

**1 Circulation**



Print run: 13.250 copies  
Total circulation on an  
annual average  
(Media-card 2, figure 17): 13.082 copies

**2 Magazine format**

**Type area**

DIN A4, 210 mm width x 297 mm height  
184 mm width x 262 mm height (1/1 page)

**3 Printing process**

Offset printing, basic typeface: Frutiger LT  
from 54 screen/mm (135 screen/inch)

**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**

Kepler Medien Gruppe  
P. Kepler Verlag GmbH & Co. KG  
P.O. Box 100953, D-63009 Offenbach am Main

**Mailing address**

Kaiserstrasse 39, D-63065 Offenbach am Main

**Internet**

www.verpackungsrundschau.de

**Advertising sales**

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

Tammy Rößler, Tel. +49/(0)69/ 15 04 33 - 204,  
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Magdalena Liebig (Maps)  
Tel. +49/(0)69/ 15 04 33 - 212,  
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Karin Hotz (Suppliers from A to Z, entries in "Packaging")  
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E-Mail: k.hotz@kepplermediengruppe.de

Stefanie Wahbi (classified ads),  
Tel. +49/(0)69/ 15 04 33 - 216,  
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Fax +49/(0)69/ 15 04 33 - 322,  
please mention "VERPACKUNGS-RUNDSCHAU"

**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  
Bank Sort Code 505 700 18  
account No. 113 560700  
IBAN DE 68 5057 0018 0113 5607 00  
SWIFT-BIC DEUTDEFF505

Rate card No. 60

– effective Jan. 1, 2017 –

**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
<b>1/1 b/w</b>	3.300,00		<b>2x</b>	<b>3x</b>	<b>from 6x</b>	<b>from 12x</b>	4-columns	184 x 262
<b>4-colours</b>	4.650,00							
<b>1/2 b/w</b>	1.750,00	<b>3x</b>	<b>from 4x</b>	<b>from 6x</b>	<b>from 12x</b>	<b>from 24x</b>	4-columns	184 x 128
<b>4-colours</b>	2.850,00						2-columns	90 x 262
<b>Juniorpage</b>		<b>3x</b>	<b>from 4x</b>	<b>from 6x</b>	<b>from 12x</b>	<b>from 24x</b>	Type area	128 x 184
<b>1/2 b/w</b>	2.100,00							
<b>4-colours</b>	3.200,00							
<b>1/3 b/w</b>	1.250,00	<b>3x</b>	<b>from 6x</b>	<b>from 9x</b>	<b>from 12x</b>	<b>from 36x</b>	4-columns	184 x 83
<b>4-colours</b>	2.350,00						1-column	58 x 262
<b>1/4 b/w</b>	930,00	<b>3x</b>	<b>from 6x</b>	<b>from 9x</b>	<b>from 12x</b>	<b>from 48x</b>	4-columns	184 x 61
<b>4-colours</b>	1.830,00						2-columns	90 x 128
							1-column	43 x 262
<b>1/8 b/w</b>	475,00	<b>3x</b>	<b>from 6x</b>	<b>from 9x</b>	<b>from 12x</b>	<b>from 96x</b>	4-columns	184 x 28
<b>4-colours</b>	1.375,00						2-columns	90 x 61
							1-column	43 x 128

**Basic rates for special positions**

Inside front cover, third and fourth cover 4c 5.250,-

**Upon request**

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

1/3 page 4c-colours, vertical next to Editorial, page 3

1/2 page 4c-colours, vertical next to Content, page 5

All orders underlie our standard-form contract conditions, see [www.verpackungsgrundschau.de/terms](http://www.verpackungsgrundschau.de/terms). All rates are excluding VAT

**7 Island Advertisements**

<b>Minimum size:</b>	25 mm height	
<b>Column width:</b>	58 mm	43 mm
<b>Rate in mm/height, b/w:</b>	<b>5,90 €</b>	<b>5,35 €</b>
<b>Rate in mm/height, 4c:</b>	<b>8,55 €</b>	<b>7,75 €</b>

<b>Discounts:</b>	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**

<b>8.1 Colour charges 4c</b>	<b>Euro</b>		<b>Euro</b>
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 b/w (1 column): € 3,50

Situations wanted  
Rate per mm in b/w (1 column): € 2,00

<b>Box No. Charges:</b>	<b>Width:</b>		
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. 12  
Packaging see separate Media Card, P. 13  
Maps see separate Media Card, P. 14/15  
VR Knowledge Series see separate Rate Card, P. 18

**11 Discounts** (granted within a twelve month period)

<b>by frequency</b>		<b>by volume</b>	
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)

		<b>EURO</b>
1 sheet	2 pages	3.600,-
1,5 sheets	3 pages	4.300,-
2 sheets	4 pages	5.850,-
3 sheets	6 pages	6.900,-

**Trim sizes**

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

**14 Loose inserts**

		<b>EURO</b>
up to 15 g	per 1.000 copies	265,-
16 to 25 g	per 1.000 copies	300,-
26 to 50 g	per 1.000 copies	4,-
Plus additional postage, no discounts on postage		

**15 Cost for glued advertising media**

	<b>EURO</b>
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: „Verpackungs-Rundschau, issue No. \_\_\_\_\_“

All orders underlie our standard-form contract conditions, see [www.verpackungsgrundschau.de/terms](http://www.verpackungsgrundschau.de/terms). All rates are excluding VAT