
The media brand PROZESSTECHNIK is the indispensable source of information for experts and decision-makers in the chemical, pharmaceutical and food industries. 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 PROZESSTECHNIK media brand has been 100 % digital since 2021. The previous print edition of PROZESSTECHNIK 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 PROZESSTECHNIK 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.
The 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 PROZESSTECHNIK.

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.

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The E-Mag
Goodbye print – hello future!

The new PROZESSTECHNIK E-Mag is a completely new media product. The world of the important and financially strong industries CHEMICAL • PHARMA • FOOD are presented in a unique way. The E-Mag is the indispensable must-read information for experts and decision-makers in the process industry.

Innovative  interactive  multimedia

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 PROZESSTECHNIK 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 PROZESSTECHNIK 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 PROZESSTECHNIK 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 PROZESSTECHNIK 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

- Responsive design optimized for desktop, notebook, tablet, and smartphone
- More reading pleasure by interactive navigation
- Fast and large reach by social media distribution
- Available everywhere and any time
- Effective and special - for your product marketing
- Usable for all browsers
- Special advertising formats incl. integration of video and audio files

More reading pleasure by interactive navigation
The distribution

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.

The facts

Online

Advertising banners and editorial articles are used effectively for marketing.

- Editorial Post
  - Recipient: 38,870
  - Clicks: 7,342
- Advertisement Banner
  - Opening rate: 19.94%
  - Clicks: 278

Newsletter

The readership is informed about the publication of the digital edition of PROZESSTECHNIK with a special newsletter.

- Recipient: 38,870
  - Clicks: 3,299
- Opening rate: 19.94%

Social media

Social media campaigns complete the distribution for the digitalization of PROZESSTECHNIK.

- Facebook
  - Campaign: 17. Feb - Today
  - Coverage: 380,275
  - Clicks: 15,579
- LinkedIn
  - Campaign: Coverage: 234,180
  - Clicks: 14,988

Total clicks: 41,486

Target group

Research | Development | Construction | Technical Management Production Management | Chemical Industry | Pharmaceutical Industry | Food industry | Plant and apparatus engineering | Engineering offices
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
- Link to a target website
- Video embedding possible

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

3.880,-

**AD M**
Equivalent to 1/3 page A4 in print
*Pixel dimensions: 966 x 646

- Variable usable
- Link to a target website
- Video embedding possible

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

1.880,-

**SPECIAL PLACEMENT**
Size M/L or XL
*Pixel dimensions: Second site Last site 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

AD FORMAT: + 15%
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 $+ 25\%$

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

DOUBLE AD $S, M, or L$

AD FORMAT $+ 25\%$
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

Free to E-Mag ad ENTRY ON THE PORTAL

Views / month Ø 1,486

199,-

Online entry
Period: 12 Months

99,-

What was the supplement in the print edition of PROZESSTECHNIK 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.

7.880,-

On request

Special variant 2:
Microsite with the look and feel of PROZESSTECHNIK.
Advantage: Your article will be noticed as an editorial.
The concept of success: Three topics – one medium

Chemical-Branch
For decision makers and responsibilities in the chemical industry including the suppliers in the mechanical and plant engineering industry.

Pharma-Branch
For leadership positions and important decision-makers in technical management in the procurement of equipment in the pharmaceutical industry.

Food & Beverage-Branch
For business owners, executives, decision makers of medium and large companies as well as in the technical management in the food industry.
Key topics
In all issues

- MSR & process automation
- Pumps & compressors
- Plants & components
- Fittings & lines
- Packaging & labelling
- Mechanical & thermal
- Explosion protection & plant safety
- Energy efficiency
E-Mag issues from April 2021

**Issue 2**
Focus special
MSR & process automation

- Copy deadline: 02 March
- Ad deadline: 09 March
- Release: 20 March

**Issue 3**
Focus special
Pumps & compressors

- Copy deadline: 11 May
- Ad deadline: 18 May
- Release: 01 June

**Issue 4**

- Copy deadline: 24 August
- Ad deadline: 31 August
- Release: 14 September

**Issue 5**

- Copy deadline: 15 October
- Ad deadline: 26 October
- Release: 09 November

**FOODTEC 2**
Highlights
2021

- Copy deadline: 02 November
- Ad deadline: 09 November
- Release: 23 November

FOODTEC 2021 Highlights
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.

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**Issue 2**

**Highlights 2021**

<table>
<thead>
<tr>
<th>Copy deadline</th>
<th>Ad deadline</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 November</td>
<td>6 November</td>
<td>30 November</td>
</tr>
</tbody>
</table>
The online portal PROZESSTECHNIK

The portal for the whole processing industry

www.prozesstechnik-portal.com

Users/Month
Ø 18,635

Page impressions/Month
Ø 55,731

Length of stay
Ø 5:23 Min.

Topics
Chemicals, pharma, food & beverage, bulk material, research, development, industry 4.0, water/waste water, serialization

Target group
Experts, professionals and decision makers

Profile
News, articles, interviews, tradeshows reports, product information, videos

Key-Facts
✓ Daily updated News
✓ Cross-industry reporting
✓ Current information on important trade shows
✓ Media library with company and product videos
✓ Company portraits and addresses

Banner formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Size (W x H)</th>
<th>Period</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullwidth</td>
<td>1140 x 400 px</td>
<td>1 Month</td>
<td>2,290,-</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 px</td>
<td>1 Month</td>
<td>1,990,-</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>1 Month</td>
<td>1,890,-</td>
</tr>
<tr>
<td>Supersize</td>
<td>728 x 90 px</td>
<td>1 Month</td>
<td>1,390,-</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
<td>1 Month</td>
<td>1,390,-</td>
</tr>
<tr>
<td>Advertorial</td>
<td>Text/image combination</td>
<td>1 Month</td>
<td>7,990,-</td>
</tr>
</tbody>
</table>

Use our reach – with a calendar entry maximize awareness of your event.

Views/Month
Ø 4,877

*More than 9 entries on request

Price scale*

<table>
<thead>
<tr>
<th>Entries</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>66,-</td>
</tr>
<tr>
<td>3</td>
<td>99,-</td>
</tr>
<tr>
<td>6</td>
<td>149,-</td>
</tr>
<tr>
<td>9</td>
<td>199,-</td>
</tr>
</tbody>
</table>

www.prozesstechnik-portal.com/events
Native advertising

In look and feel of the online portal
• Company presentation on an extra page
• Integration of videos and picture galleries
• Download PDF files
• Links to social media platforms
• Integration of a contact form on request
• Add up to six contacts

Your advantages
✓ Own company section including sidebar
✓ Full attention for your products
✓ Prominent placement on the website
✓ Continuous publication of current press news
✓ Can not be hidden by Adblocker
✓ Responsive design – for all devices
✓ Reporting included

<table>
<thead>
<tr>
<th>Period</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Months</td>
<td>5.990,-</td>
</tr>
<tr>
<td>6 Months</td>
<td>6.990,-</td>
</tr>
<tr>
<td>9 Months</td>
<td>8.990,-</td>
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<tr>
<td>12 Months</td>
<td>10.990,-</td>
</tr>
</tbody>
</table>

Company portrait

In addition to depicting company development, the company portrait also serves as a source of information for your products and services.

When booking the portrait, you will receive the entry in the online company register for free.

Your advantages
✓ Integration of videos and picture galleries
✓ Download PDF files
✓ Links to social media platforms
✓ Integration of a contact form on request
✓ Add up to six contacts
✓ Responsive design – for all devices
✓ Reporting included

<table>
<thead>
<tr>
<th>Period</th>
<th>Price</th>
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<tbody>
<tr>
<td>12 Months</td>
<td>990,-</td>
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</tbody>
</table>
The international portal
INDUSTRY24h

The international portal for the global processing industry.

www.industry24h.com

Users/Month
Ø 49.165

Page Impressions/Month
Ø 123.587

Length of stay
Ø 4:53 Min.

Topics
Chemicals, pharma, food & beverage, bulk material, research, development, industry 4.0, water/waste water, serialization

Target group
Experts, professionals and decision makers

Profile
News, articles, interviews, tradeshows reports, product information, videos

Key-Facts
✔ Daily news
✔ Cross-industry reporting
✔ Information on important industry trade fairs
✔ Media library with company and product videos
✔ Company portrait and company register

Banner formats

Header Leaderboard
Unique presence!
Size (W x H): 1600 x 400 px
Period: 1 month

3.490,-

Header Leaderboard
+ Skyscraper
Top positioning in combination
Size (W x H): as above
Period: 1 month

4.990,-

Content Leaderboard
In the editorial environment
Size (W x H): 728 x 90 px
Period: 1 month

2.890,-

Advertorial
Text/image combination
with individual contents
Period: 1 month

4.990,-

Company portrait
Area page with individual contents
Period: 12 months

1.490,-
The newsletter
PROZESSTECHNIK-NEWS

The PROZESSTECHNIK NEWS always keep the readership informed. News and important top topics are constantly reaching the approximately 39,000 recipients. By dividing into specific areas you present your product in the right subject area.

Opening rate
Receipients
Ø 15,7 % 39.000

Banner size
728 x 90 px

TextAd
190 x 140 px 250 characters

Your advantages
✔ Great coverage
✔ Qualified addresses
✔ Targeted
✔ Focused advertising
✔ Effective
✔ Economical

www.prozesstechnik-portal.com/news

<table>
<thead>
<tr>
<th>Nr.</th>
<th>Release</th>
<th>Subject</th>
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<tbody>
<tr>
<td>1</td>
<td>16. Feb</td>
<td>IB Expo</td>
</tr>
<tr>
<td>2</td>
<td>17. Feb</td>
<td>Packaging &amp; labelling</td>
</tr>
<tr>
<td>3</td>
<td>23. Feb</td>
<td>CHEMICALS – PHARMA – FOOD</td>
</tr>
<tr>
<td>4</td>
<td>09. März</td>
<td>Pumps &amp; compressors</td>
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<tr>
<td>5</td>
<td>16. März</td>
<td>FOOD</td>
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<tr>
<td>6</td>
<td>23. März</td>
<td>CHEMICALS – PHARMA – FOOD</td>
</tr>
<tr>
<td>7</td>
<td>06. April</td>
<td>IB Expo</td>
</tr>
<tr>
<td>8</td>
<td>20. April</td>
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<td>9</td>
<td>27. April</td>
<td>MSR &amp; process automation</td>
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<td>11. Mai</td>
<td>IB Expo</td>
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<td>11</td>
<td>18. Mai</td>
<td>Packaging &amp; labelling</td>
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<td>12</td>
<td>08. Juni</td>
<td>IB Expo</td>
</tr>
<tr>
<td>13</td>
<td>22. Juni</td>
<td>Mechanical process engineering</td>
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<td>14</td>
<td>29. Juni</td>
<td>CHEMICALS – PHARMA – FOOD</td>
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<tr>
<td>15</td>
<td>13. Juli</td>
<td>Explosion protection &amp; plant safety</td>
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<tr>
<td>16</td>
<td>20. Juli</td>
<td>CHEMICALS – PHARMA – FOOD</td>
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<tr>
<td>17</td>
<td>27. Juli</td>
<td>Industry 4.0</td>
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<td>18</td>
<td>30. Aug</td>
<td>Process technology</td>
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<tr>
<td>19</td>
<td>07. Sep</td>
<td>IB Expo</td>
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<td>20</td>
<td>14. Sep</td>
<td>Measuring technology</td>
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<td>21</td>
<td>21. Sep</td>
<td>FachPack</td>
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<td>22</td>
<td>05. Okt</td>
<td>IB Expo</td>
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<td>CHEMICALS – PHARMA – FOOD</td>
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<tr>
<td>24</td>
<td>26. Okt</td>
<td>Pumps &amp; compressors</td>
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<tr>
<td>25</td>
<td>09. Nov</td>
<td>IB Expo</td>
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<tr>
<td>26</td>
<td>16. Nov</td>
<td>SPS</td>
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<tr>
<td>27</td>
<td>30. Nov</td>
<td>MSR &amp; process automation</td>
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<td>28</td>
<td>07. Dez</td>
<td>CHEMICALS – PHARMA – FOOD</td>
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Cross-thematic 890,- Focus special 1.090,- Trade show special 1.290,-
Standalone newsletter

Talk to your target group directly with a standalone newsletter – present your products in an eye-catching way! We send your brand message in our name to an interested professional audience. Only certified addresses are used in the process industry.

Profit from the recommendation character of our sender address and use the proximity to the market for your competitive advantage!

Your advantages

✓ Great proximity to the market
✓ Attention-grabbing advertising format
✓ Positive link to the sender address
✓ Effective audience coverage
✓ Freely selectable content

Our services

✓ Complete programming
✓ Settlement and organization
✓ Sending by the publisher

Price 5.980,-
Our social media experts take care of the successful campaign for your products. Based on your requirements we run a selection of your target groups. In the process you set the branches and fields of your potential customers.

Facebook subscribers
Status: April 2021
1,256

Your advantages
✓ Desired selection for branches and fields
✓ Swift marketing of your products
✓ Product recommendation by us as special medium
✓ Link to your website or youtube channel
✓ Detailed reporting

Packages
Reached experts Price
1 up to 2,500 890,-
2 5,000 to 7,500 1,090,-
3 7,500 to 12,000 1,390,-
## Price packages

### Light

- 1 x Advertorial: 750 characters + image **product of the month** 1.490,-
- 1 x Social media post 890,-
- 1 x Banner/Text-Ad in focus-newsletter 1.090,-
- 1 x Entry in company register 990,-

**List price** 4.460,-

- 3 weeks period
- **3.791,-**

### Smart

- 1 x Cover story online 1.990,-
- 1 x Advertorial: 750 characters + image **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** 6.450,-

- 5 weeks period
- **4.837,-**

### Premium

- 1 x Cover story online 1.990,-
- 3 x Advertorial: 750 characters + image **product of the month** 2.980,-
- 4 x Social media posts 3.560,-
- 3 x Banner/Text-Ad in focus-newsletter 3.270,-
- 1 x Exclusive interview / covering online 1.490,-
- 1 x Ad in E-Mag size S 1.880,-

**List price** 15.170,-

- 8 weeks period
- **9.860,-**

### Maximum

- 2 x Cover story online 3.980,-
- 3 x Advertorial: 750 characters + image **product of the month** 3.980,-
- 8 x Social media posts 7.120,-
- 4 x Banner/Text-Ad in focus-newsletter 4.360,-
- 1 x Exclusive interview / covering print + online 1.490,-
- 1 x Ad in E-Mag size S 1.880,-

**List price** 20.320,-

- 10 weeks period
- **12.192,-**

* Format extension can be arranged
Webinars

Procedure

Our editing staff conducts the moderation. You are the main guest and guide the users through the topic. You set the desired target group and branch you want to reach. Based on that we determine the prospects that we can find on our platforms.

You will become a Webinar premium partner explain your audience, what they should consider in an investment. Your company logo will be prominently displayed media platforms. You are the expert of th subject.

🔍 What are the long term effects of an investment?
🔍 What is the performance increase we can achieve?

Users Guaranteed 30+

Period Maximum 60 Minutes – short and to the point is the essence.

Contacts Contact details of the users will be made available GDPR compliant to you

Price 6,990,-

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.
Product highlight

Procedure

Our editing staff conducts the interview and will brief you about the most important points beforehand. You are the main guest and present the best of your products. The video interview will be published on multiple platforms.

Service
- Product preview with 750 characters text incl. image in the print 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

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.

Requirements
- Materials: Company logo, product image, product name, field of use, product strengths
- Procedure: Clear to our guidelines
- Target group, branch, region, interests ...

Price
2,880,-
Goal

Leads with full contact details

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
The digital fair for the industry
Your virtual fair booth | 365 days | Reachable at all times

www.IB-EXPO.com

Our reach is your success

We set a goal to guarantee you a trade show presence – planable, effective, promising – 365 days. That is especially valuable in these times. Trade shows are the meeting place for leading branch experts and decision makers. A popular platform for companies to show themselves, exchange and promote new products. With our concept we put Trade shows on the next level. Digital, virtual, lucrative.

The whole publishing portfolio includes national online portals, an international online portal as well as high expertise in social media marketing. We project this strength onto your online Trade show booth.

The total reach of our readers and users includes over 282,400. For the marketing of the IB Expo we will deploy our whole publishing portfolio.

Inquire now!

ib-expo@fachwelt-verlag.de
Contact

Any questions? Contact us!

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

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