More **Digitalisation**
More **Possibilities**
More **Benefit**

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. **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.
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!

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.

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

More reading pleasure by interactive navigation

Available everywhere and any time

Fast and large reach by social media distribution

Effective and special – for your product marketing

Special advertising formats incl. integration of video and audio files

More reading pleasure by interactive navigation
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.

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!
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 innovations achieve an unbeatable effect with high reach.

PROZESSTECHNIK E-Mag

The Numbers

Online

Advertising banners and editorial contributions are used effectively for marketing.

<table>
<thead>
<tr>
<th>Editorial Post</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ø 7,300*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertisement Banner</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td></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>

Opening rate:

Ø 19,90 %*

Social-Media

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Reach</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Ø 380,000*</td>
<td>Ø 15,500*</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Ø 234,200*</td>
<td>Ø 15,000*</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

The Numbers

<table>
<thead>
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</tbody>
</table>

Timeframe

Feb - Sep 2021

*Average clicks and reach achieved

Total Ø 41,385
<table>
<thead>
<tr>
<th>Recipient groups</th>
<th>Percentage</th>
<th>Target group size</th>
<th>Guaranteed readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemical Industry</td>
<td>41%</td>
<td>275,602</td>
<td>16,968</td>
</tr>
<tr>
<td>Pharma Industry</td>
<td>26%</td>
<td>174,772</td>
<td>10,760</td>
</tr>
<tr>
<td>Plant engineering</td>
<td>5%</td>
<td>33,670</td>
<td>2,069</td>
</tr>
<tr>
<td>Food Industry</td>
<td>26%</td>
<td>174,772</td>
<td>10,760</td>
</tr>
<tr>
<td>Engineering offices</td>
<td>2%</td>
<td>13,444</td>
<td>828</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>672,200</strong></td>
<td><strong>41,385</strong></td>
</tr>
</tbody>
</table>
Fields of activity

Research / Development / Construction
- Target group size: 376,452
- Guaranteed readers: 23,176
- Percentage: 56%

Technical management
- Target group size: 181,494
- Guaranteed readers: 11,174
- Percentage: 27%

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

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

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

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

Germany
- 88%
- Target group size: 591,536
- Guaranteed readers: 36,419

Austria
- 7%
- Target group size: 47,054
- Guaranteed readers: 2,897

Switzerland
- 5%
- Target group size: 33,610
- Guaranteed readers: 2,089

Total
- 100%
- Target group size: 672,200
- Guaranteed readers: 41,385
Advertising formats in E-Mag | Overview

Click me to go to the demo page!

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

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
- Youtube / MP4

3.880,-

AD M
Equivalent to 1/3 page A4 in print
*Pixel dimensions: 666 x 456

- 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: 543 x 402

- Variable usable
- Link to a target website

1.880,-

AD FORMAT + 15%

SPECIAL PLACEMENT
M, L OR XL
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
- Youtube / MP4

*Pixel dimensions:
Fullscreen 1827 x 1286
No fullscreen 1346 x 1010

Us volore volorro eat essimod ionserion conse et, ilignis es remporr orestrumendi que nisquae a ilis explam que plis dolupta quid que venderectem dolupta pliquatisto earum volor solor mo corporeped mollabo ruptas mos ea cuscimp orehent officaeperum quam essita nimiliqui te doluptate re provit inctur miliquo qui restisqui omnimosseri dolorrovid molecus non corumet eturerchil idem conest landebis re perrum quia nonseca borion coritatemos quam, idunt pore conSoluptatur, cusa dolum solorunt enis aut oditas eatem labore, officit et
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.

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.

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

E-Mag entry / issue  
✓ incl. one year online entry

Online entry  
Period: 12 Months

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

Pixel dimension: 508 x 1183 px in 72 dpi

Views / month: Ø 1.486

199,-

On request

7.880,-
The concept of success: Three topics – one medium

**Chemical-Branch**
For decision makers and responsibles 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

- Packaging & Labeling
- Drive Technology & Mechanics
- Process Automation & Digitization
- Explosion protection & plant safety
- Measurement technology
- Plants & components
- Fittings & lines
- Pumps & compressors
- Energy efficiency & sustainability
- Plants & components
- Measurement technology
- Explosion protection & plant safety
- Energy efficiency & sustainability
E-Mag issues 2022

**Issue 1**
- Preview
  - ACHHEMA2022 + Topic Special
- Copy deadline: 08 March
- Ad deadline: 15 March
- Release: 22 March

**Issue 2**
- Copy deadline: 26 April
- Ad deadline: 03 May
- Erscheinung: 10 May

**Issue 3**
- Copy deadline: 27 July
- Erscheinung: 15 August

**Issue 4**
- Copy deadline: 11 September
- Ad deadline: 18 September
- Erscheinung: 25 September

**Issue 5**
- Ad deadline: 18 October
- Erscheinung: 25 October

*ACHHEMA* 2022

*POWTECH* 2022

*sps* 2022
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></th>
<th>Copy deadline</th>
<th>Ad deadline</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANUGA</td>
<td>16 March</td>
<td>06 April</td>
<td>15 April</td>
</tr>
</tbody>
</table>

Copy deadline: 16 March
Ad deadline: 06 April
Release: 15 April
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.

Integration of your corporate design
Attractive advertising solutions
User tracking
Available at any time

Basic Variant

Exclusive Variant
**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
- User-Tracking
- Selectable content
- 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

---

**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.

**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.

**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.

**Other options by arrangement**

---

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 has 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
- Editing
- Screendesign
- Programming
- E-Mag PROZESSTECHNIK
- Online-Portal
- Newsletter
- Social Media

**Unsere Empfehlung**

**16.760,-  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.

**23.760,-  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.

**32.760,-  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.

*Advertising is coordinated with the publishing management*

**Other options by arrangement**

Click me to go to the demo page!
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, 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: 1 Month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullwidth</td>
<td>1140 x 400 px</td>
<td></td>
<td>2,290,-</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 px</td>
<td></td>
<td>1,990,-</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td></td>
<td>1,890,-</td>
</tr>
<tr>
<td>Supersize</td>
<td>728 x 90 px</td>
<td></td>
<td>1,390,-</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
<td></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 5,000

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 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

www.prozesstechnik-portal.com/firmen

<table>
<thead>
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<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

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,-

Skyscraper
Mitlaufend
Size (W x H): 120 x 600 px
Period: 1 month

2.490,-

Fullwidth
Positioning on the start page
Size (W x H): 960 x 280 px
Period: 1 month

2.890,-

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

1.990,-

Company portrait
Area page with individual contents
Period: 12 months

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.

www.prozesstechnik-portal.com/news

<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>
</tr>
<tr>
<td>9</td>
<td>03. May</td>
<td>MSR &amp; process automation</td>
</tr>
<tr>
<td>10</td>
<td>10. May</td>
<td>CHEMICAL – PHARMA – FOOD</td>
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<td>11</td>
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<td>13</td>
<td>14. June</td>
<td>analytica</td>
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<td>15</td>
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<td>21</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>
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<tr>
<td>25</td>
<td>18. Oct</td>
<td>Packaging &amp; Labelling</td>
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<tr>
<td>26</td>
<td>25. Oct</td>
<td>sps</td>
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<tr>
<td>27</td>
<td>02. Nov</td>
<td>Explosion protection &amp; plant safety</td>
</tr>
<tr>
<td>28</td>
<td>15. Nov</td>
<td>CHEMICAL – PHARMA – FOOD</td>
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<tr>
<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>
</tbody>
</table>

Banner 728 x 90 px

TextAd 190 x 140 px 250 Characters

Opening rate Recipients
Ø 15,7 % 39.000
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
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!

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 Image Dimensions
1200 x 1500 px
Linkedin Image Dimensions
1200 x 627 px

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

Social media post at 890,-

Campaign

at 890,-
## Price packages

### Light
- 1 x Advertorial: 2000 characters + image **as 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,-

**Total:** 4.460,-

**List price:** 4.460,- **-15%** 3.791,-

### 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,-
- 1 x Banner/Text-Ad in focus-newsletter 1.090,-
- 1 x Entry in company register 990,-

**Total:** 6.450,-

**List price:** 6.450,- **-25%** 4.837,-

### Premium
- 1 x Cover story on the portal 1.990,-
- 2 x Advertorial: 2000 characters + image **as product of the month** 3.980,-
- 4 x Social media posts 7120,-
- 3 x Banner/Text-Ad in focus-newsletter 3.270,-
- 1 x Exclusive interview + covering on the portal 1.490,-
- 1 x Ad in E-Mag size S 1.880,-

**Total:** 15.170,-

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

### Maximum
- 2 x Cover story on the portal 3.980,-
- 1 x Advertorial: 2000 characters + image **as product of the month** 7.120,-
- 8 x Social media posts 4.360,-
- 4 x Banner/Text-Ad in focus-newsletter 1.490,-
- 1 x Ad in E-Mag size S 1.880,-

**Total:** 20.320,-

**List price:** 20.320,- **-40%** 12.192,-

*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 topics

Request Now
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 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,-
Goal
Leads with full contact details

Sales-oriented product marketing

<table>
<thead>
<tr>
<th>Goal</th>
<th>Leads with full contact details</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Your specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Schedule</strong></td>
</tr>
<tr>
<td><strong>Range</strong></td>
</tr>
<tr>
<td><strong>Selection</strong></td>
</tr>
<tr>
<td><strong>Interests</strong></td>
</tr>
<tr>
<td><strong>Duration</strong></td>
</tr>
</tbody>
</table>

We guarantee and promise the delivery from actual leads. The selected audience is interested in your products.

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.
The publishing portfolio
The media for your success
Contact

Any questions? Contact us!

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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.