publication date: 7.06.2022 Editorial deadline: 11.05.2022 Advertising Closing: 18.05.2022	<ul style="list-style-type: none"> ■ Prepress and workflow management (software, hardware, colour management) ■ Production of flexo printing plates (systems, plates, peripherals) ■ Adhesive materials and adhesives: New solutions for special requirements ■ Ecology & Sustainability: Energy optimization, energy efficiency ■ Special Finishing & Veredelung (n° 1/2022) <ul style="list-style-type: none"> ● Embossing (cold / hot / hologram foil) ● Varnishing ● Laminating ● Conventional and laser die-cutting 	

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Topics of each issue		Important industry events
4-2022 (August) Publication date: 4.08.2022 Editorial deadline: 12.07.2022 Advertising Closing: 19.07.2022	<ul style="list-style-type: none"> ■ Fair issue Labelexpo Americas (trends, new products, trade fair information) ■ Fair issue FachPack (trends, new products, trade fair information) ■ Printing technology: latest developments, conventional and digital ■ UV and LED-UV – Curing and drying in label printing ■ Ecology & Sustainability: Sustainable substrates, recycles ■ Special Functional Printing – Intelligent Labels & Packaging (n° 2/2022) <ul style="list-style-type: none"> ● Processes for printing electronic components / circuits / sensors ● Silver inks and special printing inks ● Quality control for printed electronics ● Tracking labels / smart labels / Augmented Reality / RFID / NFC ● Pharma labels / tamper-evident seals 	Labelexpo Americas, Chicago / USA: 13.-15.09.2022  FachPack, Nuremberg / FRG: 27.-29.09.2022 
5/2022 (October) Erscheinungstag: 4.10.2022 Redaktionsschluss: 8.09.2022 Anzeigenschluss: 15.09.2022	<ul style="list-style-type: none"> ■ Prepress (workflow solutions, imagesetter, colour management) ■ Printing technology: Where is the development of conventional systems going? ■ In-mould labels and their special requirements ■ Inspection and control systems (in- / offline, web guiding control, web inspection) ■ Special Finishing & Veredelung (n° 2/2022) <ul style="list-style-type: none"> ● Embossing (cold / hot / hologram foil) ● Varnishing ● Laminating ● Conventional and laser die-cutting 	VskE Fall Conference, Leipzig / FRG: 03.-05.11.2022
6/2022 (December) Erscheinungstag: 29.11.2022 Redaktionsschluss: 4.11.2022 Anzeigenschluss: 11.11.2022	<ul style="list-style-type: none"> ■ Market and user survey – highlights 2022 and outlook 2023 ■ Printing technology: Alternatives to flexo printing (offset, screen, letterpress) ■ Special machines and special designs ■ Alternative use of narrow-web technology (flexible packaging, in-mould labels, cardboard etc.) ■ Printing peripherals (water treatment, drying, winding and unwinding etc.) ■ Ecology & Sustainability: Sustainability in the printing process 	
Topics in each issue	<ul style="list-style-type: none"> ■ Printing machines (conventional, hybrid, digital) ■ Prepress / printing forme production (printing plates, imaging systems, screening processes) ■ Substrates (paper, films, thermal material, metallized materials, etc.) ■ Finishing / Converting (analogue / digital / hybrid) 	

We appreciate your opinion! Please contact editor **Michael Scherhag** at scherhag@ebnermedia.de and let us know where we can improve, which topics you are interested in and what you would like to read. We look forward to your suggestions!

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► Special Functional Printing – Intelligent Labels & Packaging



Functional printing goes beyond the „Intelligent Labels“, which we had previously considered in isolation. From 2022 we will deal with this topic in detail and across industries for the label and package printing. Because intelligent labels and packaging are becoming increasingly important. They let us pay cashless, transmit product information, support production, logistics and warehousing. Many other areas of application suggest that functional printing will lead to new business models for label and packaging printers. In our special, we highlight the different characteristics of functional printing, the suitable printing processes and the fields of application in practice.

► in Etiketten-Labels 1/2022 (February) and Flexo+Tief-Druck 1-2022 (February)

Special Functional Printing - Intelligent Labels & Packaging (n° 1/2022)

- Outlook on the fair Lopec: current trends, exhibitors and their innovations
- Printed electronics - an exciting market with great growth potential
- Application processes for functional printing
- Augmented Reality: "Communicate with me!"
– „Intelligent“ packaging at the point of sale
- Security labels / counterfeit protection / RFID / NFC



► in Etiketten-Labels 4/2022 (August) and Flexo+Tief-Druck 4-2022 (July)

Special Functional Printing - Intelligent Labels & Packaging (n° 2/2022)

- Processes for printing electronic components / circuits / sensors
- Silver inks and special printing inks
- Quality control for printed electronics
- Tracking labels / smart labels / Augmented Reality / RFID / NFC
- Pharma labels / tamper-evident seals

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► Special Finishing & Veredelung



The megatrend of individualization is having an impact worldwide and is leading to a differentiation of products, and above all of labels and packaging. The finishing of labels not only serves to improve the appearance, but also to ensure product safety. On the one hand, special optical effects and an extra gloss can be added during print finishing, which makes labels appear more valuable and interesting. On the other hand, with the finishing it is possible to protect the printing material from external influences such as scratches.

Twice a year, Etiketten-Labels deals in its own special with the different types of finishing, their function and which new developments are preoccupying the industry. In our **Special Finishing & Veredelung** we treat, among other things:

- **Print finishing by varnishing:**
How do UV / LED-UV varnishes work and which special effects are possible with other technologies?
- **Haptic print finishing through foil embossing:**
Differences and news about cold and hot stamping. Production of embossing stamps and other possibilities for optimizing the haptic effect.
- **Laminating**
Coating with different properties or specifications
- **Conventional die-cutting and laser die-cutting:**
What solutions are there on the market?
What are the advantages and limitations?

► in Etiketten-Labels 3/2022 (June)

► in Etiketten-Labels 5/2022 (October)

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Etiketten-Labels – Profile

Title	Etiketten-Labels
Short description	Technical magazine for producers of labels, sleeves and in-mould labels in German speaking areas of Europe. Etiketten-Labels is the only technology-orientated magazine in German language for all segments of the production of self-adhesive labels and other narrow web products. A worldwide network of editors and recognized experts in their field are publishing well-founded technical articles about print and production of packaging. Besides technical articles there are topical news items on companies, associations, technologies, economics, markets, products, services and events – making Etiketten-Labels an indispensable source of information for the industry.

Publication frequency	6 issues per year
Publication size	210 mm width x 297 mm height (DIN A4)

Launched in	1993
Circulation	2,500 copies
Portal	etiketten-labels.com
Twitter	@EtikettenLabels
Xing	xing.to/xingetikettenlabels
Organ	Etiketten-Labels is the official media of the German label and narrow web printing trade association: VsKE e.V.



Publishers	Ebner Media Group GmbH & Co. KG Karlstraße 3 89073 Ulm - Germany
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Circulation
2,500 copies
Newsletter
subscribers
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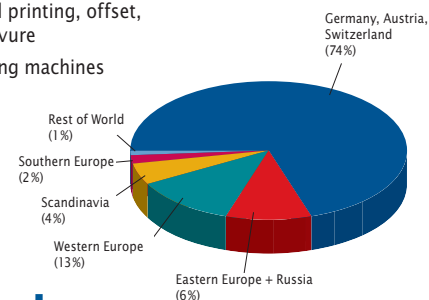
Contents and Rubrics

- Technology in Detail
- Ecology & Sustainability
- From Practice
- VsKE News
- People & Markets
- „Blaue Datei“ – Supplier Directory
- Special Sections:**
 - Functional Printing – Intelligent Labels & Packaging
 - Finishing & Veredelung

Geographical Distribution

Industry Segments

- Label printing companies using different printing processes like flexo, digital printing, offset, letterpress, screen and gravure
- Users of narrow web printing machines for the manufacturing of labels, tickets, tags, shrink sleeves, folding boxes and other packaging



Print Analysis

Content Analysis: 1 year = 6 issues in 2021

Total volume	500,00 pages	= 100,00%
Advertisements	149,14 pages	= 29,83%
Classified ads	30,00 pages	= 6,00%
Editorial content	320,86 pages	= 64,17%

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How to reach your customers



Social Media



Website

Weekly Newsletters
Stand-Alone Newsletter
Special Newsletters

Digital Printing today



Online Seminars



Trade Magazines



Videos



Special publications
– related to specific
topics and markets



PR & Marketing Services



Expert Talks – Round Tables – Events



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▶ Etiketten-Labels – Key Data Print + Online



2,500
Print Circulation



4,800
Online Visits



3,200
Unique Users



7,900
Page Impressions



1,030
Newsletter Subscribers



5,490
Xing Follower



2,140
LinkedIn Follower



820
Twitter Follower

(as of November 2021)

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▶ Your contacts

Your marketing consultants



Silja Aretz-Fezzuoglio
Head of Marketing & Sales
Package Printing
Phone: +49 (0) 176 19 18 10 95
aretz@ebnermedia.de



Christoph Gehr
Verlagsbüro Felchner
Etiketten-Labels and Blaue Datei
Flexo+Tief-Druck and Schnelle Seiten
Phone: +49 (0) 83 41 966 17 85
c.gehr@verlagsbuero-felchner.de



Michael Scherhag
Responsible Editor
Etiketten-Labels
Phone: +49 (0) 176 19 18 13 01
scherhag@ebnermedia.de



Ansgar Wessendorf
Responsible Editor
Flexo+Tief-Druck
Phone: +49 (0) 176 19 18 10 98
wessendorf@ebnermedia.de



Alessandra Andreatta
Content Management
etiketten-labels.com
flexotiefdruck.de
Phone: +49 (731) 88005-7192
andreatta@ebnermedia.de



Bernhard Niemela
Managing Director
Phone: +49 (0) 151 46 44 55 70
niemela@ebnermedia.de

We are happy to advise you in detail and help you achieve your marketing goals!

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