The media brand ANALYTIC is the indispensable source of information for experts and decision-makers in the food industry. We set the tone, also in terms of digital transformation. For good reasons:

Digital information services have long since overtaken printed media in terms of usage intensity. B2B decision-makers spend an average of more than two hours a day online. One reason among many: Most B2B decision makers today are Millennials. The growth in this age group has increased exponentially in recent years. Furthermore, half of the B2B target group uses mobile devices to search for information. The demand for digital trade media is also being sustainably strengthened by trends such as home office and mobile working.

Our forward-looking response:

The ANALYTIC media brand has been 100% digital since 2021. The previous print edition of ANALYTIC will be upgraded to an E-Mag with a completely new user experience that will reach decision-makers everywhere. The new E-Mag is supplemented by our existing and proven digital media online portal, newsletter and social media.

This makes ANALYTIC a 24/7 information platform, a permanent companion, a perfectly networked decision-making aid and – especially for advertisers – a benchmark for effective B2B marketing.

With this in mind: Discover the possibilities of our attractive overall digital concept for presenting your company in an environment that is relevant to you and for attracting highly qualified leads.
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<td>Contact</td>
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</table>
Click by click relevance.

Das E-Mag
We offer decision-makers and executives in the plant and mechanical engineering sector a comprehensive and unique information experience. The E-Mag invites users on an exciting interactive tour through the world of ANALYTIC.

Innovative advertising formats and the presentation of product and company innovations achieve an unbeatable effect.

The online portal
The specialist portal www.PROZESSTECHNIK-PORTAL.com offers readers the latest reports, interviews and topic-specific information. The responsive design allows users to access the content on their mobile devices at any time.

The newsletter
The PROZESSTECHNIK-NEWS ensure the highest degree of topicality. Important news and product innovations regularly keep our recipients up to date. The CHEMICAL • PHARMA • FOOD sectors as well as upcoming trade fair events and key topics form the unbeatable foundation.

Social media
Our IndustrieWelt social media channel presents a large selection of topics from important industries and reaches a large target group on a daily basis. The reach of your advertising message is noticed and highlighted in the social networks with a special resonance.
The E-Mag
Goodbye print – hello future!

The new ANALYTIC E-Mag is a completely new media product. The world of the important and financially strong analytic industry is presented in a unique way. The E-Mag is the indispensable must-read information for experts and decision-makers in the process industry.

Innovative interactive multimedia

For reading, watching, listening and marveling, for presenting and communicating. To click, scroll, tap and swipe, with desktop, notebook, tablet and smartphone. In this way, the new ANALYTIC E-Mag opens the eyes of target groups and provides valuable impulses. It offers advertisers fascinating opportunities to draw attention to your company, products, solutions and services, generate leads and optimize your inbound marketing.

The ANALYTIC E-Mag is a digital medium that combines high-quality content with state-of-the-art design. For editorial and advertising purposes, it offers a wide range of possibilities beyond the classic text-image presentation. Such as white papers, videos, animations, slideshows, podcasts, videocasts and more.

And most of all: The ANALYTIC E-Mag impresses with excellent usability: The loading time is fast and the navigation intuitive. The individual articles are clearly structured, the content is up-to-date and interlinked with social media, and the links make it immediately clear to users where they lead. Contact and interaction options are offered and the tools work perfectly. In addition, users can find thematically related stories under each article and all previous issues are available in the archive.

Precision landing for advertisers

By focusing precisely on the target group, the ANALYTIC E-Mag represents an attractive environment. Here your offer meets a qualified demand with pinpoint accuracy. Another significant advantage is that we track user behavior. In this way, benchmarks such as dwell time and click-through rate can also be applied to ads, banners and other advertising formats.
The top 7 advantages

- Usable for all browsers
- More reading pleasure by interactive navigation
- Available everywhere and any time
- Fast and large reach by social media distribution
- Responsive design optimized for desktop, notebook, tablet and smartphone
- Effective and special – for your product marketing
- Special advertising formats incl. integration of video and audio files
Kundenmeinungen

The e-mag impressively demonstrates what a digital trade magazine can do in 2021. Reader-friendliness is the top priority: The high-quality journalistic content is presented in a visually sophisticated way and is simply fun to use, especially on a tablet. Therefore, I therefore look forward to each new issue.

Michael Brosig
Press spokesman
JUMO GmbH & Co. KG

The magazines published by Fachwelt-Verlag are required reading for us – they provide valuable insights into the latest developments and trends in the industry. Their select readership also makes them optimal media for communication around our leading automation solutions.

Brigitte Martinez Méndez
Marketing Communications
SMC Deutschland
**The Numbers**

**ANALYTIC E-Mag**

**Target group**

- Activity: Laboratory | Research | Corporate Management | Development
- Recipients: Food / Medicine | Pharma Industry | Chemical Industry | Research Facilities | Development

**Advertising banners and editorial contributions are used effectively for marketing.**

**The readership is informed about the publication of the digital edition of ANALYTIC with a special newsletter.**

**Social media campaigns round off the dissemination for the digitization of ANALYTIC.**

|--------|--------------|---------|--------|

<table>
<thead>
<tr>
<th>Channel</th>
<th>Campaign</th>
<th>Reach</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>120.000</td>
<td>6.500</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>90.000</td>
<td>3.500</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>15.190</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Opening rate**

- Recipients: 14,000
- Clicks: 1,500
- Opening rate: 19.94%

**Recipients**

- Food / Medicine
- Pharma Industry
- Chemical Industry
- Research Facilities
- Development

**Clicks**

- 1,900
- 3,500
- Total: 15,190

**Reach**

- 90,000
- 120,000
- Total: 210,000

**The E-Mag is effectively distributed via all digital channels of our media. Experts and professionals have the opportunity to access all issues at any time. The online platform, newsletters, and social media channel are fully utilized for distribution. Advertising formats and the presentation of product and company and company innovations achieve an unbeatable effect with high reach.**
Empfängergruppen

**Guaranteed readers**

- **Food / Medicine**: 33%
  - Target group size: 77,220
  - Guaranteed readers: 5,013

- **Pharma Industry**: 24%
  - Target group size: 56,460
  - Guaranteed readers: 1,671

- **Chemical Industry**: 20%
  - Target group size: 46,800
  - Guaranteed readers: 3,038

- **Research facilities**: 12%
  - Target group size: 28,080
  - Guaranteed readers: 1,823

- **Development**: 11%
  - Target group size: 25,740
  - Guaranteed readers: 1,671

**Total**: 100%

- **Target group size**: 234,000
- **Guaranteed readers**: 15,190

"Empfängergruppen" translates to "Recipient groups".
Tätigkeitsbereiche

Laboratory
- 68%
- Target group size: 159,120
- Guaranteed readers: 10,329

Research
- 22%
- Target group size: 51,480
- Guaranteed readers: 3,342

Development
- 4%
- Target group size: 9,360
- Guaranteed readers: 608

Corporate Management
- 5%
- Target group size: 11,700
- Guaranteed readers: 760

Other
- 1%
- Target group size: 2,340
- Guaranteed readers: 152

Total
- 100%
- Target group size: 234,000
- Guaranteed readers: 15,190
Standort

Germany
97%
Target group size: 226,960
Guaranteed readers: 14,734

Austria
2%
Target group size: 4,680
Guaranteed readers: 394

Switzerland
1%
Target group size: 2,340
Guaranteed readers: 152

Total
100%
Target group size: 234,000
Guaranteed readers: 15,190
## Advertising formats in E-Mag | Overview

### AD XL
- **Equivalent to 1/1 page A4 in print**
- *Pixel dimensions:*
  - Fullscreen 1827 x 1286
  - No fullscreen 1346 x 1010
- ✓ Largest advertising space
- ✓ Variable usable
- ✓ Fullscreen
- ✓ Link to a target website
- ✓ Video embedding possible
  - Youtube / MP4

### AD L
- **Equivalent to 1/2 page A4 in print**
- *Pixel dimensions:*
  - Fullscreen 966 x 713
- ✓ Variable usable
- ✓ Link to a target website
- ✓ Video embedding possible
  - Youtube / MP4

### AD M
- **Equivalent to 1/3 page A4 in print**
- *Pixel dimensions:*
  - 966 x 466
- ✓ Variable usable
- ✓ Link to a target website
- ✓ Video embedding possible
  - Youtube / MP4

### AD S
- **Equivalent to 1/4 page A4 in print**
- *Pixel dimensions:*
  - 343 x 462
- ✓ Variable usable
- ✓ Link to a target website

### AD FORMAT + 15%
- **Size M/L or XL**
- *Pixel dimensions:
  - Second site/Last site 1953 x 1129
  - Editorial: 1879 x 347
- ✓ Second page
- ✓ In the editorial
- ✓ In the table of contents
- ✓ Last page
- ✓ Variable usable
- ✓ Link to a target website
- ✓ Video embedding possible
  - Youtube / MP4

### SPECIAL PLACEMENT
- **M, L OR XL**
- *Pixel dimensions:
  - 343 x 462
- ✓ Variable usable
- ✓ Link to a target website
- ✓ Video embedding possible
  - Youtube / MP4

### EQUIVALENT TO
- **1/1 page A4 in print**
- 4.880,-
- **1/2 page A4 in print**
- 3.880,-
- **1/3 page A4 in print**
- 2.880,-
- **1/4 page A4 in print**
- 1.880,-
Special ads in the E-Mag | Overview

INTERACTIVE AD S, M, L or XL
By using interactive ads the reader has the opportunity to engage with the ad in a playful way. By interacting with the ad, the information is picked up more effectively in terms of advertising.

AD FORMAT + 25%

DOUBLE AD S, M, or L
If you click on the button you will actively open the ad area and get more information about the ad content or the product.

AD FORMAT + 25%
Who offers what? The company register offers the fastest overview of current offers, innovations, services and potential partners. This is where demand meets supply. Every ad is linked. More efficient lead generation is hardly possible.

www.prozesstechnik-portal.com/branchenspiegel

E-Mag entry / issue
✓ incl. one year online entry

Online entry
Period: 12 Months

Free to E-Mag ad ENTRY ON THE PORTAL

199,-
Views / month Ø 1.486

What was the supplement in the print edition of ANALYTIC becomes a special in the e-mag. In the case of the special, only the teaser box is visible at first glance, which arouses curiosity about the content with a picture and short text. If you activate the link, the special opens. This can be downloaded, printed and shared.

Special variant 1:
PDF file designed by your CD.

7.880,-
On request

Special variant 2:
Microsite with the look and feel of ANALYTIC.
Advantage: Your article will be noticed as an editorial.

99,-
Key topics
In all issues

Analytic

Quality Control

Life Sciences

Biotechnology

Laboratory
Expert knowledge for the modern laboratory process

Brief Characteristics
Our trade journal Analytic informs readers about current developments, new products and services relevant to their daily work.

Recipient groups
Laboratory, research, management, development

Field of activity
Food / medicine, pharmaceutical industry, chemical industry, Research institutions, Development

special_issue

The special issue to Analytica

ANALYTIC

Special Issue
analytica
Copy deadline 24 May
Ad deadline 31 May
Release 07 June
Your individual E-Mag special edition.

Use our digital media expertise and implement your corporate publishing products with us as E-Mag. The benefits are obvious, respectively on the tablet, the notebook and the smartphone:

The E-Mag is the economical alternative to the print product, because you save both printing and shipping costs. Instead, you benefit from the intelligent networking of your articles, a high reach in the network and high response rates.

We are pleased to advise and support you in the implementation – from conception to editing and screen-design to programming and publication.

1 Basic Variant

2 Exklusive Variant

Integration of your corporate design

Attractive advertising solutions

User tracking

Available at any time
Basic

The basic variant includes consulting and support for the entire implementation - from conception to editing and screen design to programming and publication.

Individual product - the focus is only on you!
- Your corporate design
- User-Tracking
- Selectable content
- Available any time

Design your special edition with all the advantages of our digital possibilities
- Text, image presentation
- Videos in MP4 / Youtube
- Podcasts / Videocasts
- Slideshows
- Animations
- White Papers

Services in consulting and support
- Concept
- Screendesign
- Editing
- Programming

9.880,-
Up to 16 pages
Short, concise and to the point. That’s how you reach your target audience. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

16.880,-
Up to 32 pages
Comprehensive and to the point for your readership. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

25.880,-
Up to 48 pages
Very comprehensive for a wide range of content and requirements. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

Other options by arrangement

Click me to go to the demo page!
In addition to the basic variant, the Exclusive variant offers attractive advertising opportunities in the e-mag, on the portal, via newsletter and social media. This wide-ranging campaign ensures that your individual e-mag special edition the best possible distribution.

**Individual product - the focus is only on you!**
- Your corporate design
- Selectable content
- User-Tracking
- Available any time

**Design your special edition with all the advantages of our digital possibilities**
- Text, image presentation
- Slideshows
- Videos in MP4 / Youtube
- Animations
- Podcasts / Videocasts
- White Papers

**Services in consulting and support**
- Concept
- Screendesign
- Editing
- Programming

**Your E-Mag is additionally advertised with us ***
- E-Mag PROZESSTECHNIK
- Online-Portal
- Newsletter
- Social Media

*Advertising is coordinated with the publishing management

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**16.760,--**  **Up to 16 pages**
Short, concise and to the point. That’s how you reach your target audience. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

**23.760,--**  **Up to 32 pages**
Comprehensive and to the point for your readership. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

**32.760,--**  **Up to 48 pages**
Very comprehensive for a wide range of content and requirements. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

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**Other options by arrangement**
## Price packages

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<tr>
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<th>Description</th>
<th>List Price</th>
<th>Discount</th>
<th>Final Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Light</strong></td>
<td>1 x Advertorial: 2000 characters + image as product of the month</td>
<td>4,460,-</td>
<td>-15%</td>
<td>3,791,-</td>
</tr>
<tr>
<td></td>
<td>1 x Social media post</td>
<td>890,-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 x Banner/Text-Ad in focus-newsletter</td>
<td>1,090,-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 x Entry in company register</td>
<td>990,-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| **Smart** | 1 x Cover story on the portal | 1,990,- | | |
| | 1 x Advertorial: 2000 characters + image as product of the month | 1,490,- | | |
| | 2 x Social media posts | 890,- | | |
| | 1 x Banner/Text-Ad in focus-newsletter | 1,090,- | | |
| | 1 x Entry in company register | 990,- | | |

| **Premium** | 1 x Cover story on the portal | 1,990,- | | |
| | 2 x Advertorial: 2000 characters + image as product of the month | 3,980,- | | |
| | 4 x Social media posts | 3,560,- | | |
| | 3 x Banner/Text-Ad in focus-newsletter | 3,270,- | | |
| | 1 x Exclusive interview + covering on the portal | 1,490,- | | |
| | 1 x Ad in E-Mag size S | 1,880,- | | |

| **Maximum** | 2 x Cover story on the portal | 3,980,- | | |
| | 1 x Advertorial: 2000 characters + image as product of the month | 1,490,- | | |
| | 8 x Social media posts | 7,120,- | | |
| | 4 x Banner/Text-Ad in focus-newsletter | 4,360,- | | |
| | 1 x Exclusive interview + covering on the portal | 1,490,- | | |
| | 1 x Ad in E-Mag size S | 1,880,- | | |

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*Format extension can be arranged*
Exclusive Webinar

Procedure

1. Introduction of topic
   The Fachwelt editorial team moderates the topic and presents the key points

2. Introduction of company & speakers
   Subsequently, the speakers and their company will be introduced, who will participate in the discussion

3. Short presentation
   Afterwards the participating speakers will have the opportunity to present their company and introduce their products and solutions on the topic

4. Topic discussion
   In the moderated panel discussion, all of the speakers can contribute their views on the topic

5. Questions & Answer
   Finally, the questions of the participants can be answered by the speakers

Price

6.990,-

The Exclusive Webinar is fully customized to your wishes and target groups. The topic is freely selectable in coordination with the moderator. You will receive a list with all contacts who will attend. The package includes:
- Full marketing
- Flexible dates
- 30+ viewers
- LIVE and exclusive
- Release as video + podcast
- 60 minutes
- Freely selectable topics

Request Now
Product highlight

Procedure

Unsere Redaktion leitet das Interview und bespricht im Vorfeld mit Ihnen die wichtigsten Punkte. Sie sind dabei der Hauptgast und präsentieren Ihre Produkte von der stärksten Seite. Das Video-Interview wird auf mehreren Plattformen veröffentlicht.

Requirements
- Materials: Company logo, product image, product name, field of use, product strengths
- Procedure: Clear to our guidelines
- Target group, branch, region, interests ...

Service
- Product preview with 2000 characters text incl. image in the focus special.
- Video interview – max. 3–5 minutes
- Publishing of the video on the online portal, in the e-magazine and in the newsletter.

Social media
- 10.000+ Social media users
- Logo display as premium partner

Online portal
- Over 18.500 online users
- Display of your logo for 1 month

Newsletter
- 39.000 recipients
- 1x Banner / TextAd

We guarantee
A smooth seminar – Afterwards you will get a detailed reporting with all view- and identification numbers as well as all contact details of the participants.

Price
2.880,-
You must successfully spread your budget and position yourself properly. This results in the following questions:

- What do I want/should I achieve?
- Which media should be used?
- How do I distribute the advertising budget?
- How do you measure the success of a campaign?
- Which numbers are relevant?
- How do I reach my target group?

The variety of marketing offers in the media world is big. Finding the recipe to get your products to the right audience is complex. It is no longer enough just to be seen. You have to stand out and be special.

Our special marketing concept from the sales point of view guarantees you the desired success. We provide you with real contacts with complete personal information. We promise you target persons who are only interested in your products.

Goal
Leads with full contact details

Your specifications

- **Schedule**: Date Start/End
- **Range**: Individual, depending on the selection
- **Selection**: Target group by country, region, city
- **Interests**: Branches and activity
- **Duration**: Specified in days

We guarantee and promise the delivery from actual leads. The selected audience is interested in your products.
The publishing portfolio
The media for your success
Contact

Any questions? Contact us!

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IBAN: ME25 5200 4200 0000 2834 46 • BIC: HBBAMEPGXXX

Advertising rates
Prices in Euro, valid as of January 1, 2022.

Sending advertisement data
Via e-mail to
daten@fachwelt-verlag.de

Terms and conditions
The General Terms and Conditions apply, which can be viewed at www.FACHWELT-VERLAG.de/agb.

Terms of payment
Direct debit and payment in advance: 3 % discount
Within 10 days: 2 % discount
As a qualified provider of online media, we are successfully present on an international level. We convey complex contexts in a comprehensible manner to special target groups. Our publishing program is continuously expanded with new ideas and innovations. The high benefit for clients and readers always takes top priority in our efforts to fulfill the wishes and aims of all involved.