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.

More digitalisation
More possibilities
More benefit
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

1. Usable for all browsers
2. More reading pleasure by interactive navigation
3. Available everywhere and any time
4. Fast and large reach by social media distribution
5. Responsive design optimized for desktop, notebook, tablet and smartphone
6. Effective and special – for your product marketing
7. Special advertising formats incl. integration of video and audio files
Magazines such as Process Technology or FoodTec provide our customers and Emerson employees with valuable insights into process automation topics, as the articles they contain provide interesting information on innovations and new products. It’s great that these are now also available digitally.

Daniel Schmickler
Marketing Manager Measure & Analyze D-A-CH
Emerson

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 selective readership also makes them optimal media for communication around our leading automation solutions.

Brigitte Martinez Méndez
Marketing Communications
SMC Deutschland
### The Numbers

**Online**
- Advertising banners and editorial contributions are used effectively for marketing.
- Period: 09.03. – 28.04.
- **Post**
  - Recipients: 12,803
  - Clicks: 2,028
- **Editorial Post**
  - Clicks: 156
- **Advertisement**
  - Clicks: 156

**Newsletter**
- Readers will be informed about the publication of the digital edition of FOODTEC by means of a special newsletter.
- **Facebook**
  - Reach: 186,354
  - Clicks: 5,280
- **LinkedIn**
  - Reach: 69,875
  - Clicks: 4,551

**Social-Media**
- Social media campaigns round out the spread for the Digitization of FOODTEC.
- **Campaign**
  - Reach: 69,875
  - Clicks: 4,551
- **Total**
  - Clicks: 13,905
  - Reach: 256,229
- **Opening rate**: 19.30%

**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 and company innovations achieve an unbeatable effect with high reach.**

**Target groups**
- Research
- Components
- Mechanical
- CIP
- Thermal
- Safety
- Hygienic Design
- Food Industry
- Packaging and Labeling
- Cleaning
Empfängergruppen

Food Industry
- Guaranteed readers: 8,065
- Target group size: 161,839
- Share: 58%

Beverage Industry
- Guaranteed readers: 4,450
- Target group size: 89,290
- Share: 32%

Plant engineering
- Guaranteed readers: 1,251
- Target group size: 25,113
- Share: 9%

Other
- Guaranteed readers: 139
- Target group size: 2,790
- Share: 1%

Total
- Guaranteed readers: 13,995
- Target group size: 279,032
- Share: 100%
Tätigkeitsbereiche

- **Research / Development / Construction**: 55%
  - Target group size: 153,468
  - Guaranteed readers: 7,648

- **Technical Management**: 32%
  - Target group size: 89,250
  - Guaranteed readers: 4,850

- **Production**: 9%
  - Target group size: 25,113
  - Guaranteed readers: 1,251

- **Other**: 4%
  - Target group size: 2,790
  - Guaranteed readers: 139

- **Total**: 100%
  - Target group size: 279,052
  - Guaranteed readers: 13,905
Standort

Germany
92%
- Target group size: 256,709
- Guaranteed readers: 12,793

Austria
5%
- Target group size: 13,952
- Guaranteed readers: 695

Switzerland
3%
- Target group size: 8,371
- Guaranteed readers: 417

Total
100%
- Target group size: 279,032
- Guaranteed readers: 13,905
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:
343 x 462
✓ Variable usable
✓ Link to a target website
✓ Video embedding possible
✓ Youtube / MP4

1.880,-

AD FORMAT + 15 %
Special ads in the E-Mag | Overview

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 AD S, M, L or XL**

- AD FORMAT + 25%

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

- AD FORMAT + 25%

If you click on the button you will actively open the ad area and get more information about the ad content or the product.
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

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

Online entry
Period: 12 Months

199,-

99,-

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.

Free to E-Mag ad
ENTRY ON THE PORTAL

Views / month Ø 1,486

7.880,-

On request
Key topics

In all issues

- Automation
- Plants & Components
- Mechanical & Thermal
- Safety & Quality
- Hygienic Design & Cleaning
- Packaging & labelling
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>
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<th>Copy deadline</th>
<th>Ad deadline</th>
<th>Release</th>
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</thead>
<tbody>
<tr>
<td>30. März</td>
<td>06. April</td>
<td>12. April</td>
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</table>
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.

Integration of your corporate design
Attractive advertising solutions
User tracking
Available at any time
Basic

The **basic variant** includes consulting and support for the entire implementation - from conception to editing and screen design to programming and publication.

**Individual product - the focus is only on you!**
- Your corporate design
- User-Tracking
- Selectable content
- Available any time

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

**Services in consulting and support**
- Concept
- Screendesign
- Editing
- Programming

---

**Up to 16 pages**

Short, concise and to the point. That’s how you reach your target audience. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

**9,880,-**

**Unsere Empfehlung**

Other options by arrangement

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**Up to 48 pages**

Very comprehensive for a wide range of content and requirements. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

**25,880,-**

**Other options by arrangement**
In addition to the basic variant, the Exclusive variant offers attractive advertising opportunities in the e-mag, on the portal, via newsletter and social media. This wide-ranging campaign ensures that your individual e-mag special edition has the best possible distribution.

**Unsere Empfehlung**

16.760,- **Up to 16 pages**
Short, concise and to the point. That's how you reach your target audience. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

23.760,- **Up to 32 pages**
Comprehensive and to the point for your readership. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

32.760,- **Up to 48 pages**
Very comprehensive for a wide range of content and requirements. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

Other options by arrangement

---

Individual product - the focus is only on you!
- Your corporate design
- Selectable content
- User-Tracking
- Available any time

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

Services in consulting and support
- Concept
- Screendesign
- Editing
- Programming

Your E-Mag is additionally advertised with us *
- E-Mag PROZESSTECHNIK
- Online-Portal
- Newsletter
- Social Media

*Advertising is coordinated with the publishing management
## Price packages

### Light
- 1 x Cover story on the Portal: 1,990,-
- 1 x Advertorial: 2000 characters + image as product of the month: 1,490,-
- 2 x Social media posts: 890,-
- 1 x Banner/Text-Ad in focus-newsletter: 1,090,-
- 1 x Entry in company register: 990,-

**List price**: 4,460,- **List price** **-15%** **3,791,-**

### Premium
- 1 x Cover story on the Portal: 1,990,-
- 2 x Advertorial: 2000 characters + image as product of the month: 3,980,-
- 4 x Social media posts: 7,120,-
- 3 x Banner/Text-Ad in focus-newsletter: 4,360,-
- 1 x Exclusive interview + covering on the Portal: 1,490,-
- 1 x Ad in E-Mag size S: 1,880,-

**List price**: 15,170,- **List price** **-35%** **9,860,-**

### Maximum
- 2 x Cover story on the Portal: 3,980,-
- 1 x Advertorial: 2000 characters + image as product of the month: 1,490,-
- 8 x Social media posts: 12,800,-
- 4 x Banner/Text-Ad in focus-newsletter: 4,360,-
- 2 x Exclusive interview + covering on the Portal: 2,980,-
- 1 x Ad in E-Mag size S: 1,880,-

**List price**: 20,320,- **List price** **-40%** **12,192,-**

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### Our recommendation

- **Premium**
- **Maximum**

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*Format extension can be arranged*
**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 opportunity to present their company and introduce their 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 the webinar.

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

**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.

**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

**Price**

2.880,-

**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
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.