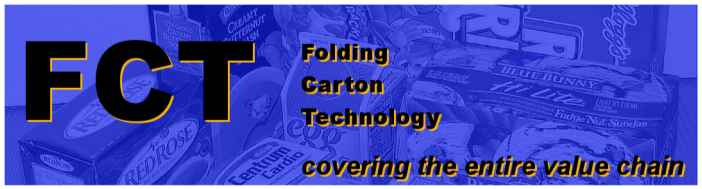
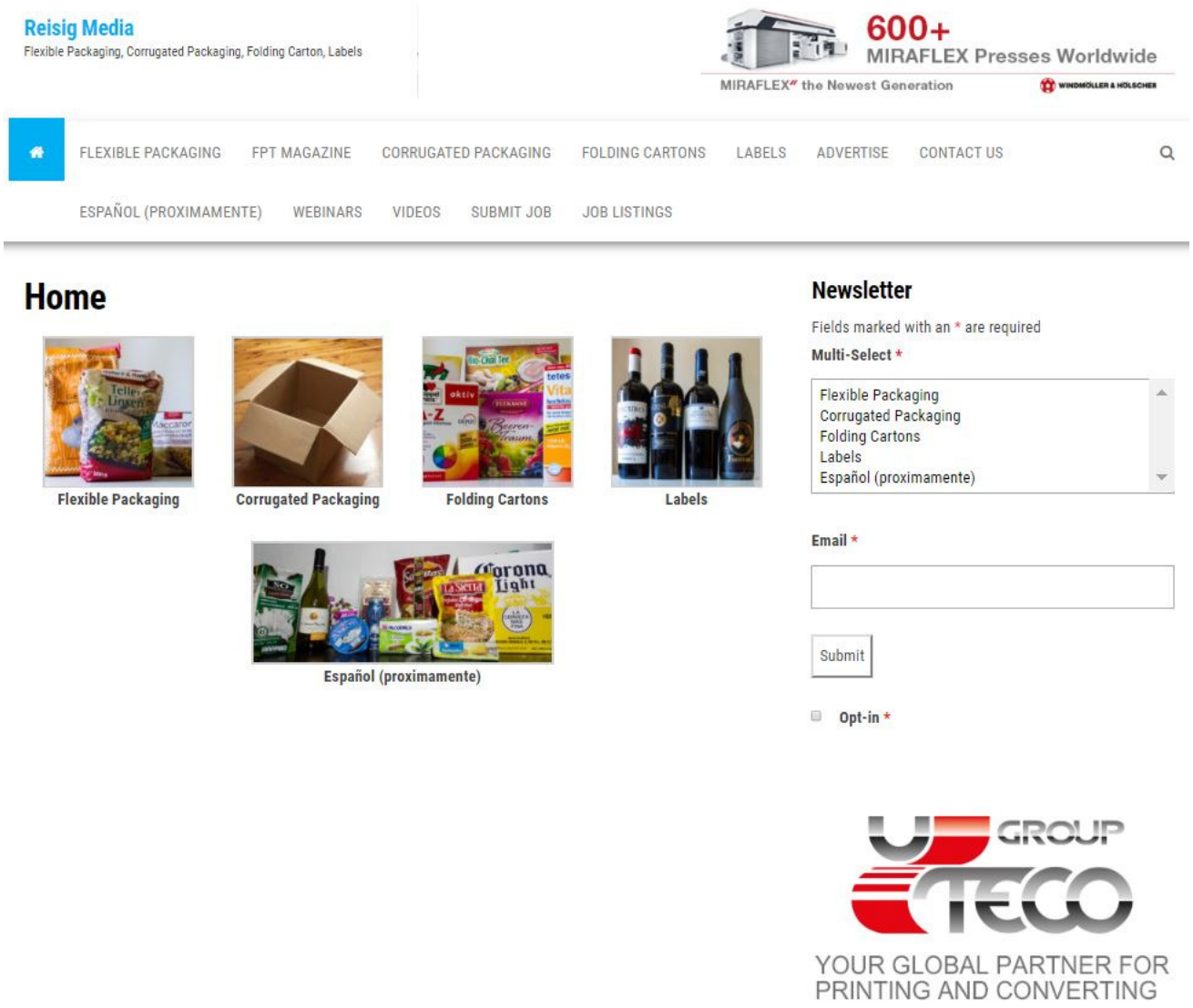
# PACKAGINGNEWSLETTER.COM

Media Information Kit
2019

Packagingnewsletter.com the leading technical information source for the flexible packaging, corrugated board, folding carton, and labels industries





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## About us

Packagingnewsletter.com is published by Reisig Media, founded in 2015 by Sebastian Reisig.

Reisig Media started out by publishing flexpack.info, later followed corrugatedboard.org, foldingcarton.org, labelpro.org.

Packagingnewsletter.com is the merger of those 4 website. This was done in order to increase the attention your articles and advertisement receives, improve our search engine rankings and to provide a one stop website for the packaging industry.

As of 2019 Reisig Media publishs 5 newsletters a week (+ 5 auto-resends to non-openers) in English language about the latest news from your respective industry.

Besides that, we also publish a quarterly digital magazine, FPT, with exclssive technical indepth long form articles.

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## New Website

Some of you have already noticed that we have a new website. With the new website we hope to have fixed some issues and drawbacks related with a years old website in order to improve our readers experience and to make it more convenient. You will notice that we have merged our 4 previous websites into one information powerhouse. The new website has a sleek, clear and more lucid design and is therefore much more reader friendly as the old one. Furthermore it is 100% mobile friendly. Merging 4 websites to one will also show benefits in regards of SEO as soon as the Google algorithm gets wind of it. All in all this shall increase the attention the website and therefore your information s and advertisement gets. In the next some days we will also upload more articles to the new website.

## Move

As of next year, the company that publishes Flexible Packaging Technology will be registered in a different country. We have decided to move the company from Estonia to a country outside of the EU for a multitude of reasons. Recently the European Union has implemented some laws, which at first glance sound very good and beneficial to its citizen. But as often, there are plenty of negative, probably unintended, side effects that can cause all kind of issues especially for smaller enterprises like ours. But the main reason was a stronger focus on the Americas. In the next some years we will spend more time in both the established markets in Canada and the USA, as well as all the emerging markets in the south such as Mexico, Colombia, and Peru and the likes. The USA are the single biggest markets among our readership, with Canada also playing a significant role. The goal is to further develop our position in these markets, as well as venture in new markets in Latin America. Having said that, we will still spend sufficient time in Europe to meet with both packaging producers and machinery suppliers.

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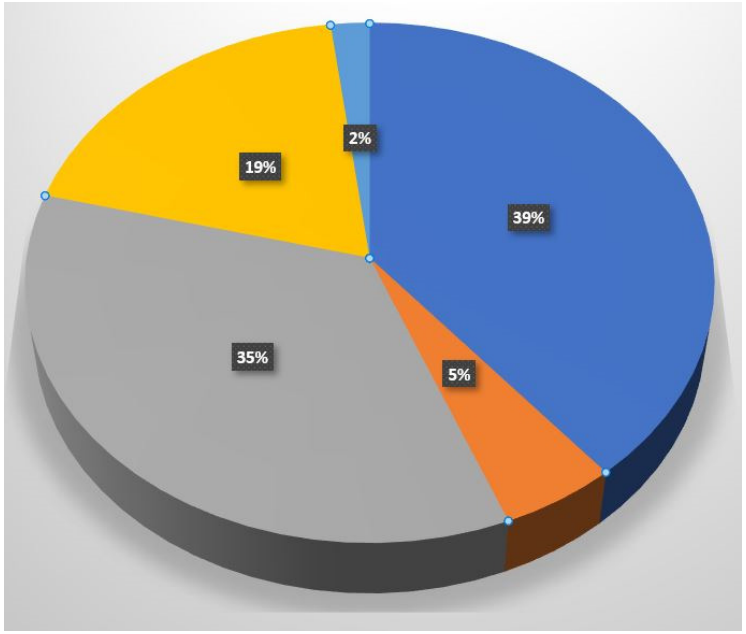
## 2 FPT newsletters per week as of 2019 due to popular demand

Flexible Packaging Technology has the most popular newsletter of the flexible packaging industry. With almost 18000 subscribers and benchmark setting open and click rates we reach wider and deeper in this industry than any other newsletter. Due to the outstanding success of the newsletter, we decided to publish 2 newsletters a week as of 2019. Publication days will be Monday and Thursday. However, we will still send out an automated auto resend to non openers of the newsletter, in order to distribute your news and advertisement again and to increase the attention.

Please talk to your business development manager Hans-Georg Herr under herr@reisigmedia.com or under +49 173 70 49 555

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|---|---|---|---|---|---|
| | **W&H develops digital printing press, Successful two-day Coating Technology event at Bobst, GB to double plastic bag prices**<br>Auto Resend · 2018-09-06<br>View report | **17,960** recipients | **32.63%** opened | **12.60%** clicked | |
| | **Auto Resend of W&H develops digital printing press, Successful two-day Coating Technology event at Bobst, GB to double plastic bag prices**<br>Auto Resend · 6 days ago<br>View report | **12,041** recipients | **12.69%** opened | **5.51%** clicked | |

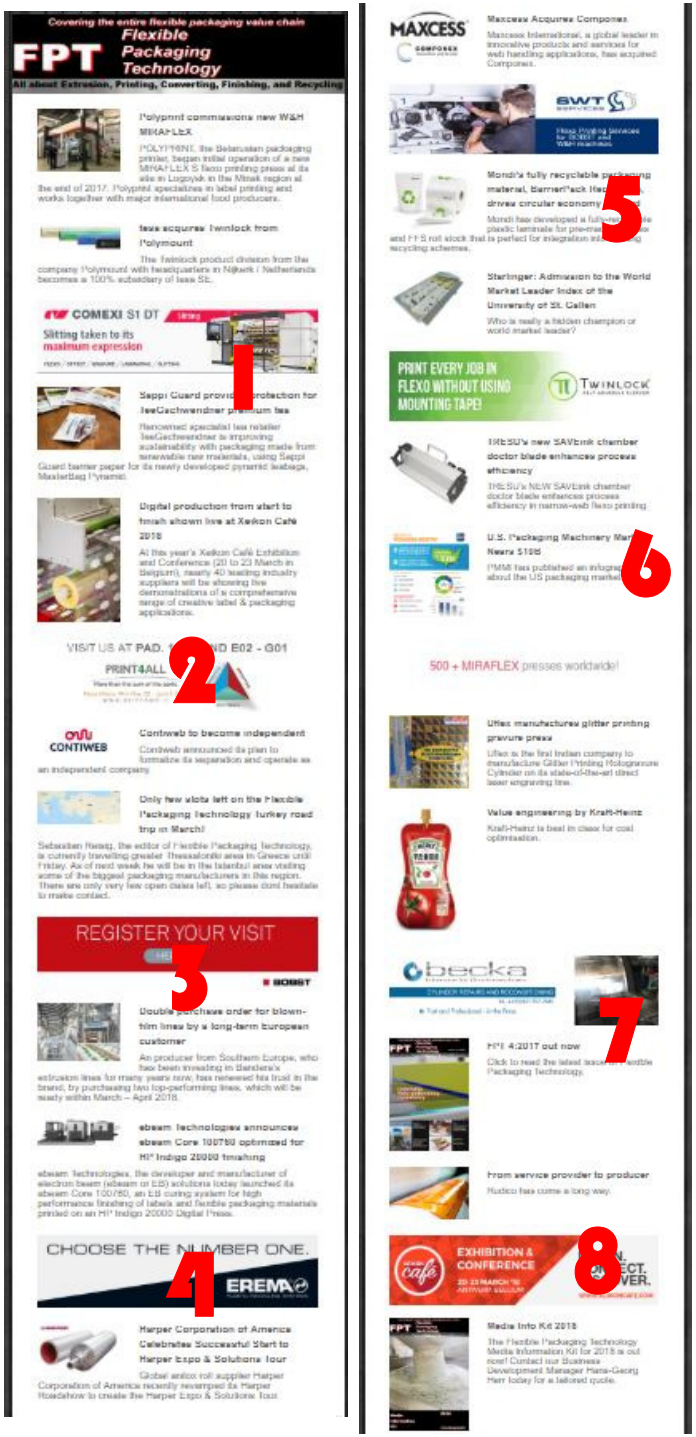
| | |
|---|---|
| North America | 39% |
| Europe | 35% |
| Asia+Oceania | 19% |
| South America | 5% |
| Africa | 2% |

# Banner advertisement FPT NEWSLETTER

As of 2019 the FPT newsletter will be published twice a week in order to meet with the growing demand from our advertisement customers. Publication dates will be Monday and Thursday.  However, despite the vast demand we decided to keep the banner prices on the same low level as last year.

Please talk to your business development manager Hans-Georg Herr under herr@reisigmedia.com or under +49 173 70 49 555

| Position | Dimensions | Rate/Week |
|---|---|---|
| 1 | 540x140 pixel | 199 EUR |
| 2 | 540x140 pixel | 189 EUR |
| 3 | 540x140 pixel | 179 EUR |
| 4 | 540x140 pixel | 159 EUR |
| 5 | 540x140 pixel | 139 EUR |
| 6 | 540x140 pixel | 119 EUR |
| 7 | 540x140 pixel | 99 EUR |
| 8 | 540x140 pixel | 79 EUR |



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FPT Magazine

The FPT magazine offers an unique combination of in-depth technical articles written by industry experts and up-to-date interviews about the latest developments in the industry and testominals about world class printers using special equipment. The vast majority of the articles are exclusive and written by Sebastian Reisig, the editor of FPT.

A couple of times a year, the editor of FPT travels to packaging hotspots in order to visit and interview packaging producers about their company, the technology there are using etc. In the past years we visited packaging producers in Belarus, Poland, Germany, Denmark, Netherlands, Belgium, Luxembourg, England, Wales, France, Spain, Italy, Switzerland, Austria, Hungary, Greece, Turkey, and the USA.

Advertisements will be placed on the second page of each article, and each and every article from the magazine will be published in every newsletter for a quarter year, until the next magazine gets published.

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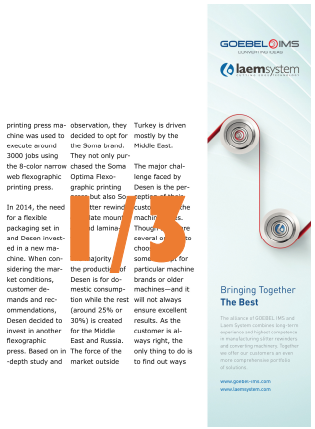
| Size | Dimensions (in mm, without bleed) | Rate |
|---|---|---|
| 1/1 Page | 210*297 | 1600 EUR |
| 1/2 Page | 105*297 or 210*105 or 130*178 | 1100 EUR |
| 1/3 Page | 73*297 or 210*102 | 850 EUR |
| 1/4 Page | 55*297 or 210*77 | 650 EUR |
| 1/8 Page | 44*130 or 210*42 | 400 EUR |
| 1/16 Page | 44*65 or 92*31 | 250 EUR |



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## Editorial Programme

| | | |
|---|---|---|
| 1-2019<br>Publicaton date 8 March | • Slitting & Rewinding<br>• Laminating<br>• Surface Treatment<br>• Adhesives | GAA Summit, Clearwater Beach, 4-6 March<br>ICE EUROPE MUNICH, Munich, 12-14 March<br>Xeikon Café, Lier, 26-28 March<br>ICE USA, Luisville, 9-11 April<br>INFOFLEX FTA, New Orleans, 6-9 May<br>Xeikon Cade North America, Chicago, 14-16 May<br>Chinaplas, Pazhou, 21-24 May |
| 2-2019<br>Publicaton date 7 June | • Printing Formes<br>• Printing Presses<br>• Automation<br>• Digital Printing | RosUpack, Moscow, 18-21 June<br>Multilayer Flexible Packaging, Rosemont, 25-26 June |
| 3-2019<br>Publicaton date 20 September | • Extrusion<br>• Recycling<br>• Bioplastics<br>• Bags, Pouches, etc | LABEL EXPO. Brussels, 24-27 September<br>Aimcal/SPE FlexPackCon, Myrtle Beach, 6-9 October<br>K 2019, Dusseldurf, 16-23 October<br>Andina Pack, Bogota, 19-22 November |
| 4-2019<br>Publicaton date 6 December | • Inks<br>• Technical Rollers<br>• Logistics<br>• Viscosity control | Interplastica, Moscow, TBA |

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Website Ad Rates

Please note that each banner position has max 5 banners which rotate in 3-5 second intervals.

You may find the prices on the right side.

It is important to point out that advertisements will be sold and displayed by category (flexible packaging, corrugated packaging, folding cartons, labels).

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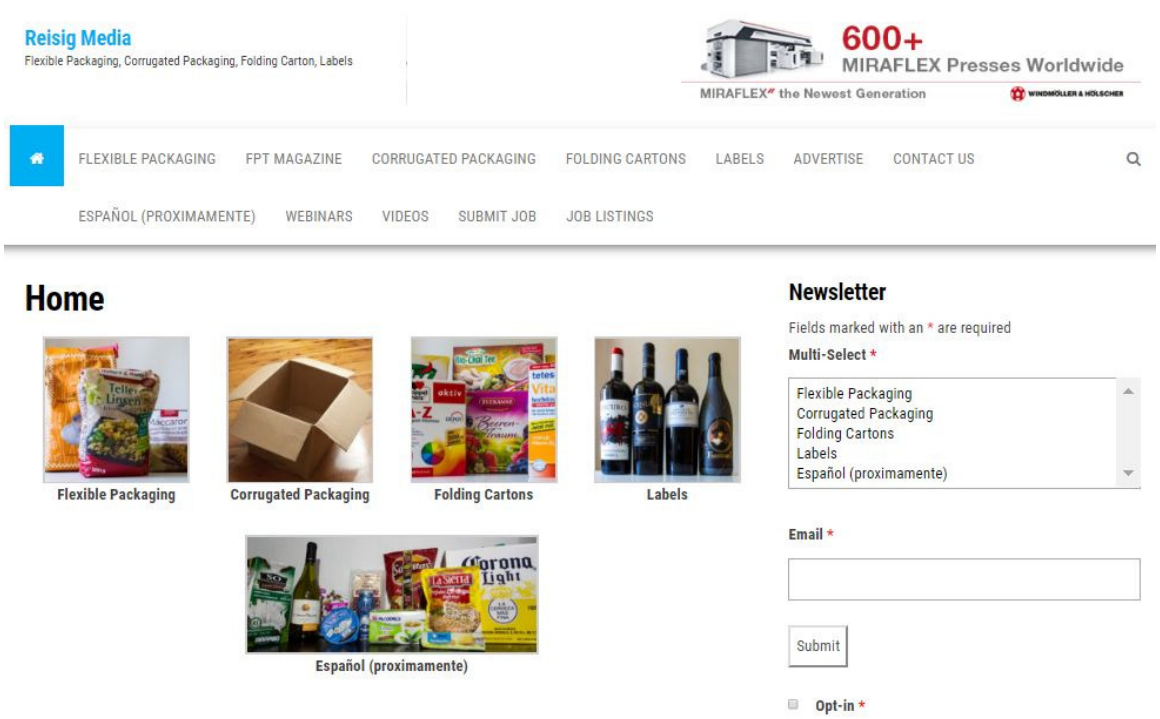


**Top Banner**

**300 EUR per Month**

**470*90 pixels**

**Right Banner**

**250 EUR per Month**

**360*300 pixels**

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## CBT Newsletter

Corrugated Board Technology has the most popular newsletter of the corrugated packaging industry. With almost 5800 subscribers and benchmark setting open and click rates we reach wider and deeper in this industry than any other newsletter.

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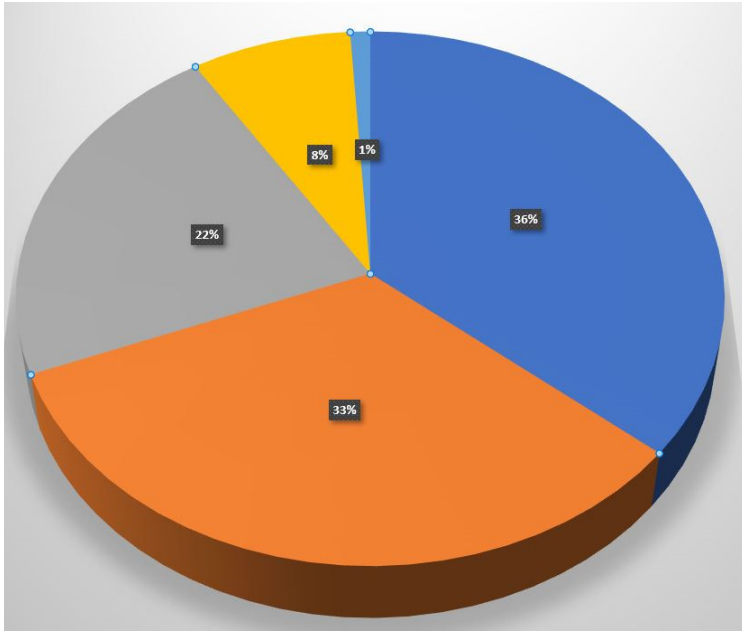


**Green Bay Expands, DS Smith pursues plastics sale, WestRock Provides Update on Hurricane Michael's Impact**

Auto Resend · 2018-10-25

View report

| 5,760 recipients | 26.55% opened | 9.32% clicked |
|---|---|---|

**Auto Resend of Green Bay Expands, DS Smith pursues plastics sale, WestRock Provides Update on Hurricane Michael's Impact**

Auto Resend · 5 days ago

View report

| 4,235 recipients | 12.16% opened | 4.24% clicked |
|---|---|---|

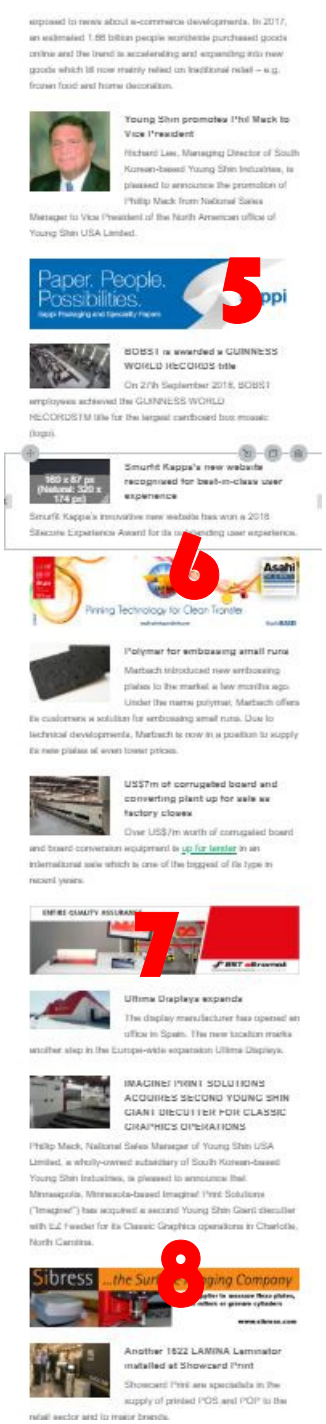
| | |
|---|---|
| North America | 36% |
| Europe | 33% |
| Asia+Oceania | 22% |
| South America | 8% |
| Africa | 1% |

# Banner advertisement CBT NEWSLETTER

The CBT Newsletter enjoys a growing popularity within the corrugated packaging industry. However, despite the vast demand we decided to keep the banner prices on the same low level as last year.

Please talk to your business development manager Hans-Georg Herr under herr@ reisigmedia.com or under +49 173 70 49 555

| Position | Dimensions | Rate/Month |
|---|---|---|
| 1 | 540x140 pixel | 300 EUR |
| 2 | 540x140 pixel | 250 EUR |
| 3 | 540x140 pixel | 200 EUR |
| 4 | 540x140 pixel | 175 EUR |
| 5 | 540x140 pixel | 150 EUR |
| 6 | 540x140 pixel | 125 EUR |
| 7 | 540x140 pixel | 100 EUR |
| 8 | 540x140 pixel | 75 EUR |



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Webinar

A webinar is the virtual equivalent to a seminar. The biggest benefit is that attendees may attend location independent. The speaker and the attendees virtually meet in a online conference room. Questions can be raised via a chat function. Additional information may be downloaded after the presentation.

The biggest advantages are

- Cost efficiency (no rooms, no catering, no travelling or accommodation)
- You receive the full attendee list, including contact information
- You have the full attention of the attendees

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Stand alone newsletter

With an email blast you reach 17,500+ subscribers (numbers rising). This enables you to reach out to potential leads with maximum attention.

You provide the content, we do the rest!

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