MEDIAKIT 2022

PROZESS TECHNIK
CHEMIE • PHARMA • FOOD

FACHWELT VERLAG
The media brand PROZESSTECHNIK is the indispensable source of information for experts and decision-makers in the chemical, pharmaceutical and food industries. We set standards, 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. 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 will be complemented 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 digital overall concept for presenting your company in an environment that is relevant to you, and to acquire highly qualified leads.
| 04 | Click by click relevance |
| 05 | The E-Mag |
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Click by click relevance.

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
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 sectors CHEMICAL - 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 range of topics of 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!

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 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.
The top 7 advantages

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

Prozesstechnik E-Mag offers readers high-quality content from the chemical, pharmaceutical and food industries. At the same time, it offers us as a company exciting opportunities to present ourselves to the target group. Modern, target group-oriented and multimedia-based - an all-round successful transformation into the digital world!

Kristina Rodriguez
Public Communication Manager
Endress+Hauser
PROZESSTECHNIK covers a wide range of our process automation topics in terms of both breadth and depth of information. The new digital formats of the magazine in particular enable us to reach our target groups in an even more appealing way.

Manuel Keldenich
Head of Marketing
Siemens

As informative as ever, clearly laid out and now also always available on smartphone, laptop or PC: The in-depth technical and product articles, interviews, or current company and industry news of the magazines PROZESSTECHNIK and PHARMATECHNIK are also a real reading pleasure in digital format thanks to their intelligent design and user-friendly navigation structure. And they continue to be indispensable trade media for the industry.

Valeska Haux
Vice President Strategic Marketing
SÜDPACK
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 and company innovations achieve an unbeatable effect with high reach.

The Numbers

Online

Advertising banners and editorial contributions are used effectively for marketing.

<table>
<thead>
<tr>
<th>Editorial Post</th>
<th>Clicks</th>
<th>Ø 7.300*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement Banner</td>
<td>Clicks</td>
<td>Ø 285*</td>
</tr>
</tbody>
</table>

Newsletter

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

<table>
<thead>
<tr>
<th>Recipients</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ø 39.000*</td>
<td>Ø 3.300*</td>
</tr>
</tbody>
</table>

Social-Media

Social media campaigns round off the dissemination for the digitization of PROZESSTECHNIK.

<table>
<thead>
<tr>
<th>Facebook Campaign</th>
<th>Reach</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ø 380.000*</td>
<td>Ø 15.500*</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LinkedIn Campaign</th>
<th>Reach</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ø 234.200*</td>
<td>Ø 15.000*</td>
<td></td>
</tr>
</tbody>
</table>

Timeframe

Feb - Sep 2021

*Average clicks and reach achieved

Target group

Research | Development | Construction | Technical Management Production Management | Chemical Industry | Pharmaceutical Industry | Food industry

Plant and apparatus engineering | Engineering offices

PROZESSTECHNIK E-Mag

Opening rate

Ø 19,90 %*

Reach

Ø 380.000* Ø 234.200*

Clicks

Ø 15.500* Ø 15.000*
Recipient groups

- Chemical Industry
  - Guaranteed readers: 16,968
  - Target group size: 275,602
  - Percentage: 41%

- Pharma Industry
  - Guaranteed readers: 10,760
  - Target group size: 174,772
  - Percentage: 26%

- Plant engineering
  - Guaranteed readers: 2,069
  - Target group size: 33,610
  - Percentage: 5%

- Food Industry
  - Guaranteed readers: 10,760
  - Target group size: 174,772
  - Percentage: 26%

- Engineering offices
  - Guaranteed readers: 838
  - Target group size: 13,444
  - Percentage: 2%

- Total
  - Guaranteed readers: 41,385
  - Target group size: 672,200
  - Percentage: 100%
Fields of activity

- **Research / Development / Construction**: 56%
  - Target group size: 576,452
  - Guaranteed readers: 23,176

- **Technical management**: 27%
  - Target group size: 181,404
  - Guaranteed readers: 11,174

- **Production**: 9%
  - Target group size: 60,498
  - Guaranteed readers: 3,724

- **Corporate Management**: 6%
  - Target group size: 40,332
  - Guaranteed readers: 2,483

- **Other**: 2%
  - Target group size: 13,444
  - Guaranteed readers: 827

- **Total**: 100%
  - Target group size: 672,200
  - Guaranteed readers: 41,385
## 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
- ✔️ Fullscreen
- ★ Link to a target website
- ★ Video embedding possible
- ★ Youtube / MP4

### AD L

- **Equivalent to 1/2 page A4 in print**
- **Pixel dimensions:**
  - Fullscreen: 966 x 713
  - No fullscreen: 966 x 456
- ✔️ Variable usable
- ✔️ Link to a target website
- ★ Video embedding possible
- ★ Youtube / MP4

### AD M

- **Equivalent to 1/3 page A4 in print**
- **Pixel dimensions:**
  - Fullscreen: 966 x 664
  - No fullscreen: 966 x 456
- ✔️ Variable usable
- ✔️ Link to a target website
- ★ Video embedding possible
- ★ Youtube / MP4

### AD S

- **Equivalent to 1/4 page A4 in print**
- **Pixel dimensions:**
  - Fullscreen: 343 x 462
  - No fullscreen: 343 x 235
- ✔️ Variable usable
- ★ Link to a target website
- ★ Video embedding possible
- ★ Youtube / MP4

### Size M/L or XL

- **AD FORMAT + 15%**

### SPECIAL PLACEMENT

- M, L OR XL

### Advertising prices:

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>XL</td>
<td>4.880,-</td>
</tr>
<tr>
<td>L</td>
<td>3.880,-</td>
</tr>
<tr>
<td>M</td>
<td>2.880,-</td>
</tr>
<tr>
<td>S</td>
<td>1.880,-</td>
</tr>
</tbody>
</table>
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**

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

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

Online entry
Period: 12 Months

View / month Ø 1.486

Free to E-Mag ad ENTRY IN THE COMPANY REGISTER ON THE PORTAL

199,-

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.
<table>
<thead>
<tr>
<th>Issue 1</th>
<th>Issue 2</th>
<th>Issue 3</th>
<th>Issue 4</th>
<th>Issue 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Preview</strong></td>
<td><strong>ACHEMA 2022</strong></td>
<td><strong>ACHEMA 2022</strong></td>
<td><strong>POWTECH 2022</strong></td>
<td><strong>sps</strong></td>
</tr>
<tr>
<td><strong>Topic Special</strong></td>
<td>+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Copy deadline</td>
<td>copy deadline</td>
<td>Copy deadline</td>
<td>Copy deadline</td>
<td>Copy deadline</td>
</tr>
<tr>
<td>08 March</td>
<td>26 April</td>
<td>27 July</td>
<td>01 September</td>
<td>11 October</td>
</tr>
<tr>
<td>Ad deadline</td>
<td>Ad deadline</td>
<td>Ad deadline</td>
<td>Ad deadline</td>
<td>Ad deadline</td>
</tr>
<tr>
<td>15 March</td>
<td>03 May</td>
<td>03 August</td>
<td>08 September</td>
<td>18 October</td>
</tr>
<tr>
<td>Release</td>
<td>Erscheinung</td>
<td>Erscheinung</td>
<td>Erscheinung</td>
<td>Erscheinung</td>
</tr>
<tr>
<td>22 March</td>
<td>15 May</td>
<td>15 August</td>
<td>15 September</td>
<td>25 October</td>
</tr>
</tbody>
</table>
The special issue

FOODTEC

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.

Special issue

<table>
<thead>
<tr>
<th>Copy deadline</th>
<th>Ad deadline</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 March</td>
<td>06 April</td>
<td>13 April</td>
</tr>
</tbody>
</table>
Expert knowledge for the modern laboratory process

Short description
Our trade journal Analytic informs readers about current developments, new products and services relevant to their daily work.

Target group
Food/medicine, pharmaceutical industry, chemical industry, Research institutions, laboratory, research, business management, development

Special issue
- analytica
- Copy deadline: 24 May
- Ad deadline: 31 May
- Release: 07 June
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.

1 Basic Variant

2 Exclusive Variant

Integration of your corporate design

Attractive advertising solutions

User tracking

Available at any time
Basic

The basic variant includes consulting and support for 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
- Selectable content
- User-Tracking
- Available any time

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

Services in consulting and support
- Concept
- Editing
- Screendesign
- Programming

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9.880,- **Up to 16 pages**

Short, concise and to the point. That’s how you reach your target audience. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

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16.880,- **Up to 32 pages**

Comprehensive and to the point for your readership. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

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25.880,- **Up to 48 pages**

Very comprehensive for a wide range of content and requirements. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

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Other options by arrangement

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Click me to go to the demo page!
In addition to the basic variant, the **Exclusive variant** offers attractive advertising opportunities in the e-mag, on the portal, via newsletter and social media. This wide-ranging campaign ensures that your individual e-mag special edition is the best possible distribution.

**Individual product - the focus is only on you!**
- Your corporate design
- Selectable content
- User-Tracking
- Available any time

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

**Services in consulting and support**
- Concept
- Screendesign
- Editing
- Programming

**Your E-Mag is additionally advertised with us **
- E-Mag PROZESSTECHNIK
- Online-Portal
- Newsletter
- Social Media

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**Unsere Empfehlung**

**16.760,- **
Short, concise and to the point. That's how you reach your target audience. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

**23.760,- **
Comprehensive and to the point for your readership. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

**32.760,- **
Very comprehensive for a wide range of content and requirements. The page count includes pure content pages and is accompanied by cover, editorial, table of contents, contact and imprint.

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*Advertising is coordinated with the publishing management.
The online portal
PROZESSTECHNIK

The portal for the whole processing industry

www.prozesstechnik-portal.com

Users/Month
Ø 19,000

Page impressions/Month
Ø 57,000

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>Size (W x H)</th>
<th>Period</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullwidth 1140 x 400 px</td>
<td>1 Month</td>
<td>2,290,-</td>
</tr>
<tr>
<td>Skyscraper 120 x 600 px</td>
<td>1 Month</td>
<td>1,990,-</td>
</tr>
<tr>
<td>Leaderboard 728 x 90 px</td>
<td>1 Month</td>
<td>1,890,-</td>
</tr>
<tr>
<td>Supersize 728 x 90 px</td>
<td>1 Month</td>
<td>1,390,-</td>
</tr>
<tr>
<td>Medium Rectangle 300 x 250 px</td>
<td>1 Month</td>
<td>1,390,-</td>
</tr>
<tr>
<td>Advertorial 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 5,000

*More than 9 entries on request

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>

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

Views/Month
Ø 4,000

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>
</tr>
<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.

Views/Month
Ø 2,000

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

INDUSTRY24h

The international portal for the global processing industry.

www.industry24h.com

Users/Month
Ø 49,300

Page impressions/Month
Ø 124,600

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

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Description</th>
<th>Size (W x H)</th>
<th>Period</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header Leaderboard</td>
<td>Unique presence!</td>
<td>(W x H): 1600 x 400 px</td>
<td>1 month</td>
<td>3,490,-</td>
</tr>
<tr>
<td>Skyscraper Mitlaufend</td>
<td>Top positioning in combination</td>
<td>(W x H): as above</td>
<td>1 month</td>
<td>2,490,-</td>
</tr>
<tr>
<td>Fullwidth</td>
<td>Positioning on the start page</td>
<td>(W x H): 360 x 280 px</td>
<td>1 month</td>
<td>2,890,-</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>Positioned on the start page</td>
<td>(W x H): 120 x 600 px</td>
<td>1 month</td>
<td>1,990,-</td>
</tr>
</tbody>
</table>

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,-

Company portrait

Area page with individual contents

Period: 12 months

Price: 1,490,-
The newsletter
PROZESSTECHNIK-NEWS

The newsletters always keep the readership up to date. Industry-specific news and important top issues reach around 39,000 recipients on a regular basis. With the division into specific areas, you present your product in the right environment.

Opening rate
15.7 %
Recipients
39,000

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

www.prozesstechnik-portal.com/news

Releases

<table>
<thead>
<tr>
<th>Nr.</th>
<th>Release</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15. Feb</td>
<td>CHEMICAL - PHARMA - FOOD</td>
</tr>
<tr>
<td>2</td>
<td>22. Feb</td>
<td>Packaging &amp; Labelling</td>
</tr>
<tr>
<td>3</td>
<td>08. Mar</td>
<td>Process technology</td>
</tr>
<tr>
<td>4</td>
<td>15. Mar</td>
<td>CHEMICAL - PHARMA - FOOD</td>
</tr>
<tr>
<td>5</td>
<td>29. Mar</td>
<td>Industry 4.0</td>
</tr>
<tr>
<td>6</td>
<td>05. April</td>
<td>CHEMICAL - PHARMA - FOOD</td>
</tr>
<tr>
<td>7</td>
<td>12. April</td>
<td>Pumps &amp; compressors</td>
</tr>
<tr>
<td>8</td>
<td>19. April</td>
<td>Anuga FoodTec</td>
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<td>9</td>
<td>03. May</td>
<td>MSR &amp; process automation</td>
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<td>10</td>
<td>10. May</td>
<td>CHEMICAL - PHARMA - FOOD</td>
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<tr>
<td>11</td>
<td>18. May</td>
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<td>31. May</td>
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<td>21. June</td>
<td>CHEMICAL - PHARMA - FOOD</td>
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<td>15</td>
<td>28. June</td>
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<td>16</td>
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<td>18</td>
<td>16. Aug</td>
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<td>Achema 2</td>
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<td>30. Aug</td>
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<td>21</td>
<td>06. Sep</td>
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<td>22</td>
<td>14. Sep</td>
<td>Fachpack</td>
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<td>23</td>
<td>20. Sep</td>
<td>Powtech</td>
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<td>24</td>
<td>04. Oct</td>
<td>CHEMICAL - PHARMA - FOOD</td>
</tr>
<tr>
<td>25</td>
<td>18. Oct</td>
<td>Packaging &amp; labelling</td>
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<td>26</td>
<td>25. Oct</td>
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<td>27</td>
<td>02. Nov</td>
<td>Explosion protection &amp; plant safety</td>
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<tr>
<td>28</td>
<td>15. Nov</td>
<td>CHEMICAL - PHARMA - FOOD</td>
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<td>29</td>
<td>22. Nov</td>
<td>Valve World</td>
</tr>
<tr>
<td>30</td>
<td>06. Dec</td>
<td>CHEMICAL - PHARMA - FOOD</td>
</tr>
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</table>

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,-
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

Facebook-Subscribers
LinkedIn-Subscribers
1.300
2.700
Status: April 2022

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,-
4
Individual range
Upon request

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!

Facebook Image Dimensions
1200 x 1500 px
LinkedIn Image Dimensions
1200 x 627 px

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
LinkedIn-Subscribers
1.300
2.700
Status: April 2022

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

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

### Light
- 1 x Cover story on the portal: 1.990,-
- 1 x Advertorial: 2000 characters + image as product of the month: 1.490,-
- 1 x Banner/Text-Ad in focus-newsletter: 1.090,-
- 1 x Social media posts: 890,-
- 1 x Entry in company register: 990,-

**List price:** 4.460,- **(Light)**

### Premium
- 1 x Cover story on the portal: 1.990,-
- 3 x Advertorial: 2000 characters + image as product of the month: 3.560,-
- 4 x Advertorial: 2000 characters + image as product of the month: 3.320,-
- 2 x Banner/Text-Ad in focus-newsletter: 3.270,-
- 2 x Social media posts: 1.990,-
- 4 x Social media posts: 1.490,-
- 1 x Ad in E-Mag size S: 1.880,-
- 1 x Exclusive interview + covering on the portal: 1.490,-

**List price:** 15.170,- **(Premium)**

### Smart
- 1 x Cover story on the portal: 1.990,-
- 1 x Advertorial: 2000 characters + image as product of the month: 1.490,-
- 2 x Social media posts: 890,-
- 2 x Banner/Text-Ad in focus-newsletter: 1.090,-
- 1 x Entry in company register: 990,-

**List price:** 6.450,- **(Smart)**

### Maximum
- 2 x Cover story on the portal: 3.980,-
- 3 x Advertorial: 2000 characters + image as product of the month: 7.120,-
- 8 x Social media posts: 4.360,-
- 4 x Social media posts: 1.490,-
- 1 x Entry in company register: 1.880,-
- 1 x Ad in E-Mag size S: 1.880,-

**List price:** 20.320,- **(Maximum)**

### Our recommendation

- **Light**
- **Smart**
- **Premium**
- **Maximum**

* Format extension can be arranged
Exclusive Webinar

Procedure

1. Introduction of topic
   - The Fachwelt editorial team moderates the topic and presents the key points.

2. Introduction of company & speakers
   - Subsequently, the speakers and their company will be introduced, who will participate in the discussion.

3. Short presentation
   - Afterwards the participating speakers will have the opportunity to present their company and introduce their products and solutions on the topic.

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

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

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 with all contacts who will attend.

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

Request Now
Product highlight

Procedure

Our editing staff conducts the interview; we 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 2000 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
Contact

Any questions? Contact us!

Alija Palevic
Publishing Director
+49 711 93 59 27-41
ap@fachwelt-verlag.de

Mehdije Palevic
Key-Account Manager
+49 711 93 59 27-42
mp@fachwelt-verlag.de

Pascal Manes
Sales Manager
+49 711 93 59 21-03
pm@fachwelt-verlag.de

Constanze Schmitz
Editor-in-chief
+49 711 93 59 27-43
cs@fachwelt-verlag.de

Arta Dibrani
Editor
+49 711 93 59 27-39
ad@fachwelt-verlag.de

Katrin Ivezic
Media Consultant
+49 711 93 59 27-40
ki@fachwelt-verlag.de

Christian Frädrich
Media Consultant
+49 711 93 59 21-02
cf@fachwelt-verlag.de

Daniel Keberle
Graphic Designer
+49 711 93 59 27-38
dk@fachwelt-verlag.de

Mehdije Palevic

Arta Dibrani

Katrin Ivezic

Christian Frädrich

Daniel Keberle

Allgemeine Verlagsangaben

T: +49 711 93 59 27-40 + info@fachwelt-verlag.de
www.FACHWELT-VERLAG.de

Credit institution
Hypotekarna Banka
Josip Broza Tita 67 81000 Podgorica Montenegro
IBAN: ME25 5200 4200 0000 2834 46 BIC: HBBAMEPGXXX

Advertising rates
Prices in Euro, valid as of January 1, 2022.

Sending advertisement data
Via e-mail to
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 payment in advance: 3 % discount
Within 10 days: 2 % discount
As a qualified provider of online media, we are successfully present on an international level. We convey complex contexts in a comprehensible manner to special target groups. Our publishing program is continuously expanded with new ideas and innovations. The high benefit for clients and readers always takes top priority in our efforts to fulfill the wishes and aims of all involved.