



1 Characteristic Features:

VerpackungsRundschau provides decision makers at domestic and international packaged goods companies with current information and added value regarding all aspects of industrial packaging in the food, pharmaceuticals, cosmetics, chemical and non-food industries. VR also offers online news online at www.verpackungsrundschau.de and email newsletters in German and English with the latest news from the world of packaging. The cross-media brand "VR Verpackung & Marketing" focuses on the marketing function of packaging with an annual journal and a monthly email newsletter in German.

A solid network of correspondents reports on trends, events, new machines, and new products – seen on-site, or at trade fairs. 49%* of our contents have been researched in-house – proof of the high quality standard of the magazine's editorial content. Follow us on Twitter: @VR_Nachrichten. (* Source: VR, 19 issues in 2017)

- 2 Published:** monthly, at the beginning of each month
- 3 Volume:** 70.
- 4 Webadress (URL):** www.verpackungsrundschau.de
- 5 Memberships:** Media database of Deutsche Fachpresse, IVW
- 6 Organ:** Official organ of bdvi - das Netzwerk, the German network for packaging engineers.
- 7 Publisher:** Norbert Sauermann, Eckhart Thomas, Sabine Walser
- 8 Published by:** Keppler Medien Gruppe
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14 Analysis of page volumes published in 2017 = 13 issues:

Magazin format: DIN A4		
Total pages publishd:	1042	pages = 100,0 %
Editorial pages:	748	pages = 71,8 %
Advertising pages:	294	pages = 28,2 %
of these		
classified ads	8	pages = 2,7 %
Bound inserts	6	pages = 2,0 %
own ads	56	pages = 19,0 %
Loose inserts:	6	inserts

} of the number of advertising pages

15 Analysis of editorial content 2017

Packaging technology*	269	Pages = 36 %
Packaging matewrials & packages**	187	Pages = 25 %
Design	75	Pages = 10 %
TWB/Science Forum	15	Pages = 2 %
Events	67	Pages = 9 %
Professions & work	8	Pages = 1 %
Others***	127	Pages = 17 %
Total	748	Pages = 100 %

* incl. Labeling / coding / marking
** incl. packaging printing
*** incl. news, page of contents, imprint

16 Controlled circulation:



17 Circulation analysis: Average copies per issue and year
(1. July 2017 – 30. June 2018).

Print run:	13084
Total circulation:	12970
of these outside Germany:	1276
Sold copies:	1012
– Subscriptions	995
of these membership copies	487
– single copies	1
– other sales	17
Free copies:	11958

18 Geographical distribution:

Area	Total circulation in %	copies
Germany	90,2	11 694
other countries	9,8	1276
Total circulation	100	12970

Countries	in %	copies
Austria	32,0	408
Switzerland	42,2	539
Benelux	7,2	92
Scandinavia	2,5	31
Rest of Europe	7,0	89
Overseas	9,1	117
	100	1276



The trade journal **VerpackungsRundschau** reports on all aspects of industrial packaging including materials, machinery and packages.

Part of total circulation
in %

19 Readership according to lines of business/trades*:

Group number	Readers grouped according to the German office of statistics	Part of total circulation in %	copies
	Producing industry	84.1	10905
10/11/12	Food and beverage industry	28.8	3732
20/21	Chemical industry (incl. pharmaceuticals and cosmetics)	19.3	2499
13-16/23-27/31/32/38	Manufacturers of consumer goods/ non-food	10,3	1339
82.92	Contract packers	1.2	161
17.11/12/21	Producers of wood fiber, pulp, paper, carton board, corrugated board	6.3	820
18	Printing industry	2.1	269
22.22	Producers of plastic packages (rigid and flexible)	4.3	555
28	Producers of packaging machines (and their suppliers)	11.8	1530

Other industries

Wholesaler, retail trader	15.9	2065
Service providers, consultants, freelance professionals	2.5	318
Organisations, universities	1.8	237
Others	2.7	350
	8.9	1160

Total circulation

100 12970

21.1 Main area of activity
(multiple replies)

Proportion of established readers*
in % Projection approx.

Company management/board	24	2782
Packaging development, design	13	1507
Research and development/construction	15	1739
Engineering, production	18	2087
Quality control/assurance	11	1275
Marketing	36	4173
Buying	22	550
Sales	28	3246
Other areas	2	232

(More than one choice possible, 100 % = 11592 readers)

* Average III/17 bis II/18, our own survey

* Source: VR's Readership structure analysis, June 2007