

Media Information 2018

Special section **Digital Printing today**

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



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 facades 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 Etiketten-Labels, NarrowWebTech, Flexo+Tief-Druck, Flexo & Gravure Global – print, online and social media. With **4 magazines, 6 internet portals and 5 newsletters you can reach your clients directly.**



Meet our team in this video presentation.
etiketten-labels.com

The logo for Etiketten-Labels, featuring the word "Etiketten" in yellow and "Labels" in white on a blue background.The logo for NarrowWebTech, featuring the word "Narrow" in red and "WebTech" in blue on a yellow background.The logo for Flexo+Tief-Druck, featuring the words "Flexo+Tief" in white and "Druck" in red on a red background.The logo for Flexo Gravure Global, featuring the words "Flexo Gravure" in red and "Global" in white on a teal background.The logo for PrintCareer.net, featuring the text "PrintCareer.net" in white on a teal background.

▶ 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) 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.

6 issues per year

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

Launched in 1993

Circulation 2500 copies

Portal etiketten-labels.com

Twitter @EtikettenLabels

Xing xing.to/xingetikettenlabels

Organ

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



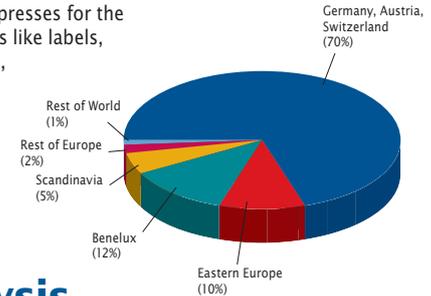
Publishers G&K TechMedia GmbH



▶ Circulation

Industry segments

- Label print shops using different printing processes like flexo, offset, screen, letterpress, gravure and digital printing)
- Users of reel-fed printing presses for the manufacturing of products like labels, tickets, tags, sleeve labels, folding boxes and other packaging



▶ Print analysis

Editorial analysis: 1 year = 6 issues in 2017		
Total volume	548.00 pages	= 100.00%
Advertisements and classified ads	161.00 pages	= 29.38%
Editorial content	387.00 pages	= 70.62%
thereof		
Products news, Technology, Experience	161.00 pages	= 29.38%
Markets and events	35.00 pages	= 6.39%
Industry news, Associations, Company news, People	80.75 pages	= 14.74%
Miscellaneous	110.25 pages	= 20.12%

▶ 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.

We accordingly prepare all content and special offers to fit the respective “personas” and distribute it on the channels most suitable for them. As our advertising partner this mode of operation offers significant advantages for you, as our readers are your clients.



Chris Convinced is passionately committed to his work. Subsequent to his education in the printing industry he took over the family-run business and is now managing director of a medium-sized print shop. His goals: Improving workflows and handing over the business to the next generation. In order to obtain an overview of the industry and in-depth knowledge of label printing he uses magazines and newsletters and deploys the internet to get information about his competitors. For this he uses his private time in the evenings and during the weekend. As industry news are very important for him, he regularly visits trade fairs, workshops offered by different associations and expert conferences like in-house events. He prefers detailed technical articles on topics like digital printing and also in-depth information about current economic topics.



Marc Manager took over a leading role in a medium-sized print shop after graduating in business administration and management. In his position as director he is responsible for the strategic decisions and their implementation. Therefore, he is interested in rather short articles dealing with the strategic measures of other companies like “What important technology will be next in the industry?” or “Which investments in which technologies?” He leaves the operational business, i.e. acquiring new printing presses, to the company experts. Newsletters, trade magazines and social media like Facebook, Xing and LinkedIn contribute to keep him informed about the printing industry. He regularly visits trade shows and would like to read more articles about corporate strategy and news on industry and products.



Lionel Leader is active in the printing industry since 15 years. He holds a leading function within his company and is responsible for all printing operations. This includes the coordination of production and the timely delivery. Fascinated by technology in general, he also operates the printing presses to stay in touch with the requirements of everyday production. To keep him up-to-date with the latest industry news, he receives newsletters issued by trade magazines and also visits trade shows and events organized by trade associations. Additionally, he is a regular reader of trade magazines and uses the internet as a general source of information. He prefers to get more field reports and company portraits and also has an interest in webinars.

▶ Editorial programme 2018

		Important industry events
1-2018 (February) Publication date: 15.2.2018 Editorial deadline: 18.1.2018 Advertising closing: 25.1.2018	<ul style="list-style-type: none"> ■ Printing (analogue, digital, combination analogue/digital, hybrid) ■ Substrates (Paper, films, thermoreactiv, etc.) ■ Forme production (Flexo-, offset-, screen, and gravure printing) 	
2-2018 (April) Publication date: 9.4.2018 Editorial deadline: 12.3.2018 Advertising closing: 19.3.2018	<ul style="list-style-type: none"> ■ 25 years of Etiketten-Labels <small>Special section Digital Printing today</small> ■ Inspection und control systems (in-/offline, web guiding, web inspection) ■ Embellishment (Die-cutting, embossing, varnishing, etc.) 	Printed Electronics, Berlin/D: 11–12 April VskE-Tagung, Marburg/D: 12–14 April Finat European Label Forum, Dublin/Ireland: 6–8 June
3-2018 (June) Publication date: 11.6.2018 Editorial deadline: 14.5.2018 Advertising closing: 22.5.2018	<ul style="list-style-type: none"> ■ Printing (analogue, digital, combination analogue/digital, hybrid) ■ Adhesive technologies und siliconising ■ Substrates and pressure-sensitive compounds (Paper, films, metallised substrates, special substrates) 	
4-2018 (August) Publication date: 13.8.2018 Editorial deadline: 16.7.2018 Advertising closing: 23.7.2018	<ul style="list-style-type: none"> ■ Business management (Business concepts, workflow management, production optimisation, business software) <small>Special section Digital Printing today</small> ■ Sustainability (Recycling, waste disposal, energy optimisation, etc.) ■ Converting (Die-cutting, cutting, winding) 	Labelexpo Americas, Rosemont, IL/USA: 25–27 September FachPack, Nürnberg/D: 25–27 September
5-2018 (October) Publication date: 15.10.2018 Editorial deadline: 17.9.2018 Advertising closing: 24.9.2018	<ul style="list-style-type: none"> ■ Smart labels (RFID, NFC, printed electronics) ■ Embellishment (Varnishing, laminating, embossing, die-cutting, etc.) ■ Inks and varnishes, colour management 	43. MKVS, Munich/D: 22–24 October VskE-Conference, Erfurt/D: 15–17 November Labelexpo India, Delhi/IND: 22–25 November
6-2018 (December) Publication date: 13.12.2018 Editorial deadline: 15.11.2018 Advertising closing: 22.11.2018	<ul style="list-style-type: none"> ■ Inspection and control systems (web guiding, web inspection) <small>Special section Digital Printing today</small> ■ Forme production (Flexo-, offset-, screen, and gravure printing) ■ Anti-counterfinding measures (Concepts, software, hardware, materials) 	

We value your opinion! Please contact editor Michael Scherhag at scherhag@gk-techmedia.com and let him know where we can improve what topics are important to you and what you like about our changes!

▶ Special: Digital Printing *today*

Digital Printing has become an established technology within label printing and its potential for further development has not yet been exhausted. The European label printing industry has currently an estimated revenue of 16.2 billion Euro. 9.7% of it are digitally printed labels. Furthermore, at present approximately 2000 digital printing machines have been installed in Europe.

Digital printing will not replace the established analogue printing technologies, however, market shares will change in favor of digital printing. Therefore, many label printers need to remain aware of the latest trends in digital printing.

The trade magazine "Etiketten-Labels" satisfies this need for information with its special **"Digital Printing today"** section. In the three "Digital Printing today" issues scheduled for 2018, our editorial team will – among others – address the following topics:

- When is the best time to invest in digital printing?
- New business models and opportunities for digital printing
- "Big Data" – Preparing large amounts of data for digital packaging printing
- Latest technologies in digital printing
- Integration of digital printing within an existing manufacturing environment



A selection of articles and other interesting articles can be found in the digital year edition 2016 in our shop

▶ Advertisement rates and formats

Valid as of 1 December 2017

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	€ 1,895.-	€ 2,230.-	€ 2,565.-	€ 2,895.-
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 -	€ 995.-	€ 1,330.-	€ 1,665.-	€ 1,995.-
1/3 page	horizontal  upright 	178 x 85 mm 56 x 262 mm	210 x 99 mm 70 x 297 mm	€ 730.-	€ 1,065.-	€ 1,400.-	€ 1,730.-
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 -	€ 595.-	€ 930.-	€ 1,265.-	€ 1,595.-
1/8 page	horizontal  1 column/2 columns 	178 x 30 mm 44 x 130 mm 92 x 65 mm	210 x 39 mm - -	€ 330.-	€ 665.-	€ 1,000.-	€ 1,330.-
1/16 page	1 column/2 columns 	44 x 65 mm 92 x 31 mm	- -	€ 185.-	€ 520.-	€ 855.-	€ 1,185.-
mm rate (single column, 42 mm wide)			For other sizes than those shown in the rate card.				€ 2.25

Bleed sizes without additional charge.

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

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.

Please contact us for technical specifications and prices.

▶ Colour charges (not discountable)

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

▶ Special positions (incl. 4 colour charge)

	Cover page (1/2 page, island, 4c)	€ 3,995.-
	1/3 page horizontal, 4c below the editorial at page 3	€ 2,300.-
	Page facing table of contents (1/1 page, 4c)	€ 3,200.-
	Inside front cover	€ 3,295.-
	Inside back cover	€ 3,095.-
	Back cover	€ 3,530.-
	Surcharge for specific placement	10%

▶ Special advertising

Belly bands, flaps, etc.	Please contact us
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▶ Inserts (bound-in) (discountable)

2 sided (1 sheet DIN A4)	€ 1,995.-
4 sided (2 sheet DIN A4)	€ 2,550.-
6 sided (3 sheet DIN A4)	€ 3,095.-
8 sided (4 sheet DIN A4)	€ 3,650.-

Inserts up to 170 g/m² 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)

Up to 15 g: per 1000 pieces	€ 220.-
Up to 25 g: per 1000 pieces	€ 280.-
Up to 35 g: per 1000 pieces	€ 340.-
Up to 50 g: per 1000 pieces	€ 390.-
Above 50 g:	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	€ 120.-
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▶ Classified

4 columns à 42 mm wide

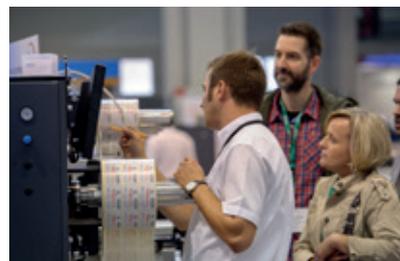
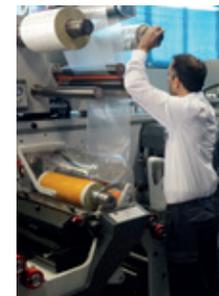
Column width: 2 columns: 87 mm, 3 columns: 132.5 mm, 4 columns: 178 mm

Price per single column millimetre		
For sale, wanted, job offers etc.	b/w	€ 2.20
Job searches (no reps or agents)	b/w	€ 1.45
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%



▶ The “Blaue Datei” for label and narrow web printers

The “Blaue Datei” is a comprehensive marketplace for label and narrow web printers and converters. 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 of the label and narrow web industry. Everything from required daily products to appropriate suppliers can be found in the “Blaue Datei”.

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
Price example (jeweils für 6 Ausgaben)	
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

On etiketten-labels.com the tab “Zulieferer” offers 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)	€ 595.00
incl. integration of video clips (12 month period)	€ 695.00
Comb. price for advertisers in “Blaue Datei” (12 month period)	€ 395.00
incl. integration of video clips (12 month period)	€ 495.00



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

Sylvia Felchner
 Verlagsbuero Felchner
 Phone: +49-(0)83 41/87 14 01
s.felchner@verlagsbuero-felchner.de

▶ Print: Technical data

Circulation

2500 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/m²

Processing

Adhesive bond

Delivery address for inserts

Burger)(Druck GmbH
»for Etiketten-Labels«
August-Jeanmaire-Strasse 20
79183 Waldkirch · Germany

Phone +49-(0)76 81-40 31-14
Fax +49-(0)76 81-2 38 91
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://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_EtikettenLabels"

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



▶ How to reach your customers



Website



Social media



Trade magazines



Special publications – related to certain topics and companies



Newsletter
Stand-alone newsletter
White papers



Expert talks



PR & Marketing services



Webinars



Videos



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	x	x	x
		Picture	x	x	x	x	x	x	x					x		x	x	x	x
		Infographic	x	x	x		x	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		x			
		Info box	x	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 "Etiketten-Labels"?

- 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 "Etiketten-Labels"
- 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.

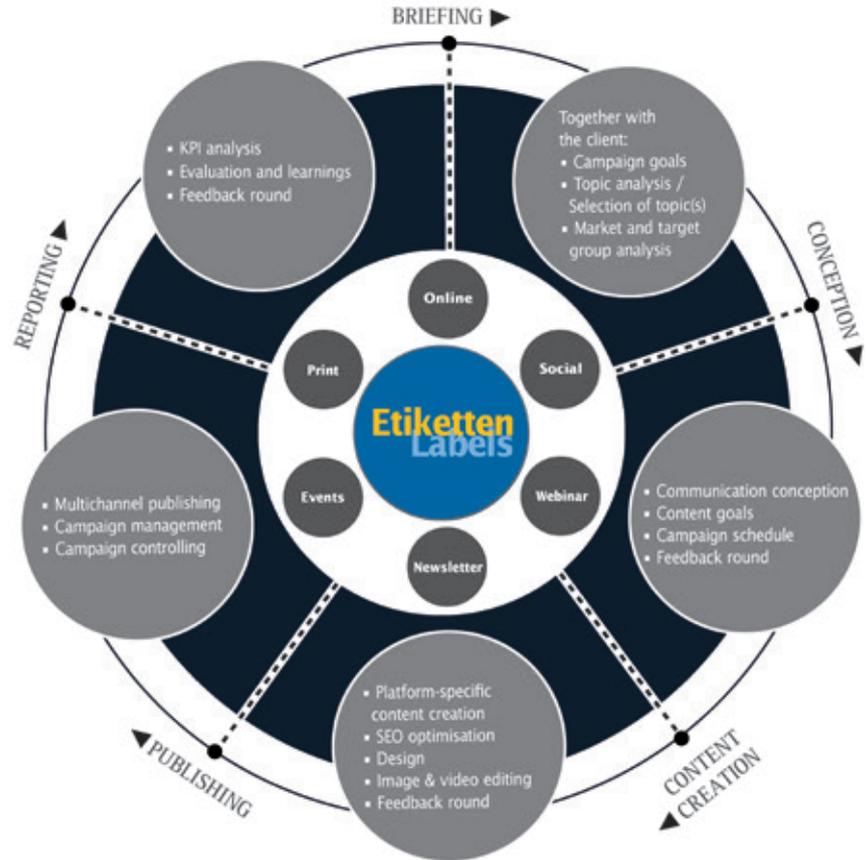
A one-stop full service – from your target group's content specialists!



Tom Duley
 Marketing consultant
"Etiketten-Labels is very popular among your clients in the German speaking Europe. I am happy to make you an individual offer. Please contact me directly."
Phone: +49-(0)76 41/9 57 86-17
duley@gk-techmedia.com



Michael Scherhag
 Editor
"The label industry is the subject of significant changes. Etiketten-Labels provides an overview on current trends, informs you about latest developments and offers valuable advice on the implementation."
Phone: +49-(0)76 41/9 57 86-29
schershag@gk-techmedia.com



▶ Company profile online



Present your company online on **etiketten-labels.com**: 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.

▶ 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: 880
 (As of September 2017)



Prices (12 month period)	€ 595.00
incl. integration of video clips (12 month period)	€ 695.00
Comb. price for advertisers in "Blaue Datei" (12 month period)	€ 395.00
incl. integration of video clips (12 month period)	€ 495.00
 <p>I will gladly advise you in regard to "Company profiles": Christoph Gehr Verlagsbuero Felchner Phone: +49-(0)83 41/87 14 01 c.gehr@verlagsbuero-felchner.de</p>	

Format	Format/Pixel	Price/week
Premium Banner	580 x 250 (Desktop) 320 x 100 (Mobil)	€ 520.- / as of 3 weeks € 470.-

▶ etiketten-labels.com – Stand-alone newsletter

This special mailing with the look and feel of our weekly newsletter provides subscribers exclusively with your topics, pictures and advertising. So your message has the full attention of your target group.

Technical requirements:

You provide us with picture, text and link (at least 5 days before date of shipment) or the fully designed HTML template (at least 3 days before date of shipment) and we will send you the final newsletter for approval. After the evaluation of the results we will provide you with a detailed report.

Price

One-time mailing to our newsletter subscribers

€ 1,600.-

Contact us for further information concerning current availabilities. We would be happy to make a reservation for your desired date of shipment.



▶ etiketten-labels.com – Display campaigns

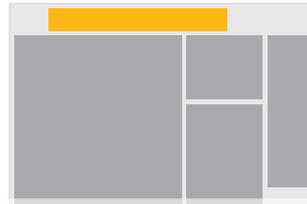


Display campaigns – this is how you can reach label printers and narrow web converters through our website over a longer period of time.

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



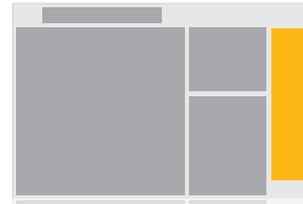
Superbanner

(Leaderboard)

728 x 90 pixels

Price/per 4 weeks

€ 620.-

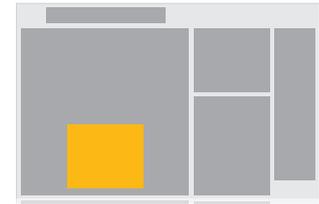


Skyscraper

120 x 600 pixels or
160 x 600 pixels

Price/per 4 weeks

€ 720.-



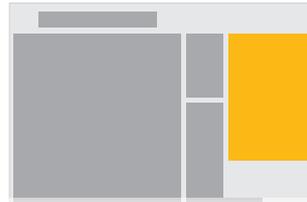
Content Ad

(Medium Rectangle)

300 x 250 pixels

Price/per 4 weeks

€ 820.-

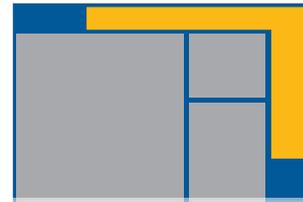


Big Skyscraper

300 x 600 pixels

Price/per 4 weeks

€ 920.-



Wallpaper

(Hockeystick & Background
colouring for the website)

728 x 90 + 160 x 600 pixels

Price/per 4 weeks

€ 1,420.-



Wallpaper Big Sky

(Hockeystick & Background
coloring for the website)

728 x 90 + 300 x 600 pixels

Price/per 4 weeks

€ 1,520.-

▶ 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.

White Paper



PDF



Channels



Target group



Registration



Filtering

Leads



Prices on request

For a more detailed introduction to this type of advertising we are happy to make a personal presentation appointment with you.

▶ 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.

▶ 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

▶ Your contacts at G&K TechMedia

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

▶ Leading magazines and websites



NarrowWebTech

Technology source for self-adhesive roll label, folding carton and narrow web packaging converters. Launched in 1998
Online: narrowwebtech.com

4 issues per year	
Circulation	9.000 copies
Distribution	Worldwide
Language	English



Flexo & Gravure Global

Technical Publication for the world's paper, film and foil converting industries. Launched in 1995
Online: flexo-gravure.com

4 issues per year	
Circulation	13.000 copies
Distribution	Worldwide
Language	English



Flexo+Tief-Druck

Technical Publication for all segments of modern flexography and gravure package printing. Launched in 1990
Online: flexotiefdruck.de

6 issues per year	
Circulation	4.000 copies
Distribution	Parts of Europe
Language	German



WOW-Labels.com

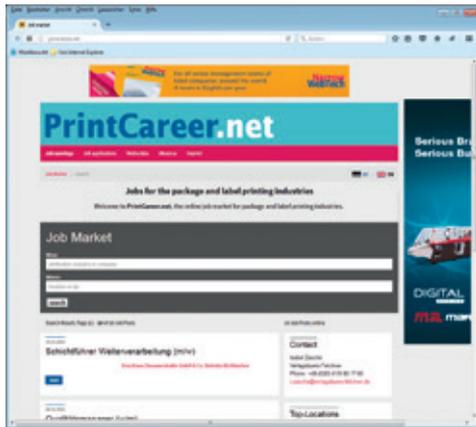
Our new website shows inspiring and creative labels from all over the world

Internet portal	
Distribution	Worldwide
Language	English

▶ 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:

Christoph Gehr
Verlagsbuero Felchner
Phone: +49-(0)83 41/87 14 01
c.gehr@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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Crossmedia discount for print advertisers: 10%

Term extension by 4 weeks: 50%

▶ 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.

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