



Media Plan 2025

## Focus of the journal

**Packaging** is a Czech and Slovak trade journal dealing with the issues of packaging solutions, machinery and technologies, of printing itself, printing and finishing techniques, automatization and logistics.

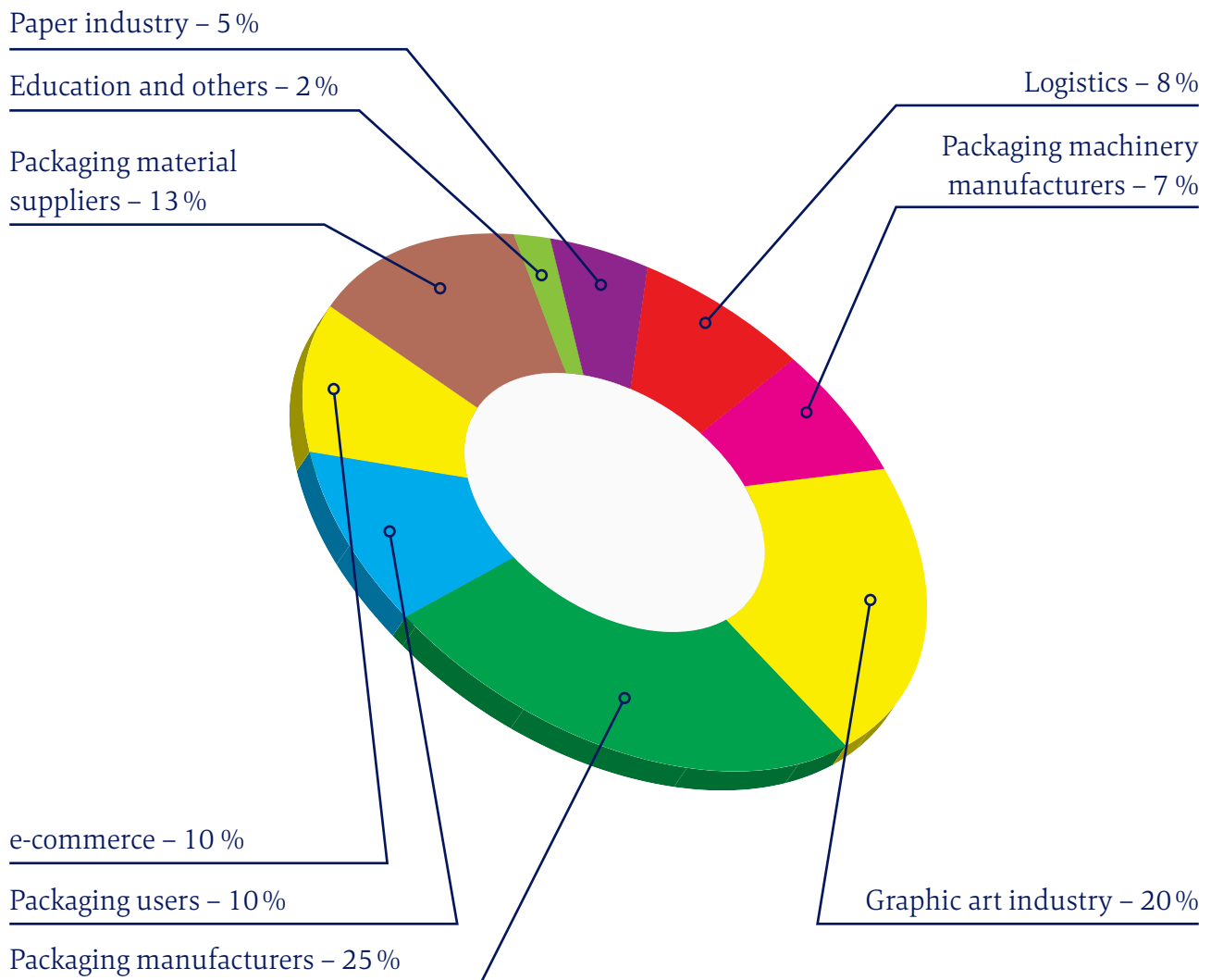
**Packaging** is issued every two months in a circulation of about 3,000 copies. Those issues directed towards the dates of trade fairs tend to higher circulations. **Packaging** is distributed by post according to a constantly updated and replenished directory straight to the management (sales directors, marketing directors, and other decision-makers) of companies whose activities relate to the above-mentioned subject matter.

The **Packaging's** directory includes, among others, packaging manufacturers (made of paper, plastics, wood, glass, sheet metal, etc.) incl. paper producers; manufacturers of packaging machinery, lines, accessories and technologies; producers of plastics processing technologies; packaging consumers (all major companies from the food, consumer goods, pharmaceutical and automotive industries as well as their subcontractors, etc.); commercial packaging and jobbing printers as well as their suppliers; manufacturers and suppliers of marking, coding and identification equipment; paper and wrapping materials wholesalers; logistic centres; manufacturers and importers of cars and automotive accessories; manufacturers and distributors of handling equipment; advertising agencies; trade fair organizers; and also vocational schools from the relevant field.

The specific choice of recipients to the magazine from above-mentioned branches as well as their professional status and leadership create very good prerequisites also for commercial exploration of the journal in terms of advertising and promotion in the Czech Republic and Slovakia.



## The Structure of Readers



### Target groups

- packaging producers (paper, plastics, glass, sheet metal etc.), incl. paper production
- producers of packaging machines, equipment, technologies
- wholesale centres for paper and wrapping materials
- packaging users (selected firms) in the fields of food, consumer goods and pharmaceutical industries, manufacturing cooperatives
- printing houses
- advertising agencies
- DTP and graphics studios
- logistic centres and express companies
- producers of cars and their equipment
- professional schools of all levels
- research & development and service institutions working in these fields
- trade fair exhibitors & visitors to the Czech Republic and Europe

## Specifications

**Frequency of publication:**

6 issues per year, 2 of which are online

**Circulation:**

1,500–3,000 copies

**Colour scheme:**

CMYK 4/4

**Journal format:**

A4 (210 × 297 mm)

**Type area:**

185 × 264 mm

**Screen:**

60–80 lcm

**Binding method:**

adhesive binding

**Volume:**

29 (established 1995)

**Distribution:**

direct mail to CEOs

**Subscription fee:**

Czech Republic: printed 4× + 2× online PDF: 630 CZK (+ 10% VAT)

online 6× issues per year, own PDF: CZK 460 (+ 10% VAT)

Abroad: 40 € (incl. postage and packaging)

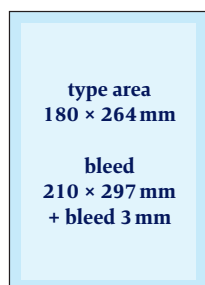
File formats: .pdf, .eps, .tif, .ai, .jpg.

Rates exclude VAT and production.

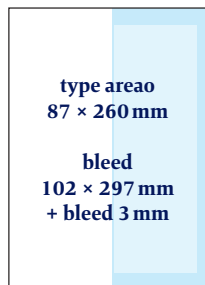
Rates are also payable in all currencies, according to exchange rate.



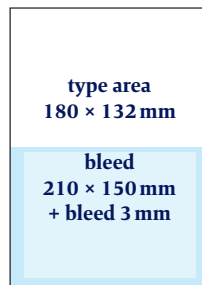
## Price & formats – advertising rates



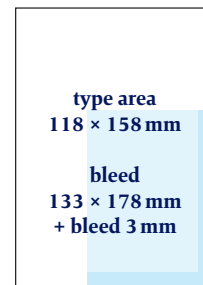
1/1 – 2,600 €



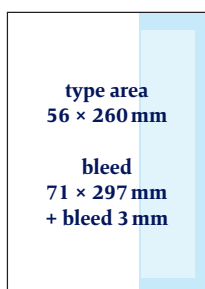
1/2 – 1,600 €



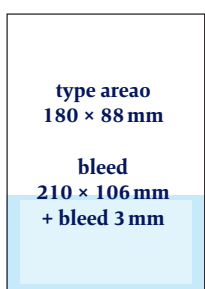
1/2 – 1,600 €



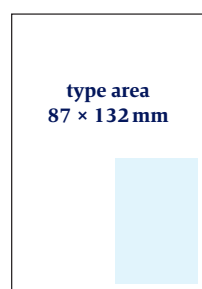
junior – 1,600 €



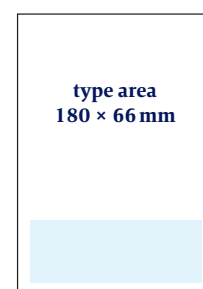
1/3 – 1,150 €



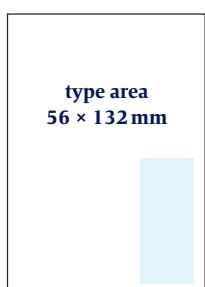
1/3 – 1,150 €



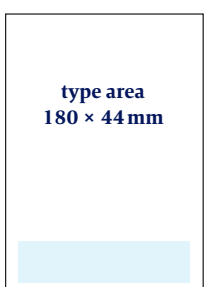
1/4 – 810 €



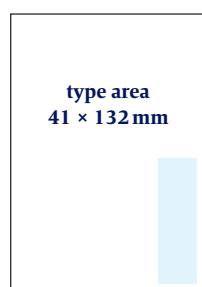
1/4 – 810 €



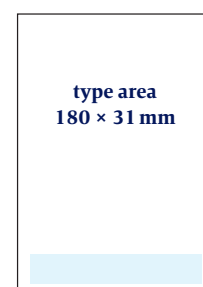
1/6 – 700 €



1/6 – 480 €



1/8 – 480 €



1/8 – 480 €

### Inserts:

loose insert sheet – € 700 (up to 40 gsm, above 40 gsm contract price)

bound at the position – 10 cents per piece

### Advertorial opportunities:

€ 1,000 full page (cca 5,000 characters + images)

We offer additional discounts depending on the number of inserts per year.

## Editorial calendar

1/2025 press	publication date 17 Feb 2025	deadline 27 Jan 2025
trade fairs	EmbaxPrint (25–27 Feb) Brno ICE/CCE (11–13 Mar) Munich LogiMAT (11–13 Mar) Stuttgart Amper (18–20 Mar) Brno Hannover Messe (31 Mar–4 Apr) Hannover	
main topics	<ul style="list-style-type: none"> <li>• PPWR legislation</li> <li>• Packaging lines including robots for food packaging (specialty bags: zipper, bottom, hinges, etc.)</li> <li>• Trends in printing and converting techniques for packaging solutions</li> <li>• Aren't food packaging solutions made of recycled materials a risk? How hygienists see it</li> <li>• Packaging: bakery products, hot ready meals and frozen goods, takeaway food</li> <li>• Packaging materials for packing and fixing of fast-moving goods</li> <li>• Printing inks, varnishes, barriers and ecology</li> </ul>	

2/2025 press	publication date 14 Apr 2025	deadline 24 Mar 2025
trade fairs	Chinaplas (15–18 Apr) Shenzhen Reklama Polygraf Obaly (13–15 May) Prague Ipack-Ima (27–30 May) Milan Transport Logistic (2–5 Jun) Munich	
main topics	<ul style="list-style-type: none"> <li>• PPWR legislation</li> <li>• Developments in printing technologies, prepress and even postpress</li> <li>• Ecodesign and increasing the reach of brands among many others in a time of environmental pressure</li> <li>• Variable data, marking and hidden communication in logistics</li> <li>• How are the (POS) displays doing?</li> <li>• Large format printing still in the forefront of interest. What are the options?</li> <li>• Automation of inspection processes in production lines</li> </ul>	

3/2025 online	publication date 30 Jun 2025	deadline 16 Jun 2025
main topics	<ul style="list-style-type: none"> <li>• Not recyclability, but recycling</li> <li>• The second life of packaging solutions</li> <li>• Will tethered caps save the planet? What about other plastics...</li> <li>• Packaging testing and standardization</li> </ul>	

4/2025 press	publication date 1 Sep 2025	deadline 11 Aug 2025
trade fairs	Labelexpo (16–19 Sep) Barcelona Drinktec (15–19 Sep) Munich FACHPACK (23–25 Sep) Nuremberg MSV (7–10 Oct) Brno K 2025 (8–15 Oct) Düsseldorf Obalko congress (16–17 Oct) Prague	
main topics	<ul style="list-style-type: none"> <li>• Materials for the packaging solutions and packaging components production</li> <li>• Advantages and disadvantages of multi-way packaging</li> <li>• Human-robot collaboration in various industrial applications</li> <li>• Mobile robotics in logistics</li> <li>• Laser systems on the rise (for labels, packaging and cleaning)</li> <li>• The fight for recycle or trends in plastic technologies</li> <li>• Mechanical and automated filling of beverage containers</li> </ul>	

5/2025 press + calendar	publication date 20 Oct 2025	deadline 29 Sep 2025
main topics	<ul style="list-style-type: none"> <li>• E-productivity software (design tools, AI tools), planning and productivity</li> <li>• Developments in printed electronics</li> <li>• Containers and loading patterns</li> <li>• Robots and palletizers, conveyors</li> <li>• Handling and safe transport</li> </ul>	

6/2025 online	publication date 15 Dec 2025	deadline 24 Nov 2025
trade fairs	Christmas markets	
main topics	<ul style="list-style-type: none"> <li>• Luxury gift boxes</li> <li>• Glass: spirits and perfumes</li> <li>• Christmas distribution = turmoil</li> <li>• Marketing and limited editions</li> </ul>	

## Web portal [www.packaging-cz.cz](http://www.packaging-cz.cz)

**Multimedia Packaging** is a twin to the printed edition, enriched with the **functionality** of immediate **links** to advertiser sites, **sound** capabilities of the site or **video** playbacks even in high quality. The multimedia version allows downloading from the web to the offline version of a whole issue or only individual pages (PDF) as well as index search. An **archive** of Packaging previous editions is also stored on the web portal.

**News** are updated **regularly on a weekly basis** incl. images, web addresses are hyperlinked. News are taken and edited into readable form from domestic but mainly foreign sources, professionally translated, mainly from German and English. News are also archived on the web.

**Banners** are placed on the web portal. As you browse the content of the website, the banners remain displayed. There are **two main and several side banners**. You can also place so-called **skin banner** on the web, which is a banner framing the web portal from three sides. We will send technical parameters for skin banner upon request. Other banners can also be placed in the News template.

**Videos** are **changed weekly** and posted on the portal. These are mainly **product or technological developments in the field of packaging, packaging solutions, transport and logistics**. They are picked-up from all around the world. These videos also have an archive on the web.

**Advertiser Info, Contacts** Detailed information for those interested in advertising (Advertiser Info), editorial staff and relevant editor contacts (Contacts) are also posted on the website (at the top). Advertiser information can be conveniently downloaded from the web.

### Packaging website traffic – Google analytics data for January–October 2024

For those interested, it is possible to demonstrate the website traffic based on Google analytics.



## Advertising on website [www.packaging-cz.cz](http://www.packaging-cz.cz)

### Banners

dimensions	1 month	3 months	6 months
full banner (width)			
630 × 100 px	480	840	1 260
square button (first position)			
250 × 250 px	440	800	1 200
rectangle button			
250 × 170 px	360	680	1 000
250 × 125 px	200	380	520
250 × 85 px	160	300	440
skin			
1 200 × 210 px	640	1 000	1 320

1 200 × 210 px

skin

630 × 100 px

full banner

250 × 250 px

square button

250 × 170 px

rectangle button

250 × 85 px

rectangle button



## Price list of web news and videos

### News and videos

#### News

The News template is sent via e-mail. It is dispatched regularly to about 5,000 addresses every Monday. News are translated mainly from English and German from foreign trade servers and press. If possible, they are also shortened and rid of irrelevant information. However, it is also possible to publish a (paid) PR statement. The extent is set to approximately 1,000 characters + 2 images (JPEG).

You can also place a banner into the News template. Its width is 250 px, of any height up to 500 px.

Only the first few lines of the news are published in the template and then a “Read more” link. This hyperlink leads from here to the Packaging website, where an entire article is displayed.

#### Distribution and publication of a PR statement

Frequency of publication:

1 article 170 €

2 articles 300 €

3 articles 40 €

every other article 140 €

Publication of the banner in the News template – 320 € per month (with a link to the website of the client).

Regular customers are offered discounts.

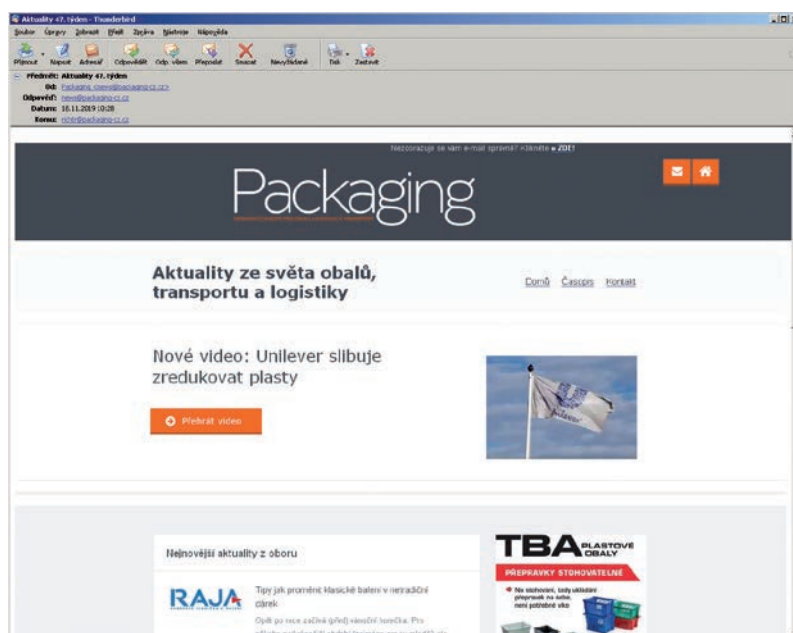
#### Videos

The template also includes a link to a product, technology or information video published on the Packaging website. It is possible to publish a PR video on the Packaging website, its length is limited to a maximum of 5 minutes. The video must be placed on [www.youtube.com](http://www.youtube.com).

**Video placement on site:**

1 week – 480 €.

We have special discounts in combination with printed advertising.



## Video portal and editorial staff contacts

### Video portal [www.packagingforum.cz](http://www.packagingforum.cz)

We offer shooting of editorial videos and their placement on our video portal or on some type of media (e.g. flash memory). The videos are shot with a 4K camera, edited and posted on [www.youtube.com](http://www.youtube.com) and the video portal [www.packagingforum.cz](http://www.packagingforum.cz).

The price for shooting, editing and placement depends on the difficulty, length and professional requirements of the video made. Upon request, we will calculate after specification.

### Samples:



### Address of publishing house & contacts:

**Richtr & Co., spol. s r. o., Lipanská 873/4, 130 00 Praha 3**

phones: **602 693 666, 602 322 224**

e-mails: **[info@packaging-cz.cz](mailto:info@packaging-cz.cz), [skopkova@packaging-cz.cz](mailto:skopkova@packaging-cz.cz), [richtr@packaging-cz.cz](mailto:richtr@packaging-cz.cz)**

**[www.packaging-cz.cz](http://www.packaging-cz.cz)**

### Abroad offices:

**X-Media, [www.x-media.at](http://www.x-media.at)**

**EMGroup GmbH, [www.europeanmediagroup.pl](http://www.europeanmediagroup.pl)**