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

Digital information offerings have long since overtaken printed media in terms of usage intensity. On average, B2B decision-makers spend more than two hours a day online. One of many reasons for this is that most B2B decision-makers today are Millennials. Growth in this age group has increased exponentially in recent years. In addition, a good half of the B2B target group uses mobile devices to search for information. Demand for digital trade media is also being sustainably strengthened by trends such as home office and mobile working.
The E-Mag

We offer decision-makers and executives in plant and mechanical engineering, as well as end users, an information experience that is as comprehensive as it is unique. 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

www.PROZESSTECHNIK-PORTAL.com offers interested parties current reports, interviews and topic-specific information. The responsive design allows users to access the content on their mobile devices at any time.

The Newsletter

For the highest topicality provide the PROZESSTECHNIK NEWS. Important news and product innovations keep our recipients regularly up to date. The CHEMICAL - PHARMA - FOOD sectors as well as upcoming trade show events and key topics form the unbeatable foundation.

Social-Media

Our IndustrieWelt social media channel presents a broad 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 ANALYTIC E-Mag is a completely new media product. The world of the important and financially strong analytical industry is presented in a unique way. The E-Mag is the informative must-read for experts and decision-makers in the process industry. It offers advertisers fascinating opportunities to draw attention to their company, products, solutions and services, generate leads and optimize their inbound marketing.

To read, watch, listen and marvel at, to present and communicate. To click, scroll, tap and swipe, using desktop, notebook, tablet and smartphone. The ANALYTIC E-Mag is a purely digital medium that combines high-quality content with state-of-the-art design. For editorial and advertising purposes, the ANALYTIC E-Mag offers a wide range of possibilities beyond the classic text-image presentation, such as white papers, videos, animations, slideshows, podcasts, videocasts and more.

Above all, the ANALYTIC E-Mag impresses with its excellent usability: the loading time is fast and the navigation is 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. Another significant advantage is that we can track user behavior. In this way, benchmarks such as duration of stay and click-through rate can also be applied to ads, banners and other advertising formats.
Die Top 7-Vorteile

- Full functionality in all browsers
- More reading pleasure through interactive navigation
- Responsive design optimized for desktop, notebook, tablet, Smartphone
- Everywhere and at any time available
- Fast and large reach through Social media distribution
- Easy sharing of Content on relevant platforms
- Detailed evaluation of the user numbers
- Special advertising formats incl. integration of video and audio files
- More reading pleasure through interactive navigation
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 the social media channel are fully utilized for distribution. Advertising formats and the presentation of product and company innovations achieve an unbeatable impact with high reach.

<table>
<thead>
<tr>
<th>Online</th>
<th>Newsletter</th>
<th>Social-Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising banners and editorial articles are used effectively for marketing.</td>
<td>The readership is informed about the appearance of the e-mag.</td>
<td>Campaign Facebook</td>
</tr>
<tr>
<td>Editorial Post</td>
<td>Recipients 14.000*</td>
<td>Reach 120.000*</td>
</tr>
<tr>
<td></td>
<td>Opening rate 19.94%*</td>
<td>Clicks 6.500*</td>
</tr>
<tr>
<td>Advertisement</td>
<td>Clicks 3.500*</td>
<td>Campaign LinkedIn</td>
</tr>
<tr>
<td>Banner</td>
<td>Clicks 190*</td>
<td>Reach 90.000*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Clicks 3.500*</td>
</tr>
</tbody>
</table>

*Average clicks and reach achieved
Reader Structure

Branches

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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

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**Total**

- **Target group size**: 234.000
- **Guaranteed readers**: 15.190

**Chemical Industry**

- **Target group size**: 25.740
- **Guaranteed readers**: 1.671

**Pharma Industry**

- **Target group size**: 56.160
- **Guaranteed readers**: 3.646

**Food / Medicine**

- **Target group size**: 77.220
- **Guaranteed readers**: 5.013

**Research facilities**

- **Target group size**: 28.080
- **Guaranteed readers**: 1.823

**Development**

- **Target group size**: 25.740
- **Guaranteed readers**: 1.671
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. I therefore look forward to each new issue.

Michael Brosig
Press spokesman
JUMO GmbH & Co. KG
Ad formats in the E-Mag

File delivery via E-Mail to daten@fachwelt-verlag.de

**AD XL**
Equivalent to 1/1-Ad A4

*Pixel dimensions:*
Fullscreen 1827 x 1286

- Largest advertising space
- Variable use
- Fullscreen
- Linking to a target website
- Embedding of videos possible
  - Youtube / MP4

4.880,-

**AD L**
Equivalent to 1/2-Ad A4

*Pixel dimensions:*
966 x 713

- Variable use
- Linking to a target website
- Embedding of videos possible
  - Youtube / MP4

3.880,-

**AD M**
Equivalent to 1/3-Ad A4

*Pixel dimensions:*
966 x 466

- Variable use
- Linking to a target website
- Embedding of videos possible
  - Youtube / MP4

2.880,-

**AD S**
Equivalent to 1/4-Ad A4

*Pixel dimensions:*
686 x 924

- Variable use
- Linking to a target website

1.880,-

*Pixel dimensions: To be able to display the ads optimally | 72 dpi*
The high-quality and appealing format of ANALYTIC makes every ad catch the eye - but none better than the cover page.

Take advantage of the unbeatable benefits and book the cover topic for your **maximum presence in the e-mag!**

- Reach: 30,000+ guaranteed
- +25,000 characters
- Linking to a target website
- Integration of your image galleries
- Iframe Integration
- Embedding of videos possible
- Detailed reporting afterwards
- Youtube / MP4

File delivery via E-Mail to daten@fachwelt-verlag.de

6.880,-
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 advertising.

**INTERACTIVE AD S, M, L oder XL**

**AD FORMAT** + 25%

By clicking the button, you actively open the ad area and thus get more information about the ad content or product.

**DOUBLE AD S, M, or L**

**AD FORMAT** + 25%
Who offers what? The industry mirror offers the quickest overview of current offers, innovations, services and potential partners. This is where demand meets supply. Every ad is linked. Lead generation could hardly be more efficient.

E-Mag-Entry / issue ✔ incl. one year online entry on the portal  
199,-

Online-Entry  
Duration: 12 months  
99,-

Special-variant 1:  
PDF file, designed by you in your CD.  
7.880,-

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 2:  
Microsite with the look and feel of Prozesstechnik.

Upon request
Key topics for the special issue

Analytic

Quality control

Life Sciences

Biotechnology

Laboratory Technology
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.

Target group
Food/medicine, pharmaceutical industry, chemical industry, research institutions, laboratory, research, management, development

The special issue

ANALYTIC

ANALYTIC

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.

Target group
Food/medicine, pharmaceutical industry, chemical industry, research institutions, laboratory, research, management, development

Release
03. Mai

Ad deadline
26. April

Editorial deadline
19. April
Your individual E-Mag special edition

Take advantage of our digital media expertise and implement your corporate publishing products with us as an e-mag. The advantages are obvious or on the tablet, notebook and smartphone:

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

We will be happy to advise and support you during implementation - from conception to editing and screen design to programming and publication.
The **light variant** includes consulting and support for the total implementation - from conception, editing and screen design to **programming and publishing**.

**Customized product - the focus is only on you!**
- Your corporate design
- User-Tracking
- Freely selectable content
- Available at any time

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

**Services in consulting and accompaniment**
- Conception
- Screendesign
- Editing
- Programming

---

**Up to 16 pages**
9.880,-
Concise and to the point. That's how you reach your target group!

**Up to 32 pages**
16.880,-
Comprehensive and to the point for your readership.

**Up to 48 pages**
25.880,-
Very comprehensive for diverse content and requirements.

---

Click me to go to the demo page!
In addition to the Light variant, the Exclusive variant offers attractive advertising opportunities in the E-Mag, on the portal, via newsletter and social media. This widespread campaign gives your individual e-mag special edition the best possible distribution.

**Customized product - the focus is only on you!**
- Your corporate design  
- Freely selectable content  
- User-Tracking  
- Available at any time

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

**Your e-mag will be additionally advertised with us** *
- E-Mag PROZESSTECHNIK  
- Online-Portal  
- Newsletter  
- Social Media

*Advertising forms are coordinated with the publishing management

---

- **Up to 16 pages**
  - 16.760,-
  - Concise and to the point. That’s how you reach your target group!

- **Our recommendation**
  - **Up to 32 pages**
    - 23.760,-
    - Comprehensive and to the point for your readership.

- **Up to 48 pages**
  - 32.760,-
  - Very comprehensive for diverse content and requirements.

---

**Other options by arrangement**

---

[Click me to go to the demo page!](#)
### Price packages

#### Light
- 1 x Product of the Month: 1,490,-
- 1 x Social-Media Post: 890,-
- 1 x Ad in Topic-Newsletter: 1,090,-
- 1 x Company entry: 990,-

List Price: 4,460,- **-15%**

**Total:** 3,791,-

#### Smart
- 1 x Cover story on the Portal: 1,990,-
- 1 x Product of the Month: 1,490,-
- 2 x Social-Media Posts: 890,-
- 1 x Ad in Topic-Newsletter: 1,090,-
- 1 x Company entry: 990,-

List Price: 6,450,- **-25%**

**Total:** 4,837,-

#### Maximum
- 2 x Cover story on the Portal: 3,980,-
- 1 x Product of the Month: 1,490,-
- 8 x Social-Media Posts: 7,120,-
- 4 x Ad in Topic-Newsletter: 4,360,-
- 1 x Exklusives Interview: 1,490,-
- 1 x Ad in E-Mag Format S: 1,880,-

List Price: 20,320,- **-40%**

**Total:** 12,192,-

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### Our recommendation

#### Premium
- 1 x Cover story on the Portal: 1,990,-
- 2 x Product of the Month: 2,980,-
- 4 x Social-Media Posts: 3,560,-
- 3 x Ad in Topic-Newsletter: 3,270,-
- 1 x Exklusives Interview: 1,490,-
- 1 x Ad in E-Mag Format S: 1,880,-

List Price: 15,170,- **-35%**

**Total:** 9,860,-

---

*Upgrade possible for all packages*
Exclusive Webinar

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 of all contacts attending the webinar.

- Full marketing
- Flexible dates
- 30+ spectators
- LIVE and exclusive
- Release as video + podcast
- 60 minutes
- Freely selectable topic

Procedure

1. Topic introduction
   The Fachwelt editorial team moderates the topic and presents the key points

2. Presentation Company & Speakers
   Afterwards, the speakers and their company will be introduced, who will participate in the discussion

3. Short presentation
   After that, the participating speakers will have the opportunity to present their products and solutions on the topic

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

5. Questions & Answers
   Finally, the questions of the participants can be answered by the speakers
Lead generation

Marketing-Mix

You need to successfully spread your budget and position yourself properly. This leads to the following questions:

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

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

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

Sales-oriented product marketing

- Ziel
  - Leads with complete contact details

- Your specifications
  - Schedule
    - Date start/end
  - Range
    - Individual, depending on selection
  - Selection
    - Target group by country, region, city
  - Interests
    - Industries and activity
  - Duration
    - Specified in days

We guarantee and promise the delivery of actual leads. The selected target group is interested in your products.
The publishing portfolio
Your success media for the industry
Contact
Do you have any questions? Feel free to contact us!

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Prices in Euro,
valid from 1 January 2023

File delivery
via E-Mail an
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 prepayment: 3 % discount
Within 10 days: 2 % discount
As a qualified provider of digital media, we have a successful international presence. We communicate complex interrelationships to specific target groups in an understandable way. Our publishing program is continuously expanded with new ideas and innovations. The high benefit for customers and readers is always the top priority in order to meet the wishes and goals of all.