



1 Circulation:



Print run: 13 084 copies
Total circulation on an annual average
(Media-card 2, figure 17): 12 970 copies

2 Magazine format:

DIN A4, 210 mm width x 297 mm height

Type area:

184 mm width x 262 mm height (1/1 page)

3 Printing process:

Offset printing, basic typeface: Frutiger LT

Printing material:

Digitalised for Macintosh (on CD-ROM or via E-Mail) with print-out/proof. For further information on digital printing materials see separate media card. Colour separation and proof required.

4 Dates:

Frequency: monthly, 12 issues plus Specials
Publication date: in the first week of the month
Booking deadline: 3 weeks before publication
Printing materials: at booking deadline

5 Published by:

Keppler Medien Gruppe
P. Keppler Verlag GmbH & Co. KG

Mailing address:

P.O. Box 100953, D-63009 Offenbach am Main
Kaiserstraße 39, D-63065 Offenbach am Main

Web address:

www.verpackungsrundschau.de

Advertising sales:

Marion Neckermann, Tel. +49/(0)69/15 04 33 - 202,
E-Mail: m.neckermann@kepplermediengruppe.de

Tammy Röbller, Tel. +49/(0)69/15 04 33 - 204
E-Mail: t.roessler@kepplermediengruppe.de

Karin Hotz (Suppliers form A-Z, entries in "packaging"),
Tel. +49/(0)69/15 04 33 - 210,
E-Mail: k.hotz@kepplermediengruppe.de

Stefanie Wahbi (Suppliers' directory/classified ads),
Tel. +49/(0)69/15 04 33 - 216,
E-Mail: s.wahbi@kepplermediengruppe.de

Fax +49/(0)69/15 04 33 - 333,
please mention "VerpackungsRundschau"

6 Conditions of payment:

2% discount if paid within 8 days,
net if paid within 30 days from date of invoice

Bank account:

Deutsche Bank, Offenbach/Main
BLZ 505 700 18
account No. 113 560 700
IBAN DE 68 5057 0018 0113 5607 00
SWIFT-BIC DEUTDEFF505

Rate card No. 62

effective Jan. 1, 2019

7 Advertising sizes and basic rates within editorial – Special sizes upon request

Rates in EURO – Rates for colour ads valid for European chart colours only

Rates after deduction of the respective discount

Format	Basic rate	Discount 3%	5%	10%	15%	20%	Columns	W x H in mm
			2x	3x	from 6x	from 12x		
1/1 b/w	3,450.00		3,277.50	3,105.00	2,932.50	2,760.00	4-columns	184 x 262
4-colours	4,800.00		4,560.00	4,320.00	4,080.00	3,840.00		
		3x	from 4x	from 6x	from 12x	from 24x		
1/2 b/w	1,830.00	1,775.10	1,738.50	1,647.00	1,555.50	1,464.00	4-columns	184 x 128
4-colours	2,930.00	2,842.10	2,783.50	2,637.00	2,490.50	2,344.00	2-columns	90 x 262
Juniorpage		3x	from 4x	from 6x	from 12x	from 24x		
1/2 b/w	2,200.00	2,134.00	2,090.00	1,980.00	1,870.00	1,760.00	Type area	128 x 184
4-colours	3,300.00	3,201.00	3,135.00	2,970.00	2,805.00	2,640.00		
		3x	from 6x	from 9x	from 12x	from 36x		
1/3 b/w	1,320.00	1,280.40	1,254.00	1,188.00	1,122.00	1,056.00	4-columns	184 x 83
4-colours	2,420.00	2,347.40	2,299.00	2,178.00	2,057.00	1,936.00	1-column	58 x 262
		3x	from 6x	from 9x	from 12x	from 48x		
1/4 b/w	975.00	945.75	926.25	877.50	828.75	780.00	4-columns	184 x 61
4-colours	1,875.00	1,818.75	1,781.25	1,687.50	1,593.75	1,500.00	2-columns	90 x 128
		3x	from 6x	from 9x	from 12x	from 96x		
1/8 b/w	490.00	475.30	465.50	441.00	416.50	392.00	4-columns	184 x 28
4-colours	1,390.00	1,348.30	1,320.50	1,251.00	1,181.50	1,112.00	2-columns	90 x 61
							1-column	43 x 128

Upon request:

Front cover + Inside title page flap (1/1 page 4c +
1/2 page 4c vertical) + Online presence

Basic rates for special positions

Entry page prior to the lead topic,
inside front cover, third and fourth cover 4c 5,300.–

1/3 page 4c vertical next to Editorial, page 3 2.980.–
1/3 page 4c vertical next to Content, page 5 2.980.–

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

7 Island Advertising (placement in editorial sections)

Minimum size:	25 mm height	
Column width:	58 mm	43 mm
Rate in mm/height, b/w:	€ 6.50	€ 5.60
Rate in mm/height, 4c:	€ 8.85	€ 7.95

Discounts:	There will be a 10% placement charge if several island advertisements are placed on one page or on a double page.		
3 issues 3%	6 issues 5%		
9 issues 10%	12 issues 15%		

8 Additional charges

8.1 Colour charges 4c	Euro	Euro
2/1 + 1/1	1,350.–	Special colours 550.–
1/2 + 1/3	1,100.–	
1/4 + 1/8	900.–	

8.2 Special positions (discounts not applicable) 10% of basic rate b/w

8.3 Bleed charge (discounts not applicable) 10% of basic rate b/w
Spread ads 10% of basic rate b/w

9 Classified Ads

Situations vacant – representations – sales – wanted – business relations

Rate per mm in 4c (1 column): € 3.70

Situations wanted

Rate per mm in b/w (1 column): € 2.10

Box No. Charges:	Width:		
Germany € 11.–	1-column = 43 mm	3-columns =	135 mm
Europe € 15.–	2-columns = 90 mm	4-columns =	184 mm
Overseas € 20.–			

10 Special types of advertising

Suppliers from A to Z see separate Rate Card, P. 32

Maps see separate Media Card, P. 30/31

Packaging see separate Media Card, P. 33

11 Discounts (granted within a twelve month period)

by frequency		by volume	
3 adverts	3 %	2 pages	5 %
6 adverts	5 %	3 pages	10 %
9 adverts	10 %	6 pages	15 %
12 adverts	15 %	12 pages	20 %

Discounts for bound inserts

See discounts by volume (1 sheet = 1 page)

13 Bound inserts (rates for total circulation)

EURO	
1 sheet 2 pages	3,700.–
1.5 sheet 3 pages	4,450.–
2 sheets 4 pages	5,975.–
3 sheets 6 pages	6,990.–

Trim sizes

(Delivery size W x H 216 x 309 mm)	Head trim	6 mm
(size after trim W x H 210 x 297 mm)	Edge trim	3 mm
	Bottom trim	6 mm
	Gutter	3 mm

14 Loose inserts

EURO	
up to 15 g per 1 000 copies	275.–
16 to 25 g per 1 000 copies	320.–
26 to 50 g per 1 000 copies	460.–
Plus additional postage, no discounts on postage	

15 Cost for glued advertising media

EURO	
Cost in combination with an ad or insert	70.– %
Additional gluing cost on request – depending on kind of product and processing	
Plus additional postage, no discounts on postage and gluing cost	

16 Delivery address for inserts (except Specials)

Vogel Druck und Medienservice GmbH & Co. KG

Warenannahme/Alexander Fischer

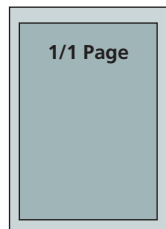
Leibnizstraße 5, 97204 Höchberg

Delivery reference: "VerpackungsRundschau, issue No. ____"

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The most important basic ad sizes (width x height)



1/1 Page

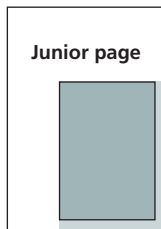
Ad sizes

Type area
With bleed

184 x 262 mm
216 x 303 mm*

Rate (4c)
in Euro

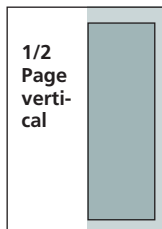
4,800.–



Junior page

128 x 184 mm
144 x 204 mm*

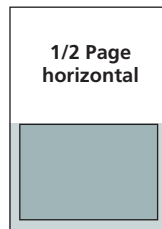
3,300.–



1/2 Page
vertical

90 x 262 mm
106 x 303 mm*

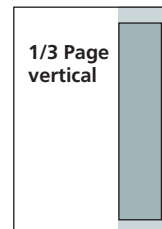
2,930.–



1/2 Page
horizontal

184 x 128 mm
216 x 148 mm*

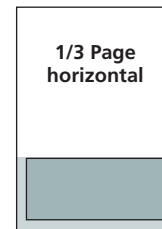
2,930.–



1/3 Page
vertical

58 x 262 mm
74 x 303 mm*

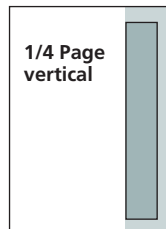
2,420.–



1/3 Page
horizontal

184 x 83 mm
216 x 103 mm*

2,420.–



1/4 Page
vertical

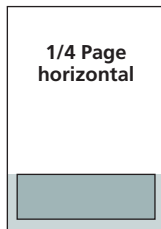
Ad sizes

Type area
With bleed

43 x 262 mm
59 x 303 mm*

Rate (4c)
in Euro

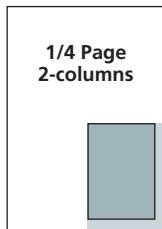
1,875.–



1/4 Page
horizontal

184 x 61 mm
216 x 81 mm*

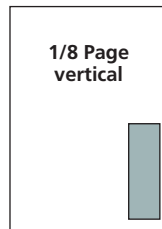
1,875.–



1/4 Page
2-columns

90 x 128 mm
106 x 148 mm*

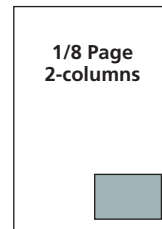
1,875.–



1/8 Page
vertical

43 x 128 mm

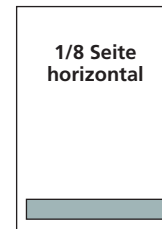
1,390.–



1/8 Page
2-columns

90 x 61 mm

1,390.–



1/8 Seite
horizontal

184 x 28 mm

1,390.–

* Sizes include 3 mm at each edge for trim

Additional ad sizes on request

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