



Analytic

Labortechnik \ Analytik \ Biotechnologie

MEDIAKIT 2026

 FACHWELT VERLAG

State 09/2025



MORE DIGITALISATION
MORE POSSIBILITIES
MORE VALUE

MEHR

VON DEM, WAS SIE **BRAUCHEN**

- ✓ Reach your target audience: digitally, accurately, and efficiently. Experts and decision-makers in chemical, pharmaceutical, and food technology
- ✓ Digital offerings are overtaking print media in usage behavior
- ✓ B2B decision-makers spend over two hours online every day
- ✓ More than half of the B2B target group uses mobile devices to search for information.
- ✓ Home office and mobile working boost demand for digital specialist media
- ✓ Cross-media content in various formats
- ✓ Since 2021: Exclusively in intuitive, digital e-mag 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, forward-looking biotechnology, and life sciences. This important industry gathering in Munich brings together the entire spectrum of topics related to laboratories in industry and research.

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

Analytica is more than just a trade fair; 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 trade fair offers a wealth of opportunities to expand your knowledge and make valuable contacts.

MORE **FOR YOUR**
TRADE FAIR VISIT

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Our media

The E-Mag

The E-Mag invites you on an interactive tour through the world of process technology.

The Online-Portal

Interested parties can find current reports, interviews and topic-specific information at **www.PROZESSTECHNIK-PORTAL.com**.

The Newsletter

PROZESSTECHNIK-NEWS provides the latest news with important reports and product innovations.

Facebook

LinkedIn

Our IndustrieWelt **social media channels** present important industry topics and reach a large target group every day.

MORE
VISIBILITY FOR
YOUR CAMPAIGN





MORE

BENEFITS WITH YOUR PRESENCE

The e-mag offers **comprehensive functionality** in all browsers, making it accessible to all users. The **interactive navigation** makes for more enjoyable reading and an appealing user experience. Thanks to **detailed evaluations** of user numbers, we can constantly improve our service.

Our content is **available** everywhere and at any time, which is further supported by fast and **wide-ranging distribution** via social media. The **simple sharing** of content on relevant platforms enables a broad distribution of information.

With a **responsive design** that is optimized for desktop, notebook, tablet and smartphone, we guarantee an optimal display on all devices. We also offer **special advertising formats** that include the integration of video and audio files to present your advertising messages effectively.

E-Mag distribution

The numbers

How we reach your customers: Experts and professionals can access all issues at any time. The online platform, newsletter, and social media channel are used extensively for distribution. Advertising formats and the presentation of product and company news achieve an unbeatable effect with a wide reach.

Total Clicks

Ø 42.552



Online

Advertising banners and editorial articles are used effectively for marketing purposes.

[Read now](#)



Editorial
Post



Clicks
2.650*



Ads
Banner



Clicks
190*

Newsletter

Readers will be informed about the publication of the e-magazine.



Recipients
13.500*



Opening rate
18,25%*



Clicks
2.500*

Social-Media



Campaign
Facebook



Reach
200.000*



Clicks
8.250*



Jetzt Folgen!



Campaign
LinkedIn



Reach
110.000*



Clicks
2.750*

*Average clicks and reach achieved

The special issue



Analytic

Trade fair special



Target group

Medicine, pharmaceutical industry, chemical industry, research institutions, laboratory, research, business management, development

Release

17.03.2026

Ad deadline

10.03.2026

Editorial deadline

03.03.2026

Interactive advertising formats: Advertising that works!

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

BANNER XL



Corresponds to a **1/1-Ad A4**
***Pixel dimensions:** 1827 x 1286

- ✓ Interactive option available
- ✓ Versatile use
- ✓ Fullscreen
- ✓ Link to a target website
- ✓ Video embedding possible
- ▶ Youtube / MP4



4.880,-

BANNER L



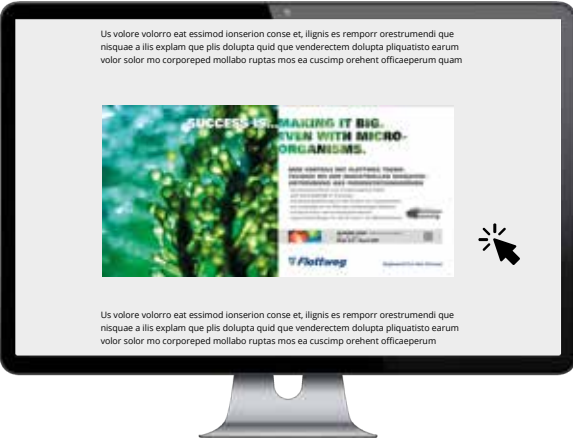
Corresponds to a **1/2-Ad A4**
***Pixel dimensions** 966 x 713

- ✓ Interactive option available
- ✓ Versatile use
- ✓ Link to a target website
- ✓ Video embedding possible
- ▶ Youtube / MP4



3.880,-

BANNER M



Corresponds to a **1/3-Ad A4**
***Pixel dimensions:** 966 x 466

- ✓ Interactive option available
- ✓ Versatile use
- ✓ Link to a target website
- ✓ Video embedding possible
- ▶ Youtube / MP4



2.880,-

BANNER S



Corresponds to a **1/4-Ad A4**
***Pixel dimensions:** 686 x 924

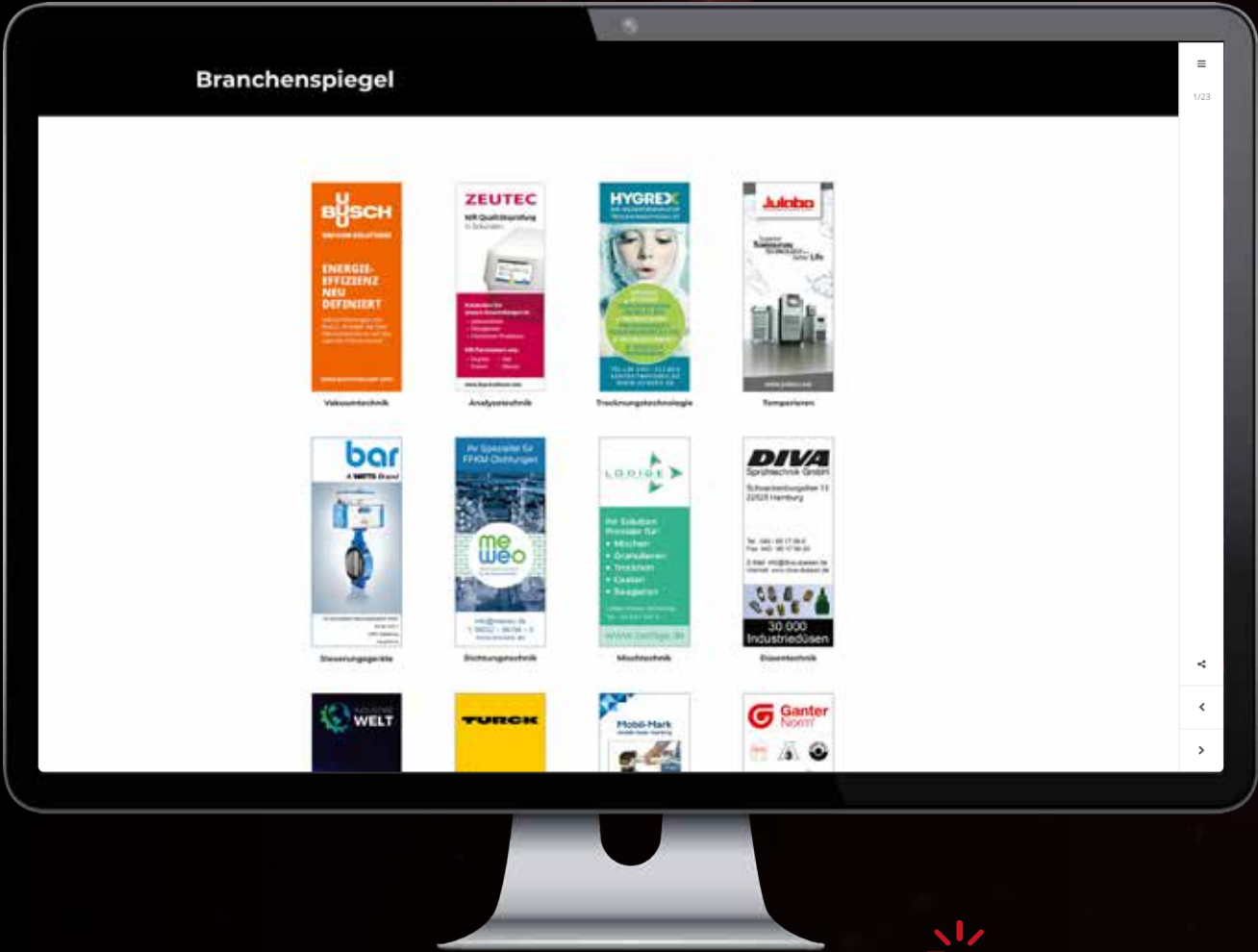
- ✓ Interactive option available
- ✓ Versatile use
- ✓ Link to a target website



1.880,-

***Pixel dimensions:** For optimal display of advertisements | 72 dpi

Industry overview in the e-magazine



Click here to go to the demo page!



Pixel dimensions:
508 x 1183 px
in 72 dpi

Who offers what? The industry overview provides the fastest overview of current offers, innovations, services, and potential partners. This is where supply meets demand. Every advertisement is **linked**. Lead generation could hardly be more efficient.

E-Mag-Entry / issue **99,-**
✓ inkl. one year of online listing on the portal

Online-Eintrag **199,-**
Term: 12 months

Sponsored content in the E-Mag

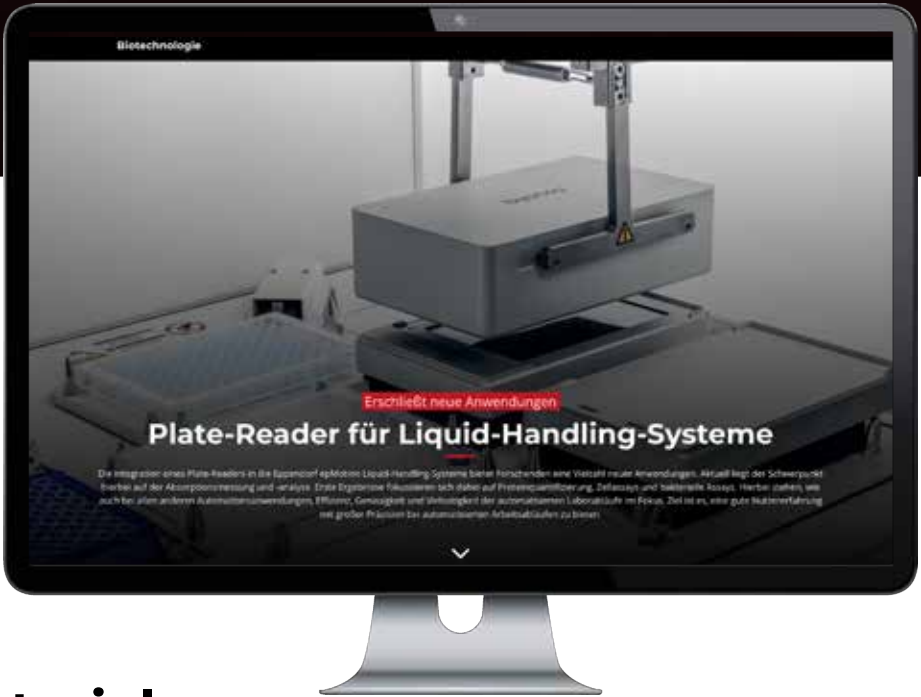


Cover story

The high-quality and appealing format of ANALYTIC makes every advertisement eye-catching—but none more so than the front page. Book the cover story for **maximum visibility in the E-Mag!**

- ✓ Reach: 30.000+
- ✓ +25.000 characters
- ✓ Links
- ✓ Picture galleries

6.880,-



Advertorial

Secure pole position in the category of your choice with an advertorial! This will help you generate even more clicks.

- ✓ Reach: 30.000+
- ✓ +25.000 characters
- ✓ Links
- ✓ Picture galleries

4.880,-

The E-Mag Newsletter

We inform our readers about each new issue of E-Mag with a newsletter. The high level of acceptance and curiosity among our readers gives you the opportunity to present yourself in an appropriate environment! Use the momentum of a new issue to boost your success!

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

Your benefits

- ✓ Great reach
- ✓ Target group specific
- ✓ Qualified adresses
- ✓ Focused advertisement

Price **690,-**

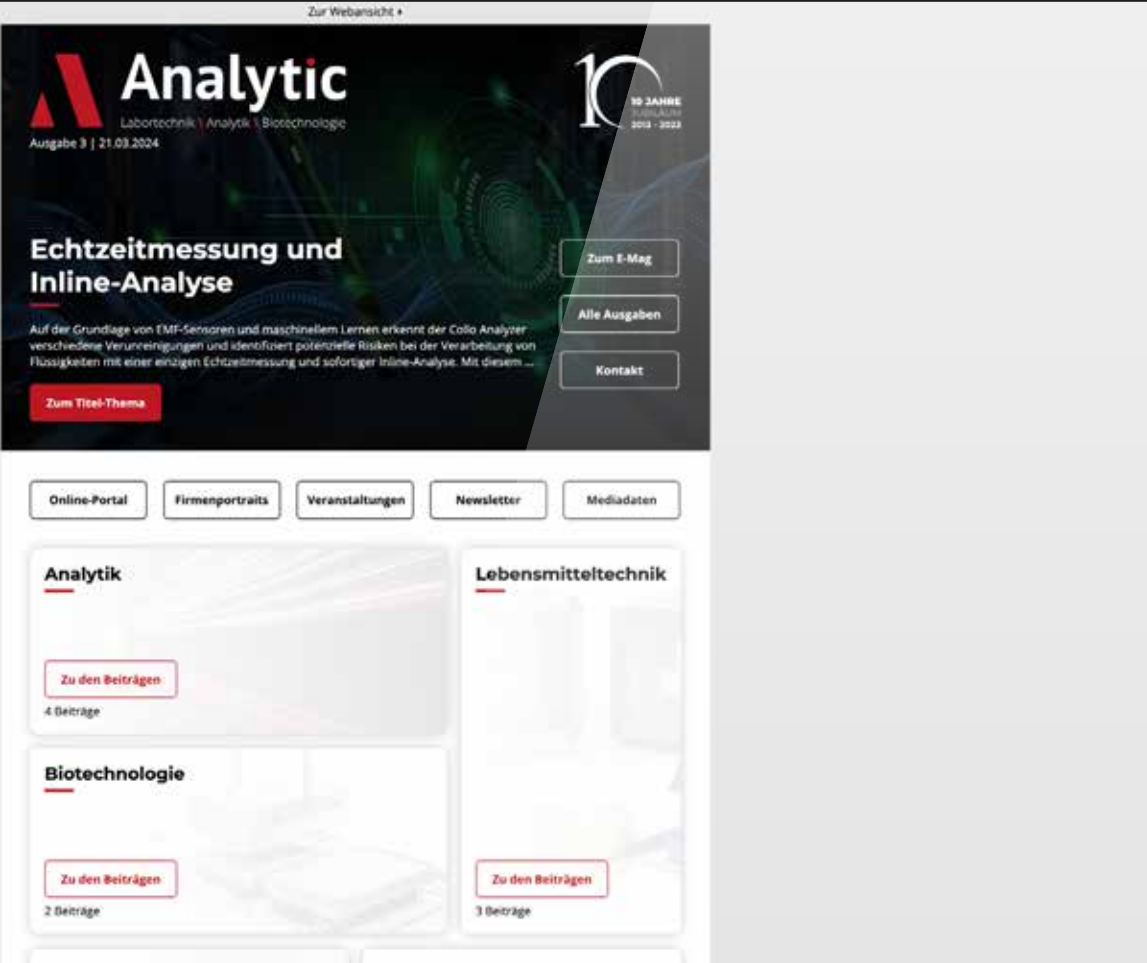
Ad format

Banner



728 x 90 px

No.	Topic	Send
1	Pumps & Valves	10. Feb
2	Analytica	17. Mar
3	Hannover Messe	09. April
4	interpack	30. April
5	Messtechnik	26. May
6	Powtech	15. Sep
7	Motek	29. Sep
8	SPS	10. Nov



Key topics

In all issues



Frank Altmann

Dipl.-Betriebswirt (BA)

AFRISO-EURO-INDEX GmbH

Ten years of interesting articles, exciting topics, always at the cutting edge—what an achievement! We would like to congratulate you on your anniversary and look forward to many more years of partnership with a publisher that is boldly moving forward.

Analytics



Life Sciences



Quality control



Bio technology



Laboratory technology



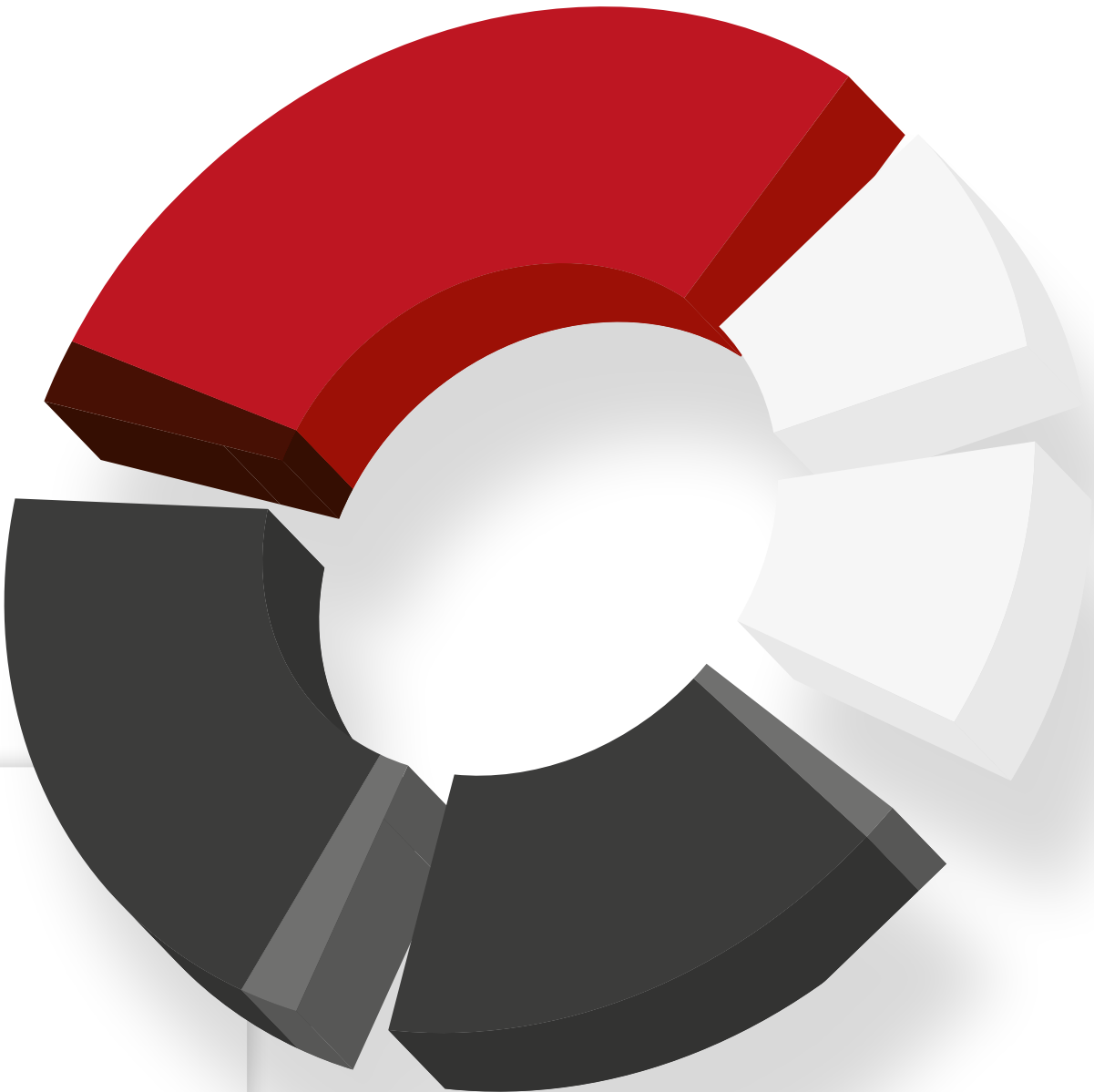
Reader structure

Branches



Andreas Koch
Vertriebsdirektor
Bluhm Systeme

Many of our customers obtain information via the various channels offered by specialist publishers. These platforms therefore also enable us to reach the industries and target groups that want to find out about the savings opportunities and optimization potential offered by our smart labeling solutions.



Total

100%

Target group size
279.032

Guaranteed readers
13.905

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 institutions

5%

Target group size
28.080

Guaranteed readers
1.823

Development

4%

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

Miscellaneous

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. We would also like to take this opportunity to say thank you for many years of pleasant and cooperative partnership. We look forward to the next ten years together.

Media packages

*Upgrades available for all packages

Light

- ✓ 1 x Product of the month 1.490,-
- ✓ 1 x Social-Media Post 890,-
- ✓ 1 x Ad in the Topic-Newsletter 1.090,-
- ✓ 1 x Company Portrait 990,-

Product launch
Promote exhibition booth
Social Media Reporting

List price

~~4.460,-~~

-15%

3.791,-

Unsere Empfehlung

Premium

- ✓ 1 x Cover story on the online portal 1.990,-
- ✓ 2 x Product of the month 2.980,-
- ✓ 4 x Social-Media Posts 3.560,-
- ✓ 3 x Ad in the Topic-Newsletter 3.270,-
- ✓ 1 x Exclusive interview 1.490,-
- ✓ 1 x Ad in the E-Mag Format S 1.880,-

Product launch
Product enhancement
Product establishment
Promote exhibition booth
Social Media Reporting

List price

~~15.170,-~~

-35%

9.860,-

Smart

- ✓ 1 x Titel-Thema auf dem Portal 1.990,-
- ✓ 1 x Product of the month 1.490,-
- ✓ 2 x Social-Media Posts 890,-
- ✓ 1 x Ad in the Topic-Newsletter 1.090,-
- ✓ 1 x Company Portrait 990,-

Product launch
Product enhancement
Promote exhibition booth
Present in the medium term

List price

~~6.450,-~~

-25%

4.837,-

Maximum

- ✓ 2 x Cover story on the online portal 3.980,-
- ✓ 1 x Product of the month 1.490,-
- ✓ 8 x Social-Media Posts 7.120,-
- ✓ 4 x Ad in the Topic-Newsletter 4.360,-
- ✓ 1 x Exclusive interview 1.490,-
- ✓ 1 x Ad in the E-Mag Format S 1.880,-

Product launch
Product enhancement
Product establishment
Promote exhibition booth
Social Media Reporting

List price

~~20.320,-~~

-40%

12.192,-

Lead generation

You have to successfully spread your budget and position yourself correctly. This leads to 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?

- | | |
|------------------------|--|
| ✓ Goal | Leads with complete contact details |
| ✓ Time schedule | Date start/end |
| ✓ Range | Individually, depending on the 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

10
10 JAHRE
JUBILÄUM
2013 - 2023



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Any questions? Please feel free to contact us!



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Ad rates

Prices in euros, valid from
January 1, 2026

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



MORE DIGITALIZATION **MORE POSSIBILITIES** **MORE VALUE**

As a qualified provider of digital media, we have a successful international presence. We communicate complex connections to specific target groups in an understandable way. Our publishing program is continually being expanded with new ideas and innovations. The high level of benefit for customers and readers is always the top priority in order to meet everyone's wishes and goals.