



Media Plan 2024

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, automatization and logistics.

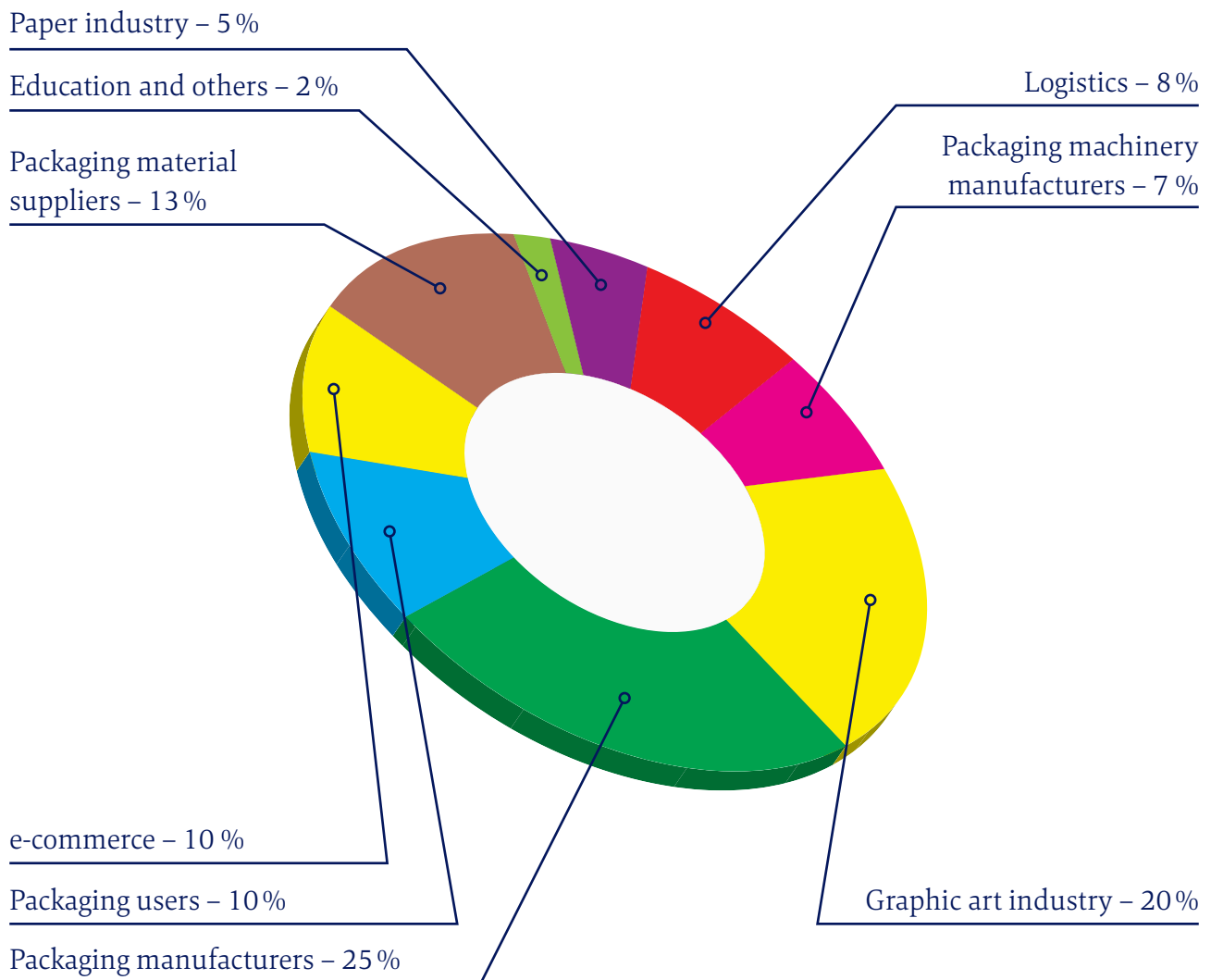
Packaging is issued every two months in a circulation of about 3,000 copies. Those issues directed towards the dates of trade fairs tend to higher circulations. **Packaging** is distributed by post according to a constantly updated and replenished directory straight to the management (sales directors,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

28 (established 1995)

Distribution:

direct mail to CEOs

Subscription fee:

Czech Republic: CZK 690 (+ 12 % VAT), abroad: EUR 60

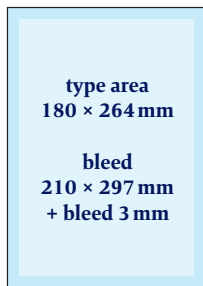
File formats: .pdf, .eps, .tif, .ai, .jpg.

Rates exclude VAT and production.

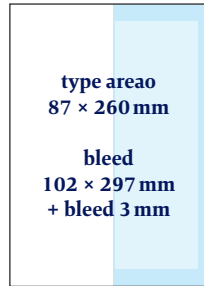
Rates are also payable in all currencies, according to exchange rate.



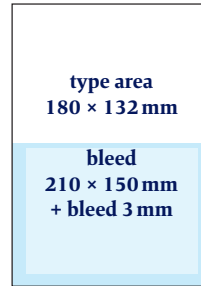
Price & formats – advertising rates



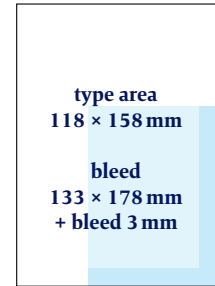
1/1 – 2 870 €



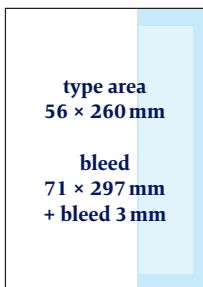
1/2 – 1 710 €



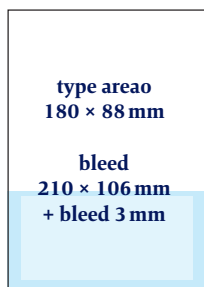
1/2 – 1 710 €



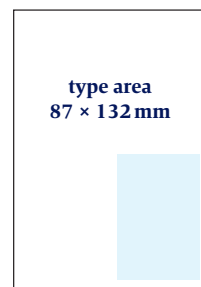
junior – 1 710 €



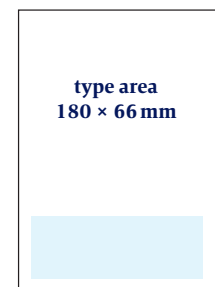
1/3 – 1 250 €



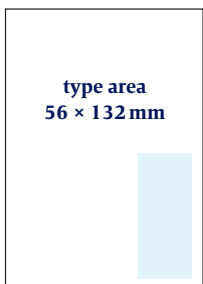
1/3 – 1 250 €



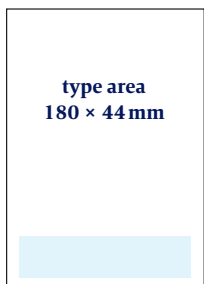
1/4 – 910 €



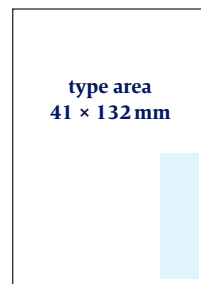
1/4 – 910 €



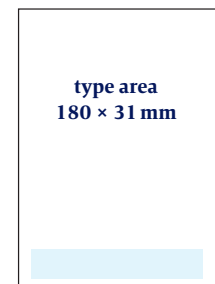
1/6 – 800 €



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

1/2024	publication date 6 Feb 2024	deadline 22 Jan 2024
trade fairs	Biofach (13–16 Feb) Nuremberg Amper (19–21 Mar) Brno Logimat (19–21 Mar) Stuttgart Hannover Messe (22–26 Apr) Hannover	
main topics	<ul style="list-style-type: none"> • Turbulence in energy prices and its impact on companies • Supply shortages versus just in time • Packaging lines for startups • From the grower straight to the consumer. But how to pack? • Does packaging made from recycled materials pose a risk for foodstuffs? • Packaging materials for fast moving goods • Excessive packaging annoys the customer • Specifics of cut fresh produce packaging 	

3/2024	publication date 4 Jul 2024	deadline 17 Jun 2024
trade fairs		
main topics	<ul style="list-style-type: none"> • drupa's reverberations • Innovations in e-commerce packaging solutions • On demand packaging made of cardboard • iMobility, handling and state-of-the-art transportation equipment • Paper stretch „film“ and its practical use • Static electricity and its effects 	

5/2024	publication date 29 Oct 2024	deadline 7 Oct 2024
trade fairs	All4Pack (4–7 Nov) Paris SIMEI (12–15 Nov) Milan BrauBeviale (26–28 Nov) Nuremberg	
main topics	<ul style="list-style-type: none"> • Technology for automated filling processes • Legislation around dangerous goods transport • Specifics of overseas industrial packaging • Printing of beverage cans and aerosol containers 	

2/2024	publication date 6 May 2024	deadline 15 Apr 2024
trade fairs	M-Mobility (4–7 Apr) Stuttgart Reklama Polygraf Obaly (23–25 Apr) Prague Hisapak (14–17 May) Barcelona drupa (28 May–9 Jun) Düsseldorf	
main topics	<ul style="list-style-type: none"> • Special topic: drupa • Innovations in printing, pre-press and post-press technologies • Codes for variable data • Information and inspection systems in automated lines • Trends in packaging printing and converting technologies 	

4/2024	publication date 9 Sep 2024	deadline 19 Aug 2024
trade fairs	FachPack (24–26 Sep) Nuremberg MSV (8–11 Oct) Brno Fakuma (15–19 Oct) Friedrichshafen Kongres Obalko (17.–18. 10.) Prague	
main topics	<ul style="list-style-type: none"> • Special topic: FachPack • Sophisticated box folding and gluing • Advantages and disadvantages of multi-way packaging • Innovations in packaging lines • Human-robot collaboration • Recyclate in plastic technologies 	

6/2024	publication date 16 Dec 2024	deadline 25 Nov 2024
trade fairs	Christmas markets	
main topics	<ul style="list-style-type: none"> • Christmas chocolate calendars and gift boxes – replacement of plastic components • Contaminants in printing inks and varnishes – what to do with this? • Tamper-evident safety features – how to prevent theft? • Packaging supplies made of paper and cardboard 	

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.

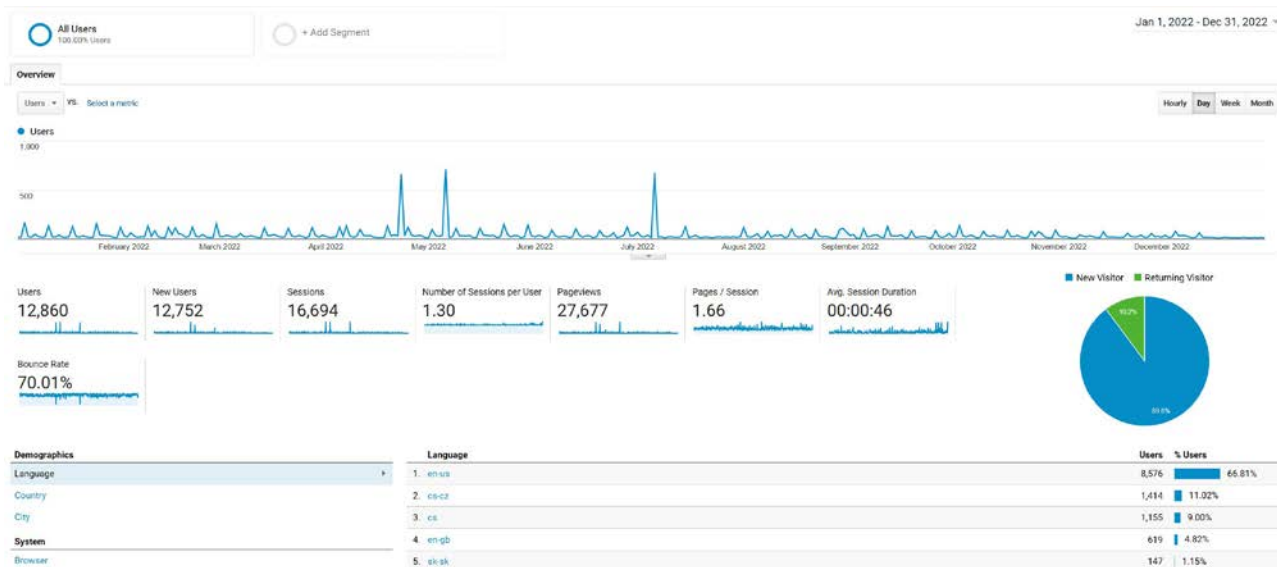
Banners are placed on the web portal. As you browse the content of the website, the banners remain displayed. There are **two main and several side banners**. You can also place so-called **skin banner** on the web, which is a banner framing the web portal from three sides. We will send technical parameters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

The screenshot shows the homepage of the website packaging-cz.cz. At the top, there is a header for the '62. MEZINÁRODNÍ STROJÍRENSKÝ VELETRH 8.-12. 11. 2021 BRNO' and a 'DIGITAL FACTORY' logo. Below the header is a navigation menu with categories like 'ÚVOD', 'AKTUALITY', 'ČASOPIS', 'VIDEO', 'JAK TO VÍDĚ...', and 'E-COMMERCE'. The main content area features several articles and videos. A large banner at the bottom left promotes 'HOME OF INDUSTRIAL PIONEERS' from April 25-29, 2022. On the right side, there are several smaller square and rectangular buttons for various articles and videos, including one for 'SEZNAMTE SE S KOLABORATIVNÍM ROBOTEM' and another for 'Syba'.

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 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.

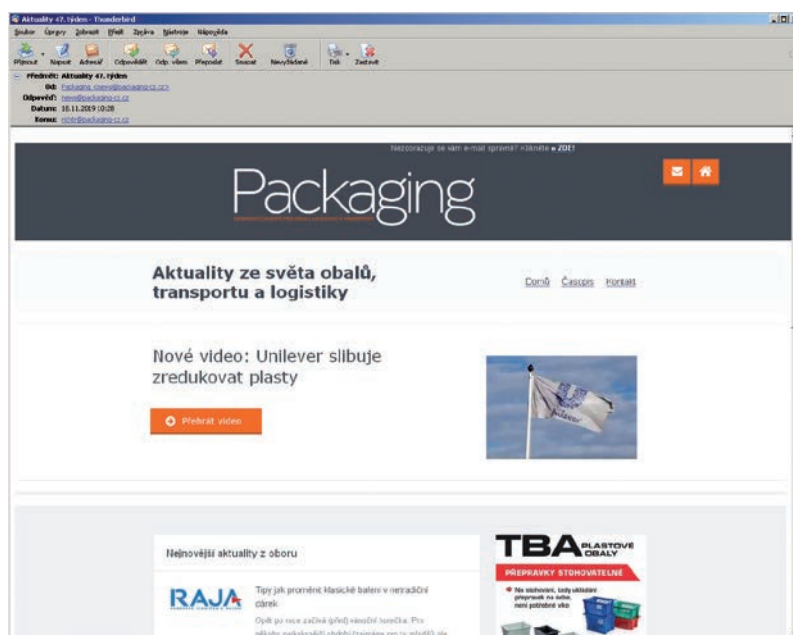
Videos

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