



The two well-known and essential newsletters VR direkt (6,500 recipients* approx.) and VR direct (in English, 3,000 recipients*) provide the latest news from the industry on a weekly basis.

From packaging machinery manufacturing to packaging materials to policy & marketing.

Whether for our German or our international target group – the two newsletters provide many opportunities for targeted market presence. In addition to traditional advertising options, there are a variety of advertising packages for a cross-media presence.

*(As of August 2018)

For additional information on the online newsletter and its many advertising options, please contact:
Tammy Rößler
 Tel. +49/(0)69/15 04 33 - 204
 Email: t.roessler@kepplermediengruppe.de

Are you interested in Newsletter advertisement?

VR direkt oder VR direct (english) – we offer possibilities for every budget.

See the rates next page.

Head-Ad + Microsite

Fullsize-Banner

Halfsize-Banner

1/3-Banner

Skyscraper











Top Job Content Ad



All orders underlie our general terms and conditions, see www.verpackungsrundschau.de/terms. All rates are excluding VAT.

Online Newsletter rate card VR VerpackungsRundschau direkt and VR direct

effective since 01.10.2018

Form of advertising	Positions	Format	Run time plus surcharge for shorter term	Rates
 Head-Ad + Microsite	underneath Editorial		One issue	1.600,-- EUR
 Fullsize Banner R1	first position	468 x 60 Pixel	4 consecutive issues	2.600,-- EUR
 Fullsize Banner R2, R3	second position and following	468 x 60 Pixel	4 consecutive issues	2.100,-- EUR
 Halfsize Banner R1	first position	234 x 60 Pixel	4 consecutive issues	1.530,-- EUR
 Halfsize Banner R2, R3	second position and following	234 x 60 Pixel	4 consecutive issues	1.225,-- EUR
 Bottom Content Ad	At the foot of the newsletter	520 x 150 Pixel	4 consecutive issues	1.600,-- EUR
 1/3 Banner	Far right, next to text Please note: variable position	156 x 60 Pixel	4 consecutive issues	820,-- EUR
 Skyscraper big	Far right, next to text Please note: variable position	160 x 600 Pixel	4 consecutive issues	1.890,-- EUR
 Skyscraper small	Far right, next to text Please note: variable position	160 x 400 Pixel	4 consecutive issues	1.430,-- EUR
 TOP-JOB Job market	At the foot of the newsletter	520 x 150 Pixel	4 consecutive issues	1.600,-- EUR

In order to be able to adapt all advertising to the mobile version of the newsletters, some formats will require alternative formats; e.g., what is displayed as a skyscraper on the Web, becomes a 1/2 banner when displayed on mobile devices. All orders underlie our general terms and conditions, see: www.verpackungsrundschau.de/terms

Your registration for free newsletter VR direkt and VR direct:

www.verpackungsrundschau.de/newsletter

File formats:

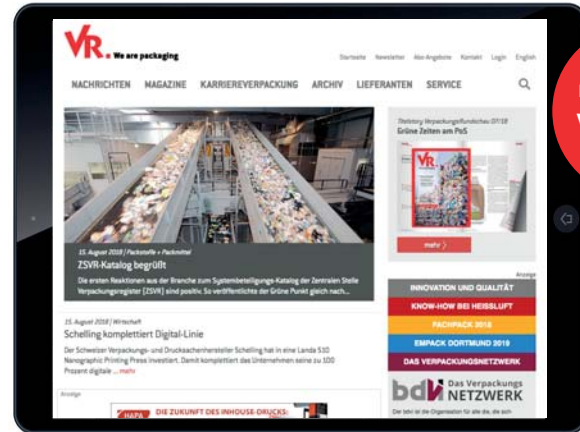
At least one week before release via e-mail to anzeigen@kepplermediengruppe.de.

Online ads must be provided in the following formats: JPG, GIF or PNG.

No animated GIF-Files possible

- 1 Web address** www.verpackungsrundschau.de
- 2 Brief description** Extensive range of attractive contents in German and English about all aspects of industrial packaging for decision-makers from the food, beverage, pharmaceutical, cosmetic, chemical and non-food industries as well as their suppliers. The focus is on daily news in German and English. In addition to market surveys, an archive with full-text search facilities, and a job market, users can sign up for a weekly newsletter, also offered in English and German.
- 3 Target group** Opinion leaders and decision-makers for packaging issues in packaged goods companies as well as their suppliers and service providers.
- 4 Publishing house** Keppler Medien Gruppe
P. Keppler Verlag GmbH & Co. KG
Kaiserstraße 39
D-63065 Offenbach am Main
Tel. +49/(0)69/15 04 33 - 202
Fax +49/(0)69/15 04 33 - 323
vr@kepplermediengruppe.de
- 5 Contacts** Marion Neckermann (Advertising Manager)
Tammy Rößler (Media Consultant)
- 6 Access control** –
- 7 Statistics** on request
- 8 Data supply** At least 1 week before publication via e-mail to anzeigen@kepplermediengruppe.de, see the following table for formats and maximum data volume

- 9 Eternal AdServer used** adNET 2.1
- 12 Terms of payment** 8 days after receipt of the invoice with 2% discount or 30 days net
- Bank account details** Deutsche Bank, Offenbach
BLZ 505 700 18,
Account no. 113 560 700
IBAN DE 68 5057 0018 0113 5607 00
SWIFT-BIC DEUTDEFF505



responsive
webdesign

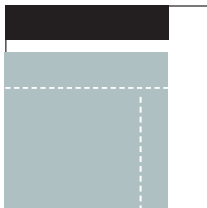
VR Website
after relaunch –
new look,
new structur,
new content!

All rates mentioned below refer to a duration of four weeks. Price increase for shortend or split terms.

effective from 01.01.2019

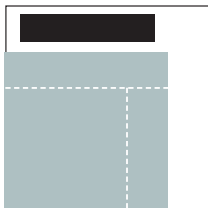
Billboard

Format: 1050x250 Pixel
Rate: € 5.900,00



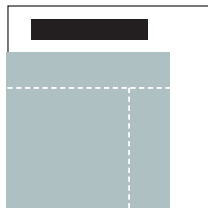
Superbanner

Format: 728x90 Pixel
Rate: € 1.790,00



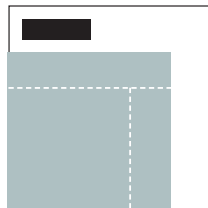
Full-Size-Banner

Format: 468x60 Pixel
Rate: € 1.050,00



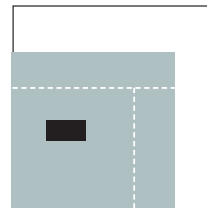
Half-Size-Banner

Format: 234x60 Pixel
Rate: € 550,00



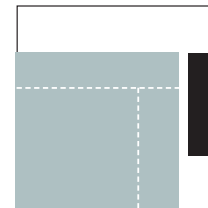
1/3 Banner

Format: 156x60 Pixel
Rate: € 490,00



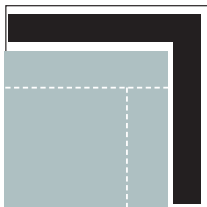
Skyscraper

Format: 160x600 Pixel
Rate: € 2.300,00



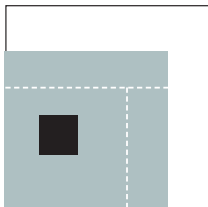
Wallpaper

Format: 728x90 and
160 x 800 Pixel
Rate: € 4.600,00



Content Ad

Format: 300x250 Pixel
Rate: € 2.150,00
Placement Newsdetails



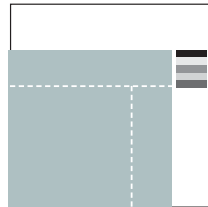
Web- or Text ad

Format/Logo: 300x100 Pixel
Text: 150 characters
Rate: € 3.800,00



Slider-Box

Format/Logo: 300x100 Pixel
Text: 150 characters
Rate: € 990,00



Entry (Logo+Link) in the event calendar

Logo: 80x80 Pixel
Rate: 3 months / € 1.000,00
6 months / € 1.600,00
Placement: event calendar

When providing source code

Instead of using [timestamp], please use the following parentheses: {timestamp}. A definition for timestamp cannot be stored in adNET 2.1. It will replace {timestamp} with a randomly generated figure.

Alternative advertising formats

Advertising media in flash format (SWF) will not show on all browsers. Accordingly, we recommend that you provide us with appropriate alternative formats when you provide us with SWF files. Alternative elements in GIF (including anim.), JPEG or PNG should have the same dimensions as their corresponding SWF equivalents.

For further information please contact:

Tammy Rößler
Tel. +49/(0)69/150433-204
Email: t.roessler@kepplermediengruppe.de

File formats:

Online ads should be provided in the following formats: Flash, jpg, gif, html5, max. file size 100 KB. Please deliver online advertisements as programme code/script.

With the exception of the wallpaper format, online adverts with the same format may rotate in their corresponding placement. Additional formats available. All advertising media will link to customer's website.

Native Advertising

The following possibilities only represent part of what we have to offer. Get in touch with us!

MICROSITE

A lot of room for your offers



HEAD-AD IN THE NEWSLETTER

VR direkt and VR direct (english)

SLIDER-BOX

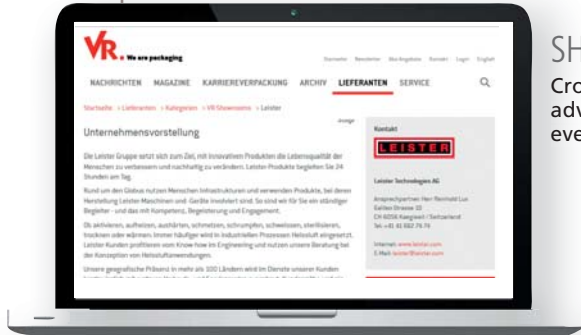
prominently positioned on the VR website

SHOWROOM

Crossmedial advertising for every budget

TITELSTORY

Be present in print and online



Contact

To receive a quote please contact:
Tammy Rößler; Tel. +49(0)69 150433 - 204
t.roessler@kepplermediengruppe.de



Overview: Native Advertising options

Use the advertising effectiveness of cross-media products, including microsites, to achieve your campaign goals. With additional coverage in newsletters and printed issues depending on the model.

Designation Services	Slider-Box Website	Web-Ad Website	Text Ad Website	Head-Ad Newsletter	Titelstory Crossmedial	Showroom Crossmedial
Microsite	✓	✓	✓	✓	✓	✓
Contact	✓	✓	✓	✓	✓	✓
Picture gallery	✓	✓	✓	✓	✓	✓
Video	✗	✗	✗	✗	✗	✓
Case studies	✗	✗	✗	✗	✓	✓
Downloads	✗	✗	✗	✗	✗	✓
Events	✗	✗	✗	✗	✗	✓
Deep links	✓	✓	✓	✓	✓	✓
Slider box	✓	✗	✗	✗	✗	✓
Social media	✗	✗	✗	✗	✗	✓
Teaser ad in print	✗	✗	✗	✗	✗	✓
Connection to newsletter	✗	✗	✗	✓	✓	✗
SEO	✓	✓	✓	✓	✓	✓
Logo circle	✗	✗	✗	✗	✗	✓
Reporting	✓	✓	✓	✓	✓	✓
Text approx. characters	200 / 1.500	200	200 / 1.500	150 / 1.500	on request	4.500
Duration	1 month	1 month	1 month	1 p. week	without limitation	12 months
Rate	990,00 €	3.800,00 €	3.800,00 €	1.600,00 €	on request	4.500,00 €

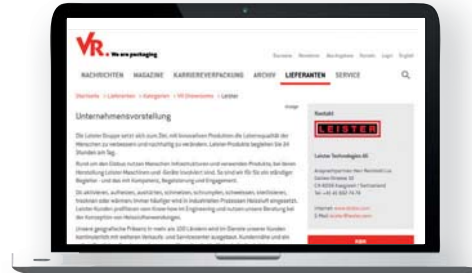
Book your

SHOWROOM

– at www.verpackungsrundschau.de

A showroom at www.verpackungsrundschau.de offers multimedia options for your information!

- ▶ Presentation of new products and services
- ▶ Deep Link directly to product information on your website
- ▶ Keep your existing and potential customers updated about your events



MICROSITE

- ▶ You control your showroom content - we assume responsibility for the creation and processing
- ▶ Always up to date – on request up to 8 updates per year
- ▶ Deep Link directly to product information on your website



TEASER AD + SLIDERBOX

Presence in print + online

- ▶ Teaser ad in every issue of VR
- ▶ QR-Code: quick access to the showroom with mobile devices
- ▶ Sliderbox/Homepage prominently positioned on the VR homepage + microsite

NEWSPAGE/GALLERY

- ▶ Your logo will grab attention and link directly to your showroom – one year on the newspaper on www.verpackungsrundschau.de

All orders underlie our general terms and conditions, see www.verpackungsrundschau.de/agb. All rates excluding VAT.

Our cross media package for 4.500 Euro

CONTACT

For further information please contact:
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Tel.: +49 (0)69//15 04 33 – 202