The media brand FOODTEC 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 FOODTEC media brand has been 100% digital since 2021. The previous print edition of FOODTEC 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 FOODTEC 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.
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 FOODTEC.

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

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 FOODTEC 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 FOODTEC 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 FOODTEC 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 FOODTEC 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
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 innovations achieve an unbeatable effect with high reach.

**FOODTEC Digital 1/2021**

**The Numbers**

**Online**

- **Period:** 09.03. – 28.04.
- **Editorial Post**
  - Recipients: 12.803
  - Clicks: 2.028
- **Advertisement Banner**
  - Opening rate: 19.30%
  - Clicks: 156

**Newsletter**

- **Release:** 16. March
- **Recipients:**
  - Clicks: 3.918
- **Clicks:** 2.028

**Social-Media**

- **Release:** 09. March – Today
- **Facebook**
  - Campaign
  - Reach: 186.354
  - Clicks: 5.280
- **LinkedIn**
  - Campaign
  - Reach: 69.875
  - Clicks: 4.551

**Target groups**

- Research | Components | Mechanical | CIP | Thermal | Safety
- Hygienic Design | Food Industry | Packaging and Labeling | Cleaning

**Opening rate:** 19.30%

**Recipients:** 12.803

**Clicks:** 3.918

**Reach:** 186.354

**Clicks:** 5.280

**Total:** 13.905

**Follow Now!**
Click me to go to the demo page!

**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

4.880,-

---

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

3.880,-

---

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

2.880,-

---

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

1.880,-

---

**AD FORMAT | + 15%**
- Size M/L or XL
- *Pixel dimensions:
  - Second page: 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**

- XL
- L
- M
- S
- Link to a target website
- Video embedding possible
  - Youtube / MP4

---

**Equivalent to**
- 1/3 page A4 in print
- 1/2 page A4 in print
- 1/1 page A4 in print
- 1/4 page A4 in print

---

**Variable usable**
- Link to a target website

---

**AD XL**
Equivalent to 1/1 page A4 in print
- *Pixel dimensions:*
  - Fullscreen: 1827 x 1286
  - No fullscreen: 1346 x 1010
- Largest advertising space
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2.880,-

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  - 483 x 462
- Variable usable
- Link to a target website

1.880,-
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 terms of advertising.

INTERACTIVE ADS, M, L or XL

AD FORMAT + 25%  

DOUBLE ADS, 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%
Company register in E-Mag

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

Special advertising

What was the supplement in the print edition of FOODTEC 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.

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

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

Online entry
Period: 12 Months

199,-

Views / month Ø 1.486

Free to E-Mag ad ENTRY ON THE PORTAL

99,-

Special variant 1: 7.880,-
On request
The special issue

FOODTEC

Solutions for food & beverage

Short description
Topics include plants, components, mechanical, CIP, thermal, safety, quality, hygienic design, cleaning, packaging & labelling.

Target group
Specialists and managers in the construction, research and development. For decision makers from the technical management.

Special issue

<table>
<thead>
<tr>
<th>Copy deadline</th>
<th>Ad deadline</th>
<th>Release</th>
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<tbody>
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<td>06. April</td>
<td>18. April</td>
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<tr>
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<td><strong>Light</strong></td>
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<td>1 x Advertorial: 2000 characters + image as product of the month</td>
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<tr>
<td></td>
<td>1 x Social media post</td>
<td>890,-</td>
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<tr>
<td></td>
<td>1 x Banner/Text-Ad in focus-newsletter</td>
<td>1,090,-</td>
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<tr>
<td></td>
<td>1 x Entry in company register</td>
<td>990,-</td>
</tr>
<tr>
<td></td>
<td><strong>List price</strong></td>
<td><strong>4,460,-</strong></td>
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<td><strong>Price</strong></td>
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<td>2 x Social media posts</td>
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<td>1 x Banner/Text-Ad in focus-newsletter</td>
<td>1,090,-</td>
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<td></td>
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<td></td>
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<td><strong>Price</strong></td>
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<td>4 x Social media posts</td>
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<td>1 x Exclusive interview + covering on the Portal</td>
<td>1,490,-</td>
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<tr>
<td></td>
<td>1 x Ad in E-Mag size S</td>
<td>1,880,-</td>
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<tr>
<td></td>
<td><strong>List price</strong></td>
<td><strong>15,170,-</strong></td>
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<td><strong>Price</strong></td>
<td><strong>9,860,-</strong></td>
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<td><strong>Maximum</strong></td>
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<td>1 x Exclusive interview + covering on the Portal</td>
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</tr>
<tr>
<td></td>
<td><strong>List price</strong></td>
<td><strong>20,320,-</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Price</strong></td>
<td><strong>12,192,-</strong></td>
</tr>
</tbody>
</table>

* Format extension can be arranged
In the *topic webinar*, several speakers have the opportunity to present their views on the respective topic. The entire webinar lasts 45 minutes. A maximum of 4 speakers can participate.

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

2. **Introduction of speakers**
   - Followed by the introduction of the speakers who will take part in the discussion.

3. **Short presentation**
   - Afterwards, the participating speakers will have the opportunity to present their company.

4. **Panel discussion**
   - In the moderated panel discussion, all speakers can contribute their views on the topic.

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

**Topics**

- Digitization of the Process Industry
- Process analytics of the future
- Packing & Marking
- Metrology
- Artificial intelligence
- Mechanical Process engineering

**Social-Media**
- 10.000+ social media users
- Logo display as premium partner

**Portal**
- Over 18,500 online users
- Image of your logo for 1 month

**Newsletter**
- 39.000 recipients
- 1x Banner / TextAd

**Price**

1.290,-

**Procedure**

**Topics**

**Request Now**

**We guarantee**

A smooth webinar - afterwards, we provide you with a detailed reporting with all access and key figures as well as all contact data of the participants.
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 present their company and introduce their products and 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.

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

Request Now
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.

**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.

**Price**

2.880,-

**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.
Lead generation

Marketing mix

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.

Sales-oriented product marketing

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
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.

Interested? Talk to us about it, we would be pleased to develop the concept for your individual E-Mag with you.

- Integration of your corporate design
- Attractive advertising solutions
- User tracking
- Available at any time
Contact
Any questions? Contact us!

Alija Palevic
Publishing Director
T: +49 711 93 59 27-41 • ap@fachwelt-verlag.de

Mehdije Palevic
Key-Account Manager
T: +49 711 93 59 27-42 • mp@fachwelt-verlag.de

Constanze Schmitz
Editor-in-chief
T: +49 711 93 59 27-39 • cs@fachwelt-verlag.de

Katrin Ivezic
Media Consultant
T: +49 711 93 59 27-40 • ki@fachwelt-verlag.de

Pascal Manes
Sales Manager
T: +49 711 93 59 21-03 • pm@fachwelt-verlag.de

Arta Dibranli
Editor
T: +49 711 93 59 27-39 • ad@fachwelt-verlag.de

Daniel Keberle
Graphic Designer
T: +49 711 93 59 27-38 • dk@fachwelt-verlag.de

Christian Frädrich
Media Consultant
T: +49 711 93 59 21-02 • cf@fachwelt-verlag.de

General publisher information

Publisher's address
FACHWELT VERLAG
Bachstraße 32
70563 Stuttgart
Deutschland

Headquarters: 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

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.

MORE DIGITALISATION
MORE POSSIBILITIES
MORE BENEFIT

Bachstraße 32 • 70563 Stuttgart • Germany
+49 711 93 59 27-40
info@fachwelt-verlag.de
www.FACHWELT-VERLAG.de