



Media Plan 2021

Focus of the journal

Packaging is a Czech and Slovak trade journal dealing with the issues of packaging solutions, machinery and technologies, of printing itself, printing and finishing techniques, logistics and transport.

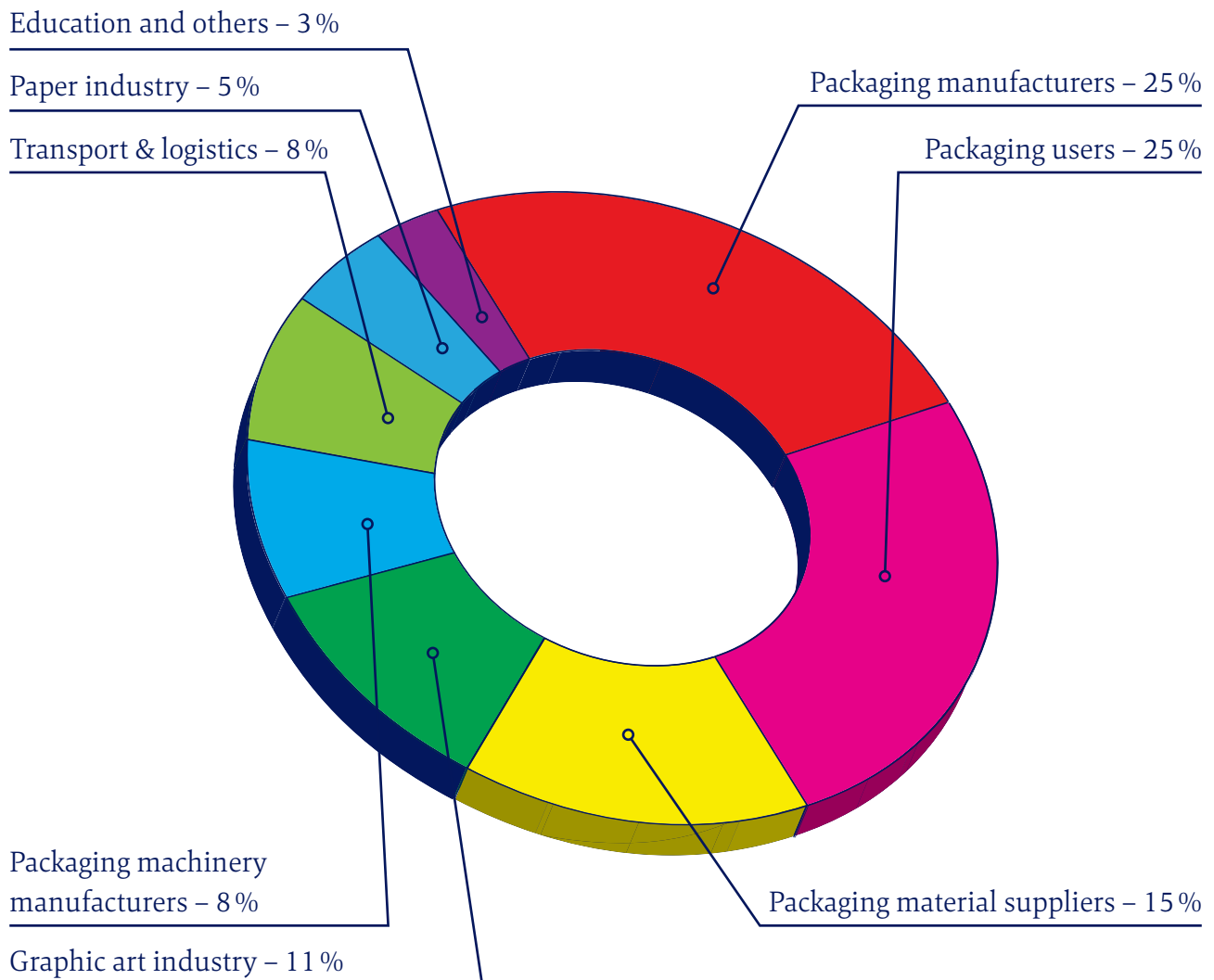
Packaging is issued every two months in a circulation of about 3,500 copies. Those issues directed towards the dates of trade fairs tend to higher circulations. **Packaging** is distributed by post according to a constantly updated and replenished directory straight to the management (sales directors, marketing directors, and other decision-makers) of companies whose activities relate to the above-mentioned subject matter.

The **Packaging's** directory includes, among others, packaging manufacturers (made of paper, plastics, wood, glass, sheet metal, etc.) incl. paper producers; manufacturers of packaging machinery, lines, accessories and technologies; producers of plastics processing technologies; packaging consumers (all major companies from the food, consumer goods, pharmaceutical and automotive industries as well as their subcontractors, etc.); commercial packaging and jobbing printers as well as their suppliers; manufacturers and suppliers of marking, coding and identification equipment; paper and wrapping materials wholesalers; logistic centres; manufacturers and importers of cars and automotive accessories; manufacturers and distributors of handling equipment; advertising agencies; trade fair organizers; and also vocational schools from the relevant field.

The specific choice of recipients to the magazine from above-mentioned branches as well as their professional status and leadership create very good prerequisites also for commercial exploration of the journal in terms of advertising and promotion in the Czech Republic and Slovakia.



The Structure of Readers



Target groups

- packaging producers (paper, plastics, glass, sheet metal etc.), incl. paper production
- producers of packaging machines, equipment, technologies
- wholesale centres for paper and wrapping materials
- packaging users (selected firms) in the fields of food, consumer goods and pharmaceutical industries, manufacturing cooperatives
- printing houses
- advertising agencies
- DTP and graphics studios
- logistic centres and express companies
- producers of cars and their equipment
- professional schools of all levels
- research & development and service institutions working in these fields
- trade fair exhibitors & visitors to the Czech Republic and Europe

Specifications

Frequency of publication:

6 issues per year

Circulation:

cca 3,500

Colour scheme:

CMYK 4/4

Journal format:

A4 (210 × 297 mm)

Type area:

185 × 264 mm

Screen:

60–80 lcm

Binding method:

adhesive binding

Volume:

25 (established 1995)

Distribution:

direct mail to CEOs

Subscription fee:

Czech Republic: CZK 660 (+ 15 % VAT), abroad: EUR 49

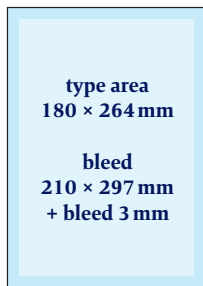
File formats: .pdf, .eps, .tif, .ai, .jpg.

Rates exclude VAT and production.

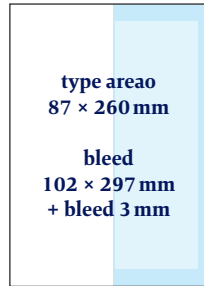
Rates are also payable in all currencies, according to exchange rate.



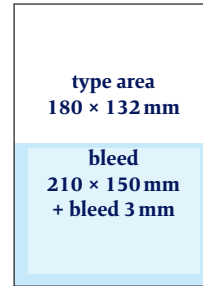
Price & formats – advertising rates



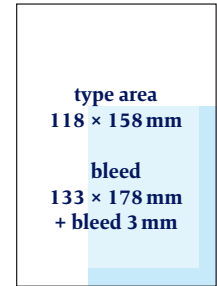
1/1 – 2 870 €



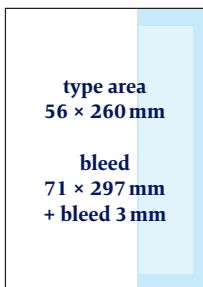
1/2 – 1 710 €



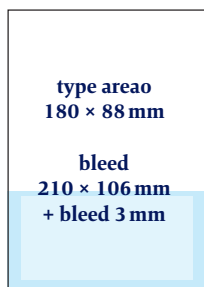
1/2 – 1 710 €



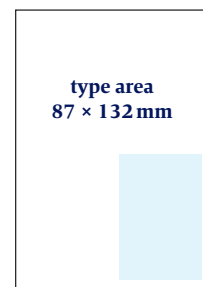
junior – 1 710 €



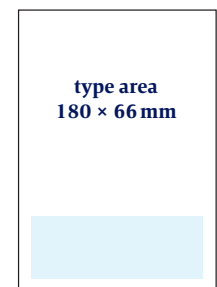
1/3 – 1 250 €



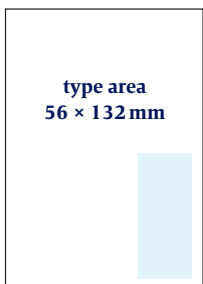
1/3 – 1 250 €



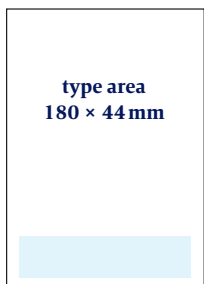
1/4 – 910 €



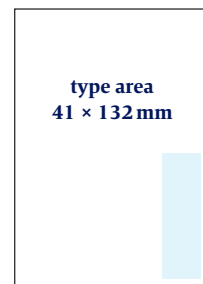
1/4 – 910 €



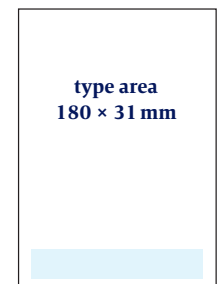
1/6 – 800 €



1/6 – 800 €



1/8 – 580 €



1/8 – 580 €

Inserts:

loose insert sheet – € 1,170 (up to 40 gsm, above 40 gsm contract price)

bound at the position – 10 cents per piece

Advertorial opportunities:

€ 1,950 full page (cca 5,000 characters + images)

We offer additional discounts depending on the number of inserts per year.

Editorial calendar

1/2021	publication date 22 Feb 2021	deadline 1 Feb 2021
trade fairs	Roboty 2021 (26–28 Jan) Brno OBALKO (27–28 Jan) Praha	
main topics	<ul style="list-style-type: none"> • Packaging technologies and their innovations • Sustainable packaging solutions, new materials (bioplastics, grass board, eco-friendly blisters, etc.) • Conveyor belts in production lines • Adhesive systems in the packaging industry • Focus on prototyping through 3D printing, design, and software 	

2/2021	publication date 19 Apr 2021	deadline 29 Mar 2021
trade fairs	HANNOVER MESSE (12–16 Apr) Hannover virtual.drupa (20–23 Apr) Düsseldorf bio!PAC 2021 (11–12 May) Düsseldorf Reklama, Polygraf, Obaly (11–13 May) Prag EMBAXPRINT (18–21 May) Brno ICE Europe/CCE International (20–24 Jun) Munich	
main topics	<ul style="list-style-type: none"> • Technologies for packaging printing, the savings they bring • Trends in packaging embellishment, luxury, premiums • Inspection and control systems, safety first • Labels and their added value • Robotization and automation 	

3/2021	publication date 21 Jun 2021	deadline 31 May 2021
trade fairs	Glasstec (15–18 Jun) Düsseldorf LogiMAT Stuttgart (22–24 Jun) Stuttgart	
main topics	<ul style="list-style-type: none"> • Economical carriers (multipacks, gadgets) • How to pack frozen goods, changes in temperature conditions • Fast food packaging solutions – sanitary • News from spring trade fairs 	

4/2021	publication date 6 Sep 2021	deadline 16 Aug 2021
trade fairs	International Engineering Fair (13–17 Sep) Brno LabelexpoEurope (21–24 Sep) Brusel FachPack (28–30 Sep) Norimberk Drinktec (4–8 Oct) Munich Fakuma (12–16 Oct) Friedrichshafen	
main topics	<ul style="list-style-type: none"> • Plastics: blow molding and injection molding, environment • Manufacturing assistants: palletizing, handling • Effective cushioning and reduced void space • Automotive requires just-in-time methods and picking systems • Industrial marking, industrial printing 	

5/2021	publication date 11 Oct 2021	deadline 1 Nov 2021
trade fairs	Will be added	
main topics	<ul style="list-style-type: none"> • E-commerce in B2B • Reusable packaging and reconditioning • Beverages and unconventional packaging solutions • Traceability 	

6/2021	publication date 13 Dec 2021	deadline 22 Nov 2021
trade fairs	Will be added	
main topics	<ul style="list-style-type: none"> • News from autumn trade fairs • Personalized packaging solutions are trendy • Packaging solutions for healthy products • Packaging for seniors and children • Winning e-commerce Christmas campaign 	

Web portal www.packaging-cz.cz

Multimedia Packaging is a twin to the printed edition, enriched with the **functionality** of immediate **links** to advertiser sites, **sound** capabilities of the site or **video** playbacks even in high quality. The multimedia version allows downloading from the web to the offline version of a whole issue or only individual pages (PDF) as well as index search. An **archive** of Packaging previous editions is also stored on the web portal.

News are updated **regularly on a weekly basis** incl. images, web addresses are hyperlinked. News are taken and edited into readable form from domestic but mainly foreign sources, professionally translated, mainly from German and English. News are also archived on the web.

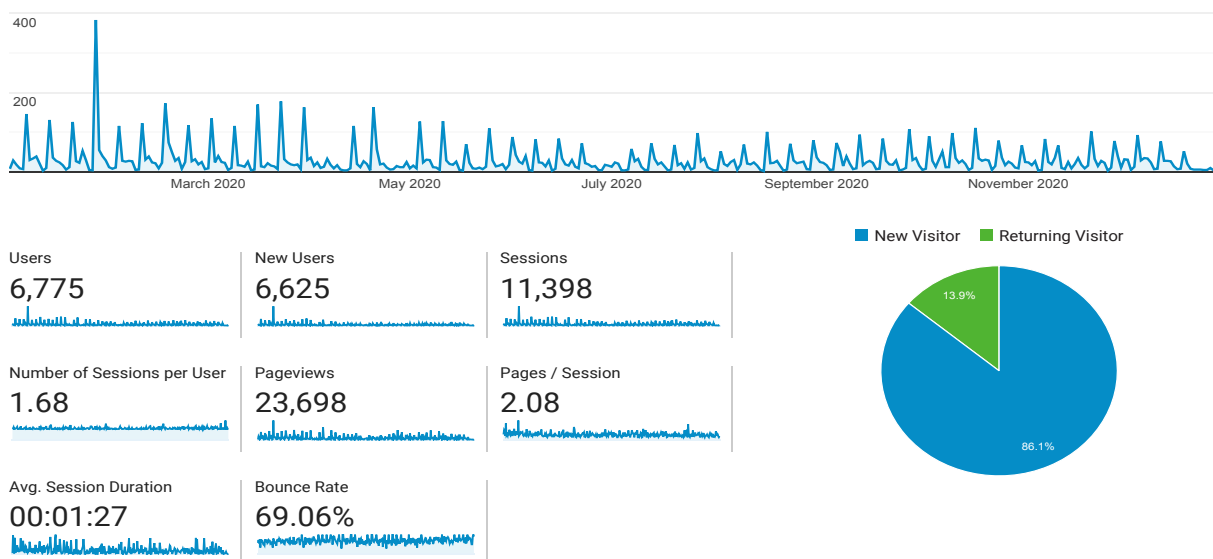
Banners are placed on the web portal. As you browse the content of the website, the banners remain displayed. There are **two main and several side banners**. You can also place so-called **skin banner** on the web, which is a banner framing the web portal from three sides. We will send technical parameters for skin banner upon request. Other banners can also be placed in the News template.

Videos are **changed weekly** and posted on the portal. These are mainly **product or technological developments in the field of packaging, packaging solutions, transport and logistics**. They are picked-up from all around the world. These videos also have an archive on the web.

Advertiser Info, Contacts Detailed information for those interested in advertising (Advertiser Info), editorial staff and relevant editor contacts (Contacts) are also posted on the website (at the top). Advertiser information can be conveniently downloaded from the web.

Packaging website traffic – Google analytics data for 2020

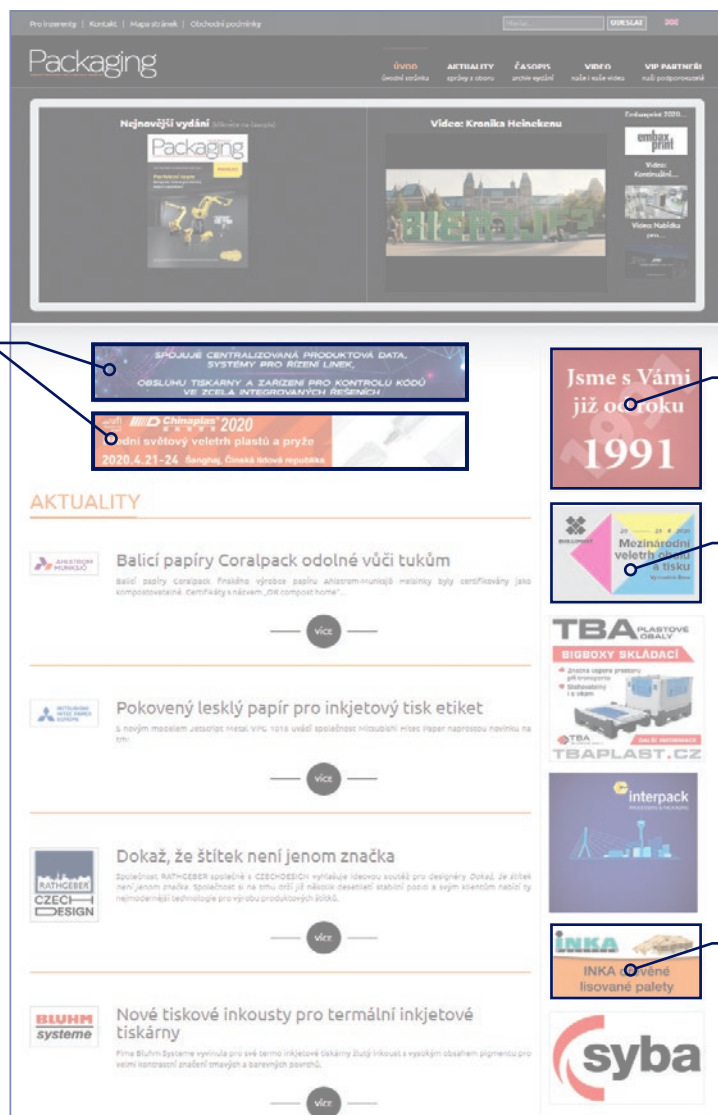
For those interested, it is possible to demonstrate the website traffic based on Google analytics.



Advertising on website www.packaging-cz.cz

Banners

dimensions	1 month	3 months	6 months
full banner (width)			
630 × 100 px	325	865	1 450
square button (first position)			
250 × 250 px	350	910	1 520
rectangle button			
250 × 170 px	250	690	1 260
250 × 125 px	170	455	825
250 × 85 px	130	370	650
skin			
	480	760	1 120



630 × 100 px
full banner

250 × 250 px
square button

250 × 170 px
rectangle button

250 × 85 px
rectangle button

Price list of web news and videos

News and videos

News

The News template is sent via e-mail. It is dispatched regularly to about 5,000 addresses every Monday. News are translated mainly from English and German from foreign trade servers and press. If possible, they are also shortened and rid of irrelevant information. However, it is also possible to publish a (paid) PR statement. The extent is set to approximately 1,000 characters + 2 images (JPEG).

You can also place a banner (static only) into the News template. Its width is 250 px, of any height up to 500 px.

Only the first few lines of the news are published in the template and then a “Read more” link. This hyperlink leads from here to the Packaging website, where an entire article is displayed.

Distribution and publication of a PR statement

Frequency of publication:

1 article 120 €

2 articles 200 €

3 articles 280 €

every other article 80 €

Publication of the banner in the News template – 250 € per month (with a link to the website of the client).

Regular customers are offered discounts.

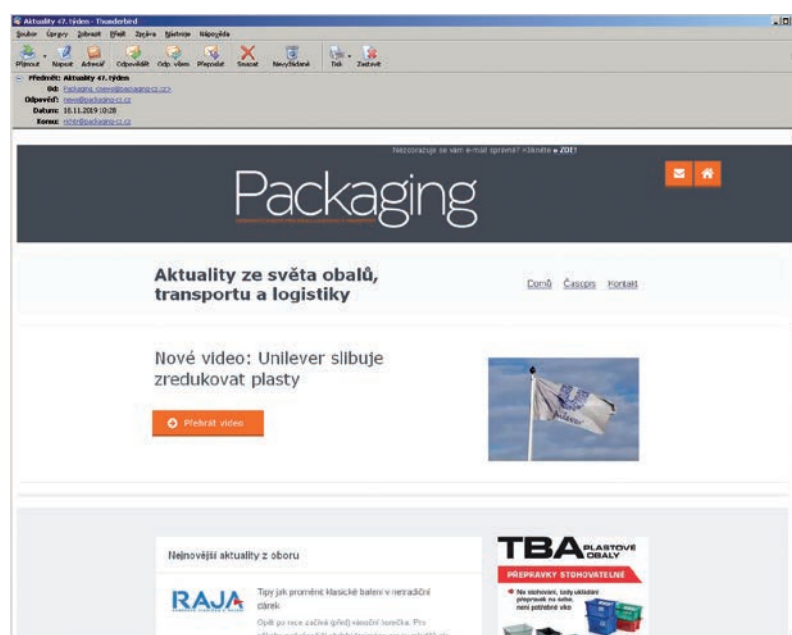
Videos

The template also includes a link to a product, technology or information video published on the Packaging website. It is possible to publish a PR video on the Packaging website, its length is limited to a maximum of 5 minutes. The video must be placed on www.youtube.com.

Video placement on site:

1 week – 450 €.

We have special discounts in combination with printed advertising.



Video portal and editorial staff contacts

Video portal www.packagingforum.cz

We offer shooting of editorial videos and their placement on our video portal or on some type of media (e.g. flash memory). The videos are shot with a 4K camera, edited and posted on www.youtube.com and the video portal www.packagingforum.cz.

The price for shooting, editing and placement depends on the difficulty, length and professional requirements of the video made. Upon request, we will calculate after specification.

Samples:



Address of publishing house & contacts:

Richtr & Co., spol. s r. o., Lipanská 873/4, 130 00 Praha 3

phones: **222 733 894, 222 718 469, 606 693 666, 602 693 666**

e-mails: **info@packaging-cz.cz, skopkova@packaging-cz.cz, richtr@packaging-cz.cz**

www.packaging-cz.cz

Abroad offices:

X-Media, www.x-media.at

EMGroup GmbH, www.europeanmediagroup.pl