

▶ Editorial Programme 2023 (as of December 14, 2022)

Topics of each issue		Important industry events
1-2023 (February) Publication date: 16.02.2023 Editorial deadline: 24.01.2023 Advertising Closing: 31.01.2023	<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) 	
2-2023 (April) Publication date: 12.04.2023 Editorial deadline: 16.03.2023 Advertising Closing: 23.03.2023	<ul style="list-style-type: none"> ■ Fair issue ICE Europe + CCE International (trends, new products, trade fair information) ■ Label market survey and prospects for Labelexpo year 2023 ■ Ecology & Sustainability: Environmentally friendly label production ■ Printing technology: Modular technology for printing and finishing/converting ■ Printing materials - technologies and trends <ul style="list-style-type: none"> ■ Special Functional Printing – Intelligent Labels & Packaging (n° 1/2023) <ul style="list-style-type: none"> ● Fair Lopec: Outlook on the fair, current trends, exhibitors and their innovations ● Printed electronics - a new business field for label and packaging printers? ● Machines, plants and tools for functional printing ● Security labels and counterfeit protection 	Hunkeler Innovation Days, Luzern/CH: 27.02.-2.03.2023 LOPEC, Munich/DE: 1.-2.03.2023  ICE Europe/CCE International, Munich/DE: 14.-16.03.2023 
3-2023 (June) Publication date: 6.06.2023 Editorial deadline: 11.05.2023 Advertising Closing: 17.05.2023	<ul style="list-style-type: none"> ■ Anniversary edition: 30 years Etiketten-Labels ■ Fair issue Interpack (trends, new products, trade fair information) ■ Digital printing technology: toner, liquid toner, inkjet, UV inkjet ■ Flexible packaging in narrow web production ■ 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) <ul style="list-style-type: none"> ■ Special Finishing & Veredelung (n° 1/2023) <ul style="list-style-type: none"> ● Embossing (cold/hot/hologram foil) ● Varnishing ● Laminating ● Conventional and laser die-cutting 	VskE Spring Conference, Altensteig-Wart/DE: 20.-22.04.2023 Interpack, Düsseldorf/DE: 4.-10.05.2023  Finat European Label Forum, Vienna/AT: 31.05.-2.06.2023

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Etiketten-Labels

Topics of each issue		Important industry events
4-2023 (August) Publication date: 24.07.2023 Editorial deadline: 29.06.2023 Advertising Closing: 6.07.2023	<ul style="list-style-type: none"> ■ Preview Labelexpo Europe (first trends, announcements, trade fair information) ■ Business management, corporate concepts ■ Workflow management, process optimization ■ Printing technology conventional and digital ■ UV and LED-UV – Curing and drying in label printing <ul style="list-style-type: none"> ■ Special Functional Printing – Intelligent Labels & Packaging (n° 2/2023) <ul style="list-style-type: none"> ● New processes for printing/application of electronic components/circuits/sensors ● Special printing inks and pastes ● Quality control in printed electronics ● Tracking labels/smart labels/Augmented Reality/Rfid/NFC ● Pharma labels/tamper-evident seals 	Labelexpo Europe, Brussels/BE: 11.-14.09.2023 
5/2023 (September) Publication date: 4.09.2023 Editorial deadline: 10.08.2023 Advertising Closing: 17.08.2023	<ul style="list-style-type: none"> ■ Fair issue Labelexpo Europe – new products, trends and technologies ■ Prepress: imagesetter, printing plates – recent developments ■ Printing technology: Where is the development of conventional systems going? ■ Inspection and control systems (in-/offline, web guiding control, web inspection) ■ Ecology & Sustainability: Sustainability in the printing process 	Labelexpo Europe, Brussels/BE: 11.-14.09.2023  VskE Fall Conference, Würzburg/DE: 16.-18.11.2023
6/2023 (December) Publication date: 7.12.2023 Editorial deadline: 14.11.2023 Advertising Closing: 21.11.2023	<ul style="list-style-type: none"> ■ Printing technology: Alternatives to flexo printing (offset, screen, letterpress) ■ Special machines and special designs ■ In-mould labels – current technologies and materials ■ Printing peripherals (water treatment, drying, winding and unwinding etc.) <ul style="list-style-type: none"> ■ Special Finishing & Veredelung (n° 2/2023) <ul style="list-style-type: none"> ● Embossing (cold/hot/hologram foil) ● Varnishing ● Laminating ● Conventional and laser die-cutting 	
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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



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 1/2023 (February) and Flexo+Tief-Druck 1-2023 (February)

- **Fair Lope:** Outlook on the fair, current trends, exhibitors and their innovations
- Printed electronics - a new business field for label and packaging printers?
- Machines, plants and tools for functional printing
- Security labels and counterfeit protection

LOPEC,
Munich/DE: 1.-2.03.2023
LOPEC
DRUCKEN, VERPACKEN, VERTEILEN
DER PRODUKTIVITÄT UND QUALITÄT

► in Etiketten-Labels 4/2023 (August) and Flexo+Tief-Druck 4-2023 (July)

- New processes for printing/application of electronic components/circuits/sensors
- Special printing inks and pastes
- Quality control in printed electronics
- Tracking labels/smart labels/Augmented Reality/Rfid/NFC
- Pharma labels/tamper-evident seals

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► Special Finishing & Veredelung



The megatrend individualization exists worldwide and leads to a differentiation of products, including their packaging and labels. 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 3/2023 (June)

► in Etiketten-Labels 6/2023 (December)

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Etiketten-Labels – Profile

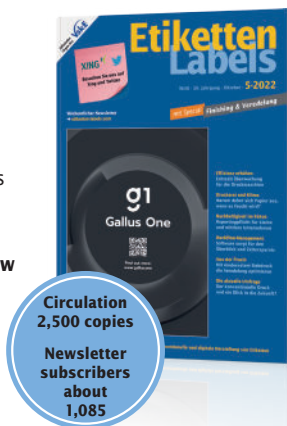
Title	Etiketten-Labels
Short description	Technical magazine for producers of labels, sleeves and in-mould labels in German speaking areas of Europe. Etiketten-Labels is the only technology-orientated magazine in German language for all segments of the production of self-adhesive labels and other narrow 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
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Publishers	Ebner Media Group GmbH & Co. KG Karlstraße 3 89073 Ulm - Germany
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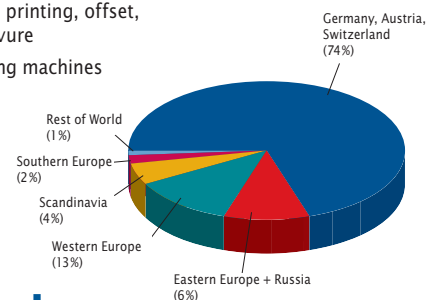
Contents and Rubrics

- 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 2022

Total volume	484.00 pages	= 100.00%
Advertisements	119.48 pages	= 24.69%
Classified ads	30.00 pages	= 6.20%
Editorial content	334.52 pages	= 69.12%

How to reach your customers



Social Media



Website

Trade Magazines
+ e-paperSpecial publications
– related to specific
topics and marketsPR & Marketing
ServicesWeekly Newsletters
Stand-Alone Newsletter
Special Newsletters

Digital Printing today

Online Seminars



Videos

Expert Talks –
Round Tables – Events

▶ Etiketten-Labels – Key Data Print + Online



2,500
Print Circulation



4,220
Online Visits



2,550
Unique Users



6,770
Page Impressions



1,090
Newsletter Subscribers



5,430
Xing Follower



2,310
LinkedIn Follower



860
Twitter Follower

(as of November 2022)

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

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