More **Digitalization**  
More **Possibilities**  
More **Value**  

The media brand PROZESSTECHNIK is the informative and important source of information for experts and decision-makers in the chemical, pharmaceutical and food industries. We set standards, also in terms of digital transformation.

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**. 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.

PROZESSTECHNIK turns 10! 2013 was also the year of the official launch of the Industrie 4.0 initiative, so it was a perfect moment. Launching a new print trade magazine on the German market was certainly a bold move, but the success speaks for us. Right from the start, we offered our content cross-media in different formats. Over the last **10 years**, we have expanded our presence on relevant platforms, and since 2021, we have been publishing our magazine in an intuitive, fully digital format.
<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>10</td>
<td>Advertising formats</td>
</tr>
<tr>
<td>13</td>
<td>Special ads</td>
</tr>
<tr>
<td>14</td>
<td>Company register / Special</td>
</tr>
<tr>
<td>15</td>
<td>The concept of success</td>
</tr>
<tr>
<td>17</td>
<td>E-Mag issues</td>
</tr>
<tr>
<td>18</td>
<td>The special issues</td>
</tr>
<tr>
<td>22</td>
<td>Your individual E-Mag special edition</td>
</tr>
<tr>
<td>25</td>
<td>The online portal</td>
</tr>
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<td>30</td>
<td>The international portal</td>
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<tr>
<td>33</td>
<td>The newsletter</td>
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<tr>
<td>35</td>
<td>Social media</td>
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<td>36</td>
<td>Price packages</td>
</tr>
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<td>37</td>
<td>Webinars</td>
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<td>38</td>
<td>Lead generation</td>
</tr>
<tr>
<td>39</td>
<td>The publishing portfolio</td>
</tr>
<tr>
<td>40</td>
<td>Contact</td>
</tr>
</tbody>
</table>
Click by click relevance.

The E-Mag
We offer decision-makers and executives in plant and mechanical engineering, as well as end users, an information experience that is as comprehensive as it is unique. 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 interested parties current reports, interviews and topic-specific information. The responsive design allows users to access the content on their mobile devices at any time.

The Newsletter
For the highest topicality provide the PROZESSTECHNIK-NEWS. Important news and product innovations keep our recipients regularly up to date. The CHEMICAL - PHARMA - FOOD sectors as well as upcoming trade show events and key topics form the unbeatable foundation.

Social-Media
Our IndustrieWelt social media channel presents a broad selection of topics from important industries and reaches a large target group every day. The reach of your advertising message is noticed and highlighted in the social networks with a special resonance.
The E-Mag
Innovative - Interactive - Multimedial

The PROZESSTECHNIK E-Mag is a completely new media product. The world of the important and financially strong industries CHEMISTRY - PHARMA - FOOD are presented in a unique way. E-Mag is the informative must-read for experts and decision-makers in the process industry. It offers advertisers fascinating opportunities to draw attention to your company, your products, solutions and services, to generate leads and to optimize your inbound marketing.

To read, watch, listen and marvel at, to present and communicate. To click, scroll, tap and swipe, using desktop, notebook, tablet and smartphone. The PROZESSTECHNIK E-Mag is a purely 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.

Above all, the PROZESSTECHNIK E-Mag impresses with its excellent usability: the loading time is fast and the navigation is 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. Another significant advantage is that we can track user behavior. In this way, benchmarks such as duration of stay and click-through rate can also be applied to ads, banners and other advertising formats.
The E-Mag benefits

- Full functionality in all browsers
- More reading pleasure through interactive navigation
- Responsive design optimized for desktop, notebook, tablet, Smartphone
- Everywhere and at any time available
- Fast and large reach through Social media distribution
- Easy sharing of Content on relevant platforms
- Detailed evaluation of the user numbers
- Special advertising formats incl. integration of video and audio files
- More reading pleasure through interactive navigation
- Fast and large reach through Social media distribution
- Easy sharing of Content on relevant platforms
- Detailed evaluation of the user numbers
- Special advertising formats incl. integration of video and audio files
E-Mag distribution

The numbers

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 the social media channel are fully utilized for distribution. Advertising formats and the presentation of product and company innovations achieve an unbeatable impact with high reach.

### Online

Advertising banners and editorial articles are used effectively for marketing.

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

### Newsletter

The readership is informed about the appearance of the e-mag.

- **Recipients**: 39,000*
- **Opening rate**: 19.90%
- **Clicks**: 3,300*

### Social-Media

Campaigns on Facebook and LinkedIn achieve an impressive reach.

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

*Average clicks and reach achieved
Magazines such as PROZESSTECHNIK and FoodTec provide our customers and Emerson employees with valuable insights into process automation topics, as the articles they contain provide interesting information on innovations and new products. It’s great that these are now also available digitally.

Daniel Schmickler
Marketing Manager Measure & Analyze D-A-CH Emerson

**Chemical Industry**
- 41%
- Target Group Size: 275,602
- Guaranteed Readers: 16,968

**Pharma Industry**
- 26%
- Target Group Size: 174,772
- Guaranteed Readers: 10,760

**Food Industry**
- 26%
- Target Group Size: 174,772
- Guaranteed Readers: 10,760

**Plant engineering**
- 5%
- Target Group Size: 33,610
- Guaranteed Readers: 2,069

**Engineering offices**
- 2%
- Target Group Size: 13,444
- Guaranteed Readers: 828

**Total**
- 100%
- Target Group Size: 672,200
- Guaranteed Readers: 41,385
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
Ad formats in the E-Mag

**AD XL**
Equivalent to 1/1-Ad A4

*Pixel dimensions:
Fullscreen 1827 x 1286

- Largest advertising space
- Variable use
- Fullscreen
- Linking to a target website
- Embedding of videos possible
- Youtube / MP4

**4.880,-**

**AD L**
Equivalent to 1/2-Ad A4

*Pixel dimensions: 966 x 713

- Variable use
- Linking to a target website
- Embedding of videos possible
- Youtube / MP4

**3.880,-**

**AD M**
Equivalent to 1/3-Ad A4

*Pixel dimensions: 966 x 466

- Variable use
- Linking to a target website
- Embedding of videos possible
- Youtube / MP4

**2.880,-**

**AD S**
Equivalent to 1/4-Ad A4

*Pixel dimensions: 686 x 924

- Variable use
- Linking to a target website

**1.880,-**

*Pixel dimensions: To be able to display the ads optimally | 72 dpi

---

File delivery via E-Mail to daten@fachwelt-verlag.de
The high-quality and appealing format of PROZESSTECHNIK makes every ad catch the eye - but none better than the cover page. Take advantage of the unbeatable benefits and book the cover topic for your maximum presence in the e-mag!

- Reach: 30,000+ guaranteed
- +25,000 characters
- Linking to a target website
- Integration of your image galleries
- Iframe Integration
- Embedding of videos possible
- Detailed reporting afterwards
- Youtube / MP4

6,880,-

File delivery via E-Mail to daten@fachwelt-verlag.de

Click me to go to the demo page!
Top Story
Your company in focus

With the top theme you secure the highest attention of your target groups and potential customers in the process industry sectors CHEMICAL, PHARMA, FOOD.

Advertise in a topic-related environment and book the top topic!

- Reach: 30,000+ guaranteed
- +25,000 characters
- Links
- Videos in MP4 / Youtube
- Integration of your image galleries
- Iframe integration
- Detailed reporting afterwards

5.880,-

File delivery via E-Mail to daten@fachwelt-verlag.de
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 advertising.

**INTERACTIVE AD S, M, L oder 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 advertising.

**DOUBLE AD S, M, or L**

By clicking the button, you actively open the ad area and thus get more information about the ad content or product.
Who offers what? The industry mirror offers the quickest overview of current offers, innovations, services and potential partners. This is where demand meets supply. Every ad is linked. Lead generation could hardly be more efficient.

- **Company register in the E-Mag**
  
  **E-Mag-Entry / issue**
  ✔ incl. one year online entry on the portal
  
  **Online-Entry**
  Duration: 12 months
  
  **Free to e-mag Ad**
  
  **ENTRy**
  **IN COMPANY REGISTER**
  **ON THE PORTAL**
  
  **Special advertising**
  
  **Special-Variant 1:**
  PDF file, designed by you in your CD.
  
  **Special-Variant 2:**
  Microsite with the look and feel of Prozesstechnik.
  
  **Special-Variant 2:**
  Microsite with the look and feel of Prozesstechnik.
  
  **7.880,-**
  **Up on request**
  
  **Online-Entry**
  Duration: 12 months
  
  **199,-**
  **99,-**

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.
The concept of success: 
Three topics - one medium

Chemical
For investment decision-makers and managers in the chemical industry, including suppliers and equipment suppliers in the mechanical and plant engineering industry.

Pharma
For senior management positions and key technical management decision makers in the procurement of equipment in the pharmaceutical industry.

Food
For business owners, executives, decision makers of medium and large companies and in technical management in the food industry.
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.
# E-Mag issue 2023

<table>
<thead>
<tr>
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<td><img src="image" alt="Interpack" /></td>
<td><img src="image" alt="Labvolution" /></td>
<td><img src="image" alt="FOODTEC" /></td>
<td><img src="image" alt="NACHHALTIGKEIT SUSTAINABILITY" /></td>
<td><img src="image" alt="POWTECH" /></td>
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<td>Hannover Messe 17. - 21.04.23</td>
<td>Interpack 04. - 10.05.23</td>
<td>Labvolution 09. - 11.05.23</td>
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<td>Powtech 26. - 28.09.23</td>
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<td>19.04.23</td>
<td>02.05.23</td>
<td>06.06.23</td>
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</tbody>
</table>
10 years PROZESSTECHNIK

PROZESSTECHNIK turns 10 years old! 2013 was also the year of the official launch of the Industrie 4.0 initiative, so it was a perfect moment. Launching a new print trade magazine on the German market was certainly a bold move, but the success proves us right. Since the beginning, we offered our content cross-medially in different formats. Over the last 10 years, we have expanded our presence on relevant platforms, and since 2021 we have been publishing our magazine in an intuitive, fully digital format that we are very proud of.

The anniversary issue

<table>
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<th>Ad deadline</th>
<th>Editorial deadline</th>
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</thead>
</table>
## Anniversary promotion: 50% discount

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<thead>
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<th>School</th>
<th>Pixel dimensions:</th>
<th>Equivalent to</th>
<th>Price 1</th>
<th>Price 2</th>
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<tbody>
<tr>
<td>XL</td>
<td></td>
<td>Fullscreen 1827 x 1286</td>
<td>1/1-Ad A4</td>
<td>2,440,-</td>
<td>4,880,-</td>
</tr>
<tr>
<td></td>
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<td></td>
<td><em>Largest advertising space</em></td>
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<td></td>
<td><em>Variable use</em></td>
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<td><em>Fullscreen</em></td>
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<td><em>Linking to a target website</em></td>
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<td><em>Embedding of videos possible</em></td>
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<td>Youtube / MP4</td>
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<tr>
<td>L</td>
<td></td>
<td>966 x 713</td>
<td>1/2-Ad A4</td>
<td>1,940,-</td>
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<td></td>
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<td><em>Variable use</em></td>
<td></td>
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<td><em>Linking to a target website</em></td>
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<td></td>
<td>Youtube / MP4</td>
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<tr>
<td>M</td>
<td></td>
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<td>1,440,-</td>
<td>2,880,-</td>
</tr>
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<td><em>Variable use</em></td>
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<td><em>Linking to a target website</em></td>
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<td><em>Embedding of videos possible</em></td>
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<td></td>
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<td></td>
<td>Youtube / MP4</td>
<td></td>
<td></td>
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<td>S</td>
<td></td>
<td>686 x 924</td>
<td>1/4-Ad A4</td>
<td>940,-</td>
<td>1,880,-</td>
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<td><em>Variable use</em></td>
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<td></td>
<td></td>
<td></td>
<td><em>Linking to a target website</em></td>
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</tr>
</tbody>
</table>

*Pixel dimensions: To be able to display the ads optimally | 72 dpi
Solutions for Food & Beverage

**Brief description**
Topics include equipment, components, mechanical, CIP, thermal, safety, quality, hygienic design, cleaning, Packaging and Labeling

**Target group**
Specialists and managers in design, research, development as well as investment decision makers from technical management.

<table>
<thead>
<tr>
<th>Release</th>
<th>Ad deadline</th>
<th>Editorial deadline</th>
</tr>
</thead>
</table>
Expert knowledge for the modern laboratory process

Brief Characteristics
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, management, development

<table>
<thead>
<tr>
<th>Release</th>
<th>Ad deadline</th>
<th>Editorial deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>03. May</td>
<td>26. April</td>
<td>19. April</td>
</tr>
</tbody>
</table>
Your individual E-Mag special edition

Take advantage of our digital media expertise and implement your corporate publishing products with us as an e-mag. The advantages are obvious or on the tablet, notebook and smartphone:

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

We will be happy to advise and support you during implementation - from conception to editing and screen design to programming and publication.
The light variant includes consulting and support for the total implementation - from conception, editing and screen design to programming and publishing.

Customized product - the focus is only on you!

- Your corporate design
- User-Tracking
- Freely selectable content
- Available at any time

Design your special edition with all the advantages of our digital capabilities

- Text, image display
- Videos in MP4 / Youtube
- Podcasts / Videocasts
- Slideshows
- Animations
- White Papers

Services in consulting and accompaniment

- Conception
- Editing
- Screendesign
- Programming

Light

Other options by arrangement

Click me to go to the demo page!

Up to 16 pages

9.880,-

Concise and to the point. That’s how you reach your target group!

Our recommendation

Up to 32 pages

16.880,-

Comprehensive and to the point for your readership.

Up to 48 pages

25.880,-

Very comprehensive for diverse content and requirements.
In addition to the Light variant, the Exclusive variant offers attractive advertising opportunities in the E-Mag, on the portal, via newsletter and social media. This widespread campaign gives your individual e-mag special edition the best possible distribution.

Customized product - the focus is only on you!
- Your corporate design
- Freely selectable content
- User-Tracking
- Available at any time

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

Your e-mag will be additionally advertised with us *
- E-Mag PROZESSTECHNIK
- Online-Portal
- Newsletter
- Social Media

*Advertising forms are coordinated with the publishing management

Our recommendation

Up to 16 pages
16.760,-
Concise and to the point. That’s how you reach your target group!

Up to 32 pages
23.760,-
Comprehensive and to the point for your readership.

Up to 48 pages
32.760,-
Very comprehensive for diverse content and requirements.

Other options by arrangement

Click me to go to the demo page!
The Online-Portal
PROZESSTECHNIK

Topics
Chemical, pharmaceutical, food, bulk material, Research, development, industry 4.0, serialization

Target group
Experts, professionals and decision makers

Profile
Technical articles, interviews, product information

Key-Facts
✓ Daily news updates
✓ Cross-industry reporting
✓ Information on important trade fairs
✓ Media library with company and product videos
✓ Company portraits and industry reviews

www.PROZESSTECHNIK-PORTAL.com
The specialist portal for the total process industry

Users / Month
Ø 19.000

Duration of stay
Ø 5:23 Min.

Page Impressions / Month
Ø 57.000
Search engines
Best ranking for your success

We are the undisputed number 1 on Google and Microsoft Bing.

The PROZESSTECHNIK PORTAL is search engine optimized and thus achieves the best results. As a result, we always achieve the best ranking on the market-leading search engines. This clearly proves that we provide excellent services and our readers/users benefit from it.

With our content we achieve the best results. Correct keywords in the text and our know-how are of decisive importance for your success.

Use the media power of our portal for marketing your products!
## Banner formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Pixelsize</th>
<th>Period</th>
<th>Format</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullwidth</td>
<td>1140 x 400 px</td>
<td>1 Month</td>
<td>JPG, PNG, GIF</td>
<td>Max. 2MB</td>
<td>2.290,-</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>1 Month</td>
<td>JPG, PNG, GIF</td>
<td>Max. 2MB</td>
<td>1.890,-</td>
</tr>
<tr>
<td>Medium Square</td>
<td>360 x 360 px</td>
<td>1 Month</td>
<td>JPG, PNG, GIF</td>
<td>Max. 2MB</td>
<td>1.990,-</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 px</td>
<td>1 Month</td>
<td>JPG, PNG, GIF</td>
<td>Max. 2MB</td>
<td>1.390,-</td>
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<tr>
<td>Supersize</td>
<td>728 x 90 px</td>
<td>1 Month</td>
<td>JPG, PNG, GIF</td>
<td>Max. 2MB</td>
<td>1.390,-</td>
</tr>
</tbody>
</table>

**Eventcalendar**

Take advantage of our reach - maximize the exposure of your event with a calendar listing.

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

More than 9 entries on request

File delivery via E-Mail to daten@fachwelt-verlag.de
Sponsored Content

- Text/image combination
- Period: 1 Month

**Cover story**
- 10 Images
- 25,000 Characters
- 1,990,-

**Top story**
- 5 Images
- 25,000 Characters
- 1,690,-

**Product of the Month**
- 5 Images
- 15,000 Characters
- 1,490,-

**Exclusive Interview**
- 5 Images
- 15,000 Characters
- 1,490,-

**Advertorial**
- 3 Images
- 5,000 Characters
- 1,290,-

File delivery via E-Mail to daten@fachwelt-verlag.de
**Native Advertising**

Views/Month  
Ø 4.000

Your benefits:
- Own company section including sidebar
- Full attention for your products
- Prominent placement on the website
- Reporting included
- Constant publication of current press news
- Cannot be hidden by adblockers
- Responsive design - for all devices

<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**

Views/Month  
Ø 2.000

When booking the company portrait, you will receive the entry in the online business directory free of charge.

Your benefits:
- Integration of videos and image galleries
- Download PDF files
- Adding up to six contact persons
- Links to social media platforms
- Integration of a contact form on request
- Responsive design - for all devices
- Adblock-free

@ www.prozesstechnik-portal.com/firmenportraits

<table>
<thead>
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<th>Period</th>
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</tr>
</thead>
<tbody>
<tr>
<td>12 Months</td>
<td>990,-</td>
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</tbody>
</table>
The international Portal
INDUSTRY24h

The international trade portal for the entire process industry

www.INDUSTRY24H.com

Topics
Chemical, pharmaceutical, food, bulk material, Research, development, industry 4.0, serialization

Target group
Experts and decision makers worldwide

Profile
News, technical articles, trade fair reports, interviews, product information, videos

Key-Facts
✓ Daily news updates
✓ Cross-industry reporting
✓ Information on important industry trade shows
✓ Media library with company and product videos
✓ Company portraits and industry reviews

Users / Month
Ø 49.300

Duration of stay
Ø 4:53 Min.

Page Impressions / Month
Ø 124.600
Banner formats

**Fullwidth**
- Pixelsize: 1140 x 400 px
- Period: 1 Month
- Format: JPG, PNG, GIF
- Size: Max. 2MB
- Price: 2.290,-

**Leaderboard**
- Pixelsize: 728 x 90 px
- Period: 1 Month
- Format: JPG, PNG, GIF
- Size: Max. 2MB
- Price: 1.890,-

**Medium Square**
- Pixelsize: 360 x 360 px
- Period: 1 Month
- Format: JPG, PNG, GIF
- Size: Max. 2MB
- Price: 1.390,-

**Skyscraper**
- Pixelsize: 120 x 600 px
- Period: 1 Month
- Format: JPG, PNG, GIF
- Size: Max. 2MB
- Price: 1.990,-

**Supersize**
- Pixelsize: 728 x 90 px
- Period: 1 Month
- Format: JPG, PNG, GIF
- Size: Max. 2MB
- Price: 1.390,-

**Eventcalendar**
- Take advantage of our reach - maximize the exposure of your event with a calendar listing.

**File delivery via E-Mail to daten@fachwelt-verlag.de**

<table>
<thead>
<tr>
<th>Entries</th>
<th>Price</th>
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<tr>
<td>3 Entries</td>
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<td>6 Entries</td>
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<tr>
<td>9 Entries</td>
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</table>
## Sponsored Content

- **Text/image combination**
- **Period:** 1 Month

### Cover story
- 10 Images
- 25,000 Characters
- **1,990,-**

### Top story
- 5 Images
- 25,000 Characters
- **1,690,-**

### Product of the Month
- 5 Images
- 15,000 Characters
- **1,490,-**

### Exclusive Interview
- 5 Images
- 15,000 Characters
- **1,490,-**

### Advertorial
- 3 Images
- 5,000 Characters
- **1,290,-**

---

File delivery via E-Mail to daten@fachwelt-verlag.de
Industry-specific news and important top issues reach around 39,000 recipients on a regular basis.

www.prozesstechnik-portal.com/prozesstechnik-news

Opening rate

Ø 15,7 %

Recipients

39.000

Your benefits

✓ Great range  ✓ Qualified addresses
✓ Target group specific ✓ Focused advertising

The Newsletter
PROZESSTECHNIK-NEWS

Release dates

<table>
<thead>
<tr>
<th>Nr.</th>
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<th>Versand</th>
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<td>2</td>
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<tr>
<td>3</td>
<td>Anniversary 2</td>
<td>08. Mar</td>
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<tr>
<td>4</td>
<td>Measurement technology</td>
<td>15. Mar</td>
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<tr>
<td>5</td>
<td>Process Technology</td>
<td>22. Mar</td>
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<td>6</td>
<td>Hannover Messe</td>
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<tr>
<td>8</td>
<td>Automation &amp; Digitization</td>
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<td>9</td>
<td>Analytik</td>
<td>18. Apr</td>
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<td>10</td>
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<td>27. Apr</td>
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<tr>
<td>11</td>
<td>Interpack 2</td>
<td>02. May</td>
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<td>12</td>
<td>FoodTec</td>
<td>10. May</td>
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<tr>
<td>13</td>
<td>Ex protection &amp; plant safety</td>
<td>07. Jun</td>
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<td>15</td>
<td>Energy efficiency &amp; sustainability</td>
<td>28. Jun</td>
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<td>16</td>
<td>Measurement technology</td>
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<td>18</td>
<td>Packaging &amp; Labeling</td>
<td>16. Aug</td>
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<td>19</td>
<td>CHEMICAL – PHARMA – FOOD</td>
<td>30. Aug</td>
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<td>20</td>
<td>Pumps &amp; Compressors</td>
<td>06. Sep</td>
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<tr>
<td>21</td>
<td>POWTECH</td>
<td>13. Sep</td>
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<tr>
<td>22</td>
<td>CHEMICAL – PHARMA – FOOD</td>
<td>27. Sep</td>
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<tr>
<td>23</td>
<td>Drive Technology</td>
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<td>24</td>
<td>Automation &amp; Digitization</td>
<td>18. Oct</td>
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<td>25</td>
<td>sps smart production solutions</td>
<td>25. Oct</td>
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<tr>
<td>30</td>
<td>Christmas special</td>
<td>13. Dec</td>
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</table>

Banner 728 x 90 px

TextAd 190 x 140 px 250 Characters

Chemical - Pharma - Food 890,-

Topic special 1.090,-

Trade fair special 1.290,-

Click me to go to the demo page!
Benefit from the recommendation character of our return address and use the proximity to the market for your competitive advantage!

**Your benefits**
- Attention-grabbing advertising format
- Great proximity to the market
- Positive link with the sender’s address
- Effective target group coverage
- Freely selectable content

**Our services**
- All programming
- Processing and organization
- Shipping by the publisher

5.980,-
Our social media experts will ensure a successful advertising campaign for your products. According to your specifications, we carry out a selection of the target groups you specify. In doing so, you specify the industries and the fields of activity of your potential customers.

IndustrieWelt publishes news across industries on our social media channels about the process industry, chemicals, pharmaceuticals, food, laboratory, and water and wastewater technology. Use our social media experts to increase the impact of your campaigns!

### Social-Media-Campaign
- Selection according to industries and fields of activity
- Fast marketing of your products
- Product recommendation by us as a professional medium
- Linking to your website or Youtube channel
- Detailed reporting

### Your benefits
- High reach
- Great advertising effect at an attractive price
- Neutral recommendation character
- Attention-grabbing presentation
- Measurable success

IndustrieWelt publishes news across industries on our social media channels about the process industry, chemicals, pharmaceuticals, food, laboratory, and water and wastewater technology. Use our social media experts to increase the impact of your campaigns!

### To the social media channels
- [www.facebook.de/industriewelt](http://www.facebook.de/industriewelt)
- [www.linkedin.de/company/industriewelt](http://www.linkedin.de/company/industriewelt)

### Social-Media-Campaign
- **Facebook Measurements**: 1200 x 1500 px
- **LinkedIn Measurements**: 1200 x 627 px

### Facebook
- 40,021 Reached persons
- 1,078 Interactions
- 1,300 Subscribers

### LinkedIn
- 2,000 Impressions
- 189 Interactions
- 2,700 Subscribers
## Price packages

<table>
<thead>
<tr>
<th>Premium</th>
<th>List Price</th>
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<th>-25%</th>
<th>-15%</th>
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<tbody>
<tr>
<td>1 x Cover story on the Portal</td>
<td>1.990,-</td>
<td>1.393,-</td>
<td>1.598,-</td>
<td>1.793,-</td>
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<tr>
<td>2 x Product of the Month</td>
<td>2.980,-</td>
<td>2.386,-</td>
<td>2.592,-</td>
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<tr>
<td>4 x Social-Media Posts</td>
<td>3.560,-</td>
<td>2.848,-</td>
<td>3.044,-</td>
<td>3.240,-</td>
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<tr>
<td>3 x Ad in Topic-Newsletter</td>
<td>3.270,-</td>
<td>2.619,-</td>
<td>2.863,-</td>
<td>3.097,-</td>
</tr>
<tr>
<td>1 x Exklusives Interview</td>
<td>1.490,-</td>
<td>1.192,-</td>
<td>1.490,-</td>
<td>1.490,-</td>
</tr>
<tr>
<td>1 x Ad in E-Mag Format S</td>
<td>1.880,-</td>
<td>1.464,-</td>
<td>1.632,-</td>
<td>1.856,-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>9.860,-</strong></td>
<td><strong>7.392,-</strong></td>
<td><strong>8.352,-</strong></td>
<td><strong>9.352,-</strong></td>
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<tr>
<th>Our recommendation</th>
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<td><strong>8.534,-</strong></td>
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<td><strong>12.192,-</strong></td>
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</tbody>
</table>

*Upgrade possible for all packages*
The Fachwelt editorial team moderates the topic and presents the key points. In the moderated panel discussion, all speakers can contribute their views on the topic. Finally, the questions of the participants can be answered by the speakers.

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

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 of all contacts attending the webinar.

6,990,-

1. Topic introduction
   The Fachwelt editorial team moderates the topic and presents the key points.

2. Presentation Company & Speakers
   Afterwards, the speakers and their company will be introduced, who will participate in the discussion.

3. Short presentation
   After that, the participating speakers will have the opportunity to present their products and solutions on the topic.

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

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

Request now
You need to successfully spread your budget and position yourself properly. This leads to the following questions:

- What do I want/need to achieve?
- Which media should be used?
- How do I distribute the advertising budget?
- How do I measure the success of a campaign?
- Which figures are relevant?
- How do I reach my target group?

The variety of marketing offers in the media world is huge. Finding the recipe to get your products to the right target group is complex. It is no longer enough just to be seen. You have to stand out and be special.

Our special marketing concept from a sales point of view guarantees you the desired success. We provide you with real contacts with complete personal details. We promise you target persons who are exclusively interested in your products.

### Lead generation

#### Marketing-Mix

You need to successfully spread your budget and position yourself properly. This leads to the following questions:

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- How do I distribute the advertising budget?
- How do I measure the success of a campaign?
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Our special marketing concept from a sales point of view guarantees you the desired success. We provide you with real contacts with complete personal details. We promise you target persons who are exclusively interested in your products.

#### Sales-oriented product marketing

**Ziel**

Leads with complete contact details

**Your specifications**

- **Schedule**: Date start/end
- **Range**: Individual, depending on selection
- **Selection**: Target group by country, region, city
- **Interests**: Industries and activity
- **Duration**: Specified in days

We guarantee and promise the delivery of actual leads. The selected target group is interested in your products.
The publishing portfolio
Your success media for the industry
Contact

Do you have any questions? Feel free to contact us!

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

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

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

Nikola Ivezic
Publishing Assistant
+49 711 93 59 21-03
ni@fachwelt-verlag.de

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

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

Publisher’s address
FACHWELT VERLAG
Bachstraße 32
70563 Stuttgart
Deutschland

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

Credit Institution
Hipotekarna Banka
Josipa Broza Tita 67 • 81000 Podgorica • Montenegro
IBAN: ME25 5200 4200 0000 2834 46 • BIC: HBBAMEPGXXX

Ad prices
Prices in Euro,
valid from 1. January 2023

File delivery
via E-Mail an
daten@fachwelt-verlag.de

Terms of payment
Direct debit and prepayment: 3 % discount
Within 10 days: 2 % discount

Terms and conditions
The General Terms and Conditions apply, which can be viewed at www.fachwelt-verlag.de/agb.
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