

Media Information 2022

The only German-language magazine for the conventional and digital production of labels

Special Section **Funktionales Drucken**
Special Section **Finishing & Veredelung**



Print · Online · Services
Campaigns · Events

Ebner Media Group GmbH & Co. KG, Germany





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► About Us

EBNER MEDIA GROUP

– Package and Label Printing Division

The EBNER MEDIA GROUP, Ulm, Germany, is a leading media company for specialist magazines and portals as well as special interest publications. It supports with tailor-made content and interactive platforms professionals in their daily work and enthusiasts in pursuing their passions. The EBNER MEDIA GROUP is organized on a decentralized basis. There are five locations in Germany alone, and there are a total of ten more worldwide locations.

In the target group-oriented business units of package printing and publication printing alone, there are four published periodicals for the printing industry. With **Etiketten-Labels** and **Flexo+Tief-Druck** as well the specials **Digital Printing today**, **Funktionales Drucken** (= Functional Printing), **Extrusion & Converting** and **Gravure Global** we focus on all areas of package and label printing, extremely dynamic niches in the printing industry - in print, digital or face-to-face communication. Nobody knows, reaches or inspires the people in our target groups like us.

First-class specialist journalism - and much more ...

With our know-how and our passion for topics and details, we are indispensable for our readers. Our knowledge advantage creates added value. Your customers read and use the content of our specialist publications and portals intensively: **Etiketten-Labels**, **Flexo+Tief-Druck**, **Digital Printing today**, **Funktionales Drucken** (= Functional Printing), **Extrusion & Converting** and **Gravure Global** – print, online and in social media:
2 portals, 2 specialist magazines, 4 specials and special newsletters
 – here you can reach your target group directly!



▶ 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	



Publishers	Ebner Media Group GmbH & Co. KG Karlstraße 3 89073 Ulm - Germany
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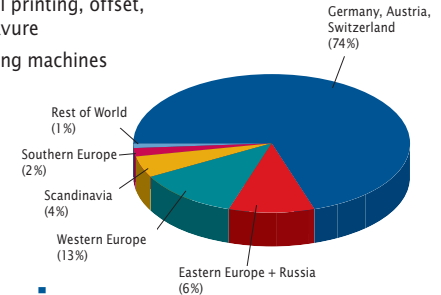
▶ Contents and Rubrics

- 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%

► Industry Opinions



„In times when we have to think twice before spending a marketing euro, we need planning security that our actions also reach the right target groups. The editorial environment of Etiketten-Labels in combination with the different online and offline touch points helps us to minimize wastage and to place our messages in the best possible way.“

Alexandra List

*Marketing Manager HP Digital Printing Systems
HP Indigo Germany*



“As a specialised equipment manufacturer, we appreciate the editorial mix of technology and the commercial aspects of the printing and converting sectors covered by Etiketten-Labels. The combination of in-house knowledge and the skilful use of contributing experts makes for an authoritative source of information that sets this publication apart from others on the market.”

Jeannette Woodman

*Marketing Director
Vetaphone A/S*



“For Herma, Etiketten-Labels is the specialist magazine in the DACH region. In terms of content, the magazine convinces with high-quality specialist articles as well as with current trends and market events.”

Milos Kojic

*Marketing / Product Management
HERMA GmbH*



“Etiketten-Labels offers us an interesting information portal with a successful mix of informative reports and reports on the market and market trends. From my point of view, the medium „printed specialist magazine“ still has its appeal and its right to exist in the digital age for conveying information in a targeted manner.”

Thorsten Saathoff

*Managing Director
Nilpeter GmbH*



“For Zeller+Gmelin, Etiketten-Labels is the most important German-language specialist magazine for label and package printing. Always on the pulse of the market, it reports on important developments and conveys seriousness, credibility and know-how – online and in printed form.”

Andreas Rascher

*Head of Marketing
Zeller+Gmelin GmbH & Co.KG*





“At Kocher+Beck, Etiketten-Labels has been valued for decades as a reliable and comprehensive information tool. Even complex issues are explained regularly and in plain language. The continuous quality and comprehensive reporting is clear proof that a well-made specialist magazine still has a right to exist.”



Lars Beck

*Executive Partner
Kocher+Beck GmbH + Co. KG*

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

Important industry events

Topics of each issue		
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  LOPEC, Munich / FRG: 23.-24.03.2022 
3-2022 (June) Publication date: 7.06.2022 Editorial deadline: 11.05.2022 Advertising Closing: 18.05.2022	<ul style="list-style-type: none"> ■ Digital printing technology: toner, liquid toner, inkjet, UV inkjet ■ Inks, varnishes (colour systems analogue / digital, dosing, residual ink management) ■ Drying / curing of inks and varnishes ■ Inspection and control systems (in-/offline, web guiding control, web inspection) ■ Special Finishing & Veredelung (n° 1/2022) <ul style="list-style-type: none"> ● Embossing (cold / hot / hologram foil) ● Varnishing ● Laminating ● Conventional and laser die-cutting 	VsKE Spring Conference, Bad Gögging / FRG: 12.–14.05.2022 Finat European Label Forum, Baveno / Italy: 1.–03.06.2022

		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!

► 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

▶ 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)

▶ Advertisement Rates and Formats

Valid as of 15 November 2021

Size		Type area sizes (width x height)	Bleed sizes (+ 3 mm bleed*)	Black/white	2 colours	3 colours	4 colours (CMYK)
1/1 page		178 x 262 mm	210 x 297 mm	€ 1,950.–	€ 2,285.–	€ 2,620.–	€ 2,950.–
1/2 page	horizontal  upright  island 	178 x 130 mm 92 x 262 mm 130 x 178 mm	210 x 145 mm 107 x 297 mm –	€ 1,035.–	€ 1,370.–	€ 1,705.–	€ 2,035.–
1/3 page	horizontal  upright 	178 x 85 mm 56 x 262 mm	210 x 99 mm 70 x 297 mm	€ 770.–	€ 1,105.–	€ 1,440.–	€ 1,770.–
1/4 page	horizontal  upright  2 columns 	178 x 65 mm 42 x 262 mm 92 x 130 mm	210 x 74 mm 52 x 297 mm –	€ 635.–	€ 970.–	€ 1,305.–	€ 1,635.–
1/8 page	horizontal  1 column/2 columns 	178 x 30 mm 44 x 130 mm 92 x 65 mm	210 x 39 mm – –	€ 350.–	€ 685.–	€ 1,020.–	€ 1,350.–
1/16 page	1 column/2 columns 	44 x 65 mm 92 x 31 mm	– –	€ 185.–	€ 520.–	€ 855.–	€ 1,185.–
mm rate (single column, 42 mm width)		For other sizes than those shown in the rate card.				black/white: € 3.00	

Bleed sizes without additional charge.

***The indicated bleed formats are final formats, to which 3 mm bleed must be added on all 4 edges.**

For other possible formats, as contiguous 2/1, 1 1/2 or 2 x 1/2 pages (transverse) contact us for technical specifications and prices, please.

Placement: Side-part advertisements will be placed on the left or right-hand side according to the publisher's best judgement.

▶ Colour Charges (not discountable)

per standard colour	€ 335.–
per match colour	€ 500.–

▶ Special Placements (incl. 4 colour charge)

	Cover page (1/2 page, island, 4c)	€ 3,995.–
	Inside front cover	€ 3,295.–
	1/3 page horizontal, 4c below the editorial at page 3	€ 2,300.–
	Page 4, facing table of contents (1/1 page, 4c)	€ 3,200.–
	Cover page Special Funktionales Drucken / Finishing & Veredelung (1/2 page across, 4c, 210 x 130 mm + 3 mm bleed)	€ 2,950.–
	Inside back cover	€ 3,095.–
	Back cover	€ 3,530.–
	Surcharge for placement condition	10%

▶ Inserts (bound-in) (discountable and commissionable)

2-sided (1 sheet DIN A4)	€ 1,995.–
4-sided (2 sheets DIN A4)	€ 2,550.–

Inserts up to 170 g/m² are to be delivered by the advertiser to the printer plain, *untrimmed* (4-sided or more *folded but untrimmed*); size 216 mm x 305 mm (width x height). Inserts are only possible for the total amount of copies in the circulation.

▶ Loose Inserts (Supplements) (discountable and commissionable)

Up to 25 g: per 1000 pieces	€ 350.–
Above 25 g:	available upon request

Format: width max 200 mm x height max 285 mm

▶ Glued-in Inserts (Postcards, booklets, samples glued-on advertisement; not discountable)

Per 1000 pieces	€ 170.–
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Delivery address for inserts

Silber Druck oHG „for Etiketten-Labels“
Otto-Hahn-Straße 25 · 34253 Lohfelden · Germany
Phone +49 (0) 5 61 5 20 07-34, Fax +49 (0) 5 61 5 20 07-20
E-mail: Lucas.Silber@silberdruck.de

Freight costs shall be borne by the customer

▶ Classified Advertisements

(commissionable)

4 columns à 42 mm width

Column width: 2 columns: 87 mm, 3 columns: 132.5 mm, 4 columns: 178 mm

Price per single column millimetre

For sale, wanted, job offers etc.	4c	€ 2.25
Job searches (no reps or agents)	4c	€ 1.50
Box numbers	Europe	€ 11.00
	Overseas	€ 16.00



▶ Special Advertising

Belly bands, flaps, etc.	Please contact us
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▶ Discounts for insertions within one year of booking

Series discounts	
3 advertisements	5%
6 advertisements	10%
9 advertisements	15%
12 advertisements	20%

Volume discount	
min 2 pages	5%
min 4 pages	10%
min 6 pages	15%
min 9 pages	20%



▶ The “Blaue Datei” for Label and Narrow Web Printers

The “Blaue Datei” is the up-to-date and comprehensive marketplace for the label and narrow web printing industry. With your entry, you reach the buyers and decision-makers in the branch. They will find suitable suppliers for daily production in the “Blaue Datei”.



I will gladly advise you in regard to the “Blaue Datei”:

Christoph Gehr
Verlagsbüro Felchner
Phone: +49 (0) 83 41 966 17 85
c.gehr@verlagsbuero-felchner.de

Size

Column width 1 column: 42 mm, 2 columns: 87 mm; height is to your requirement, but must be at least 15 mm; price depends on height.

Scope

In order for our offers to be at attractive prices, orders are available for 1 year (starting from each issue) for *six consecutive issues* possible. Billing in advance – you will receive an invoice annually.

Prices per mm, 1 column

b/w	€ 1.90
4c	€ 2.30

Price examples (each for 6 issues)

15 mm height, 4c	€ 207.00
30 mm height, 4c	€ 414.00
50 mm height, 4c	€ 690.00

Discounts

For multiple entries per issue:

3 entries	5%
6 entries	10%
9 entries	15%
12 entries	20%

Company Profile Online

On **etiketten-labels.com** under “Zulieferer” appears your company name, logo and company portrait (650 characters of text and link to your website). Furthermore, your logo incl. a link will appear under max. 3 keywords in the glossary.

Price (12 month period)	€ 595.00
incl. integration of a video (12 month period)	€ 695.00
Comb. price for advertisers of the “Blaue Datei” (12 month period)	€ 395.00
incl. integration of a video (12 month period)	€ 495.00

▶ Print: Technical Data

Circulation

2,500 copies

6 issues per year (see editorial programme, pages 6–7)

Publication size

DIN A4 = 210 x 297 mm (width x height)

Bleed size

DIN A4 plus 3 mm = 216 x 303 mm (width x height)

Printing process

Sheetfed-offset, Euroscale

Paper

Speedmat 80g/m²

Processing

Adhesive bond

▶ Payment

Bank

Volksbank Ulm-Biberach eG

IBAN DE19 6309 0100 0036 2600 02

BIC ULMVDE66

SEPA Creditor-ID DE67ADS00000047069

VAT No. DE147041097

Terms of payment

30 days net without deduction.

Address

Ebner Media Group GmbH & Co. KG

Karlstraße 3 · 89073 Ulm · Germany

▶ Details for Submitting Digital Data

Print data

Due to computer-to-plate exposure only digital data delivery is acceptable.

PDF print data

PDF High-resolution data (min. 300 dpi).

Fonts used must be included.

Colour displays: CMYK mode,

black and white ads: grayscale mode.

Colour profile: ISO Coated v2.

File format: PDF/X-3

Data transfer

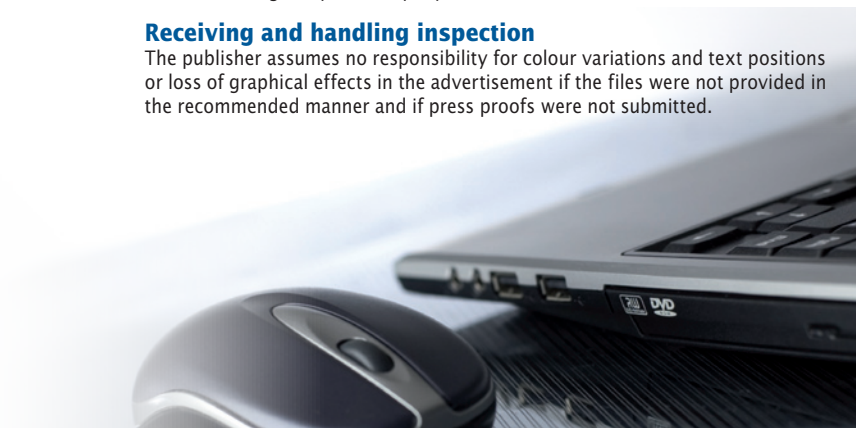
<https://wettransfer.com>

File name

For easy identification of your data, please name your file according to the following sample: "Company name_FlexoTiefDruck"

Receiving and handling inspection

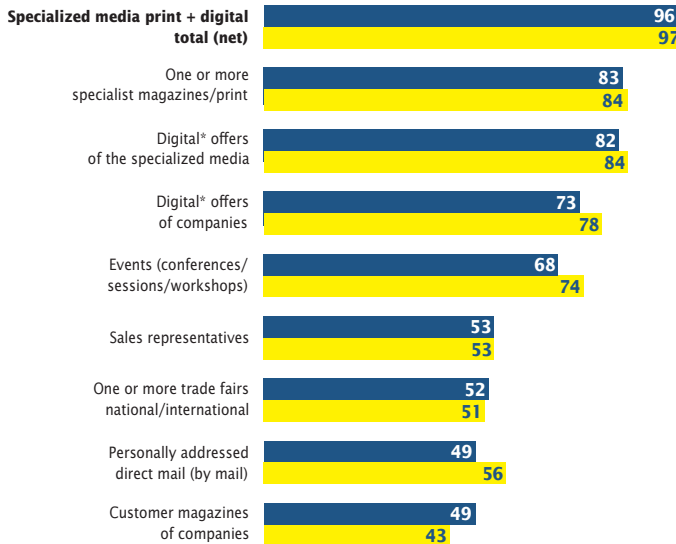
The publisher assumes no responsibility for colour variations and text positions or loss of graphical effects in the advertisement if the files were not provided in the recommended manner and if press proofs were not submitted.



▶ B2B Decision-maker analysis

Study of the Deutsche Fachpresse on information behavior and media use of professional decision-makers

Use of B2B information sources by age (Professional decision-makers)



* Websites, Social Media, Newsletter, Apps

Specifications in %
 ■ Use in the last 12 months
 ■ dito/Group "up to 39 years"

96 %

... of the 7.4 million
professional decision-
makers use specialized media

Printed and digital specialized media are the most important job-related sources of information for professional decision-makers. Top decision-makers use these even more intensively than the entire group. As before, specialized magazines and digital specialized media are in the intensity of use before the digital offers of the companies, who rank third.

78 %

... find advertising in
specialized media useful

Specialized media are perfect advertising media, as advertising is perceived by readers as an important content. It is not only useful, advertising also creates a positive image of the advertising companies among the readers and users. Anyone who advertises in specialized media confirms its relevance in the market and reinforces it in a positive way.

97 %

... of all decision-makers
under the age of 40
use specialized media

Specialized media usage is not a matter of age. Even professional decision-makers under the age of 40 use specialized magazines and digital specialized media offers intensively.

► How to reach your customers



Online Seminars



Videos



PR & Marketing
Services



Expert Talks –
Round Tables – Events





Silja Aretz-Fezzuoglio

Your Marketing Consultant

"Campaigns that use multiple media channels are more successful because they intensify contacts and increase reach. We offer you a strong network."

Phone: +49 (0) 176 19 18 10 95
aretz@ebnermedia.de

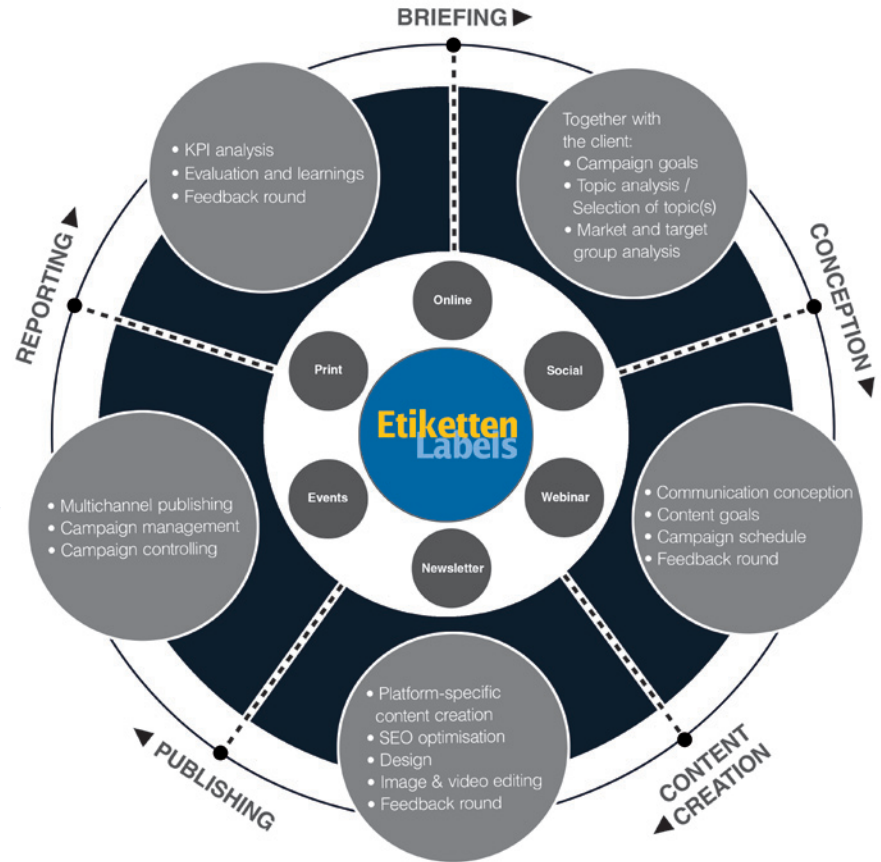


Michael Scherhag

Your Specialist Editor

"The label industry is undergoing major changes. Etiketten-Labels provides an overview of current trends, informs you about the latest developments in the industry and offers valuable tips for everyday practice."

Phone: +49 (0) 176 19 18 13 01
scherhag@ebnermedia.de



► 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)

▶ etiketten-labels.com – Display Campaigns / Banners



Display Campaigns – this is how you can reach package printers and converters through our website over a longer period of time.

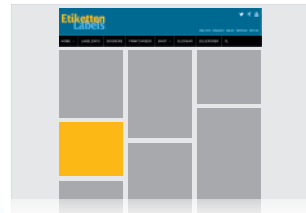
Benefit from the traffic on our website and place your banner advertisement where the industry keeps itself informed. All banners are delivered in rotation (max. 3 banners in rotation).

*All banner sizes up to max 500 KB.
Formats: JPG, PNG, GIF (not HD-GIF),
HTML5, RichMedia, ReDirect-Tag.
We use **Google AdManager** as
technological support.*

*Animations can last a maximum of
30 seconds. If necessary, request our
guidelines for HTML5 files and click tags.*

**Free additional option for display on
mobile devices*

Formats

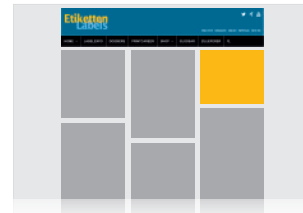


Content Ad
(Medium Rectangle)

300 x 250 pixels

Price/per 4 weeks

€ 540.–

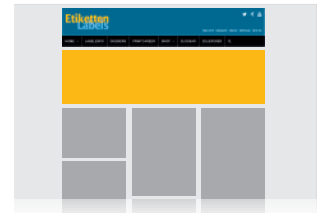


Medium Rectangle
(positioning above the sidebar)

300 x 250 pixels

Price/per 4 weeks

€ 640.–



Billboard

980 x 250 pixels

320 x 100 pixels (mobile)*

Price/per 4 weeks

€ 840.–

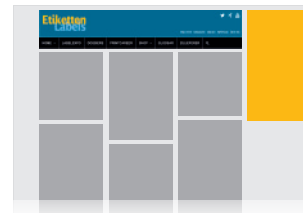


Half Page Ad

300 x 600 pixels

Price/per 4 weeks

€ 640.–

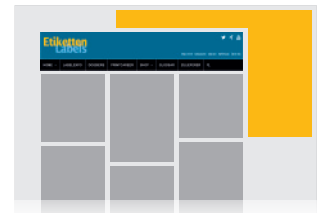


Big Skyscraper

300 x 600 pixels

Price/per 4 weeks

€ 640.–



Hockeystick

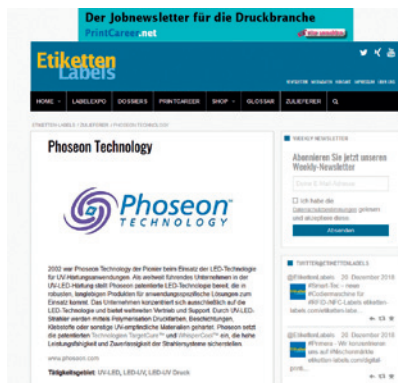
(Superbanner + Big Skyscraper)

728 x 90 + 300 x 600 pixels

Price/per 4 weeks

€ 840.–

▶ Company Profile Online



Present your company online on **etiketten-labels.com**: Under „Zulieferer“ appears your company name, logo and company portrait (650 characters of text and link to your website). Furthermore, your logo incl. a link will appear under max. 3 keywords in the glossary.

Technical requirements:
Logo (jpg file max 640 x 480 pixel, 72 dpi), text with 650 characters (in third person writing and non PR style), link to your homepage. Definition of max. 3 keywords from the glossary to be provided with your logo.

Price (12 month period)	€ 595.00
incl. integration of a video (12 month period)	€ 695.00
Comb. price for advertisers in the "Blaue Datei" (12 month period)	€ 395.00
incl. integration of a video (12 month period)	€ 495.00



I would be happy to advise you on your Company Profile Online:
Christoph Gehr
 Verlagsbüro Felchner
 Phone: +49 (0) 83 41 966 17 85
c.gehr@verlagsbuero-felchner.de

▶ Weekly Newsletter

Our weekly newsletter offers up-to-date and appealing industry news. It reaches the subscribers precisely: middle and upper management in the label printing industry as well as label printers.

Since the readers consciously subscribe to our newsletters, they are eagerly awaited week after week. Present your company, your products and your events in an editorial news environment – accessible on all digital devices, from desktop to mobile.

Newsletter subscribers: 1,030
 (as of November 2021)

Formats	Prices
Online Advertorial Extensive, prominently placed article, which is placed online on etiketten-labels.com and teased in the Weekly Newsletter on the 1st position.	
Online Advertorial	€ 420.–
Online Advertorial incl. video upload	€ 520.–
Premium Banner (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixel, 1x dispatch	€ 340.–
from 3 dispatches, each	€ 310.–



▶ Stand-Alone Newsletter

This special mailing in the look and feel of our Weekly Newsletter supplies subscribers exclusively with your topics, images and advertising. So your message will have the full attention of the target group. After the campaign you will receive a detailed report.

Technical requirements:

You provide us with picture, text and link (at least 5 days before date of dispatch) or the fully designed HTML template (at least 3 days before date of dispatch) and we will send you the final newsletter for approval.

Newsletter subscribers: 1,260
(as of November 2021)

Stand-Alone Newsletter

1x dispatch

€ 1,600,-

▶ Special Newsletters for the Fairs

Marketing support for your trade fair appearance:

In the run-up to the big trade fairs of our industry in 2022:

- Labelexpo Europe, Brussels/Belgium
- Labelexpo Americas, Chicago/USA

... we send out weekly Special Newsletters in which you can advertise your trade fair appearance in the form of an Online Advertorial or with Premium Banners.

Online Advertorial

Extensive, prominently placed article, which is placed online on **etiketten-labels.com** and teased in the Special Newsletter on the 1st position.

Online Advertorial

€ 420,-

Online Advertorial
incl. video upload

€ 520,-

Premium Banner

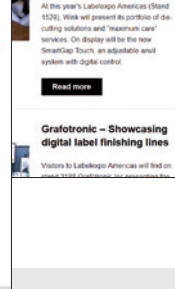
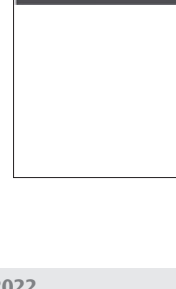
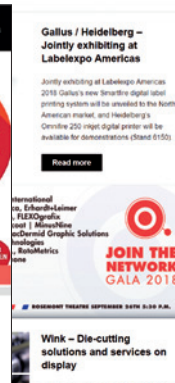
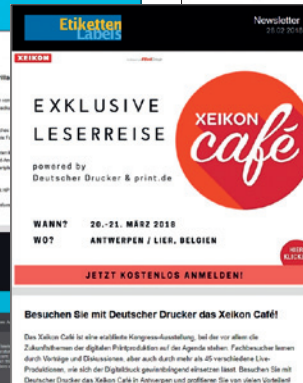
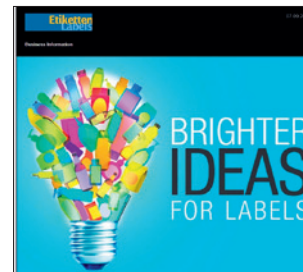
(max. 250 KB, JPG, PNG or GIF, static)

580 x 250 pixel,
1x dispatch

€ 340,-

from 3 dispatches, each

€ 310,-



▶ Special Newsletter Digital Printing *today*

A digital channel for digital printing - the time has come! In the **Special Newsletter Digital Printing today**, we focus on digital printing and the digital finishing of labels, packaging and decor products. The time is ripe for this, because digital printing is now one of the real and exciting successful technologies in these growth segments too. Today we are faced with a huge range of digital system and plant solutions: from small to large, from slow to fast, from small format to large format, inkjet or toner technology, for paper, cardboard, film and other substrates, for labels, flexible packaging, etc. That's reason enough to get an overview of the status of digital printing with its own newsletter.

The **Special Newsletter Digital Printing today** is a co-production of the two editorial teams Etiketten-Labels and Flexo+Tief-Druck. We send the **Special Newsletter Digital Printing today** to an own mailing list every month. Here you can present your company and your products with editorial news, an Online Advertorial or banner advertising.

Language: German

Dispatch: monthly, 12 times per year

Newsletter subscribers: 2,004

(as of November 2021)

Digital Printing *today*

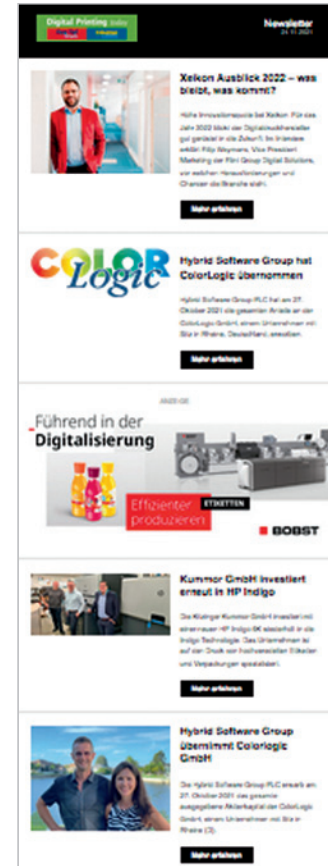
Flexo+Tief
Druck

Etiketten
Labels

Link for your personal newsletter registration:

<https://www.etiketten-labels.com/digital-printing-today-special-newsletter/>

Formats	Prices
Online Advertorial Extensive, prominently placed article, which is placed online on etiketten-labels.com and teased in the Special Newsletter on position 1.	
Online Advertorial	€ 780.-
Online Advertorial incl. video upload	€ 880.-
Premium Banner (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 680.-
from 3 dispatches, each	€ 610.-
Stand-Alone Newsletter 1 x dispatch	
	€ 2,800.-



▶ Flexo+Tief-Druck and flexotiefdruck.de



Leading German-language magazine for package printing, converting and special applications.
Launched in 1990
Portal: flexotiefdruck.de

6 issues per year

Circulation	3,200 copies
Distribution	DACH, Europe
Language	German

The **Weekly Newsletter of Flexo+Tief-Druck** offers up-to-date and appealing industry news. It reaches the subscribers precisely: middle and upper management professionals in the print industry and also press operators in package printing.

Since the readers consciously subscribe to our newsletters, they are eagerly awaited week after week. Present your company, your products and your events in an editorial news environment – accessible on all digital devices, from desktop to mobile.

Newsletter subscribers: 1,260
(as of November 2021)

Formats

Online Advertorial

Extensive, prominently placed article, which is placed online on **flexotiefdruck.de** and teased in the Weekly Newsletter on the 1st position.

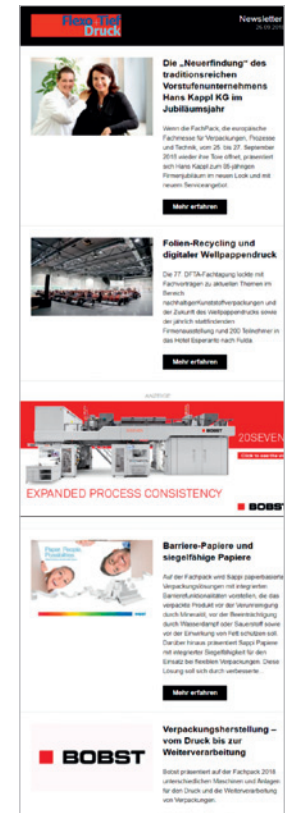
Online Advertorial	€ 420.–
Online Advertorial incl. video upload	€ 520.–

Premium Banner

(max. 250 KB, JPG, PNG or GIF, static)

580 x 250 pixel, 1x dispatch	€ 340.–
from 3 dispatches, each	€ 310.–

Prices



▶ Special Newsletter Gravure Global

Our monthly newsletter in English language reports regularly and exclusively on the latest developments, decisive innovations and current events in the gravure printing industry from around the world. It contains valuable technical reports and market observations.

Use our special newsletter to advertise your company, your latest products or events - in the midst of editorial news, played out on all digital devices, desktop and mobile. You will receive detailed reporting after your campaign.

Present your company:

- **With your Online Advertorial**
one week in the 1st position on **flexotiefdruck.de**
and once sent out with the Special Newsletter Gravure Global
- **With your Premium Ad Banner**
in a high quality editorial environment

Started: November 2020
Delivery rhythm: monthly
Dispatch: worldwide
Target group: specialists and decision-makers
in the gravure printing industry

Newsletter subscribers: 2.200
(as of December 2020)



Link for your personal newsletter registration:
<https://flexotiefdruck.de/gravure-global-special-newsletter/>

Formats	Prices
Online Advertorial	
Extensive, prominently placed article in English language, which is placed online on flexotiefdruck.de and teased in the Special Newsletter Gravure Global on position 1.	
Online Advertorial	€ 780.-
Online Advertorial incl. video upload	€ 880.-
Premium Banner (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1 x dispatch	€ 680.-
from 3 dispatches, each	€ 610.-
Stand-Alone Newsletter 1 x dispatch	
	€ 2,800.-

Gravure Global Newsletter
November 2021

Gravure printing of the future - sustainable, premium quality print

The HelloGreen Process is a three-pronged strategy developed by the Hellogroup Holding group that offers a radically different way of producing the gravure tone and that therefore fundamentally changes the entire gravure printing process. Hello Press!, a three-step process for the production of gravure cylinders, is a key part of this strategy. Flexo-Tief Druck talked to...

50 years of successful cooperation

In 1972 a short piece of news appeared in the pages of The Times newspaper on the K Hand Proofer designed and developed by FSC Free Cool Instruments.

Automation, drives, retrofitting and data systems for web processing machinery

LEBBING

Member of JAGDENBERG Group

New special newsletter for the gravure printing industry

The feedback from the globally networked gravure community to the special GRAVURE GLOBAL Edition 2021 of Flexo-Tief Druck that appeared at the beginning of November has been extremely positive.

▶ Your Contacts

Your marketing consultants



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

General Terms and Conditions

1. Exclusive scope, agreement

1.1 In its own name and for its own account, the Ebner Media Group GmbH & Co. KG, Karlstrasse 3, 89073 Ulm, Germany (hereinafter referred to as "publisher") markets advertisements for the newspapers and magazines that it publishes.

1.2 The following terms and conditions are exclusively valid for all contractual relationships between the publisher and the customer (hereinafter referred to as "customer") with regard to the placement of advertisements. The validity of any general terms and conditions of the customer is expressly excluded, even if the publisher does not contradict in individual cases.

1.3 The publisher agrees to comply with the regulations of the minimum wage (MiLoG). This is also valid, insofar as the publisher orders other contractors with attendances.

2. Services; Submission for publication; Completion

2.1 In the context of these terms and conditions, an "advertising order" is a contract by an advertiser or other purchaser of advertising space for the publication of one or more advertisements in a publication for the purpose of dissemination.

2.2 In case of doubt, advertisements are to be submitted for publication within one year after the signing of the contract. If a contract grants the right to submit individual advertisements, then the contract is to be completed within one year after the publication of the first advertisement, assuming that the first advertisement was submitted and published during this year.

2.3 Upon signing an advertising contract, the customer also has the right to submit, within the agreed or one-year period according to paragraph 2.2, additional advertisements beyond the volume specified in the contract.

2.4 If an order is not completed due to reasons for which the publisher is not responsible, then, notwithstanding any other legal obligations, the customer shall pay the publisher the difference between the contractually granted discount (taking into consideration the pre-defined total volume) and the actual total volume (discount adjustment charge). The payment shall not apply if the failure is due to force majeure within the risk area of the publisher.

3. Calculation of volumes

3.1 For the calculation of volumes, text millimeter lines are converted according to price into advertisement millimeters.

3.2 The publisher must receive orders for advertisements and third-party supplements which are intended for publication in specific numbers, in specific issues or in specific places within the publication before the closing date so the publisher can notify the customer, prior to the advertising deadline, that the order cannot be completed in this way. Classified ads will be printed in the relevant section without the need for express agreement.

3.3 Text advertisements are advertisements bordered on at least three sides by text and not by other advertisements. Advertisements that are not identifiable as advertisements due to their layout can be clearly labeled as such by the publisher with the word "advertisement".

4. Publisher's right of refusal; Orders for supplements

4.1 The publisher reserves the right to refuse advertising orders, individually submitted advertisements in the context of a signed contract or orders for the insertion of supplements due to the contents, the origin or the technical form according to uniform, objectively justified principles of the publisher if their content violates laws or legal regulations. This also applies to orders placed with branches, reception points or representatives.

4.2 Orders for supplements are binding on the publisher after submission of a sample of the supplement and its approval. Supplements which, due to their format or layout, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party advertisements, will be accepted subject to change. The customer will be notified immediately if the publisher decides to refuse an order.

5. Obligations of the customer

5.1 The customer is responsible for assuring the timely delivery of the advertising copy and the flawlessness of the printing documents or supplements. If advertising orders, changes in the scheduling or the desired issue, textual corrections and/or cancellations are communicated via telephone, the publisher assumes no liability for same. If printing documents are obviously unsuitable or damaged, the publisher shall immediately request replacements for same. Within the limitations imposed by the printing documents, the publisher guarantees the standard of printing quality customary for the publication.

5.2 Cancellations must be made in writing. If an order is cancelled, the publisher can bill the customer for the costs incurred due to typesetting.

5.3 The customer is obliged to bear the costs of publication of a reply which refers to actual assertions in the published advertisement. These costs will be calculated according to the currently applicable advertising rate. This applies only in the event that the publisher is obliged to print the reply.

5.4 Exclusion of competition cannot be guaranteed. Placement requests are subject to availability of space. The publisher reserves the right to change previous placements due to reasons related to the page layout; such changes shall not affect the validity of the order. The publisher likewise reserves the right to change branch-of-industry designations.

5.5 If the printed advertisement is wholly or partly illegible, incorrect or incomplete, the customer has a claim to price reduction or to a perfectly corrected replacement advertisement, but only to the extent to which the purpose of the original advertisement was impaired. If the publisher fails to publish the replacement advertisement within an agreed and reasonable time period or if the replacement advertisement is again flawed, then the customer has a right to a price reduction or to cancellation of the order.

6. Liability of the publisher

The publisher assumes unlimited liability for damages caused by his legal representatives or executive employees and for damages caused deliberately by other agents acting on his behalf;

in the event of a negligent breach of duty, the publisher is also liable for damages arising from injury to life, body or health. The publisher is liable for product liability damages in accordance with the provisions of the Product Liability Act. The publisher is liable for damages caused by his legal representatives or executive employees arising from the breach of cardinal obligations; cardinal obligations are the essential duties which form the basis of this contract, which were crucial for the completion this contract, and upon the fulfillment of which the licensee can rely. If the publisher has breached these cardinal obligations due to slight negligence, then his liability is limited to the amount that was predictable for the publisher at the time when each service was rendered. The publisher is liable for the loss of data only up to the amount that would have been incurred for recovery of the data if proper and regular back up of the data had been undertaken. Further liability of the licensor is excluded.

7. Proofs; Calculation

7.1 Proofs will be provided only by request. The customer bears the responsibility for the correctness of the returned proofs. The publisher has the right to expect the corrections to be communicated to him within the period specified when the proofs were sent to the customer.

7.2 If no special instructions about the size and dimensions are given, the calculation will be based on the customary and actual printed height of the advertisement.

8. Invoicing; Delay; Voucher Copy of the Advertisement

8.1 If the customer has not paid in advance, then the invoice will be sent immediately or no later than fourteen days after the publication of the advertisement.

8.2 Unless a different payment period or prepayment has been agreed in individual instances, the invoice must be paid within the period specified in the price list. This period begins with the customer's receipt of the invoice. Any discounts for early payment will be granted as specified in the price list.

8.3 Interest and collection fees will be charged if the payment is delayed or deferred. In the event of a delayed payment, the publisher can delay completion of the current order until the payment is received and can demand prepayment for the remaining advertisements.

If there is reasonable doubt about the solvency of the customer, the publisher has the right, also during the running time of an advertising contract and without consideration of an originally agreed payment date, to make the publication of further advertisements contingent upon the advance payment of the amount and the settlement of outstanding invoices.

8.4 If so desired by the customer, the publisher will deliver a voucher copy of the published advertisement together with the invoice. Depending on the nature and size of the order, the delivered voucher copy will consist of tear sheets, full pages or complete copies of the issue that carried the advertisement. If a voucher copy can no longer be obtained, its place shall be taken by a legally binding certification from the publisher averring that the advertisement was indeed published and disseminated.

9. Cost; Price reduction

9.1 The customer shall bear the expenses of preparing ordered printing blocks, stencils and drawings, as well as the expenses of significant changes to the originally agreed versions desired by the customer or for which the customer is responsible.

9.2 In case of a contract covering several advertisements, a decrease in circulation can serve as the basis for a claim to price reduction if the average circulation specified in the price list or otherwise mentioned is not achieved in the overall average of the year beginning with the scheduled publication of the first advertisement or, in the event that no circulation volume is mentioned, if the average sold circulation (for special-interest magazines: the average actually distributed circulation) is less than the average sold circulation during the previous calendar year. A decrease in circulation is a shortcoming which justifies a price reduction only to following extents:

- 20% price reduction for circulation up to and including 50,000 copies
- 15% price reduction for circulation up to and including 100,000 copies
- 10% price reduction for circulation up to 500,000 copies
- 5% price reduction for circulation of 500,000 or more copies.

Additionally, claims for price reduction are excluded if the publisher has informed the customer of the reduced circulation so far in advance that the customer could cancel the order prior to the publication of the advertisements.

10. Classified Advertisements with Box Numbers; Documents; Storage

10.1 For classified advertisements with box numbers, the publisher will exercise the due diligence incumbent upon a prudent businessman to assure the safekeeping and timely forwarding of offers. Registered and express letters in response to classified advertisements with box numbers will be forwarded by normal post.

10.2 The publisher will return valuable documents without being obliged to do so. Letters which exceed the permissible DIN C 4 format (weight: 500 grams), parcels containing merchandise, books or catalogues, and small packages will not be forwarded and their delivery will be refused. However, in exceptional instances, acceptance of delivery and forwarding can be agreed if the customer pays the costs and/or fees incurred for same.

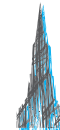
10.3 In the interest of the customer and for his protection, the publisher reserves the right to open and to inspect incoming letters or parcels in order to preempt or eliminate any misuse of box-number services. The publisher is not obliged to forward business proposals or brokerage offers. Printing documents will be returned only at the specific request of the customer. The obligation to keep such documents ends three months after the expiration of the order.

11. Place of Performance and Place of Jurisdiction; Applicable Law

11.1 In business transactions with merchants, legal entities or special funds under public law, the place of performance and the place of jurisdiction is the head office of the publisher. However, the publisher also has the right to sue at the court of law which is responsible for the region in which the customer's head office is located.

11.2 German law applies with the exclusion of the UN Sales Convention.

We are
label printing!



EBNER MEDIA GROUP

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89073 Ulm
Germany



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