



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:**  
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 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](http://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](http://www.verpackungsrundschau.de/terms)

Your registration for free newsletter VR direkt and VR direct:

[www.verpackungsrundschau.de/newsletter](http://www.verpackungsrundschau.de/newsletter)

**File formats:**

At least one week before release via e-mail to [anzeigen@kepplermediengruppe.de](mailto:anzeigen@kepplermediengruppe.de).

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

**No animated GIF-Files possible**