

2020

MEDIA DATA

04-05 | 2019  English summaries

www.packaging-journal.de | Einzelpreis € 12,50

TECHNOLOGIE | PRAXIS | UNTERNEHMEN | PRODUKTE

packaging *journal*

PACKMITTEL UND PACKSTOFFE

Mit alternativen Lösungen Produkte
und Umwelt schützen

GREEN PACKING

Gesetzgeber und Verbraucher
fordern Umdenken ein

MARKETING UND DESIGN

Potenzial und Chancen
neuer Technologien



Magazine profile	2
Circulation analysis, format, print, readership	3
Formats	4
Advertisement Rates	5
Special advertising formats	6
Schedule	9
Bound-in inserts, inserts , glued-on advertising media, suppliers guide, Jobs	10
Online Advertisement, www.packaging-journal.de	11/12
Online Advertisement, www.pack-finder.de	13
Newsletter	14
General terms and conditions	16

www.packaging-journal.de

www.pack-finder.de

 facebook.com/packagingjournal

 twitter.com/packagingj

Magazine profile: *packaging journal* is one of the leading professional journals of the packaging industry. As an integrative information medium for decision-makers, it reports independently and in a compact form and is the only packaging magazine which is published in two languages (German/English). Due to its mainly user-specific coverage it represents an ideal guide in a permanently expanding market sector. It serves as a platform for the makers of the industry. The editorial department focuses on innovations from all sectors in regard to the newest packaging solutions.

Frequency of Publication: 9 x per year

Volume: 19th (est. 2001)

Web-Address: www.packaging-journal.de

Controlled circulation: IVW

Editor: Elke Latuperisa

Publisher: ella Verlag und Medien GmbH
Office Address: Emil-Hoffmann-Straße 55-59 · 50996 Köln
Phone/ fax: +49 (0)22 36 - 84 88 0 / +49 (0)22 36 - 84 88 24
Internet/E-Mail: www.ella-verlag.com / info@ella-verlag.com

Editorial Department: Elke Latuperisa - Phone +49 (0)22 36 - 84 88 11
Chief Editor: el@ella-verlag.com
Brigitte Bähr - Phone +49 (0)22 36 - 84 88 28
bb@ella-verlag.com
Ulrich Klose - Phone +49 (0)22 36 - 84 88 26
uklose@packaging-journal.de

Advertisements: Margot Cremer - Phone +49 (0)22 36 - 84 88 29
mcremer@ella-verlag.com
Susanne Julia Gorny - Phone +49 (0)22 36 - 84 88 17
sg@ella-verlag.com
Andrea Vogel - Phone +49 (0)22 36 - 84 88 22
av@ella-verlag.com

Agency Abroad: Annette Denys
Phone: +33 (0)320 98 17 10 - Mobile +33 (0)611 73 75 24
ad@ella-verlag.com

Sales and marketing:

Margot Cremer - Phone: +49 (0)22 36 - 84 88 29
mcremer@ella-verlag.com

Subscription Price:

plus mailing expenses

Annual Subscription:	Domestic	80,00 Euro (incl. VAT)
Students/Pupils:		40,00 Euro (incl. VAT)
Individual Copies:		12,50 Euro (incl. VAT)
Annual Subscription:	Foreign Country	108,00 Euro (without VAT)

ISSN: 1610-0336

Publication Analysis: 2018 9 issues

Total Volume: 590 pages 100,0 %

Editorial Section: 452 pages 76,70 %

Advertising Section:	138	pages	23,30 %
Hereof are:			
Bound-in inserts:	4	pages	2,89 %
Ads of the Publisher:	16	pages	11,59 %
Loose inserts:	2		

Editorial Content Analysis: 2018 452 pages

according to topics:			
Packaging Machines	135	pages	29,87 %
Packing Material/Packs	64	pages	14,16 %
Labelling, Coding	28	pages	6,19 %
Packaging Print/Finishing	22	pages	4,87 %
Marketing	30	pages	6,64 %
From the companies	82	pages	18,14 %
Exhibitions and Events	80	pages	17,70 %
Miscellaneous	10	pages	2,43 %

452 pages 100,0 %

Circulation analysis

Circulation control



Circulation analysis*:

Printed Copies:	13.438 Copies
Actually circulated Number of Copies:	13.407 Copies
For Abroad:	395 Copies
*Average over the period 1. January 2018 - 31. December 2018	

Format

Magazine Format:	210 mm width, 297 mm height, DIN A4
Type Area:	190 mm width, 262 mm height Number of columns: 3 columns, column width: 60 mm

Print

Printing Process:	Rotary offset
Binding Process:	Adhesive binding
Data Format:	As the standard format for the transfer of digital data, we require PDF Data (Version 1.3 PDF/X-1a), created with Acrobat Distiller (Version 4.0). Please take care that all type-face and image data required for the document are complete. Image data must at least feature 300 dpi high-resolution, the color model must always be CMYK.
FTP-Access:	Access data available upon request

Sectors/Industries/Company types

Section	Category/recipient groups	Ratio of actually circulated circulation in	
		%	Copies
Processors and Users		73,93	9.912
10/11	Food, beverages	42,17	5.650
20/21/ /80.92	Chemicals, pharmaceuticals, cosmetics	29,27	3.922
13/26/27/31/ 32/32,5/38	Filling and packaging industry, Contract packers Utility goods manufactures, nonfood, textile goods, medical technology etc.	2,49	332
Suppliers		20,85	2.794
28	Packaging machine manufactures, manufacturer of process control systems, automation or robotics	6,31	846
17.1/17.2/22.2/ 23//25.92	Packaging closures, packaging materials and packs, wood, paper, pulp, plastic, cardboard, metal and glass	14,54	1.948
Other sectors		5,22	700
46/47	Wholesalers and retail	2,26	303
18	Printing industry	1,44	193
71.12/73.11	Product and packaging design, counsellors, etc.	0,29	39
	Other	1,23	165
Actually circulated circulation*		100,0	13.398

Job Characteristics: Position in the Company

	Ratio of mediated readers in	
	%	Recipient
CEO, managing board member, owner	32,34	4.333
Quality management, production, maintenance	16,25	2.177
Purchase	9,29	1.245
Research, development, construction	7,95	1.065
Sales and Marketing	25,42	3.406
Logistics	4,28	573
Others	4,47	599
Actually circulated circulation*	100,0	13.398

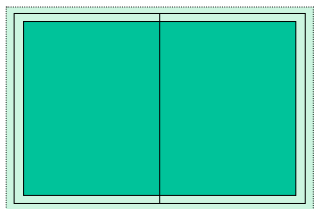
*Average over the period 1. January 2018 - 31. December 2018

Source: own survey 9/19

Format Specifications: Width x Height

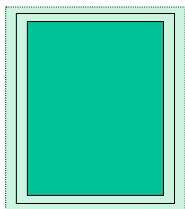
a: Type Area Format

b: Bleed Format + 3 mm Trim



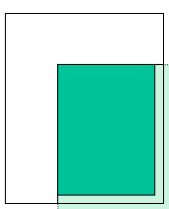
2/1 Page across Centerfold

a: 396 x 262 mm
b: 420 x 297 mm



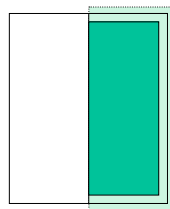
1/1 Page

a: 190 x 262 mm
b: 210 x 297 mm



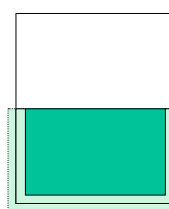
Junior-Page

a: 132 x 184 mm
b: 142 x 198 mm



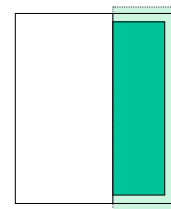
1/2 Page Upright

a: 90 x 262 mm
b: 100 x 297 mm



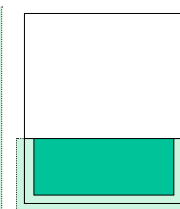
1/2 Page Landscape

a: 190 x 128 mm
b: 210 x 142 mm



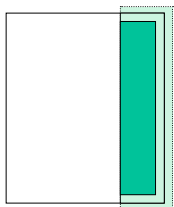
1/3 Page Upright

a: 58 x 262 mm
b: 72 x 297 mm



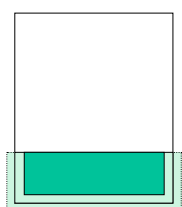
1/3 Page Landscape

a: 190 x 83 mm
b: 210 x 97 mm



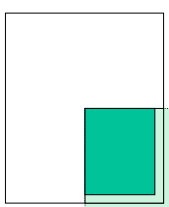
1/4 Page Upright

a: 43 x 262 mm
b: 53 x 297 mm



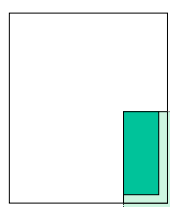
1/4 Page Landscape

a: 190 x 61 mm
b: 210 x 75 mm



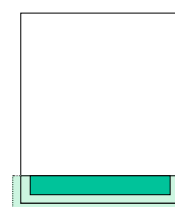
1/4 Page Block

a: 90 x 128 mm
b: 100 x 142 mm



1/8 Page Upright

a: 43 x 128 mm
b: 53 x 142 mm



1/8 Page Landscape

a: 190 x 30 mm
b: 210 x 44 mm



1/8 Page Block

a: 90 x 61 mm
b: 100 x 75 mm

All bleed formats plus 3 mm trim.

Format	basic price	5% discount	10% discount	15% discount	20% discount
2/1 page 4c	8.600,00	8.170,00	7.740,00	7.310,00	6.880,00
1/1 page 4c	4.900,00	4.655,00	4.410,00	4.165,00	3.920,00
1/2 page 4c	2.950,00	2.802,50	2.655,00	2.507,50	2.360,00
Junior page 4c	3.200,00	3.040,00	2.880,00	2.720,00	2.560,00
1/3 page 4c	2.400,00	2.280,00	2.160,00	2.040,00	1.920,00
1/4 page 4c	1.850,00	1.757,50	1.665,00	1.572,50	1.480,00
1/8 page 4c	1.150,00	1.092,50	1.035,00	977,50	920,00
<hr/>					
Isolated ads		50 mm/w	pro mm/h	4c	
Minimum size			50 mm/h	11	

Discounts isolated ads:

3 editions	3 %
6 editions	5 %
8 editions	10 %

All prices in EURO, 4c prices valid for Euroscale colors. Rates do not include VAT.

Surcharges:

Special color on request

Preferential placement:

Cover + cover story, cover story also online on www.packaging-journal.de

see
page 6

Inside front cover and outside back cover
1/3 page 4c upright next to the editorial, S. 3
1/3 page 4c upright next to the table of contents, S. 5

€ 5.400,00
on request
on request

Fixed placements. 10% surcharge on basic rate

Special advertising:

Upon request we offer custom-tailored types of advertising such as banderole, cover-gatefolder, panorama view ad, corner-square ad, advertorial etc. We offer individual cross-media solutions on request.

Discounts:

For purchase within 12 months
(Starting with the first advertisement)

Frequency discount rate

3 x publication	3 %
6 x publication	5 %
8 x publication	10 %

Quantity discount rate

2 pages	5 %
4 pages	10 %
6 pages	15 %
8 pages	20 %

All surcharges with the exception of technical fees and postal charges can be discounted

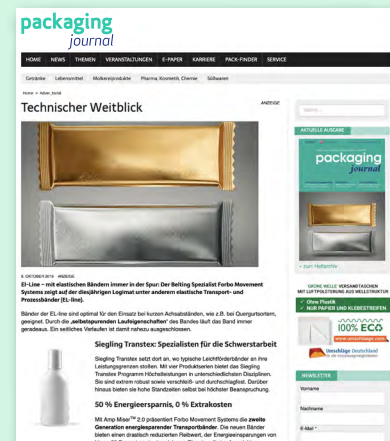
Terms of payment:

Payment within 30 days of invoice date.
2% discount for advance or direct debit.
VAT Reg no.: DE 323 037 531

Bank details:

Sparkasse KölnBonn
IBAN: DE64 3705 0198 1934 7109 20
SWIFT/BIC: COLSDE33XXX

The cover story - The all-round complete package € 6.400



Print

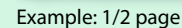
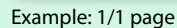
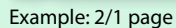
Your product as cover picture on more than 13,000 magazine covers

Print

Title story in the magazine on 2 to 3 magazine pages

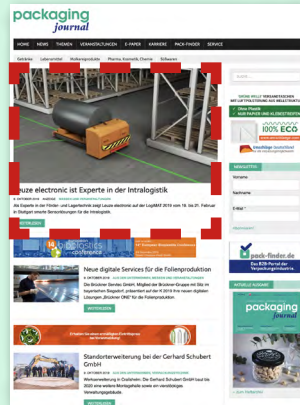
Online

- Article on packaging-journal.de
- Placement in e-paper incl. links
- Newsletter Text and Picture
- cover visible for at least 5 weeks on start page
- Social Media Posts Facebook/Twitter



Your content is prominently placed in the editorial environment of the packaging journal printed version.

Advertorial – ONLINE Price on request











Detailed online article
on packaging-journal.com

Prominent notice
on homepage

Additional Print Advertorial
on request

Your content is prominently placed in the editorial environment of the packaging journal online edition.

packaging journal				2020 Media information			Schedule	
Issue	1 February	2 March	3 April	4/5 June	6 August	7 September	8 November	9 December
Publication date	10.02.2020	18.03.2020	28.04.2020	09.06.2020	07.08.2020	15.09.2020	30.10.2020	11.12.2020
Editorial deadline	16.01.2020	14.02.2020	17.03.2020	28.04.2020	30.06.2020	11.08.2020	18.09.2020	30.10.2020
Advertising deadline	24.01.2020	24.02.2020	06.04.2020	11.05.2020	14.07.2020	25.08.2020	05.10.2020	13.11.2020
Artwork deadline	27.01.2020	28.02.2020	09.04.2020	18.05.2020	21.07.2020	01.09.2020	12.10.2020	20.11.2020
Print run	13.000 + epaper	13.500 + epaper	16.500 + epaper	13.500 + epaper	13.000 + epaper	13.000 + epaper	13.000 + epaper	13.000 + epaper
Preliminary Report								
Special	Final Packaging, Logistics	Automation, Control, Robotics			Food packaging	Labeling, Marking, Coding, RFID	Packaging machines and packaging technology	Pharmaceuticals, Cosmetics, Chemistry
Topics	Packaging Machines and Technology Shrinking and Stretching, Pallettizing Pharmaceuticals, Cosmetics, Chemistry Weighing and Dosing, Quality Assurance Packing Materials and Packs Environmental Engineering, Waste Management, Recycling	Labeling, Marking, Coding, RFID Transport Packaging, IBC, Big Bags Packages made of Plastic, Glass, Metal, Composites Filling Technology, Beverages Closures and Sealing Systems Food Packaging Sustainability	Trends and News interpack Packaging machines and technology Packing Materials and Packs Automation, Robotics Labeling, Coding Weighing and Dosing, Quality Assurance Final Packaging, Logistics Pharmaceuticals, Cosmetics Food, Beverages	Trends and News drupa Package Printing and Finishing, 3D Printing, Digital Printing Ink, Lacquer Paper, Cardboard, Corrugated Cardboard, Folding box Marketing and Design, Luxury and Promotion Packaging Green Packaging Packaging Machines and Technology Labeling, Coding Final Packaging, Logistics Pharmaceuticals, Cosmetics, Chemistry	Packing Materials and Packs Transport Packaging, IBC, Big Bags Trademark protection, Anti-Counterfeiting Co-Packing Reviews: interpack, drupa, automatica	Weighing and Dosing, Quality Assurance Packages made of Plastic, Glass, Metal, Composites Shrinking and Stretching, Pallettizing Environmental Engineering, Waste Management, Recycling Filling Technology Sustainability	Automation, Control, Robotics Beverages Closures and Sealing Systems Software, Image Processing Final Packaging, Logistics Pharmaceuticals, Cosmetics, Chemistry	Weighing and Dosing, Quality Assurance Food and Confectionery Packaging Package Printing, Digital Printing Marketing and Design, Packaging Development Trends
Fairs	Biofach, Nuremberg 12.-15.02.2020 LogiMAT, Stuttgart 10.-12.03.2020	Deutscher Verpackungskongress, Berlin 19.-20.03.2020 Pharma-Kongress, Düsseldorf 24.-25.03.2020 LOPEC, Munich 25.-26.03.2020 MedtecLIVE, Nuremberg 31.03.-02.04.2020 SOLIDS und RECYCLING-TECHNIK, Dortmund 01.-02.04.2020 Hannover Messe und CeMAT, Hannover 20.-24.04.2020	IFAT, Munich 04.-08.05.2020 Control, Stuttgart 05.-08.05.2020 METPACK, Essen 05.-09.05.2020 interpack, Düsseldorf 07.-13.05.2020 Packaging Première, Milan 26.-28.05.2020	automatica, Munich 16.06.-19.06.2020 drupa, Düsseldorf 16.06.-26.06.2020 Cosmetic Business, Munich 17.-18.06.2020 ZELLCHEMING-Expo, Frankfurt 23.-25.06.2020 Sensor + Test, Nuremberg 23.-25.06.2020		intersupply, Dortmund 18.09.-20.09.2020 POWTECH, Nuremberg 29.09.-01.10.2020 LUXEPACK, Monaco 05.10.-07.10.2020 MOTEK, Stuttgart 05.10.-08.10.2020 CPHI, Milan 13.10.-15.10.2020 Fakuma, Friedrichshafen 13.10.-17.10.2020 glasstec, Düsseldorf 20.-23.10.2020	Brau Beviale, Nuremberg 10.11.-12.11.2020 Composites, Stuttgart 10.11.-11.11.2020 VISION, Stuttgart 10.11.-12.11.2020 COMPAMED, Düsseldorf 16.11.-19.11.2020 ALL4PACK, Paris 23.11.-26.11.2020 SPS, Nuremberg 24.11.-26.11.2020	Viscom, Düsseldorf Paperworld, Frankfurt ProSweets, Cologne Pharmapack, Paris FRUIT LOGISTICA, Berlin

Bound-in inserts, inserts, glued-on advertising media

Bound-in inserts for total circulation:

Bound inserts must be delivered folded, untrimmed, without back stapling

Volume	Paper weight	min.	up to 120 g/m ²	up to 170 g/m ²	> 170 g/m ²
2 Pages		120 g/m ²	€ 3.300,00	€ 3.430,00	€ 3.560,00
4 Pages		80 g/m ²	€ 5.275,00	€ 5.539,00	€ 5.670,00

Please deliver the bound inserts in an untrimmed format of 218 mm width and 307 mm height. (head, side and foot trimming = 5 mm; milling allowance in collar = 3 mm)

Required delivery quantity: on request
sample upon order placement

Inserts for total circulation:

Loosely inserted, max. paper size 205 mm x 285 mm

Insert weight price per thousand incl. shipping

up to 25 g € 255,00

up to 50 g € 375,00

For each additional 25 g € 115,00

Partial inserts with extra charge.

A note with the insert will be included free of charge in the imprint.

Copies required: on request

sample upon order placement

Glued-on advertising media (total circulation only)

In conjunction with an ad or bound-in insert

Adhesive costs € 120,00/per thousand

Brochures/Samples on request after a sample

Copies required on request

Delivery Date 12 days prior to publication date

Before accepting an order, the advertisement must be submitted with the advertising material glued on.

Delivery address:

Bonifatius GmbH

Karl-Schurz-Straße 26 • 33100 Paderborn

Telefon: 05251 - 1530

Delivery note: for „packaging journal“, Issue ...

Suppliers guide

The buyers guide of the [packaging journal](#).

Our readers will find their suppliers - the suppliers their customers.

Minimum size: one column 43 mm wide x 20 mm height
Multiple columns available.

**Price per mm height/
per column/per issue:** b/w € 2,20 4c € 3,00

Discount: 8 issues 10 %

Terms of payment: Direct debit with 2 % discount

Tags: free of charge and of your own choice

Changes: semi-annually, in writing to the publisher to the respective closing dates (see schedule, page 6)

Conditions: The order covers 12 calendar months after which it runs until retraction. Terminations are required within a six-week notice prior to the end of the term. The charge is for one year in advance.

Combination offer: 50 % discount on a online business entry in category „Plus“ on our B2B portal www.pack-finder.de (see page 10)

Jobs

Job offer: per mm (1-column) b/w € 2,20 4c € 3,00
1/1 page b/w € 2.305,60 4c € 3.144,00
(262 mm high/4-column)

Column widths: 1-column = 43 mm 2-column = 90 mm
3-column = 137 mm 4-column = 186 mm

Job wanted: per mm (1-column) b/w € 1,10 4c € 1,50


Combination offer: free online entry for a period of 6 weeks
www.packaging-journal.de

Web-address (URL)	www.packaging-journal.de	
Profile	B2B communication for decision-makers in the packaging industry. News, reports, information on fairs and events, e-paper editions of the magazine, company database www.pack-finder.de and job market	
Target group	Opinion leaders and decision makers in the entire packaging industry	
Publishing house	ella Verlag und Medien GmbH	
Contact	Margot Cremer Susanne Julia Gorny Andrea Vogel	mcremer@ella-verlag.com sg@ella-verlag.com av@ella-verlag.com

Data delivery	at least 3 weeks prior to placement by E-Mail to produktion@packaging-journal.de Banner: (animated) GIF-Format, JPG, PNG, Flash-, HTML-Banner Image files or graphics files (banners) always as RGB (color scheme). Maximum file size: 500 KB
----------------------	--

Job market	Job wanted € 200,00 Job offer € 200,00 for 4 weeks In combination with print (see page 10) free
-------------------	---

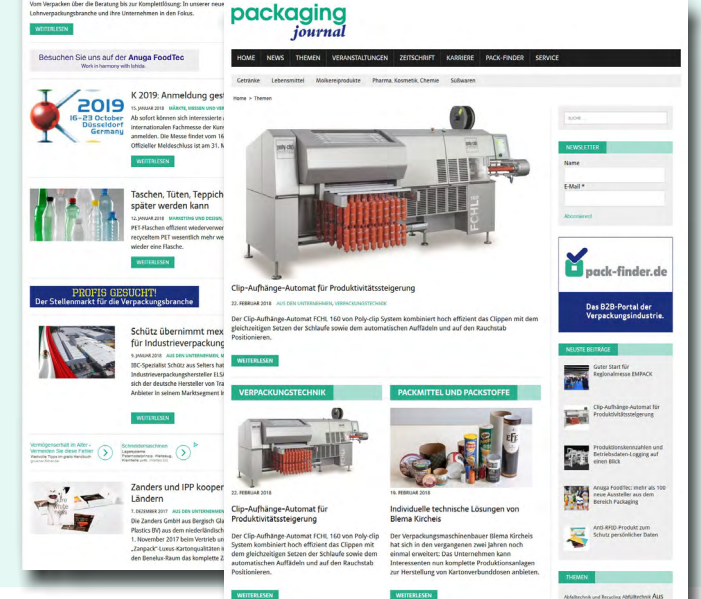
Traffic	on request
----------------	------------



The screenshot shows the packaging journal website. The top navigation bar includes links for HOME, NEWS, THEMEN, VERANSTALTUNGEN, ZEITSCHRIFT, KARRIERE, PACK-FINDER, and SERVICE. Below the navigation bar, there's a main content area with a large image of a factory floor and a sidebar with a search form and a 'NEWSLETTER' sign-up form. A prominent yellow banner on the right side of the main content area reads 'PROFIS GESUCHT!'.

Content

- News
- E-Paper
- Product reports
- Company profiles
- Interviews
- Videos
- Trade fairs and events
- Job market
- Company database
www.pack-finder.de



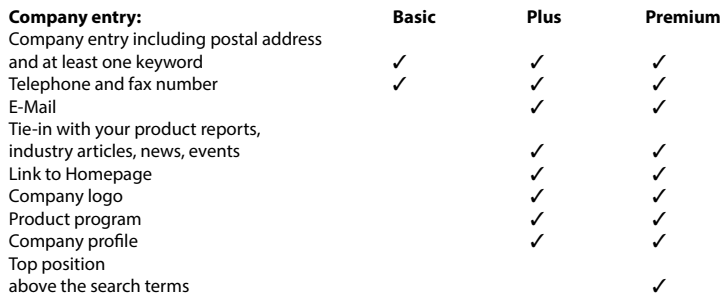
This screenshot shows a different section of the packaging journal website, featuring a large image of a 'Clip-Aufhänge-Automat' (clip-hanging machine) and a sidebar with a 'pack-finder.de' logo and a 'Das B2B-Portal der Verpackungsindustrie' (The B2B portal of the packaging industry) section. The main content area includes a headline about 'K. 2019: Anmeldung geschlossen' (K. 2019: Registration closed) and a section titled 'PROFIS GESUCHT!' (Professionals sought).

Ad type		Format in Pixel (width x height)	Placement	Price per week
Superbanner*	A	728 x 90	Start page, news categories and theme categories	290,00 €
Medium Rectangle*	B	300 x 250	Total rotation except pack-finder	440,00 €
Skyscraper*	C	max. 200 x 600	Total rotation	550,00 €
Billboard*	D	max. 800 x 250	Total rotation	770,00 €
Leaderboard (cross-page)	E	1200 x 189 px	Total rotation	990,00 €
*incl. linking. These ad types will be displayed in rotation with max. 2 other advertising partners.				

The screenshot shows the packaging-journal.de website with several ad placements marked with letters A through E:

- E**: A large banner at the top of the page.
- C**: A vertical sidebar ad on the right side of the page.
- D**: A large image ad in the main content area, showing a trade fair scene.
- B**: A rectangular ad below the main image, featuring a red background and the letter 'B'.
- A**: A rectangular ad at the bottom of the main content area, featuring a red background and the letter 'A'.

The website content includes the 'packaging journal' logo, a navigation menu (HOME, NEWS, THEMEN, VERANSTALTUNGEN, ZEITSCHRIFT, KARRIERE, PACK-FINDER, SERVICE), and a list of categories (Getränke, Lebensmittel, Mollereiprodukte, Pharma, Kosmetik, Chemie, Süßwaren). The main article is titled 'Guter Start für Regionalmesse EMPACK' and discusses the 85th anniversary of the EMPACK trade fair in Dortmund 2018. The sidebar contains a newsletter sign-up form and a list of themes (Abfalltechnik und Recycling, Automobiltechnik, AUS den Unternehmen, Automatisieren und Robotik, Endverpacken, ELEKTRO, Konsumgüter, Customer Care, Glas, Interpack, Kunststoff und Verbunde, Lebensmittel, Logistik, Marketing und Design, Markt, Sonderanfertigungen, Nachhaltigkeit und Green Packaging, Packmittel und Packstoffe, Papier, Papp, Karton, Pharma, Kosmetik, Chemie, Präzision, Qualitätsicherung, Software und System, Süßwaren, Traditionsunternehmen, Transportverpackung, Veranstaltungen, Verpackungsdienstleistungen, Verpackungsmaschinen, Verpackungstechnik, Ringe und Dosen).



The order covers 12 calendar months after which it runs until retraction. Terminations are required within a six-week notice prior to the end of the term. The charge is for one year in advance.

[illegible]

Newsletter

Up-to-date information from the packaging industry - for the packaging industry. The newsletter informs about the latest trends in the packaging industry with articles about products, companies, people, events and trade fairs.

Target group

Opinion leaders and decision makers in the packaging industry.

Frequency

Fortnightly plus fair specials
Stand-alone-newsletter possible, details upon request.

Ad types

ad type	size (width x height)	price** per newsletter
A Banner, best position	600 w x 90 h Pixel	490,00 €
B Banner	600 w x 90 h Pixel	350,00 €
C Text & Image ad incl. link	Image: 620 w x 400 h Pixel Headline: max. 70 characters* Text: max. 350 characters	790,00 €

* incl. space characters **All prices subject to VAT

Data delivery

at least 2 weeks prior to placement by E-Mail to
produktion@packaging-journal.de

Banner: (animated) GIF-Format, JPG, PNG, Flash-, HTML-Banner Image
files or graphics files (banners) always as RGB (color scheme).
Maximum file size: 500 KB

Contact

Redaktion: Ulrich Klose uklose@packaging-journal.de
Marketing: Margot Cremer mcremer@ella-verlag.com
Susanne Julia Gorny sg@ella-verlag.com
Andrea Vogel av@ella-verlag.com

packaging journal NEWSLETTER

Guten Tag Margot Cremer!

Prozesse sollen optimiert, Herstellungskosten reduziert, die Produktqualität verbessert werden. Das ist alltägliches Geschäft in der industriellen Produktion.

Innovationen zählen sich aus. Entsprechende Beispiele finden Sie in diesem Newsletter. Ein Innovationskriterium muss dabei mit steigendem Automatisierungsgrad einfließen: ein Prozess muss gleich 50 Prozent seiner Verpackungen erzeugen, und ein Kaffeeautomat hat mit einem neuen Verfahren die Verpackungsgüte eines Soft-Drinks erreicht.


Auf der Suche nach lebendigen Innovationen werden sich Ende dieses Monats wieder Deutschentreffen über das FachPack 2019 in Hamburg treffen. Wir berichten ausführlich.

Ich wünsche Ihnen eine gesunderbringende Leszeit!

Ulrich Klose

A

Nie wieder nach passenden Kartons suchen




Immer die richtigen Kartons zu finden haben in vielen Versandabteilungen längst diese Wertschöpfungskette von einem schmalen Lagerplatz zu einer Maschine, die auf Anforderung automatisch die richtigen Kartongrößen aus Endlosrollenpapier maßschneidet. Passt: zeigt solche Lösungen auf dem FachPack 2019.

Ulrich Klose

B

Plug-and-Package: Maßgeschneiderte Effizienz mit dem neuen Maschinenprogramm Lightline



Auf dem FachPack präsentiert Schubert erstmals einen neuen, selbsttätigen Case Packer. Der Case Packer in Kombination mit dem neuen Maschinenprogramm Lightline ermöglicht die Schubert Casepacker schneller zum neuen Maschinenprogramm zu integrieren, mit dem Schubert kostenintensivere Lösungen für Verpackungsaufgaben bietet, die weniger Flexibilität erfordern.

Ulrich Klose

Schedule 2020

NL	Publication date	KW	topic	NL	Publication date	KW	topic
1	15 january 2020	KW 3	Fair: ProSweets 2020	18	3 june 2020	KW 23	Fair: drupa 2020
2	29 january 2020	KW 5		19	16 june 2020	KW 25	Fair: Cosmetic Business 2020 / pj 4+5/2020
3	12 february 2020	KW 7	packaging journal 1/2020	20	1 july 2020	KW 27	
4	26 february 2020	KW 9	Fair: LogiMAT 2020	21	15 july 2020	KW 29	
5	4 march 2020	KW 10	Special newsletter LogiMAT 2020	22	29 july 2020	KW 31	
6	11 march 2020	KW 11	packaging journal 2/2020	23	12 august 2020	KW 33	packaging journal 6/2020
7	25 march 2020	KW 13		24	26 august 2020	KW 35	
8	1 april 2020	KW 14	Fair: interpack 2020	25	9 september 2020	KW 37	
9	8 april 2020	KW 15	Fair: interpack 2020	26	16 september 2020	KW 38	packaging journal 7/2020
10	15 april 2020	KW 16	Fair: interpack 2020	27	30 september 2020	KW 40	Fair: MOTEK 2020
11	20 april 2020	KW 17	Fair: interpack 2020	28	14 october 2020	KW 42	
12	22 april 2020	KW 17	Fair: interpack 2020	29	28 october 2020	KW 44	Fair: Brau Beviale 2020 / pj 8/2020
13	27 april 2020	KW 18	Fair: interpack 2020	30	11 november 2020	KW 46	Fair: smart production solutions
14	29 april 2020	KW 18	Fair: interpack 2020 / pj 3/2020	31	18 november 2020	KW 46	Fair: smart production solutions
15	4 may 2020	KW 19	Fair: interpack 2020	32	2 december 2020	KW 49	
16	20 may 2020	KW 21		33	16 december 2020	KW 51	packaging journal 9/2020
17	27 may 2020	KW 22	Fair: automatica 2020 / drupa 2020				

1. The Publisher's general terms and conditions for advertisements and third-party advertising supplements apply exclusively – that applies to future advertisement orders too. Conflicting or deviating terms of the Client will not be recognised.
2. The Publisher reserves the right to reject advertisement and/or supplement orders on account their content, origin or technical form if the content of these infringe upon the law or official regulations, or the publication of these is deemed unreasonable by the Publisher. Supplement orders are not binding for the Publisher until a sample of the supplement has been submitted and approved. The Client will be informed immediately if the order has been rejected.
3. Advertisements which are not recognisable as advertisements due to their editorial design will be clearly labelled as such by the Publisher with the word "Advertisement".
4. The Client is responsible for supplying the advertisement text and error-free print documents or supplements in due time.
5. The Publisher guarantees the usual printing quality for the publication in which the advertisement has been placed, within the scope of the possibilities afforded by the print documents.
6. The Client must cover the costs of preparing reproducible copies, carrying out repairs to print documentation received in damaged condition and carrying out changes to originally agreed designs requested by the Client or for which the Client is responsible.
7. Where less than the planned advertisement quantity is purchased within the year period, a discount will be granted based on the amount charged. Where more than the planned advertisement quantity is purchased within the year period the eligible higher discount will be credited retrospectively.
8. The Client is entitled to a reduced payment or a satisfactory replacement advertisement where the printed advertisement is wholly or partially illegible, incorrect or incomplete, but only to the extent that the purpose of the advertisement has been compromised. If the Publisher is granted a reasonable grace period for this and allows it to expire or if the replacement advertisement is once again not satisfactory, then the Client is entitled to a reduced payment or cancellation of the order. Complaints must be asserted immediately, and non-obvious defects within four weeks of receiving the invoice. Otherwise the assertion of warranty claims is excluded.
9. Claims for damages – on whatever legal grounds – are excluded, insofar as the neither the Publisher, its legal representatives nor its vicarious agents have acted with intent or gross negligence. In commercial business transactions, the scale of compensation claims are limited to foreseeable damages up to the value of the relevant advertisement and/or supplement fee. The liability of the Publisher for damage due to the absence of guaranteed attributes remains unaffected.

10. The Publisher does not assume any liability for transmission errors for advertisements, date and issue changes, text corrections or cancellations communicated by phone.
11. The Client is responsible for the content and the legal admissibility of the text and image documents provided for insertion in the advertisement. The client is obliged to exempt the Publisher from any third-party claims – on whatever legal grounds – including any potential court and/or legal costs incurred. By placing an advertisement order, the Client undertakes to cover the costs of publishing a counterstatement in relation to actual assertions made in the published advertisement, and this in accordance with the valid advertising rate. This also applies to supplement orders.
12. The place of fulfilment is Cologne. The place of jurisdiction for disputes in business transactions with merchants, public law corporations or public-law special funds is Cologne. Insofar as the Publisher does not assert claims in dunning proceedings, the place of jurisdiction for non-merchants depends on their place of residence. If the place of residence or normal place of residence of the Client (this applies to non-merchants too) is unknown at the time of bringing court action, or the Client has moved its place of residence or usual place of residence out of the area of application of the statute following conclusion of the contract, Cologne is the agreed place of jurisdiction.

Additional terms and conditions of the publisher:

1. Notice of the cancellation of advertisement, insert and supplement orders must be submitted before the closing date for advertisements. The Publisher is entitled to bill the typesetting and/or production costs incurred to the Client.
2. The Publisher cannot be held liable for the loss of individual inserts in the post.
3. If defects in print documents are not immediately apparent and only become apparent once printed, the Client has no claim against the Publisher for unsatisfactory printing.
4. Placement confirmations – with the exception of confirmed preferential placements – apply subject to reservation and may be changed for technical reasons. The Publisher cannot be held liable in such cases.
5. The Publisher is entitled, subject to its technical and operational capabilities, to publish advertisement orders in online services too. The Publisher reserves the right here to adapt the print documents supplied for print to the requirements of the internet. The online visual representation may vary from the print result in the print edition.

1. Advertising order

1. “Advertising Order”, as defined in the following general terms and conditions, is the contract for the placement of one or more advertising materials in information and communication services, specifically online, for distributive purposes.

2. The provider's general terms and conditions as well as its price list, which forms an integral part of the contract, apply exclusively to the Advertising Order. The validity of any general terms and conditions the Client or any other advertiser may have is, where these do not match these general terms and conditions, expressly excluded. In the case of orders for advertisement placements relating to online or other media, the respective general terms and conditions applicable to the relevant media apply.

2. Advertising materials

1. Advertising material as defined in these general terms and conditions may for example consist of one more of the elements listed below:

- an image and/or text, tone sequences and/or moving pictures (e.g. banners),
- a sensitive area which, when clicked, links the user to further information in the client's domain via an online address specified by the client (e.g. link).

2. Advertising materials which are not recognisable as advertisements due to their design will be clearly labelled as advertising.

3. Contract conclusion

1. Subject to any conflicting individual agreements, the contract generally comes into effect upon written or email confirmation of the order. Even where confirmations take place verbally or over the phone, the general terms and conditions apply.

2. In the case of any doubt where advertising agencies are commissioned, the contract is entered into with the advertising agency, subject to any other agreements. If the party placing the advert is to be the Client, said Client must be specified by name by the advertising agency. Providers are entitled to demand proof of mandate from advertising agencies.

3. Where the goods or services of more than one advertiser or other person placing advertisements are advertised within one advertisement (e.g. advertising banner, pop-up advert...), this requires an additional agreement made in writing or via email.

4. Processing period

If the right to place call-off orders has been granted within the framework of a contract, the order must be completed with a year of concluding the contract.

5. Order extension

Where orders are placed, the Client shall be entitled to call off advertising materials in excess of that mentioned in the order, subject to available capacity, within the agreed period or that specified in section 4.

6. Reduction refund

1. If, under certain circumstances, an order is not fulfilled for reasons for which the Provider is not responsible, the Client must, irrespective of any other legal obligations, refund the difference between the discount granted and the discount applicable for the quantity actually booked to the Provider.

2. Unless agreed otherwise, the Client shall be retrospectively entitled to the discount applicable to the advertising materials actually booked within a year, provided the Client entered into a contract at the start such period which, on the basis of the price list, entitles the Client to a discount from the outset. The entitlement to said discount shall expire if it is not asserted within three months of the expiry of the annual period.

7. Data delivery

1. The Client is obliged to supply advertising material in due form and, above all, corresponding to the formatting or technical guidelines of the Provider, on time before the advertisement placement begins.

2. The Provider's obligation to retain advertising material shall end three months after said material was last processed.

3. The Client must cover the Provider's costs for any changes to the advertising material requested by the Client or for which the Client is responsible.

8. Right of refusal

1. The Provider reserves the right to refuse or block advertising orders – including call-offs within the framework of a blanket order – if

- the content of these infringe upon the law or official regulations; or
- the content is the subject of a complaint by the German Advertising Standards Board in the scope of complaint proceedings; or
- the publication of these is deemed unreasonable by the Publisher on account of the content, origin or technical form.

2. In particular, the Provider may withdraw any already published advertising material if the Client makes subsequent changes to the content of the advertising material by itself or if data referred to by a link is subsequently changed and the requirements of paragraph 1 are met as a result.

9. Guarantee of rights

1. The Client guarantees that it holds all of the rights necessary for placing the advertising material. The Client shall exempt the Provider from all third-party rights which may arise in the course of the advertising order due to an infringement of statutory provisions. Furthermore, the Provider will be exempted from any necessary legal defence costs. The Client is under obligation to support the Provider in good faith with information and documents in the execution of its legal defence against third parties.

2. The Client shall assign the Provider all necessary copyrights, usage and performance protection rights and other rights allowing the use of the advertising materials on all forms of online media, including the internet, specifically the right to copy, distribute, transmit, send, to take and to extract from a database in such terms of time and content as are necessary for the execution of the order. The aforementioned rights will be assigned in all cases without geographical limitation and will allow placement using all standard technical processes and all common forms of online media.

10. Guarantee of the Provider

1. Within the scope of foreseeable requirements, the Provider guarantees the best possible reproduction of the advertising material in line with the generally accepted technical standards. However, the Client understands that, in accordance with the current state of the art, it is impossible to entirely exclude any program errors. The warranty does not apply to immaterial errors.

An immaterial error in the rendering of the advertising material is deemed to exist particularly if it is caused

- by the use of an unsuitable display software and/or hardware (e.g. browser); or
- by a fault in the communication networks of other operators or due to a computer failure following a system outage due to incomplete and/or not updated offers on what are referred to as proxies (caches); or
- by an outage of the ad server lasting less than 24 hours (continuously or cumulatively) within 30 days of the start of the contractually agreed advert placement.

Where an ad server is down for an extended period (more than ten per cent of the time booked) in the course of a time-limited fixed booking, the Client is released from its payment obligation for the duration of the outage. Any further claims are excluded.

2. In the event of inadequate reproduction quality of the advertising material the Client is entitled to a reduced payment or a satisfactory replacement advertisement, but only to the extent that the purpose of the advertisement has been compromised. Where the replacement advertisement fails or is deemed unacceptable, the Client is entitled to a reduced payment or cancellation of the order.

3. If any defects in the advertisement documents are not obvious, the Client is not entitled to claim for unsatisfactory publication. The same applies to faults in repeat advert placements if the Client does not indicate the error before publication of the next advert placement.

11. Disruptions in performance

If an order is not carried out for reasons beyond the control of the Provider (e.g. programming or technical problems), in particular due to computer failure, force majeure, strikes, legal provisions, disruptions for which third parties are responsible (e.g. other providers), network operators or service providers, or for any similar reasons, the order will be repeated, where possible. Where the order is repeated in an adequate timeframe deemed reasonable by the Client, the Provider's claim to remuneration shall remain in place following rectification of the fault.

12. Liability

1. Claims for compensation resulting from positive breach of obligation, negligence in contracting and tort shall exist only where intentional and grossly negligent acts have been committed by the Provider, its representative, or vicarious agents. This does not apply to liability for guaranteed properties and the violation of essential contractual obligations; in the case of the latter, liability shall be limited to the foreseeable damages. Claims for compensation arising from impossibility of performance and default are limited to the restitution of foreseeable damages in the case of slight negligence.
2. In the case of gross negligence on the part of its minor vicarious agents, liability towards companies is limited to the extent of the foreseeable damage. This does not apply to the violation of essential contractual obligations.

13. Price list

1. The price list published online at the point of order placement applies. Companies reserve the right to make changes to this. However, price changes to orders confirmed by the Provider are only effective if they have been announced by the Provider at least one month before the publication of the advertising material. In the event of a price increase the Client is entitled to withdraw from the contract. The right of withdrawal must be exercised within 14 days of receiving notice of the price increase.
2. Discounts are determined on the basis of the currently valid price list. Advertising agencies and other advertisers are obliged to adhere to the price lists of the respective provider in their offers, contracts and settling of accounts with advertising parties.

14. Default in payment

1. In the event of delayed or deferred payment, interest and collection costs will be charged. In case of arrears, the Provider can postpone further execution of the current order until payment has been made and demand advance payment for the remaining placements.
2. Objectively justified doubt about the Client's ability to pay constitutes justification for the Provider to make the publication of further advertising material dependent upon advance payment of the amount and the settlement of unpaid accounts, irrespective of any originally agreed payment term.

15. Termination

Notice of termination of advertising orders must be given in writing or via email.

16. Provider's obligations to provide information

Unless agreed otherwise, the Provider must make the following information accessible to the client within ten working days of the execution of the order:

- the number of hits for the advertising material;
- the downtime of the ad server, where this
- has exceeded one hour continuously.

17. Privacy

The advertising order shall be processed in accordance with the applicable privacy regulations.

18. Place of fulfilment/place of jurisdiction

The place of fulfilment is the registered office of the Provider.

The place of jurisdiction for disputes in business transactions with merchants, public law corporations or public-law special funds is the registered office of the Provider. Insofar as the Provider does not assert claims in dunning proceedings, the place of jurisdiction for non-merchants depends on their place of residence. German law applies.

If the place of residence or normal place of residence of the Client (this applies to non-merchants too) is unknown at the time of bringing court action, or the Client has moved its place of residence or usual place of residence out of the area of application of the statute following conclusion of the contract, the registered office of the Provider is agreed as the place of jurisdiction.