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.

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<th>Section</th>
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<td>Your individual E-Mag special edition</td>
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<tr>
<td>27</td>
<td>IB EXPO: The digital fair for the industry</td>
</tr>
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</table>
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 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 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

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

PROZESSTECHNIK Digital 1/2021

Target group
Research | Development | Construction | Technical Management Production Management | Chemical Industry | Pharmaceutical Industry | Food industry | Plant and apparatus engineering | Engineering offices

Advertising banners and editorial articles are used effectively for marketing.

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

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

Online
Period 17. - 23. Feb
Advising banners and editorial articles are used effectively for marketing.

Newsletter
Dispatch 19. Feb
The readership is informed about the publication of the digital edition of PROZESSTECHNIK with a special newsletter.

Social media
Campaigns 17. Feb - Today
Facebook
Coverage
380.275
Clicks
15.579
LinkedIn
Coverage
234.180
Clicks
14.988

Opening rate
19.94%

Recipient
38.870

Clicks
3.299

Total clicks
41.486
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
144 dpi
- 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
144 dpi
- 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:*
- 966 x 486
144 dpi
- 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:*
- 483 x 482
144 dpi
- Variable usable
- Link to a target website

1.880,-

### SPECIAL PLACEMENT
Size M/L or XL
*Pixel dimensions:*
- Second page: 1953 x 1129
- Editorial: 1879 x 347
144 dpi
- Second page
- In the editorial
- In the table of contents
- Last page
- Video embedding possible
  (Youtube / MP4)

**AD FORMATT + 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%

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,-

Special advertising

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,-

Special variant 2:
Microsite with the look and feel of PROZESSTECHNIK. Advantage: Your article will be noticed as an editorial.

On request
The concept of success: Three topics – one medium

Chemical-Branch
For decision makers and responibles 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
- Packaging & labelling
- Energy efficiency
- Explosions protection & plant safety
- Mechanical & thermal
- Pumps & compressors
- Plants & components
- Fittings & lines
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: 18 October
- Ad deadline: 26 October
- Release: 09 November

**FOODTEC 2**

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

**Highlights 2021**

- Copy deadline: 02 November
- Ad deadline: 09 November
- Release: 23 November
The special issue

**FOODTEC**

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**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>23 November</td>
<td>28 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, tradeshow 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></td>
<td></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

www.prozesstechnik-portal.com/events

Price scale*

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

*More than 9 entries on request
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

Views/Month
Ø 3.863

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

Period          | Price
------------|------
3 Months      | 5.990,-
6 Months      | 6.990,-
9 Months      | 8.990,-
12 Months     | 10.990,-

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.

Views/Month
Ø 1.972

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

www.prozesstechnik-portal.com/firmen

Period          | Price
------------|------
12 Months     | 990,00
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, tradeshow 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
  - Price: 3,490,-

- **Header Leaderboard + Skyscraper**
  - Top positioning in combination
  - Size (W x H): as above
  - Period: 1 month
  - Price: 4,990,-

- **Content Leaderboard**
  - In the editorial environment
  - Size (W x H): 728 x 90 px
  - Period: 1 month
  - Price: 2,890,-

- **Advertorial**
  - Text/image combination with individual contents
  - Period: 1 month
  - Price: 4,990,-

- **Skyscraper**
  - Mitlaufend
  - Size (W x H): 120 x 600 px
  - Period: 1 month
  - Price: 2,490,-

- **Fullwidth**
  - Positioning on the start page
  - Size (W x H): 960 x 280 px
  - Period: 1 month
  - Price: 2,890,-

- **Medium Rectangle**
  - Positioning on the start page
  - Size (W x H): 300 x 250 px
  - Period: 1 month
  - Price: 1,990,-

- **Company portrait**
  - Area page with individual contents
  - Period: 12 months
  - Price: 1,490,-
The newsletter 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.

www.prozesstechnik-portal.com/news

Opening rate | Recepients
-------------|-----------
Ø 15.7 %     | 39.000

<table>
<thead>
<tr>
<th>Banner size</th>
<th>TextAd</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90 px</td>
<td>190 x 140 px</td>
</tr>
<tr>
<td></td>
<td>250 characters</td>
</tr>
</tbody>
</table>

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

Your advantages

Release | Subject
---------|---------
1 16. Feb | IB Expo
2 17. Feb | Packaging & labelling
3 23. Feb | CHEMICALS – PHARMA – FOOD
4 09. Mar | Pumps & compressors
5 16. Mar | FOOD
6 23. Mar | CHEMICALS – PHARMA – FOOD
7 06. April | IB Expo
8 20. April | CHEMICALS – PHARMA – FOOD
9 27. April | MSR & process automation
10 11. May | IB Expo
11 18. May | Packaging & labelling
12 08. June | IB Expo
13 22. June | Mechanical process engineering
14 29. June | CHEMICALS – PHARMA – FOOD

15 13. July | Explosion protection & plant safety
16 20. July | CHEMICALS – PHARMA – FOOD
17 27. July | Industry 4.0
18 30. Aug | Process technology
19 07. Sep | CHEMICALS – PHARMA – FOOD
20 14. Sep | Measuring technology
21 21. Sep | FachPack
22 05. Oct | CHEMICALS – PHARMA – FOOD
23 12. Oct | CHEMICALS – PHARMA – FOOD
24 26. Oct | Pumps & compressors
25 09. Nov | CHEMICALS – PHARMA – FOOD
26 16. Nov | SPS
27 30. Nov | MSR & process automation
28 07. Dec | CHEMICALS – PHARMA – FOOD

Cross-thematic: 890,-
Focus special: 1.090,-
Trade show special: 1.290,-
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,-
Social media

IndustrieWelt

IndustrieWelt publishes news on our social media channels across all sectors of the processing industry, chemicals, pharmaceuticals, food, laboratories as well as water and wastewater technology. Use our social media experts to increase the effect of your campaigns!

Your advantages
✓ High coverage
✓ Great advertising effect at an attractive price
✓ Target group-specific marketing; selection by industry, education, region, interests, age, ...
✓ Neutral recommendation character
✓ Noticeable presentation
✓ Measurable success

www.FACEBOOK.de/industriewelt
www.LINKEDIN.de/company/industriewelt

Social media post at 890,-

Campaign

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

<table>
<thead>
<tr>
<th>Reached experts</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 2.500</td>
<td>890,-</td>
</tr>
<tr>
<td>5.000 to 7.500</td>
<td>1.090,-</td>
</tr>
<tr>
<td>7.500 to 12.000</td>
<td>1.390,-</td>
</tr>
</tbody>
</table>

www.FACEBOOK.de/industriewelt
www.LINKEDIN.de/company/industriewelt
### Price packages

#### Light
- 1 x Cover story online 1.990,-
- 1 x Advertorial: 750 characters + image 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,-
**-15%** 3.791,-

#### Smart
- 1 x Cover story online 1.990,-
- 1 x Advertorial: 750 characters + image 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,-
**-25%** 4.837,-

#### Premium
- 3 weeks period
- 1 x Cover story online 1.990,-
- 2 x Advertorial: 750 characters + image 3.980,-
- 4 x Social media posts 7.120,-
- 3 x Banner/Text-Ad in focus-newsletter 4.360,-
- 1 x Exclusive interview / covering online 1.490,-
- 1 x Ad in E-Mag size S 1.880,-

**List price** 15.170,-
**-35%** 9.860,-

#### Maximum
- 3 weeks period
- 10 weeks period
- 2 x Cover story online 3.980,-
- 1 x Advertorial: 750 characters + image 1.490,-
- 8 x Social media posts 7.120,-
- 4 x Banner/Text-Ad in focus-newsletter 4.360,-
- 1 x Exclusive interview / covering online 1.490,-
- 1 x Ad in E-Mag size S 1.880,-

**List price** 20.320,-
**-40%** 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 the 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 / Text Ad

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 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.

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 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.

Price
2,880,-
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
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!

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Bank account
Hipotekarna Banka ad
IBAN: ME25 5200 4200 0000 2834 46  •  BIC: HBBAMEPQXXX

Ad price information
Preise in Euro, zzgl. MwSt., gültig ab 1. Januar 2021

Sending of advertisement data
Via E-Mail to dati@fachwelt-verlag.de

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