

# Media Information 2025

The only German-language magazine for the conventional and digital production of labels

Special Section **Finishing & Veredelung**



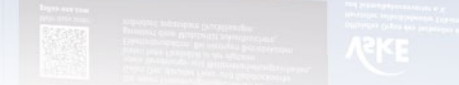
**Print · E-Paper · Online  
Campaigns · Events**

Ebner Media Group GmbH & Co. KG, Germany



Einziges deutschsprachiges Fachmagazin für konventionelle und digitale Herstellung von Etiketten

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## ▶ About Us

### EBNER MEDIA GROUP

– Package and Label Printing Division

The EBNER MEDIA GROUP, Ulm, Germany, is a leading media company for specialist publications and portals as well as special interest publications. It supports with tailor-made content and interactive platforms professionals in their daily work and enthusiasts in pursuing their passions. The EBNER MEDIA GROUP is organized on a decentralized basis. There are five locations in Germany alone, and there are a total of ten more worldwide locations.

In the target group-oriented business units of package printing and publication printing alone, there are four published periodicals for the printing industry. With **Etiketten-Labels** and **VerpackungsDruck** (formerly Flexo+Tief-Druck) as well the specials **Digital Printing today**, **Extrusion & Converting** and **Gravure Global** we focus on all areas of package and label printing, extremely dynamic niches in the printing industry - in print, digital or face-to-face communication. Nobody knows, reaches or inspires the people in our target groups like us.

#### First-class specialist journalism - and much more ...

With our know-how and our passion for topics and details, we are indispensable for our readers. Our knowledge advantage creates added value. Your customers read and use the content of our specialist publications and portals intensively: **Etiketten-Labels**, **VerpackungsDruck** (formerly Flexo+Tief-Druck), **Digital Printing today**, **Extrusion & Converting** and **Gravure Global** – in print and digital, online and in social media: **2 portals, 2 specialist magazines, 3 specials and special newsletters** – here you can reach your target group directly!



## ▶ Etiketten-Labels – Profile

**Title** **Etiketten-Labels**

**Short description** Technical magazine for producers of labels, sleeves and in-mould labels in German speaking areas of Europe. Etiketten-Labels is the only technology-orientated magazine in German language for all segments of the production of self-adhesive labels and other narrow web products. A worldwide network of editors and recognized experts in their field are publishing well-founded technical articles about print and production of packaging. Besides technical articles there are topical news items on companies, associations, technologies, economics, markets, products, services and events – making Etiketten-Labels an indispensable source of information for the industry.

**Publication frequency** 6 issues per year

**Publication size** 210 mm width x 297 mm height (DIN A4)

**Launched in** 1993

**Circulation** 2,200 copies

**Portal** etiketten-labels.com

**Xing** xing.to/xingetikettenlabels

**Organ**



**Publishers** Ebner Media Group GmbH & Co. KG  
Karlstraße 3  
89073 Ulm · Germany

**Etiketten-Labels is the official media of the German label and narrow web printing trade association: VskE e.V.**



**Circulation 2,200 copies**  
**Newsletter subscribers about 1,093**

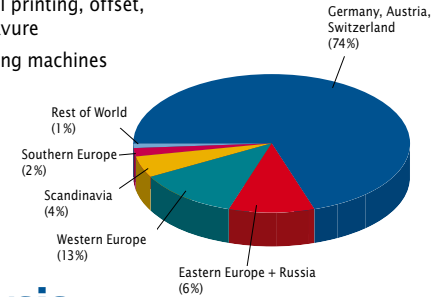
## ▶ Contents and Rubrics

- Technology in Detail
- Ecology & Sustainability
- From Practice
- VskE News
- People & Markets
- „Blaue Datei“ – Supplier Directory
- **Special Section:** Finishing & Veredelung

## ▶ Geographical Distribution

### Industry Segments

- Label printing companies using different printing processes like flexo, digital printing, offset, letterpress, screen and gravure
- Users of narrow web printing machines for the manufacturing of labels, tickets, tags, shrink sleeves, folding boxes and other packaging

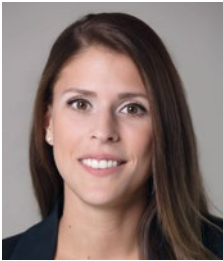


## ▶ Print Analysis

### Content Analysis: 1 year = 6 issues in 2024

Category	Pages	Percentage
<b>Total volume</b>	440.00 pages	= 100.00%
<b>Advertisements</b>	96.78 pages	= 21.99%
<b>Classified ads</b>	30.00 pages	= 6.82%
<b>Editorial content</b>	313.22 pages	= 71.19%

## ▶ Industry Opinions



„A leading global supplier to the label industry, BOBST, has maintained a partnership with Etiketten-Labels as a trusted media partner and key trade publication for many years. With a commitment to technical journalism, it serves as an important platform for the label community, both as an independent news outlet and a source of specialist information.“

**Désirée Bariatti**

*Regional Marketing & Communications Manager DACH  
BOBST*



“As a specialised equipment manufacturer, we appreciate the editorial mix of technology and the commercial aspects of the printing and converting sectors covered by Etiketten-Labels. The combination of in-house knowledge and the skilful use of contributing experts makes for an authoritative source of information that sets this publication apart from others on the market.”

**Jeannette Woodman**

*Marketing Director  
Vetaphone A/S*



“For us, Etiketten-Labels is a successful networking of information and communication technology. The online platform offers a quick, current overview - the print magazine scores with detailed topics and research. Both worlds strengthen each other through synergies to reach their target group.”

**Sonja Arnold**

*Authorized Signatory and Head of Internal Sales  
Chromos GmbH*



“At Kocher+Beck, Etiketten-Labels has been valued for decades as a reliable and comprehensive information tool. Even complex issues are explained regularly and in plain language. The continuous quality and comprehensive reporting is clear proof that a well-made specialist magazine still has a right to exist.”

**Lars Beck**

*Executive Partner  
Kocher+Beck GmbH + Co. KG*



“For Herma, Etiketten-Labels is the specialist magazine in the DACH region. In terms of content, the magazine convinces with high-quality specialist articles as well as with current trends and market events.”

**Milos Kojic**

*Marketing / Product Management  
HERMA GmbH*






“Etiketten-Labels offers us an interesting information portal with a successful mix of informative reports and reports on the market and market trends. From my point of view, the medium „printed specialist magazine“ still has its appeal and its right to exist in the digital age for conveying information in a targeted manner.”

**Thorsten Saathoff**




*Managing Director  
Nilpeter GmbH*

## ▶ Editorial Programme 2025 (as of September 16, 2024)

Topics of each issue		Important Industry Events
<p><b>1-2025 (February)</b>  <b>Publication date:</b>  <b>17.02.2025</b>            Editorial deadline:            23.01.2025  <b>Advertising Closing:</b>  <b>30.01.2025</b></p>	<ul style="list-style-type: none"> <li>■ <b>Printing machines</b> (conventional, hybrid, digital)</li> <li>■ <b>Prepress/printing forme production</b> (printing plates, imaging systems, screening processes)</li> <li>■ <b>Substrates</b> (paper, films, thermal material, metallized materials, etc.)</li> <li>■ <b>Finishing/Converting</b> (analogue/digital/hybrid)</li> </ul>	<p>Hunkeler Innovationdays, Lucerne/CH: 24.-27.02.2025            LOPEC, Munich / DE: 25.-27.02.2025</p>  <p>ICE Europe, Munich/DE: 11.-13.03.2025</p> 
<p><b>2-2025 (April)</b>  <b>Publication date:</b>  <b>14.04.2025</b>            Editorial deadline:            20.03.2025  <b>Advertising Closing:</b>  <b>27.03.2025</b></p>	<ul style="list-style-type: none"> <li>■ <b>Fair Pint4All:</b> Outlook on the fair, current trends, exhibitors and their innovations</li> <li>■ Inspection and control systems (in-/offline, web guiding control, web inspection, densitometry, spectrophotometry)</li> <li>■ Inks and varnishes (colour management, dosing, residual colours, drying/curing)</li> <li>■ Production of flexible packaging</li> </ul>	<p>VsKE Spring Conference, Mannheim/DE: 15-17.05.2025            Finat European Label Forum, Amsterdam/NL: 21.-23.05.2025            Print4All, Milan/Italy: 27.05.-30.05.2025</p> 
<p><b>3-2025 (June)</b>  <b>Publication date:</b>  <b>3.06.2025</b>            Editorial deadline:            8.05.2025  <b>Advertising Closing:</b>  <b>15.05.2025</b></p>	<ul style="list-style-type: none"> <li>■ Substrates – Paper and films (offers, properties, specialties)</li> <li>■ Gluing and laminating</li> <li>■ Security and logistics (counterfeit protection, security features, products and software)</li> <li>■ <b>Special Finishing &amp; Veredelung (n° 1/2025)</b> <ul style="list-style-type: none"> <li>● Cutting, embossing</li> <li>● Varnishing</li> <li>● Laminating</li> <li>● Conventional and laser die-cutting</li> <li>● Finishing</li> </ul> </li> </ul>	<p>UV Days 2025, IST Metz, Nuertingen/DE: 3.-5.06.2025</p>

Special Section

Finishing &amp; Veredelung

		Important Industry Events
<p><b>4-2025 (August)</b>  <b>Publication date:</b>  <b>29.07.2025</b>            Editorial deadline:            3.07.2025  <b>Advertising Closing:</b>  <b>10.07.2025</b></p>	<ul style="list-style-type: none"> <li>■ <b>Preview Labelexpo Europe</b> – first preview, trends, new products</li> <li>■ Business concepts, business management</li> <li>■ Workflow management, production optimisation, industry software</li> <li>■ Printing forme production – trends, innovations, technology</li> </ul>	<p>Labelexpo Europe,            Barcelona/ES: 16.-19.09.2025</p>  <p><b>LABELXPO            EUROPE 2025</b></p>
<p><b>5-2025 (September)</b>  <b>Publication date:</b>  <b>9.09.2025</b>            Editorial deadline:            14.08.2025  <b>Advertising Closing:</b>  <b>21.08.2025</b></p>	<ul style="list-style-type: none"> <li>■ <b>Fair issue Labelexpo Europe:</b> Trade fair information, trends, new products and technologies</li> <li>■ <b>Fair Fachpack:</b> Outlook on the fair, current trends, exhibitors and their innovations</li> <li>■ Printing processes (flexo, screen, offset printing)</li> <li>■ Inks and varnishes (colour systems analogue/digital, dosing, residual ink processing)</li> <li>■ Drying/curing of inks and varnishes, Innovations for UV-LED</li> </ul>	<p>Labelexpo Europe,            Barcelona/ES: 16.-19.09.2025</p>  <p><b>LABELXPO            EUROPE 2025</b></p> <p>FachPack, Nuremberg/DE: 23.-25.09.2025</p>  <p><b>FACHPACK &gt;</b></p> <p>VskE Fall Conference,            Radebeul/DE: 6-8.11.2025</p>
<p><b>6-2025 (December)</b>  <b>Publication date:</b>  <b>2.12.2025</b>            Editorial deadline:            6.11.2025  <b>Advertising Closing:</b>  <b>13.11.2025</b></p>	<ul style="list-style-type: none"> <li>■ Inspection and control systems (in-/offline, web guiding control, web inspection, densitometry, spectrophotometry)</li> <li>■ Smart labels (RFID, NFC, etc.)</li> <li>■ Special machines and custom-made machines</li> <li>■ <b>Special Finishing &amp; Veredelung (n° 2/2025)</b> <ul style="list-style-type: none"> <li>● Cutting, embossing</li> <li>● Varnishing</li> <li>● Laminating</li> <li>● Conventional and laser die-cutting</li> <li>● Finishing</li> </ul> </li> </ul>	<div style="background-color: #0056b3; color: white; padding: 5px; display: inline-block; transform: rotate(-15deg);">             Special Section <b>Finishing &amp; Veredelung</b> </div>
<p><b>Topics of each issue</b></p>	<ul style="list-style-type: none"> <li>■ <b>Printing machines</b> (conventional, hybrid, digital)</li> <li>■ <b>Prepress / printing forme production</b> (printing plates, imaging systems, screening processes)</li> <li>■ <b>Substrates</b> (paper, films, thermal material, metallized materials, etc.)</li> <li>■ <b>Finishing / Converting</b> (analogue/digital/hybrid)</li> </ul>	

**We appreciate your opinion!** Please contact editor **Michael Scherhag** at [scherhag@ebnermedia.de](mailto:scherhag@ebnermedia.de) and let us know where we can improve, which topics you are interested in and what you would like to read. We look forward to your suggestions!



## ▶ Special Finishing & Veredelung



The megatrend individualization exists worldwide and leads to a differentiation of products, including their packaging and labels. The finishing of labels not only serves to improve the appearance, but also to ensure product safety. On the one hand, special optical effects and an extra gloss can be added during print finishing, which makes labels appear more valuable and interesting. On the other hand, with the finishing it is possible to protect the printing material from external influences such as scratches.

Twice a year, Etiketten-Labels deals in its own special with the different types of finishing, their function and which new developments are preoccupying the industry. In our **Special Finishing & Veredelung** we treat, among other things:

- **Print finishing by varnishing:**  
How do UV / LED-UV varnishes work and which special effects are possible with other technologies?
- **Haptic print finishing through foil embossing:**  
Differences and news about cold and hot stamping. Production of embossing stamps and other possibilities for optimizing the haptic effect.
- **Laminating**  
Coating with different properties or specifications
- **Conventional die-cutting and laser die-cutting:**  
What solutions are there on the market?  
What are the advantages and limitations?

- ▶ **in Etiketten-Labels 3/2025 (June)**
- ▶ **in Etiketten-Labels 6/2025 (December)**



## ▶ Special Newsletter Digital Printing *today*

A digital channel for digital printing - the time has come! In the **Special Newsletter Digital Printing today**, we focus on digital printing and the digital finishing of labels, packaging and decor products. The time is ripe for this, because digital printing is now one of the real and exciting successful technologies in these growth segments too.

Today we are faced with a huge range of digital system and plant solutions: from small to large, from slow to fast, from small format to large format, inkjet or toner technology, for paper, cardboard, film and other substrates, for labels, flexible packaging, etc. That's reason enough to get an overview of the status of digital printing with its own newsletter.

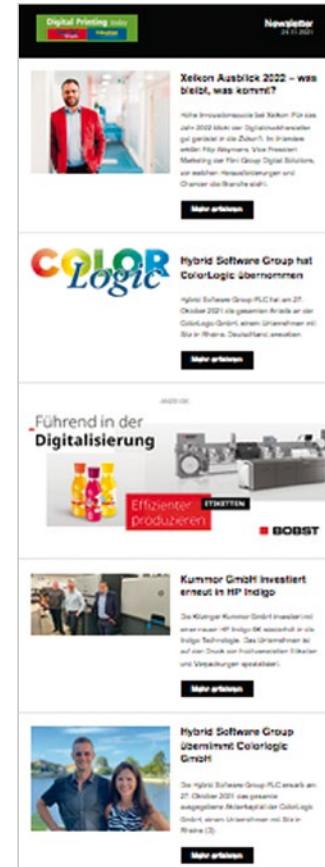
The **Special Newsletter Digital Printing today** is a co-production of the two editorial teams Etiketten-Labels and VerpackungsDruck (formerly Flexo+Tief-Druck). We send the **Special Newsletter Digital Printing today** to an own mailing list every month. Here you can present your company and your products with editorial news, an Online Advertorial or banner advertising.

Language: German – DACH markets  
 Dispatch: monthly, 12 times per year  
 Newsletter subscribers: 1,677  
 (as of December 2024)















Link for your personal newsletter registration:  
<https://www.etiketten-labels.com/digital-printing-today-special-newsletter/>

Formats	Prices
<b>Online Advertorial</b> Extensive, prominently placed article, which is placed online on <b>etiketten-labels.com</b> and teased in the Special Newsletter on position 1.	
Online Advertorial	€ 860.–
Online Advertorial incl. video upload	€ 960.–
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 750.–
from 3 dispatches, each	€ 675.–
<b>Stand-Alone Newsletter</b> 1 x dispatch	€ 2,995.–



## ▶ Advertisement Rates and Formats

Valid as of 1st January 2024

Size	Type area sizes (width x height)	Bleed sizes (+ 3 mm bleed*)	Black/white	2 colours	3 colours	4 colours (CMYK)	
1/1 page		178 x 262 mm	210 x 297 mm	€ 2,195.–	€ 2,530.–	€ 2,865.– € 3,195.–	
1/2 page	horizontal  upright  island 	178 x 130 mm 92 x 262 mm 130 x 178 mm	210 x 145 mm 107 x 297 mm –	€ 1,145.–	€ 1,480.–	€ 1,815.– € 2,145.–	
1/3 page	horizontal  upright 	178 x 85 mm 56 x 262 mm	210 x 99 mm 70 x 297 mm	€ 860.–	€ 1,195.–	€ 1,530.– € 1,860.–	
1/4 page	horizontal  upright  2 columns 	178 x 65 mm 42 x 262 mm 92 x 130 mm	210 x 74 mm 52 x 297 mm –	€ 710.–	€ 1,045.–	€ 1,380.– € 1,710.–	
1/8 page	horizontal  1 column/2 columns 	178 x 30 mm 44 x 130 mm 92 x 65 mm	210 x 39 mm – –	€ 390.–	€ 725.–	€ 1,060.– € 1,390.–	
1/16 page	1 column/2 columns 	44 x 65 mm 92 x 31 mm	– –	€ 200.–	€ 535.–	€ 870.– € 1,200.–	
<b>mm rate</b> (single column, 42 mm width)		For other sizes than those shown in the rate card.				black/white: € 3.30	

Bleed sizes without additional charge.

\*The indicated bleed formats are final formats, to which 3 mm bleed must be added on all 4 edges.

For other possible formats, as contiguous 2/1, 1 ½ or 2 x ½ pages (transverse) contact us for technical specifications and prices, please.

Placement: Side-part advertisements will be placed on the left or right-hand side according to the publisher's best judgement.

## ▶ Colour Charges (not discountable)

per standard colour	€ 335.–
per match colour	€ 500.–

## ▶ Special Placements (incl. 4 colour charge)

	<b>Cover page</b> (1/2 page, island, 4c)	€ 4,295.–
	<b>Inside front cover</b>	€ 3,600.–
	<b>1/3 page horizontal, 4c below the editorial at page 3</b>	€ 2,500.–
	<b>Page 4, facing table of contents</b> (1/1 page, 4c)	€ 3,500.–
	<b>Cover page Special Finishing &amp; Veredelung</b> (1/2 page across, 4c, 210 x 130 mm + 3 mm bleed)	€ 3,195.–
	<b>Inside back cover</b>	€ 3,400.–
	<b>Back cover</b>	€ 3,900.–
	<b>Surcharge for placement condition</b>	10%

## ▶ Inserts (bound-in) (discountable and commissionable)

<b>2-sided</b> (1 sheet DIN A4)	€ 2,195.–
<b>4-sided</b> (2 sheets DIN A4)	€ 2,800.–

Inserts up to 170 g/m<sup>2</sup> are to be delivered by the advertiser to the printer plain, *untrimmed* (4-sided or more *folded but untrimmed*); size 216 mm x 305 mm (width x height). Inserts are only possible for the total amount of copies in the circulation.

## ▶ Loose Inserts (Supplements) (discountable and commissionable)

<b>Up to 25 g:</b> per 1,000 pieces	€ 395.–
<b>Insert at a certain point in the magazine:</b> per 1,000 pieces	€ 50.–
<b>Above 25 g:</b>	available upon request

Format: width max 200 mm x height max 285 mm

## ▶ Glued-in Inserts (Postcards, booklets, samples glued-on advertisement; not discountable)

Per 1000 pieces	€ 180.–
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### Delivery address for inserts

Silber Druck oHG „for Etiketten-Labels“  
Otto-Hahn-Straße 25 · 34253 Lohfelden · Germany  
Phone +49 (0) 5 61 5 20 07-34, Fax +49 (0) 5 61 5 20 07-20  
E-mail: Lucas.Silber@silberdruck.de

Freight costs shall be borne by the customer

## ▶ Classified Advertisements

(commissionable)

4 columns à 42 mm width  
 Column width: 2 columns: 87 mm, 3 columns: 132.5 mm, 4 columns: 178 mm

Price per single column millimetre		
For sale, wanted, job offers etc.	4c	€ 2.50
Job searches (no reps or agents)	4c	€ 1.65
Box numbers	Europe	€ 12.00
	Overseas	€ 18.00

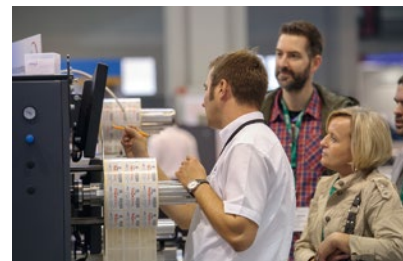
## ▶ Special Advertising

Belly bands, flaps, etc.	Please contact us
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## ▶ Discounts for insertions within one year of booking

Series discounts	
3 advertisements	5%
6 advertisements	10%
9 advertisements	15%
12 advertisements	20%

Volume discount	
min 2 pages	5%
min 4 pages	10%
min 6 pages	15%
min 9 pages	20%



# ▶ The “Blaue Datei” for Label and Narrow Web Printers

The “Blaue Datei” is the up-to-date and comprehensive marketplace for the label and narrow web printing industry. With your entry, you reach the buyers and decision-makers in the branch. They will find suitable suppliers for daily production in the “Blaue Datei”.



I will gladly advise you in regard to the “Blaue Datei”:

**Christoph Gehr**  
 Verlagsbüro Felchner  
 Phone: +49 (0) 83 41 966 17 85  
 c.gehr@verlagsbuero-felchner.de

### Size

Column width 1 column: 42 mm, 2 columns: 87 mm; height is to your requirement, but must be at least 15 mm; price depends on height.

### Scope

In order for our offers to be at attractive prices, orders are available for 1 year (starting from each issue) for six consecutive issues possible. Billing in advance – you will receive an invoice annually.

Prices per mm, 1 column	
b/w	€ 2.10
4c	€ 2.50
Price examples (each for 6 issues)	
15 mm height, 4c	€ 225.00
30 mm height, 4c	€ 450.00
50 mm height, 4c	€ 750.00

Discounts	
For multiple entries per issue:	
3 entries	5%
6 entries	10%
9 entries	15%
12 entries	20%

### Company Profile Online

On etiketten-labels.com under “Zulieferer” appears your company name, logo and company portrait (650 characters of text and link to your website). Furthermore, your logo incl. a link will appear under max. 3 keywords in the glossary.

<b>Price</b> (12 month period)	€ 620.00
incl. integration of a video (12 month period)	€ 720.00
<b>Comb. price</b> for advertisers of the “Blaue Datei” (12 month period)	€ 420.00
incl. integration of a video (12 month period)	€ 520.00

## ▶ Print: Technical Data

### Circulation

2,200 copies

6 issues per year (see editorial programme, pages 6–7)

### Publication size

DIN A4 = 210 x 297 mm (width x height)

### Bleed size

DIN A4 plus 3 mm = 216 x 303 mm (width x height)

### Printing process

Sheetfed-offset, Euroscale

### Paper

Speedmat 80g/m<sup>2</sup>

### Processing

Adhesive bond

## ▶ Payment

### Bank

Volksbank Ulm-Biberach eG

IBAN DE19 6309 0100 0036 2600 02

BIC ULMVDE66

SEPA Creditor-ID DE67ADS00000047069

VAT No. DE147041097

### Terms of payment

30 days net without deduction.

### Address

Ebner Media Group GmbH & Co. KG

Karlstraße 3 · 89073 Ulm · Germany

## ▶ Details for Submitting Digital Data

### Print data

Due to computer-to-plate exposure only digital data delivery is acceptable.

### PDF print data

PDF High-resolution data (min. 300 dpi).

Fonts used must be included.

Colour displays: CMYK mode,

black and white ads: grayscale mode.

Colour profile: ISO Coated v2.

File format: PDF/X-3

### Data transfer

<https://wetransfer.com>

### File name

For easy identification of your data, please name your file according to the following sample: "Company name\_FlexoTiefDruck"

### Receiving and handling inspection

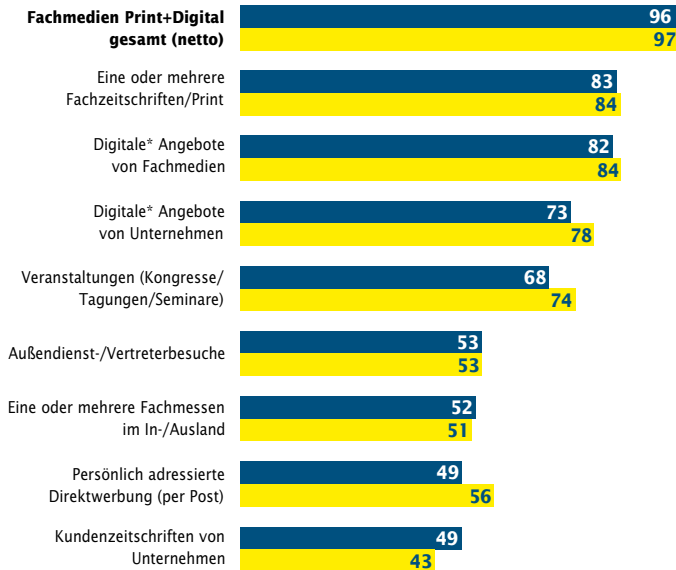
The publisher assumes no responsibility for colour variations and text positions or loss of graphical effects in the advertisement if the files were not provided in the recommended manner and if press proofs were not submitted.



## ▶ B2B Decision-maker analysis

Study of the Deutsche Fachpresse on information behavior and media use of professional decision-makers

### Use of B2B information sources by age (Professional decision-makers)



\* Websites, Social Media, Newsletter, Apps

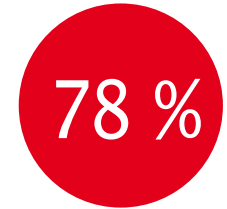
**Angaben in %**

■ Nutzung letzte 12 Monate  
 ■ dto./ Gruppe „bis 39 Jahre“



... of the 7.4 million professional decision-makers use specialized media

Printed and digital specialized media are the most important job-related sources of information for professional decision-makers. Top decision-makers use these even more intensively than the entire group. As before, specialized magazines and digital specialized media are in the intensity of use before the digital offers of the companies, who rank third.



... find advertising in specialized media useful

Specialized media are perfect advertising media, as advertising is perceived by readers as an important content. It is not only useful, advertising also creates a positive image of the advertising companies among the readers and users. Anyone who advertises in specialized media confirms its relevance in the market and reinforces it in a positive way.



... of all decision-makers under the age of 40 use specialized media

Specialized media usage is not a matter of age. Even professional decision-makers under the age of 40 use specialized magazines and digital specialized media offers intensively.



# ▶ How to reach your customers



Website



Social Media



Trade Magazines + E-paper



Special publications – related to specific topics and markets



Weekly Newsletters  
Stand-Alone Newsletters  
Special Newsletters



Online Seminars



Videos



PR & Marketing Services



Expert Talks – Round Tables – Events

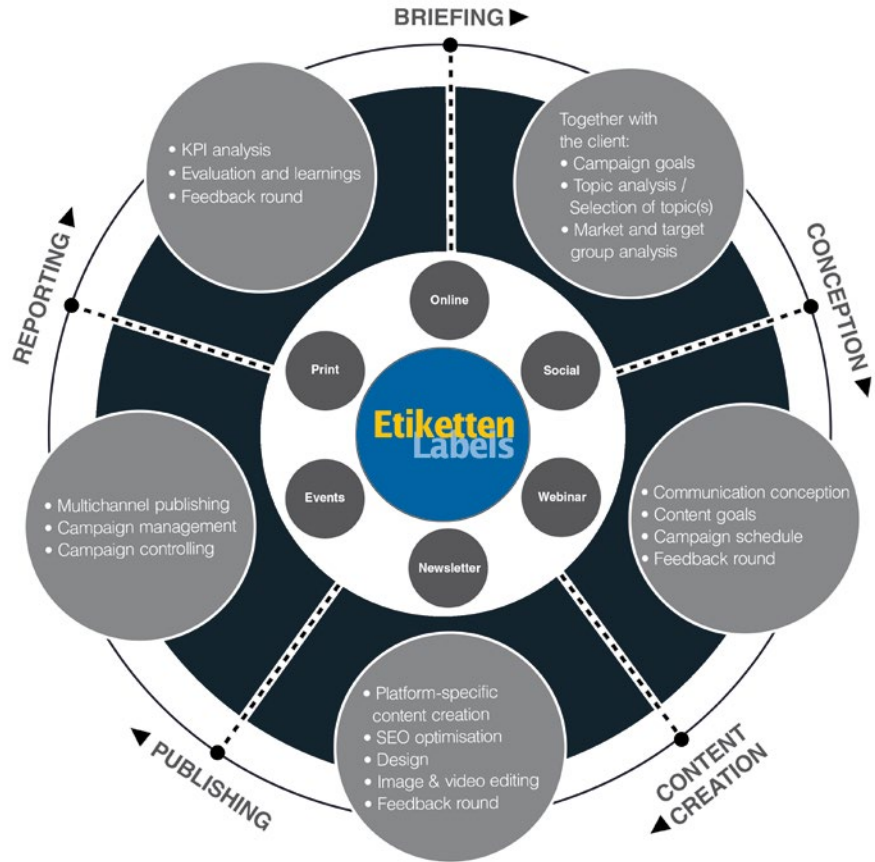




**Silja Aretz-Fezzuoglio**  
 Your Marketing Consultant  
*“Campaigns that use multiple media channels are more successful because they intensify contacts and increase reach. We offer you a strong network.”*  
**Phone: +49 (0) 176 19 18 10 95**  
**aretz@ebnermedia.de**



**Michael Scherhag**  
 Your Specialist Editor  
*“The label industry is undergoing major changes. Etiketten-Labels provides an overview of current trends, informs you about the latest developments in the industry and offers valuable tips for everyday practice.”*  
**Phone: +49 (0) 176 19 18 13 01**  
**schershag@ebnermedia.de**



## ▶ Etiketten-Labels – Key Data Print + Online



**2,200**  
Print Circulation



**3,797**  
Online Visits



**3,390**  
Unique Users



**5,891**  
Page Impressions



**1,093**  
Newsletter Subscribers



**5,242**  
Xing Follower



**2,586**  
LinkedIn Follower

(as of December 2024)

## ▶ etiketten-labels.com – Display Campaigns / Banners



### The right environment determines the success of banners!

Benefit from the traffic on our website and place your banner advertisement where the industry keeps itself informed.

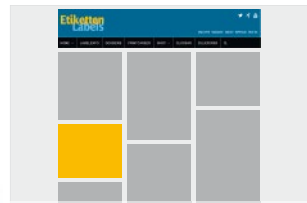
Place your banner in Display Campaigns – this is how you can reach label and narrow web printers through our website over a longer period of time.

All banners are delivered in rotation (max. 3 banners in rotation).

All banner sizes up to max 500 KB.  
 Formats: JPG, PNG, GIF (not HD-GIF),  
 HTML5, RichMedia, ReDirect-Tag.  
 We use **Google AdManager** as  
 technological support.

Animations can last a maximum of  
 30 seconds. If necessary, request our  
 guidelines for HTML5 files and click tags.

### Formats

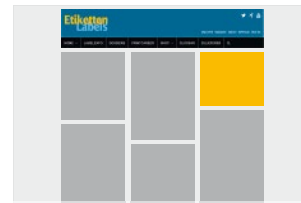


#### Content Ad

(Medium Rectangle)

300 x 250 pixels

**Price**/per 4 weeks € 595.–

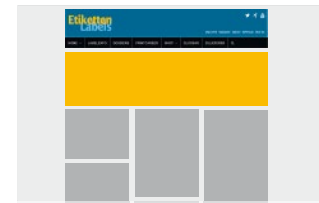


#### Medium Rectangle

(positioning above the sidebar)

300 x 250 pixels

**Price**/per 4 weeks € 720.–

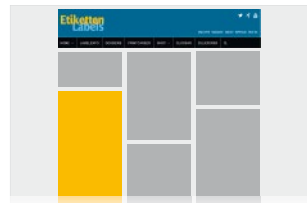


#### Billboard

980 x 250 pixels,

mobile version: 320 x 100 pixels

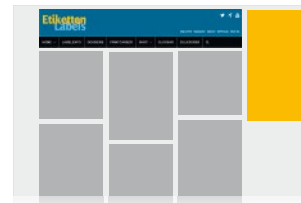
**Price**/per 4 weeks € 920.–



#### Half Page Ad

300 x 600 pixels

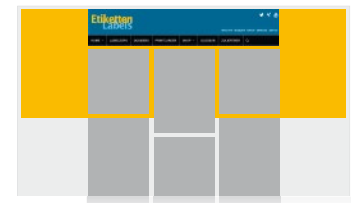
**Price**/per 4 weeks € 720.–



#### Big Skyscraper

300 x 600 pixels

**Price**/per 4 weeks € 720.–



#### Wallpaper

(corresponds to 2x Big Skyscraper,  
 left and right)

1,900 x 1,028 pixels with 980 pixels  
 empty space in the middle,  
 mobile version: 300 x 600 pixels

**Price**/per 4 weeks € 1,220.–

## ▶ Company Profile Online



Present your company online on **etiketten-labels.com**: Under „Zulieferer“ appears your company name, logo and company portrait (650 characters of text and link to your website). Furthermore, your logo incl. a link will appear under max. 3 keywords in the glossary.

Technical requirements:  
*Logo (jpg file max 640 x 480 pixel, 72 dpi), text with 650 characters (in third person writing and non PR style), link to your homepage. Definition of max. 3 keywords from the glossary to be provided with your logo.*

## ▶ Weekly Newsletter

Our weekly newsletter offers up-to-date and appealing industry news. It reaches the subscribers precisely: middle and upper management in the label printing industry as well as label printers.

Since the readers consciously subscribe to our newsletters, they are eagerly awaited week after week. Present your company, your products and your events in an editorial news environment – accessible on all digital devices, from desktop to mobile.

Newsletter subscribers: 1,093 (as of December 2024)



Formats	Prices
<b>Online Advertorial</b> Extensive, prominently placed article, which is placed online on <b>etiketten-labels.com</b> and teased in the Weekly Newsletter on the 1st position.	
Online Advertorial	€ 470.–
Online Advertorial incl. video upload	€ 570.–
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixel, 1x dispatch	€ 380.–
from 3 dispatches, each	€ 342.–

<b>Price</b> (12 month period)	€ 620.00
incl. integration of a video (12 month period)	€ 720.00
<b>Comb. price</b> for advertisers in the "Blaue Datei" (12 month period)	€ 420.00
incl. integration of a video (12 month period)	€ 520.00
 <p><b>I would be happy to advise you on your Company Profile Online:</b>  <b>Christoph Gehr</b>                  Verlagsbüro Felchner                  Phone: +49 (0) 83 41 966 17 85                  c.gehr@verlagsbuero-felchner.de</p>	

## ▶ Stand-Alone Newsletter

This special mailing in the look and feel of our Weekly Newsletter supplies subscribers exclusively with your topics, images and advertising. So your message will have the full attention of the target group. After the campaign you will receive a detailed report.

Technical requirements:  
*You provide us with picture, text and link (at least 5 days before date of dispatch) or the fully designed HTML template (at least 3 days before date of dispatch) and we will send you the final newsletter for approval.*

Newsletter subscribers: 1,093  
 (as of December 2024)

Stand-Alone Newsletter	
1x dispatch	€ 1,795.-

## ▶ Special Newsletters for the Fairs

Marketing support for your trade fair appearance:

In the run-up to the big trade fairs of our industry in 2025:

- Print4All, Milan /Italy
- Labelexpo Europe, Barcelona /ES
- Fachpack, Nuremberg /DE

... we send out weekly Special Newsletters in which you can advertise your trade fair appearance in the form of an Online Advertorial or with Premium Banners.

Online Advertorial	
Extensive, prominently placed article, which is placed online on <b>etiketten-labels.com</b> and teased in the Special Newsletter on the 1st position.	
Online Advertorial	€ 470.-
Online Advertorial incl. video upload	€ 570.-
Premium Banner	
(max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixel, 1x dispatch	€ 380.-
from 3 dispatches, each	€ 342.-

**Etiketten Labels**
Newsletter  
10.12.2024

**FINAT: Die sich wandelnde Landschaft der Nachhaltigkeit**

In der dritten Sitzung des FINAT European Label Forum (ELF) 2024 beschäftigten sich die Referenten mit der sich wandelnden Landschaft der Nachhaltigkeit, wobei der Schwerpunkt auf Vorschriften, Technologie und Zusammenarbeit innerhalb der Branche lag.

**Mehr erfahren**

**Avery Dennison – Folienetiketten sind HDPE-Recycling kompatibel**

Avery Dennison Corporation gab bekannt, dass das Unternehmen mit der Technologiezulassung von RecyClass, die die vollständige Kompatibilität mit den neuen Richtlinien von RecyClass bestätigt, eine weitere Meilenstein erreicht hat, die mit dem Protokoll zur Bewertung der Recyclingfähigkeit von starren HDPE-Behältern übereinstimmt.

**Mehr erfahren**

ANZEIGE

Infrarot und UV  
Das gesamte Spektrum aus einer Hand!

**ENCELITAS**  
TECHNOLOGIES

Leading the Future Energy Light

www.encelitas.com | www.hoblight.com | www.zebra.com

**Auftapfen, umblättern, staunen – für neue Marketingpotenziale**

Innovationen entstehen häufig, wenn man bewährte und erfolgreiche Produkte auf bisher unübliche Anwendungen überträgt.

**Mehr erfahren**

Die Branche – Rückblick

**Etiketten Labels**
Special-Newsletter  
04.09.2023

16 - 19 September • Barcelona

**LABELEXPO EUROPE 2025**

www.labelexpo-europe.com

**Eurolabel setzt auf die ArcLED-Technologie von GEW**

Eurolabel ist ein etabliertes Unternehmen auf dem Selbstklebetikettenmarkt in Italien. Das 1964 in Mailand gegründete Unternehmen begann als Familienunternehmen und hat sich zu einem florierenden Unternehmen mit fast 80 Mitarbeitern und einem Jahresumsatz von rund 12 Millionen Euro entwickelt. Im Jahr 2021 verlegte Eurolabel seinen Hauptsitz von der Stadt Mailand an den Stadtrand, genauer gesagt nach Linate.

**Mehr erfahren**

**Lemorau zeigt ein neues, kompaktes Finishing-System**

Smart-L Premium von Lemorau ist eine Finishingmaschine mit kleiner Standfläche, kurzem Bahnverlauf und einer intelligenten Software für schnelles Einrichten und wird auf der Labelexpo Europe 2023 vorgestellt. Sie verfügt über voll- und semiautomatische Stationen für Flexodruck- und Stanzwerkwerk sowie einem neu entwickelten vollautomatischen Wendewerkzeug.

**Mehr erfahren**

**WAS KOMMT ALS NÄCHSTES?**

Wir verstehen die Grenzen dessen, was in digitalen Vertriebskanälen möglich ist ...

**DANTEX GROUP**

**Asahi unterstützt die Technologie des Expanded Color Gamut (ECG) Drucks**

Asahi Photoproducts unterstützt die Expanded Color Gamut (ECG) Tour, die von Dr. Kai Lankinen, einem ECG-Experten, während der Labelexpo Europe



## ▶ Special Newsletter Digital Printing *today*

The **Special Newsletter Digital Printing today** is a co-production of the two editorial teams **Etiketten-Labels** and **VerpackungsDruck & Converting** (formerly Flexo+Tief-Druck). This newsletter goes to a separate, special address mailing list. The recipients have registered themselves with double opt-in and therefore expressly want to receive the newsletter. This explains the high open rates of 35-45%! Take advantage of the high level of acceptance and professional relevance of the newsletter to present your company and your products with editorial articles, an Online Advertorial or banner advertising.

Language: German – DACH markets  
 Dispatch: monthly, 12 times a year  
 Newsletter subscribers: 1,677  
 (as of December 2024)



Registration link: <https://www.etiketten-labels.com/digital-printing-today-special-newsletter/>

## ▶ Special Newsletter

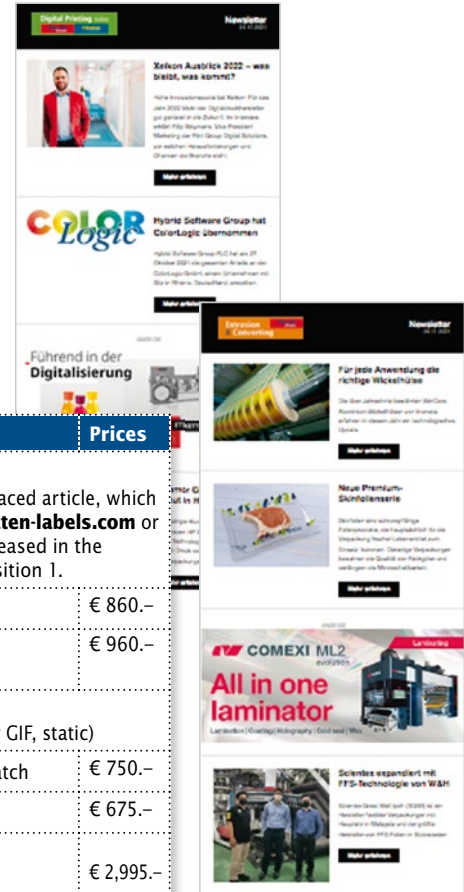
### Extrusion & Converting

In addition to the Special in **VerpackungsDruck & Converting** magazine, we send out the **Special Newsletter Extrusion & Converting** every month. This newsletter goes to a separate, special address mailing list. The recipients have registered themselves with double opt-in and therefore expressly want to receive the newsletter. This explains the high open rates of 35-45%! Take advantage of the high level of acceptance and professional relevance of the newsletter to present your company and your products with editorial articles, an Online Advertorial or banner advertising.

Language: German – DACH markets  
 Dispatch: monthly, 12 times a year  
 Newsletter subscribers: 961  
 (as of December 2024)



Registration link: <https://www.flexotiefdruck.de/extrusion-converting-special-newsletter/>



Formats	Prices
<b>Online Advertorial</b> Extensive, prominently placed article, which is placed online on <b>etiketten-labels.com</b> or <b>flexotiefdruck.de</b> and teased in the Special Newsletter on position 1.	
Online Advertorial	€ 860.–
Online Advertorial incl. video upload	€ 960.–
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1x dispatch	€ 750.–
from 3 dispatches, each	€ 675.–
<b>Stand-Alone Newsletter</b> 1 x dispatch	€ 2,995.–



## ▶ Special Newsletter Gravure Global

Our monthly newsletter in English language reports regularly and exclusively on the latest developments, decisive innovations and current events in the gravure printing industry from around the world. It contains valuable technical reports and market observations.

Use our special newsletter to advertise your company, your latest products or events - in the midst of editorial news, played out on all digital devices, desktop and mobile. You will receive detailed reporting after your campaign.

### Present your company:

- **With your Online Advertorial**  
one week in the 1st position on **flexotiefdruck.de**  
and once sent out with the **Special Newsletter Gravure Global**
- **With your Premium Ad Banner**  
in a high quality editorial environment

Language: English  
 Delivery rhythm: monthly, 12 times per year  
 Dispatch: worldwide  
 Target group: specialists and decision-makers  
 in the gravure printing industry  
 Newsletter subscribers: 1,971  
 (as of December 2024)



Link for subscription:  
<https://flexotiefdruck.de/gravure-global-special-newsletter/>

Format	Price/dispatch
<b>Online Advertorial</b> Extensive, prominently placed article in English language, which is placed online on <b>flexotiefdruck.de</b> and teased in the <b>Special Newsletter Gravure Global</b> on position 1.	
Online Advertorial	€ 860,-
Online Advertorial incl. video upload	€ 960,-
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixels, 1 x dispatch	€ 750,-
from 3 dispatches, each	€ 675,-
<b>Stand-Alone Newsletter</b> 1 x dispatch	€ 2,995,-

The screenshot shows the Gravure Global Newsletter interface. At the top, there's a header with the logo and date '14.12.2024'. Below the header, there are several article teasers:

- New Thru Installations:** Mentions Mexican company Fabricaciones MEX, Precision SA and CO assembly lines in Tampico, specializing in manufacturing and printing of alkali sleeves. Includes a photo of a factory floor and a 'Read more' button.
- Disrupted supply chains and increasing costs:** Discusses how material prices of factor continues to face a major impact for the flexible packaging industry, despite the ease of increase seen slightly in Q3 compared with the unprecedented levels seen in the previous three months. Includes a bar chart and a 'Read more' button.
- TERRALIGHT:** A banner for 'Active ground control in flexo/gravure printing' featuring a product image and the 'cellex' logo.
- Reflections on a year of ups and downs for the packaging industry:** Mentions Billa's financial performance is strong in 2023, with a big increase of sales revenue compared to 2022. Includes a photo of a factory building and a 'Read more' button.

At the bottom right, there's a small text: 'ACIMGA: The 2023 sector'.

# ▶ VerpackungsDruck (formerly Flexo+Tief-Druck) and flexotiefdruck.de



Leading technical magazine for package printing, converting and special applications.

Launched in 1990

Portal: [flexotiefdruck.de](http://flexotiefdruck.de)

6 issues per year	
Circulation	2,800 copies
Distribution	DACH, Europe
Language	German

The **Weekly Newsletter** of **Verpackungs-Druck** (formerly Flexo+Tief-Druck) offers up-to-date and appealing industry news. It reaches the subscribers precisely: middle and upper management professionals in the print industry and also press operators in package printing.

Since the readers consciously subscribe to our newsletters with double opt-in, they are eagerly awaited week after week. Present your company, your products and your events in an editorial news environment – accessible on all digital devices, from desktop to mobile.

Newsletter subscribers: 1,415  
(as of December 2024)

Formats	Prices
<b>Online Advertorial</b> Extensive, prominently placed article, which is placed online on <a href="http://flexotiefdruck.de">flexotiefdruck.de</a> and teased in the Weekly Newsletter on the 1st position.	
Online Advertorial	€ 470.–
Online Advertorial incl. video upload	€ 570.–
<b>Premium Banner</b> (max. 250 KB, JPG, PNG or GIF, static)	
580 x 250 pixel, 1x dispatch	€ 380.–
from 3 dispatches, each	€ 342.–



## ▶ Your Contacts

### Your Marketing Consultants



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### Managing Director



**Bernhard Niemela**  
*Managing Director*  
Phone: +49 (0) 151 46 44 55 70  
niemela@ebnermedia.de

*We are happy to advise you in detail and help you achieve your marketing goals!*

## ▶ General Terms and Conditions

### 1. Exclusive scope, agreement

1.1 In its own name and for its own account, the Ebner Media Group GmbH & Co. KG, Karlstrasse 3, 89073 Ulm, Germany (hereinafter referred to as "publisher") markets advertisements for the newspapers and magazines that it publishes.

1.2 The following terms and conditions are exclusively valid for all contractual relationships between the publisher and the customer (hereinafter referred to as "customer") with regard to the placement of advertisements. The validity of any general terms and conditions of the customer is expressly excluded, even if the publisher does not contradict in individual cases.

1.3 The publisher agrees to comply with the regulations of the minimum wage (MiLoG). This is also valid, insofar as the publisher orders other contractors with attendances.

### 2. Services; Submission for publication; Completion

2.1 In the context of these terms and conditions, an "advertising order" is a contract by an advertiser or other purchaser of advertising space for the publication of one or more advertisements in a publication for the purpose of dissemination.

2.2 In case of doubt, advertisements are to be submitted for publication within one year after the signing of the contract. If a contract grants the right to submit individual advertisements, then the contract is to be completed within one year after the publication of the first advertisement, assuming that the first advertisement was submitted and published during this year.

2.3 Upon signing an advertising contract, the customer also has the right to submit, within the agreed or one-year period according to paragraph 2.2, additional advertisements beyond the volume specified in the contract.

2.4 If an order is not completed due to reasons for which the publisher is not responsible, then, notwithstanding any other legal obligations, the customer shall pay the publisher the difference between the contractually granted discount (taking into consideration the pre-defined total volume) and the actual total volume (discount adjustment charge). The payment shall not apply if the failure is due to force majeure within the risk area of the publisher.

### 3. Calculation of volumes

3.1 For the calculation of volumes, text millimeter lines are converted according to price into advertisement millimeters.

3.2 The publisher must receive orders for advertisements and third-party supplements which are intended for publication in specific numbers, in specific issues or in specific places within the publication before the closing date so the publisher can notify the customer, prior to the advertising deadline, that the order cannot be completed in this way. Classified ads will be printed in the relevant section without the need for express agreement.

3.3 Text advertisements are advertisements bordered on at least three sides by text and not by other advertisements. Advertisements that are not identifiable as advertisements due to their layout can be clearly labeled as such by the publisher with the word "advertisement".

### 4. Publisher's right of refusal; Orders for supplements

4.1 The publisher reserves the right to refuse advertising orders, individually submitted advertisements in the context of a signed contract or orders for the insertion of supplements due to the contents, the origin or the technical form according to uniform, objectively justified principles of the publisher if their content violates laws or legal regulations. This also applies to orders placed with branches, reception points or representatives.

4.2 Orders for supplements are binding on the publisher after submission of a sample of the supplement and its approval. Supplements which, due to their format or layout, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party advertisements, will be accepted subject to change. The customer will be notified immediately if the publisher decides to refuse an order.

### 5. Obligations of the customer

5.1 The customer is responsible for assuring the timely delivery of the advertising copy and the flawlessness of the printing documents or supplements. If advertising orders, changes in the scheduling or the desired issue, textual corrections and/or cancellations are communicated via telephone, the publisher assumes no liability for same. If printing documents are obviously unsuitable or damaged, the publisher shall immediately request replacements for same. Within the limitations imposed by the printing documents, the publisher guarantees the standard of printing quality customary for the publication.

5.2 Cancellations must be made in writing. If an order is cancelled, the publisher can bill the customer for the costs incurred due to typesetting.

5.3 The customer is obliged to bear the costs of publication of a reply which refers to actual assertions in the published advertisement. These costs will be calculated according to the currently applicable advertising rate. This applies only in the event that the publisher is obliged to print the reply.

5.4 Exclusion of competition cannot be guaranteed. Placement requests are subject to availability of space. The publisher reserves the right to change previous placements due to reasons related to the page layout; such changes shall not affect the validity of the order. The publisher likewise reserves the right to change branch-of-industry designations.

5.5 If the printed advertisement is wholly or partly illegible, incorrect or incomplete, the customer has a claim to price reduction or to a perfectly corrected replacement advertisement, but only to the extent to which the purpose of the original advertisement was impaired. If the publisher fails to publish the replacement advertisement within an agreed and reasonable time period or if the replacement advertisement is again flawed, then the customer has a right to a price reduction or to cancellation of the order.

### 6. Liability of the publisher

The publisher assumes unlimited liability for damages caused by his legal representatives or executive employees and for damages caused deliberately by other agents acting on his behalf;

in the event of a negligent breach of duty, the publisher is also liable for damages arising from injury to life, body or health. The publisher is liable for product liability damages in accordance with the provisions of the Product Liability Act. The publisher is liable for damages caused by his legal representatives or executive employees arising from the breach of cardinal obligations; cardinal obligations are the essential duties which form the basis of this contract, which were crucial for the completion of this contract, and upon the fulfillment of which the licensee can rely. If the publisher has breached these cardinal obligations due to slight negligence, then his liability is limited to the amount that was predictable for the publisher at the time when each service was rendered. The publisher is liable for the loss of data only up to the amount that would have been incurred for recovery of the data if proper and regular back up of the data had been undertaken. Further liability of the licensor is excluded.

### 7. Proofs; Calculation

7.1 Proofs will be provided only by request. The customer bears the responsibility for the correctness of the returned proofs. The publisher has the right to expect the corrections to be communicated to him within the period specified when the proofs were sent to the customer.

7.2 If no special instructions about the size and dimensions are given, the calculation will be based on the customary and actual printed height of the advertisement.

### 8. Invoicing; Delay; Voucher Copy of the Advertisement

8.1 If the customer has not paid in advance, then the invoice will be sent immediately or no later than fourteen days after the publication of the advertisement.

8.2 Unless a different payment period or prepayment has been agreed in individual instances, the invoice must be paid within the period specified in the price list. This period begins with the customer's receipt of the invoice. Any discounts for early payment will be granted as specified in the price list.

8.3 Interest and collection fees will be charged if the payment is delayed or deferred. In the event of a delayed payment, the publisher can delay completion of the current order until the payment is received and can demand prepayment for the remaining advertisements.

If there is reasonable doubt about the solvency of the customer, the publisher has the right, also during the running time of an advertising contract and without consideration of an originally agreed payment date, to make the publication of further advertisements contingent upon the advance payment of the amount and the settlement of outstanding invoices.

8.4 If so desired by the customer, the publisher will deliver a voucher copy of the published advertisement together with the invoice. Depending on the nature and size of the order, the delivered voucher copy will consist of tear sheets, full pages or complete copies of the issue that carried the advertisement. If a voucher copy can no longer be obtained, its place shall be taken by a legally binding certification from the publisher averring that the advertisement was indeed published and disseminated.

### 9. Cost; Price reduction

9.1 The customer shall bear the expenses of preparing ordered printing blocks, stencils and drawings, as well as the expenses of significant changes to the originally agreed versions desired by the customer or for which the customer is responsible.

9.2 In case of a contract covering several advertisements, a decrease in circulation can serve as the basis for a claim to price reduction if the average circulation specified in the price list or otherwise mentioned is not achieved in the overall average of the year beginning with the scheduled publication of the first advertisement or, in the event that no circulation volume is mentioned, if the average sold circulation (for special-interest magazines: the average actually distributed circulation) is less than the average sold circulation during the previous calendar year. A decrease in circulation is a shortcoming which justifies a price reduction only to following extents:

- 20% price reduction for circulation up to and including 50,000 copies
- 15% price reduction for circulation up to and including 100,000 copies
- 10% price reduction for circulation up to 500,000 copies
- 5% price reduction for circulation of 500,000 or more copies.

Additionally, claims for price reduction are excluded if the publisher has informed the customer of the reduced circulation so far in advance that the customer could cancel the order prior to the publication of the advertisements.

### 10. Classified Advertisements with Box Numbers; Documents; Storage

10.1 For classified advertisements with box numbers, the publisher will exercise the due diligence incumbent upon a prudent businessman to assure the safekeeping and timely forwarding of offers. Registered and express letters in response to classified advertisements with box numbers will be forwarded by normal post.

10.2 The publisher will return valuable documents without being obliged to do so. Letters which exceed the permissible DIN C 4 format (weight: 500 grams), parcels containing merchandise, books or catalogues, and small packages will not be forwarded and their delivery will be refused. However, in exceptional instances, acceptance of delivery and forwarding can be agreed if the customer pays the costs and/or fees incurred for same.

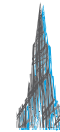
10.3 In the interest of the customer and for his protection, the publisher reserves the right to open and to inspect incoming letters or parcels in order to preempt or eliminate any misuse of box-number services. The publisher is not obliged to forward business proposals or brokerage offers. Printing documents will be returned only at the specific request of the customer. The obligation to keep such documents ends three months after the expiration of the order.

### 11. Place of Performance and Place of Jurisdiction; Applicable Law

11.1 In business transactions with merchants, legal entities or special funds under public law, the place of performance and the place of jurisdiction is the head office of the publisher. However, the publisher also has the right to sue at the court of law which is responsible for the region in which the customer's head office is located.

11.2 German law applies with the exclusion of the UN Sales Convention.

We are  
label printing!



**EBNER** MEDIA GROUP

Karlstrasse 3  
89073 Ulm  
Germany



Your Marketing Consultant:

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Internet [etiketten-labels.com](http://etiketten-labels.com)