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 on-line 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.
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>04</td>
<td>Click by click relevance</td>
</tr>
<tr>
<td>05</td>
<td>The E-Mag</td>
</tr>
<tr>
<td>07</td>
<td>The distribution</td>
</tr>
<tr>
<td>08</td>
<td>Advertising formats</td>
</tr>
<tr>
<td>09</td>
<td>Special ads</td>
</tr>
<tr>
<td>10</td>
<td>Company register / Special</td>
</tr>
<tr>
<td>11</td>
<td>The concept of success</td>
</tr>
<tr>
<td>13</td>
<td>E-Mag issues 2022</td>
</tr>
<tr>
<td>14</td>
<td>The special issues</td>
</tr>
<tr>
<td>18</td>
<td>The online portal</td>
</tr>
<tr>
<td>20</td>
<td>The international portal</td>
</tr>
<tr>
<td>21</td>
<td>The newsletter</td>
</tr>
<tr>
<td>23</td>
<td>Social media</td>
</tr>
<tr>
<td>24</td>
<td>Price packages</td>
</tr>
<tr>
<td>25</td>
<td>Webinars</td>
</tr>
<tr>
<td>27</td>
<td>Product highlight</td>
</tr>
<tr>
<td>28</td>
<td>Lead generation</td>
</tr>
<tr>
<td>29</td>
<td>The publishing portfolio</td>
</tr>
<tr>
<td>30</td>
<td>Your individual E-Mag special edition</td>
</tr>
<tr>
<td>31</td>
<td>Contact</td>
</tr>
</tbody>
</table>
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
- 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
**Target group**
Research | Development | Construction | Technical Management Production Management | Chemical Industry | Pharmaceutical Industry | Food industry
Plant and apparatus engineering | Engineering offices

**The Numbers**

**Online**
Advertising banners and editorial contributions are used effectively for marketing.

- Editorial Post
  - Clicks: Ø 7,300*

- Advertisement Banner
  - Clicks: Ø 285*

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

- Recipients: Ø 39,000*
- Clicks: Ø 3,300*

- Opening rate: Ø 19.90 %*

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

- Facebook
  - Campaign
    - Reach: Ø 380,000*
    - Clicks: Ø 15,500*
  
- LinkedIn
  - Campaign
    - Reach: Ø 234,200*
    - Clicks: Ø 15,000*

**Timeframe**
Feb - Sep 2021

*Average clicks and reach achieved

**The E-Mag**
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.

**Reach**

- Ø 7,300*
- Ø 39,000*
- Ø 285*
- Ø 19,90 %*
- Ø 3,300*
- Ø 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:*
453 x 342
  ✓ Variable usable
  ✓ Link to a target website

1.880,-

**SPECIAL PLACEMENT**

M, L OR XL

AD FORMAT + 15 %

4.880,-
3.880,-
2.880,-
1.880,-
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

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

DOUBLE AD S, M, or L

AD FORMAT + 25 %

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

Company register in E-Mag

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 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

- MSR & process automation
- Packaging & labelling
- Pumps & compressors
- Mechanical & thermal
- Plants & components
- Explosion protection & plant safety
- Fittings & lines
- Energy efficiency
E-Mag issues 2022

Issue 1
Copy deadline: 08 March
Ad deadline: 15 March
Release: 22 March

Issue 2
Copy deadline: 28 March
Ad deadline: 04 April
Release: 11 April

Issue 3
Copy deadline: 02 August
Ad deadline: 09 August
Release: 16 August

Issue 4
Copy deadline: 29 August
Ad deadline: 05 September
Release: 12 September

Issue 5
Copy deadline: 26 October
Ad deadline: 02 November
Release: 08 November
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></td>
<td>30 March</td>
<td>06 April</td>
<td>13 April</td>
</tr>
</tbody>
</table>

ANUGA FOODTEC
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

The special issue

ANALYTIC

Special issue

analytica
Copy deadline 24 May
Ad deadline 31 May
Release 07 June
The special issue
AGENCYMAG

Behind the scenes:
Agencies introduce themselves

Brief description
As an experienced publisher, we have a wide-ranging customer portfolio with market-leading companies from the industry. In our new AGENCYMAG format, you as a marketing and press agency, you have the opportunity to present yourself to well-known industrial companies. Address key decision-makers with high decision-making authority directly and present yourself from your best side. Demonstrate your strengths, distinguish yourself and show what strong content and creativity can achieve.

Sonderausgabe

<table>
<thead>
<tr>
<th>Redaktionsschluss</th>
<th>Anzeigenschluss</th>
<th>Erscheinung</th>
</tr>
</thead>
<tbody>
<tr>
<td>28. Januar</td>
<td>01. Februar</td>
<td>02. Februar</td>
</tr>
</tbody>
</table>
AGENCYMAG Packages

Target group
Industrial companies in mechanical and plant engineering

Fields of activity
Marketing managers, marketing departments, PR departments, managing directors, business owners

Reach
Over 4,000 contacts known by name

Package 1
199,-
- Company register

Package 2
1.480,-
- Company profile in E-Mag (incl. logo, address, contact, and more)
- Ad S E-Mag

Package 3
2.980,-
- Company profile in E-Mag (incl. logo, address, contact, and more)
- Company register
- Ad M E-Mag
- Advertorial up to 3,000 Characters

Package 4
4.980,-
- Partner-Company profile in E-Mag (incl. logo, address, contact, and more)
- Company register
- Ad L E-Mag
- Advertorial up to 6,000 Zeichen
- Interview in the „Nachgefragt bei...“ section
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>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></td>
<td>Text/image combination</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

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

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>Opening rate</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ø 15.7%</td>
<td>39.000</td>
</tr>
</tbody>
</table>

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

Banner size
- 728 x 90 px

TextAd
- 190 x 140 px
- 250 characters

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>CHEMICALS – 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>CHEMICALS – PHARMA – FOOD</td>
</tr>
<tr>
<td>5</td>
<td>28. Mar</td>
<td>Achema 1</td>
</tr>
<tr>
<td>6</td>
<td>29. Mar</td>
<td>Achema 2</td>
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<tr>
<td>7</td>
<td>12. April</td>
<td>Pumps &amp; compressors</td>
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<tr>
<td>8</td>
<td>19. April</td>
<td>Hannover Messe</td>
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<tr>
<td>9</td>
<td>20. April</td>
<td>Anuga FoodTec</td>
</tr>
<tr>
<td>10</td>
<td>03. May</td>
<td>MSR &amp; process automation</td>
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<tr>
<td>11</td>
<td>10. May</td>
<td>CHEMICALS – PHARMA – FOOD</td>
</tr>
<tr>
<td>12</td>
<td>31. May</td>
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<tr>
<td>15</td>
<td>28. June</td>
<td>Measurement technology</td>
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</table>

<table>
<thead>
<tr>
<th>Nr.</th>
<th>Release</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>28. June</td>
<td>Measurement technology</td>
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<tr>
<td>16</td>
<td>05. July</td>
<td>CHEMICALS – PHARMA – FOOD</td>
</tr>
<tr>
<td>17</td>
<td>12. July</td>
<td>Industry 4.0</td>
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<tr>
<td>19</td>
<td>23. Aug</td>
<td>Powtech</td>
</tr>
<tr>
<td>20</td>
<td>30. Aug</td>
<td>CHEMICALS – PHARMA – FOOD</td>
</tr>
<tr>
<td>21</td>
<td>06. Sept</td>
<td>Packaging &amp; labelling</td>
</tr>
<tr>
<td>22</td>
<td>13. Sept</td>
<td>CHEMICALS – PHARMA – FOOD</td>
</tr>
<tr>
<td>23</td>
<td>20. Sept</td>
<td>Fachpack</td>
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<tr>
<td>24</td>
<td>04. Oct</td>
<td>CHEMICALS – PHARMA – FOOD</td>
</tr>
<tr>
<td>25</td>
<td>18. Oct</td>
<td>Explosion protection &amp; plant safety</td>
</tr>
<tr>
<td>26</td>
<td>25. Oct</td>
<td>CHEMICALS – PHARMA – FOOD</td>
</tr>
<tr>
<td>27</td>
<td>02. Nov</td>
<td>BrauBeviale</td>
</tr>
<tr>
<td>28</td>
<td>15. Nov</td>
<td>sps</td>
</tr>
<tr>
<td>29</td>
<td>22. Nov</td>
<td>Valve World</td>
</tr>
<tr>
<td>30</td>
<td>06. Dec</td>
<td>CHEMICALS – PHARMA – FOOD</td>
</tr>
</tbody>
</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,-
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: 1.300
LinkedIn-Subscribers: 1.700

Status: September 2021

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

Social media

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

Social media post: at 890,-

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,-
- 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,-

**3 weeks period:**

**-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,-

**List price:** 6.450,-

**5 weeks period:**

**-25%**

**4.837,-**

### Premium
- 1 x Cover story on the portal: 1.990,-
- 1 x Advertorial: 2000 characters + image as product of the month: 1.490,-
- 4 x Social media posts: 890,-
- 3 x Banner/Text-Ad in focus-newsletter: 1.090,-
- 1 x Exclusive interview / covering on the portal: 990,-
- 1 x Ad in E-Mag size S: 880,-

**List price:** 15.170,-

**-35%**

**9.860,-**

**8 weeks period**

### Maximum
- 2 x Cover story on the portal: 3.980,-
- 1 x Advertorial: 2000 characters + image as product of the month: 1.490,-
- 8 x Social media posts: 7.120,-
- 4 x Banner/Text-Ad in focus-newsletter: 1.090,-
- 1 x Exclusive interview / covering on the portal: 990,-
- 1 x Ad in E-Mag size S: 1.880,-

**List price:** 20.320,-

**-40%**

**12.192,-**

**10 weeks period**

*Format extension can be arranged*
**Topic Webinar**

**Price**

1.290,-

In the topic webinar, several speakers have the opportunity to present their views on the respective topic. The entire webinar lasts 45 minutes. A maximum of 4 speakers can participate.

- Full marketing
- Flexible dates
- 20+ participants
- One of four slots
- Publication as video + podcast
- 10 minutes presentation time
- Questions & Answers

**Request Now**

**Procedure**

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

2. Introduction of speakers
   - Followed by the introduction of the speakers who will take part in the discussion

3. Short presentation
   - Afterwards, the participating speakers will have the opportunity to present their company

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

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

**Topics**

- Digitization of the Process Industry
- Process analytics of the future
- Packing & Marking
- Metrology
- Artificial intelligence
- Mechanical Process engineering

**Social-Media**

- 10.000+ social media users
- Logo display as premium partner

**Portal**

- Over 18,500 online users
- Image of your logo for 1 month

**Newsletter**

- 39.000 recipients
- 1x Banner / TextAd

**We guarantee**

A smooth webinar - afterwards, we provide you with a detailed reporting with all access and key figures as well as all contact data of the participants.
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 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

Price

2.880,-

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.
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.

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Lead generation

Marketing mix

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.
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 priority in our efforts to fulfill the wishes and aims of all involved.