



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, email newsletters in German and English with the latest news from the world of packaging, as well as the knowledge series "VR-Wissen". 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. 47%* of our contents have been researched in-house – proof of the high quality standard of the magazine's editorial content.

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(* Source: VR, 19 issues in 2016)

- 2 Published:** monthly, at the beginning of each month
- 3 Volume:** 69.
- 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.
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13 ISSN: 0341-7131

14 Analysis of page volumes published in 2016 = 13 issues:

Magazin format: DIN A4		
Total pages publishd:	1 060	pages = 100,0 %
Editorial pages:	745	pages = 70,0 %
Advertising pages:	315	pages = 30,0 %
of these		
classified ads	4	pages = 1,3 %
Bound inserts	16	pages = 5,1 %
own ads	58	pages = 18,4 %
Loose inserts:	5	inserts

} of the number
of advertising pages

15 Analysis of editorial content 2016

Packaging technology*	289	Pages = 38 %
Packaging matewrials & packages**	183	Pages = 25 %
Design	80	Pages = 11 %
TWB/Science Forum	12	Pages = 2 %
Events	39	Pages = 5 %
Professions & work	12	Pages = 2 %
Others***	130	Pages = 17 %
Total	745	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 2016 – 30. June 2017).

Print run:	13 375
Total circulation:	13 354
of these outside Germany:	982
Sold copies:	1 138
– Subscriptions	1 121
of these membership copies	547
– single copies	—
– other sales	17
Free copies:	12 216
File and voucher copies:	21

18 Geographical distribution:

Area	Total circulation in %	copies
Germany	92,6	12 372
other countries	7,4	982
Total circulation	100	13 354

Countries	in %	copies
Austria	35,9	353
Switzerland	43,4	426
Benelux	5,6	55
Scandinavia	2,6	26
Rest of Europe	9,1	89
Overseas	3,4	33
	100	982



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 %	
	Producing industry	95	12 685
10/11/12	Food and beverage industry	35	4 674
20/21	Chemical industry (incl. pharmaceuticals and cosmetics)	24	3 205
82.92.0	Contact packagers	2	267
17.11 17.12 17.21	Producers of wood fiber, pulp, paper, carton board, corrugated board	8	1 068
18.12	Printing industry	3	400
22.22	Producers of plastic packages (rigid and flexible)	4	534
28.99.0	Producers of packaging machines	11	1 469
33.20	Producers of industrial drives and controls	2	267
	Other producers	6	801

Other industries	5	669
Wholesaler, retail trader	2	267
Service providers, consultants, freelance professionals	1	134
Organisations, Universities	1	134
Others	1	134
Total circulation	100	13 354

21.1 Main area of activity
(multiple replies)

Proportion of established readers*
in % Projection approx.

Company management/board	24	2 782
Packaging development, design	13	1 507
Research and development/construction	15	1 739
Engineering, production	18	2 087
Quality control/assurance	11	1 275
Marketing	36	4 173
Buying	22	550
Sales	28	3 246
Other areas	2	232

(More than one choice possible, 100 % = 11 592 readers)

* Average III/16 bis II/17, our own survey

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