
Newsletter
Wochenblatt
Papierfabrikation
WOCHENBLATT
PAPIERFABRIKATION
2027
PRODUCTS / PRICES /
EDITORIAL PROGRAM
PROFESSIONAL
PAPERMAKING
05
WOCHENBLATT
PAPIERFABRIKATION
JUNI 2024







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PRINT NEWSLETTER DIGITAL

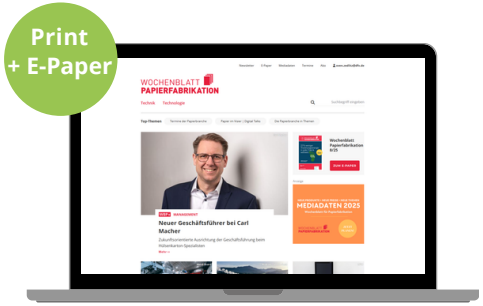
Terms and conditions can be found under:
https://english.dfv.de/service/generalterms
(V12025 – valid until revoked)

PRODUCT PORTFOLIO



WEEKLY PAPER MANUFACTURING
For over 150 years, it has been the leading German-language medium for the paper and pulp industry, informing readers from paper mills, suppliers and paper processors on a monthly basis.

TARGET GROUP:
Decision-makers from the pulp, groundwood, paper and cardboard industries, processors, and supplier industries

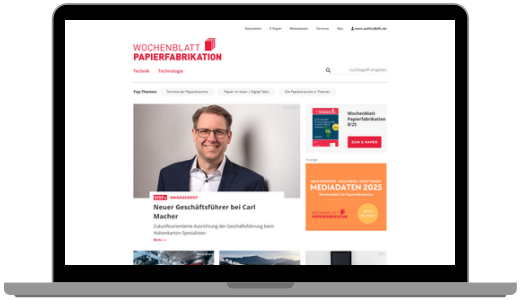




PROFESSIONAL PAPERMAKING
It is published twice a year in English and is aimed at top decision-makers in leading companies in the international paper industry.

TARGET GROUP:
International decision-makers from the pulp, groundwood, paper and cardboard industries, processors, and supplier industries





WWW.WOCHENBLATT-PAPIERFABRIKATION.DE
is the German-language digital platform of the trade magazines Wochenblatt Papierfabrikation and Professional Papermaking.



NEWSLETTER
It is published weekly, always on Friday mornings.


SPEZIAL
Die ZELLCHEMING-Expo 2024, die Plattform für die europäische Zellstoff-, Papier- und Zulieferindustrie, bietet vom 18. bis 20. Juni in Wiesbaden ein vielseitiges Programm mit vielen neuen Highlights. Die Messe gibt den Besuchern die Möglichkeit, nationale und internationale Aussteller entlang der gesamten Wertschöpfungskette der Papier- und Zellstoffindustrie zu treffen.
Das Fachprogramm der Veranstaltung zeichnet sich durch hochkarätige Vorträge aus, die Themen aufgreifen, die die Zellstoff- und Papierindustrie aktuell besonders beschäftigen (Stichworte Nachhaltigkeit, Energieeffizienz, Nachwuchs). Die Ausstellerstände in den Messehallen zeigen ein besonders umfangreiches und vielfältiges Informationsangebot – und die Möglichkeiten, sich zu vernetzen und neue Impulse mitzunehmen.
36
ZELLCHEMING-EXPO
ABB
Innovative Lösungen für mehr Nachhaltigkeit in der Papierindustrie

01 ↑ PRINT

PORTRAIT WOCHENBLATT PAPIERFABRIKATION

Use the WOCHENBLATT PAPIERFABRIKATION for your cross-media advertising message.

Frequency of publication: 6 times a year

Format: A4

Print + E-Paper

Your cross-media success combination

The added benefits of e-paper

- The e-paper will be sent digitally to our online readers one day before the publication date.
- Your ad will be linked to your URL.
- Extend the reach of your ad from print to digital.



WOCHENBLATT PAPIERFABRIKATION

For over 150 years, it has been the leading German-language medium for the paper and pulp industry, informing readers from paper mills, suppliers and paper processors on a monthly basis.

CIRCULATION ANALYSIS

Print run TVA	3,000 copies / issue
Actual circulation	2,500 copies / issue
Sold copies	760 copies / issue
Additional digital distribution of the e-paper / per issue	2,000 copies / issue
In total	**5,000 copies / issue**

(Publisher's information, as of September 2024)

PORTRAIT PROFESSIONAL PAPERMAKING

Professional Papermaking advertises you internationally.
Frequency of publication: twice a year
Format: A4

inter-national
In English, international distribution



Print + E-Paper
Your cross-media success combination

The added benefits of e-paper

- The e-paper will be sent digitally to our online readers one day before the publication date.
- Your ad will be linked to your URL.
- Extend the reach of your ad from print to digital.
- You can forward the e-paper to your customers and email distribution lists at any time to further extend your reach.

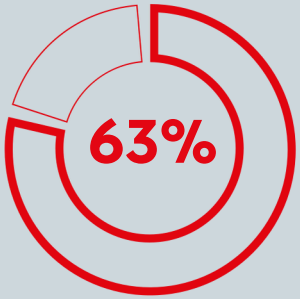
PROFESSIONAL PAPERMAKING
It is published twice a year in English and is aimed at top decision-makers in leading companies in the international paper industry.

CIRCULATION ANALYSIS

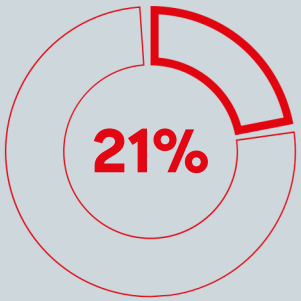
Print run	5,250 copies / issue
International distribution	4,750 copies / issue
Additional digital distribution of the e-paper / per issue	2,000 copies / issue
In total	**7,250 copies / issue**

(Publisher's information, as of September 2024)

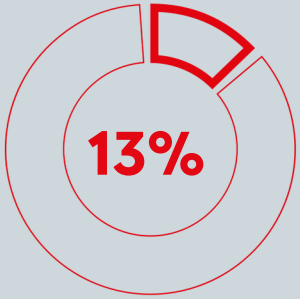
RELEVANT MARKET SEGMENTS*



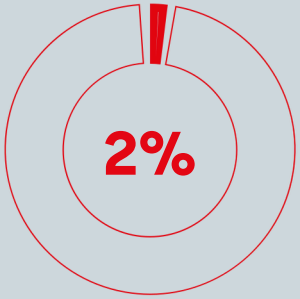
MANUFACTURER OF CELLULINE, WOODCUT, PAPER AND CARDBOARD



PAPER AND CARDBOARD PROCESSORS



SUPPLIER INDUSTRY



TRADE / ASSOCIATIONS

Cross-media advertising allows you to reach the entire value chain of the paper and pulp industry, both nationally and internationally. This gives us a significant opportunity to deliver your advertising message to your target audience in a channel-specific manner.

* Figures rounded / Source: Publisher's own census including recipients of exchange mailings, September 2024

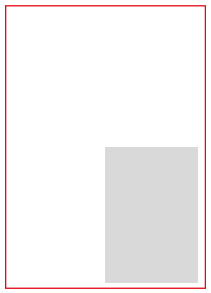
EDITORIAL PROGRAM 2027

Changes – especially due to current events – are reserved.

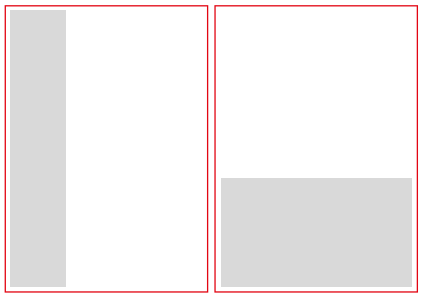
OUTPUT WBP	01	02	03	04	05	06
Ad Deadline	January 26, 2027	March 19, 2027	May 14, 2027	August 11, 2027	September 20, 2027	November 19, 2027
Release date	February 16, 2027	April 13, 2027	June 8, 2027	September 1, 2027	October 11, 2027	December 10, 2027
Focus	**Decarbonization**	**Chemical Technology**	**ZELLCHEMING Expo 2027**	**Start Up - Special**	**Automation**	**Anniversary edition: 155 years of WBP**
Topics	• Post-event report SdP 2026 • Logistics & Intralogistics • Raw materials • Energy efficiency • Painting technology • Recycling	• upholstery • Water / Wastewater • Energy efficiency • Residues • Rollers • sustainability • Packaging papers	• Trade fair previews • Energy efficiency • Decarbonization • automation • Air conditioning and ventilation technology • Measurement / testing / control technology • Hygiene papers	• Circular economy • automation • Painting technology • Chemical Technology • Energy efficiency • Raw materials • Industrieservice	• Decarbonization • Environmental technology • Energy efficiency • Digitization • Paper processing • Water/Wastewater • Specialty papers	• Sustainability • Digitization • Energy efficiency • Air conditioning and ventilation technology • Measurement / testing / control technology • Drying • upholstery • Graphic papers
Conferences/ Trade fairs	**ICE/ CCE**, München March 9–11, 2027 **IMPS**, München March 10–12, 2027 **Logimat**, Stuttgart March 16–18, 2027	**Paper & Bioeconomy Conference**, Graz May 12–13, 2027	**ZELLCHEMING Expo, Wiesbaden June 22–24, 2027** **Achema,** Frankfurt June 14–18, 2027	**PTS Coating Symposium** Bamberg September 14–16, 2027 **Fachpack**, Nürnberg September 21–23, 2027	**Symposium der Papieringenieure** Marburg, October 21–23, 2027	

OUTPUT PPM	01	02
Ad Deadline	April 29, 2027	August 23, 2027
Release date	May 25, 2027	September 14, 2027
Focus	**ZELLCHEMING Expo 2027**	**Automatisierung**
Topics	• Trade Show Preview • Chemical Technology • Energy Efficiency • Automation • Coating • Coating Technology • Measurement, Testing, and Control Technology	• Digitalization • Water / Wastewater • Paper Manufacturing • Energy Efficiency • Chemical Technology • Paper Processing • Hygiene Products
Conferences/ Trade fairs	**ZELLCHEMING Expo, Wiesbaden June 22–24, 2027**	**MIAC**, Lucca October 2027

ADVERTISING FORMATS 2027

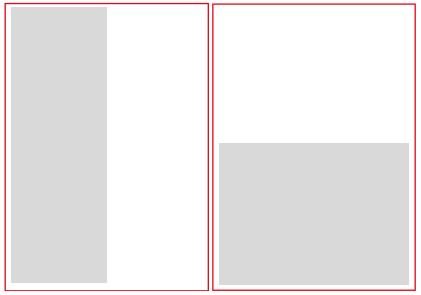


1 /4 page 2sp.
100 × 149 mm



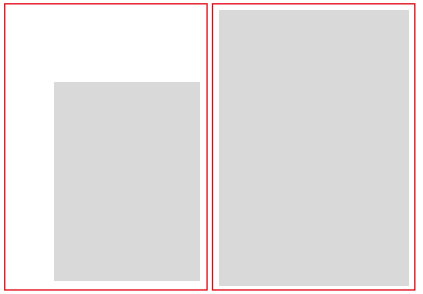
1 /3 page
79 × 297 mm

1 /3 page
210 × 108 mm



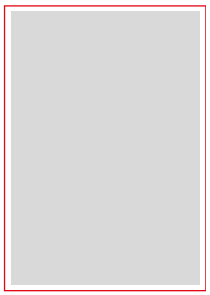
1 /2 page
100 × 297 mm

1 /2 page
210 × 149 mm



Juniorpage
137 x 200 mm

1 /1 page
210 × 297 mm



TITLE PAGE

You provide the cover photo in print-ready resolution. We will mount it on the cover. You will receive a PDF file for approval.

Cropped format: 210 × 297 mm Image file size: minimum (or larger) 216 × 303 mm (300 dpi)

Formats include bleed: dimensions include a 4 mm bleed allowance on the outer edges. Place primary information at least 7 mm from the edge!

BANK DETAILS

Deutscher Fachverlag GmbH
BIC: HELADEF1822 (Frankfurter Sparkasse, Frankfurt am Main)
IBAN: DE56 5005 0201 0000 0349 26
Payment terms: Net within 30 days of the invoice date.
Costs and postage not included.

Contact

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maximilian.riechert@dfv.de

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tfz-anzeigen@dfv.de

DELIVERY ADDRESS FOR BINDERS AND SUPPLEMENTS:

STRUBE DRUCK & MEDIEN
MS. SARAH BERGE

WBP ISSUE NO. .....
VOTING VOICES §
34587 FELSBERG

ADVERTISING FORMATS AND PRICES 2027

Advertising rates

(4-color display)

ADVERTISING FORM/FORMAT	WEEKLY PAPER MANUFACTURING PRICES	PROFESSIONAL PAPERMAKING PRICES
1/1 page	EUR 4,200	EUR 4,700
1/2 page vertical/horizontal	EUR 2,700	EUR 2,800
1/3 page vertical/horizontal	EUR 2,080	EUR 2,340
1/4 page 2 column	EUR 1,670	EUR 1,780
Title page	EUR 4,650	EUR 5,200
2nd/3rd/4th inside page	EUR 4,300	EUR 4,800

Bound Inserts

Inserts must be delivered uncut; multi-page inserts must be delivered folded. The front side of the insert must be marked.

2 pages	EUR 3,720	EUR 4,200
4 pages	EUR 4,100	EUR 4,860

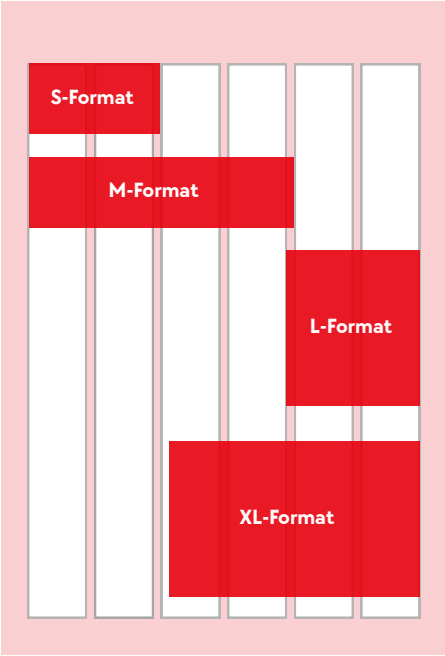
Ad specials and other special advertising formats upon request.

SUPPLEMENTS

Supplements are loose printed materials included with the magazine. Maximum dimensions: 205 mm wide, 290 mm high.

up to 25 g	EUR 3,720	EUR 4,200
up to 50 g	EUR 4,100	EUR 4,860

Inserts printed on materials other than paper must be approved by the publisher. All prices are in euros, excluding VAT.



ADDRESSES FOR PROFESSIONALS | PRICE per year (6 issues) (not suitable for agencies)

FORMATS	PRICES (PRINT INCL. E-PAPER)
S-Format | 53 mm x 26 mm	EUR 790
M-Format | 114 mm x 26 mm	EUR 1,390
L-Format | 53 mm x 59 mm	EUR 1,790
XL-Format | 114 mm x 59 mm	EUR 2,990

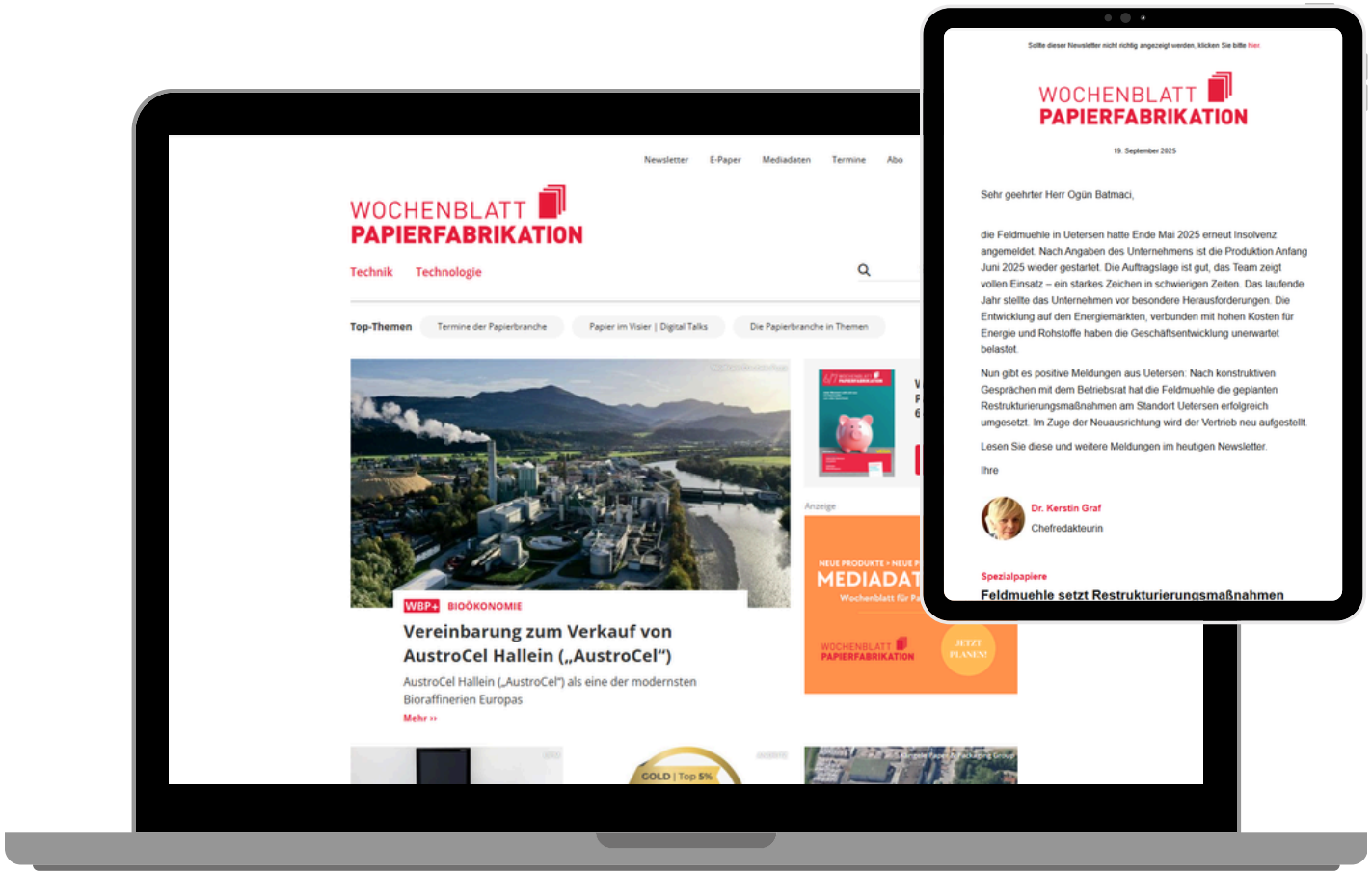
02 → DIGITAL



WOCHENBLATT-PAPIERFABRIKATION.DE

Interactivity meets performance – your reach generator!

On wochenblatt-papierfabrikation.de, users can get an overview of the industry, conduct research, follow developments and read daily news – clearly and user-friendly designed.



OUR PERFORMANCE VALUES PER MONTH

Page Views	18.855
Sessions	7.980
Visitors	6.151

(Source: Piwik Pro, as of March 2025)

WHITEPAPER ADVERTISING

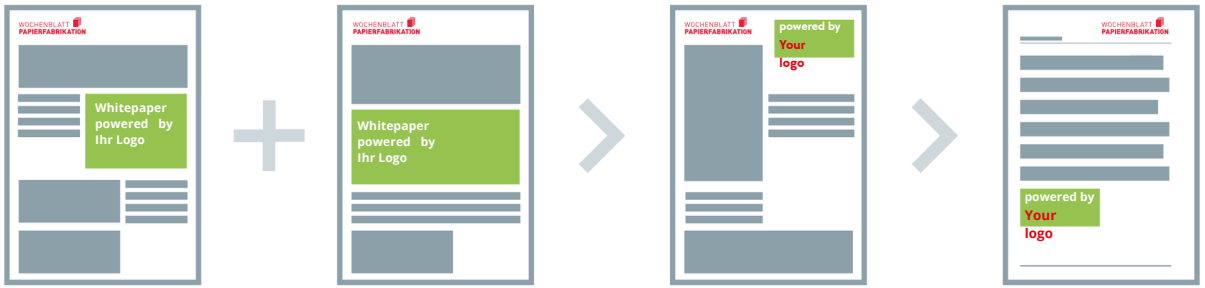
Generate leads for your new customer business

Our premium offer for acquiring new customers: Place your whitepaper advertising message exclusively on our channels. Your whitepaper banners will run for one month on our website and in our newsletter. You'll receive the qualified leads from the downloads!

For up to 100% more leads, subscribe to our exclusive newsletter.

Whitepaper advertising with lead generation:

HOMEPAGE **NEWSLETTER** **LANDING PAGE** **WHITEPAPER-PDF DOWNLOAD**



Your benefits:

- 1 month placement on the homepage
- Communicating your whitepaper message to your target audience via various channels (website banners, newsletter banners)
- Absolute premium placement and exclusivity
- You will receive the qualified leads from the download of your whitepaper.

PRICE:

per month: **EUR 2,890**

+ Exclusive newsletter promoting the whitepaper EUR 5,490

Your whitepaper will be marked with the word "advertisement" in accordance with legal regulations.

WEBSITE ADVERTISING

Banner formats and prices

ADVERTISING FORMS, FORMAT	PRICES
Billboard **Desktop:** 970 x 250 px **Mobil:** 320 x 480 px	EUR 790 / week EUR 2,370 / 4 weeks
Sticky Sitebar **Links oder rechts** **Desktop:** 300 x 600 px + 120 x 600 px (Fallback) **Mobil:** 300 x 600 px	EUR 690 / week EUR 2,070 / 4 weeks
Half-page Ad / Medium Rectangle 1 & 2 **Desktop & Mobil:** **Halfpage:** 300 x 600 px **Medium Rect:** 300 x 250 px	EUR 690 / week EUR 2,070 / 4 weeks
Content Ad 1 & 2 **Desktop:** 970 x 250 px **Mobil:** 320 x 480 px	EUR 690 / week EUR 2,070 / 4 weeks

For all advertising formats: file size approx. 100 KB. The following common file formats are accepted: jpg, gif, png, HTML 5, Redirect.



Billboard
Desktop: 970 x 250 px
Mobil: 320 x 480 px



Sticky Sitebar
Links oder rechts Desktop:
300 x 600 px + 120 x 600 px (Fallback)
Mobil: 300 x 600 px



Half-page Ad / Medium Rectangle 1 & 2
Desktop: 300 x 600 px / 300 x 250 px
Mobil: 300 x 600 px / 300 x 250 px



Content Ad 1 & 2
Desktop: 970 x 250 px
Mobil: 320 x 480 px

WEBSITE ADVERTISING

Banner formats and prices

ADVERTISING FORMS, FORMAT	PRICES
Bridge Ad **Desktop:** 980 x 250 px + 2x 300 x 600 px **Mobil:** 320 x 480 px	1,250 EUR / weel 3,750 EUR / 4 we
Video Ad 1 **Desktop + mobil:** 1280 x 720 px	690 EUR / week 2,070 EUR / 4 weeks
Page Skin **Desktop:** 980 x 250px + 1920 x 1080px (background image) **Mobile:** 320 x 480px	1,250 EUR / week 3,750 EUR / 4 weeks
Value Ad **Desktop:** 980 x 250 px + 2x 300 x 600 px + 1920 x 1080 px (background image) **Mobile:** 320 x 480 px	1,890 EUR / week 5,670 EUR / 4 weeks



Video Ad 1
Desktop + mobil: 1280 x 720 px



Bridge Ad
Desktop: 980 x 250 px +
2x 300 x 600 px
Mobil: 320 x 480 px



Page Skin
Desktop: 980 x 250px +
1920 x 1080px
background image)
Mobile: 320 x 480px



Value Ad
Desktop: 980 x 250 px +
2x 300 x 600 px +
1920 x 1080 px (background image)
Mobile: 320 x 480 px

For all advertising formats: file size approx. 100 KB. The following common file formats are accepted: jpg, gif, png, HTML 5, Redirect.

NEWSLETTER BANNER ADVERTISING

The newsletter from wochenblatt-papierfabrikation.de is published once a week – every Friday. It provides information about current events, products, and innovations for the paper and pulp industry.

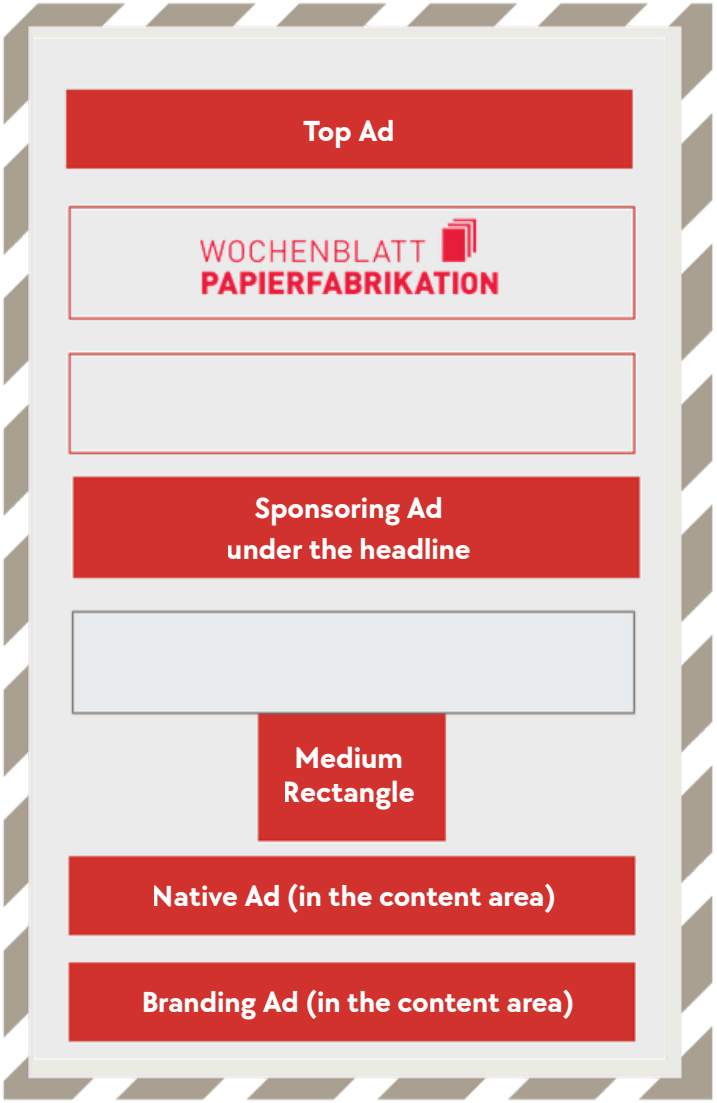
ADVERTISING FORMS, FORMAT	per week	per month
Top Ad (630 x 250 px)	720 EUR	2,160 EUR
Sponsoring Ad directly below the headline as a branding ad or native ad	650 EUR	1,950 EUR
Native Ad (184 x 138 px) Headline: 70 characters Text: 270 characters	620 EUR	1,860 EUR
Branding Ad (520x200 px)	620 EUR	1,860 EUR
Medium Rectangle (300 x 250 px)	620 EUR	1,860 EUR
Job advertisement Native ad with embedded PDF	620 EUR	1,860 EUR

File formats for skyscraper, button, leaderboard, banner: jpg, png or gif: Please note that some older versions of Outlook do not deliver animated banners. Only the first page is displayed.
Job offer file format: PDF
> Maximum file size 200 KB

Unique Klickrate: 13,0 %

OUR PERFORMANCE VALUES	
Subscriber Unique Open Rate	2.394
Delivery Rate	37,8 %
Delivery rate	99,84%

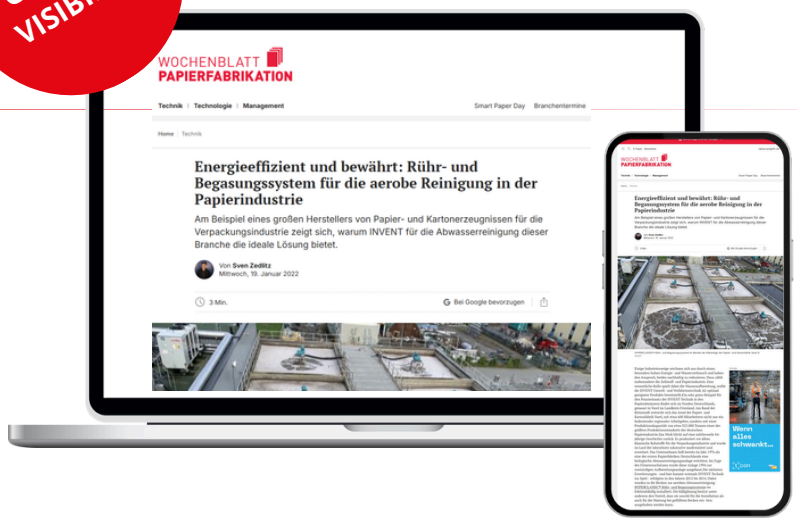
(Source: Marketing Cloud, as of October 2025)



NATIVE ARTICLE

For greater visibility and reach

GREATER VISIBILITY



YOUR BENEFIT

- Your native article (online advertorial) will appear in the format of an editorial piece.
- Your native article consists of a teaser on the homepage and the associated news detail page.
- Your native article will also be promoted in the newsletter with a teaser and linked to your post. (2 appearances per week)

Prices:
per week **1,590 EUR**

Data submission: tfm-anzeigen@dfv.de

EXCLUSIVE NEWSLETTERS

We send your content to our readers. It gets results!



Your content will be marked as "advertisement" in accordance with legal requirements.

Unique Klickrate: 3,1 %

OUR PERFORMANCE VALUES	
Subscriber Unique Open	2.400
Rate Delivery Rate	31 %
Delivery rate	99,84%

(Source: Average Marketing Cloud, XNLs 2025)

Your benefits

- Targeted communication with our readers
- Communicating your messages to your target audience
- Links to videos and websites
- 100% exclusive – no other advertising

PRICES:

They provide the editorial content:	**€ 2,990**
We provide editorial support for your content:	**€ 3,500**

DIGITAL TALKS: "Papier im Visier"

Interested? There are many different advertising opportunities.
(e.g. sponsoring) to present oneself.

Contact us!

Prices on request



DIGITAL TALKS: "Papier im Visier"
The digital event series "Paper in Focus" explores current market developments. Paper and cardboard are an increasingly important and scarce resource for printed products and packaging, especially when it comes to replacing plastic materials. Learn from experts in the paper industry about the latest challenges and developments.

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