

Packaging 360° is aimed at brands and private labels, designers and engineers, material experts and marketing specialists such as product, category and marketing managers as well as retailers.

In terms of content, the specialist topics of the industrial packaging process chain are geared and expanded to the interests of the target groups from the branded goods and consumer goods industries.



90,000 copies

Circulation of approx. 90,000 copies



41,000 copies

The readers of **Lebensmittel Zeitung** are board members, executives, sales, marketing and category managers in the consumer good sector. Furthermore, those responsible for IT and logistics, retail managers and independent retailers are also reached.



20,500 copies





The readers of **HORIZONT** are marketing, media and communication managers in advertising companies, media, communication and advertising agencies.



18,000 copies

The readers of **packREPORT** and **PACKaktuell** are investment decision makers who deal with the packaging solutions of the packaging industry or with solutions for packaging production. Most of the readers come from the food and beverage sectors and chemicals (including pharmaceuticals and cosmetics).

Advertising formats and prices

	1/1 page 210 x 297 mm	€9,900
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	1/3 page 210 x 104 mm / 73 x 297 mm	€4,400
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All prices subject to VAT.

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IFFA 

Special distribution at the trade fairs
IFFA (leading international trade fair for the meat industry) and **FachPack** (European trade fair for packaging, processes and technology).



The premium website

packaging-360.com is the premium website for consumer goods, FMCG (Fast Moving Consumer goods), trade and the packaging industry. It networks experts and provides daily information on packaging solutions, trends and innovations.

packaging-360.com is a cooperation between:



www.packaging-360.com

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*All visitors of the trade fair FachPack 2018 / 2016 and subscribers of the media in our publishing house

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