More **Digitization**
More **Possibilities**
More **Value**

- **Analytic**: Information source for experts and decision makers in analytics
- Digital offerings overtake printed media in usage
- B2B decision-makers spend over two hours a day online
- More than half of the B2B target group uses mobile devices to search for information
- Home Office and Mobile Working Strengthen Demand for Digital Trade Media
- Cross-media content in various formats since the beginning
- Since 2021: Magazine in intuitive, digital format
For more than five decades, Analytica has been one of the world’s most renowned trade fairs in the field of innovative laboratory technology, pioneering biotechnology and the life sciences. The important industry meeting in Munich brings together the complete range of topics for laboratories in industry and research.

The show offers a unique opportunity to connect with industry, research and development experts, discover breakthrough technologies and explore business opportunities. Whether you’re looking for state-of-the-art laboratory equipment, innovative diagnostic solutions, or the latest in life sciences, Analytica trade show brings together the best minds in the industry to meet your needs.

Analytica is more than just a trade show; it is a meeting place for thought leaders and innovators who are shaping the future of analytics and biotechnology. From seminars and workshops to networking events, the show offers a wealth of opportunities to expand your knowledge and make valuable contacts.
Click by click relevance.

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 the go at any time.

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

Social Media
Our social media channel INDUSTRIEWELT 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 will be noticed and highlighted in social networks with a special resonance.
The top 7 advantages

1. Full functionality in all browsers
2. More reading pleasure through interactive navigation
3. Easily share content on relevant platforms
4. Fast and large Range through Social media distribution
5. Detailed evaluation of user numbers
6. Everywhere and anytime available
7. Responsive design optimized for desktop, notebook, tablet, Smartphone

Special advertising formats incl. integration of video and audio files
The e-mag is effectively distributed through all digital channels of our media. Experts and professionals have the possibility to retrieve all issues at any time. The online platform, newsletters and social media channel are fully used for dissemination. Advertising formats and the presentation of product and company innovations achieve an unbeatable effect with high reach.

**The numbers**

The numbers of clicks and reach achieved:
- **Total clicks**: $\Phi 16,340$

**Online**
- Advertising banners and editorial articles are used effectively for marketing.
  - Editorial Post: Clicks 2,650*
  - Advertising Banner: Clicks 190*

**Newsletter**
- The readership is informed about the appearance of the e-mag.
  - Receiver: 13,500*
  - Opening rate: 18.25%*
  - Clicks: 2,500*

**Social Media**
- Campaigns on Facebook and LinkedIn are used.
  - Facebook: Range 200,000*
  - Clicks 8,250*
  - LinkedIn: Range 110,000*
  - Clicks 2,750*

*Average clicks and reach achieved.
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 facilities, laboratory, research, corporate management, development

**The special edition**

**Ad deadline** 14.03.2024
**Publication** 21.03.2024
**Editorial deadline** 07.03.2024
Advertising formats in e-mag

**DISPLAY XL**

- Corresponds to a 1/1 display A4
- **Pixel size:** 1827 x 1286
- Interactive possible
- Variable applicable
- Fullscreen
- Linking to a target website
- Embedding of videos possible
  - Youtube / MP4
- Demo
- Price: 4.880,-

**DISPLAY L**

- Corresponds to 1/2 display A4
- **Pixel size:** 966 x 713
- Interactive possible
- Variable applicable
- Linking to a target website
- Embedding of videos possible
  - Youtube / MP4
- Demo
- Price: 3.880,-

**DISPLAY M**

- Corresponds to a 1/3 display A4
- **Pixel size:** 966 x 466
- Interactive possible
- Variable applicable
- Linking to a target website
- Embedding of videos possible
  - Youtube / MP4
- Demo
- Price: 2.880,-

**DISPLAY S**

- Corresponds to a 1/4 display A4
- **Pixel size:** 686 x 924
- Interactive possible
- Variable applicable
- Linking to a target website
- Embedding of videos possible
  - Youtube / MP4
- Demo
- Price: 1.880,-

*Pixel size: To display the ads optimally | 72 dpi

Format: JPG, PNG, GIF
Size: Max. 5MB
Who offers what? The industry mirror offers the quickest overview of current offers, innovations, services and potential partners. This is where demand meets supply. Each ad is linked. Lead generation could hardly be more efficient.

**E-Mag industry review**

- Special variant 1:
  - E-mag entry / output incl. one year online entry on the portal
  - Term: 12 months
  - Cost: 199,-

- Online entry
  - Term: 12 months
  - Cost: 99,-

**Special: Bound insert/supplement**

- Special variant 2:
  - Microsite with the look and feel of Analytic.
  - Cost: Upon request

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

In 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 deposited special opens. This can be downloaded, printed and shared.

In 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 deposited special opens. This can be downloaded, printed and shared.
Secure pole position in the category of your choice with an advertorial! This way you can achieve even more clicks.

Title story

ANALYTIC's high-quality and attractive format means that every advertisement catches the eye - but none better than the front page. Book the cover topic for your maximum presence in the e-mag!

- Range: 30,000+
- +25,000 characters
- Links
- Picture galleries

6,880,-

Advertorial

Secure pole position in the category of your choice with an advertorial! This way you can achieve even more clicks.

- Range: 30,000+
- +25,000 characters
- Links
- Picture galleries

4,880,-
We inform our readers with a newsletter with every e-mag publication. The high acceptance and curiosity of our readers gives you the opportunity to present yourself in an appropriate environment! Use the momentum of a new issue for your success!

**Your benefits**
- Great coverage
- Qualified addresses
- Target group specific
- Focused advertising

**Ad format**

- **Banner** 728 x 90 px

**Recipients**
39.000

**Data delivery**
daten@fachwelt-verlag.de

**Price**
690,-

**E-Mag Newsletters**

<table>
<thead>
<tr>
<th>Nr.</th>
<th>Subject</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Digitalisierung</td>
<td>06. Feb</td>
</tr>
<tr>
<td>2</td>
<td>Anuga FoodTec</td>
<td>12. März</td>
</tr>
<tr>
<td>3</td>
<td>Analytica</td>
<td>21. März</td>
</tr>
<tr>
<td>4</td>
<td>Hannover Messe</td>
<td>11. April</td>
</tr>
<tr>
<td>5</td>
<td>Achema</td>
<td>28. Mai</td>
</tr>
<tr>
<td>6</td>
<td>Fachpack</td>
<td>10. Sep</td>
</tr>
<tr>
<td>7</td>
<td>sps</td>
<td>29. Okt</td>
</tr>
<tr>
<td>8</td>
<td>Valve World</td>
<td>26. Nov</td>
</tr>
</tbody>
</table>
Main topics
In all editions

10 years of interesting articles, exciting topics, always on the cutting edge - what an achievement! We congratulate them on their anniversary and look forward to many more years of partnership with a publisher that is boldly moving forward.

Frank Altmann
Graduate in Business Administration (BA)
AFRISO-EURO-INDEX Ltd

Analytics
Life Sciences
Quality control
Biotechnology
Laboratory Technology
Many of our customers obtain information through the various channels of the trade publisher. On these platforms, we therefore also reach the industries and target groups that want to find out about the savings opportunities and optimization potential of our smart labeling solutions. We wish the specialist publisher continued good sense for topics and trends.

Andreas Koch
Sales Director
Bluhm Systems
<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Target Group Size</th>
<th>Guaranteed Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laboratory</td>
<td>68%</td>
<td>159,120</td>
<td>10,329</td>
</tr>
<tr>
<td>Research</td>
<td>22%</td>
<td>51,480</td>
<td>3,342</td>
</tr>
<tr>
<td>Development</td>
<td>4%</td>
<td>9,360</td>
<td>608</td>
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<tr>
<td>Corporate Governance</td>
<td>5%</td>
<td>11,700</td>
<td>760</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>2,340</td>
<td>152</td>
</tr>
</tbody>
</table>

**Total**

<table>
<thead>
<tr>
<th>Target Group Size</th>
<th>Guaranteed Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>234,000</td>
<td>15,190</td>
</tr>
</tbody>
</table>

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Volker Hammernick  
Marketing  
Harter GmbH

Harter congratulates PROZESTECHNIK on ten successful years. On this occasion, we also say thank you for many years of pleasant and cooperative partnership. We look forward to the next ten years together.
Your individual E-mag special edition

Take advantage of our digital media expertise and implement your corporate publishing products with us as 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 both printing and shipping costs. In return, you benefit from the intelligent networking of your contributions, a high reach in the network and high response rates.

We are happy to advise and assist you in the implementation - from conception to editing and screens design to programming and publication.

- Integration of your Corporate Designs
- Attractive Advertising opportunities
- User tracking
- Retrievable at any time

Click me to go to the demo page!
The **Light variant** includes consulting and support for the entire implementation – from conception, editing and screen design to **programming and publication**.

**Customized product - the focus is only on you!**
- Your corporate design
- User tracking
- Contents freely selectable
- Retrievable at any time

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

**Services in consulting and accompaniment**
- Concept
- Screen design
- Editorial
- Programming

---

**Up to 16 pages**

**9.880,-**

Short, concise and to the point. This is how you reach your target!

**Our recommendation**

**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 will give your individual e-mag special edition the best possible distribution.

Customized product - the focus is only on you!
- Your corporate design
- Contents freely selectable
- User tracking
- Retrievable at any time

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

Your e-mag will be additionally advertised with us *
- E-Mag PROCESS ENGINEERING
- Online portal
- Newsletter
- Social media

*Coordinated with the publishing management

Short, concise and to the point. This is how you reach your target!

Comprehensive and to the point for your readership.

Very comprehensive for diverse content and requirements.

Our recommendation

Exclusive

Other options by arrangement

Other options by arrangement

Click me to go to the demo page!
# Media packages

## Light
- 1 x Product of the month: 1,490,-
- 1 x social media post: 890,-
- 1 x advertisement in newsletter: 1,090,-
- 1 x company portrait: 990,-

**List price:** 4,460,-

| List price | -15% | 3,791,- |

## Premium
- 1 x title theme online portal: 1,990,-
- 2 x Product of the month: 2,980,-
- 4 x social media posts: 3,560,-
- 3 x advertisement in the newsletter: 3,270,-
- 1 x Exclusive interview: 1,490,-
- 1 x display in e-mag format S: 1,880,-

**List price:** 15,170,-

| List price | -35% | 9,860,- |

## Smart
- 1 x title theme on the portal: 1,990,-
- 1 x Product of the month: 1,490,-
- 2 x social media posts: 890,-
- 1 x advertisement in newsletter: 1,090,-
- 1 x company portrait: 990,-

**List price:** 6,450,-

| List price | -25% | 4,837,- |

## Maximum
- 2 x title theme online portal: 3,980,-
- 1 x Product of the month: 1,490,-
- 8 x social media posts: 7,120,-
- 4 x advertisement in the newsletter: 4,360,-
- 1 x Exclusive interview: 1,490,-
- 1 x display in e-mag format S: 1,880,-

**List price:** 20,320,-

| List price | -40% | 12,192,- |

*Upgrade possible for all packages*
Lead generation

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

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

- **Destination**
  - Leads with complete contact details
- **Schedule**
  - Date start/end
- **Range**
  - Individual, depending on selection
- **Selection**
  - Target group by country, region, city
- **Interests**
  - Industries and activity
- **Duration**
  - Specification 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
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Ad rates  
Prices in euros, valid from January 1, 2024

Data delivery  
via email daten@fachwelt-verlag.de

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

Payment terms  
Direct debit and advance payment: 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 being 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.