More **Digitalization**
More **Possibilities**
More **Value**

- Foodtec: Information source for experts and decision makers in the food & beverage industry
- Digital offerings are overtaking printed media in use
- 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 are strengthening demand for digital specialist media
- Cross-media content in various formats since the beginning
- Since 2021: Magazine in an intuitive, digital format
Anuga FoodTec is one of the leading international trade fairs for new concepts and innovative developments across the entire food and beverage industry. This event takes place every three years in Cologne and attracts companies and experts from across the food production and processing industry.

This trade fair offers a unique platform where companies from all over the world can present their innovative products and services. From state-of-the-art machinery for food production to sustainable packaging solutions. In addition to the exhibition, there will be an extensive supporting program with expert presentations, discussion panels and networking opportunities. Here you will have the opportunity to expand your knowledge, make new contacts and learn about the best practices in the industry.
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Click by click relevance.

The E-Mag
We offer decision-makers and managers in plant and mechanical engineering as well as end users an information experience that is both comprehensive and 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 mobile devices at any time.

The newsletters
The PROZESSTECHNIK-NEWS ensures that it is always up to date. Our recipients regularly keep up to date with important news and product innovations. The industries CHEMISTRY - 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 wide selection of topics from important industries and reaches a large target group every day. The reach of your advertising message is perceived and highlighted with a special response on social networks.
The top 7 advantages

Full functionality in all browsers

More reading pleasure interactive navigation

Detailed evaluation of user numbers

Everywhere and everytime available

Fast and big Range through Social media distribution

Easily share content on relevant platforms

Responsive design optimized for desktop, notebook, tablet, smartphone

Special advertising formats including integration of video and audio files

More reading pleasure interactive navigation

Detailed evaluation of user numbers

Responsive design optimized for desktop, notebook, tablet, smartphone

Special advertising formats including integration of video and audio files
The e-mag is distributed effectively across all digital channels in our media. Experts and professionals have the opportunity to access all editions at any time. The online platform, newsletters and social media channels are used entirely for distribution. Advertising formats and the presentation of products and companies achieve an unbeatable effect with a long reach.

### Online
Advertising banners and editorial contributions are used effectively for marketing.

- **Editorial Post**: Clicks 2,700*
- **Advertising Banner**: Clicks 200*

### Newsletter
The readership will be informed about the publication of the e-mag.

- **Recipient**: 14,000*
- **Opening rate**: 18.50%*
- **Clicks**: 2,600*

### Social media
- **Facebook Campaign**: Range 200,000*
- **LinkedIn Campaign**: Range 110,000*

- **Clicks**: Facebook 8,500*
- **Clicks**: LinkedIn 2,800*

*Average clicks and reach achieved
Brief characteristics
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.

Advertising deadline: 05.03.2024
Publication: 12.03.2024
Editorial deadline: 27.02.2024
Advertising formats in e-mag

**Ad XL**
- Corresponds to a 1/1 A4 display
- *Pixel dimensions: 1827x1286
- Interactive possible
- Can be used variably
- Full screen
- Linking to a target website
- Embedding of videos possible
- Youtube/MP4
- **Demo**
- **Price:** 4.880,-

**Ad L**
- Corresponds to a 1/2 A4 display
- *Pixel dimensions: 966x713
- Interactive possible
- Can be used variably
- Linking to a target website
- Embedding of videos possible
- Youtube/MP4
- **Demo**
- **Price:** 3.880,-

**Ad M**
- Corresponds to a 1/3 display A4
- *Pixel dimensions: 966x466
- Interactive possible
- Can be used variably
- Linking to a target website
- Embedding of videos possible
- Youtube/MP4
- **Demo**
- **Price:** 2.880,-

**Ad S**
- Corresponds to a 1/4 A4 display
- *Pixel dimensions: 686x924
- Interactive possible
- Can be used variably
- Linking to a target website
- **Demo**
- **Price:** 1.880,-

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

*Pixel dimensions: In order to display the advertisements optimally | 72dpi
Who offers what? The industry mirror offers the fastest overview of current offers, innovations, services and potential partners. This is where demand meets supply. Every ad is linked. Lead generation couldn’t be more efficient.

E-Mag entry / Output including one year of online entry on the portal

199,-

Online entry

Term: 12 months

99,-

Free to e-mag Ad

ON THE PORTAL

Special: supplement

At first glance, only the teaser box is visible in the special, which arouses curiosity about the content with a picture and short text. If you activate the link, the stored file opens Special. This can be downloaded, printed and shared.

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

7.880,-

Upon request

Special variant 2:
Microsite with the look and feel of FoodTec.
Secure pole position in the category of your choice with an advertorial! This way you can achieve even more clicks.

Title story

The high-quality and appealing format of FOODTEC means that every advertisement catches the eye - but none better than the front page. Book the cover theme 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,-
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!

Your benefits

- Great coverage
- Qualified addresses
- Target group specific
- Focused advertising

Ad format

- Banner 728 x 90 px

Recipients 39.000

Data delivery daten@fachwelt-verlag.de

Price 690,-

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Main topics
In all editions

10 years of interesting articles, exciting topics, always up to date - what an achievement!
We warmly congratulate you on your anniversary and look forward to many more years of partnership with a publisher that is courageously moving forward.

Frank Altman
Dipl.-Business Economist (BA)
AFRISO-EURO-INDEX GmbH

Systems & Components

Mechanical & Thermal

Process automation & digitalization

Safety & Quality

Packaging & Labeling

Measurement technology & analytics

Hygienic Design & Cleaning
Many of our customers obtain information via the specialist publisher’s various channels. On these platforms we also reach the industries and target groups who want to find out about the savings opportunities and optimization potential of our smart labeling solutions. We wish the specialist publisher continued to have such a good feel for topics and trends.

Andreas Koch
Sales Director
Bluhm systems
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 cooperation. We look forward to the next ten years together.

Volker Hammernick
marketing
Harter GmbH
Use our digital media expertise and implement your corporate publishing products with us as an e-mag. The advantages are obvious on the tablet, the notebook and the smartphone:

The e-mag is the economical alternative to the print product because you save on both printing and shipping costs. You benefit from the intelligent network your contributions, one high range on the internet and high reaction rates.

We would be happy to advise and support you in the implementation - from the conception to the editing and the screen design to programming and publication.

- Integrating yours Corporate designs
- Attractive Advertising opportunities
- User tracking
- Available at any time
Light

The light version includes advice and support throughout 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
- Content freely selectable
- User tracking
- Available at any time

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

Advice and support services
- Conception
- Screen design
- Editorial
- Programming

Further options upon request

Click me to go to the demo page!

Up to 16 pages
9.880,-
Short, sweet and to the point. This is how you reach your target!

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.

our recommendation
In addition to the light version, the exclusive version offers attractive advertising options in the e-mag, on the portal, via newsletter and social media. This widespread campaign ensures that your individual E-Mag special edition receives the best possible distribution.

**Our recommendation**

- **Up to 16 pages**
  - 16.760,-
  - Short, sweet and to the point. This is how you reach your target!

- **Up to 32 pages**
  - 23.760,-
  - Comprehensive and to the point for your readership.

- **Up to 48 pages**
  - 32.760,-
  - Very comprehensive for a wide range of content and requirements.

**Exclusive**

- Individual product – the focus is only on you!
  - Your corporate design
  - Content freely selectable
  - User tracking
  - Available at any time

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

- Your e-mag will also be advertised to us *
  - E-Mag PROZESSTECHNIK
  - Online portal
  - Newsletter
  - Social media

*Coordinated with the publishing management*
## Media packages

### Premium
- 1 x title topic online portal: 1,990,-
- 2 x product of the month: 2,980,-
- 4 x social media posts: 3,560,-
- 3 x advertising in the topic newsletter: 3,270,-
- 1 x Exclusive Interview: 1,490,-
- 1 x ad in E-Mag format S: 1,880,-

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 advertising in the topic newsletter: 1,090,-
- 1 x company portrait: 990,-

List price: 6,450,-  -25%  4,837,-

### Light
- 1 x Product of the month: 1,490,-
- 1 x social media post: 890,-
- 1 x advertising in the topic newsletter: 1,090,-
- 1 x company portrait: 990,-

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

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*Upgrade possible for all packages*
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.
Contact

Any questions? Please feel free to contact us!

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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 can be viewed.

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

MORE DIGITALIZATION
MORE POSSIBILITIES
MORE VALUE