

Media data 2020  
[www.packaging-360.com](http://www.packaging-360.com)

**PACKAGING  
360**  
Inspiration · Brand · Image

Use the Premium Theme  
Portal of the **FachPack**  
trade fair.

Exclusive partnership with  
the **dfv** media group



With 89,000\* Newsletter recipients, we address your target group – the registered participants at FachPack – every week!

\*as at 9/2019, rounded, data from the publisher

# packaging-360.com

German / English



**www.packaging-360.com** is the theme portal of the FachPack trade fair and the dfv Media Group. We report on a daily basis about packaging topics from the retail trade and consumer goods industry.

**Trend topics that motivate decision-makers – brought to the point!**

## Outreach ranges:

**Page impressions per month: 55,518**

(Survey Google Analytics 9/2019)

**Newsletter recipients\* total: 89,463**

German-speaking recipients: 74,146

English-speaking recipients: 15,317

## Main topics

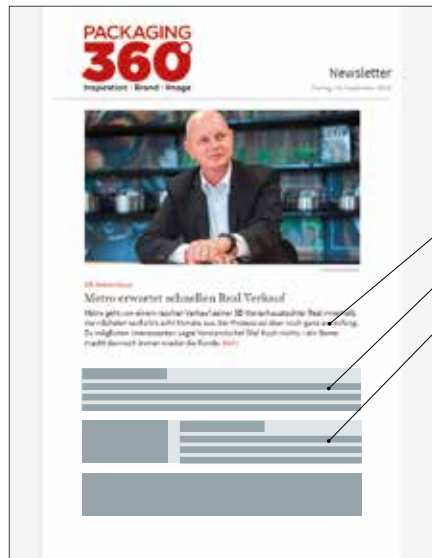
(and also many other themes)

- January: **Confectionery**
- February: **Pharmaceuticals, healthcare**
- March: **E-Commerce**
- April: **Sustainability**
- May: **Innovations from the packaging world**
- June: **Packaging printing and processing**
- July: **Cosmetics**
- August: **Smart Packaging**
- September: **Environmentally friendly packaging**
- October: **Dairy / Beverages**
- November: **Individualization, batch size 1**
- December: **Product innovations with a future**

\*as at 9/2019, data from the publisher

# Newsletters

The weekly **Newsletter** from packaging-360.com is sent out to **89,463\*** recipients every Tuesday or Wednesday!



Book a text advert or a banner and address the registered participants of **FachPack** !

### Weekly advertising forms

<b>Text advert</b> (500 characters)	EUR 1,750
<b>Text / image advert</b> (500 characters + image)	EUR 1,950
<b>Content banner</b> (600 x 60 Pixel)	EUR 1,550

Please address banner deliveries directly to: [anzeigen@packaging-360.com](mailto:anzeigen@packaging-360.com)  
And advertorial elements to: [schneider@packaging-360.com](mailto:schneider@packaging-360.com)



## PowerPlay Newsletter

The PowerPlay Newsletter is a special Newsletter that appears for all important subject-specific events of the year. It focusses on the respective trends and key thematic points:

- Week No. 10: Packaging logistics and intralogistics
- Week No. 12: Pharmaceuticals and cosmetics
- Week No. 16: Sustainability and environmentally friendly packaging
- Week No. 17: Confectionery and bakery products
- Week No. 18: Beverages and coffee
- Week No. 19: Innovation
- Week No. 24: Packaging printing and processing

### Weekly advertising forms

<b>Text adverts</b> (500 characters)	EUR 2,550
<b>Text / image advert</b> (500 characters + image)	EUR 2,750
<b>Content banner</b> (600 x 60 Pixel)	EUR 2,350

Please address banner deliveries directly to: [anzeigen@packaging-360.com](mailto:anzeigen@packaging-360.com)  
And advertorial elements to: [schneider@packaging-360.com](mailto:schneider@packaging-360.com)

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# Content Campaign and banner advertising

## Content Campaign

Make use of our **monthly key themes** and position your products and services in a target-oriented fashion.

**Content Campaigns** are staged in article form in customized cooperation with our editors.

➔ **Single booking** EUR 2,950 (1 Content Campaign / month)

Content Campaigns are marked as “advertisement” in accordance with the legal requirements.



## Banners



**Banners** can be used to boost the visibility of your products and your brand.

We would be pleased to recommend to you the banner format matching your goals:

### Monthly advertising forms

<b>Super banner</b> (728 x 90 Pixel)	EUR 1,950
<b>Rectangle</b> (300 x 250 Pixel)	EUR 1,450
<b>Content banner</b> (468 x 90 Pixel)	EUR 950

**White paper with lead generation** – on request!

# What the ...



“PACKAGING 360° offers a very good combination of editorial quality and outreach for communicating packaging themes to relevant interested parties.”

**Jan Grevé**

Head of Marketing and Communication  
ppg > holding GmbH



„packaging-360.com offers a new platform for dialogue with all stakeholders in the industry.

For us, this is an ideal opportunity to reach branded companies even better.”

**Rainer Kuhn**

Managing Director  
Print City



„PACKAGING 360° is a very successful approach to bringing the value creation chain covering all aspects of packaging, consumer goods industry and retail trade together!”

**Constanze Otterbach**

New Business Development Manager  
DIAM Deutschland GmbH



“I have just visited packaging-360.com for the first time. Everything was just right! URL, images, layout, contents. Nice work. Wish you every success!

Oh and yes, I subscribed to the Newsletter at once.”

**Dr. Gundolf Meyer-Hentschel**

Packaging Consultant, Speaker  
Swiss AgeExplorer Institute

## ... advertisers say



“In my opinion the themes really do fit into the current packaging world.”

**Udo Kerbsties**

Sales Manager  
Antalis Verpackungen GmbH

## ... readers say



“I visited the PACKAGING 360° event. I found the different challenges to and standpoints of industry, trade, E-commerce, very interesting, especially in connection with the topic of sustainability – as we too are dealing intensively with this theme. Since the event I have been following the Facebook page of packaging-360.com and so I am keeping up to date about what is new in the packaging sector from the retail trade and consumer goods viewpoint. The magazine rounds the whole thing off.”

**Annabelle Forjahn**

International Product Manager  
Pulmoll / Kalfany Süße Werbung GmbH & Co. K



“I was a speaker at the PACKAGING 360° event. The different speeches shed light on lots of aspects of sustainable packaging solutions – a topic that is currently driving those of us in the consumer goods industry particularly.

Accordingly, the formats of PACKAGING 360° offer a good platform for information on current developments in the field of packaging and for sharing experience and information along the value creation chain.”

**Dr. Thorsten Leopold**

Head of International  
Packaging Development for Home Care Products  
Henkel AG & Co. KGaA



# We look forward to receiving your call/email!

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