

PROZESS TECHNIK

CHEMIE • PHARMA • FOOD

MEDIAKIT 2024

FACHWELT VERLAG

State 03/2024

More Digitalization More Possibilities More Value

- ✓ PROZESSTECHNIK: Information source for experts and decision-makers in chemical, pharmaceutical and food technology
- ✓ Digital offerings are overtaking printed media in terms of usage behavior
- ✓ B2B decision-makers spend over two hours online every day
- ✓ More than half of the B2B target group uses mobile devices to search for information
- ✓ Home office and mobile working strengthen demand for digital specialist media
- ✓ Cross-media content in various formats
- ✓ Since 2021: Exclusively in the intuitive, digital e-mag format



Our trade fair specials

ACHEMA

ACHEMA is known as the world forum for the process industry. This international trade fair, conference and exhibition, which takes place every three years, has a permanent place in various industries. With more than 110,000 square meters of exhibition space, it is the home for the entire technology and service spectrum of the process industry. As a globally unique overview of the current technology trends in the industry, it offers hands-on technology and global networking. Manufacturers and service providers from over 50 countries are expected, which present products for CHEMICALS, pharmaceuticals, biotechnology, energy and the environment, as well as visitors from more than 130 countries.



analytica

For more than five decades, Analytica has been one of the world's most renowned trade fairs in the field of innovative laboratory technology, pioneering biotechnology and life sciences. The important industry meeting in Munich brings together the entire range of topics from laboratories in industry and research.



In Europe, Fachpack is the central meeting point for the packaging industry and its users. The trade fair provides a comprehensive insight into relevant topics from the packaging industry, from product packaging to solutions for packaging production, logistics and much more.

2024



Anuga FoodTec is one of the leading international trade fairs for new concepts and innovative developments across the entire food and beverage industry. This event takes place every three years in Cologne and attracts companies and experts from across the food production and processing industry.



The Hannover Messe is one of the world's leading industrial trade fairs and an annual highlight for companies, professionals and technology enthusiasts from around the world. This prestigious event takes place every year in Hanover, Germany and offers a unique platform for innovation in the industry.

sps

smart production solutions

The SPS trade fair is one of the world's most important events for the automation and control technology industry. This annual trade fair attracts professionals, companies and experts from all over the world and is an important meeting point to discover the latest innovations and developments in the field of industrial automation.



Valve World is one of the world's leading trade fairs for industrial valves and fittings. This event takes place periodically in Düsseldorf, Germany and attracts professionals, companies and experts from the global valve and fittings industry. Valve World is a central meeting point for the latest developments, technologies and solutions.

The concept for success: three topics – one medium



CHEMICALS

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



Pharma

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



Food

For business owners, managers, decision-makers in medium and large companies as well as in technical management in the food industry.

Table of Contents

CONTACT

FACHWELT VERLAG

06

Click by click
relevance

07

E-Mag Benefits

08

The numbers

9

E-Mag issues

10

The special issues

11

Advertising formats

12

Industry mirror

13

Sponsored content in
the e-mag

14

Main topics

15

Reader structure

17

Your individual E-Mag
special edition

20

The newsletters

22

Standalone newsletter

23

The online portal

29

The international
portal

32

Social media

34

Media packages

35

Lead generation

36

The publishing portfolio

37

Contact

Click by click relevance.

The E-Mag

We offer decision-makers and managers in plant and mechanical engineering as well as end users an information experience that is both comprehensive and unique. The E-Mag invites users to an exciting interactive tour through the world of **PROZESSTECHNIK**.

Innovative advertising formats and the presentation of product and company innovations achieve an unbeatable effect.



To the demo page



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 mobile devices at any time.



To the newsletter archive



The newsletters

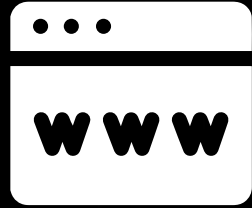
The **PROZESSTECHNIK-NEWS** ensures that it is always up to date. Our recipients regularly keep up to date with important news and product innovations. The industries **CHEMICALS** - **PHARMA** - **FOOD** as well as upcoming trade fair events and key topics form the unbeatable foundation.

Social media

Our social media channel **INDUSTRIE WELT** presents a wide selection of topics from important industries and reaches a large target group every day. The reach of your advertising message is perceived and highlighted with a special response on social networks.



The E-Mag advantages



**Full functionality in all
browsers**



**More reading pleasure
interactive navigation**



**Detailed evaluation of user
numbers**



**Everywhere and
everytime available**



**Fast and big
Range through
Social media distribution**



**Easily share content on
relevant platforms**



**Responsive design optimized
for desktop, notebook, tablet,
smartphone**



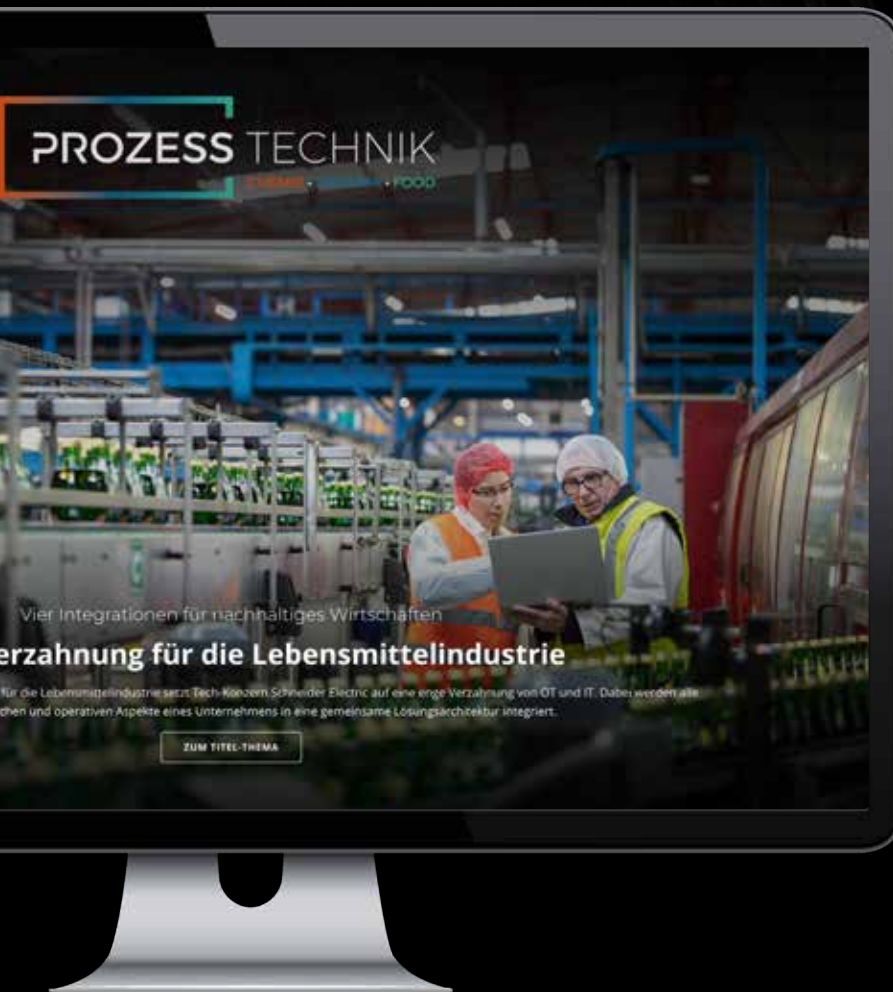
**Special advertising formats
including integration of
video and audio files**

E-Mag distribution

The numbers

The e-mag is distributed effectively across all digital channels in our media. Experts and professionals have the opportunity to access all editions at any time. The online platform, newsletters and social media channels are used entirely for distribution. Advertising formats and the presentation of products and companies New products achieve an unbeatable effect with a long reach.

Total clicks
Ø 42.552



Online

Advertising banners and editorial contributions are used effectively for marketing.

[Read now](#)



Editorial
Post



Clicks
7,800*



Advertising
Banner



Clicks
452*

Newsletter

The readership will be informed about the publication of the e-mag.



Recipients
39,000*



Open rate
21.23%*



Clicks
3,800*

Social media



Campaign
Facebook



Range
380,000*



Clicks
15,500*



[Follow now!](#)



Campaign
LinkedIn



Range
234,200*



Clicks
15,000*

*Average clicks and reach achieved

E-Mag editions 2024

Issue	1 / 2024	2 / FOODTEC	3 / ANALYTIC	4 / 2024	5 / 2024	6 / 2024	7 / 2024	8 / 2024
Trade fair / Theme special	THEME SPECIAL  DIGITALIZATION		 analytica		ACHEMA		 sps smart production solutions	
Release	06.02.2024	12.03.2024	21.03.2024	11.04.2024	28.05.2024	10.09.2024	29.10.2024	26.11.2024
Ad deadline	30.01.2024	05.03.2024	14.03.2024	04.04.2024	21.05.2024	03.09.2024	22.10.2024	19.11.2024
Editorial deadline	23.01.2024	27.02.2024	07.03.2024	28.03.2024	14.05.2024	27.08.2024	15.10.2024	12.11.2024
Trade fair information	--	Anuga Foodtec 19. - 22.03.2024	Analytica 09. - 12.04.2024	Hannover Messe 22. - 26.04.2024	Achema 10. - 14.06.2024	Fachpack 24. - 26.09.2024	SPS 12. - 14.11.2024	Valve World 03. - 05.12.2024

The special editions



Analytic



analytica

Target group

Medicine, pharmaceutical industry, chemical industry, research facilities, laboratory, research, corporate management, development



appearance
21.03.2024

Ad deadline
14.03.2024

Editorial deadline
07.03.2024



FoodTec



Target group

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



appearance
12.03.2024

Ad deadline
05.03.2024

Editorial deadline
27.02.2024

Advertising formats in e-mag

Format: JPG, PNG, GIF
Size: Max. 5MB

Advert XL



Corresponds to a **1/1 A4 display**

***Pixel size:** 1827 x 1286

- ✓ Interactive possible
- ✓ Can be used variably
- ✓ Full screen
- ✓ Linking to a target website
- ✓ Embedding of videos possible
- ▶ Youtube/MP4



4.880,-

Advert L



Corresponds to a **1/2 A4 display**

***Pixel size:** 966x713

- ✓ Interactive possible
- ✓ Can be used variably
- ✓ Linking to a target website
- ✓ Embedding of videos possible
- ▶ Youtube/MP4



3.880,-

Advert M



Corresponds to a **1/3 display A4**

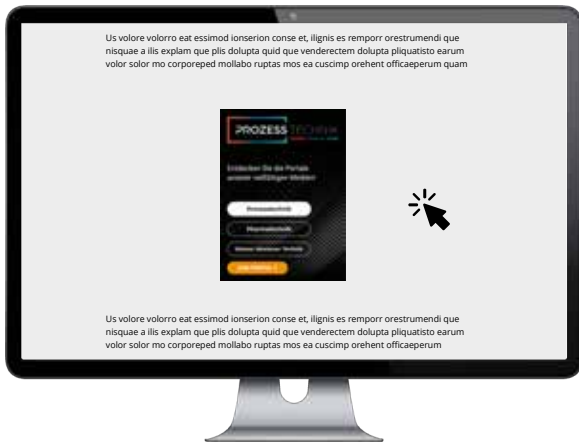
***Pixel size:** 966x466

- ✓ Interactive possible
- ✓ Can be used variably
- ✓ Linking to a target website
- ✓ Embedding of videos possible
- ▶ Youtube/MP4



2.880,-

Advert S



Corresponds to a **1/4 A4 display**

***Pixel size:** 686x924

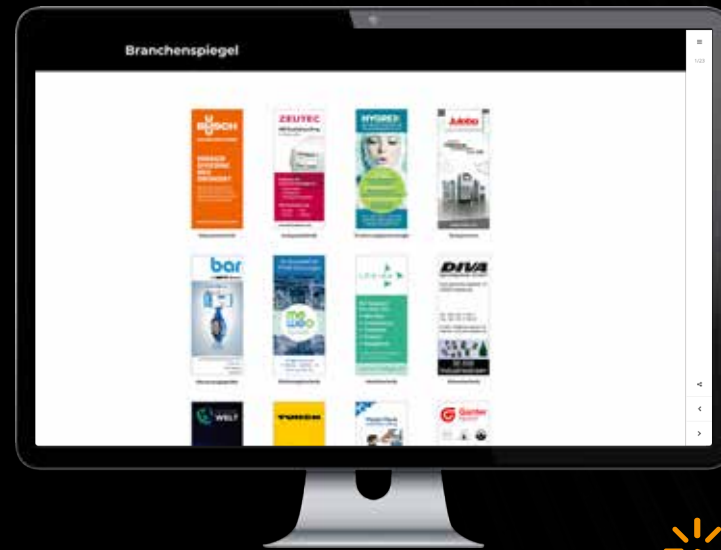
- ✓ Interactive possible
- ✓ Can be used variably
- ✓ Linking to a target website



1.880,-

***Pixel size:** In order to display the advertisements optimally | 72dpi

Company register in the E-Mag



Pixel size:
508x1183px
in 72 dpi

Click me to go to the demo page!

Special advertising



Click me to go to the demo page!

Who offers what? The industry mirror offers the fastest overview of current offers, innovations, services and potential partners. This is where demand meets supply. Every ad is **linked**. Lead generation couldn't be more efficient.

E-Mag entry / Output

✓ including one year online entry on the portal **199,-**

Online entry Term: 12 months

99,-



At first glance, only the **teaser box** is visible in the special, which arouses curiosity about the content with a picture and short text. If you activate the link, the stored file opens **Special**. This can be downloaded, printed and shared.

Special variant 1:

PDF file, designed by you in your CD.

7.880,-

Special variant 2:

Microsite with the look and feel of Prozesstechnik.

Upon request

Sponsored content in the e-mag



Title story 6.880,-

Thanks to PROZESSTECHNIK's high-quality and appealing format, every advertisement catches the eye - but none better than the front page.

- ✓ Range: 30,000+
- ✓ +25,000 characters
- ✓ Links
- ✓ Picture galleries



Top story 5.880,-

With the top story, you can secure potential customers in the process industry sectors **CHEMICALS**, **PHARMA**, **FOOD**.

- CHEMICALS
- PHARMA
- FOOD



Advertorial 4.880,-

Secure pole position in the category of your choice with an advertorial! With this you can achieve even more clicks.

- ✓ Range: 30,000+
- ✓ +25,000 characters
- ✓ Links
- ✓ Picture galleries

NEW

The E-Mag Newsletters

Zur Webansicht »

PROZESS TECHNIK

CHEMIE • PHARMA • FOOD

Ausgabe 6 | 20.06.2023

10 JAHRE
JUBILÄUM
2013 - 2023

Zukunftssorientierte PAT-Lösungen

Die Prozessanalyse-Technologie (Process Analytical Technology, PAT) hat seit ihren Anfängen eine rasante Entwicklung durchlaufen. Dank den entscheidenden Fortschritten der digitalen Technologien ...

Zum Titel-Thema

Zum E-Mag

Alle Ausgaben

Kontakt

Online-Portal

Firmenportraits

Veranstaltungen

Newsletter

Mediadaten

Pumpen & Kompressoren

Zu den Beiträgen

3 Beiträge

Messtechnik

Armaturen & Leitungen

Recipients

39.000

Data delivery

daten@fachwelt-verlag.de

Your benefits

✓ Great coverage

✓ Target group specific

✓ Qualified addresses

✓ Focused advertising

Price

690,-

Ad format

Banner

728 x 90 px

Nr.	Subject	Release
1	Digitalisierung	06. Feb
2	Anuga FoodTec	12. März
3	Analytica	21. März
4	Hannover Messe	11. April
5	Achema	28. Mai
6	Fachpack	10. Sep
7	sps	29. Okt
8	Valve World	26. Nov

Main topics

In all editions



Frank Altman

Dipl.-Business Economist (BA)

AFRISO-EURO-INDEX GmbH

10 years of interesting articles, exciting topics, always up to date - what an achievement! We warmly congratulate you on your anniversary and look forward to many more years of partnership with a publisher that is courageously moving forward.

Pumps & Compressors



Systems & Components



Fittings & pipes



Measuring technology



Prozess automation & digitalization



Drive technology & mechanics



Explosion protection & system safety



Packaging & Labeling



Energy efficiency & sustainability



Reader structure

Industry sectors

“



Andreas Koch

Sales Director

Bluhm systems

Many of our customers obtain information via the specialist publisher's various channels. On these platforms we also reach the industries and target groups who want to find out about the savings opportunities and optimization potential of our smart labeling solutions. We wish the specialist publisher continued to have such a good feel for topics and trends.

In total

100 %

Audience size
672,200

Guaranteed readers
41.385



Chemical industry

41 %

Audience size
275,602

Guaranteed readers
16.968

Pharma industry

26 %

Audience size
174,772

Guaranteed readers
10.760

Plant and apparatus construction

5 %

Audience size **33,610**

Guaranteed readers
2.069

Food industry

26 %

Audience size
174,772

Guaranteed readers
10.760

Engineering offices

2 %

Audience size **13,444**

Guaranteed readers
828

Research / development / construction

56 %

Audience size
376,432

Guaranteed readers
23.176

Management

6 %

Audience size
40,332

Guaranteed readers
2.483

Technical management

27 %

Audience size
181,494

Guaranteed readers
11.174

production

9 %

Audience size
60,498

Guaranteed readers
3.724

Other

2 %

Audience size
13,444

Guaranteed readers
827

In total

100 %

Audience size
672,200

Guaranteed readers
41.385

Reader structure positions



Volker Hammernick

marketing

Harter GmbH

Harter congratulates PROZESTECHNIK on ten successful years. We would also like to take this opportunity to say thank you for many years of pleasant and cooperative cooperation. We look forward to the next ten years together.

Your individual E-Mag special edition

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

The **e-mag** is the **economical alternative** to the print product because you save on both printing and shipping costs. You benefit from the intelligent network your contributions, one **high range** on the internet and **high reaction rates**.

We would be happy to advise and support you in the implementation - from the conception to the editing and the screendesign to programming and publication.



**Integrating yours
Corporate designs**



**Attractive Advertising
opportunities**



User tracking



Available at any time



Click me to go to the demo page!

Light

The **light version** includes advice and support throughout the entire implementation - from conception to editing and screen design to **programming and publication**.

Individual product – the focus is only on you!

- ✓ Your corporate design
- ✓ Content freely selectable
- ✓ User tracking
- ✓ Available at any time

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

- ✓ Text, image presentation
- ✓ Slideshows
- ✓ Videos in MP4 / Youtube
- ✓ Animations
- ✓ Podcasts / videocasts
- ✓ White Papers

Advice and support services

- ✓ Conception
- ✓ Editorial
- ✓ Screen design
- ✓ Programming



Click me to go to the demo page!



Further options upon request

Up to 16 pages

9.880,-

Short, sweet and to the point. This is 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 a wide range of content and requirements.



Click me to go to the demo page!

✓ Further options upon request

Up to 16 pages

16.760,-

Short, sweet and to the point. This is how you reach your target group!

our recommendation

Up to 32 pages

23.760,-

Comprehensive and to the point for your readership.

Up to 48 pages

32.760,-

Very comprehensive for a wide range of content and requirements

Exclusive

In addition to the light version, the **exclusive version** offers attractive advertising options in the **e-mag**, on the **portal**, via **newsletter** and **social media**. This widespread campaign ensures that your individual E-Mag special edition receives the best possible distribution.

Individual product – the focus is only on you!

- ✓ Your corporate design
- ✓ Content freely selectable
- ✓ User tracking
- ✓ Available at any time

Design your special edition with all of our digital options

- ✓ Text, image representation
- ✓ Slideshows
- ✓ Videos in MP4 / Youtube
- ✓ Animations
- ✓ Podcasts / videocasts
- ✓ White Papers

Your e-mag will also be advertised by us *

- ✓ E-Mag PROZESSTECHNIK
- ✓ Online portal
- ✓ Newsletter
- ✓ Social media

*Advertising coordinated with the publishing management

The newsletters

PROZESSTECHNIK NEWS

PROZESS TECHNIK
CHEMIE • PHARMA • FOOD

Newsletter

Mehr Digitalisierung, Mehr Möglichkeiten, Mehr Wert.

Liebe Leserinnen und Leser,

wir informieren Sie wieder über wichtige Entwicklungen und interessante Produkte aus der Prozessindustrie —
branchenübergreifend zu den Themen CHEMIE, PHARMA, FOOD. Darüber hinaus erhalten Sie online auf dem
PROZESSTECHNIK-PORTAL täglich aktualisierte und relevante Informationen für Ihren Geschäftsbereich.

Wir wünschen Ihnen eine erkenntnisreiche Lektüre – viel Spaß beim Stöbern und Entdecken wünscht die
PROZESSTECHNIK-Redaktion!

Constanze Schmitz

Constanze Schmitz
Chefredakteurin

Industry-specific reports, important top topics and the trade fair newsletter regularly reach **39,000 personalized recipients** in the process industry.

Newsletter archive: www.prozesstechnik-portal.com/prozesstechnik-news

Recipient
39,000

Open rate
Ø 15,7 %

Clicks
Ø 250

Data delivery
daten@fachwelt-verlag.de

Your benefits

- ✓ Great coverage
- ✓ Qualified addresses
- ✓ Target group specific
- ✓ Focused advertising

Advertising formats

Banner

728x90px



Or

TextAd



190x140px



250 characters

The newsletters

Shipping dates

No.	Theme	Shipment
1	Measuring technology	25. Jan
2	CHEMICALS - PHARMA - FOOD	30. Jan
3	Processtechnology	13. Feb
4	CHEMICALS - PHARMA - FOOD	27. Feb
5	Foodtec	29. Feb
6	Anuga Foodtec	14. Mar
7	Analytica	26. Mar
8	CHEMICALS - PHARMA - FOOD	09. Apr
9	Hannover Messe	16. Apr
10	Pumps & Compressors	02. May
11	Achema 1	23. May
12	Achema 2	29. May
13	CHEMICALS - PHARMA - FOOD	11. Jun
14	Energy efficiency & sustainability	20. Jun
15	CHEMICALS - PHARMA - FOOD	27. Jun

No.	Theme	Shipment
16	Explosion protection & system safety	04. Jul
17	Automation & digitalization	09. Jul
18	CHEMICALS - PHARMA - FOOD	16. Jul
19	Measuring technology	23. Jul
20	CHEMICALS - PHARMA - FOOD	03. Sep
21	Fachpack	05. Sep
22	Drive technology & mechanics	02. Oct
23	CHEMICALS - PHARMA - FOOD	10. Oct
24	Packaging & Labeling	17. Oct
25	CHEMICALS - PHARMA - FOOD	22. Oct
26	SPS	30. Oct
27	Automation & digitalization	12. Nov
28	CHEMICALS - PHARMA - FOOD	21. Nov
29	Valve World	28. Nov
30	Christmas special	19. Dec

Legend

CHEMICALS - PHARMA - FOOD

890,-

Demo

Topic special

1.090,-

Demo

Trade fair special

1.290,-

Demo

Standalone newsletter

Benefit from the recommendation nature of our sender address and use our proximity to the market for your competitive advantage!

Recipient
Ø 39,000

Open rate
Ø 15,7 %

Clicks
Ø 2.200

Data delivery
daten@fachwelt-verlag.de

Your benefits

- ✓ Attention-grabbing advertising format
- ✓ Great proximity to the market
- ✓ Positive association with the sender address
- ✓ Effective target group coverage
- ✓ Freely selectable content

Necessary data

- ✓ Max. 5000 characters of text
- ✓ Max. 10 images
- ✓ Links

5.980,-

Follow-Up Mailing

All recipients who have received the standalone newsletter received the standalone newsletter but have not opened it receive it again.

+ 690,-



 Demo



 Demo



 Demo

The online portal

PROZESSTECHNIK

www.PROZESSTECHNIK-PORTAL.com

The portal for the entire prozess industry

Key facts

- ✓ Current news every day
- ✓ Cross-industry reporting
- ✓ Information on important trade fairs
- ✓ Media library with company and product videos
- ✓ Company portraits and industry reviews

Subjects

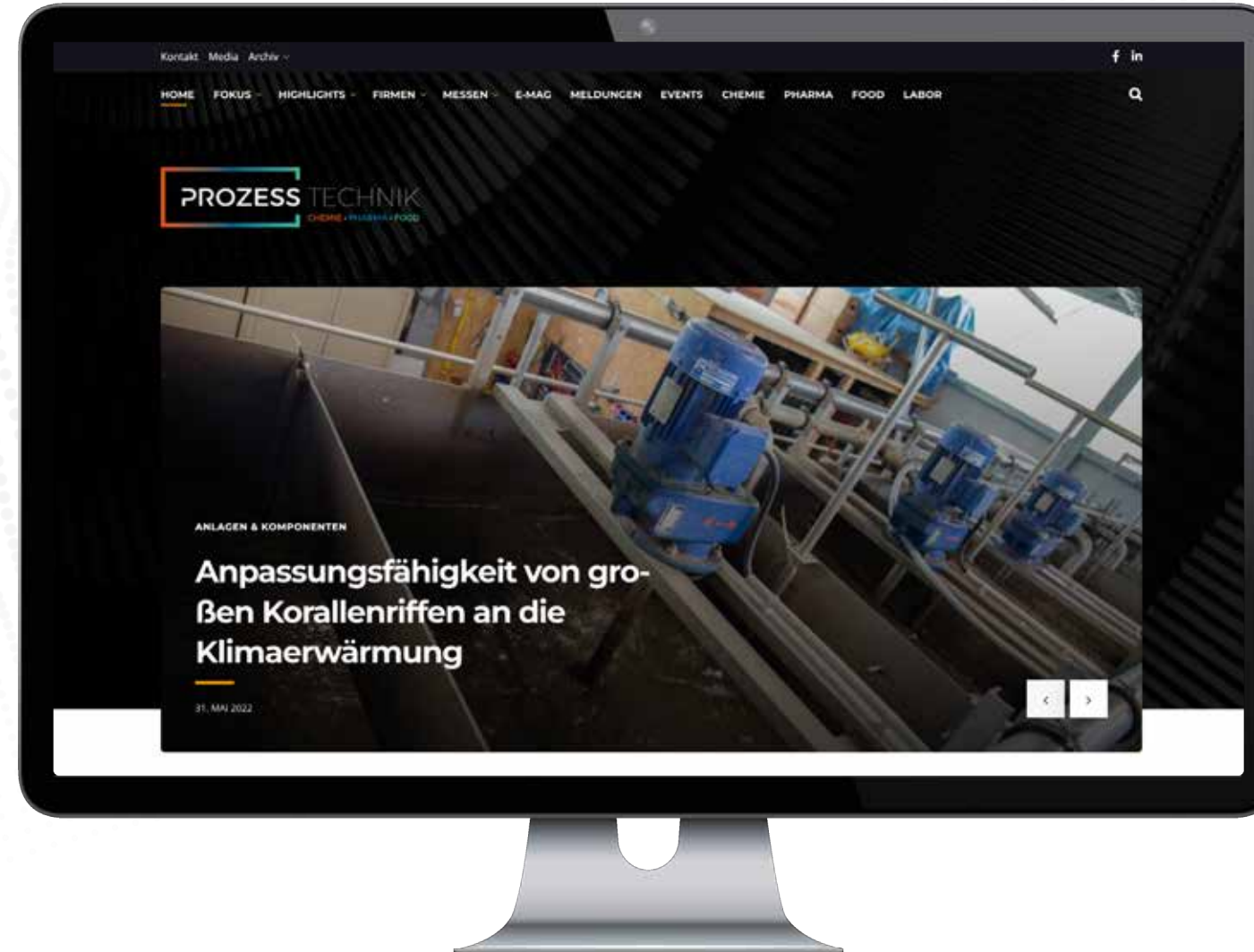
CHEMICALS, pharmaceuticals, food, bulk goods, research, development, Industry 4.0, serialization

Target group

Experts, professionals and decision-makers

Profile

Technical articles, interviews, product information, videos



User

Ø 19.000 / Month

Duration of stay

Ø 5:23 Min.

Page Impressions

Ø 57.000 / Month

[To portal](#)

Search engines

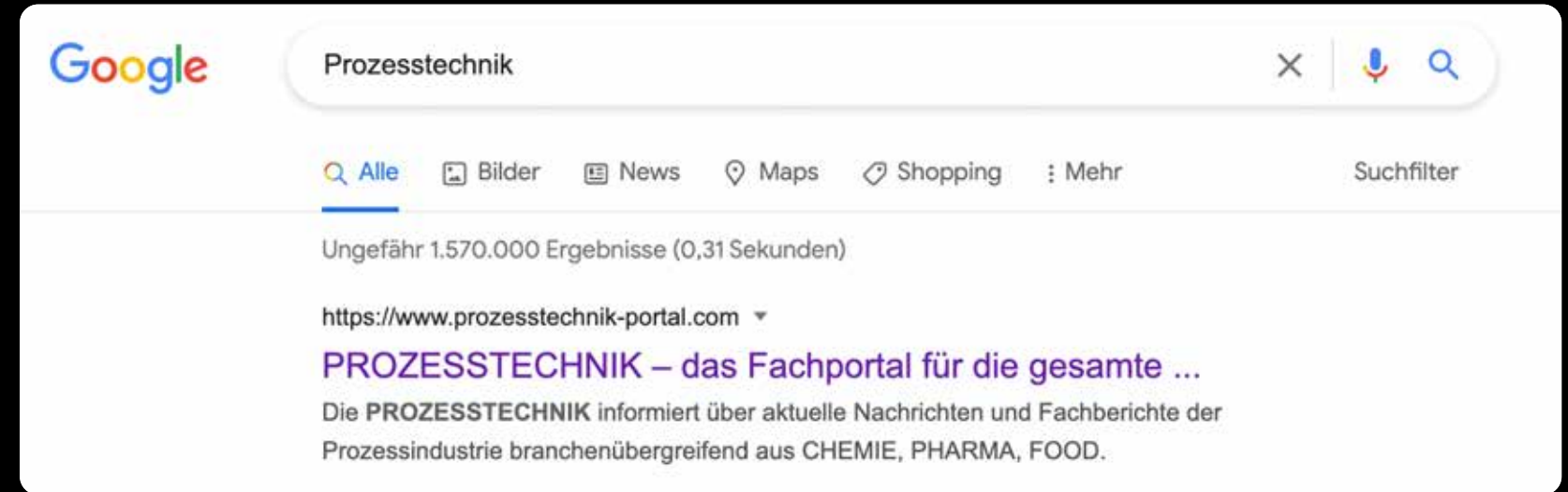
Best ranking for your success

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

The **PROZESSTECHNIK PORTAL** is search engine optimized and therefore achieves the best results. This means we always achieve the best ranking in the market-leading search engines. This clearly proves that we deliver excellence and our readers/users benefit from it.

We achieve the best results with our content. The right keywords in the text and our know-how are crucial for your success.

Use the media strength of our portal to market your products!



Banner formats

Format: JPG, PNG, GIF
Size: Max. 2MB

Data delivery via email to daten@fachwelt-verlag.de

Fullwidth



Pixel size: 1140x400px
Duration: 4 weeks

2.290,-

Leaderboard



Pixel size: 728x90px
Duration: 4 weeks

1.890,-

Medium square



Pixel size: 360x360px
Duration: 4 weeks

1.390,-

Skyscraper



Pixel size: 120x600px
Duration: 4 weeks

1.990,-

Supersize



Pixel size: 728x90px
Duration: 4 weeks

1.390,-

Event calendar www.prozesstechnik-portal.com/events

Take advantage of our reach – with a calendar entry you can maximize the visibility of your event.

1 entry	66,-
3 entries	99,-
6 entries	149,-
9 entries	199,-

More than 9 entries
on request

Sponsored banner in focus theme

Data delivery via email to daten@fachwelt-verlag.de

Present your products **to specific target groups in the topic area of your choice for 12 months** With the sponsored banner in focus, you are one step ahead and can reach your potential customers in a targeted manner!

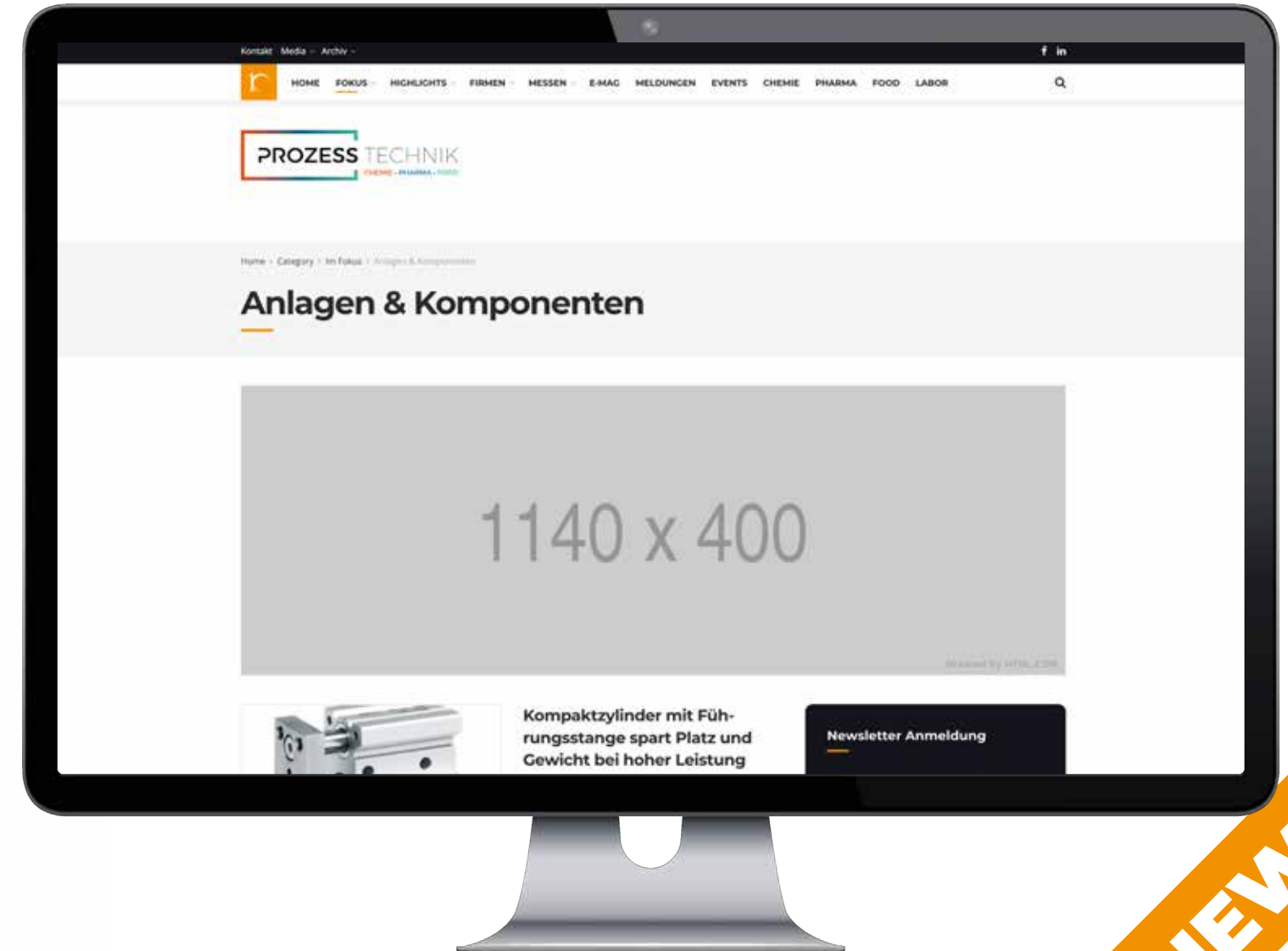
The focus topics

- ✓ Systems & Components
- ✓ Drive technology & mechanics
- ✓ Fittings & pipes
- ✓ Energy efficiency & sustainability
- ✓ Explosion protection & system safety
- ✓ Measuring technology
- ✓ Prozess automation & digitalization
- ✓ Pumps & Compressors
- ✓ Packaging & Labeling

Term: 12 months

Pixel size: 1140x400px
Format: JPG, PNG, GIF
Size: Max. 2MB

2.990,-



NEW

NEW

Medium Cube

Pixel size / page: 360 x 360
Duration: 1 month
Format: JPG, PNG, GIF
Size: Max. 8MB

With the interactive cube as a display area, we offer you the opportunity to display and link 4 advertisements at the same time!

your benefits

- ✓ 4-page advertising format
- ✓ 4 different links
- ✓ Interactive and responsive

1.690,-



Click me to go to the demo!

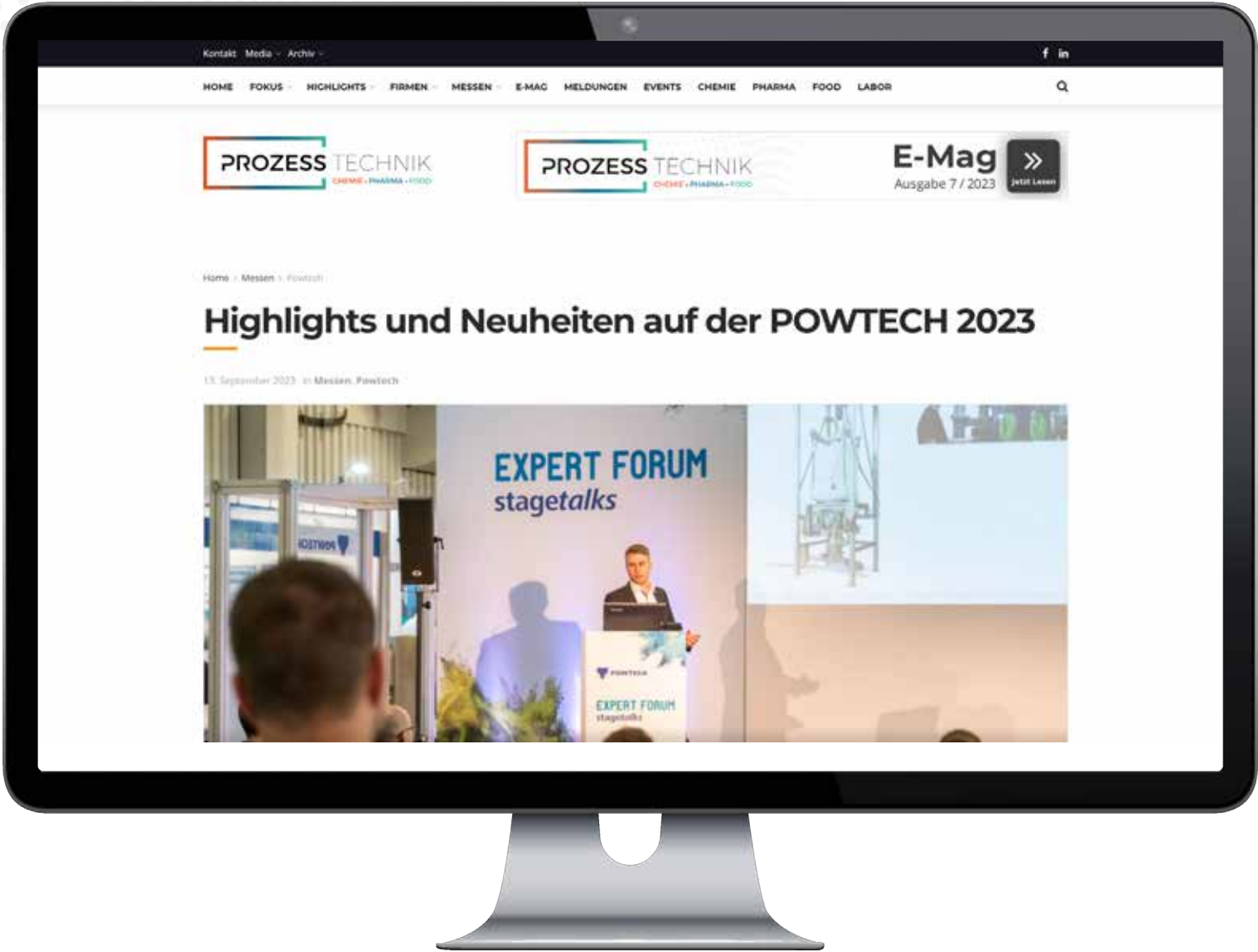
Sponsored Content

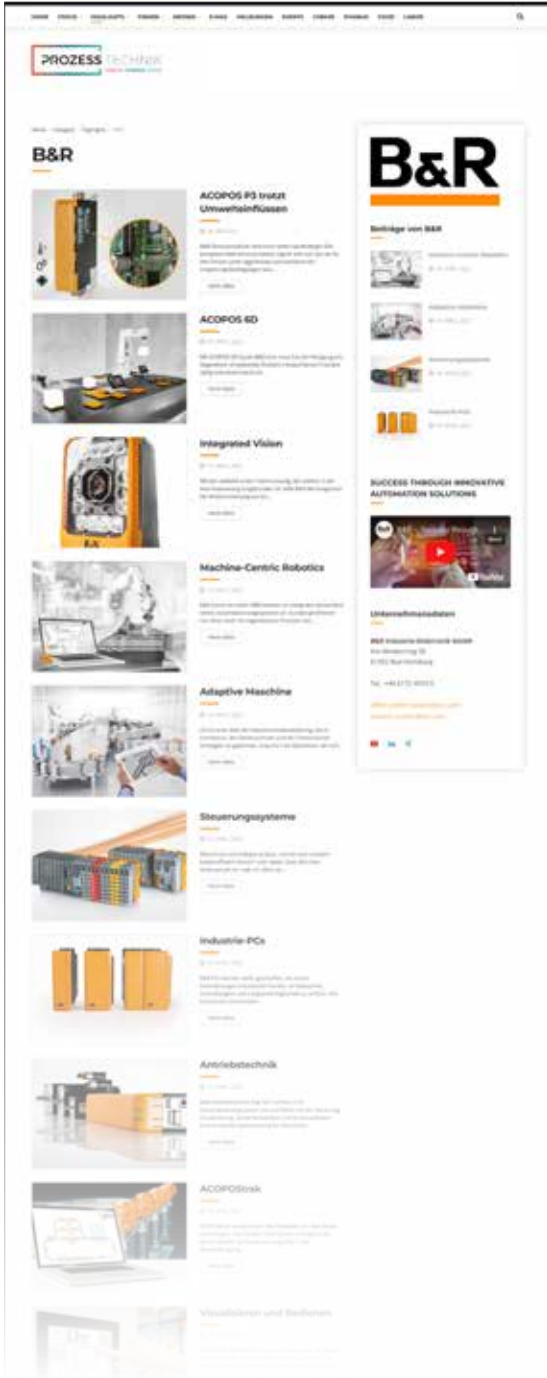
Data delivery via email to daten@fachwelt-verlag.de

The prozess technology online portal is used daily by experts and professionals. Sponsored Content offers you an excellent opportunity to market your products and services.

- ✓ Placement on the homepage
- ✓ In look and feel of PROZESSTECHNIK
- ✓ Text/image combination
- ✓ Advertising period: 4 weeks

	pictures	Text length	Price
Title topic	10	25,000 characters	1.990,-
Top topic	5	25,000 characters	1.690,-
Product of the month	5	15,000 characters	1.490,-
Exclusive interview	5	15,000 characters	1.490,-
Advertorial	3	5000 characters	1.290,-





Native advertising

Views/month
Ø 4.000

your benefits

- ✓ Own company section including sidebar
- ✓ Full attention to your products
- ✓ Prominent placement on the website
- ✓ Reporting included
- ✓ Constant publication of current press news
- ✓ Cannot be hidden by ad blockers
- ✓ Responsive design – for all devices

Duration	Price
3 months	4.990,-
6 months	5.990,-
9 months	7.990,-
12 months	9.990,-

Company portrait

Views/month
Ø 2.000

When you book the company portrait, you will receive the entry in the online industry index free of charge.

your benefits

- ✓ Integration of videos and image galleries
- ✓ Download PDF files
- ✓ Add up to six contacts
- ✓ Links to social media platforms
- ✓ Integration of one Contact form upon request
- ✓ Responsive design – for all devices
- ✓ Adblock free

🌐 www.prozesstechnik-portal.com/firmenportraits

Duration	12 months
	990,-



The international portal

INDUSTRY24h

www.INDUSTRY24H.com

The international portal for the entire process industry

Key facts

- ✓ Current news every day
- ✓ Cross-industry reporting
- ✓ Information on important trade fairs
- ✓ Media library with company and product videos
- ✓ Company portraits and industry reviews

Subjects

CHEMICALS, pharmaceuticals, food, bulk goods, research, development, Industry 4.0, serialization

Target group

Experts, professionals and decision-makers

Profile

Technical articles, interviews, product information, videos



User

Ø 49.300 / Month

Duration of stay

Ø 4:53 Min.

Page Impressions

Ø 124.600 / Month

[To portal](#)

Banner formats

Format: JPG, PNG, GIF
Size: Max. 2MB

Data delivery via email to daten@fachwelt-verlag.de

Fullwidth



Pixel size: 1140x400px
Duration: 4 weeks

2.290,-

Leaderboard



Pixel size: 728x90px
Duration: 4 weeks

1.890,-

Medium square



Pixel size: 360x360px
Duration: 4 weeks

1.390,-

Skyscraper



Pixel size: 120x600px
Duration: 4 weeks

1.990,-

Supersize



Pixel size: 728x90px
Duration: 4 weeks

1.390,-

Event calendar www.prozesstechnik-portal.com/events

Take advantage of our reach – with a calendar entry you can maximize the visibility of your event.

1 entry	66,-
3 entries	99,-
6 entries	149,-
9 entries	199,-

More than 9 entries
on request

Sponsored Content

Data delivery via email to daten@fachwelt-verlag.de

The Industry24h online portal is used daily by experts and professionals.
Use sponsored content to market your products and services.

- ✓ Placement on the homepage
- ✓ In look and feel of Industry24h
- ✓ Text/image combination
- ✓ Advertising period: 4 weeks

	pictures	Text length	Price
Title topic	10	25,000 characters	1.990,-
Top topic	5	25,000 characters	1.690,-
Product of the month	5	15,000 characters	1.490,-
Exclusive interview	5	15,000 characters	1.490,-
Advertorial	3	5000 characters	1.290,-



Social media

Our social media channel **IndustrieWelt** publishes cross-industry news about the process engineering industry, CHEMICALS, pharmaceuticals, food, laboratories as well as water and wastewater technology. Use our strong channel to increase the effect of your campaigns!

Overall statistics

Subscribers

5.500

Interactions

Ø 100

impressions

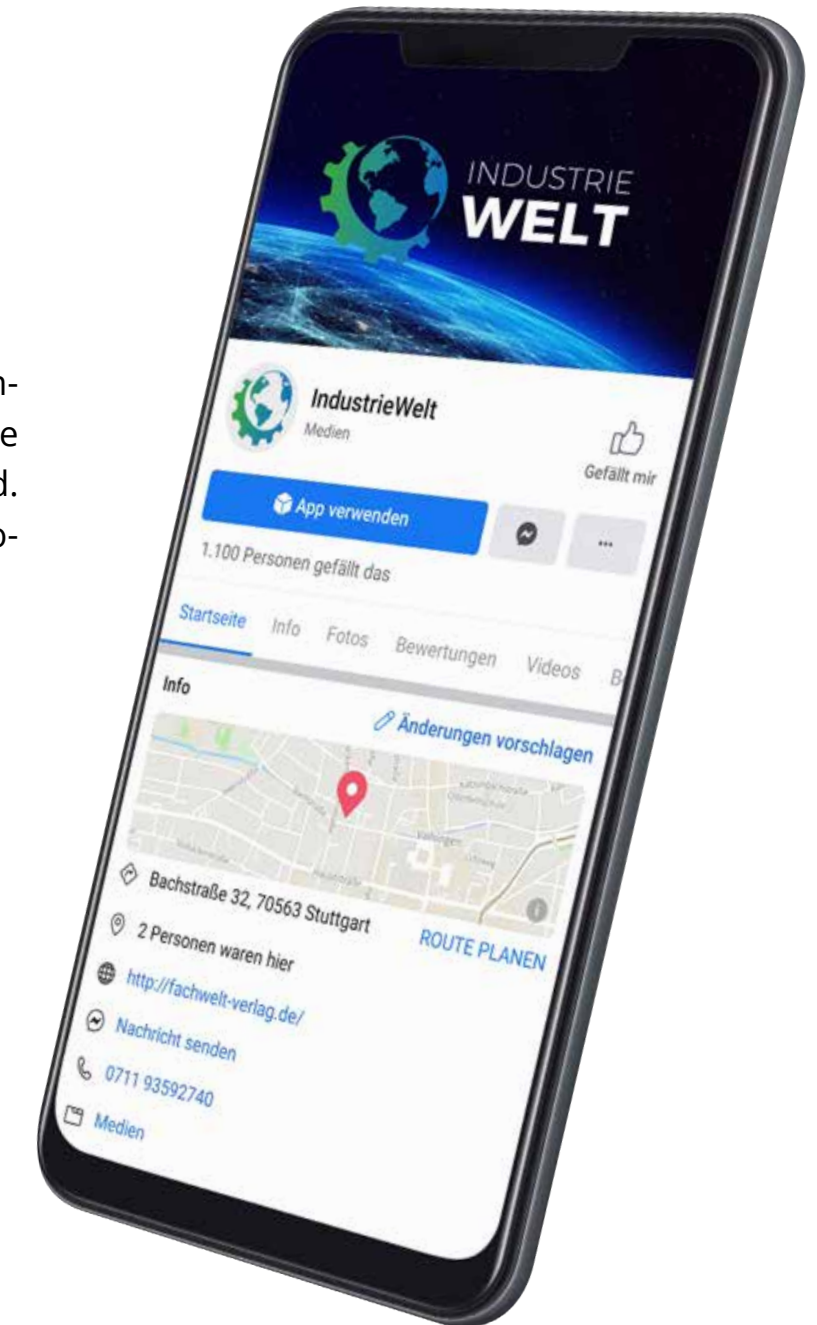
at least. 20.000

Our social media experts ensure a successful advertising campaign for your products. According to your specifications, we carry out a selection of the target groups you have specified. You determine the industries and fields of activity of your potential customers.

Channels

 LinkedIn 

 Facebook 



Social media

LinkedIn



Image size
1200x627

Text length
200 char.

Hashtags
6 terms

Impressions
8,000

Interactions
Ø 100

Subscribers
4,000

Social media campaign

990,-

Your benefits

- ✓ Long range
- ✓ Great advertising effect at an attractive price
- ✓ Neutral recommendation character
- ✓ Attention-grabbing presentation

Social media campaign

- ✓ Selection according to industries and fields of activity
- ✓ Marketing your products quickly
- ✓ Product recommendation from us as a specialist medium
- ✓ Link to your website or YouTube channel

Data delivery via email to daten@fachwelt-verlag.de



Facebook

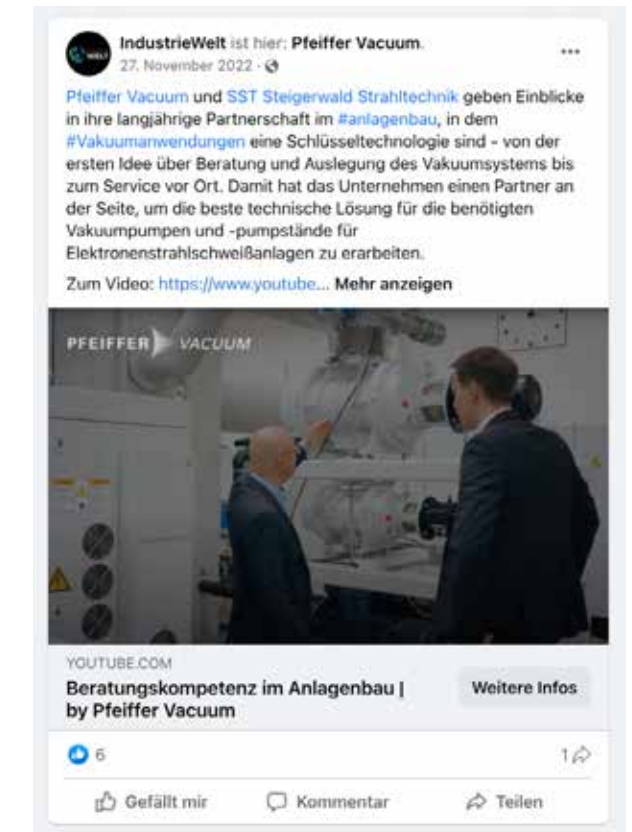


Image size
1200x630

Text length
200 char.

Hashtags
6 terms

Impressions
8,000

Interactions
Ø 100

Subscribers
1,500

Social media campaign

990,-

Media packages

*Upgrades available for all packages

Light

- ✓ 1 x Product of the month 1.490,-
- ✓ 1 x social media post 890,-
- ✓ 1 x advertising in the topic newsletter 1.090,-
- ✓ 1 x company portrait 990,-

Product introduction
Advertise fair stand
Social media reporting

List price

~~4.460,-~~ -15%

3.791,-

our recommendation

Premium

- ✓ 1 x title topic online portal 1.990,-
- ✓ 2 x product of the month 2.980,-
- ✓ 4 x social media posts 3.560,-
- ✓ 3 x advertising in the topic newsletter 3.270,-
- ✓ 1 x Exclusive Interview 1.490,-
- ✓ 1 x ad in E-Mag format S 1.880,-

Product introduction
Product strengthening
Product establishment
Advertise fair stand
Social media reporting

List price

~~15.170,-~~ -35%

9.860,-

Smart

- ✓ 1 x title theme on the portal 1.990,-
- ✓ 1 x product of the month 1.490,-
- ✓ 2 x social media posts 890,-
- ✓ 1 x advertising in the topic newsletter 1.090,-
- ✓ 1 x company portrait 990,-

Product introduction
Product strengthening
Advertise fair stand
Medium term

List price

~~6.450,-~~ -25%

4.837,-

maximum

- ✓ 2 x title topic online portal 3.980,-
- ✓ 1 x product of the month 1.490,-
- ✓ 8 x social media posts 7.120,-
- ✓ 4 x advertising in the topic newsletter 4.360,-
- ✓ 1 x Exclusive Interview 1.490,-
- ✓ 1 x ad in E-Mag format S 1.880,-

Product introduction
Product strengthening
Product establishment
Advertise fair stand
Social media reporting

List price

~~20.320,-~~ -40%

12.192,-

Lead generation



You have to successfully spread your budget and position yourself correctly. This leads to 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?

- | | |
|------------------------|--|
| ✓ Goal | Leads with complete contact details |
| ✓ Time schedule | Date start/end |
| ✓ Range | Individually, depending on the 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

10
10 JAHRE
JUBILÄUM
2013 - 2023



Contact

Any questions? Please feel free to contact us!



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The general terms and conditions apply, which can be
found at www.FACHWELT-VERLAG.de/agb can be viewed.

Payment terms

Direct debit and advance payment: 3% discount
Within 10 days: 2% discount



MORE DIGITALIZATION **MORE POSSIBILITIES** **MORE VALUE**

As a qualified provider of digital media, we have a successful international presence. We communicate complex connections to specific target groups in an understandable way. Our publishing program is continually being expanded with new ideas and innovations. The high level of benefit for customers and readers is always the top priority in order to meet everyone's wishes and goals.