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.
<table>
<thead>
<tr>
<th>04</th>
<th>Click by click relevance</th>
<th>10</th>
<th>Company register / Special</th>
<th>18</th>
<th>The international portal</th>
</tr>
</thead>
<tbody>
<tr>
<td>05</td>
<td>The E-Mag</td>
<td>11</td>
<td>The concept of success</td>
<td>19</td>
<td>The newsletter</td>
</tr>
<tr>
<td>07</td>
<td>The distribution</td>
<td>13</td>
<td>E-Mag issues</td>
<td>21</td>
<td>Social media</td>
</tr>
<tr>
<td>08</td>
<td>Advertising formats</td>
<td>14</td>
<td>The special issues</td>
<td>22</td>
<td>Price packages</td>
</tr>
<tr>
<td>09</td>
<td>Special ads</td>
<td>16</td>
<td>The online portal</td>
<td>23</td>
<td>Webinars</td>
</tr>
<tr>
<td>18</td>
<td>The special issues</td>
<td>19</td>
<td>The newsletter</td>
<td>24</td>
<td>The online portal</td>
</tr>
<tr>
<td>19</td>
<td>The concept of success</td>
<td>20</td>
<td>Social media</td>
<td>25</td>
<td>Product highlight</td>
</tr>
<tr>
<td>20</td>
<td>The distribution</td>
<td>21</td>
<td>E-Mag issues</td>
<td>26</td>
<td>Lead generation</td>
</tr>
<tr>
<td>21</td>
<td>Advertising formats</td>
<td>22</td>
<td>The special issues</td>
<td>27</td>
<td>The publishing portfolio</td>
</tr>
<tr>
<td>22</td>
<td>Special ads</td>
<td>23</td>
<td>The online portal</td>
<td>28</td>
<td>Your individual E-Mag special edition</td>
</tr>
<tr>
<td>23</td>
<td>The concept of success</td>
<td>24</td>
<td>Company register / Special</td>
<td>29</td>
<td>Contact</td>
</tr>
<tr>
<td>24</td>
<td>The distribution</td>
<td>25</td>
<td>Event highlights</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Advertising formats</td>
<td>26</td>
<td>The special issues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Special ads</td>
<td>27</td>
<td>The online portal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>The concept of success</td>
<td>28</td>
<td>Event highlights</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>The distribution</td>
<td>29</td>
<td>The online portal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Advertising formats</td>
<td></td>
<td></td>
<td></td>
<td></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

6
The distribution

PROZESSTECHNIK E-Mag

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*

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

Target group

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

Opening rate

Ø 19,90 %*

Recipients

Ø 39,000*

Clicks

Ø 7,300*

Recipients

Ø 39,000*

Clicks

Ø 3,300*

Reach

Ø 234,200*

Clicks

Ø 15,000*

Reach

Ø 380,000*

Clicks

Ø 15,500*

Total

Ø 41.385

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.
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

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 466

- 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: 343 x 462

- Variable usable
- Link to a target website

1.880,-

**SPECIAL PLACEMENT**

**M, L OR XL**

4.880,-

3.880,-

2.880,-

1.880,-

+ 15 %

**AD FORMAT**

**M, L OR XL**

4.880,-

3.880,-

2.880,-

1.880,-

+ 15 %

**SPECIAL PLACEMENT**

**M, L OR XL**

4.880,-

3.880,-

2.880,-

1.880,-

+ 15 %

**AD FORMAT**
INTERACTIVE AD S, M, L or XL

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.

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

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.

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

On request

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

views / month Ø 1.486

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

Pixel dimension: 508 x 1183 px in 72 dpi

Company register in E-Mag

Go to demo page

Online entry
Period: 12 Months

199,-

99,-

7.880,-

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

Chemical-Branch
For decision makers and responsible 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
<table>
<thead>
<tr>
<th>Issue</th>
<th>Preview</th>
<th>Copy deadline</th>
<th>Ad deadline</th>
<th>Erscheinung</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue 1</td>
<td>Achema 2022 + Topic Special</td>
<td>08 March</td>
<td>15 March</td>
<td>22 March</td>
</tr>
<tr>
<td>Issue 2</td>
<td>Hannover Messe</td>
<td>26 April</td>
<td>03 May</td>
<td>10 May</td>
</tr>
<tr>
<td>Issue 3</td>
<td>Achema 2022</td>
<td>27 July</td>
<td>03 August</td>
<td>09 August</td>
</tr>
<tr>
<td>Issue 4</td>
<td>FachPack</td>
<td>51 September</td>
<td>08 September</td>
<td>15 September</td>
</tr>
<tr>
<td>Issue 5</td>
<td>SpS</td>
<td>51 October</td>
<td>18 October</td>
<td>25 October</td>
</tr>
</tbody>
</table>

*Note: *Copy deadline, Ad deadline, and Erscheinung refer to the respective issue release dates.
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>16 March</td>
<td>16 April</td>
<td>13 April</td>
</tr>
</tbody>
</table>

Release: 13 April

Copy deadline: 16 March

Ad deadline: 16 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
- Copy deadline: 24 May
- Ad deadline: 31 May
- Release: 07 June
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, 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

Fullwidth
Size (W x H): 1140 x 400 px
Period: 1 Month

2,290,-

Leaderboard
Size (W x H): 728 x 90 px
Period: 1 Month

1,890,-

Medium Rectangle
Size (W x H): 300 x 250 px
Period: 1 Month

1,390,-

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

1,990,-

Supersize
Size (W x H): 728 x 90 px
Period: 1 Month

1,390,-

Advertorial
Text/image combination
Period: 1 Month

7,990,-

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*

Price
1 Entry
66,-
3 Entries
99,-
6 Entries
149,-
9 Entries
199,-

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

Period | Price
--- | ---
3 Months | 5,990,-
6 Months | 6,990,-
9 Months | 8,990,-
12 Months | 10,990,-

Company portrait

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

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

Views/Month
Ø 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

Period | Price
--- | ---
12 Months | 990,-
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>Advertorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text/image combination with individual contents</td>
</tr>
<tr>
<td>Period: 1 month</td>
</tr>
<tr>
<td>4.990,-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content Leaderboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the editorial environment</td>
</tr>
<tr>
<td>Size (W x H): 728 x 90 px</td>
</tr>
<tr>
<td>Period: 1 month</td>
</tr>
<tr>
<td>2.890,-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Header Leaderboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique presence!</td>
</tr>
<tr>
<td>Size (W x H): 1600 x 400 px</td>
</tr>
<tr>
<td>Period: 1 month</td>
</tr>
<tr>
<td>3.490,-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Header Leaderboard + Skyscraper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top positioning in combination</td>
</tr>
<tr>
<td>Size (W x H): as above</td>
</tr>
<tr>
<td>Period: 1 month</td>
</tr>
<tr>
<td>4.990,-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fullwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning on the start page</td>
</tr>
<tr>
<td>Size (W x H): 960 x 280 px</td>
</tr>
<tr>
<td>Period: 1 month</td>
</tr>
<tr>
<td>2.890,-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Medium Rectangle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning on the start page</td>
</tr>
<tr>
<td>Size (W x H): 300 x 250 px</td>
</tr>
<tr>
<td>Period: 1 month</td>
</tr>
<tr>
<td>1.990,-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Skyscraper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mitlaufend</td>
</tr>
<tr>
<td>Size (W x H): 120 x 600 px</td>
</tr>
<tr>
<td>Period: 1 month</td>
</tr>
<tr>
<td>2.490,-</td>
</tr>
</tbody>
</table>

The international portal

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
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

Opening rate  Recipients
Ø 15.7%  39.000

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

---

### 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>
</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>
</tr>
<tr>
<td>11</td>
<td>18. May</td>
<td>Hannover Messe</td>
</tr>
<tr>
<td>12</td>
<td>31. May</td>
<td>CHEMICAL – PHARMA – FOOD</td>
</tr>
<tr>
<td>13</td>
<td>14. June</td>
<td>analytica</td>
</tr>
<tr>
<td>15</td>
<td>28. June</td>
<td>Measurement technology</td>
</tr>
<tr>
<td>16</td>
<td>05. July</td>
<td>CHEMICAL – PHARMA – FOOD</td>
</tr>
<tr>
<td>18</td>
<td>16. Aug</td>
<td>Achema 1</td>
</tr>
<tr>
<td>19</td>
<td>17. Aug</td>
<td>Achema 2</td>
</tr>
<tr>
<td>20</td>
<td>30. Aug</td>
<td>CHEMICAL – PHARMA – FOOD</td>
</tr>
<tr>
<td>21</td>
<td>06. Sep</td>
<td>CHEMICAL – PHARMA – FOOD</td>
</tr>
<tr>
<td>22</td>
<td>14. Sep</td>
<td>Fachpack</td>
</tr>
<tr>
<td>23</td>
<td>20. Sep</td>
<td>Powtech</td>
</tr>
<tr>
<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>
</tr>
<tr>
<td>26</td>
<td>25. Oct</td>
<td>sps</td>
</tr>
<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>
</tr>
<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>

---

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
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

Facebook Image Dimensions
1200 x 1500 px

LinkedIn Image Dimensions
1200 x 627 px

Social media post at 890,-

IndustrieWelt 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
1,700

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

Facebook Image Dimensions
1200 x 1500 px

LinkedIn Image Dimensions
1200 x 627 px

Social media post at 890,-

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
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

Facebook Image Dimensions
1200 x 1500 px

LinkedIn Image Dimensions
1200 x 627 px

Social media post at 890,-

IndustrieWelt 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
1,700

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

Facebook Image Dimensions
1200 x 1500 px

LinkedIn Image Dimensions
1200 x 627 px

Social media post at 890,-

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
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

Facebook Image Dimensions
1200 x 1500 px

LinkedIn Image Dimensions
1200 x 627 px

Social media post at 890,-

IndustrieWelt 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
1,700

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

Facebook Image Dimensions
1200 x 1500 px

LinkedIn Image Dimensions
1200 x 627 px

Social media post at 890,-

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
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

Facebook Image Dimensions
1200 x 1500 px

LinkedIn Image Dimensions
1200 x 627 px

Social media post at 890,-

IndustrieWelt 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
1,700

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

Facebook Image Dimensions
1200 x 1500 px

LinkedIn Image Dimensions
1200 x 627 px

Social media post at 890,-

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
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

Facebook Image Dimensions
1200 x 1500 px

LinkedIn Image Dimensions
1200 x 627 px

Social media post at 890,-

IndustrieWelt 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.
## 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 Social media post: 890,-
- 1 x Banner/Text-Ad in focus-newsletter: 1.090,-
- 1 x Entry in company register: 990,-

**List price:** 4.460,-

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Price</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td></td>
<td>4.460,-</td>
<td>-15%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.791,-</td>
<td></td>
</tr>
</tbody>
</table>

### 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,-

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Price</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td></td>
<td>6.450,-</td>
<td>-25%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4.837,-</td>
<td></td>
</tr>
</tbody>
</table>

## Our recommendation

### 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: 3.560,-
- 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,-

**List price:** 15.170,-

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Price</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td></td>
<td>15.170,-</td>
<td>-35%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9.860,-</td>
<td></td>
</tr>
</tbody>
</table>

### 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: 4.360,-
- 1 x Exclusive interview + covering on the portal: 1.490,-
- 1 x Ad in E-Mag size S: 1.880,-

**List price:** 20.320,-

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Price</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum</td>
<td></td>
<td>20.320,-</td>
<td>-40%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12.192,-</td>
<td></td>
</tr>
</tbody>
</table>

* 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

**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**

- **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 present their company and introduce their products and 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 topica

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.

Service

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

Price

2.880,-

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.
Goal
Leads with full contact details

Your specifications

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Date Start/End</th>
</tr>
</thead>
<tbody>
<tr>
<td>Range</td>
<td>Individual, depending on the selection</td>
</tr>
<tr>
<td>Selection</td>
<td>Target group by country, region, city</td>
</tr>
<tr>
<td>Interests</td>
<td>Branches and activity</td>
</tr>
<tr>
<td>Duration</td>
<td>Specified in days</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:

1. What do I want/should I achieve?
2. Which media should be used?
3. How do I distribute the advertising budget?
4. How do you measure the success of a campaign?
5. Which numbers are relevant?
6. 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

We guarantee and promise the delivery from actual leads. The selected audience is interested in your products.
The publishing portfolio
The media for your success
Your individual E-Mag special edition.

Use our digital media expertise and implement your corporate publishing products with us as E-Mag. The benefits are obvious, respectively on the tablet, the notebook and the smartphone:

The E-Mag is the economical alternative to the print product, because you save both printing and shipping costs. Instead, you benefit from the intelligent networking of your articles, a high reach in the network and high response rates.

We are pleased to advise and support you in the implementation – from conception to editing and screen-design to programming and publication.

Interested? Talk to us about it, we would be pleased to develop the concept for your individual E-Mag with you.

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