

FOODTEC

SOLUTIONS FOR FOOD & BEVERAGE

MEDIAKIT 2024

 FACHWELT VERLAG

State 01/2024



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



Our trade fair specials



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.



To the demo page



To the newsletter archive

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 **INDUSTRIE WELT** 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 re-
levant platforms



Responsive design optimized
for desktop, notebook, tablet,
smartphone



Special advertising formats
including integration of
video and audio files

E-Mag distribution

The numbers

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 New products achieve an unbeatable effect with a long reach.

Total clicks

Ø 16.800



Online

Advertising banners and editorial contributions are used effectively for marketing.

[Read now](#)



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



Campaign
Facebook



Range
200,000*



Clicks
8,500*



[Follow now!](#)



Campaign
LinkedIn



Range
110,000*



Clicks
2,800*

*Average clicks and reach achieved

The special edition

FOODTEC



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.

Publication
12.03.2024

**Advertising dead-
line** 05.03.2024

Editorial deadline
27.02.2024

Advertising formats in e-mag

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

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



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



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



2.880,-

Ad S



Corresponds to a **1/4 A4 display**
***Pixel dimensions:** 686x924

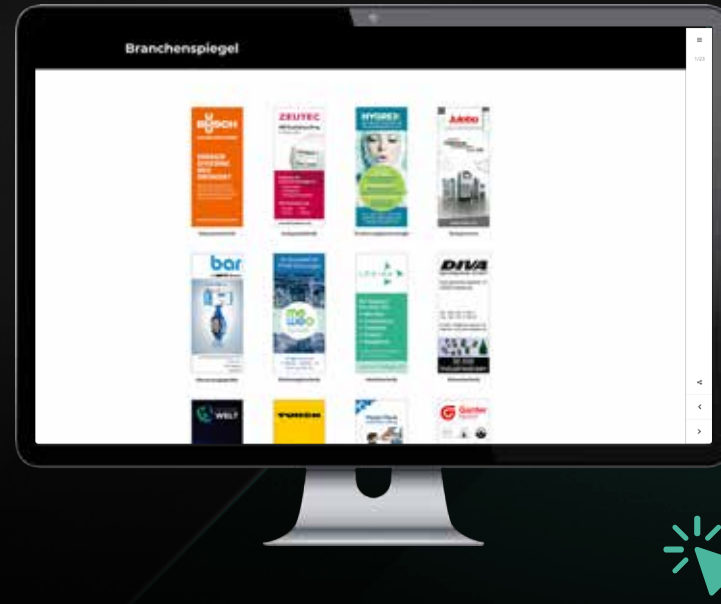
- ✓ Interactive possible
- ✓ Can be used variably
- ✓ Linking to a target website



1.880,-

***Pixel dimensions:** In order to display the advertisements optimally | 72dpi

Industry review in the e-mag



Pixel dimensions:
508x1183px
in 72 dpi

Click me to go to the demo page!

Special: supplement



Click me to go to the demo page!

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,-



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,-

Special variant 2:

Microsite with the look and feel of FoodTec.

Upon request

Sponsored Content in the E-Mag

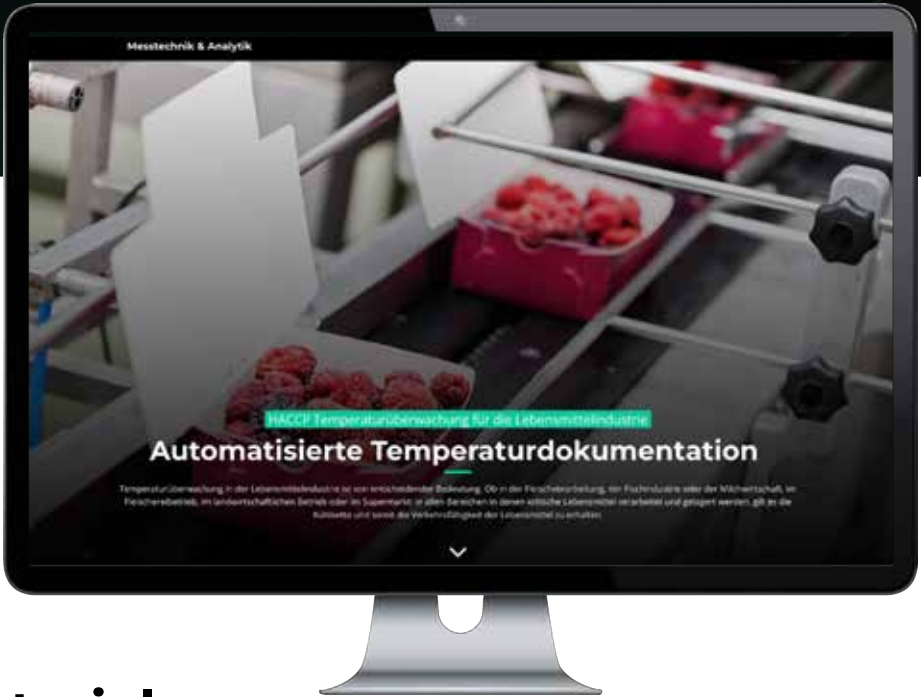


Title story

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,-

NEW

The E-Mag Newsletters

Zur Webansicht ▶

FOODTEC

LÖSUNGEN FÜR FOOD & BEVERAGE

Sonderausgabe | 16.05.2023

10 JAHRE

1913-2023

Verpackungsbranche nachhaltiger gestalten

Nachhaltige und gleichzeitig effiziente Verpackungsprozesse gelingen am besten, wenn die ausgewählten Materialien, die konstruierte Verpackung und der Verpackungsprozess in der Maschine aufeinander abgestimmt sind. ...

Zum Titel-Thema

Zum E-Mag

Alle Ausgaben

Kontakt

Online-Portal

Firmenportraits

Veranstaltungen

Newsletter

Mediadaten

Mechanisches & Thermisches

Zu den Beiträgen

3 Beiträge

Hygienic-Design & Reinigung

Sicherheit & Qualität

Recipients

39.000

Data delivery

daten@fachwelt-verlag.de

Your benefits

✓ Great coverage

✓ Target group specific

✓ Qualified addresses

✓ Focused advertising

Price

690,-

Ad format

Banner

728 x 90 px

Nr.	Subject	Release
1	Digitalisierung	06. Feb
2	Anuga FoodTec	12. März
3	Analytica	21. März
4	Hannover Messe	11. April
5	Achema	28. Mai
6	Fachpack	10. Sep
7	sps	29. Okt
8	Valve World	26. Nov

Main topics

In all editions

Systems & Components



Mechanical & Thermal



Process automation & digitalization



Safety & Quality



Packaging & Labeling



Measurement technology & analytics



Frank Altman

Dipl.-Business Economist (BA)

AFRISO-EURO-INDEX GmbH

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.

Hygienic Design & Cleaning



Reader structure

Industry sectors

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



Food industry

58%

Target group size
161,839

Guaranteed readers
8.065

Beverage Industry

32%

Target group size
89,290

Guaranteed readers
4.450

Plant construction

9%

Target group size **25,113**

Guaranteed readers
1.251

Other

1%

Target group size **2,790**

Guaranteed readers
139

In total

100%

Target group size
279,032

Guaranteed readers
13.905

Research / development / construction

55%

Target group size
153,468

Guaranteed readers
7.648

production

9%

Target group size
25,113

Guaranteed readers
1.251

Technical management

32%

Target group size
89,290

Guaranteed readers
4.450

Other

4%

Target group size
2,790

Guaranteed readers
139

In total

100 %

Target group size
279,032

Guaranteed readers
13.905

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 cooperation. We look forward to the next ten years together.

Your individual E-Mag special edition

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 screendesign to programming and publication.



**Integrating yours
Corporate designs**



**Attractive Advertising
opportunities**



User tracking



Available at any time



Click me to go to the demo page!

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
- ✓ Slideshows
- ✓ Videos in MP4 / Youtube
- ✓ Animations
- ✓ Podcasts / videocasts
- ✓ White Papers

Advice and support services

- ✓ Conception
- ✓ Editorial
- ✓ Screen design
- ✓ Programming



Click me to go to the demo page!

✓ Further options upon request

Up to 16 pages

9.880,-

Short, sweet and to the point. This is how you reach your target!

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!

✓ Further options upon request

Up to 16 pages

16.760,-

Short, sweet and to the point. This is how you reach your target!

our recommendation

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

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.

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
- ✓ Slideshows
- ✓ Videos in MP4 / Youtube
- ✓ Animations
- ✓ Podcasts / videocasts
- ✓ 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

*Upgrade possible for all packages

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,-

Product introduction
Promote fair stand
Social media reporting

List price

~~4.460,-~~

-15%

3.791,-

our recommendation

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,-

Product introduction
Product strengthening
Product establishment
Promote fair stand
Social media reporting

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,-

Product introduction
Product strengthening
Promote fair stand
Present medium term

List price

~~6.450,-~~

-25%

4.837,-

maximum

- ✓ 2 x title topic online portal 3.980,-
- ✓ 1 x product of the month 1.490,-
- ✓ 8 x social media posts 7.120,-
- ✓ 4 x advertising in the topic newsletter 4.360,-
- ✓ 1 x Exclusive Interview 1.490,-
- ✓ 1 x ad in E-Mag format S 1.880,-

Product introduction
Product strengthening
Product establishment
Promote fair stand
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

FACHWELT VERLAG



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

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.

