

INSPIRE YOUR BUSINESS AND DRIVE INNOVATION



MEDIA INFORMATION
2024

Packaging
herald



Packaging Herald

is a state-of-the-art B2B magazine about news and contemporary trends in the packaging industry and related fields. Every two months it gives practical tips for daily business and provides readers with innovation insights.

Its mission is to create communication and an information exchange platform for all participating parties that deal with packaging and related services: the packaging users, the packaging producers, packaging technology providers, designers, service partners and retailers.

The magazine Packaging Herald is monitored by the MAXIMUSweb media system from Toxin company.

- ✓ The digital and printed version of the magazine – **6× year**
- ✓ Packaging Herald newsletter – **2× month**
- ✓ Portal **www.packagingherald.cz**
- ✓ **Social media** (LinkedIn, X, YouTube)
- ✓ **8 years on the market**
- ✓ **7 257 readers**
- ✓ **4 600+ followers**



Packaging
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eMagazine

The digital version of the magazine is distributed to **7 257** readers. 63 % of which are packaging users from various industries. They are usually decision makers in charge of vendor selection and corporate strategy including research and development.

Therefore, each presentation in our magazine is a targeted form of promotion. It is a unique chance to raise the brand awareness of your product or service.

The digital version of the magazine can be downloaded from www.packagingherald.cz, and your potential clients have unlimited access to the magazine archive.

Emagazine is also promoted and shared on our social media platforms. For additional visibility of your company, we tag your company page and contact person in a comment on the LinkedIn post about new magazine edition.



Archive



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Printed version of the magazine

The printed version of the magazine Packaging Herald is also distributed at various events and trade fairs, both at home and abroad. The combination of digital and printed versions of the magazine enables targeted communication with potential and existing clients.

The portal and newsletter

For maximum visibility of your new products and services, we offer you presentation options via www.packagingherald.cz, which is a place, where segment news can be found on a daily basis. We also recommend our fortnightly online newsletter to better promote you. News and newsletters are also posted on X (formerly known as Twitter) and LinkedIn (15 000 impressions). Moreover we tag your company page and contact person in LinkedIn post about Packaging Herald newsletter.

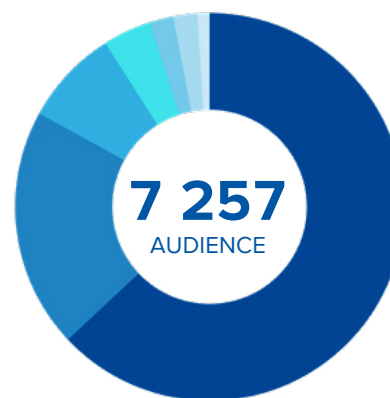
Newsletters and portal are monitored by the MAXIMUSweb media system from Toxin company.

Archive of newsletters



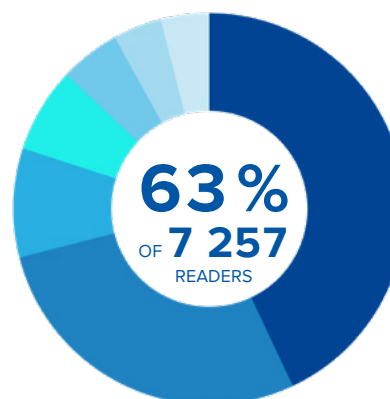
We prepare you a custom made proposal to fit your individual needs to maximize the success of your campaign and return on your investment.

Magazine audience by type



- 63 % packaging users
- 20 % packaging producers and distributors
- 7 % packaging machinery producers/distributors
- 5 % logistics providers
- 2 % printing providers
- 2 % design and marketing agencies
- 1 % identification and marking suppliers

Magazine audience: packaging users – by segments



- 42 % food industry
- 29 % beverage industry
- 9 % automotive
- 6 % engineering
- 6 % retail and wholesale
- 5 % pharmaceutical industry and cosmetics
- 3 % consumer industry



**Packaging
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Advertising (ads and PR articles) in printed and digital version of the magazine

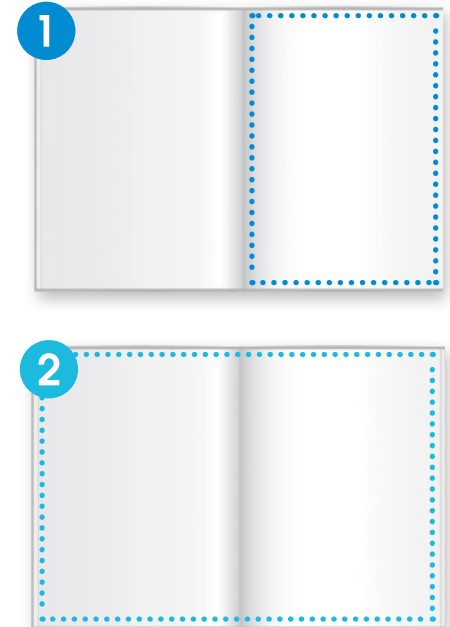
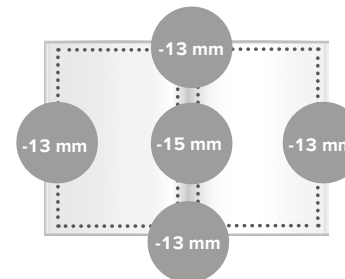
| | Bleed format + 3 mm for trimming | Placement | Vertical format (w × h) Sizes in mm | Price (ads) EUR | Price (PR article) EUR |
|---|--|-----------------------|---|-----------------------|------------------------------|
| 1 | 1/1 page | inside | 210 × 297 + 3 mm* | 2,560 | 1,840 |
| 1 | 1/1 page | 2 nd cover | 210 × 297 + 3 mm* | 2,800 | |
| 1 | 1/1 page | 3 rd cover | 210 × 297 + 3 mm* | 2,640 | |
| 1 | 1/1 page | 4 th cover | 210 × 297 + 3 mm* | 3,040 | |
| 2 | Doublepage | inside | 2 × 210 × 297 + 3 mm* Supply 2 separate pages | 3,520 | 2,560 |

All prices are listed in EUR excluding VAT.

Repeat discounts

| 2 repetitions | 3–4 repetitions | 5–6 repetitions |
|------------------|--------------------|--------------------|
| 5% discount | 10% discount | 15% discount |

*PR articles and ads are in the bleed format, but we recommend for **doublepage and 1/1 page** options to use at least 13 mm from the edge of the page for placement of text and logos.



Advertising (ads and PR articles) in printed and digital version of the magazine

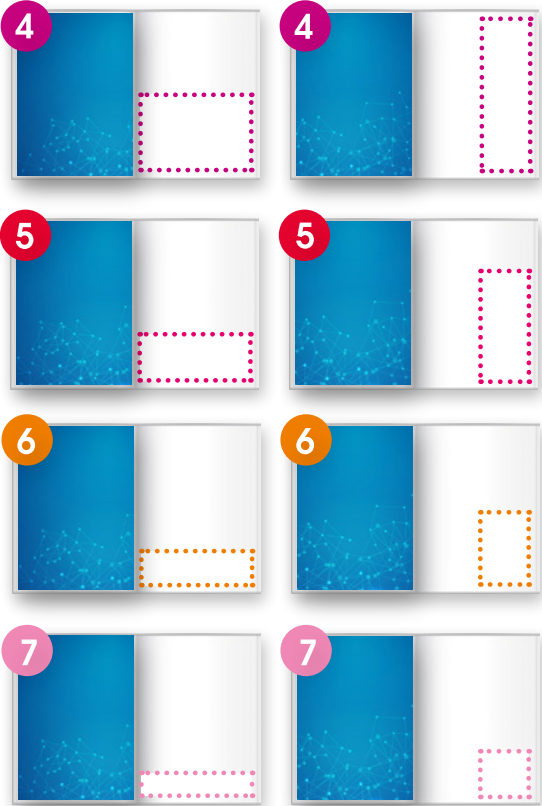
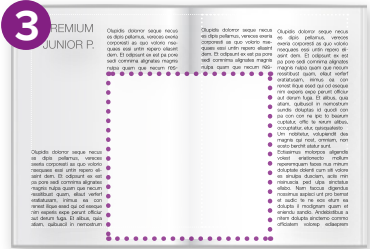
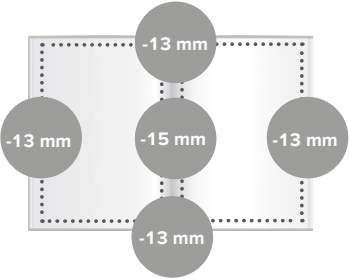
| | Bleed format + 3 mm for trimming | Placement | Horizontal format (w × h) Sizes in mm | Vertical format (w × h) Sizes in mm | Price (ads) EUR | Price (PR article) EUR |
|---|--|-----------|---|---|-----------------------|------------------------------|
| 3 | PREMIUM junior page | inside | 2 × 103 × 210 + 3 mm* | | 2,960 | 1,760 |
| 4 | 1/2 page | inside | 210 × 150 + 3 mm* | 101 × 297 + 3 mm* | 1,600 | 1,040 |
| 5 | 1/3 page | inside | 210 × 99 + 3 mm* | 101 × 210 + 3 mm* | 1,140 | — |
| 6 | 1/4 page | inside | 210 × 75 + 3 mm | 101 × 150 + 3 mm | 900 | — |
| 7 | 1/6 page | inside | 210 × 50 + 3 mm | 101 × 99 + 3 mm | 700 | — |

All prices are listed in EUR excluding VAT.

Repeat discounts

| 2 repetitions | 3–4 repetitions | 5–6 repetitions |
|------------------|--------------------|--------------------|
| 5% discount | 10% discount | 15% discount |

*PR articles and ads are in the bleed format, but we recommend for **PREMIUM junior page, 1/2, 1/3, 1/4 a 1/6** options to use at least 13 mm from the edge of the page for placement of text and logos.





Inserts for the printed version of the magazine

Price up to 50g/piece0.50 EUR

Maximum size205 × 290 mm

We ask clients to provide the printing data upfront. However, it is the client's responsibility to print and deliver all the inserted material. For non-standard formats of inserts we will provide you with a custom made calculation.

Inserting multimedia presentation

The fee for the insertion of a film presentation into the digital version of the magazine is 20 % on top of the standard advertising price.

Cancellation fees & Notes

Less than 13 days before the reservation deadline: 100% cancellation fee. All claims must be submitted in written form within 21 calendar days from the publication of the advertisement.

All prices are in EUR and exclude VAT. The graphics work for the ad processing or PR article will be charged separately, according to the agreement. This will not exceed 10 % of the list price of the ad or PR article.



Publication calendar

| Issue number | Reservation deadline* | Material deadline | Issue date |
|-------------------------------------|-----------------------|-------------------|------------|
| Packaging Herald 51 (1–2/2024) | 29. 1. | 2. 2. | 15. 2. |
| Packaging Herald 52 (3–4/2024) | 2. 4. | 5. 4. | 16. 4. |
| Packaging Herald 53 (5–6/2024) | 27. 5. | 31. 5. | 13. 6. |
| Packaging Herald 54 (7–8/2024) | 29. 7. | 2. 8. | 15. 8. |
| Packaging Herald 55 (9–10/2024) | 27. 9. | 4. 10. | 15. 10. |
| Packaging Herald 56 (11–12/2024) | 22. 11. | 29. 11. | 10. 12. |

* Reservation and material deadline is the same for PR articles.



Printing specifications

Finished ads will be accepted in electronic format only and according to the following requirements:

1. Electronic data must be sent in composite print PDF format with print markers. (Bleed format, 3 mm on each side for trimming). CMYK color space for linked images (bitmap and vector).
2. Format for linked TIF, PSD or EPS images should be submitted with a minimum 300 dpi resolution.
3. PDF file with correct print presets.
4. One file – one page.
5. File names should be in accordance with page names.
6. File names cannot contain Czech accent marks or other special characters.
7. Please use outlined fonts.

Media or emails containing ads must be marked with the following information:

1. Company name, name of contact person and order number.
2. Issue number of publication in which ad is to appear.
3. Address of sender and telephone number of graphic artist who produced the ad.

PR articles

PR articles differ graphically from the editorial content and are marked as a commercial presentation. For a 1/1 page of PR article there is a limit of 3,500 symbols including spaces, 1–2 images, contact details, company logo (EPS or AI format).

Input specification for the publishing studio to complete the ad

The partial inputs of completed can be supplied to the studio by USB flash disk or can be transferred by a third party data exchanging service such as WeTransfer, Úschovna etc.

Texts in the formats of: .doc, .docx, and eventually also the used font. The provided font will be only used for the purpose of creating the ad or PR article.

Graphics in the format of: CMYK 300 dpi, size 1 : 1 or bigger (TIFF, JPEG if absolutely necessary). Texts converted to vectors.
Vector files: PDF, EPS, AI.

Programs: Adobe Photoshop (PC), Adobe Illustrator (PC) or lower, InDesign (PC). Do not use direct PANTONE colours, colours for the logo should be provided in the CMYK color space.

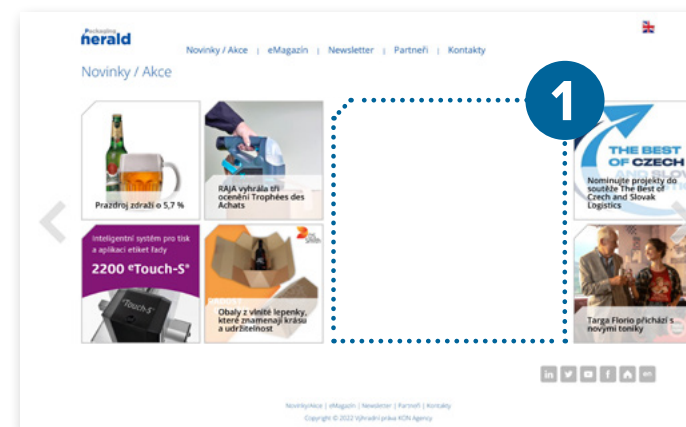


Portal www.packagingherald.cz advertising (banners, news and PR articles) – section News/Events

| | Size | Banner positions | Placement | Price per month (banner) EUR | Price (News/PR articles) EUR |
|---|---------------------------|----------------------|-------------|------------------------------|------------------------------|
| 1 | 590 × 590 px* (100 kB) | Large square | News/Events | 1,530 | — |
| 2 | 590 × 290 px* (60 kB) | Horizontal rectangle | News/Events | 850 | — |
| 2 | 290 × 590 px* (60 kB) | Vertical rectangle | News/Events | 850 | — |
| 3 | 290 × 290 px* (40 kB) | Small square | News/Events | 520 | 480/1,200 |

All prices are listed in EUR excluding VAT.

* Formats — GIF, PNG, HTML5.



Repeat discounts

| 2 repetitions | 3–4 repetitions | 5–6 repetitions |
|---------------|-----------------|-----------------|
| 5% discount | 10% discount | 15% discount |

Banners and PR articles will be placed on the first or second sites of the section News/Events. It depends on the promotion period. PR articles remain on the portal even after the expiry of the agreed period of promotion and also on X.



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Portal www.packagingherald.cz advertising (logos) – section Partners

| | Size | Position | Placement | Price per year EUR |
|---|--------------------------|--------------|-----------|--------------------|
| 4 | 290 × 290 px* (40 kB) | Small square | Partners | 900 |

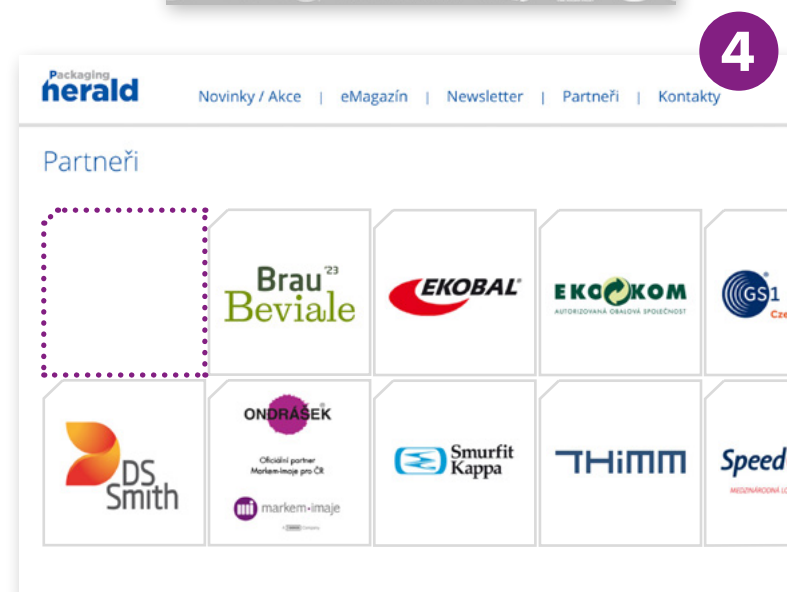
All prices are listed in EUR excluding VAT.

* Formats — PSD, TIFF, EPS and other vector formats.

Repetition discounts

| |
|---------------|
| 2 repetitions |
| 10% discount |

Logo placement on the website for a period of 12 months from the date of signing the promotion order. Presentation also includes the partner's logo placement with link on the moving parts of the homepage.



Newsletter banner advertising

| Banner size | Specifications | Price EUR |
|---------------------------|------------------------------------|-----------|
| 1400 × 376 px (200 kB) | Formats: JPEG, PNG, Banner link | 520 |

Price is listed in EUR excluding VAT.

Repeat discounts

| |
|---------------|
| 2 repetitions |
| 10% discount |


Text about new products
a maximum of 1,500
characters including spaces
and photo.




STOROpack AIRplus® - vzduchový výplňový systém
pro každou potřebu ochrany účelů typ vzduchového polštáře
• vysoká mechanická odolnost a vysoká odolnost
• snadná montáž na pracovníci a široká možnost integrace

NEDPAK nabízí vzduchový výplňový systém STOROpack AIRplus®
Vzduchové polštáře AIRplus® společnosti STOROpack jsou optimálním ochranným obalem pro citlivé zboží, protože jsou lehké a společně s tlumi otřesy či pádové šoky.

[Více →](#)




Newsletter 192/05 2023




DB Schenker sleduje zásilky pomocí ultratenkého štítku od Sensou
Jednotlivý štítek lze připevnit na různé typy polštářů, například na palety, komerční nebo letecké obaly. Štítkování umocní v posazování, letáckých i námořních přepravách.

[Více →](#)




Svijany uvádějí na trh nové PIVO PRIMO ZE SKLEPA, poslední novinka Pivovaru Svijany je v elegantní litové ambrožované hrubé láhvi s keramickým patentním uzávěrem.
K dostání je v pivovárkách, obchodech se zdravou výživou nebo restauracích.

[Více →](#)




Mirinda se rozkvetla
Společnost PepsiCo představila po redesignu Pepsi a 7UP také novou vizuální identitu oblíbené limonády značky Mirinda. Její „new look“ sláží na výrazné barvy, které doplňují...

[Více →](#)




HORUS
VÝKUP, VÝROBA A PRODUKT PALET
www.horus-palety.cz




Chrňte životní prostředí skutky, nejen slovy!
V dnešní turbulenci dob je neustále lepší každou korunu. Společnost NEDPAK tuto situaci velmi silně vnímá a usiluje o vedení svých zákazníků k novému pořádku na vyřazení a nepotřebné palety, které nejsou odpadem, ale cenným zdrojem materiálu.

[Více →](#)



NEDPAK nabízí vzduchový výplňový systém STOROpack AIRplus®
Vzduchové polštáře AIRplus® společnosti STOROpack jsou optimálním ochranným obalem pro citlivé zboží, protože jsou lehké a společně s tlumi otřesy či pádové šoky.

[Více →](#)



DS Smith Packaging ČR investoval 202 miliónů do výškové frýzy a šestibarevné tiskárny
Společnost DS Smith si do svého závodu v Boleticích nad Labem pořídila nejmodernější výškovou frýzu a šestibarevnou tiskárnu. Investice 202 000 000 Kč pomůže průběžně nahrazovat palety a o 20 % zvýšit kapacitu...

[Více →](#)

Publication calendar 2024

| Newsletter number | Material deadline* | Newsletter date | Newsletter number | Material deadline* | Newsletter date |
|-------------------|--------------------|-----------------|-------------------|--------------------|-----------------|
| 206 | 4. 1. | 9. 1. | 218 | 11. 7. | 16. 7. |
| 207 | 18. 1. | 23. 1. | 219 | 25. 7. | 30. 7. |
| 208 | 1. 2. | 6. 2. | 220 | 15. 8. | 20. 8. |
| 209 | 15. 2. | 20. 2. | 221 | 29. 8. | 3. 9. |
| 210 | 29. 2. | 5. 3. | 222 | 12. 9. | 17. 9. |
| 211 | 14. 3. | 19. 3. | 223 | 26. 9. | 1. 10. |
| 212 | 4. 4. | 9. 4. | 224 | 17. 10. | 22. 10. |
| 213 | 18. 4. | 23. 4. | 225 | 31. 10. | 5. 11. |
| 214 | 2. 5. | 7. 5. | 226 | 14. 11. | 19. 11. |
| 215 | 16. 5. | 21. 5. | 227 | 28. 11. | 3. 12. |
| 216 | 30. 5. | 4. 6. | 228 | 12. 12. | 17. 12. |
| 217 | 13. 6. | 18. 6. | | | |

* Reservation and material deadline for newsletter is the same for banners and commercial announcement.



Notes

All prices are in EUR and exclude VAT. The prices don't include the cost of producing banners or any other form of data.

Cancellation fees

Less than 13 days before the promotion:
100% cancellation fee. Cancellation must be sent in writing.

Technical specifications

1. All banners can be linked to pages of the client's requirements.
2. Texts for the PR articles, news (portal) and newsletter in the format of: .docx.
News and newsletter: text a maximum of 1,500 characters including spaces. PR articles: text a maximum of 4,000 characters including spaces.
3. Images in usual graphic format (500 × 500 px, 80 kB)
4. Banners with link for promotion on the portal (section: News/Events) in the format of: PNG, GIF or HTML5. In the case of delivery of a different format (for example SWF format), we can not guarantee banner display on mobile devices.
5. Logos with link for promotion on the portal (section: Partners) in the format of: PSD, TIFF, EPS and all other vector formats.
6. Banners with link for promotion in newsletter in the format of: PNG or JPEG.

General conditions

1. Payment conditions

We invoice for the completed services within 7 calendar days of the publication. The invoice is sent electronically and should be paid within 14 calendar days unless there is a different contractual agreement. In the case that the payment is late, the advertiser should report this delay to the publisher and agree on an alternative payment deadline. A 0.01 % fee per day will be charged in the case that there is a repeated failure to pay before the deadline. In such a case of payment failure, the publisher can ask for an upfront payment for the next issue.

2. Customer claims

The advertiser has the right to a discount in the case that the published version of the ad does not correspond to the agreed version. The advertiser can claim about the graphical layout of the ad only if the graphics input was delivered in the format required by the publisher. The publisher will use graphics data available on the day of the reservation deadline. Changes made to repeated ads must be announced in writing on the day of the issue deadline at the latest. In case of failure to do so, the advertising will be issued in the original format.

3. Prices and discounts

Discounts will be provided to advertisers, who have committed for 12 months cooperation. The advertiser will be asked to refund all the discounts to the publisher if the advertiser fails to commission the publisher with the pre-negotiated volume of advertising in the 12 month period.

4. Publisher's disclaimer

The advertiser bears the full responsibility for their advertising. The publisher reserves the right to refuse the advertising that is not in line with the publisher's ethics or can be considered to be plagiarized (identical ad of a competitor) or can theoretically cause protests from readers or other parties.

Contact us

Packaging Herald

Publisher: KON Agency s.r.o.

Billing address:

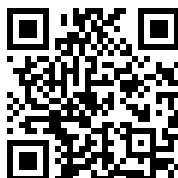
Otradovická 737/23
142 00 Praha 4

Shipping address:

Holečkova 103/31
150 00 Praha 5-Smíchov

Web: www.packagingherald.cz

Phone: +420 777 808 526



Sales & Advertising

Ivana Kohoutová

Managing Director

Cell phone: +420 777 808 526

E-mail: kohoutova@packagingherald.cz



Editorial contact

Adriana Weberová

Cell phone: +420 604 928 572

E-mail: weberova@packagingherald.cz



Marketing & Sales

Veronika Kozelková

Cell phone: +420 608 312 524

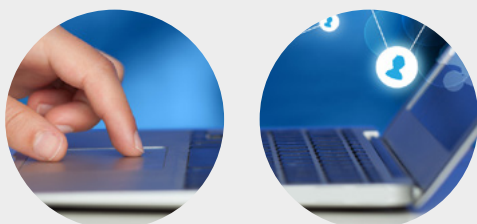
E-mail: marketing@packagingherald.cz



Graphic studio

Ivan Berka

E-mail: oceania@mac.com



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