













▶ Advertisement Rates and Formats

Valid as of 1st January 2023

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	€ 2,095.–	€ 2,430.–	€ 2,765.–	€ 3,095.–
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 –	€ 1,095.–	€ 1,430.–	€ 1,765.–	€ 2,095.–
1/3 page	horizontal  upright 	178 x 85 mm 56 x 262 mm	210 x 99 mm 70 x 297 mm	€ 820.–	€ 1,155.–	€ 1,490.–	€ 1,820.–
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 –	€ 680.–	€ 1,015.–	€ 1,350.–	€ 1,680.–
1/8 page	horizontal  1 column/2 columns 	178 x 30 mm 44 x 130 mm 92 x 65 mm	210 x 39 mm – –	€ 375.–	€ 710.–	€ 1,045.–	€ 1,375.–
1/16 page	1 column/2 columns 	44 x 65 mm 92 x 31 mm	– –	€ 195.–	€ 530.–	€ 865.–	€ 1,195.–
mm rate (single column, 42 mm width)		For other sizes than those shown in the rate card.				black/white: € 3.20	

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)	€ 4,200.–
	Inside front cover	€ 3,500.–
	1/3 page horizontal, 4c below the editorial at page 3	€ 2,440.–
	Page 4, facing table of contents (1/1 page, 4c)	€ 3,400.–
	Cover page Special Funktionales Drucken / Finishing & Veredelung (1/2 page across, 4c, 210 x 130 mm + 3 mm bleed)	€ 3,095.–
	Inside back cover	€ 3,300.–
	Back cover	€ 3,800.–
	Surcharge for placement condition	10%

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

2-sided (1 sheet DIN A4)	€ 2,100.–
4-sided (2 sheets DIN A4)	€ 2,685.–

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 1,000 pieces	€ 380.–
Insert at a certain point in the magazine: per 1,000 pieces	€ 50.–
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	€ 180.–
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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	€ 2.40
Job searches (no reps or agents)	4c	€ 1.60
Box numbers	Europe	€ 12.00
	Overseas	€ 18.00

▶ Special Advertising

Belly bands, flaps, etc.

Please contact us

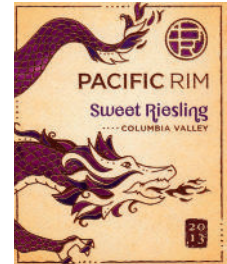
▶ Discounts for insertions within one year of booking

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	€ 2.00
4c	€ 2.40

Price examples (each for 6 issues)

15 mm height, 4c	€ 216.00
30 mm height, 4c	€ 432.00
50 mm height, 4c	€ 720.00

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

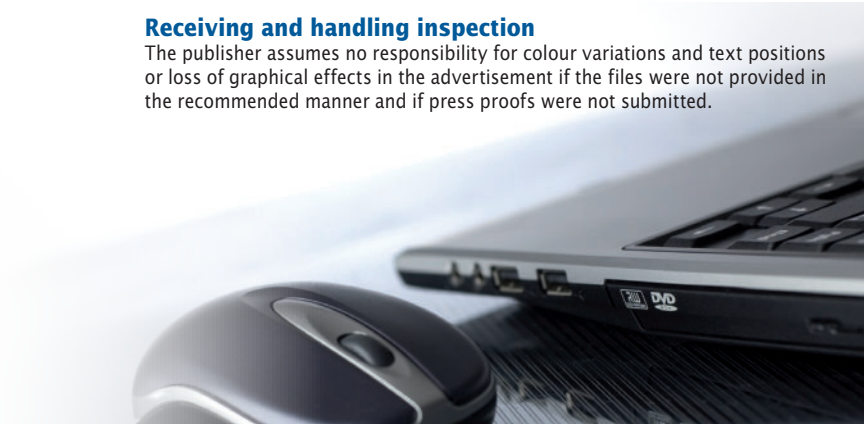
<https://wettransfer.com>

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.



▶ 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.

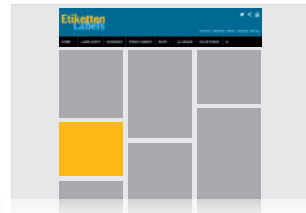
Benefit from the traffic on our website and place your banner advertisement where the industry keeps itself informed. All banners are delivered in rotation (max. 3 banners in rotation).

*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

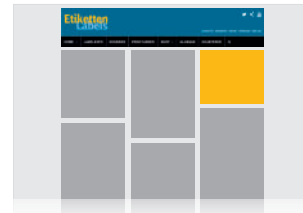


Content Ad (Medium Rectangle)

300 x 250 pixels

Price/per 4 weeks

€ 580.–

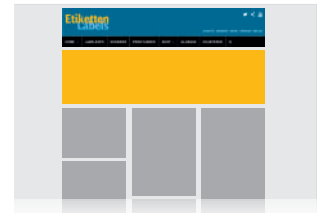


Medium Rectangle (positioning above the sidebar)

300 x 250 pixels

Price/per 4 weeks

€ 690.–



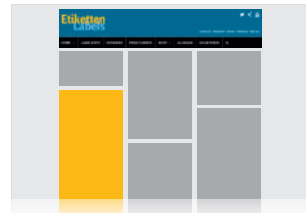
Billboard

980 x 250 pixels

320 x 100 pixels (mobile)*

Price/per 4 weeks

€ 890.–

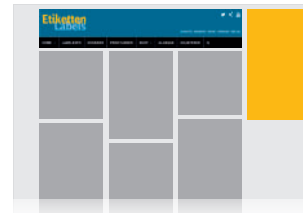


Half Page Ad

300 x 600 pixels

Price/per 4 weeks

€ 690.–

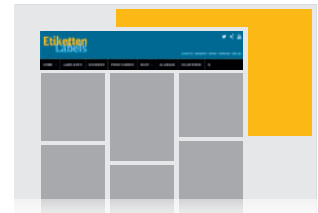


Big Skyscraper

300 x 600 pixels

Price/per 4 weeks

€ 690.–



Hockeystick

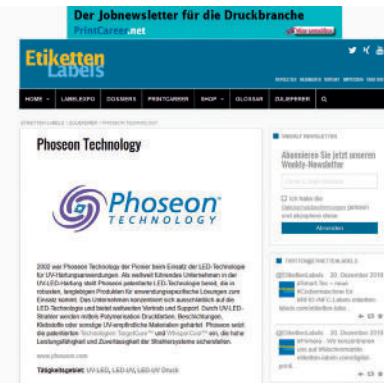
(Superbanner + Big Skyscraper)

728 x 90 + 300 x 600 pixels

Price/per 4 weeks

€ 890.–

▶ 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: 1,090
(as of November 2022)

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	€ 450.–
Online Advertorial incl. video upload	€ 550.–
Premium Banner (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixel, 1x dispatch	€ 360.–
from 3 dispatches, each	€ 324.–



▶ 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: 1,090
(as of November 2022)

Stand-Alone Newsletter

1x dispatch

€ 1,695.–

▶ 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 2023:

- Interpack, Dusseldorf/DE
- Labelexpo Europe, Brussels/Belgium

... 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 € 450.–

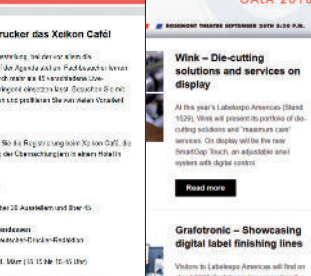
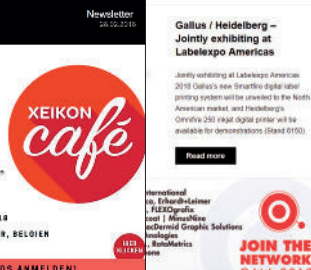
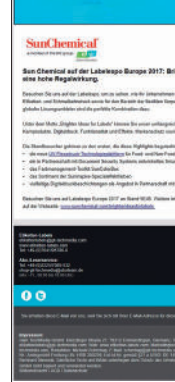
Online Advertorial incl. video upload € 550.–

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

580 x 250 pixel, € 360.–

1x dispatch

from 3 dispatches, each € 324.–



▶ 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: 1,901

(as of November 2022)

Digital Printing *today*

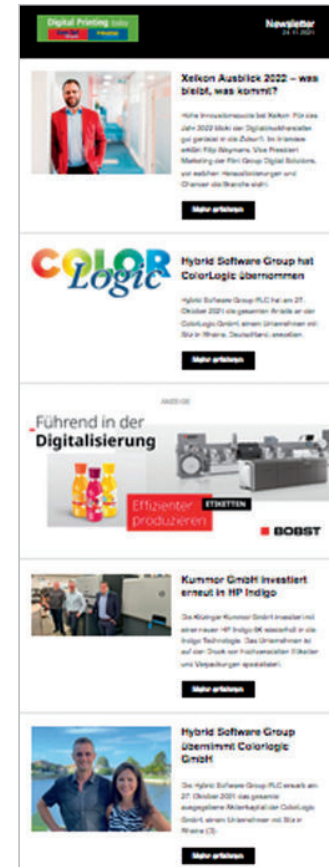
Flexo+Tief
Druck

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	€ 820.–
Online Advertorial incl. video upload	€ 920.–
Premium Banner (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 720.–
from 3 dispatches, each	€ 648.–
Stand-Alone Newsletter 1 x dispatch	
	€ 2,895.–



▶ 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: 1,310
(as of November 2022)

Formats

Online Advertorial

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

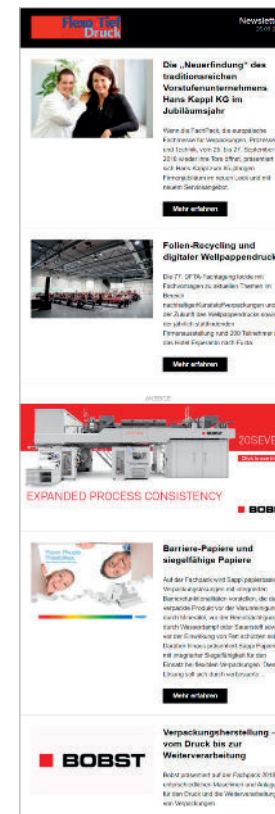
Online Advertorial	€ 450.–
Online Advertorial incl. video upload	€ 550.–

Premium Banner

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

580 x 250 pixel, 1x dispatch	€ 360.–
from 3 dispatches, each	€ 324.–

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

Language: English
Delivery rhythm: monthly, 12 times per year
Dispatch: worldwide
Target group: specialists and decision-makers
in the gravure printing industry

Newsletter subscribers: 2,100
(as of November 2022)



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

Format	Price/dispatch
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	€ 820.-
Online Advertorial incl. video upload	€ 920.-
Premium Banner (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1 x dispatch	€ 720.-
from 3 dispatches, each	€ 648.-
Stand-Alone Newsletter 1 x dispatch	€ 2,895.-

