

VR Verpackung + Marketing 2019

Get a head start at the PoS!



The key facts:

Editorial copy deadline: 01. August 2019

Ad booking deadline: 23. August 2019

Publication date: 18. September 2019

Print run: 10,000 copies + ePaper

see www.verpackungsrundschau.de/vandm

For rates please see the regular rate card, No. 62, see p. 26

The goal

Unusual shapes, attention-grabbing colors, new materials and converting processes – packaging is the star when it comes to staging products sustainably. This **special issue**, which is published once a year for LuxePack, primarily focuses on readers in product management and marketing at branded goods companies. It focuses on packaging's marketing function, providing useful information on the latest trends, specifically for this target group.

The topics

- Brand management through packaging
- Packaging as an experience
- Materials
- Luxury packaging
- Folding boxes, displays
- Printing/conversion
- Sustainability
- Design trends

The readers

Target group-specific mailing to selected addresses such as marketing experts at brand manufacturers, agencies, designers, printers and service providers. Additional distribution at trade fairs and via online orders.

Newsletter VR Verpackung + Marketing

Between issues of "VR Verpackung + Marketing", the editors regularly publish marketing-relevant packaging news online. The newsletter "VR Verpackung + Marketing" is published once a month.

Registration: www.verpackungsrundschau.de/newsletter

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Newsletter VR Verpackung + Marketing

provides monthly, free information on the latest packaging trends to about 5,000 recipients such as marketing experts at brand manufacturers, agencies, designers, printers, converters, and service providers.

2019 publication dates:

10. January	11. April	11. July	10. October
14. February	09. May	08. August	14. November
14. March	13. June	12. September	12. December

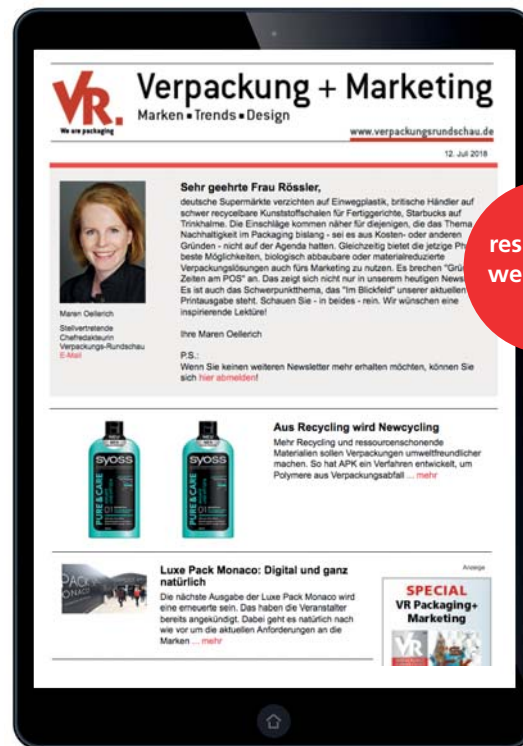
Rate per dispatch:

Form of advertising	Format	Rates
Head Ad + Microsite		€ 1,600.–
Fullsize Banner R1	468 x 60 Pixel	€ 680.–
Fullsize Banner R2	468 x 60 Pixel	€ 550.–
Halfsize Banner R1	234 x 60 Pixel	€ 400.–
Halfsize Banner R2	234 x 60 Pixel	€ 320.–
1/3 Banner	156 x 60 Pixel	€ 230.–
Skyscraper big	160 x 600 Pixel	€ 490.–
Skyscraper small	160 x 400 Pixel	€ 375.–
Bottom Content Ad	520 x 150 Pixel	€ 335.–

In order to be able to adapt all advertising to the mobile version of the newsletter, some formats will required alternative formats; e.g., what is displayed as a skyscraper on the Web, becomes a 1/2 banner when displayed on mobile devices).

– effective since Oct. 1, 2018

Your registration for the newsletter Verpackung+Marketing under:
www.verpackungsrundschau.de/newsletter



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