

1 Circulation:



Print run: 13 375 copies
Total circulation on an
annual average
(Media-card 2, figure 17): 13 354 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 560700
IBAN DE 68 5057 0018 0113 5607 00
SWIFT-BIC DEUTDEFF505

Rate card No. 61

effective Jan. 1, 2018

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 |
|---|----------------------|-----------------------------------|--|--|---|---|-------------------------------------|----------------------------------|
| 1/1 b/w 4-colours | 3,400.00 4,750.00 | | 2x 3,230.00 4,512.50 | 3x 3,060.00 4,275.00 | from 6x 2,890.00 4,037.50 | from 12x 2,720.00 3,800.00 | 4-columns | 184 x 262 |
| 1/2 b/w 4-colours | 1,800.00 2,900.00 | 3x 1,746.00 2,813.00 | from 4x 1,710.00 2,755.00 | from 6x 1,620.00 2,610.00 | from 12x 1,530.00 2,465.00 | from 24x 1,440.00 2,320.00 | 4-columns 2-columns | 184 x 128 90 x 262 |
| Juniorpage 1/2 b/w 4-colours | 2,150.00 3,250.00 | 3x 2,085.50 3,152.50 | from 4x 2,042.50 3,087.50 | from 6x 1,935.00 2,925.00 | from 12x 1,827.50 2,762.50 | from 24x 1,720.00 2,600.00 | Type area | 128 x 184 |
| 1/3 b/w 4-colours | 1,300.00 2,400.00 | 3x 1,261.00 2,328.00 | from 6x 1,235.00 2,280.00 | from 9x 1,170.00 2,160.00 | from 12x 1,105.00 2,040.00 | from 36x 1,040.00 1,920.00 | 4-columns 1-columns | 184 x 83 58 x 262 |
| 1/4 b/w 4-colours | 950.00 1,850.00 | 3x 921.50 1,794.50 | from 6x 902.50 1,757.50 | from 9x 855.00 1,665.00 | from 12x 807.50 1,572.50 | from 48x 760.00 1,480.00 | 4-columns 2-columns 1-columns | 184 x 61 90 x 128 43 x 262 |
| 1/8 b/w 4-colours | 480.00 1,380.00 | 3x 465.60 1,338.60 | from 6x 456.00 1,311.00 | from 9x 432.00 1,242.00 | from 12x 408.00 1,173.00 | from 96x 384.00 1,104.00 | 4-columns 2-columns 1-columns | 184 x 28 90 x 61 43 x 128 |

Basic rates for special positions

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

Upon request:

Front cover + Inside title page flap (1/1 page 4c + 1/2 page 4c vertical)
1/3 page 4c vertical next to Editorial, page 3
1/3 page 4c vertical next to Content, page 5

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/Höhe, b/w: | € 6.10 | € 5.45 |
| Rate in mm/Höhe, 4c: | € 8.55 | € 7.75 |

| | | | |
|-------------------|---|--|--|
| 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 |
| (rabattierbar) 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): € 3.50

Situations wanted

Rate per mm in b/w (1 column): € 2.00

| | | |
|-------------------------|-------------------|--------------------|
| 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. 27

Maps see separate Media Card, P. 28/29

Packaging see separate Media Card, P. 30

VR Knowledge Series see separate Media Card, P. 31

11 Discounts (granted within a twelve month period)

| | | |
|-------------------|------|------------------|
| Malstaffel | | 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 3,650.– |
| 1.5 sheet 3 pages 4,400.– |
| 2 sheets 4 pages 5,950.– |
| 3 sheets 6 pages 6,950.– |

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 270.– |
| 16 to 25 g per 1 000 copies 310.– |
| 26 to 50 g per 1 000 copies 450.– |
| 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

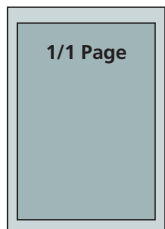
Leibnizstraße 5, 97204 Höchberg

Delivery reference: "VerpackungsRundschau, issue No. ____"

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The most important basic ad sizes (width x height)



1/1 Page

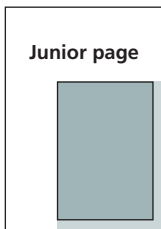
Type area
184 x 262 mm
With bleed
216 x 303 mm*

Rate (4c)
4.750,-

Ad sizes

Type area
With bleed

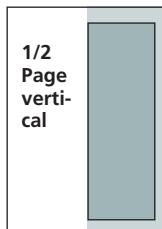
Rate (4c)
in Euro



Junior page

Type area
128 x 184 mm
With bleed
144 x 204 mm*

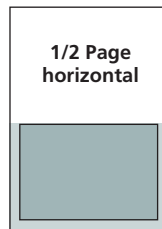
3,250,-



1/2
Page
verti-
cal

Type area
90 x 262 mm
With bleed
106 x 303 mm*

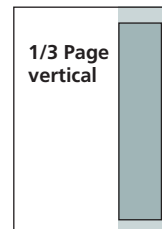
2,900,-



1/2 Page
horizontal

Type area
184 x 128 mm
With bleed
216 x 148 mm*

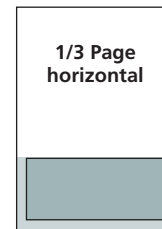
2,900,-



1/3 Page
vertical

Type area
58 x 262 mm
With bleed
74 x 303 mm*

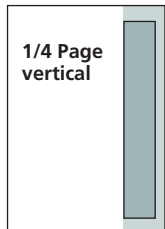
2,400,-



1/3 Page
horizontal

Type area
184 x 83 mm
With bleed
216 x 103 mm*

2,400,-



1/4 Page
vertical

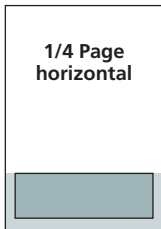
Type area
43 x 262 mm
With bleed
59 x 303 mm*

1,850,-

Ad sizes

Type area
With bleed

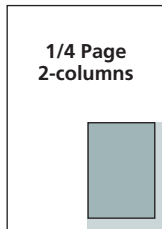
Rate (4c)
in Euro



1/4 Page
horizontal

Type area
184 x 61 mm
With bleed
216 x 81 mm*

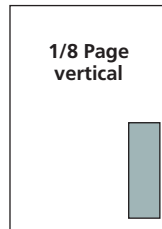
1,850,-



1/4 Page
2-columns

Type area
90 x 128 mm
With bleed
106 x 148 mm*

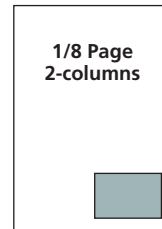
1,850,-



1/8 Page
vertical

Type area
43 x 128 mm

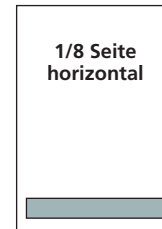
1,380,-



1/8 Page
2-columns

Type area
90 x 61 mm

1,380,-



1/8 Seite
horizontal

Type area
184 x 28 mm

1,380,-

* Sizes include 3 mm at each edge for trim

Additional ad sizes on request

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