

Media Data 2021

www.packaging-360.com

**PACKAGING
360°**
Inspiration · Brand · Image

Use the thematic portal of the trade fair FACHPACK and the dfv media group.

dfv media group



With 81,000* newsletter recipients, we address your target group every week - the registered participants of FACHPACK!

*Status 10/2020, publisher information

packaging-360.com

English / German



www.packaging-360.com is the thematic portal of the trade fair FACHPACK and the dfv media group. We report daily on packaging topics from the retail and consumer goods industry.

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

Distribution ranges:

Page impressions per month: 72,245

(Google Analytics 9/2020 survey)

Newsletter recipients* total: 81,000

German speaking recipients: 67,000

English speaking recipients: 14,000

Main topics

(including many other topics)

- January: **Confectionary**
- February: **Innovations from the packaging world**
- March: **Food packaging**
- April: **Packaging printing, finishing**
- May: **Sustainability**
- June: **Cosmetics, Pharmaceuticals & Healthcare**
- July: **E-Commerce**
- August: **Smart Packaging**
- September: **Environmentally friendly packaging**
- October: **Beverages**
- November: **Automation**
- December: **Product innovations**

Newsletter

The weekly **newsletter** of packaging-360.com is sent out every Tuesday or Wednesday to **81,000*** recipients!

Place a text advertisement or banner and address registered participants of the **FACHPACK!**


approx. 67,000*
recipients



approx. 14,000*
recipients




Advertising formats per week

Leaderboard (1st position) in unnamed formats	€ 2,000
Text ad (400 characters)	€ 1,750
Text/image ad (400 characters + image)	€ 1,750
Content banner (600 x 60 pixels)	€ 1,550

Banner deliveries please directly to: anzeigen@packaging-360.com
Advertorial elements to: schneider@packaging-360.com

Exclusive newsletter for your company

We would be happy to produce an editorially designed exclusive newsletter for your company.

You provide the editorial content	€ 8,000
Editorially revised newsletter	€ 9,500

The contents will be marked as "advertisement" according to the legal requirements.

All prices subject to VAT.

Content Campaign and banner advertising

Content Campaign

Take advantage of our **monthly thematic focus** and place your products and services in a targeted manner.

Content Campaigns are customized in article form in cooperation with our editors:

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

Content campaigns are marked as “advertisement” according to the legal requirements.



Banners



Banner can be used to increase the visibility of your products and your brand.

We are happy to recommend the banner format that fits your goals:

Advertising formats per week

Super banner (728 x 90 pixels)	€ 1,950
Rectangle (300 x 250 pixels)	€ 1,450
Content banner (468 x 90 pixels)	€ 950

White Paper with lead generation – on request!

Voices ...

... of the advertisers



"PACKAGING 360° offers interesting topics and thus reaches the right recipients in the packaging industry."

Jan Grevé

Head of Marketing and Communication
ppg > holding GmbH



"packaging-360.com provides a platform for dialogue with all stakeholders in the industry.

For us this is an ideal possibility particularly reach the brand leaders to even better."

Rainer Kuhn

Managing Director
Print City

... of the readers



"PACKAGING 360° is a very successful approach to bringing the value chain around the subject of packaging, the consumer goods industry and retail together!"

Constanze Otterbach

Business partner at Ringana GmbH
(Direct sales of cosmetic products)



"I have just been to packaging-360.com for the first time. Everything is right! URL, images, layout, content.

Good job. Good luck!

Oh yes, I immediately subscribed to the newsletter."

Dr. Gundolf Meyer-Hentschel

Owner Meyer-Hentschel
Institut Zürich/Saarbrücken



"I visited one of the PACKAGING 360° events. I found the different challenges and perspectives from industry, trade and e-commerce very interesting, especially in connection with the topic of sustainability. Since the event, I follow the Facebook page packaging-360.com and am thus informed about news from trade and consumer goods perspectives in the field of packaging. The magazine rounds off the whole thing."

Annabelle Forjahn

Senior Product Manager
Schwarzwaldmilch GmbH

We look forward to your call/mail

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