



# Analytic

Labortechnik \ Analytik \ Biotechnologie

## MEDIAKIT 2024

 FACHWELT VERLAG

State 01/2024

# 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



## Our trade fair specials



analytica

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.

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# 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.



To the demo page



## 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.



To the newsletter archive



## 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.

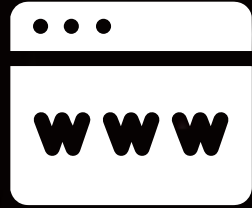
## Social Media

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**

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**Full functionality in all  
browsers**



**More reading pleasure  
through interactive  
navigation**



**Detailed evaluation of user  
numbers**



**Everywhere and  
anytime available**



**Fast and large  
Range through  
Social media distribution**



**Easily share content on re-  
levant platforms**



**Responsive design optimized  
for desktop, notebook, tablet,  
Smartphone**



**Special advertising formats  
incl. integration of video  
and audio files**

E-mag distribution

# The numbers

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.

Total clicks

Ø 16.340



## Online

Advertising banners and editorial articles are used effectively for marketing.

[Read now](#)



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



Campaign  
**Facebook**



Range  
**200,000\***



Clicks  
**8,250\***



[Follow now!](#)



Campaign  
**LinkedIn**



Range  
**110,000\***



Clicks  
**2,750\***

\*Average clicks and reach achieved



# The special edition

## ANALYTIC



analytica

### Brief description

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

#### Publication

21.03.2024

#### Ad deadline

14.03.2024

#### Editorial deadline

07.03.2024



# Advertising formats in e-mag

Format: JPG, PNG, GIF  
Size: Max. 5MB

## 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



**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



**3.880,-**

## DISPLAY M



Corresponds to a **1/3 display A4**

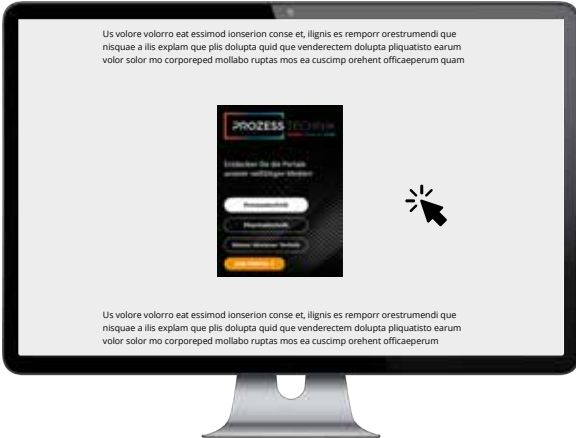
**\*Pixel size:** 966 x 466

- ✓ Interactive possible
- ✓ Variable applicable
- ✓ Linking to a target website
- ✓ Embedding of videos possible
- ▶ Youtube / MP4



**2.880,-**

## DISPLAY S



Corresponds to a **1/4 display A4**

**\*Pixel size:** 686 x 924

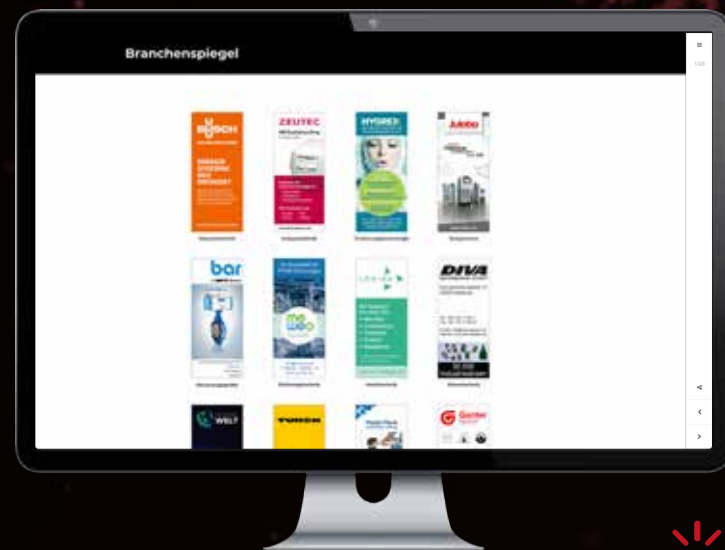
- ✓ Interactive possible
- ✓ Variable applicable
- ✓ Linking to a target website



**1.880,-**

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

## E-Mag industry review



Pixel size: 508 x 1183 px  
in 72 dpi

Click me to go to the demo page!

## Special: Bound insert/supplement



Click me to go to the demo page!

**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 entry / output

✓ incl. one year online entry on the portal

199,-

**Online entry** Term: 12 months

99,-

Free to e-mag Ad

**ENTRY**  
IN COMPANY REGISTER  
ON THE PORTAL

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.

### Special variant 1:

PDF file, designed by you in your CD.

7.880,-

### Special variant 2:

Microsite with the look and feel of Analytic.

Upon request

# Sponsored Content in the E-Mag



## 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,-



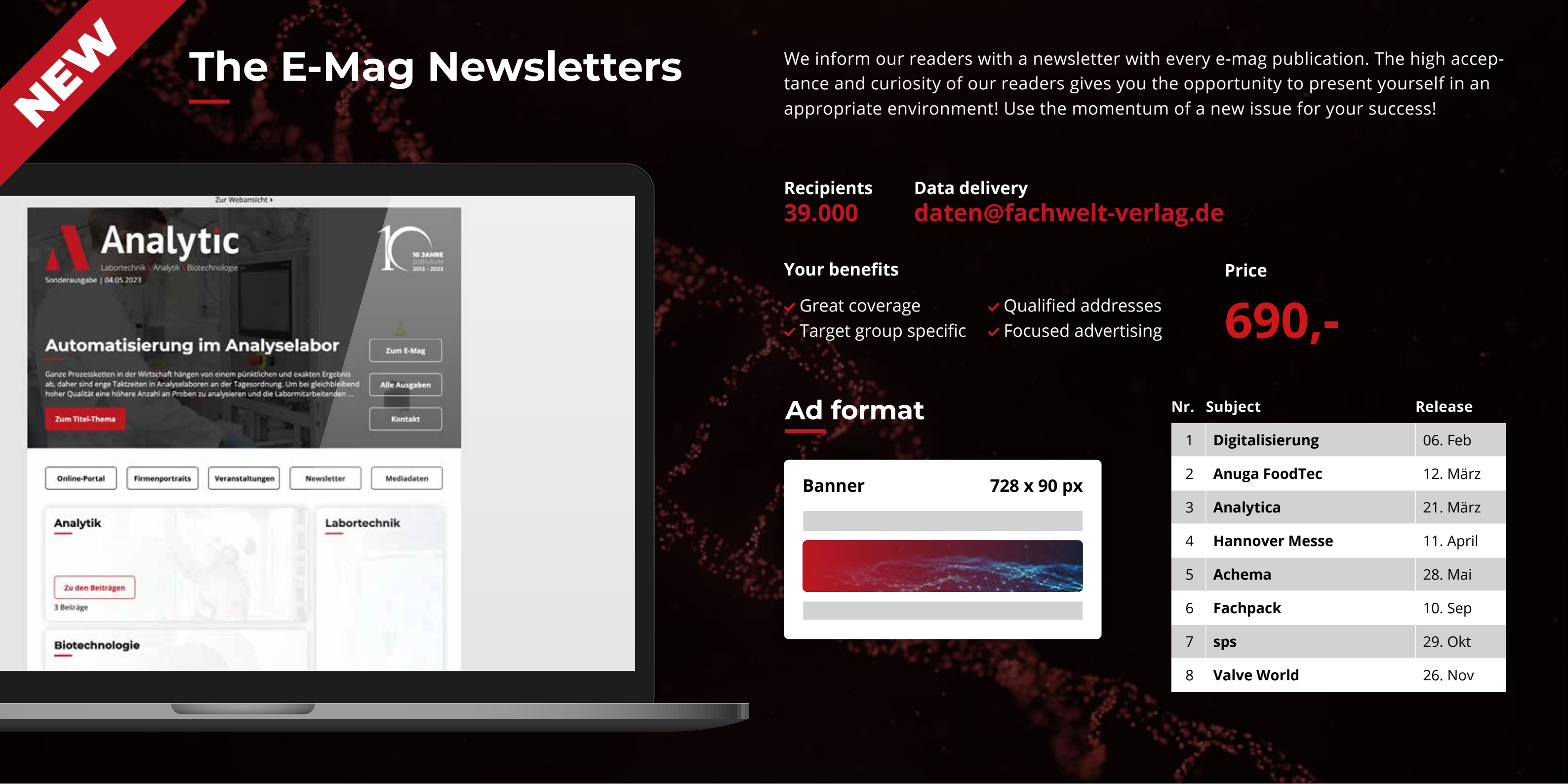
## Advertorial

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,-

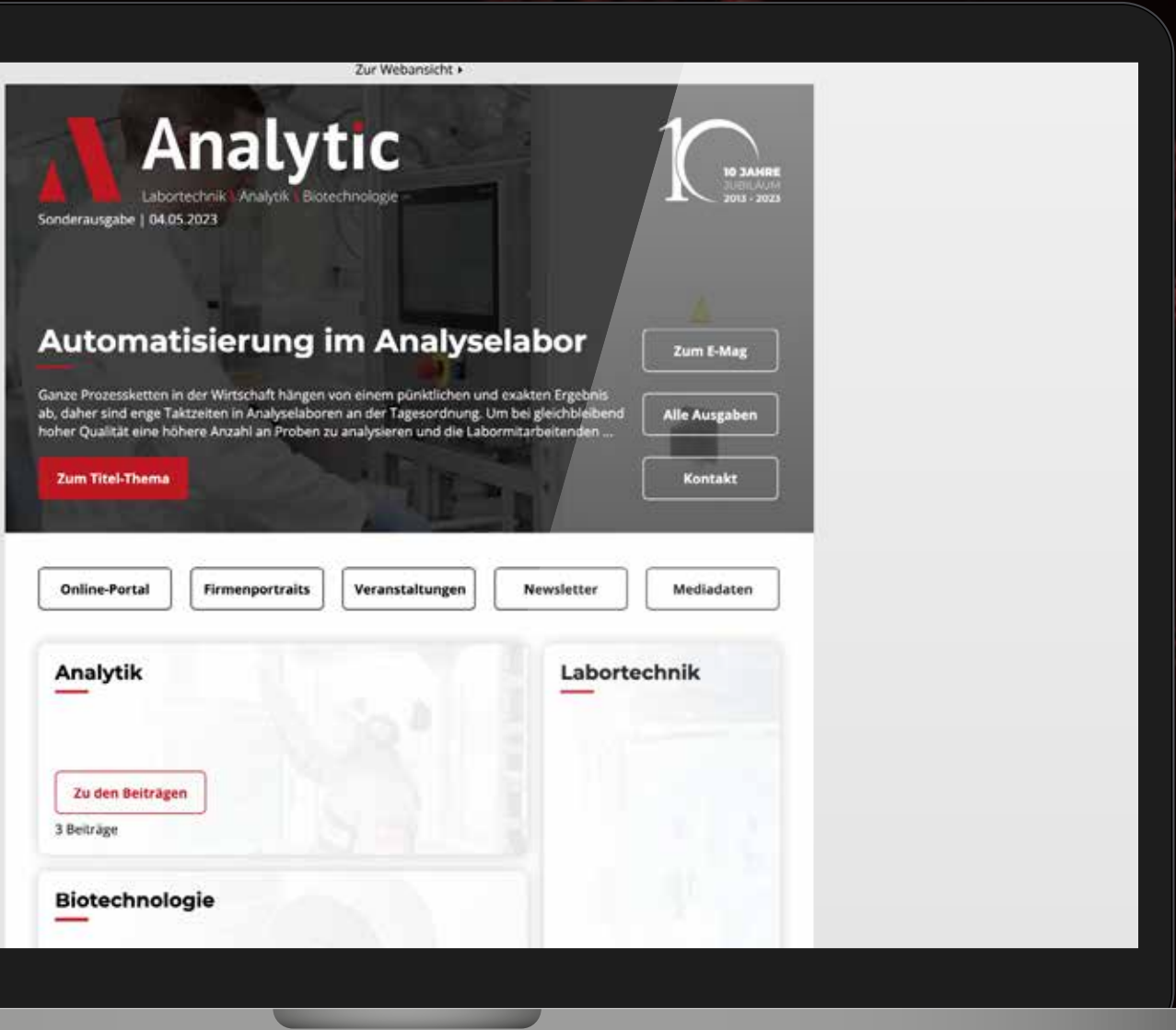




NEW

# The E-Mag Newsletters

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!



Recipients **39.000**      Data delivery **daten@fachwelt-verlag.de**

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

Price **690,-**

## Ad format

**Banner****728 x 90 px**

Nr.	Subject	Release
1	Digitalisierung	06. Feb
2	Anuga FoodTec	12. März
3	Analytica	21. März
4	Hannover Messe	11. April
5	Achema	28. Mai
6	Fachpack	10. Sep
7	sps	29. Okt
8	Valve World	26. Nov



# Main topics

## In all editions

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**Frank Altmann**

Graduate in Business Administration (BA)

**AFRISO-EURO-INDEX Ltd**

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.

### Analytics



### Life Sciences



### Quality control



### Biotechnology



### Laboratory Technology



# Reader structure

Industries

“

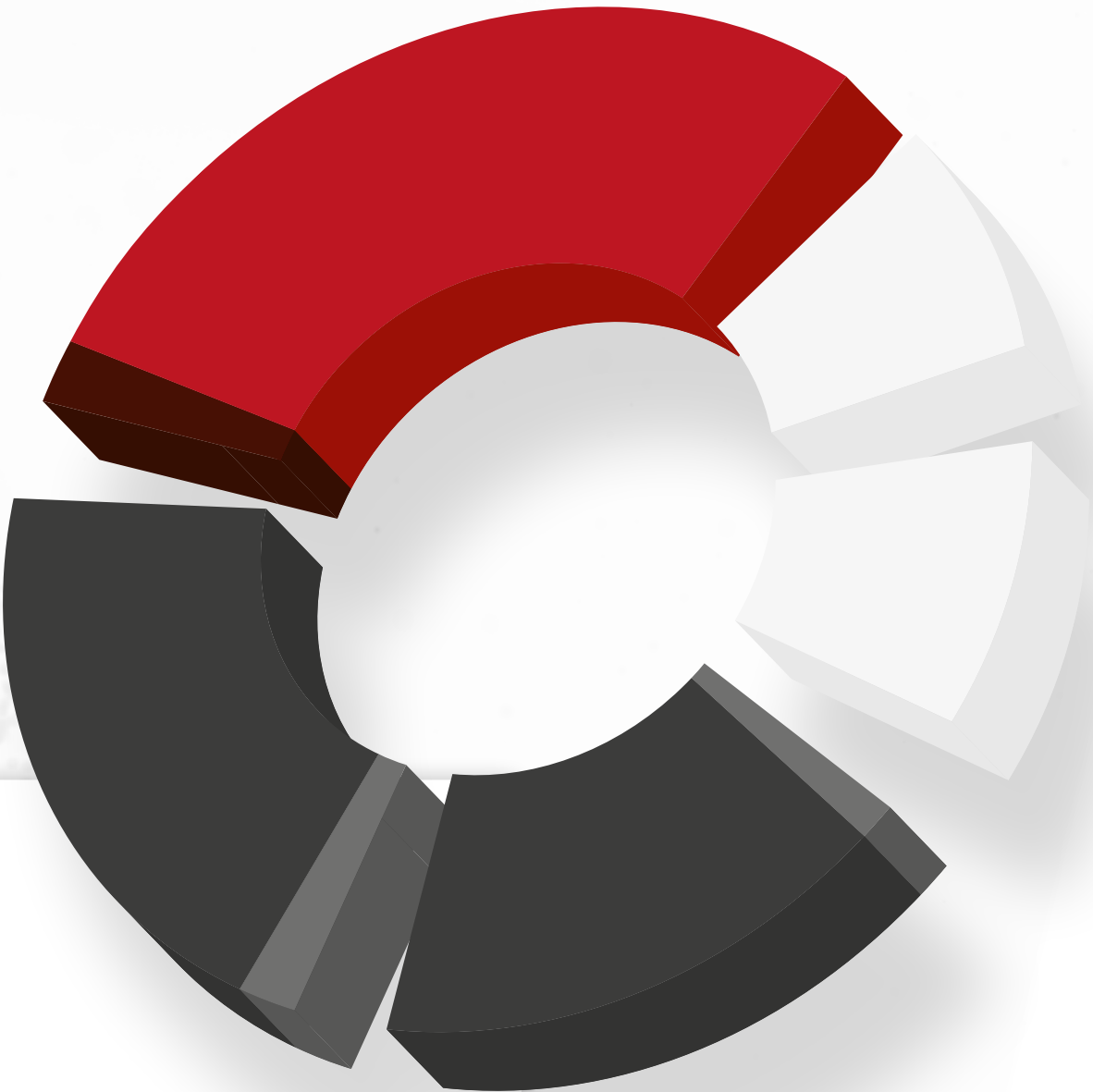


**Andreas Koch**

Sales Director

**Bluhm Systems**

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.



**Total**

**100 %**

Target group size  
**234,000**

Guaranteed readers  
**15.190**

**Food / Medicine**

**33%**

Target group size  
**77,220**

Guaranteed readers  
**5.013**

**Pharma industry**

**24%**

Target group size  
**56,160**

Guaranteed readers  
**3.646**

**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**

### Laboratory

68%

Target group size  
159,120

Guaranteed readers  
10.329

### Corporate Governance

5%

Target group size  
11,700

Guaranteed readers  
760

### Research

22%

Target group size  
51,480

Guaranteed readers  
3.342

### Development

4%

Target group size  
9,360

Guaranteed readers  
608

### Other

1%

Target group size  
2,340

Guaranteed readers  
152

### Total

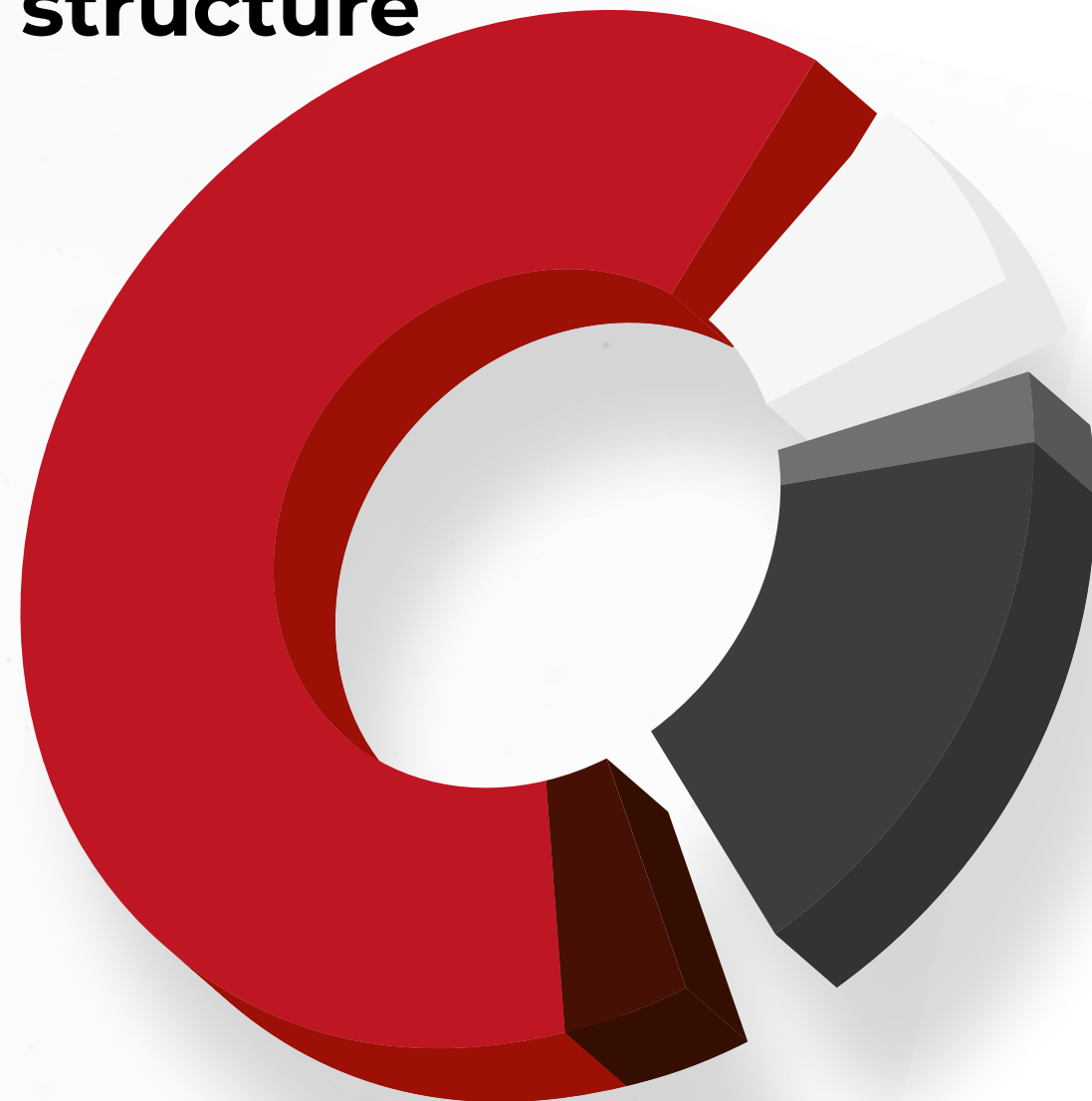
100%

Target group size  
234,000

Guaranteed readers  
15.190

## Reader structure

Positions



**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 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 screendesign 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!**



# Light

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
- ✓ 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

## Services in consulting and accompaniment

- ✓ Concept
- ✓ Editorial
- ✓ Screen design
- ✓ Programming



Click me to go to the demo page!

✓ Other options by arrangement

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!

✓ Other options by arrangement

Up to 16 pages

**16.760,-**

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

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.

## Exclusive

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

# Media packages

\*Upgrade possible for all 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,-

**Product launch**  
**Promote booth**  
**Social Media Reporting**

List price

~~4.460,-~~ -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,-

**Product launch**  
**Product strengthening**  
**Product Establishment**  
**Promote booth**  
**Social Media Reporting**

List price

~~15.170,-~~ -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,-

**Product launch**  
**Product strengthening**  
**Promote booth**  
**Present in the medium term**

List price

~~6.450,-~~ -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 newsletter 4.360,-
- ✓ 1 x Exclusive interview 1.490,-
- ✓ 1 x display in e-mag format S 1.880,-

**Product launch**  
**Product strengthening**  
**Product Establishment**  
**Promote booth**  
**Social Media Reporting**

List price

~~20.320,-~~ -40%

**12.192,-**



# 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?

- |                      |                                       |
|----------------------|---------------------------------------|
| ✓ <b>Destination</b> | Leads with complete contact details   |
| ✓ <b>Schedule</b>    | Date start/end                        |
| ✓ <b>Range</b>       | Individual, depending on selection    |
| ✓ <b>Selection</b>   | Target group by country, region, city |
| ✓ <b>Interests</b>   | Industries and activity               |
| ✓ <b>Duration</b>    | 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

FACHWELT VERLAG



# Contact

Do you have any questions? Feel free to contact us!



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HQ: Ulcinj, Montenegro

T: +49 711 93 59 27-40 ■ info@fachwelt-verlag.de  
www.FACHWELT-VERLAG.DE.

## Credit institution

Hipotekarna Banka  
Josipa Broza Tita 67 ■ 81000 Podgorica ■ Montenegro  
IBAN: ME25 5200 4200 0000 2834 46 ■ BIC: HBBAMEPGXXX

## 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](http://www.FACHWELT-VERLAG.de/agb) can be viewed.

## Payment terms

Direct debit and advance payment: 3% discount  
Within 10 days: 2% discount





# **MORE DIGITIZATION** **MORE POSSIBILITIES** **MORE VALUE**

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.