



Media Plan 2023

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.

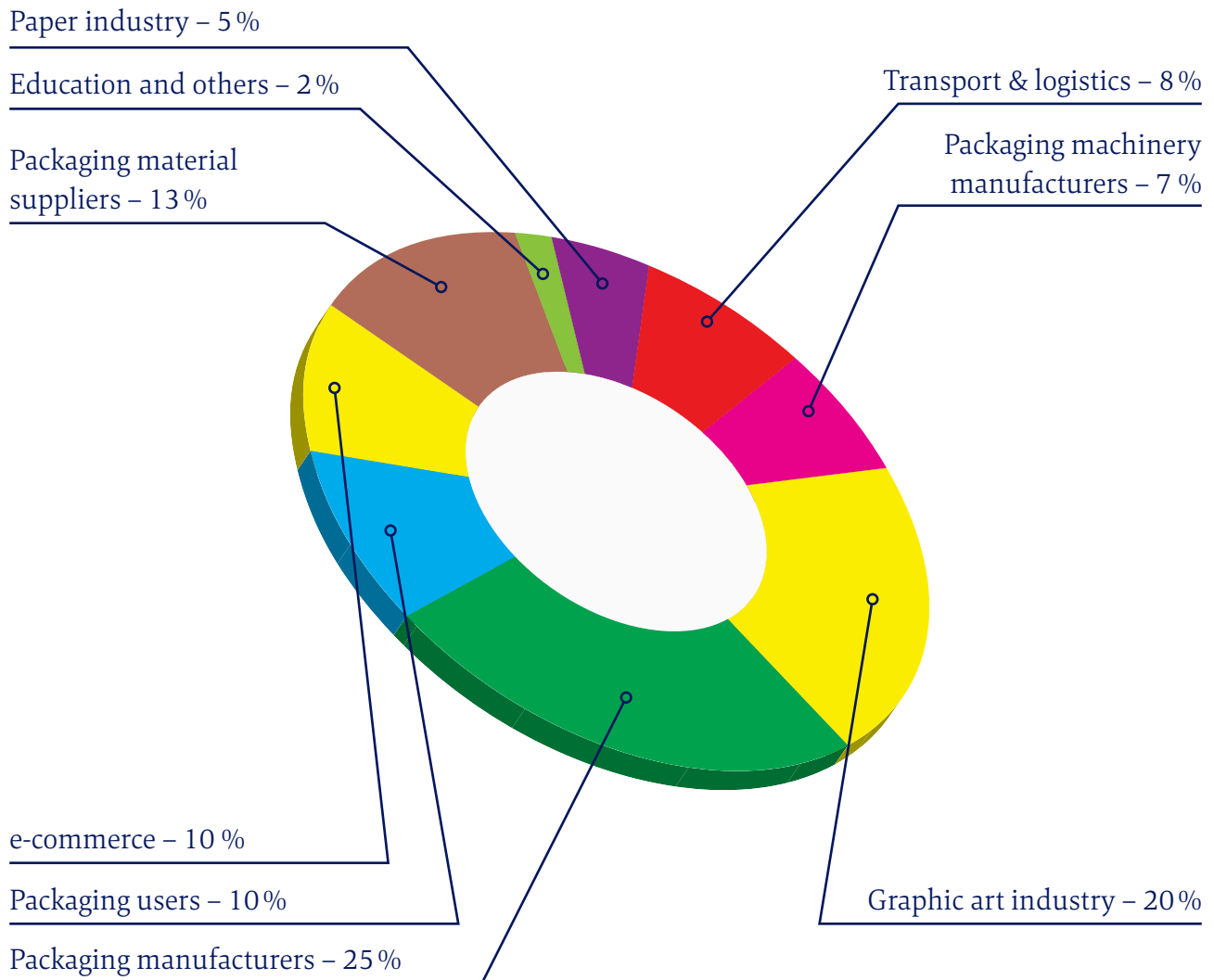
Packaging is issued every two months in a circulation of about 3,000 copies. Those issues directed towards the dates of trade fairs tend to higher circulations. **Packaging** is distributed by post according to a constantly updated and replenished directory straight to the management (sales directors, 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 3,000

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:

27 (established 1995)

Distribution:

direct mail to CEOs

Subscription fee:

Czech Republic: CZK 690 (+ 10 % VAT), abroad: EUR 60

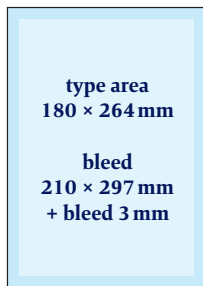
File formats: .pdf, .eps, .tif, .ai, .jpg.

Rates exclude VAT and production.

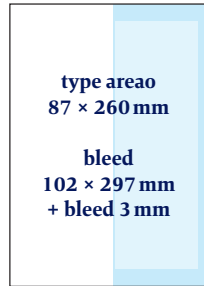
Rates are also payable in all currencies, according to exchange rate.



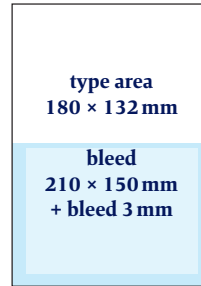
Price & formats – advertising rates



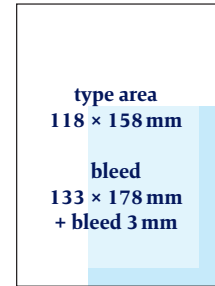
1/1 – 2 870 €



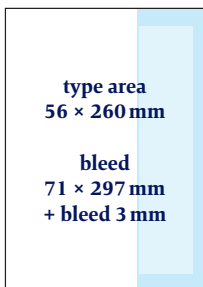
1/2 – 1 710 €



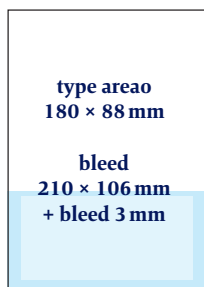
1/2 – 1 710 €



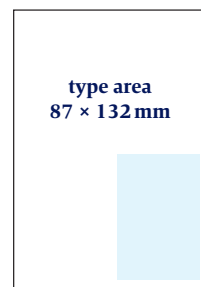
junior – 1 710 €



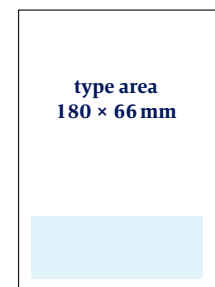
1/3 – 1 250 €



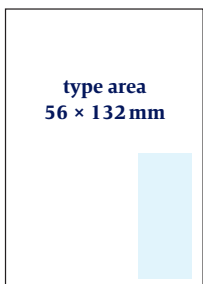
1/3 – 1 250 €



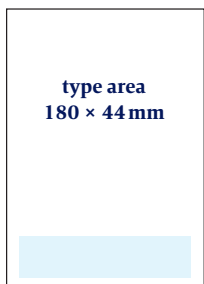
1/4 – 910 €



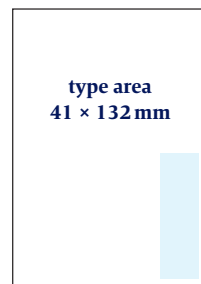
1/4 – 910 €



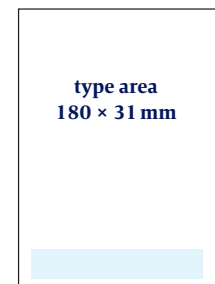
1/6 – 800 €



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

1/2023	publication date 6 Feb 2023	deadline 16 Jan 2023
trade fairs	EmbaxPrint (February 7–9) Brno Online Expo (February 22–23) Prague ICE Europe/CCE International/InPrint (March 14–16) Munich	
main topics	<ul style="list-style-type: none"> • Packaging with recycled content in the food industry • Materials for extending food shelf-life • Has the trend of single portion packaging or family packs continued? • How about expensive energy in the packaging industry • Legislative requirements of food packaging, their development? 	

3/2023	publication date 26 Jul 2023	deadline 5 Jun 2023
trade fairs		
main topics	<ul style="list-style-type: none"> • From traditional to minimalist design • Additional packaging materials environmentally • Returnable cups and their environmental footprint • The future of beverage cans and the energy crisis • Littering and packaging 	

5/2023	publication date 30 Oct 2023	deadline 9 Oct 2023
trade fairs	Brau Beviale (November 28–30) Nuremberg	
main topics	<ul style="list-style-type: none"> • Information systems in automated lines • Adhesive systems in the packaging industry • Diversification in e-commerce 	

2/2023	publication date 10 Apr 2023	deadline 20 Mar 2023
trade fairs	Hannover Messe (April 17–21) Hannover LogiMAT (April 25–27) Stuttgart Reklama Polygraf Obaly (April 25–27) Prague Interpack (May 4–10) Dusseldorf Transport Logistic (May 9–12) Munich Ipack Ima (May 27–30) Milano Reshoper (May 17) Prague	
main topics	<ul style="list-style-type: none"> • Special topic: Interpack • Packaging line innovations • Tamper-evident safety features • Specifics of aromatic food packaging, sensory control • How about variable data? • Bio, eco, esoteric... there is still room for improvement • Developments in e-commerce packaging solutions 	

4/2023	publication date 4 Sep 2023	deadline 14 Aug 2023
trade fairs	Labelexpo Europe (September 11–14) Brussels Xfair (September 27–29) Vienna International Engineering Fair (October 10–13) Brno Fakuma (October 17–21) Friedrichshafen Obalko (October) Prague	
main topics	<ul style="list-style-type: none"> • Main topics • Plastic technology automation • What accredited packaging testing facilities can do • Robots and palletization • Varnishing and drying in-line and off-line • Pallet pooling 	

6/2023	publication date 18 Dec 2023	deadline 27 Nov 2023
trade fairs	Christmas markets	
main topics	<ul style="list-style-type: none"> • No Christmas gifts and wrapping? • Luxury candle packaging • Alcoholic beverages in glass, PET and beverage cartons 	

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.

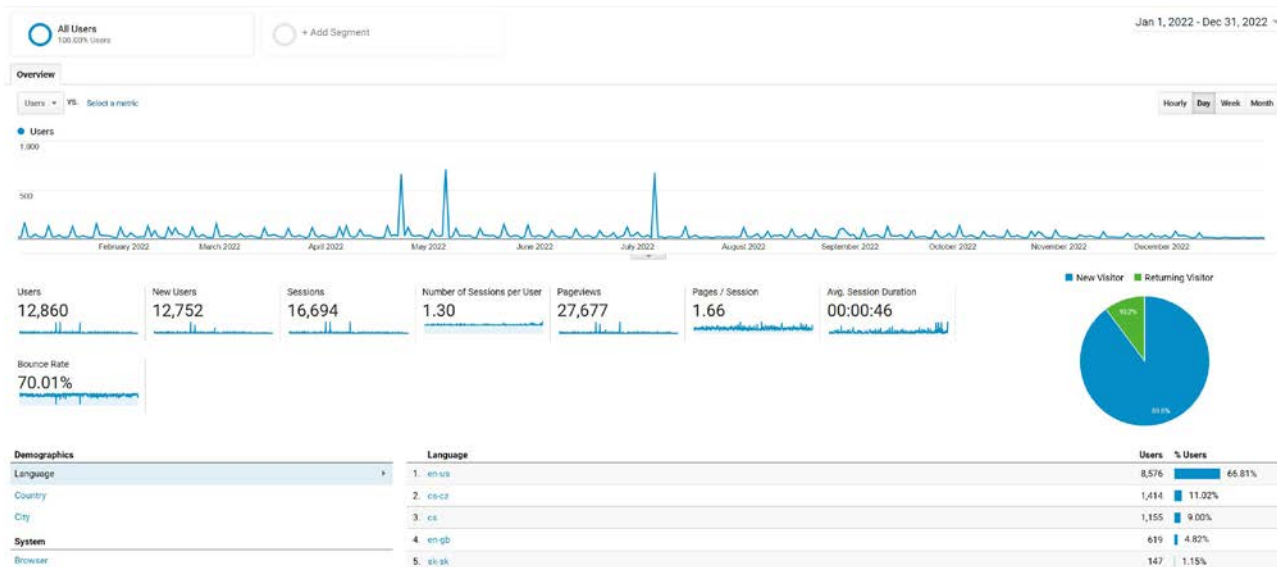
Banners are placed on the web portal. As you browse the content of the website, the banners remain displayed. There are **two main and several side banners**. You can also place so-called **skin banner** on the web, which is a banner framing the web portal from three sides. We will send technical parameters 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 2022

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	480	840	1 260
square button (first position)			
250 × 250 px	440	800	1 200
rectangle button			
250 × 170 px	360	680	1 000
250 × 125 px	200	380	520
250 × 85 px	160	300	440
skin			
1 200 × 210 px	640	1 000	1 320

1 200 × 210 px

skin

62. MEZINÁRODNÍ STROJÍRENSKÝ VELETRH
8.–12. 11. 2021 BRNO

MSV 2021 DIGITAL FACTORY

Pro korespondenci | Kontakt | Mapa stánků | Občasná jednání

Packaging

ÚVOD | AKTUALITY | ČASOPIS | VIDEO | JAK TO VÍDĚ... | E-COMMERCE

Klikněte na nejnovější vydání

Video: Stoelzle – techniky dekorování skleněných obalů

25–29 APRIL 2022
HOME OF INDUSTRIAL PIONEERS

SEZNAMTE SE S KOLABORATIVNÍM ROBOTEM
CRX

Linde Material Handling

250 × 170 px
rectangle button

250 × 85 px
rectangle button

Obsah bioplastů lze ověřit radiouhlíkovou metodou
BETA

syba

Balící stroje
ASTRO®
Vlašim

250 × 250 px
square button

630 × 100 px
full banner

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 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 170 €

2 articles 300 €

3 articles 40 €

every other article 140 €

Publication of the banner in the News template – 320 € per month (with a link to the website of the client).

Regular customers are offered discounts.

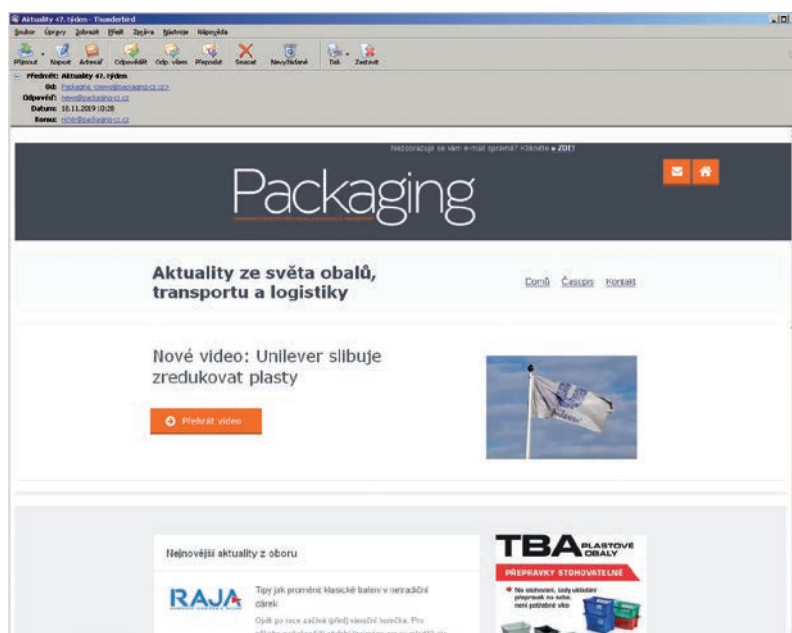
Videos

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 – 480 €.

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: **602 693 666, 602 322 224**

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