

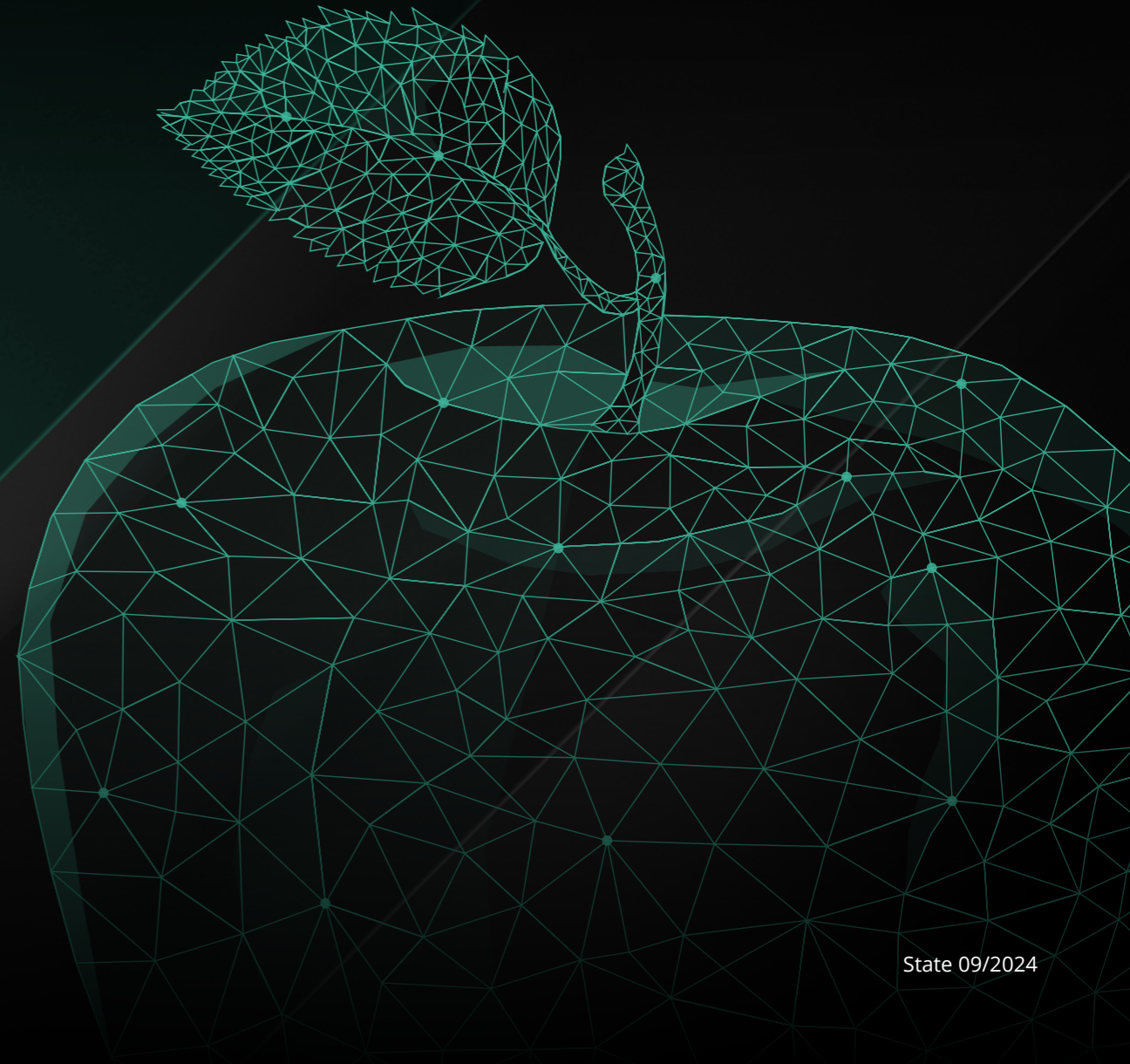
FOODTEC

SOLUTIONS FOR FOOD & BEVERAGE

MEDIAKIT 2025

 FACHWELT VERLAG

State 09/2024





MORE DIGITALISATION
MORE POSSIBILITIES
MORE VALUE

MORE

OF WHAT YOU NEED

- ✓ FOODTEC: Information source for experts and decision-makers in food technology
- ✓ Digital offerings overtake printed media in user behavior usage behavior
- ✓ B2B decision-makers spend over two hours a day online
- ✓ More than half of the B2B target group uses mobile devices to search for information
- ✓ Working from home and mobile working are boosting demand for digital specialist media
- ✓ Cross-media content in various formats
- ✓ Since 2021: Exclusively in intuitive, digital e-mag format

Our trade fair specials



IFFA

The IFFA trade fair in Frankfurt is the world's leading trade fair for the meat and protein industry. Experts, manufacturers and innovators from all over the world meet here to present and discuss the latest technologies, trends and developments in the industry.

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Our Media

The E-Mag

The **E-Mag** invites you on an interactive tour through the world of process technology.

The Online-Portal

Interested parties can find current reports, interviews and topic-specific information at www.PROZESSTECHNIK-PORTAL.com.

The Newsletter

PROZESSTECHNIK-NEWS provides the latest news with important reports and product innovations.

Facebook

LinkedIn

Our IndustrieWelt **social media channels** present important industry topics and reach a large target group every day.

MORE
VISIBILITY FOR
YOUR CAMPAIGN





MORE

BENEFITS WITH YOUR PRESENCE

The e-mag offers **comprehensive functionality** in all browsers, making it accessible to all users. The **interactive navigation** makes for more enjoyable reading and an appealing user experience. Thanks to **detailed evaluations** of user numbers, we can constantly improve our service.

Our content is **available** everywhere and at any time, which is further supported by fast and **wide-ranging distribution** via social media. The **simple sharing** of content on relevant platforms enables a broad distribution of information.

With a **responsive design** that is optimized for desktop, notebook, tablet and smartphone, we guarantee an optimal display on all devices. We also offer **special advertising formats** that include the integration of video and audio files to present your advertising messages effectively.

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 16.800



Online

Advertising banners and editorial contributions are used effectively for marketing.

[Read now](#)



Editorial
Post



Clicks
2,700*



Advertising
Banner



Clicks
200*

Newsletter

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



Recipient
14,000*



Opening rate
18.50%*



Clicks
2,600*

Social media



Campaign
Facebook



Range
200,000*



Clicks
8,500*



[Follow now!](#)



Campaign
LinkedIn



Range
110,000*



Clicks
2,800*

*Average clicks and reach achieved

The special edition

FOODTEC



FoodTec



Target group

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

Release

17.04.2025

Ad deadline

10.04.2025

Editorial deadline

03.04.2025

Advertising formats in e-mag

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

Ad XL



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

***Pixel dimensions:** 1827x1286

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



4.880,-

Ad L



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

***Pixel dimensions:** 966x713

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



3.880,-

Ad M



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

***Pixel dimensions:** 966x466

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



2.880,-

Ad S



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

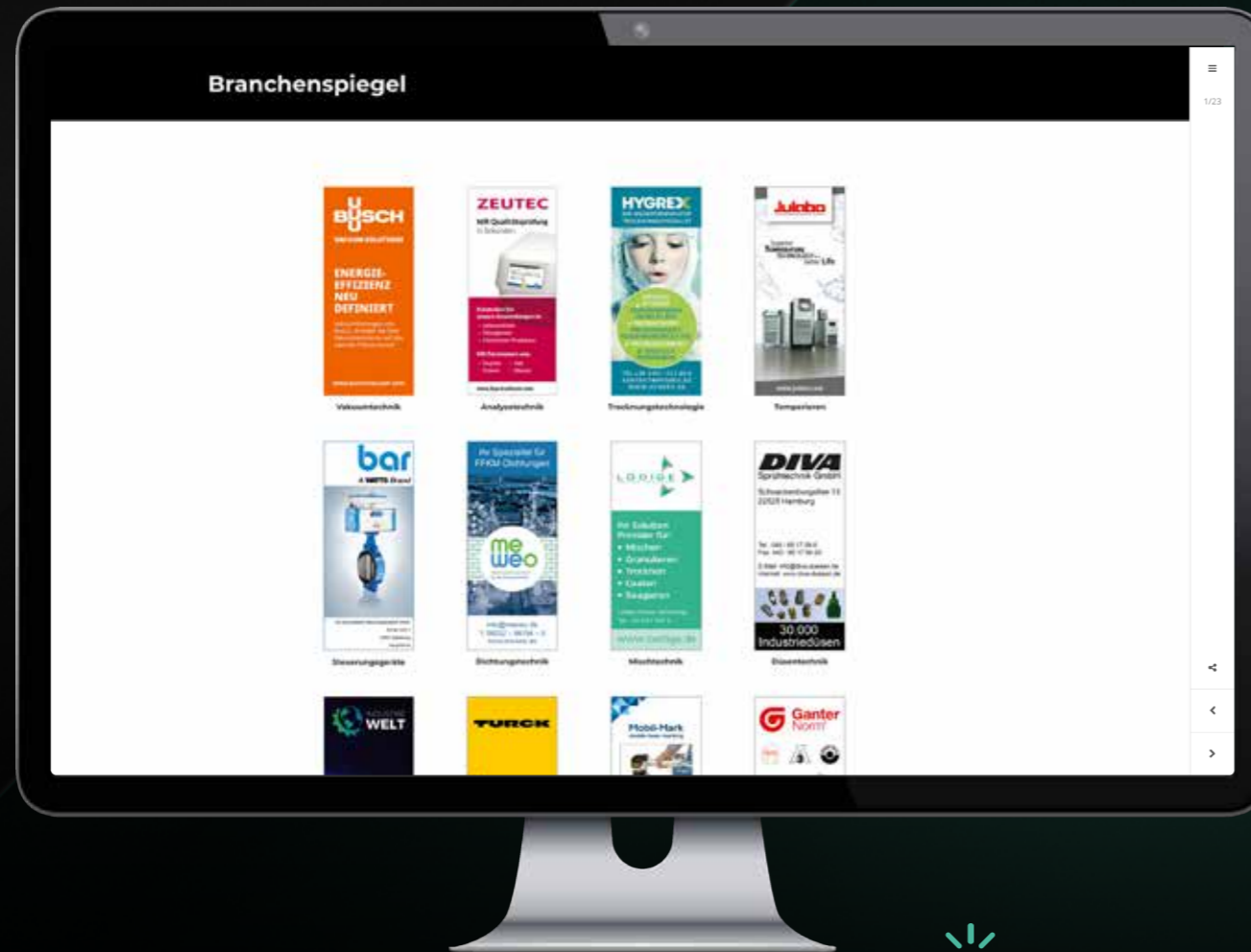
***Pixel dimensions:** 686x924

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



1.880,-

Company register in the E-Mag



Click me to go to the demo page!



Pixel size:
508 x 1183 px
in 72 dpi

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 / issue

✓ including one year of online entry on the portal

99,-

Online entry

Term: 12 Monate

199,-

Sponsored Content in the E-Mag



Title story

The high-quality and appealing format of FOODTEC means that every advertisement catches the eye - but none better than the front page. Book the cover theme for your maximum presence in the e-mag!

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

6.880,-



Advertorial

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

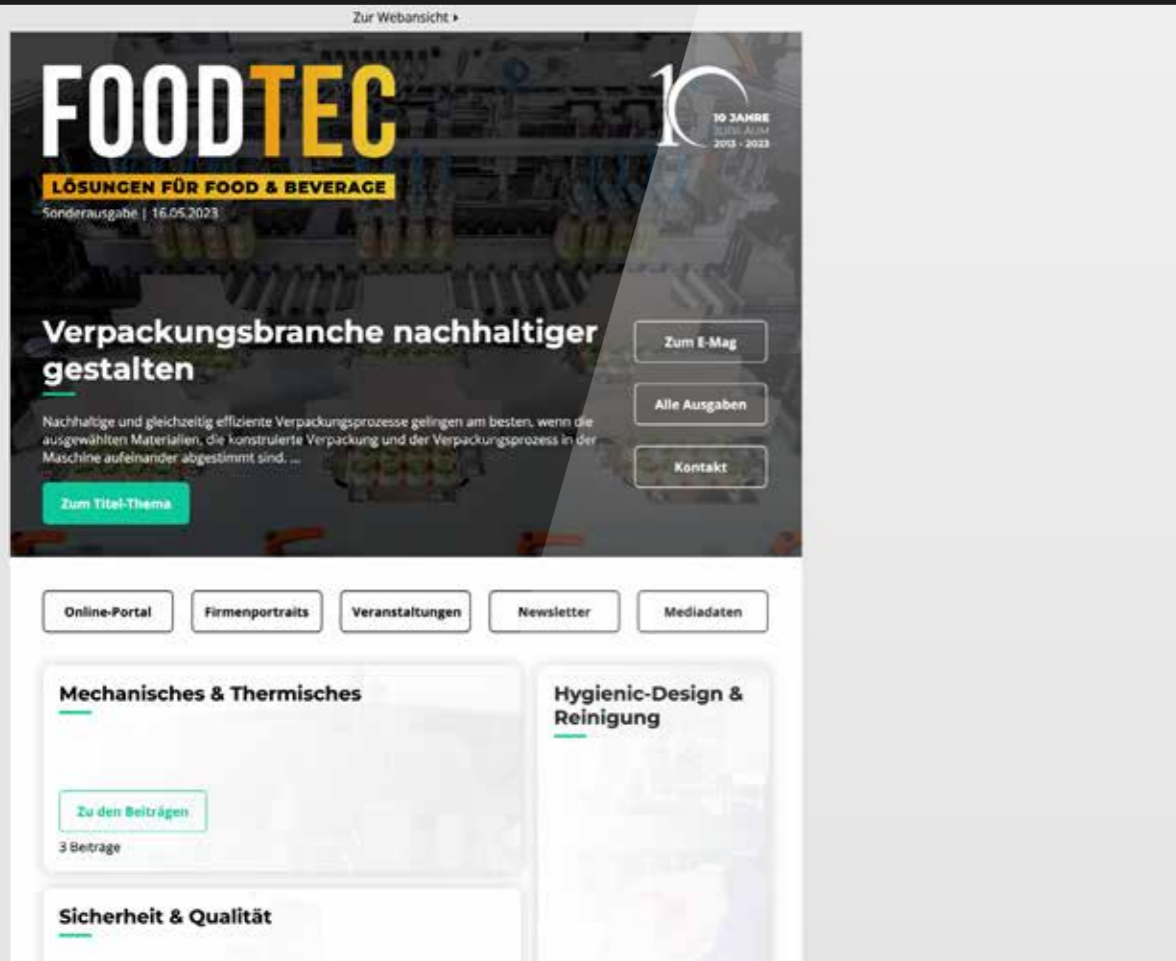
- ✓ Range: 30,000+
- ✓ +25,000 characters
- ✓ Links
- ✓ Picture galleries

4.880,-

NEW

The E-Mag Newsletters

We inform our readers with a newsletter with every e-mag publication. The high acceptance and curiosity of our readers gives you the opportunity to present yourself in an appropriate environment! Use the momentum of a new issue for your success!



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	Send
1	Pumps & Valves	04. Feb
2	Hannover Messe	25. Mar
3	IFFA	17. April
4	Sensor + Test	29. April
5	Matrology & Analytics	12. June
6	Fachpack + Powtech	09. Sep
7	Digitalisation	14. Oct
8	SPS	11. Nov

Main topics

In all editions

Systems & Components



Mechanical & Thermal



Process automation & digitalization



Safety & Quality



Packaging & Labeling



Metrology & Analytics



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.

Hygienic Design & Cleaning



Reader structure

Industry sectors

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.



Andreas Koch

Sales Director

Bluhm systems



Food industry

58%

Target group size
161,839

Guaranteed readers
8.065

Beverage Industry

32%

Target group size
89,290

Guaranteed readers
4.450

Plant construction

9%

Target group size **25,113**

Guaranteed readers
1.251

Other

1%

Target group size **2,790**

Guaranteed readers
139

In total

100%

Target group size
279,032

Guaranteed readers
13.905

Research / development / construction

55%

Target group size
153,468

Guaranteed readers
7.648

production

9%

Target group size
25,113

Guaranteed readers
1.251

Technical management

32%

Target group size
89,290

Guaranteed readers
4.450

Other

4%

Target group size
2,790

Guaranteed readers
139

In total

100 %

Target group size
279,032

Guaranteed readers
13.905



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.

Reader structure

Positions



Media packages

*Upgrade possible 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
Promote 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
Promote 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
Promote fair stand
Present 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
Promote 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

FACHWELT VERLAG



Contact

Any questions? Please feel free to contact us!



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Ad rates

Prices in euros, valid from
January 1, 2025

Data delivery

via email
daten@fachwelt-verlag.de

Terms and Conditions

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.

