FOODTEC
LÖSUNGEN FÜR FOOD & BEVERAGE

MEDIAKIT 2023
The FOODTEC media brand is the indispensable source of information for experts and decision-makers in the food technology industry. We set the tone, also in terms of digital transformation. For good reasons:

Digital information offerings have long since overtaken printed media in terms of usage intensity. On average, B2B decision-makers spend more than two hours a day online. One of many reasons for this is that most B2B decision-makers today are Millennials. Growth in this age group has increased exponentially in recent years. In addition, a good half of the B2B target group uses mobile devices to search for information. Demand for digital trade media is also being sustainably strengthened by trends such as home office and mobile working.
Click by click relevance.

The E-Mag
We offer decision makers and executives in plant and machine construction 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 FOODTEC.

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 their mobile devices at any time.

The Newsletter
For the highest topicality provide the PROZESSTECHNIK NEWS. Important news and product innovations keep our recipients regularly up to date. The CHEMICAL - PHARMA - FOOD sectors as well as upcoming trade show events and key topics form the unbeatable foundation.

Social-Media
Our IndustrieWelt social media channel 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 is noticed and highlighted in the social networks with a special resonance.
The FOODTEC E-Mag is a completely new media product. The world of the important and financially strong Fodo industry is presented in a unique way. The E-Mag is the informative must-read for experts and decision makers in the process industry. It offers advertisers fascinating opportunities to draw attention to your company, products, solutions and services, generate leads and optimize your inbound marketing.

To read, watch, listen and marvel at, to present and communicate. To click, scroll, tap and swipe, using desktop, notebook, tablet and smartphone. The FOODTEC E-Mag is a purely 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.

Above all, the FOODTEC E-Mag impresses with its excellent usability: the loading time is fast and the navigation is 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. Another significant advantage is that we can track user behavior. In this way, benchmarks such as duration of stay and click-through rate can also be applied to ads, banners and other advertising formats.
The Top 7 benefits

1. Full functionality in all browsers
2. More reading pleasure through interactive navigation
3. Responsive design optimized for desktop, notebook, tablet, Smartphone
4. Everywhere and at any time available
5. Fast and large reach through Social media distribution
6. Easy sharing of Content on relevant platforms
7. Detailed evaluation of the user numbers
8. Special advertising formats incl. integration of video and audio files

More reading pleasure through interactive navigation
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 the social media channel are fully utilized for distribution. Advertising formats and the presentation of product and company innovations achieve an unbeatable impact with high reach.

**Online**

Advertising banners and editorial articles are used effectively for marketing.

- **Editorial Post**
  - Clicks: 2,028*

- **Advertisement Banner**
  - Clicks: 156*

**Newsletter**

The readership is informed about the appearance of the e-mag.

- **Recipients**: 12,803*
- **Opening rate**: 19.30%
- **Clicks**: 3,918*

**Social-Media**

- **Campaign Facebook**
  - Reach: 186,354*
  - Clicks: 5,280*

- **Campaign LinkedIn**
  - Reach: 69,875*
  - Clicks: 4,551*

*Average clicks and reach achieved*
The magazines published by Fachwert-Verlag are required reading for us - they provide valuable insights into the latest developments and trends in the industry. Their select readership also makes them optimal media for communication around our leading automation solutions.

Brigitte Martinez Méndez
Marketing Communications
SMC Deutschland
Research / Development / Construction
55%
- Target group size: 153,468
- Guaranteed readers: 7,648

Technical Management
32%
- Target group size: 89,290
- Guaranteed readers: 4,450

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: 279,032
- Guaranteed readers: 13,905

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
Ad formats in the E-Mag

**AD XL**
Equivalent to 1/1-Ad A4
*Pixel dimensions: Fullscreen 1827 x 1286
✅ Largest advertising space
✅ Variable use
✅ Fullscreen
✅ Linking to a target website
✅ Embedding of videos possible
ятия Youtube / MP4

4,880,-

**AD L**
Equivalent to 1/2-Ad A4
*Pixel dimensions: 966 x 713
✅ Variable use
✅ Linking to a target website
✅ Embedding of videos possible

3,880,-

**AD M**
Equivalent to 1/3-Ad A4
*Pixel dimensions: 966 x 466
✅ Variable use
✅ Linking to a target website
✅ Embedding of videos possible

2,880,-

**AD S**
Equivalent to 1/4-Ad A4
*Pixel dimensions: 686 x 924
✅ Variable use
✅ Linking to a target website

1,880,-

*Pixel dimensions: To be able to display the ads optimally | 72 dpi

File delivery via E-Mail to daten@fachwelt-verlag.de
The high-quality and appealing format of FOODTEC makes every ad catch the eye - but none better than the cover page.

Take advantage of the unbeatable benefits and book the cover topic for your maximum presence in the e-mag!

- Reach: 30,000+ guaranteed
- +25,000 characters
- Linking to a target website
- Integration of your image galleries
- Iframe Integration
- Embedding of videos possible
- Detailed reporting afterwards
  - Youtube / MP4

6.880,-

File delivery via E-Mail to daten@fachwelt-verlag.de

Click me to go to the demo page!
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 advertising.

### INTERACTIVE AD S, M, L oder XL

By clicking the button, you actively open the ad area and thus get more information about the ad content or product.

**AD FORMAT + 25%**

### DOUBLE AD S, M, or L

By clicking the button, you actively open the ad area and thus get more information about the ad content or product.

**AD FORMAT + 25%**
Who offers what? The industry mirror offers the quickest overview of current offers, innovations, services and potential partners. This is where demand meets supply. Every ad is linked. Lead generation could hardly be more efficient.

E-Mag-Entry / issue
✓ incl. one year online entry on the portal

Online-Entry
Duration: 12 months

Special-Variant 1:
PDF file, designed by you in your CD.

Special-Variant 2:
Microsite with the look and feel of Prozesstechnik.

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.

E-Mag-Entry / issue

Online-Entry
Duration: 12 months

Free to e-mag Ad

ENTRY
IN COMPANY REGISTER
ON THE PORTAL

Special-Variant 1:
PDF file, designed by you in your CD.

Special-Variant 2:
Microsite with the look and feel of Prozesstechnik.

7.880,-
Upon request
Key topics for the special issue

Plants & Components

Mechanical & Thermal

Safety & Quality

Hygienic Design & Cleaning

Process Automation & Digitalization

Packaging & Labeling

Measurement & Analytics
Solutions for Food & Beverage

Brief description
Topics include equipment, components, mechanical, CIP, thermal, safety, quality, hygienic design, cleaning, Packaging and Labeling.

Target group
Specialists and managers in design, research, development as well as investment decision makers from technical management.

Release
16. May

Ad deadline
9. May

Editorial deadline
2. May
Your individual E-Mag special edition

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

We will be happy to advise and support you during implementation - from conception to editing and screen design to programming and publication.

- Integration of your corporate design
- Attractive Advertising opportunities
- User-Tracking
- Available at any time
The light variant includes consulting and support for the total implementation - from conception, editing and screen design to programming and publishing.

Customized product - the focus is only on you!
- Your corporate design
- User-Tracking
- Freely selectable content
- Available at any time

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

Services in consulting and accompaniment
- Conception
- Screendesign
- Editing
- Programming

Up to 16 pages
9,880,-
Concise and to the point. That’s how you reach your target group!

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
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 gives your individual e-mag special edition the best possible distribution.

Customized product - the focus is only on you!
- Your corporate design
- Freely selectable content
- User-Tracking
- Available at any time

Design your special edition with all the advantages 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 PROZESSTECHNIK
- Online-Portal
- Newsletter
- Social Media

*Advertising forms are coordinated with the publishing management

16.760,-
Concise and to the point. That's how you reach your target group!

23.760,-
Comprehensive and to the point for your readership.

32.760,-
Very comprehensive for diverse content and requirements.

Other options by arrangement

Click me to go to the demo page!
## Price Packages

### Light
- 1 x Product of the Month: 1.490,-
- 1 x Social-Media Post: 890,-
- 1 x Ad in Topic-Newsletter: 1.090,-
- 1 x Company entry: 990,-

**List Price:** 4.460,-

**Discount:** -15%

**Promotion Price:** 3.791,-

### Smart
- 1 x Cover story on the Portal: 1.990,-
- 1 x Product of the Month: 1.490,-
- 2 x Social-Media Posts: 890,-
- 1 x Ad in Topic-Newsletter: 1.090,-
- 1 x Company entry: 990,-

**List Price:** 6.450,-

**Discount:** -25%

**Promotion Price:** 4.837,-

### Premium
- 1 x Cover story on the Portal: 1.990,-
- 2 x Product of the Month: 2.980,-
- 4 x Social-Media Posts: 3.560,-
- 3 x Ad in Topic-Newsletter: 3.270,-
- 1 x Exklusives Interview: 1.490,-
- 1 x Ad in E-Mag Format S: 1.880,-

**List Price:** 15.170,-

**Discount:** -35%

**Promotion Price:** 9.860,-

### Maximum
- 2 x Cover story on the Portal: 3.890,-
- 1 x Product of the Month: 1.490,-
- 8 x Social-Media Posts: 7.120,-
- 4 x Ad in Topic-Newsletter: 4.360,-
- 1 x Exklusives Interview: 1.490,-
- 1 x Ad in E-Mag Format S: 1.880,-

**List Price:** 20.320,-

**Discount:** -40%

**Promotion Price:** 12.192,-

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*Upgrade possible for all packages*
Exclusive Webinar

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 of all contacts attending the webinar.

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

Procedure

1. Topic introduction
   The Fachwelt editorial team moderates the topic and presents the key points

2. Presentation Company & Speakers
   Afterwards, the speakers and their company will be introduced, who will participate in the discussion

3. Short presentation
   After that, the participating speakers will have the opportunity to present their products and solutions on the topic

4. Topic talk
   In the moderated panel discussion, all speakers can contribute their views on the topic

5. Questions & Answers
   Finally, the questions of the participants can be answered by the speakers

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

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

The variety of marketing offers in the media world is huge. Finding the recipe to get your products to the right target group is complex. It is no longer enough just to be seen. You have to stand out and be special.

Our special marketing concept from a sales point of view guarantees you the desired success. We provide you with real contacts with complete personal details. We promise you target persons who are exclusively interested in your products.

**Ziel**

Leads with complete contact details

**Your specifications**

- **Schedule**: Date start/end
- **Range**: Individual, depending on 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
Contact

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

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Ad prices
Prices in Euro,
valid from 1. January 2023

File delivery
via E-Mail an
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 prepayment: 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 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.