

With official  
distribution at  
FachPack



Maximum benefits for your communication on

# FachPack 2019

neue verpackung – FachPack-TradeFairGuide – [www.neue-verpackung.de](http://www.neue-verpackung.de)

# TARGETED DISTRIBUTION

## Invaluable to our readers, maximum benefits for your communication



### Decidedly up-to-date:

neue verpackung offers compact information. cross-media-oriented, more reader-friendly, rich in content! Optimum reader guidance and target group-oriented reporting guarantee maximum information for FachPack 2019.

### Decidedly different:

neue verpackung is an official mediapartner of NuernbergMesse and publishes the established TradeFairGuide since 15 years now for this industry event. It provides current information on new products, industry trend reports and helpful service tips relating to FachPack and is a valuable companion for trade fair visitors.

### Decidedly diverse:

Whether food, beverages, confectionary, pharmaceuticals, cosmetics, chemicals or non-food products: packaging is about sophisticated technology, innovative packing materials, appealing design, optimised logistics and market-oriented management. This is what neue verpackung reports on – and in September Pharma+Food, too.

## FachPack-TradeFairGuide – your benefits



# MAXIMUM COVERAGE

## Use your media budget in a more profitable way

Book your ad in at least one of our trade-fair-issues and get your ad in our FachPack-TradeFairGuide with high-impact circulation at an absolute special rate.

	Publication	Deadline	Circulation
<b>FachPack-TradeFairGuide</b> <sup>1)</sup> only bookable in combination with Fair-Issue(s)	September 17	August 23	26,000 copies
<b>Fair-Issues:</b>			
neue verpackung 8/2019 FachPack-Preview	August 21	July 26	14,500 copies
neue verpackung 9/2019 FachPack-Fair-Issue	September 17	August 23	15,500 copies
neue verpackung 11/2019 FachPack-Review	November 7	October 11	14,500 copies
Pharma + Food 5/2019 FachPack-Section	September 11	August 19	10,700 copies

### Our top rates:

1 of the Fair-Issues above	+	FachPack-TradeFairGuide <sup>1)</sup>	=	5% combination discount
2 of the Fair-Issues above	+	FachPack-TradeFairGuide <sup>1)</sup>	=	10% combination discount
3 of the Fair-Issues above	+	FachPack-TradeFairGuide <sup>1)</sup>	=	15% combination discount

combination- and series-discount are granted on the b/w-rate of the fair-issues.

**Genuine Savings!**

**neue verpackung**

**neue verpackung MESSEGUIDE** <sup>1)</sup>  


	b/w rate	4c	b/w or 4c <sup>1)</sup>
1/1 page	€ 3,620.-	€ 4,935.-	€ 1,570.-
2/3 page	€ 2,430.-	€ 3,745.-	€ 1,045.-
Junior page	€ 2,060.-	€ 3,035.-	€ 880.-
1/2 page	€ 1,810.-	€ 2,785.-	€ 815.-
1/3 page	€ 1,270.-	€ 2,245.-	€ 550.-
1/4 page	€ 1,045.-	€ 1,835.-	€ 440.-
1/8 page	€ 505.-	€ 1,295.-	€ 240.-

Our publishing team and our local representatives will be happy to help you with any questions you may have, as well as provide individual offers. Simply call or send us an e-mail! You will find all contact information on the back page.

# CONTACTS

---

**PUBLISHER**

Hüthig GmbH  
Im Weiher 10  
D-69121 Heidelberg  
www.huethig.de

**ADVERTISING****Advertising Sales Manager:**

**Anja Breuer**  
Phone: +49 6221 489-326  
anja.breuer@huethig.de

**Media Consultant:**

**Alexandra Wojtanowska**  
Phone: +49 6221 489-204  
alexandra.wojtanowska@  
huethig.de

**Advertising Sales Assistant:**

**Petra Geiger**  
Phone: +49 6221 489-305  
petra.geiger@huethig.de

**Advertisement Processing:**

**Angelika Scheffler**  
Phone: +49 6221 489-392  
Fax: +49 6221 489-17-392  
angelika.scheffler@huethig.de

**EDITORIAL TEAM****Editor-in-chief:**

**Philip Bittermann**  
Phone: +49 6221 489-213  
philip.bittermann@huethig.de

**Editor:**

**Eva Middendorf**  
Phone: +49 6221 489-266  
eva.middendorf@huethig.de

**Editorial Assistant:**

**Simone Podieh**  
Phone: +49 6221 489-299  
simone.podieh@huethig.de

**France, Belgium**

Agence Eychenne  
Carolyn Eychenne  
13 impasse Verbois  
F-78800 Houilles  
Phone: +33 139581401  
Fax: +33 971705241  
carolyn@eychenne.me

**Switzerland, Liechtenstein**

interpress  
Katja Hammelbeck  
Ermatinger Str. 14  
CH-8268 Salenstein  
Phone: +41 71 55202-12  
Fax: +41 71 55202-10  
kh@interpress-media.ch

**All other countries:**

Hüthig GmbH  
Alexandra Wojtanowska  
Im Weiher 10  
D-69121 Heidelberg  
Tel.: +49 (0) 6221 489-204  
Fax: +49 (0) 6221 489-481  
alexandra.wojtanowska@  
huethig.de