

# Media Information 2026

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

Special Section

**Finishing & Veredelung**

**Print · E-Paper · Online  
Campaigns · Events**



Ebner Media Group GmbH & Co. KG, Germany

**Etiketten Labels**  
9650 · 33. Jahrgang · September 5-2025  
mit Special **LABELEXPO EUROPE 2025**

Besuchen Sie uns auch auf

Wöchentlicher Newsletter  
[etiketten-labels.com](http://etiketten-labels.com)

**End to-End**

Die Etikettenproduktion einfacher gestalten [www.bobst.com](http://www.bobst.com)

Sie können mit nur einem Lieferanten und damit auch nur einem Ansprechpartner im Service alle Anforderungen an die Etikettenherstellung abdecken.

Nehmen Sie Kontakt auf unter [www.bobst.com/contact](http://www.bobst.com/contact).

**BOBST**

Einziges deutschsprachiges Fachmagazin für konventionelle und digitale Herstellung von Etiketten

Offizielles Spitzenverband für Etiketten- und Klebefolienhersteller in Europa und Südostasien

Der Fachverband für die Herstellung von Etiketten und Klebefolien

**VskE**  
Offizielles Organ des Verbandes der Hersteller selbstklebender Etiketten und Schmalbahnconverte e.V.

www.bobst.com

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## About Us

### EBNER MEDIA GROUP

– Label and Package Printing Division

The EBNER MEDIA GROUP, Ulm, Germany, is a leading media company for specialist publications 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 with its more than 30 strong brands is organized decentrally at 4 locations in Germany.

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 **VerpackungsDruck** (formerly Flexo+Tief-Druck) as well the specials **Digital Printing today**, **Wellpappe, Faltschachteln & Papier (Corrugated Board, Folding Boxes & Paper)**, **Packaging Films & 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**, **VerpackungsDruck** (formerly Flexo+Tief-Druck), **Digital Printing today**, **Wellpappe, Faltschachteln & Papier**, **Packaging Films & Converting** and **Gravure Global** – in print and digital, 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**

**Verpackungs  
Druck**  
& Converting

**Digital Printing today**

Verpackungs  
Druck  
& Converting

Etiketten  
Labels

**Wellpappe,  
Faltschachteln & Papier**

Verpackungs  
Druck  
& Converting

**Packaging Films  
& Converting**

Verpackungs  
Druck  
& Converting

**Gravure  
Global**

Verpackungs  
Druck  
& Converting

## Etiketten-Labels – Profile

### Etiketten-Labels

**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 print + digital per year

**Publication size** 210 mm width x 297 mm height (DIN A4)

**Launched in** 1993

**Circulation** 2,200 copies

**Portal** etiketten-labels.com

**Xing** xing.com/pages/etiketten-labels

**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



Circulation  
2,200 copies  
Newsletter  
subscribers  
about  
1,095

## Contents and Rubrics

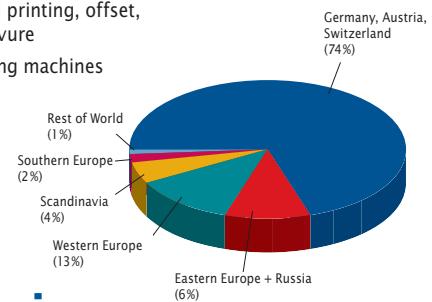
- Technology in Detail
- From Practice
- Ecology & Sustainability
- People & Markets
- VskE News
- „Bläue Datei“
- Supplier Directory

- **Special Section:**
- 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

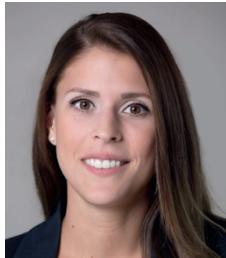


## Print Analysis

### Content Analysis: 1 year = 6 issues in 2025

<b>Total volume</b>	440.00 pages	= 100.00%
<b>Advertisements</b>	90.86 pages	= 20.65%
<b>Classified ads</b>	30.00 pages	= 6.82%
<b>Editorial content</b>	319.14 pages	= 72.53%

## ► Industry Opinions



„A leading global supplier to the label industry, BOBST, has maintained a partnership with Etiketten-Labels as a trusted media partner and key trade publication for many years. With a commitment to technical journalism, it serves as an important platform for the label community, both as an independent news outlet and a source of specialist information.“

### **Désirée Bariatti**

*Regional Marketing & Communications Manager DACH  
BOBST*



“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*



“For us, Etiketten-Labels is a successful networking of information and communication technology. The online platform offers a quick, current overview - the print magazine scores with detailed topics and research. Both worlds strengthen each other through synergies to reach their target group.”

### **Sonja Arnold**

*Authorized Signatory and Head of Internal Sales  
Chromos 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 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*



“For SCREEN Europe, Etiketten-Labels represents an essential bridge between technology, expertise, and people. Its focus on innovation and practical insights helps us share our developments in digital inkjet printing with professionals who drive the label and packaging industry forward.”

### **Juan Cano**

*Director Business Development Flexible Packaging  
SCREEN Europe*

# ► Editorial Programme 2026

(as of February 2, 2026)

## Important Industry Events

Topics of each issue	<ul style="list-style-type: none"> <li>■ <b>Printing machines</b> (conventional, hybrid, digital)</li> <li>■ <b>Prepress / printing forme production</b> (printing plates, imaging systems, screening processes)</li> <li>■ <b>Substrates</b> (paper, films, thermal material, metallized materials, etc.)</li> <li>■ <b>Finishing / Converting</b> (analogue/digital/hybrid)</li> </ul>	
<b>1-2026 (February)</b> <b>Publication date:</b> <b>19.02.2026</b> Editorial deadline: 27.01.2026 <b>Advertising closing:</b> <b>3.02.2026</b>	<ul style="list-style-type: none"> <li>■ <b>Fair LOPEC:</b> Outlook on the fair, current trends, exhibitors and their innovations</li> <li>■ Printing technology (analogue, digital, hybrid)</li> <li>■ Substrates (paper, films, thermal material, etc.)</li> <li>■ Flexible packaging – a topic for label printing</li> </ul>	23rd Inno Meeting: "Flexpack 2030", Osnabrueck/DE: 24.-25.02.2026  LOPEC, Munich/DE: 25.-26.02.2026 
<b>2-2026 (April)</b> <b>Publication date:</b> <b>16.04.2026</b> Editorial deadline: 20.03.2026 <b>Advertising closing:</b> <b>27.03.2026</b>	<ul style="list-style-type: none"> <li>■ <b>Fair Interpack:</b> Outlook on the fair, current trends, exhibitors and their innovations</li> <li>■ Inspection and control systems (in-/offline, web guiding control, web inspection, densitometry, spectrophotometry)</li> <li>■ Converting (die-cutting, slitting, winding)</li> <li>■ Inks and varnishes (colour management, dosing, residual colours, drying/curing)</li> </ul>	Vske Spring Conference, Nuremberg/DE: 23.-25.04.2026  Interpack, Dusseldorf/DE: 7.-13.05.2026 
<b>3-2026 (June)</b> <b>Publication date:</b> <b>15.06.2026</b> Editorial deadline: 20.05.2026 <b>Advertising closing:</b> <b>27.05.2026</b>	<ul style="list-style-type: none"> <li>■ Substrates – paper and films (offers, properties, specialties)</li> <li>■ Labels for the (pharmaceutical) industry</li> <li>■ Security and logistics (counterfeit protection, security features, products and software)</li> <li>■ <b>Special Finishing &amp; Veredelung (n° 1/2026)</b> <ul style="list-style-type: none"> <li>● Cutting, embossing</li> <li>● Varnishing</li> <li>● Laminating</li> <li>● Conventional and laser die-cutting</li> <li>● Finishing</li> </ul> </li> </ul>	FINAT European Label Forum, Sevilla/ES: 27.-29.05.2026  

**4-2026 (September)**

**Publication date:**

**1.09.2026**

Editorial deadline:  
6.08.2026

**Advertising closing:**  
**13.08.2026**

- **Fair Labelexpo Americas:** Outlook on the fair, current trends, exhibitors and their innovations
- Business management, business concepts
- Workflow management, production optimisation, industry software
- Printing forme production – trends, innovations, technology

**5-2026 (October)**

**Publication date:**

**15.10.2026**

Editorial deadline:  
22.09.2026

**Advertising closing:**  
**29.09.2026**

- Print finishing and converting (die-cutting, embossing, grooving, winding/unwinding, varnishing)
- Printing processes (current developments in flexo, offset, screen and gravure printing)
- Software for label production

**6-2026 (December)**

**Publication date:**

**10.12.2026**

Editorial deadline:  
17.11.2026

**Advertising closing:**  
**24.11.2026**

- Inspection and control systems (in-/offline, web guiding control, web inspection, densitometry, spectrophotometry)
- Smart labels (RFID, printed electronics)
- Special machines and custom-made machines
- **Special Finishing & Veredelung (n° 2/2026)**
  - Cutting, embossing
  - Varnishing
  - Laminating
  - Conventional and laser die-cutting
  - Finishing

Special Section Finishing & Veredelung

**Topics of each issue**

- **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)

**Important Industry Events**

Loupe Americas, Chicago,  
IL/USA: 15.-17.09.2026



GRA International Gravure Days:  
Munich/DE: 7.-9.10.2026



DFTA Technical Conference, ???:  
4.-5.11.2026



Vske Fall Conference, Bad Neuenahr/DE:  
12.-14.11.2026

**We appreciate your opinion!** Please contact editor **Carolin Wacker** at [carolin.wacker@ebnermedia.de](mailto:carolin.wacker@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 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, a magazine-within-a-magazine, 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 between and news about cold and hot stamping. Finishing with hologram foil. 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 3/2026 (June)**

► **in Etiketten-Labels 6/2026 (December)**

## Special Newsletter Digital Printing today

Our digital channel for digital printing: 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 VerpackungsDruck (formerly 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 – DACH markets

Dispatch: monthly, 12 times per year

Newsletter subscribers: 1,564  
(as of October 2025)

Formats	Prices
<b>Online Advertorial / Native Text Ad</b>	
Extensive, prominently placed article, which is placed online on <b>etiketten-labels.com</b> and teased in the Special Newsletter on position 1.	
Online Advertorial	€ 890.–
Online Advertorial incl. video upload	€ 990.–
<b>Newsletter Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 775.–
from 3 dispatches, each	€ 698.–
<b>Stand-Alone Newsletter</b> 1 x dispatch	
	€ 2,995.–

## Digital Printing today

**Verpackungs  
Druck**  
& Converting

**Etiketten  
Labels**

Link for your personal newsletter registration:

[https://www.etiketten-labels.com/  
digital-printing-today-special-newsletter/](https://www.etiketten-labels.com/digital-printing-today-special-newsletter/)

**Digital Printing today**

**Newsletter**

**Xellen Ausblick 2022 – was bleibt, was kommt?**

Hohe Innovationsrate bei Xellen: Für das Jahr 2022 plant der Digitaldruckhersteller gut gestartet in die Zukunft. Im Interview erklärt Wolfram Weimers, Vice President Marketing, von den Grundlagen digitaler Solutions, von wodurch sich die Märkte unterscheiden und Chancen die Branche sieht.

**Mehr erfahren**

**Color Logic**

**Hybrid Software Group hat ColorLogic übernommen**

Hybrid Software Group (HSC) hat am 27. Oktober 2021 die gesamten Aktien an der ColorLogic GmbH, einem Unternehmen mit Sitz in Wiesbaden, Deutschland, erworben.

**Mehr erfahren**

**Führend in der Digitalisierung**

**BOBST**

**Effizienter ETIKETTEN produzieren**

**Kummar GmbH investiert erneut in HP Indigo**

Die Kölner Kummar GmbH investiert mit einer neuen HP Indigo 10K weiterhin in die Indigo Technologie. Das Unternehmen ist auf den Druck von hochwertigen Etiketten und Verpackungen spezialisiert.

**Mehr erfahren**

**Hybrid Software Group übernimmt ColorLogic GmbH**

Die Hybrid Software Group (HSC) erwirbt am 27. Oktober 2021 die gesamte ausgestrahlte Aktienkapital der ColorLogic GmbH, einem Unternehmen mit Sitz in Wiesbaden (D).

**Mehr erfahren**

# Advertisement Rates and Formats

Valid as of 1st January 2026

Size	Type area sizes (width x height)			Bleed sizes* (+ 3 mm bleed)	Black/white	4 colours (CMYK)	
1/1 page				178 x 262 mm	210 x 297 mm	€ 2,295.-	€ 3,295.-
1/2 page				horizontal 178 x 130 mm vertical 92 x 262 mm island 130 x 178 mm	210 x 145 mm 107 x 297 mm -	€ 1,195.-	€ 2,195.-
1/3 page				horizontal 178 x 85 mm vertikal 56 x 262 mm	210 x 99 mm 70 x 297 mm	€ 895.-	€ 1,895.-
1/4 page				horizontal 178 x 65 mm vertikal 44 x 262 mm 2 col 92 x 130 mm	210 x 74 mm 52 x 297 mm -	€ 740.-	€ 1,740.-
1/8 page				horizontal 178 x 30 mm 1 col 44 x 130 mm 2 col 92 x 65 mm	210 x 39 mm -	€ 405.-	€ 1,405.-
<b>mm rate</b> (single column, 44 mm width)		For other sizes than those shown in the rate card.				black/white: € 3.40	

**\*Bleed sizes without additional charge. The indicated bleed formats are final formats, to which 3 mm bleed must be added on all four edges.**

For other possible formats, as contiguous 2/1, 1 ½ or 2 x ½ 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.-
4-colour surcharge	€ 1,000.-

## ► Inserts (bound-in) (discountable and commissionable)

2-sided (1 sheet DIN A4)	€ 2,295.-
Insert with 4 pages or more	upon request

Inserts up to 170 g/m<sup>2</sup> 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.

## ► Special Placements (incl. 4 colour charge)

	<b>Cover page</b> (1/2 page, island, 4c)	€ 4,495.-
	<b>Inside front cover</b>	€ 3,750.-
	<b>1/3 page horizontal, 4c below the editorial at page 3</b>	€ 2,595.-
	<b>Page 4, facing table of contents</b> (1/1 page, 4c)	€ 3,650.-
	<b>Cover page</b> <b>Special Finishing &amp; Veredelung</b> (1/2 page across, 4c, 210 x 130 mm + 3 mm bleed)	€ 3,295.-
	<b>Inside back cover</b>	€ 3,295.-
	<b>Back cover</b>	€ 4,095.-
	<b>Surcharge for placement condition</b>	10%

## ► Loose Inserts (Supplements)

<b>Up to 25 g:</b> per 1,000 pieces	€ 415.-
<b>Insert at a certain point in the magazine:</b> per 1,000 pieces	€ 55.-
<b>Above 25 g:</b>	available upon request

Format: width max 200 mm x height max 285 mm

## ► Glued-in Inserts

(Postcards, booklets, samples glued-on advertisement; not discountable)

<b>Per 1000 pieces</b>	upon request
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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		
Job offers, Buying and Selling, etc.	4c	€ 2.60
Job searches (no reps or agents)	4c	€ 1.70
Box numbers	Europe	€ 14.00
	Overseas	€ 20.00

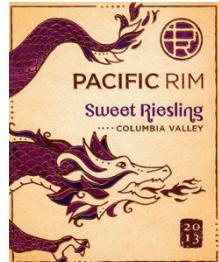
## ► Special Advertising

Belly bands, flaps, etc.	Please contact us
Special ad format „Machinery Trade“ 6 x 1/16	€ 1,620.- for 6 issues

## ► Discounts

for insertions within one year of booking

Series discounts	
Volume discount	
<b>3 advertisements</b>	5%
<b>6 advertisements</b>	10%
<b>9 advertisements</b>	15%
<b>12 advertisements</b>	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 on ads in the “Blaue Datei” and the Company Profile Online:



**Julia Pagelkopf**  
Verlagsbüro Felchner  
Phone: +49 (0) 83 41 966 17 83  
j.pagelkopf@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	€ 2.20
4c	€ 2.60

### Price examples

(each for 6 issues)

15 mm height, 4c	€ 234.00
30 mm height, 4c	€ 468.00
50 mm height, 4c	€ 780.00

### 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](http://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)

€ 620.00

incl. integration of a video (12 month period)

€ 720.00

**Comb. price** for advertisers of the “Blaue Datei” (12 month period) € 420.00

incl. integration of a video (12 month period) € 520.00

## ► Print: Technical Data

### **Circulation**

2,200 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/m<sup>2</sup>

### **Processing**

Adhesive bond

## ► Payment

### **Bank**

Volksbank Ulm-Biberach eG

IBAN DE19 6309 0100 0036 2600 02

BIC ULMVDE66XXX

SEPA Creditor-ID DE67ADS00000047069

VAT No. DE147041097

### **Terms of payment**

14 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://wetransfer.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**

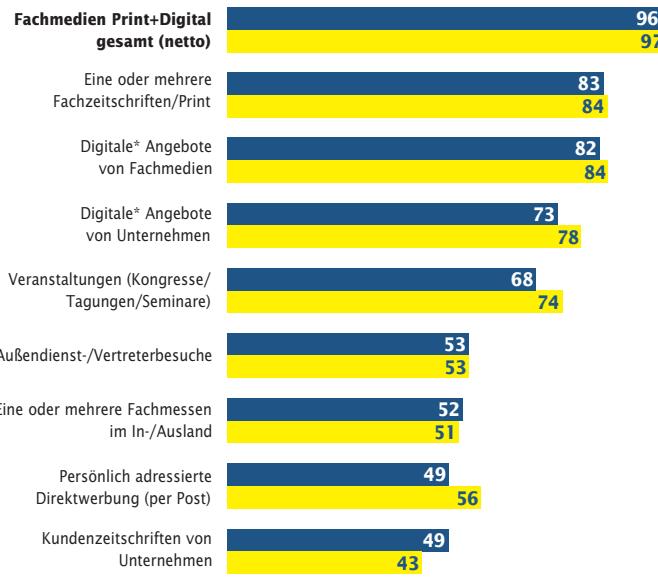
The publisher assumes no responsibility for colour variations and text positions or loss of graphical effects in the advertisement if the files were not provided in the recommended manner and if press proofs were not submitted.



## B2B Decision-maker analysis

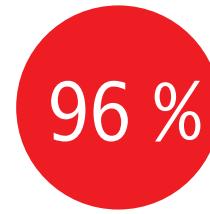
Study of the Deutsche Fachpresse on information behavior and media use of professional decision-makers

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



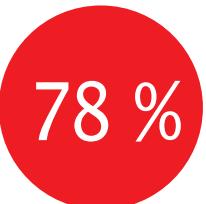
\* Websites, Social Media, Newsletter, Apps

Angaben in %  
■ Nutzung letzte 12 Monate  
■ dto./ Gruppe „bis 39 Jahre“



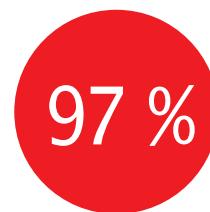
... of the 7.4 million professional decision-makers use specialized media

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.



... 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.



... 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



Website



Social Media



Weekly Newsletters  
Stand-Alone Newsletters  
Special Newsletters



Online Seminars



Videos



Media Information 2026



Trade Magazines  
+ E-papers



Special publications  
– related to specific  
topics and markets

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



**Carolin Wacker**

Your Specialist Editor

*"Developments of a wide variety of nature present the label industry with major challenges. Etiketten-Labels categorizes these challenges, highlights trends, and provides valuable tips – with current and practical articles."*

Phone: +49 (0) 151 12 91 18 97  
carolin.wacker@ebnermedia.de



## ► Etiketten-Labels – Key Data Print + Online



	<b>2.200</b> Print Circulation
	<b>3.766</b> Online Visits
	<b>3.397</b> Unique Users
	<b>4.299</b> Page Impressions
	<b>1.095</b> Newsletter Subscribers
	<b>5.173</b> Xing Follower
	<b>88 + 2.715</b> LinkedIn Follower (new company profile under construction)

(as of October 2025)

# ► etiketten-labels.com – Display Campaigns / Banners



## The right environment determines the success of banners!

Benefit from the traffic on our website and place your banner advertisement where the industry keeps itself informed.

Place your banner in Display Campaigns – this is how you can reach label and narrow web printers through our website over a longer period of time.

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.*

### Formats



#### Content Ad (Medium Rectangle)

300 x 250 pixels

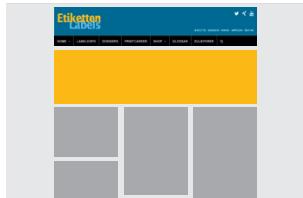
**Price**/per 4 weeks € 595.-



#### Medium Rectangle (positioning above the sidebar)

300 x 250 pixels

**Price**/per 4 weeks € 745.-



#### Billboard

980 x 250 pixels,  
mobile version: 320 x 100 pixels

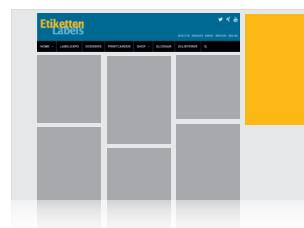
**Price**/per 4 weeks € 955.-



#### Half Page Ad

300 x 600 pixels

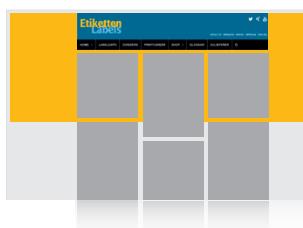
**Price**/per 4 weeks € 745.-



#### Skyscraper

300 x 600 pixels

**Price**/per 4 weeks € 745.-



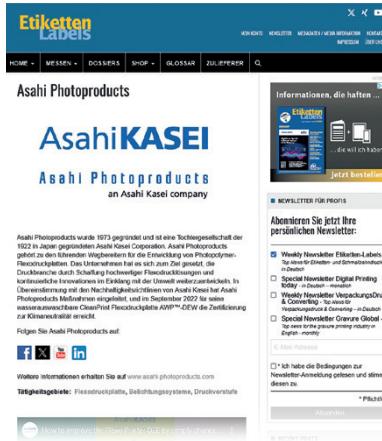
#### Wallpaper / Fireplace

(corresponds to 2x Big Skyscraper,  
left and right)

1,900 x 1,028 pixels with 980 pixels  
empty space in the middle,  
mobile version: 300 x 600 pixels

**Price**/per 4 weeks € 1,265.-

# Company Profile Online



The screenshot shows the website's header with the logo 'Etiketten Labels' and a navigation bar with links like 'HOME', 'IMPRESSEN', 'DOSSIER', 'SHOP', 'GLOSSAR', and 'ZULIEFERER'. Below the header, the text 'Asahi Photoprodcts' is displayed. The main content area features the 'Asahi KASEI' logo and the text 'Asahi Photoprodcts an Asahi Kasei company'. A sidebar on the right contains a newsletter sign-up form with fields for 'Newsletter für Profis' and 'Abonnieren Sie jetzt Ihre persönlichen Newsletter'. The form includes checkboxes for newsletter topics and a 'Newsletter jetzt herunterladen' button.

Present your company online on [etiketten-labels.com](http://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)

€ 620.00

incl. integration of a video (12 month period)

€ 720.00

**Combined price** for advertisers in the "Blaue Datei" (12 month period)

€ 420.00

incl. integration of a video (12 month period)

€ 520.00

**I would be happy to advise you on your Company Profile Online:**

**Julia Pagelkopf**  
Verlagsbüro Felchner  
Phone: +49 (0) 83 41 966 17 83  
j.pagelkopf@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 (with double opt-in), 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: 1,095  
(as of October 2025)

## Formats

## Prices

### Online Advertorial/Native Text Ad

Extensive, prominently placed article, which is placed online on [etiketten-labels.com](http://etiketten-labels.com) and teased in the Weekly Newsletter on the 1st position.

Online Advertorial

€ 490.–

Online Advertorial

€ 590.–

incl. video upload

### Newsletter Banner

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

580 x 250 pixel, 1x dispatch

€ 395.–

from 3 dispatches, each

€ 356.–



**FINAT: Die sich wandelnde Landschaft der Nachhaltigkeit**

In der dritten Sitzung des Punkt-Netzwerks "Label Forum (ELF) 2024" beschäftigten sich die Referenten mit der sich wandelnden Landschaft der Nachhaltigkeit, wobei die Bezugsperspektive auf Vorschriften, Technologien und Zusammenarbeit innerhalb der Branche lag.

[Mehr erfahren](#)



**Avery Dennison – Folienetiketten sind HOPE-Recycling kompatibel**

Avery Dennison Corporation gibt bekannt, dass das Unternehmen mit der Entwicklung von Recyclability der HOPE-Recycling-Kompatibilität die vollständige Kompatibilität mit den neuen Richtlinien für das HOPE-Recycling bestätigt. Eine weitere Marke, die erneut hat, die mit dem Projekt zur Bewertung der HOPE-Recycling von starren HOPE-Beuteln einverstanden.

[Mehr erfahren](#)



**EXCELITAS**  
Driving the future through light.

Infrarot und UV Drucksystem aus einer Hand!

[Mehr erfahren](#)



**Aufklappen, umbügeln, stauben – für neue Marketingpotenziale**

Innovativen entstehen häufig, wenn es gelingt, etablierte, erfolgreiche Produkte auf bisher unübliche Anwendungen überträgt.

[Mehr erfahren](#)



**Die Branche – Rückblick 2024**

Das Jahr 2024 brachte für die Etiketten- und Verpackungsbranche herausfordernde Zeiten: Mangel an Rohstoffen, steigender Fachkräftemangel und zunehmende Nachfrage nach grünen Anstrengungen prägten den Altas. Gleichzeitig

## ► 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: 1,095  
(as of October 2025)

### Stand-Alone Newsletter

1x dispatch

€ 1,895.-

Newsletter 10.12.2024

**HERMA**  
Coating your success

Treffen Sie uns auf der FACHPACK 2025

Messe Nürnberg  
23. - 25. September  
Halle 7 / Stand 527

Guten Tag Silja Aretz-Fezzuoglio,

selten zuvor spielte Nachhaltigkeit auf einer Fachpack eine so große Rolle. Das ist kein Wunder. Denn die neue Verpackungsrichtlinie der EU steht vor der Tür. Aber Etiketten können eine Menge dazu beitragen, um solche Herausforderungen zu meistern. Auf der FACHPACK 2025 (Halle 7, Stand 527) liefert dafür die entscheidenden Haftmaterialien. Zum Beispiel mit einem breiten Sortiment für Wash-off-Anwendungen. Mit den materialsparenden HERMA PP flex Folien. Und für das neue InNo-Liner System, das in Kooperation mit dem Druckspezialisten cab entstanden.

Infos und Anregungen zu einigen Themen finden Sie vorab in diesem Newsletter.

Wir freuen uns auf Sie in Nürnberg!

Ihr HERMA Team

Fon: 0711-7702-0 • E-Mail: [info.material@herma.de](mailto:info.material@herma.de)

Special-Newsletter zur Interpack 2023

**interpack**  
PROCESSING & PACKAGING

Jetzt geht's los! - Interpack 2023 in Düsseldorf

Von der Kreislaufwirtschaft bis zur Digitalisierung: Auf der interpack treffen die Hot Topics der Branche auf modernste Produkte, Prozesse und Innovationen. Und die globale Processing- und Packaging-Branche trifft sich wieder in Düsseldorf. Nach sechs Jahren Pause sind zahlreiche Neuheiten für alle Anwendbereiche zu sehen: Verarbeitung von Getreide, Süß- und Backwaren, Pharma, Kosmetik, Non-Food und Industriegütern.

Mehr erfahren

Smarte Produktlösungen zur Bahnhofsregulierung und Bahnhofsbeobachtung

Erichard-Lerner ist ein Spezialist für Automatisierungstechnik, und auf der diesjährigen Interpack in Düsseldorf nicht nur seine bewährten Systeme und Komponenten zur Prozessoptimierung und nachhaltigen Produktion präsentiert, sondern dem interessierten Fachbesucher auch seine neue [EL-NET](#) Technologie vorstellt.

Mehr erfahren

**Schöber**  
Technologies

IT'S SHOWTIME!

Jetzt innovative, rotative Finishing-Technologie  
Interaktiv erleben

Patentierte Oberflächenverseiegung für Druckanwendungen

Die Westand-Gruppe präsentiert seine vielfältigen Produktions- und Entwicklungsmöglichkeiten der Gemeinschaftsstand der PrintCity. Unter dem Motto „One Stop Shop Network For Print & Packaging“ möchten von Westand interessierten Besuchern der Interpack zur Beantwortung aller Fragen rund um das Thema „Walzen für Druckanwendungen“ zur Verfügung.

## ► 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 2026:

- Interpack, Dusseldorf/DE
- Loupe Americas, Chigago, IL/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 Newsletter Banners.

### Online Advertorial / Native Text Ad

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

Online Advertorial      € 490.-

Online Advertorial incl. video upload      € 590.-

### Newsletter Banner

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

580 x 250 pixel,  
1x dispatch      € 395.-

from 3 dispatches, each      € 356.-

## ► Special Newsletter Digital Printing today

The **Special Newsletter Digital Printing today** is a co-production of the two editorial teams Etiketten-Labels and VerpackungsDruck & Converting (formerly Flexo+Tief-Druck). This newsletter goes to a separate, special address mailing list. The recipients have registered themselves with double opt-in and therefore expressly want to receive the newsletter. This explains the high open rates of 35-45%. Take advantage of the high level of acceptance and professional relevance of the newsletter to present your company and your products with editorial articles, an Online Advertorial or banner advertising.

Language: German – DACH markets

Dispatch: monthly, 12 times a year

Newsletter subscribers: 1,570  
(as of October 2025)



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

A screenshot of the Digital Printing today newsletter interface. It shows a grid of news items. The top item is 'Xellen Ausblick 2022 – was bleibt, was kommt?' with a photo of a man in a red jacket. The second item is 'Color Logic' with the text 'Hybrid Software Group hat Color Logic übernommen'. The third item is 'Packaging Films &amp; Converting' with the text 'Führend in der Digitalisierung'. The fourth item is 'Für jede Anwendung die richtige Weckhülse' with a photo of a roll of plastic film. The fifth item is 'Neue Premium-Weckhüllenserie' with a photo of a roll of plastic film. The sixth item is 'COMEXI ML2 evolution' with the text 'All in one laminator' and a photo of a large industrial machine.

## ► Special Newsletter Packaging Films & Converting

In addition to the Special in VerpackungsDruck & Converting magazine, we send out the **Special-Newsletter Packaging Films & Converting** every month. This newsletter goes to a separate, special address mailing list. The recipients have registered themselves with double opt-in and therefore expressly want to receive the newsletter. This explains the high open rates of 35-45%. Take advantage of the high level of acceptance and professional relevance of the newsletter to present your company and your products with editorial articles, an Online Advertorial or banner advertising.

Language: German – DACH markets

Dispatch: monthly, 12 times a year

Newsletter subscribers: 910  
(as of October 2025)



Registration  
link: <https://www.flexotiefdruck.de/extrusion-converting-special-newsletter/>

Formats	Prices
<b>Online Advertorial / Native Text Ad</b>	
Extensive, prominently placed article, which is placed online on <b>etiketten-labels.com</b> or <b>flexotiefdruck.de</b> and teased in the Special Newsletter on position 1.	
Online Advertorial	€ 890.–
Online Advertorial incl. video upload	€ 990.–
<b>Newsletter Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 775.–
from 3 dispatches, each	€ 698.–
<b>Stand-Alone Newsletter</b> 1 x dispatch	
	€ 2,995.–

 **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 / Native Text Ad**  
one week in the 1st position on **flexotiefdruck.de**  
and once sent out with the **Special Newsletter Gravure Global**
- **With your Newsletter 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:	1,950 (as of October 2025)



Link for subscription:  
<https://flexotiefdruck.de/gravure-global-special-newsletter/>

Format	Price/dispatch
<b>Online Advertorial / Native Text Ad</b> Extensive, prominently placed article in English language, which is placed online on <b>flexotiefdruck.de</b> and teased in the Special Newsletter Gravure Global on position 1.	
Online Advertorial	€ 890,-
Online Advertorial incl. video upload	€ 990,-
<b>Newsletter Ad Banner</b> (max. 250 KB, JPG, PNG or GIF, static) 580 x 250 pixels, 1 x dispatch	€ 775,-
from 3 dispatches, each	€ 698,-
<b>Stand-Alone Newsletter</b> 1 x dispatch	€ 2,995,-

# VerpackungsDruck (formerly Flexo+Tief-Druck) and flexotiefdruck.de



Leading technical magazine for package printing, converting and special applications.  
Launched in 1990  
**Portal:** [flexotiefdruck.de](http://flexotiefdruck.de)

**6 issues per year**

**Circulation**

2,600 copies

**Distribution**

DACH, Europe

**Language**

German

The **Weekly Newsletter of Verpackungs-Druck** (formerly 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 with double opt-in, 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: 1,380  
(as of October 2025)

Formats	Prices
<b>Online Advertorial / Native Text Ad</b>	
Extensive, prominently placed article, which is placed online on <b>flexotiefdruck.de</b> and teased in the Weekly Newsletter on the 1st position.	
Online Advertorial	€ 490.–
Online Advertorial incl. video upload	€ 590.–
<b>Newsletter Banner</b>	
(max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixel, 1x dispatch	€ 395.–
from 3 dispatches, each	€ 356.–

**VerpackungsDruck**  
Newsletter 10/2025

Pantone validiert den Druck mit festem Farbsatz auf einer Druckmaschine. In der Herstellung der Verpackungen für Ihre Produkte fordert das Markenmarktforschungs-Fachwerk: Es muss auf der Hand, weshalb das so ist: Wenn Verbraucherinnen und Verbraucher Produkte mit Produkten in Berührung kommen, müssen sie binnen Sekunden ihre Kaufentscheidungen.

**Screen** erneut Dana Oldkjær zur Verkaufsleiterin für Österreich. Screen, einer der führenden Anbieter von digitalen Injettdrucklösungen, hat Dana Oldkjær zur Verkaufsleiterin für Österreich ernannt.

**ANZEIGE**  
„Polyment Sleeves sind in unserer zukünftigen Verpackungstechnologie einfach unersetzlich.“ PLATTENMONTAGE OHNE KLEBEBAND POLY MOUNT CREATORS OF REQUIRED SOLUTIONS

Bundeswirtschaftsminister Robert Habeck überreichte im Rahmen einer feierlichen Veranstaltung die ersten Klimaschutzverträge an 15 ausgewählte Unternehmen in Deutschland.

**Activ Energie optimiert Produktion mit neuer Boardmaster Flexodruckmaschine**  
Der amerikanische Verpackungskonzern Activ

## Your Contacts

### Your Marketing Consultants



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### Managing Director



**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!

# 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;

## Etiketten-Labels

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.

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