

PACKAGINGNEWSLETTER.COM

Media Information Kit 2026

PackagingNewsletter.com is the leading technical information source for the **flexible packaging industry**, providing up-to-date coverage of innovations, technologies, and market developments worldwide.

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Welcome to PackagingNewsletter.com: Your Source for Industry Insights

At **PackagingNewsletter.com**, we bring you the latest news, trends, and technical insights from the packaging and printing industries. With over 15 years of experience, we are dedicated to covering the flexible packaging, corrugated board, folding carton, and labels sectors, helping professionals stay informed and competitive.



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sebastian@reisigmedia.cc

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About us

PackagingNewsletter.com is published by BDM, a media company founded in 2015 by Sebastian Reisig.

BDM publishes one weekly newsletter — in English — covering the latest news, innovations, and market developments in the flexible packaging industry. Each issue is also re-sent once to non-openers, ensuring maximum visibility.

With a readership of more than 30,000 subscribers worldwide, PackagingNewsletter.com has become a leading source of reliable information for professionals across the flexible packaging sector.



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1 FPT newsletters + 1 Resend

FPT is the most-read newsletter in the flexible packaging industry, reaching **30,000+ subscribers** weekly. Published **every Thursday** with **one automatic resend to non-openers the following Tuesday**, it consistently delivers **benchmark open and click rates**, ensuring strong visibility for news and advertising.

- **Frequency:** 1 newsletter per week + **1 automated resend** to non-openers
- **Schedule:** Publish Thursday → Resend Tuesday (to non-openers)
- **Audience:** 30,000+ global subscribers focused on flexible packaging
- **Performance:** **Benchmark-setting open and click rates** (insert your current averages if you'd like to quantify)
- **Coverage:** Latest industry news, technology updates, investments, and market moves
- **Advertiser benefit:** The resend broadens reach and reinforces message recall for your announcements and campaigns

Contact

For bookings and availability, please contact **Sebastian Reisig**

Email: reisig@packagingnewsletter.com



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Banner advertisement

The **FPT Newsletter** is published **once a week**, every **Thursday**, with an additional **resend to non-openers** to maximize visibility and engagement. Banner placements allow your brand to reach a highly targeted audience of professionals in the flexible packaging industry.

Contact

For booking inquiries, please reach out to:

Sebastian Reisig reisig@packagingnewsletter.com

Position	Dimensions	Rate/Newsletter
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1	540x140 pixel	299 EUR
2	540x140 pixel	289 EUR
3	540x140 pixel	279 EUR
4	540x140 pixel	239 EUR
5	540x140 pixel	219 EUR

Covering the entire flexible packaging value chain

FPT Flexible Packaging Technology

All about Extrusion, Printing, Converting, Finishing, and Recycling



Polyprint commissions new W&M MIRA-LEX

POLYPRINT, the German packaging printer, began trial operation of a new MIRA-LEX S flexo printing press at its site in Lügde, in the Münster region at the end of 2017. Polyprint specializes in label printing and works together with major international food producers.



Iowa acquires Twintack from Polyprint

The Twintack product division from the company Polyprint with headquarters in Nijmegen / Netherlands becomes a 100% subsidiary of Iowa LLC.



COMEXI S1 DT

Sitting taken to its maximum expression

FROM: W&M, W&M, W&M, W&M



Seppi Guard provides protection for JeeCachewendner premium tea

Personalized specialized tea retailer JeeCachewendner is improving sustainability with packaging made from renewable raw materials, using Seppi Guard barrier paper for its newly developed pyramid tea bags, MasterBag (Tymec).



Digital production from start to finish shown live at Kiefen Café 2018

All this year's Kiefen Café Exhibition and Conference (20 to 22 March in Dusseldorf), nearly 40 leading industry suppliers will be showing live demonstrations of a comprehensive range of creative label & packaging applications.

VISIT US AT PAD. 18 STAND E02 - G01

PRINT4ALL

Now the focus of the week!

Business Partner of the week!

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onli CONTINWEB

Continweb to become independent

Continweb announced its plan to formalize its separation and operate as an independent company



Only few slots left on the Flexible Packaging Technology Turkey road trip in March!

Sebastian Reisig, the editor of Flexible Packaging Technology, is currently traveling around the world. He will be in the Istanbul area visiting some of the biggest packaging manufacturers in the region. There are only very few open dates left, so please don't hesitate to make contact.

REGISTER YOUR VISIT

YES

BOBBY



Double purchase order for brown-tinted lines by a long-term European customer

An producer from Southern Europe, who has been investing in Danisco's extrusion lines for many years now, has renewed his trust in the brand, by purchasing two top-performing lines, which will be ready within March - April 2018.



ebwam technologies announces ebwam Core 100780 optimized for HP Indigo 20000 finishing

ebwam technologies, the developer and manufacturer of electron beam (ebwam or ESD) solutions today launched its ebwam Core 100780, an ESD coating system for high performance finishing of labels and flexible packaging materials printed on an HP Indigo 20000 Digital Press.

CHOOSE THE NUMBER ONE.

EREMA



Harper Corporation of America Celebrates Successful Start to Harper Expo & Solutions Tour

Global end-of-roll supplier Harper Corporation of America recently inaugurated its Harper Expo & Solutions Tour.

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Website Ad Rates

Each banner position accommodates up to **five rotating banners**, displayed at **3–5 second intervals** to ensure balanced visibility.

Pricing details are available in the **rate card on the right-hand side**.

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Category: Flexible Packaging News

Flexible Packaging



September 10, 2025 **Off**

Sibress to showcase new version of FlexoControl 3D Plus for photopolymer sleeves at Labelexpo Europe 2025

By SEBASTIAN REISIG

Sibress will be presenting its entire current product portfolio at Labelexpo Europe 2025 in Barcelona. As a new innovation, the...

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SMITHERS

September 10, 2025 **Off**

Smithers Insights Podcast Explores Future of Flexible Packaging

By SEBASTIAN REISIG

Growing environmental concerns and tightening regulations are making the packaging industry...

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Webinar

A **webinar** is the virtual equivalent of a seminar, allowing participants to join **from any location**. Speakers and attendees meet in an online conference room, where questions can be asked via a chat function and supporting materials can be downloaded after the presentation.

Key Advantages

- **Cost efficiency** – no expenses for rooms, catering, travel, or accommodation
- **Qualified leads** – you receive the complete attendee list, including contact details
- **Focused engagement** – direct access to an attentive, topic-specific audience

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For more details and booking options, please reach out to:

Sebastian Reisig

reisig@packagingnewsletter.com



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E-Mail Blast

Reach **30,000+ subscribers** with a single, dedicated email — ideal for product launches, announcements, reports, and event promotions. You provide the content; **we handle formatting, scheduling, delivery, and reporting** to ensure maximum visibility and engagement.

Details

- **Audience:** 30,000+ flexible packaging professionals (and growing)
- **Frequency:** One-time dedicated blast
- **Delivery:** Full deployment by our editorial team
- **Reporting:** Post-campaign summary (open rates, click-through rates)

Rate

A one-time dedicated email blast is available at **€4,000**.

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PR & Editorial Services

With **15+ years of experience** as a journalist in the packaging and printing industry, I bring a deep understanding of sector trends, challenges, and opportunities. My expertise ensures that your message is delivered with clarity, credibility, and impact — helping your brand gain visibility and strengthen its presence in the market.

I offer both **one-time services** and **flexible monthly packages**, tailored to fit your goals and budget.

One-Time Services

- **Press Releases – \$200 each** Announce new products, partnerships, or milestones with professional press releases that reach the right audience.
- **Interviews – \$500 each** Showcase your company's achievements, leadership insights, and industry expertise through engaging, journalist-led interviews.
- **Technical Feature Articles – \$1,000 each** In-depth, research-driven articles on industry trends and technologies that position your brand as a thought leader.

Monthly Retainer Packages

- **Basic – \$600/month** Includes 1 press release (\$200) + 1 interview (\$500) → Value \$700
- **Standard – \$1,500/month** Includes 2 press releases (\$400) + 1 interview (\$500) + 1 technical article (\$1,000) → Value \$1,900
- **Premium – \$2,000/month** Includes 3 press releases (\$600) + 2 interviews (\$1,000) + 1 technical article (\$1,000) → Value \$2,600