P3

MEDIA KIT

2027

ABOUT US

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

www.p3-news.com
www.druckspiegel.de
www.paperazzo.de
www.ipwonline.de
www.bio-fibre.eu

P3 Paper Print Packaging

ipw

Druckspiegel

Paperazzo

bio-fibre MAGAZINE

Highlights

- global trade magazine in German and English
- high quality technical trade publications for the pulp, paper, print, packaging and logistics 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 80 years covering pulp, paper and print
- covering the entire value chain, from paper production to print to end user

Circulation

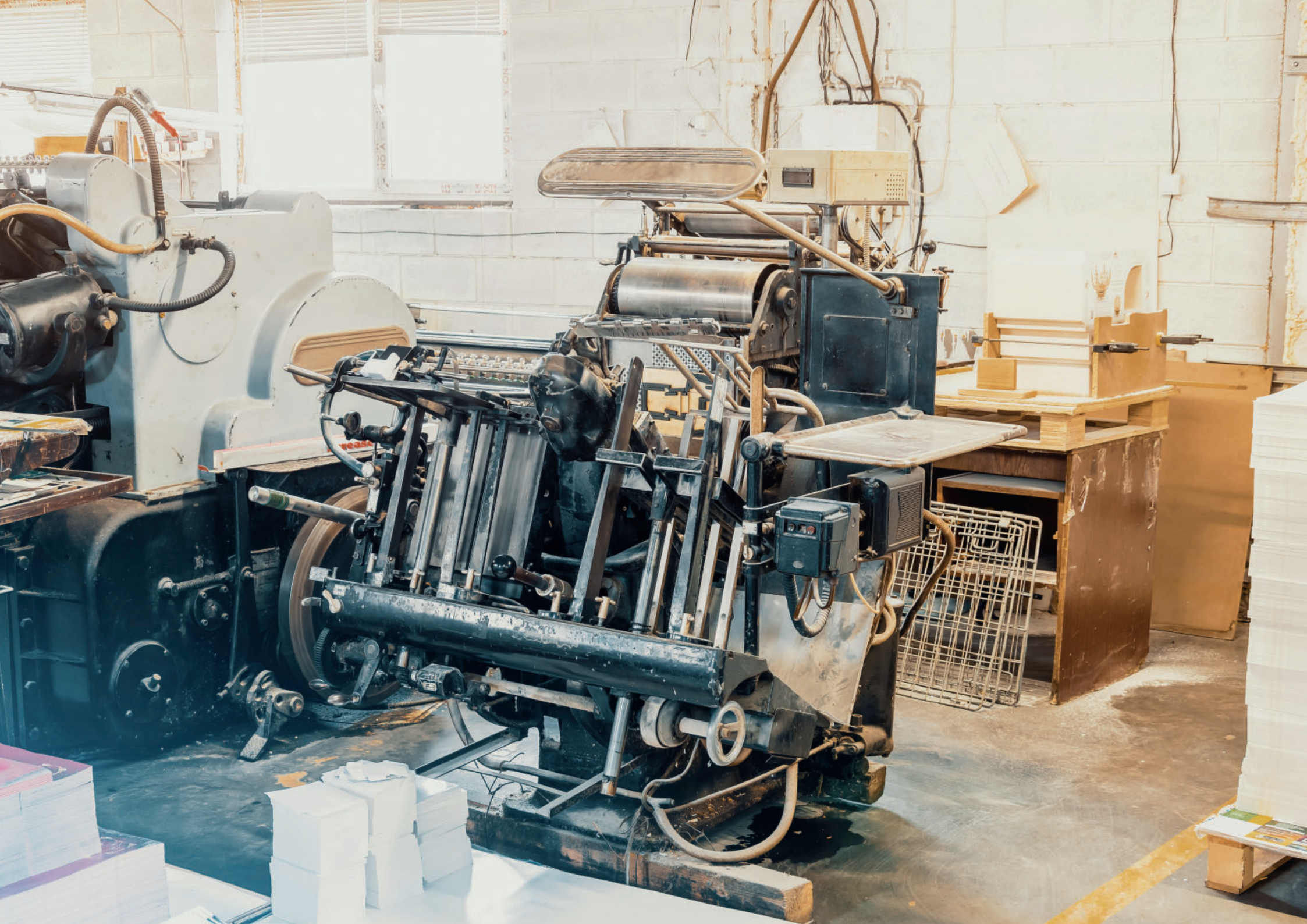
- high paid circulation in the pulp, paper and print industry
- present at selected international trade shows
- established circulation throughout europe and the U.S.
- annual subscriptions available

Quality

- award winning editor in chief
- cooperations with organizations like CEPI, Smithers, Pro Carton, Fogra and others
- 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



EDITORIAL CALENDAR

no.	ipw / bio-fibre topics	P3 & 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* » *Packaging: Packaging paper & corrugated, rolls & covers, recycling & deinking* » *Quality: Paper machine clothing, process & quality control, PM modernisation & rebuilds, specialty papers* » *Energy: Energy production & efficiency, drives & automation, pumps & valves* » *Paper-like materials & biocomposites / plastics based on wood fibers* » *Innovative products made from or with micro- and nanofibrillated cellulose* » *Green chemicals & ingredients;* » *Second- & third-generation biofuels*	» *Industry 4.0, media & digitalization, cyber security, AI* » *Logistics: Packaging and intralogistics, including labeling, transport, warehousing and components* » *Digital Printing: Suitable paper, digital newspaper production, innovative magazine papers, calendars and magazines* » *Packaging: Direct mailing possibilities, letterpress, specialty papers, labels* » *Finishing: Paper with special haptics, books with a future, uncoated & book printing paper* » *Sustainability: Green printing, corporate reports and stationary, catalog production, recycled and environmentally friendly papers* » *Professional photography (landscape, portrait, astro)*	» *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* » *Effect printing: Screen printing, measurement and control technology, finishing, maintenance, saddle stitching* » *Packaging & labels: Flexo printing, corrugated board, die-cutting + embossing, inks, varnishes, logistics* » *Digital printing: Newspaper printing, book printing, perfect binding, marketing, substrates* » *Industrial printing: MIS solutions, education / advanced training, leasing, insurance*	Feb 11	Feb 15	Mar 05
3-4				May 13	May 19	Jun 04
5-6				Aug 19	Aug 23	Sep 10
7-8				Nov 11	Nov 15	Dec 03

Main topics and dates are adjusted as required. Please send information for editorial consideration to sbr@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, packaging, design and art. It incorporates well-known and established individual platforms like Druckspiegel, Paperazzo and International Paper World (ipw), extending the coverage by current topics like packaging logistics, intralogistics (including components), cyber security, digitalization and AI. Typical readers are opinion leaders in the paper, printing and logistics industry with a high level of responsibility, often actively involved in investment decisions.

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.

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

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 ZELLCHEMING, the Association of Chemical Pulp and Paper Chemists and Engineers, serving the industry since 1957.

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 secondand 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 alguea – as these bio-fibres are perfectly sustainable and do not create competition for the production of food!

www.bio-fibre.eu

Advertisement sizes & prices

Newsletter		
Skyscraper	*120x600 or 160x600 px*	*€ 200.- per newsletter*
Banner	*600x160 or 600x120 px*	*€ 200.- per newsletter*
Website		
Skyscraper	*120x600 or 160x600 px*	*€ 200.- per week*
Banner	*600x160 or 600x120 px*	*€ 200.- per week*
ePaper		
Full page	*216x303 mm (incl. bleed)*	*€ 900.- per issue*
Half page	*155x111 mm (incl. bleed)*	*€ 500.- per issue*

File formats: jpg, png, gif, pdf, psd, indd, ai
3mm bleed on each side is optional.

Contact & data delivery
sbr@p3-news.com

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



General Terms and Conditions

1. Scope of Application

1.1 These General Terms and Conditions (GTC) apply to all advertising services provided by the Publisher, including the placement of advertisements or other advertising products in print and/or digital formats.

1.2 Any differing agreements must be confirmed in writing and shall take precedence over these GTC.

2. Conclusion of Contract

2.1 An advertising order is a contract for the placement of one or more advertisements or other advertising products by the Publisher.

2.2 Orders are binding only after written confirmation by the Publisher.

2.3 Unless otherwise agreed, advertisements must be placed within one year of the conclusion of the contract.

3. Prices and Payment Terms

3.1 Prices are based on the Publisher's valid price list at the time of contract conclusion.

3.2 If rates change after conclusion but before publication, the Publisher may adjust the price unless a fixed price was agreed.

3.3 Payment is due immediately upon invoicing unless otherwise specified in writing.

4. Cancellation

4.1 The Client may cancel an order in writing up to 14 days before the publication date.

4.2 In the event of later cancellation, the Publisher may charge a cancellation fee or retain part of the fee already paid.

5. Publisher's Rights

5.1 The Publisher reserves the right to reject advertisements for legal, ethical, or technical reasons, or if content is deemed unsuitable.

5.2 Advertisements containing third-party advertising or promotional material require explicit approval.

6. Copyright and Usage Rights

6.1 The Client warrants that they hold all necessary rights to the materials provided for publication.

6.2 By placing an order, the Client grants the Publisher a non-exclusive right to use the material for the agreed publication.

6.3 Further use or reproduction by the Publisher requires a separate agreement.

7. Proofs and Complaints

7.1 The Publisher shall provide proofs only upon request.

7.2 Complaints must be submitted in writing within three business days of publication.

7.3 In the event of justified complaints, the Publisher may either provide a replacement advertisement or issue a proportional credit note.

8. Liability

8.1 The Publisher shall be liable only for damages caused by gross negligence or intent.

8.2 Liability for indirect damages, consequential damages, or lost profits is excluded unless required by law.

9. Data Protection

9.1 The Publisher processes personal data in accordance with the GDPR and other applicable laws.

9.2 A detailed Privacy Policy is available at https://www.p3-news.com/En/Privacypolicy.

10. Force Majeure

10.1 The Publisher shall not be liable for failure or delay caused by events beyond its reasonable control (e.g., natural disasters, strikes, government restrictions, or technical disruptions).

11. Amendments to GTC

11.1 The Publisher reserves the right to amend these GTC at any time.

11.2 Amendments shall be communicated to the Client in text form and deemed approved unless the Client objects in writing within 14 days.

12. Limitation of Claims

12.1 Claims by the Client shall become time-barred one year after publication unless a longer statutory period applies.

13. Governing Law and Jurisdiction

13.1 These GTC are governed by Austrian law, with specific mention of the exclusion of the UN Convention on Contracts for the International Sale of Goods and Austrian conflict of law rules.

13.2 Exclusive place of jurisdiction is the registered office of the Publisher, unless mandatory law provides otherwise.

ENDS