



Media data 2020
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 83,000* Newsletter recipients, we address your target group – the registered participants at FACHPACK – every week!

*as at 4/2020, 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: 83,000

German-speaking recipients: 69,000

English-speaking recipients: 14,000

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 4/2020, data from the publisher

Newsletters

The weekly **Newsletter** from packaging-360.com is sent out to **83,000*** recipients every Tuesday or Wednesday!

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



Weekly advertising forms

| | |
|-----------------------------------------------------------------------|-----------|
| Leaderboard (1. position) in advertising forms listed below | EUR 2,000 |
| Text advert (400 characters) | EUR 1,750 |
| Text / image advert (400 characters + image) | EUR 1,750 |
| Content banner (600 x 60 pixel) | EUR 1,550 |

Please address banner deliveries directly to: anzeigen@packaging-360.com
And advertorial elements to: schneider@packaging-360.com



*as at 4/2020, data from the publisher

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

| | |
|-------------------------------------------|-----------|
| Super banner (728 x 90 Pixel) | EUR 1,950 |
| Rectangle (300 x 250 Pixel) | EUR 1,450 |
| Content banner (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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