

# Media Information 2017



Print · Online · Services  
Campaigns · Events

**G&K TechMedia GmbH**





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## ▶ About us

### G&K TechMedia GmbH

G&K TechMedia is the leading media company for all segments of package and label printing. Our team of specialised editors and recognized experts in their field have at command the technical knowhow in this worldwide growth market. Thanks to our manifold contacts with contractors, producers, suppliers and industrial associations, we are able to look behind the façades of this fascinating branch. As a result, we provide to you practically relevant technical contributions on products and technologies, interviews, statements of the industry and a constantly topical reporting on the latest applications and developments.

A worldwide network of recognized authors and experts support us. G&K TechMedia is part of Ebner Publishing, one of the leading publishing groups for professional journals and special interest publications distributing, among others, six trade magazines for the printing industry.

#### First-class specialised journalism – and much more...

Your clients read and use intensively the content of our professional publications Flexo+Tief-Druck, Flexo & Gravure Global, Etiketten-Labels, NarrowWebTech – print, online and social media. With **4 magazines, 5 internet portals and 4 newsletters you can reach your clients directly.**



Meet our team in this video presentation.  
[flexotiefdruck.de](http://flexotiefdruck.de)

The logo for Flexo+TiefDruck, featuring the text "Flexo+Tief" in white on a red background, with "Druck" in white on a red background below it.

The logo for EtikettenLabels, featuring the text "Etiketten" in yellow on a blue background, with "Labels" in white on a blue background below it.

The logo for FlexoGravureGlobal, featuring the text "Flexo" in white on a teal background, "Gravure" in white on a teal background, and "Global" in white on a teal background below it.

The logo for NarrowWebTech, featuring the text "Narrow" in white on a yellow background, and "WebTech" in white on a yellow background below it.

The logo for PrintCareer.net, featuring the text "PrintCareer.net" in white on a teal background.













## ▶ Editorial programme 2017

			Important industry events
<b>1-2017 (January)</b>	Publication date: 30.1.2017 Editorial deadline: 2.1.2017 <b>Advertising closing: 9.1.2017</b>	<ul style="list-style-type: none"> <li>■ Industry 4.0 – What is the current status of package printing?</li> <li>■ Anilox rollers/sleeves and other application systems for printing and converting</li> <li>■ Corrugated, board and paper (Prepress, Pre-/Postprint)</li> </ul>	Inno-Meeting: „Die Optimal-Verpackung“, Osnabrück/D: 7–8 February
<b>2-2017 (March)</b>	Publication date: 6.3.2017 Editorial deadline: 6.2.2017 <b>Advertising closing: 13.2.2017</b>	<ul style="list-style-type: none"> <li>■ <b>Show issue ICE Europe and CCE</b></li> <li>■ Integrated inspection and control systems <i>Special section Digital Printing today</i></li> <li>■ New gravure and flexo printing presses for new market demands (Decoration-, security and package printing)</li> </ul>	DFTA-Fachtagung/ProFlex/DFTA-Award, Stuttgart/D: 8–9 March ICE Europe, Munich/D: 21–23 March CCE Int., Munich/D: 21–23 March
<b>3-2017 (May)</b>	Publication date: 26.4.2017 Editorial deadline: 29.3.2017 <b>Advertising closing: 5.4.2017</b>	<ul style="list-style-type: none"> <li>■ <b>Interpack – Which packaging trends will be introduced?</b></li> <li>■ New markets for flexo and gravure printing (Organic electronics and functional printing) <i>Special section Digital Printing today</i></li> <li>■ Gravure printing cylinders and embossing formes for packaging and special applications</li> <li>■ Prepress in package printing (Fully automatic communication and workflow processes)</li> </ul>	Interpack, Düsseldorf/D: 4–10 May Rosupak, Moscow/RUS: 20–23 June
<b>4-2017 (July)</b>	Publication date: 13.7.2017 Editorial deadline: 15.6.2017 <b>Advertising closing: 22.6.2017</b>	<ul style="list-style-type: none"> <li>■ How sustainable is flexible packaging made of film or paper substrates? – A review of the current situation</li> <li>■ Market survey: Flexo printing plates/sleeves</li> <li>■ Packaging – How to add value through embellishment (Varnishes, colouring, embossing, laminating, hologram insertion etc.)</li> </ul>	
<b>5-2017 (September)</b>	Publication date: 11.9.2017 Editorial deadline: 14.8.2017 <b>Advertising closing: 21.8.2017</b>	<ul style="list-style-type: none"> <li>■ Flexo plates – Are there new technologies to be implemented?</li> <li>■ Film substrates – Extrusion, pre-treatment and winding</li> <li>■ Lamination – Application systems and adhesives <i>Special section Digital Printing today</i></li> <li>■ Roll finishing – Rewinding, slitting, inspecting, packing</li> </ul>	DFTA-Tagung, Leipzig/D: 13–14 September ERA Packaging & Decorative Conference: November
<b>6-2017 (November)</b>	Publication date: 16.11.2017 Editorial deadline: 19.10.2017 <b>Advertising closing: 26.10.2017</b>	<ul style="list-style-type: none"> <li>■ Inks and varnishes (Dosing, residual inks, drying/curing)</li> <li>■ Colour management (Colour communication, measuring systems, proofing)</li> <li>■ Ecology and sustainability (Air purification, recycling, waste disposal)</li> </ul>	Innoform: 3. Verpackungsdruck-Tagung, Osnabrück/D: November

**Express booking after closing date:** You can book advertisements in **Flexo+Tief-Druck** up to 8 days before the publication date. However, restrictions on the placement apply at this late booking. Please contact us for further information – we will gladly advise you.

## ▶ Advertisement rates and formats

Valid as of 1 December 2016

Size (width x height)	Type area sizes	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	€ 1.995.-	€ 2.330.-	€ 2.665.-	€ 2.995.-
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 -	€ 1.075.-	€ 1.410.-	€ 1.745.-	€ 2.075.-
1/3 page  	horizontal upright	178 x 85 mm 56 x 262 mm	210 x 99 mm 70 x 297 mm	€ 760.-	€ 1.095.-	€ 1.430.-	€ 1.760.-
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 -	€ 615.-	€ 950.-	€ 1.285.-	€ 1.615.-
1/8 page  	horizontal 1 column/2 columns	178 x 30 mm 44 x 130 mm 92 x 65 mm	210 x 39 mm - -	€ 340.-	€ 675.-	€ 1.010.-	€ 1.340.-
1/16 page 	1 column/2 columns	44 x 65 mm 92 x 31 mm	- -	€ 175.-	€ 510.-	€ 845.-	€ 1.175.-

Special forms of advertising (e.g. belly bands, flaps, etc.) as well as other formats, as contiguous 2/1, 1 ½ or 2 x ½ pages (transverse) are possible.

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

Please contact us for technical specifications and prices.

## ▶ Colour charges (not subject to discount)

	Standard colour	Matched colour	4 colour process
Up to 1/1 page	€ 335.-	€ 500.-	€ 1.000.-

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

	<b>Cover page</b>	€ 4.195.- (1/2 page, island)
	<b>Editorial page 3</b>	€ 2.295.- (1/3 page horizontal)
	<b>Page facing Table of Contents</b>	€ 3.295.-
	<b>Inside front cover</b>	€ 3.395.-
	<b>Inside back cover</b>	€ 3.195.-
	<b>Back cover</b>	€ 3.595.-

<b>mm rate</b> (single column, 42 mm wide, Black/white)	€ 2.25 For other sizes than those shown in the rate card
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## ▶ Inserts (bound-in) up to 170 g/m<sup>2</sup> (subject to discount)

<b>2 sided</b> (1 sheet DIN A4)	€ 2.195.-
<b>4 sided</b> (2 sheet DIN A4)	€ 2.745.-
<b>6 sided</b> (3 sheet DIN A4)	€ 3.355.-
<b>8 sided</b> (4 sheet DIN A4)	€ 3.945.-

Inserts 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) (no series discounts)

<b>Up to 15 g:</b> per 1000 pieces	€ 215.-
<b>Up to 25 g:</b> per 1000 pieces	€ 275.-
<b>Up to 35 g:</b> per 1000 pieces	€ 335.-
<b>Up to 50 g:</b> per 1000 pieces	€ 385.-
<b>Above 50 g:</b>	available upon request

Format: width max 200 mm x height max 285 mm

Affixing postcards, booklets, samples, inserts:

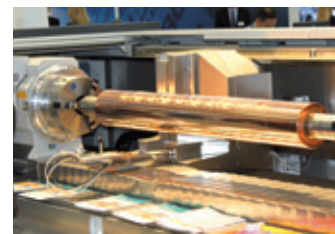
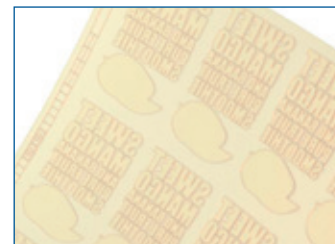
Per 1000 pieces	€ 110.-
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## ▶ Classified

4 columns a 42 mm wide

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.	b/w	€ 2.15
Job searches (no reps or agents)	b/w	€ 1.40
Box numbers	Europe	€ 11.00
	Overseas	€ 16.00



## ▶ 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 %

Bleed	no extra charge
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# ▶ How to reach your customers



Social media



Website



Trade magazines



Special publications – related to certain topics and companies



Newsletters  
Stand-alone newsletters  
White papers



Expert talks



PR & Marketing services



Webinars



Video



Round tables – Events





# ▶ More than 100 touchpoints for your marketing

Multiple use of content through **Write & Reuse** instead of **Print & Forget**

		Owned Touchpoints				Social Touchpoints								Third Party Touchpoints					
		Print	Website	Newsletter	Own Events	Facebook	Twitter	Xing	LinkedIn	Pinterest	Instagram	YouTube	Slideshare	Wikipedia	Amazon	Other-Blogs	Company-Websites	PR-Portals	Other Events
Format		Text	x	x	x	x								x		x	x	x	x
		Picture	x	x	x	x								x		x	x	x	x
		Infographic	x	x	x												x	x	x
		Table	x	x													x	x	x
		List	x	x															
		Video		x		x						x							
MIU	Plain Text	Audio		x							x								
		Whole article	x	x		x											x	x	x
		Text snippets	x	x	x	x	x	x	x					x		x			
		Info box	x	x		x	x	x	x										
	Rich Text	How To's	x	x								x							
		Tables	x	x		x													
		Listicles	x	x															
		Check lists	x	x			x												
	Pictures	Quiz / Survey	x	x															
		Photos	x	x	x		x	x	x	x				x					x
		(Info-)Graphics	x	x	x		x	x	x	x									x
	Multimedia	Illustrations	x	x	x		x	x	x	x									x
		Video		x		x	x					x							
		360° photo		x		x	x					x							
Audio			x	x			x				x								
	Animated GIFs		x																

## ▶ Native advertising

Today, anyone who wants to catch the customer's attention needs a mix of editorial content and advertising or brand messaging. In a nutshell: Native advertising!

### How does native advertising work?

Native advertising is storytelling. Your advertising or brand message is published in our platforms' editorial environment by means of an editorial plot. Or your company is an integrated element of an editorial topic without engaging in direct product advertising. Native advertising sustainably supports you in building and extending your company's and your products' leading position in your relevant target groups.

### What does native advertising achieve at "Flexo+Tief-Druck"?

- Your content receives high attention and involvement from our community due to the high credibility and reach of our media brands
- Publication of your content within the look and feel of our editorial environment. We are happy to handle the content creation for you
- Leads to longer time spent on the site and higher involvement with your brand as well as your message and creates long-term effects
- Helps to reach your company's and products' whole target group by creating a larger audience for your topic
- Allows for customised communication to the target group, which is relevant for you, due to clear persona definition and positioning of "Flexo+Tief-Druck"
- Supports your company in establishing itself as an opinion leader for your target group on the relevant topics
- Improves the visibility of your brand in search engines and social media channels using SEO optimised multimedia storytelling (editorial, images, graphics, video)

Content is king and we are the topic champions!

We are the content specialists for our target group and know exactly what topics our community is interested in. Simply leave the storytelling to us. Our editorial team will make sure that your topics reach our community effectively. We will take over campaign conception, content creation, multichannel publishing, campaign management and reporting.

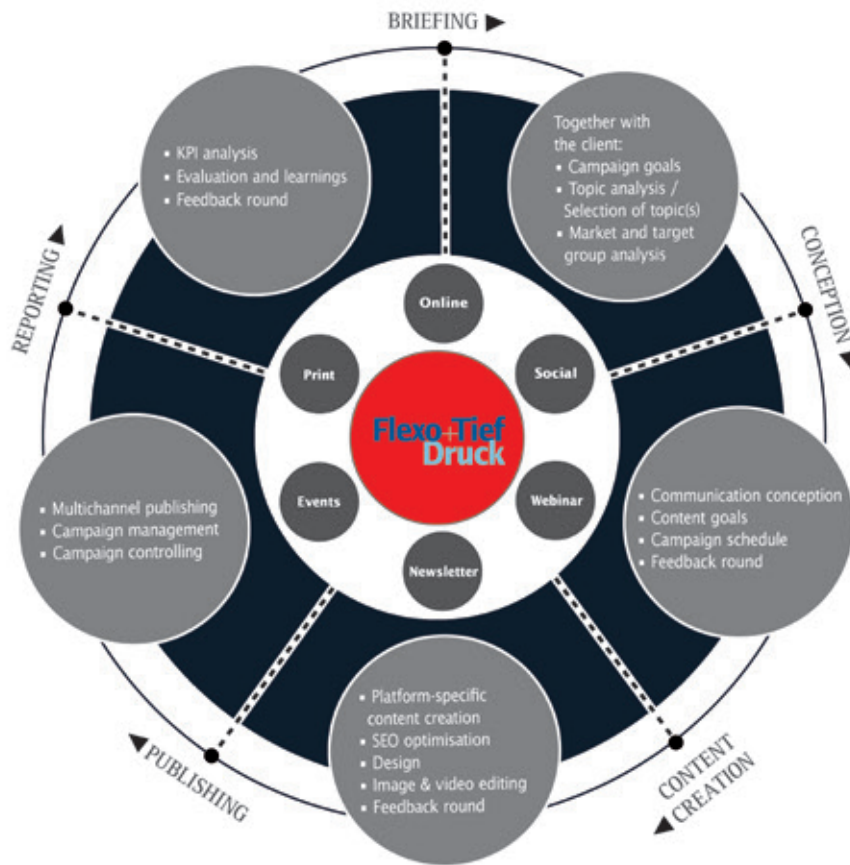
A one-stop full service – from your target group's content specialists!



**Silja Aretz-Fezzuoglio**  
 Marketing consultant  
*„Flexo+Tief-Druck is a comprehensive information source for the growing market of package printing. Grow with it! Please contact me directly for a personalised offer.“*  
**Phone: +49-(0)76 41/9 57 86-19**  
**aretz@gk-techmedia.com**



**Ansgar Wessendorf**  
 Editor  
*„Whether it be portals, newsletters, social media or print – we create valuable content for all information channels. Personalised and in tune with your company’s needs, we implement your editorial campaigns. I would be happy to advise you in any questions you have.“*  
**Phone: +49-(0)76 41/9 57 86-18**  
**wessendorf@gk-techmedia.com**



## ▶ Your clients are our readers

The “personas” described below are of course no real existing people but typical representatives of our most important reader and user groups. They serve the purpose to support our editors in their daily work to steadily consider the needs, wishes and aims of the respective target group.



**Stella Sales** works as a sales manager in an international company and mediates between clients and printing houses. She wants to offer the best solutions to her clients, travels a lot and likes to read on the plane and the train. She gets his knowledge of printing processes, new materials, new technologies and market information by reading technical magazines. Market reviews, company profiles and developments regarding flexo and gravure printing as well as digital printing are also very important for her to advise her clients.



**Bert Boss** has long been active in the printing industry and has a leading position in his company. He is especially interested in the development of his own company, market overviews and company profiles. In order to succeed, he has to know the whole range of machines in regard to printing, converting and embellishing. He internally solves technical print problems by collaborating with the sales and technical service departments. In order to get an overview of the industry and a detailed knowledge regarding flexo and gravure printing, he reads technical magazines and the information given by companies.



**Tim Technical** works as a technical manager at a printing house. His aim is to offer the best possible printing quality within the time limit prescribed by the client. He gets his information primarily by reading newsletters, trade magazines and LinkedIn groups that deal with innovative technologies, products and materials. He is particularly interested in industry trends and looks for skilled professionals. Hence, he likes to attend exhibitions, workshops of associations and symposiums.



**Paul Printer** is active in the package printing industry for 20 years and works shifts. He has a passion for printing and is fascinated with technology, colours and large machines. He is satisfied with his position and strives to be a good reference person for his apprentices. He finds the appropriate approach to accomplish the various print jobs as best as possible. Hence, he reads case studies and manufacturer information in technical trade magazines.

## ▶ Flexo+Tief-Druck – Profile

**Title:** Flexo+Tief-Druck

**Short description** Leading technical publication for package printing and converting

Flexo+Tief-Druck is the only technology-orientated magazine (in German) for all segments of flexo and gravure package printing. 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 Flexo+Tief-Druck an indispensable source of information for the industry.

6 issues per year

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

**Launched in** 1990

**Circulation** 4000 copies

**Portal** flexotiefdruck.de

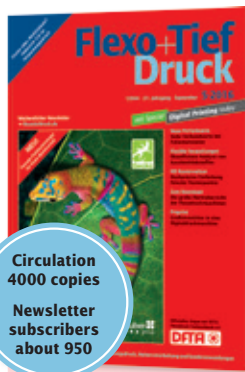
**Twitter** @FlexoTiefDruck

**Organ**

**Flexo+Tief-Druck is the official media of the German flexo printing trade association: DFTA Flexodruck Fachverband e.V.**



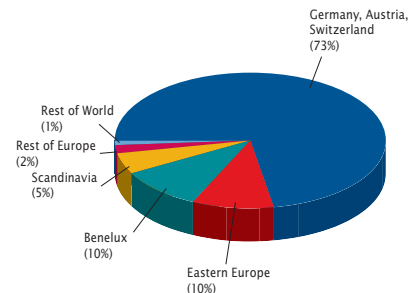
**Publishers** G&K TechMedia GmbH



## ▶ Circulation

### Industry

- Flexo and gravure printing companies, digital printing companies, finishing and converting companies in the flexible packaging sector
- Paper, film and foil production, paper bags, carrier bags, tissues, wrapping paper, cardboard (direct print and preprint), wallpapers, envelopes etc.



## ▶ Print analysis

### Editorial analysis: 1 year = 6 issues

<b>Total volume editorial</b>	383.75 pages	= 100.00 %
<b>Technology, Reports</b>	221,55 pages	= 57.73 %
<b>Markets and Events</b>	29.83 pages	= 7.77 %
<b>Industry news, Associations, Company news</b>	74.01 pages	= 19.29 %
<b>People in the Industry</b>	5.20 pages	= 1.35 %
<b>Literature</b>	0.50 pages	= 0.13 %
<b>Miscellaneous</b>	52.06 pages	= 13.57 %

## ▶ The “Schnelle Seiten” for flexo and gravure printing

The “Schnelle Seiten” is a comprehensive marketplace for flexographic and gravure printers. Here you provide your customers with the easiest way to find and identify your products and services. With your entry, you reach the buyers and decision-makers in the flexographic and gravure printing industry. Everything from required daily products to appropriate suppliers can be found in the “Schnelle Seiten”.



**I will gladly advise you in regard to “Schnelle Seiten”:**

**Isabel Zasche**  
Verlagsbuero Felchner  
Phone: +49-(0)83 41/9 66 17-80  
i.zasche@verlagsbuero-felchner.de

### Size

Column width 42 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 single column, 4c	€ 2.25
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### Price example (for 6 issues)

15 mm height	€ 202.50
30 mm height	€ 405.00
50 mm height	€ 675.00

### Discounts

For multiple entries per issue:

3 entries	5 %
6 entries	10 %
9 entries	15 %
12 entries	20 %

### Company profile online

in the glossary at [flexotiefdruck.de](http://flexotiefdruck.de) under your company name (logo, 650 characters of text and link to your website) and logo incl. link for a maximum of 3 headings in the glossary.

### Price

12 month period	€ 590.00
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### Combination price for advertisers in „Schnelle Seiten“

12 month period	€ 390.00
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## ▶ Your contacts at G&K TechMedia

### Your marketing consultants



**Silja Aretz-Fezzuoglio**  
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### Management



**Bernhard Niemela**  
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Phone: +49-(0)76 41/9 57 86-12  
niemela@gk-techmedia.com

### International correspondents



**John Penhallow**  
Editorial office France  
penhallow@gk-techmedia.com



**Tony R. White**  
Editorial office UK  
white@gk-techmedia.com



**Tom Polischuk**  
Editorial office USA  
polischuk@gk-techmedia.com

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

## ▶ Print: Technical data

### Circulation

4000 copies  
6 issues per year (see editorial programme)

### 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

### Paper

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

### Processing

Adhesive bond

### Delivery address for inserts

Burger)(Druck GmbH  
»for Flexo+Tief-Druck«  
August-Jeanmaire-Strasse 20  
79183 Waldkirch · Germany

Phone +49-(0)7681-4031-14  
Fax +49-(0)7681-23891  
E-mail c.berns@burger-druck.de

Freight costs shall be borne by the customer

## Payment

### Bank

Sparkasse Freiburg-Nördlicher Breisgau  
79183 Waldkirch · Germany  
IBAN DE83 6805 0101 0023 0235 38  
BIC FRSPDE66

### Terms of payment

30 days net without deduction.  
Bank cheques cannot be accepted.

### Place of jurisdiction

79312 Emmendingen · Germany  
VAT No. DE 141992846  
Tax No. 05079/00198





## ▶ Details for submitting digital data

### Print data

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

For every ad placed, a colour/bw print proof is required. Prints from colour printers / copiers are not proofs for colour reference. In the absence of a proof, work will be carried out with normal colour density.

For variations in text, images and colours in particular – in the absence of proof – the publisher accepts no liability.

### Copy production

For documents delivered in other templates (layouts, artwork, slides, etc.) payment of the cost of re-working materials will apply.

### 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://gk-techmedia.wetransfer.com>

In addition to the transfer of electronic data, we ask you to also send your print proof (colour/bw) by post.

### 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.

### Address:

Publisher G&K TechMedia GmbH  
Denzlinger Straße 27  
79312 Emmendingen  
Germany



## ▶ flexotiefdruck.de – Display campaigns

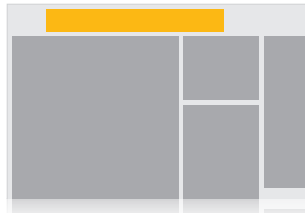


Display campaigns – the only opportunity for efficiently reaching package printers and converters over a long period of time.

Benefit from the traffic at our website and place your banner advertisement where the industry keeps itself informed. Attractive prices and sizes are available.

*All banner sizes up to max. 80 KB.  
Format: JPG, GIF, JavaScript, HTML5*

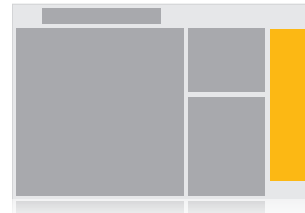
**Format** Prices per 4-week



**Superbanner**  
(Leaderboard)

728 x 90 pixels

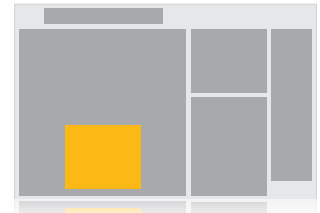
€ 600.–



**Skyscraper**

120 x 600 pixels or  
160 x 600 pixels

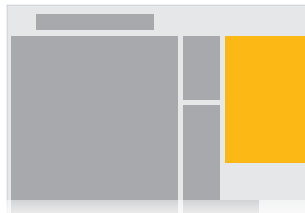
€ 700.–



**Content Ad**  
(Medium Rectangle)

300 x 250 pixels

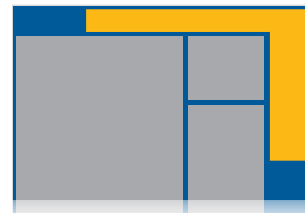
€ 800.–



**Big Skyscraper**

300 x 600 pixels

€ 900.–



**Wallpaper**

(Hockeystick & Background  
colouring for the website)

728 x 90 + 160 x 600 pixels € 1.400.–



**Wallpaper Big Sky**

(Hockeystick & Background  
colouring for the website)

728 x 90 + 300 x 600 pixels € 1.500.–



**Ivo Sadovnikov**

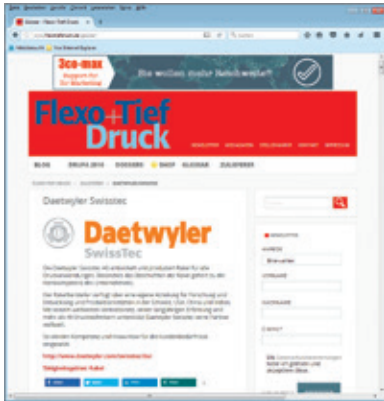
Head of online sales

**Phone:** +49-(0)7 31/15 20-1 76

**Mobile:** +49-(0)1 71-8 62 48 10

**sadovnikov@gk-techmedia.com**

## ▶ Company profile online



**Completely new in 2017:** Present your company online on **flexotiefdruck.de**: The tab „Zulieferer“ offers your company name, company profile and a link to your homepage. In addition, your company entry (name, logo and link to homepage) appears under at least 3 headings 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 at least 3 headings from the glossary to be provided with your logo.*

### Prices

12 month period	€ 590.–
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### Combination price for advertisers in „Schnelle Seiten“

12 month period	€ 390.–
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**I will gladly advise you in regard to “Company profiles”:**  
**Isabel Zasche**  
 Verlagsbuero Felchner  
 Phone: +49-(0)83 41/9 66 17-80  
 i.zasche@verlagsbuero-felchner.de

## ▶ Newsletter

Our weekly newsletter offers up-to-date and appealing industry news. The subscribers include upper management professionals in the print industry and also press operators.

As readers intentionally subscribe to our newsletters they are awaited eagerly week after week. Present your company, your products and your events in an editorial news environment – all available digitally on devices from desktop to mobile.

Newsletter subscribers: 950  
 (As of October 2016)



Format	Pixel	Price/week
Premium banner	580 x 250 (Desktop) 320 x 100 (Mobile)	€ 500.– / as of 3 weeks € 450.–



**For detailed information on advertising formats in our newsletters please contact me:**  
**Ivo Sadovnikov**  
 Head of online sales  
 Phone: +49-(0)7 31/15 20-1 76 · Mobile: +49-(0)1 71-8 62 48 10  
 sadovnikov@gk-techmedia.com

## ▶ flexotiefdruck.de – Stand-alone newsletter

This special mailing with the look and feel of our weekly newsletter provides subscribers exclusively with your topics, pictures and advertising. This mailing is sent only once a week, so your message has the full attention of your target group.

You send us pictures and text – we take care of the implementation and send you the newsletter for approval. Data analysis may also be provided on request.



Prices from € 1.500.–

I'm happy to explain these forms of online advertising to you in detail



**Ivo Sadovnikov**

Head of online sales

Phone: +49-(0)7 31/15 20-1 76

Mobile: +49-(0)1 71-8 62 48 10

sadovnikov@gk-techmedia.com

## ▶ Lead campaigns – advertising without waste coverage

With our lead campaigns you bring your solutions to the market as a white paper (eDossier) with an efficient content marketing strategy.

We will provide you with the contact details of customers interested in your products and services. In addition, these customers will have given their permission to be contacted by you.

We are happy to assist you in creating a high-quality white paper (eDossier) upon request. During the campaign, permanent monitoring and, if necessary, readjustment takes place. We ensure a certain number of customer data (leads) that are carefully prepared. A detailed report will be provided to you at the end of the campaign.

Prices on request **We are happy to prepare an individual offer for this service**



**Ivo Sadovnikov**  
*Head of online sales*  
**Phone: +49-(0)7 31/15 20-1 76**  
**Mobile: +49-(0)1 71-8 62 48 10**  
**sadovnikov@gk-techmedia.com**



## ▶ Webinar



Get in close contact with potential customers and address your target group directly. We offer you a most suitable forum at a worldwide level for the presentation of your know-how and services. Upon completion of the webinar, we provide you with carefully prepared contact data of participants for immediate use.



**Ivo Sadovnikov**

*Head of online sales*

**Telefon: +49-(0)7 31/15 20-1 76**

**Mobil: +49-(0)1 71-8 62 48 10**

**sadovnikov@gk-techmedia.com**

## ▶ Special projects

### Print

G&K TechMedia is your full-service media partner and realizes your special projects and publications – here are some examples:

- Issues in special look & feel, fitting your products and target group
- Publications and accompanying marketing activities to market introductions, new products and processes
- Special issues for company-wide actions and projects
- Commemorative publications for anniversaries, events and competitions etc
- And much more!

Prices on request

**We are happy to prepare an individual offer for this service**

### Event and show management

People create markets. That's why we're creating for you a perfect marketplace bringing together proven experts and specialists in their field. And all of this in an attractive prestigious environment and perfectly organized.

Possible offerings:

- Round table
- Workshop
- Open house
- Fireside chats of experts
- Industry shows
- Product and company events



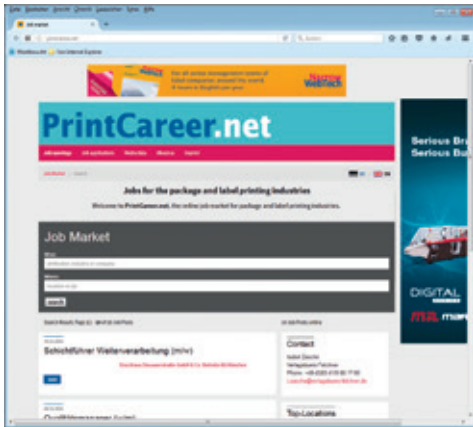
Prices on request

**We are happy to prepare an individual offer for this service**

## ▶ PrintCareer.net

PrintCareer.net is the online job market for the printing industry.

Are you a machine operator in a package or label printing company looking for a new job? On **printcareer.net** you can find the job you are looking for. Are you a major player in the package and label printing industries looking for skilled specialists? On **printcareer.net** you will find your prospective professionals because your target group is here looking for jobs.



**I will gladly advise you in regard to job advertisements and job applications on PrintCareer.net:**

**Isabel Zasche**

*Verlagsbuero Felchner*

**Phone: +49-(0)83 41/9 66 17-80**

**i.zasche@verlagsbuero-felchner.de**

### Your job advertisement on PrintCareer.net

#### Our service to you:

Simply send your company logo, your advertising copy and – if available – your advertisement example, and we take over the rest.

#### Your benefits: 1 job advertisement = 5 x Reach + 5 x Accuracy

- Your job advertisement on printcareer.net will also be published after approval on flexotiefdruck.de, etiketten-labels.com, flexo-gravure.com and narrowwebtech.com.
- Your job advertisement on printcareer.net will be additionally announced in our Weekly Newsletter of flexotiefdruck.de, etiketten-labels.com, flexo-gravure.com and narrowwebtech.com.
- With our websites covering all issues within the packaging and label printing industries, your advertisement reaches your target group directly, thereby avoiding waste.
- We also promote your job advertisement on G&K TechMedia's social media channels.

### Terms and conditions

#### Advertising Price (plus VAT)

Duration 1 Month	€ 395.00
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#### Subsequent Price (plus VAT)

Duration 1 Month	€ 595.00
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## ▶ Leading magazines and websites



### Flexo & Gravure Global

Technical Publication for the world's paper, film and foil converting industries.

Launched in 1995

Online: flexo-gravure.com



### NarrowWebTech

Technology source for self-adhesive roll label, folding carton and narrow web packaging converters.

Launched in 1998

Online: narrowwebtech.com



### Etiketten-Labels

For producers of pressure-sensitive roll labels and similar narrow web products.

Launched in 1993

Online: etiketten-labels.com



### PrintCareer.net

The online job market for jobs and recruiting in the printing industry: Job advertisements, job applications and news for print professionals.

#### 4 issues per year

<b>Circulation</b>	13.000 copies
<b>Distribution</b>	Worldwide
<b>Language</b>	English

#### 4 issues per year

<b>Circulation</b>	9.000 copies
<b>Distribution</b>	Worldwide
<b>Language</b>	English

#### 6 issues per year

<b>Circulation</b>	2.500 copies
<b>Distribution</b>	Parts of Europe
<b>Language</b>	German

#### Internet portal

<b>Distribution</b>	Worldwide
<b>Language</b>	German + English



## ▶ General terms and conditions

### 1. Exclusive scope, agreement

1.1 In its own name and for its own account, the G&K TechMedia GmbH, Denzlinger Straße 27, 79312 Emmendingen, 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.



# G&K TechMedia GmbH

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Germany

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