

P3

MEDIA KIT

2023

#### Editor in Chief / Advertising / Websites

Stefan Breitenfeld

[sbr@p3-news.com](mailto:sbr@p3-news.com)

#### Publisher

Roswitha Keppler-Junius

[rkj@ipwonline.de](mailto:rkj@ipwonline.de)

#### Controlling

Tanja Cvetkovic

[tes@keppler-cie.com](mailto:tes@keppler-cie.com)

#### Publishing Company

Keppler-Junius GmbH & Co. KG

Ruesterstr. 11

60325 Frankfurt / Germany

tel +49 69 20737620

fax +49 69 20737584

#### VAT-ID

DE 269597581

#### Frequency of Publication

Eight digital issues (online; four in German & four in English)

Member of Zellcheming & SDZV

[www.p3-news.com](http://www.p3-news.com)



ipw

Druckspiegel

Paperazzo

bio-fibre MAGAZINE

#### Highlights

- » global trade magazines in german and english, about 8,000 copies distributed
- » high quality technical trade publications for the pulp, paper, print and packaging industry
- » first-hand news written for experts and decision-makers
- » exclusive reports about new technologies
- » international network of editors with in-depth technical background
- » over 75 years covering pulp, paper and print
- » covering the entire value chain, from paper production to print to end user

#### Circulation

- » highest paid circulation of any magazine in the pulp, paper and print industry
- » present at selected international trade shows
- » established circulation throughout europe and the U.S.
- » annual subscriptions available

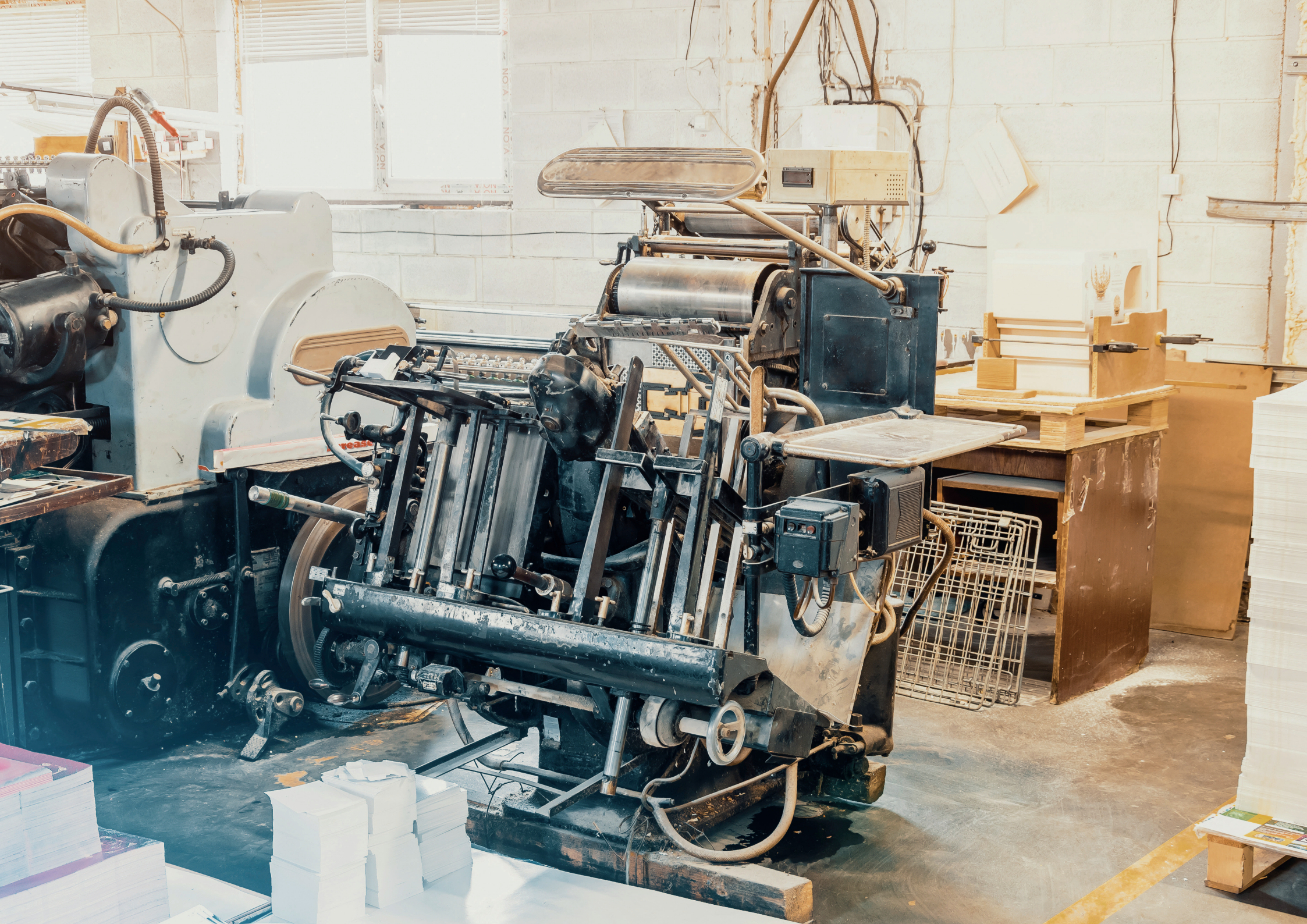
#### Quality

- » award winning editor in chief
- » cooperations with organizations like CEPI, Smithers, Pro Carton and VDD
- » exclusive stories and interviews on current topics and breaking events
- » case studies and professional articles from research facilities

#### Online

- » weekly and special newsletters reaching about 8,000 subscribers
- » previous issues available online as digital magazines,
- » all articles are available to subscribers via ePaper
- » news added daily by our editor in chief, also available via newsletters and RSS feeds.







no.	ipw / bio-fibre topics	Paperazzo topics	Druckspiegel topics	advertising / editorial deadline	material deadline	publication date
1-2	» Tissue: Wet end technology, process chemicals, service & maintenance » Sustainability: Water treatment & footprint, pulp production, certifications & forestry » Surface: Coating & calendering, fillers & functional additives, dry end technology	» Paper & Art: Exciting stories about design & art on and with paper: illustrations, art prints, drawings, 3D ... » Digital Printing: Suitable paper, digital newspaper production, innovative magazine papers, calendars and magazines	» Sheet fed & reel fed printing: Conventional and digital, cardboard and foil processing, media prepress » Printed electronics & 3D printing » Software & Large format printing: Web-to-print, crossmedia, mobile, app publishing, database publishing	Feb 09	Feb 13	Mar 03
3-4	» Packaging: Packaging paper & corrugated, rolls & covers, recycling & deinking » Quality: Paper machine clothing, process & quality control, PM modernisation & rebuilds, specialty papers	» Packaging: Direct mailing possibilities, letterpress, specialty papers, labels » Finishing: Paper with special haptics, books with a future, uncoated & book printing paper	» Effect printing: Screen printing, measurement and control technology, finishing, maintenance, saddle stitching	May 11	May 15	Jun 02
5-6	» Energy: Energy production & efficiency, drives & automation, pumps & valves » Paper-like materials & biocomposites / plastics based on wood fibers	» Sustainability: Green printing, corporate reports and stationary, catalog production, recycled and environmentally friendly papers » Professional photography (landscape, portrait, astro)	» Packaging & labels: Flexo printing, corrugated board, die-cutting + embossing, inks, varnishes, logistics » Digital printing: Newspaper printing, book printing, perfect binding, marketing, substrates	Aug 17	Aug 21	Sep 08
7-8	» Innovative products made from or with micro- and nanofibrillated cellulose » Green chemicals & ingredients; » Second- & third-generation biofuels		» Industrial printing: MIS solutions, education / advanced training, leasing, insurance » Industry 4.0, media & digitalization, cyber security	Nov 09	Nov 13	Dec 01

Main topics and dates are adjusted as required. Please send information for editorial consideration to [edit@p3-news.com](mailto:edit@p3-news.com).



## P3

P3 is an overreaching concept incorporating the entire value chain from the forest to paper manufacturing and print to paper-based products, design and art. It incorporates the following individual platforms.

[www.p3-news.com](http://www.p3-news.com)

## Druckspiegel

Druckspiegel is the leading trade magazine for decision makers in the print and media industry operating in the German-speaking area. It provides exclusive, practical and user-oriented reports about the most important technical and economic developments in the industry, successful business models, up-to-date personnel news and product descriptions and exclusive industry reports (e.g. economic forecasts) and exciting user reports. Druckspiegel readers are opinion leaders in the printing and media industry with a high level of decision-making responsibility. For example, about 75 percent of our readers are actively involved in investment decisions.

[www.druckspiegel.de](http://www.druckspiegel.de)

## Paperazzo

Paperazzo is a magazine that provides exciting reading material on the most diverse types of paper, combined with discerning finishing and printing processes. Paperazzo is the trade magazine for paper decisionmakers, print buyers, creative printers, agencies, publishers and producers of branded goods and companies that use paper. Paperazzo has set itself the objective of not only describing the infinite possibilities that paper has to offer, but at the same time demonstrating that, and in which way, this can become reality. It provides you with the latest industry news, different papers combined with complex finishing and printing processes, a making-of-story related to the cover of the respective issue, profiles to the used papers, as well as current dates and events.

[www.paperazzo.de](http://www.paperazzo.de)

## ipw

ipw reports on pulp and paper producers, their suppliers and their international activities, focusing on new technologies, future trends, emerging markets and on how to improve their sustainability (or the environmental impact). We report on all grades and segments: from the forest to the customer. ipw has been the official trade publication of ZELL-CHEMING, the Association of Chemical Pulp and Paper Chemists and Engineers, serving the industry since 1957.

[www.ipwonline.de](http://www.ipwonline.de)

## bio-fibre magazine

bio-fibre covers new kinds of paper-like materials and biocomposites or bioplastics based on wood fibers, innovative products made from or with micro- and nanofibrillated cellulose, green chemicals and ingredients as well as second and third-generation biofuels. The unique feature of the bio-fibre magazine is its focus on raw material containing lignocellulose. Next to wood this is agricultural residue (e.g. cereal straw, corn stover, bagasse) or energy crops (like miscanthus, switchgrass) and algae – as these bio fibers are perfectly sustainable and do not create competition for the production of food!

[www.bio-fibre.eu](http://www.bio-fibre.eu)

### Advertisement sizes & prices

#### Newsletter

Skyscraper	120x600 or 160x600 px	€ 300.- per newsletter
Banner	600x160 or 600x120 px	€ 300.- per newsletter

#### Website

Skyscraper	120x600 or 160x600 px	€ 300.- per week
Banner	600x160 or 600x120 px	€ 300.- per week

#### ePaper

Full page	216x303 mm (incl. bleed)	€ 1,400.- per issue
Half page	155x111mm (incl. bleed)	€ 800.- per issue

File formats: jpg, png, gif, pdf, psd, indd, ai

#### Print<sup>1</sup>

Full page	216x303 mm (incl. bleed)	Prices on request
Half page	155x111mm (incl. bleed)	Prices on request

File formats: pdf, psd, indd, ai

Bleed is 3mm each side.

Contact & data delivery

[ads@p3-news.com](mailto:ads@p3-news.com)

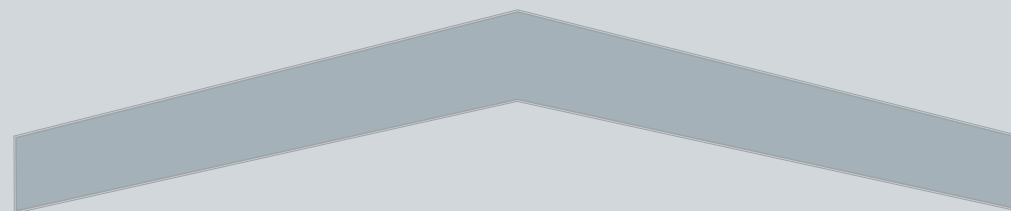
All prices excl. VAT. Frequency discounts are available. Individual formats and sizes on request!

<sup>1</sup> Printed issues can be negotiated individually.

### Directory and classified advertising

Lists suppliers in sections. Inclusion on a regular basis enables readers to establish quick contact with exactly the right potential business partners. Minimum duration one year. [www.ipwonline.de](http://www.ipwonline.de) only!

€ 150.- per year and entry.









## General terms of contract

General terms and conditions of business for advertisements and advertising products. The following general terms and conditions of business shall be applied in advertisement and other advertising products business (e.g. third-party inserts). Any arrangements to the contrary (including stipulations of general terms and conditions of business) shall only be valid if specified in a separate written agreement between both parties concerned.

**paragraph 1** "Advertisement order" in the following general terms and conditions of business shall be the contract (concluded by phone and/or orally) about the publication of one or more advertisements or other advertising products placed by an advertiser or any other interested party ("advertiser") in a publication in order to be circulated accordingly.

**paragraph 2** Unless otherwise specifically provided for, advertisements must be placed within one year from the date the contract was concluded. In case the contract as concluded grants the right to request placement of advertisements individually, then the order must be settled within one year of the first advertisement's appearance, as long as it was placed and published within the deadline set forth in sentence 1 of this paragraph. For contracts comprising several advertisements, the customer is also entitled, within the agreed time period or the time periods provided for in sentences 1 and 2 of this paragraph, to request the placement of more advertisements than the number specified in the order.

**paragraph 3** The rates for the advertisements are based on the publisher's advertising rate card in effect at the time of the respective contract's conclusion. If the advertisement rate should change after the conclusion of the contract, the publisher is entitled to charge the customer according to the rate card valid at the time of publication; this does not apply to business transactions with non-traders, if no more than 4 months have elapsed between the conclusion of the contract and the time of publication.

**paragraph 4** If an order comprising several advertisements with the respective discounts ("contract") is not carried out completely due to circumstances for which the publishing company ("publisher") is not responsible, the advertiser shall be obliged to reimburse the difference between the discount that was granted and the appropriate discount in view of the order actually booked with the publisher, notwithstanding any further legal obligations. This reimbursement commitment shall not apply if failure to carry out the order is based on force majeure in the publisher's area of risk.

**paragraph 5** Orders for advertisements, third-party inserts and other advertising products, that are supposed to be published exclusively in specific issues, in specific editions or at specific locations in the publication in accordance with special arrangements, must reach the publisher in such good time that the advertiser can still be notified before the copy deadline is reached if the order cannot be carried out in the requested way. Classified advertisements shall be printed in relevant sections without the need for express agreement of this.

**paragraph 6** Advertisements designed in such a way that they are not recognisable as advertisements shall be iden-

tified clearly as such by the publisher by the inclusion of the word "advertisement".

**paragraph 7** Cancellation of placed advertisement orders will only be accepted until twelve o'clock noontime on closing date. The publisher reserves the right to refuse advertisement orders (without acceptance of statutory duty) – including individual call-offs of parts of a contract – and advertising product orders because of their content, origin or technical form on the basis of consistent, objectively justified principles applied by the publisher, if their contents violate laws or government regulations or if publication of them by the publisher cannot reasonably be expected. This shall also apply to orders placed with representatives or agents. Advertising products containing advertising of or for third parties (combination advertising) need a written acceptance of the publisher in every case prior to publication. This entitles the publisher to a combination surcharge. Orders for advertising products shall only be binding on the publisher when a sample of the insert has been submitted and approved. The advertiser shall be informed immediately when an order is rejected.

**paragraph 8** The Advertiser is solely responsible for supplying the text for the advertisement and flawless printing materials or the advertising products in good time according to the specifications of the publisher. The publisher guarantees the printing quality that is normal for the publication booked within the framework of what is possible on the basis of the printing documents. The publisher shall demand immediate delivery of replacements for obviously unsatisfactory or damaged printing materials. Should any flaws in advertising material not be immediately identifiable, but only apparent during the printing process, the client then has no right to assert a claim for unsatisfactory reproduction.

**paragraph 9** The publisher does not accept any liability for mistakes of any kind made in communication by telephone.

**paragraph 10** If the publication of the advertisement is not equal to the quality and service agreed upon in the contract, the advertiser shall have the right to a reduction in price or a flawless replacement advertisement or publication of another advertising product, but only to the extent to which the purpose of the advertisement has been impaired. The publisher has the right to refuse such a replacement if bona fide the effort to do so lies in gross disproportion to the service interest of the advertiser, or this is only possible at disproportionate cost to the publisher. If the publisher lets a reasonable deadline pass that has been set for it in this context or if the replacement advertisement is not flawless either, the advertiser shall have the right to a reduction in payment or cancellation of the order.

**paragraph 11** The publisher is liable for all damages, be they due to violation of the terms of the contract or tortious acts according to the following terms: In the case of gross negligence, liability in relation to merchants is limited to replacement of the typically foreseeable damage; this limitation does not exist if the damage was caused by legal representatives or employees of the publisher in management positions. In the case of simple negligence the publisher is liable only if a substantial contractual commitment has been violated. In these cases, liability is limited to the typically fo-

reseeable damage. For claims based on product liability law as well as for violation of life, body or health the publisher is liable according to the legal provisions. With the exception of faults that are not obvious, complaints must be submitted within four weeks of publication. All claims against the publisher based on contractual neglect of duty become time-barred within one year of the legal starting date of the period of limitation, if they are not the result of deliberate action.

**paragraph 12** Complaints of any kind must be submitted within four weeks of the receipt of the invoice and the sample copy – except in the case of faults that are not obvious for which there is a respite of one year as of the legal starting date of the period of limitation.

**paragraph 13** Proof prints shall only be supplied if expressly requested. The advertiser shall be responsible for the correctness of the proof prints returned. The publisher shall take all fault corrections into account of which he is notified within the period of time specified when the proof print is sent.

**paragraph 14** If no particular size specifications are made, invoicing shall be based on the printing height that is normal for the kind of advertisement concerned and is actually used.

**paragraph 15** If the advertiser does not pay in advance, the invoice shall be sent immediately, if at all possible, however, 14 days after publication of the advertisement. The invoice shall be paid within the period of time indicated in the price list, which starts on the date of the receipt of the invoice, unless a different payment period or prepayment has been agreed in the particular case in question. Possible discounts for early payment shall be granted in accordance with the price list.

**paragraph 16** In banking customary interest and the collection costs shall be charged in cases of default in payment or extension in the term of payment. If there is a delay in payment, the publisher shall be entitled to suspend further execution of the current order until payment has been made and to demand prepayment of the remaining advertisements. If there are justified reasons for doubting the solvency of the advertiser, the publisher shall be entitled to make the appearance of further advertisements dependent on the prepayment of the relevant amount as well as on the payment of outstanding invoice amounts, irrespective of an originally agreed payment period and during the term of an advertisement contract too.

**paragraph 17** The publisher shall supply a sample of the advertisement with the invoice on request. Depending on the nature and size of the advertisement order, excerpts with the advertisement, sample pages or complete sample issues shall be provided. If it is not possible to obtain a sample copy, this shall be replaced by a legally binding confirmation by the publisher about the publication and circulation of the advertisement.

**paragraph 18** The advertiser shall pay the costs of producing ordered drawings, films and files as well as for substantial changes to originally agreed versions that the advertiser requests or is responsible for.

**paragraph 19** A decrease in circulation can be taken as the reason for a claim to price reduction in the case of a contract for several advertisements if the overall average in the insertion year starting with the first advertisement falls short

either of the average circulation indicated in the price list or by some other means or – if circulation figures are not mentioned – of the average circulation actually recorded in the past calendar year. A decrease in circulation is only a fault that justifies a price reduction if it amounts to 20 percent in the case of a circulation of up to 50 000 copies 15 percent in the case of a circulation of up to 100 000 copies. There shall in addition be no claims to price reduction in the case of such contracts if the publisher has informed the party placing the advertisement about the decrease in circulation in such good time that the latter was able to cancel the contract before the advertisement appeared.

**paragraph 20** In the case of box number advertisements, the publisher shall exercise the care of a prudent businessman in collecting and forwarding the offers received in good time. Responses to box number advertisements – including those coming in as registered or express letters – shall be collected for four weeks and shall then be forwarded by normal post. Responses that arrive after the end of this period can be destroyed. The publisher shall return valuable documents without being obliged to do so. Letters that exceed the approved DIN C4 dimensions (weight: 500 g) as well as shipments of goods, books, catalogues and parcels shall not need to be forwarded and receipt of them shall not be accepted. Receipt and forwarding can, however, be arranged in exceptional cases, if the advertiser pays the charges/costs that are incurred.

**paragraph 21** Printing documents shall only be returned to the advertiser if this is specially requested. The obligation to keep them shall end three months after completion of the order.

**paragraph 22** Advertising orders are subject to German law. The place of performance shall be the registered office of the publisher. The place of jurisdiction for merchants and artificial persons who have been entered as such in the commercial register shall be the registered office of the publisher and Hamburg. Insofar as claims of the publisher are not put forward by summary procedure for orders to pay debts, the place of jurisdiction for non-traders shall be determined according to their place of residence. In case the customer's place of residence or common domicile is unknown at the time of the filing of action, or in case the customer has moved his place of residence or common domicile out of the geographical scope of applicable German statutes, after the contract has been concluded, the place of jurisdiction shall be the registered office of the publisher and Hamburg.

**paragraph 23** The advertiser warrants that he possesses all necessary rights for the publication of the advertisement. The advertiser carries the sole responsibility for content and legal legitimacy of submitted text and photos as well as of delivered advertising products. He indemnifies the publisher from all claims regarding the advertising contract, which can arise due to violation of legal provisions or media regulations. In the case of publication of counterstatements, the rate card is the basis for the cost to be compensated. The publisher is also indemnified from the cost for necessary legal defense. The advertiser is obligated to bona fide support of the publisher with information and documents during legal defense.

9.07