

PROZESS TECHNIK

CHEMIE · PHARMA · FOOD

MEDIAKIT 2025

FACHWELT VERLAG

State 09/2024



MORE DIGITALISATION
MORE POSSIBILITIES
MORE VALUE

MORE

OF WHAT YOU NEED

- ✓ PROZESSTECHNIK: Information source for experts and decision-makers in chemical, pharmaceutical and 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



The Pumps & Valves trade fair in Dortmund is a leading trade fair for industrial valves, pumps and valve technology. It offers a platform for experts and companies to present the latest innovations and solutions in fluid technology and to exchange ideas.



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.



In Europe, Fachpack is the central meeting place 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.



SENSOR+TEST
DIE MESSTECHNIK-MESSE
The Measurement Fair

Sensor + Test in Nuremberg is a leading international trade fair for sensor, measuring and testing technology. Experts from all over the world meet here every year to present and discover the latest developments and technologies in these fields.



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



Powtech Technopharm is a major trade fair focusing on the processing and handling of powders, granules, bulk solids and liquids. It takes place every two years in Nuremberg, Germany, and attracts international trade visitors from various industries, including chemicals, pharmaceuticals, food, cosmetics and glass. The trade fair provides a platform for the exchange of knowledge and innovations, presentations of the latest technologies and products as well as networking opportunities for experts and companies. Technopharm, which is specially tailored to the needs of the pharmaceutical and biotechnology sectors, takes place at the same time as Powtech.



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 place to discover the latest innovations and developments in the field of industrial automation.

The concept for success

THREE
TOPICS

ONE
MEDIUM

MORE **SUCCESS FOR**
YOUR BRAND

Chemicals

For investment decision-makers and managers in the chemical industry, including suppliers and equipment manufacturers in the sector.

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-sized medium-sized and large companies and technical management in the food industry.

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FACHWELT VERLAG

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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.

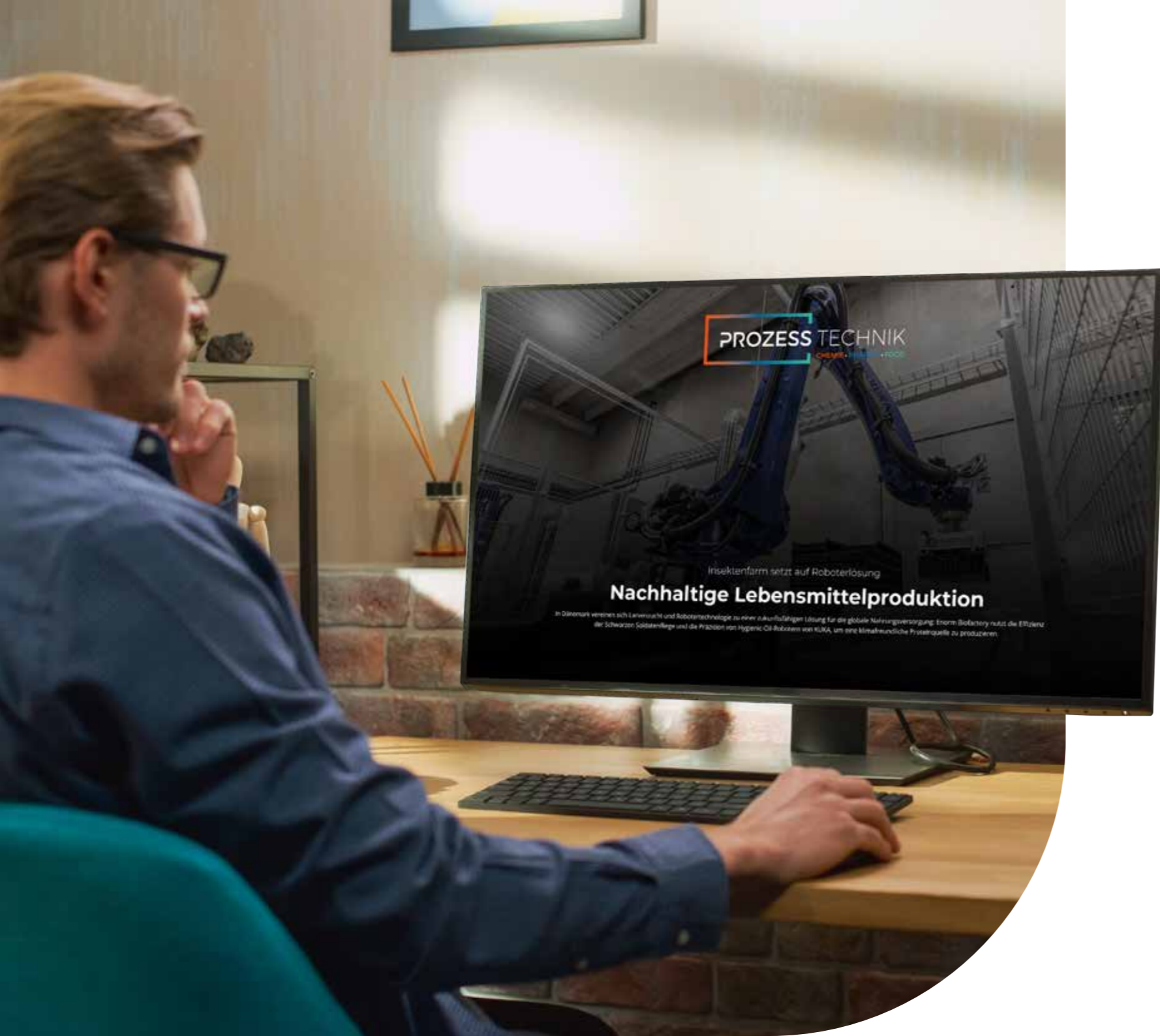
Facebook

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 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*

[Follow now!](#)

*Average clicks and reach achieved

E-Mag issues 2025

Issue	1 / 2025	2 / 2025	3 / FOODTEC	4 / 2025	5 / 2025	6 / 2025	7 / 2025	8 / 2025
Trade fair / Theme special								
Release	04.02.2025	25.03.2025	17.04.2025	29.04.2025	12.06.2025	09.09.2025	14.10.2025	11.11.2025
Ad deadline	28.01.2025	18.03.2025	10.04.2025	22.04.2025	05.06.2025	02.09.2025	07.10.2025	04.11.2025
Editorial deadline	21.01.2025	11.03.2025	03.04.2025	15.04.2025	29.05.2025	26.08.2025	30.09.2025	28.10.2025
Trade fair information	Pumps & Valves 19. - 20.02.2025	Hannover Messe 31.02. - 04.03.2025	IFFA 03. - 08.05.2025	Sensor + Test 06. - 08.05.2025	--	Fachpack 23. -25.09.2025 Powtech 23. -25.09.2025	--	SPS 25. - 27.11.2025

The special issue



FoodTec

Target group

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

 Mediakit

Release
17.04.2025

Ad deadline
10.04.2025

Editorial deadline
03.04.2025

Trade-Fair-Special

IFFA

Advertising formats in e-mag

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

ANZEIGE 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,-

ANZEIGE 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,-

ANZEIGE 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,-

ANZEIGE S



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

***Pixel size:** 686x924

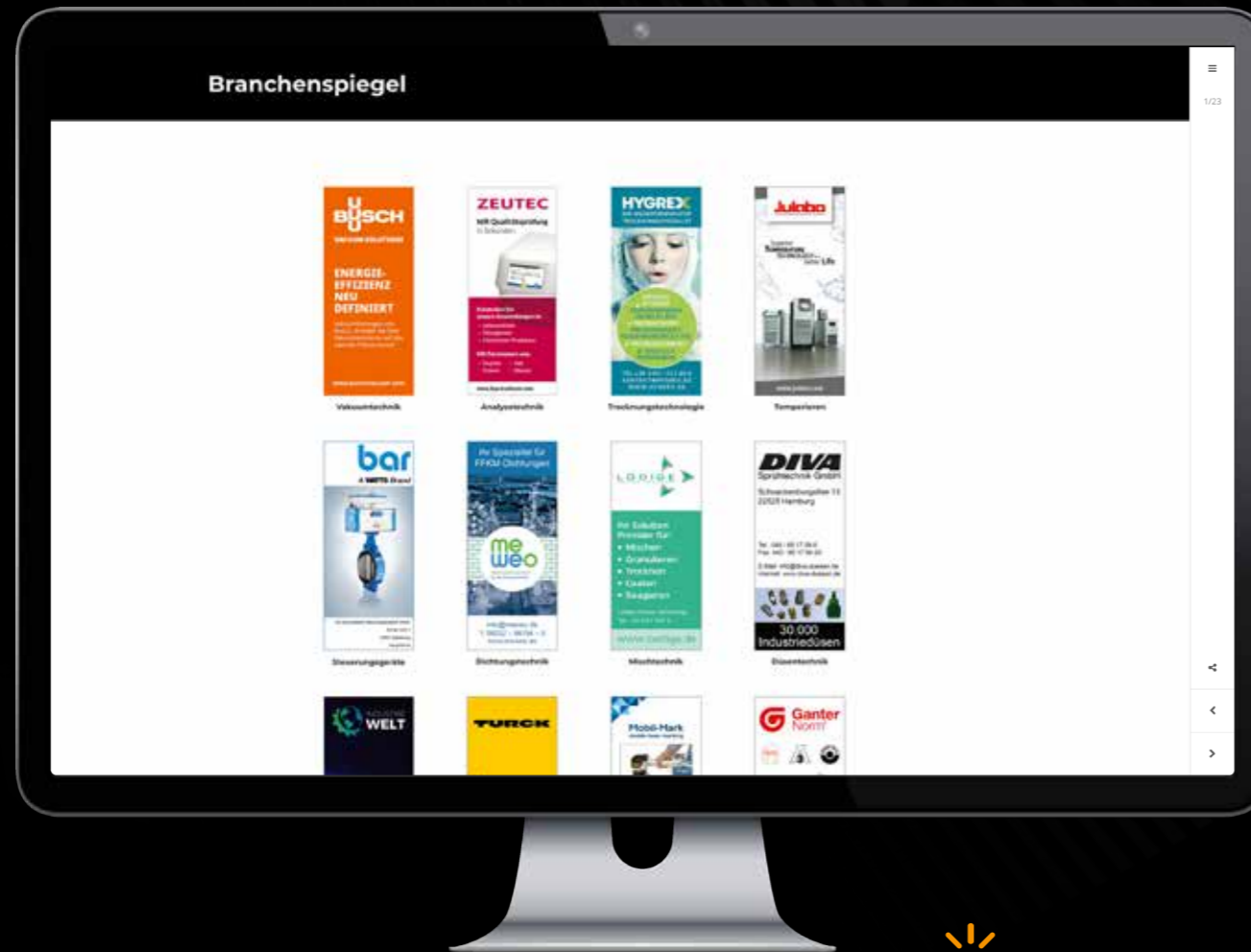
- ✓ Interactive possible
- ✓ Can be used variably
- ✓ Linking to a target website



1.880,-

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

Company register in the E-Mag



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

99,-

✓ including one year online entry on the portal

Online entry

199,-

Term: 12 Months

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

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

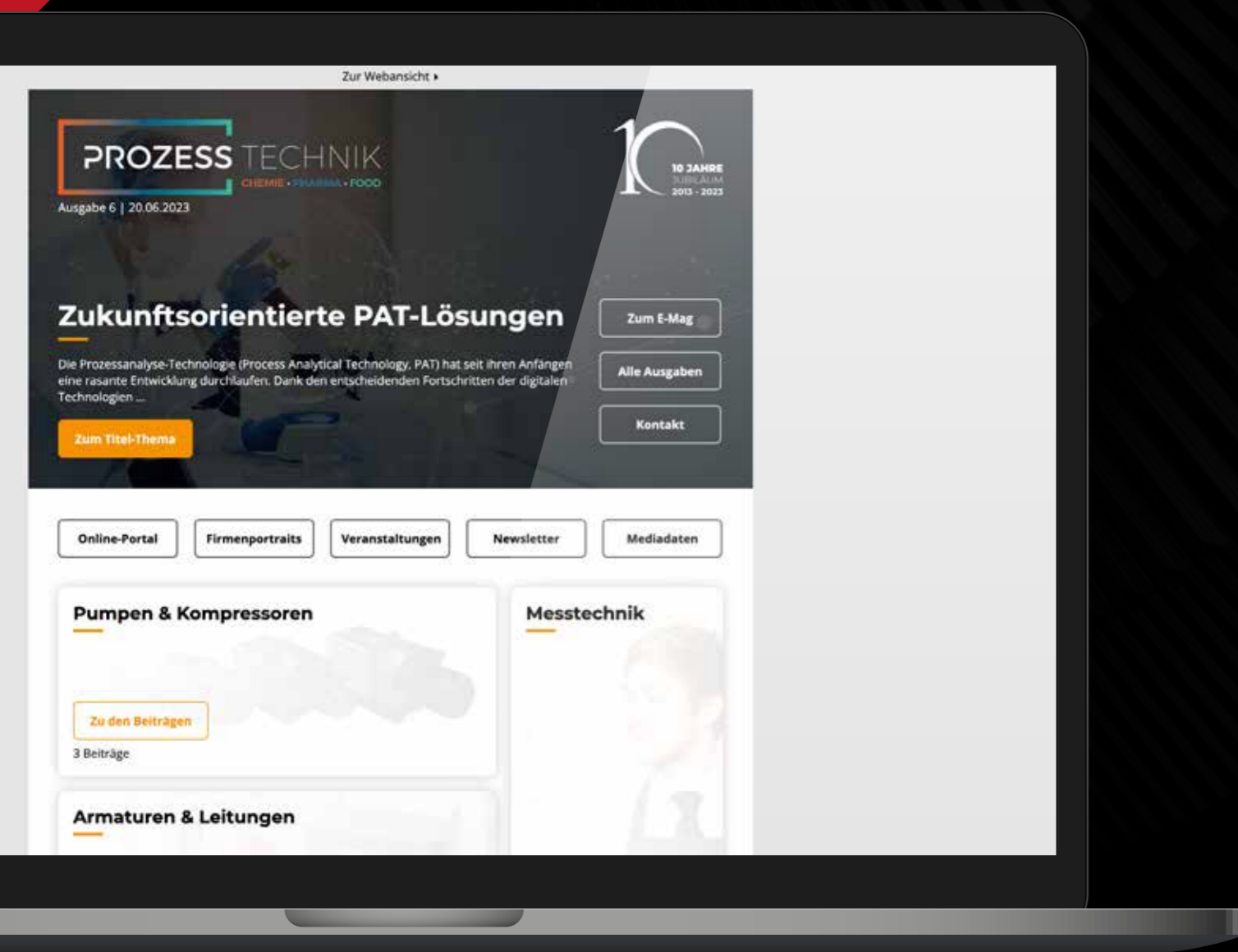
Banner



728 x 90 px

Nr. Subject Release

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



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.

The newsletters

PROZESSTECHNIK-NEWS

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

Newsletter-Archiv:

www.prozesstechnik-portal.com/prozesstechnik-news

Recipients	Open rate	Clicks
39.000	Ø 15,7 %	Ø 250

Data delivery

daten@fachwelt-verlag.de

Your benefits

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

TextAd

190 x 140 px
250 Characters

Banner

728 x 90 px



Mehr Lesen



In vielen Bereichen der industriellen Produktion und Forschung ist Partikel- und Keimfreiheit ein Muss. Für solche Anwendungen hat Spetec die Laminar Flow Box FBS entwickelt, mit der sich dort Reinraumbedingungen schaffen lassen, wo sie benötigt werden.

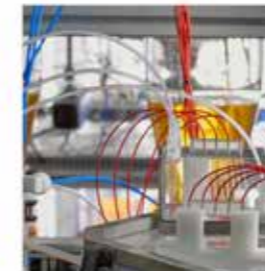
Lesen Sie Mehr



Komponenten aus biomassebilanzierten Kunststoffen

Ein elektrisches Sicherheitsprodukt, das Komponenten aus biomassebilanzierten Kunststoffen enthält, wurde nun von Siemens Smart Infrastructure und BASF vorgestellt. Der in Industrie- und Infrastrukturanwendungen eingesetzte Siemens-Leistungsschalter SIRIUS 3RV2 wird jetzt ...

Mehr Lesen



E-Mag Energieeffiziente Synthesen für Rohstoffe

In einer Vielzahl industrieller Wertschöpfungsketten ist die chemische Industrie in Deutschland unverzichtbar und ein wichtiger Impulsgeber für Produktentwicklungen. Die Branche steht vor großen Herausforderungen, um grüner und nachhaltiger zu werden, Dank moderner ..

Mehr Lesen

COVERIS™

NACHHALTIGE PAPIERVERPACKUNGEN
FÜR PREMIUMPRODUKTE



The newsletters

Send dates

No.	Topic- / Trade-Fair-Special	Send
1	Prosweets	23. Jan
2	CHEMICALS - PHARMA - FOOD	30. Jan
3	Pumps & Valves	11. Feb
4	CHEMICALS - PHARMA - FOOD	25. Feb
5	Hannover Messe	27. Mar
6	CHEMICALS - PHARMA - FOOD	01. April
7	Packaging & labeling	08. April
8	Process technology	15. April
9	IFFA	24. April
10	Sensor + Test	30. April
11	CHEMICALS - PHARMA - FOOD	08. May
12	Digitalization	03. June
13	CHEMICALS - PHARMA - FOOD	17. June

No.	Topic- / Trade-Fair-Special	Send
14	Process technology	26. June
15	Energy efficiency & sustainability	10. July
16	CHEMICALS - PHARMA - FOOD	17. July
17	Drinktec	02. Sep
18	Fachpack	04. Sep
19	Powtech Technopharm	11. Sep
20	Drive technology	02. Oct
21	CHEMICALS - PHARMA - FOOD	09. Oct
22	Measurement technology & analytics	23. Oct
23	SPS	13. Nov
24	Pumps & Compressors	27. Nov
25	CHEMICALS - PHARMA - FOOD	04. Dec

Legend

 Process technology
CHEMIE - 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,-

The image displays three overlapping newsletter preview cards. The leftmost card is for AERZEN, featuring a photograph of a modern industrial building and the headline "AERZEN erweitert Turbopro". Below the headline, it says "Das neue Duo: Beste Energieeffizienz bei kleinsten". At the bottom of this card is an orange button with a link icon and the text "Demo". The middle card is for Schneider Electric, with the company logo at the top and a photograph of two people in a factory setting. The headline is "Open Automation" and the sub-headline is "Hardwareunabhängige und softwarezentrierte Automatisierung". Below this is a green arrow icon. The card also includes a salutation "Liebe Leserinnen und Leser," and a paragraph of text. At the bottom of this card is an orange button with a link icon and the text "Demo". The rightmost card is partially obscured but shows a close-up of a filter media product and the headline "Webelaminat zur Prozessstabilität". Below the headline, it says "Optimierung beiträgt". At the bottom of this card is an orange button with a link icon and the text "Demo".

The online portal

PROZESSTECHNIK

www.PROZESSTECHNIK-PORTAL.com

The 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

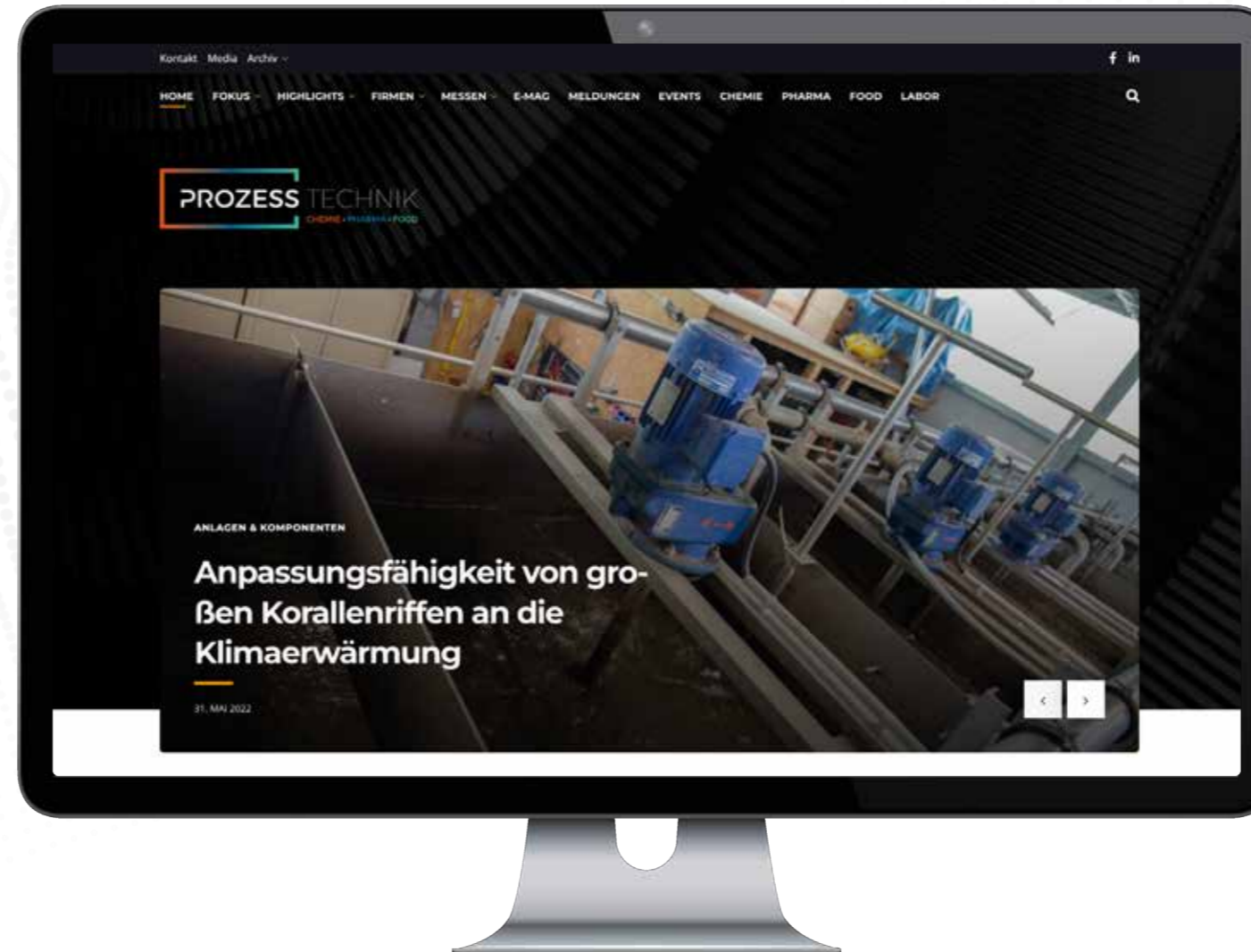
CHEMICALS, pharmaceuticals, food, bulk goods, research, development, Industry 4.0, serialization

Target group

Experts, professionals and decision-makers

Profile

Technical articles, interviews, product information, videos



User

Ø 19.000 / Month

Duration of stay

Ø 5:23 Min.

Page Impressions

Ø 57.000 / Month

[To portal](#)

Search engines

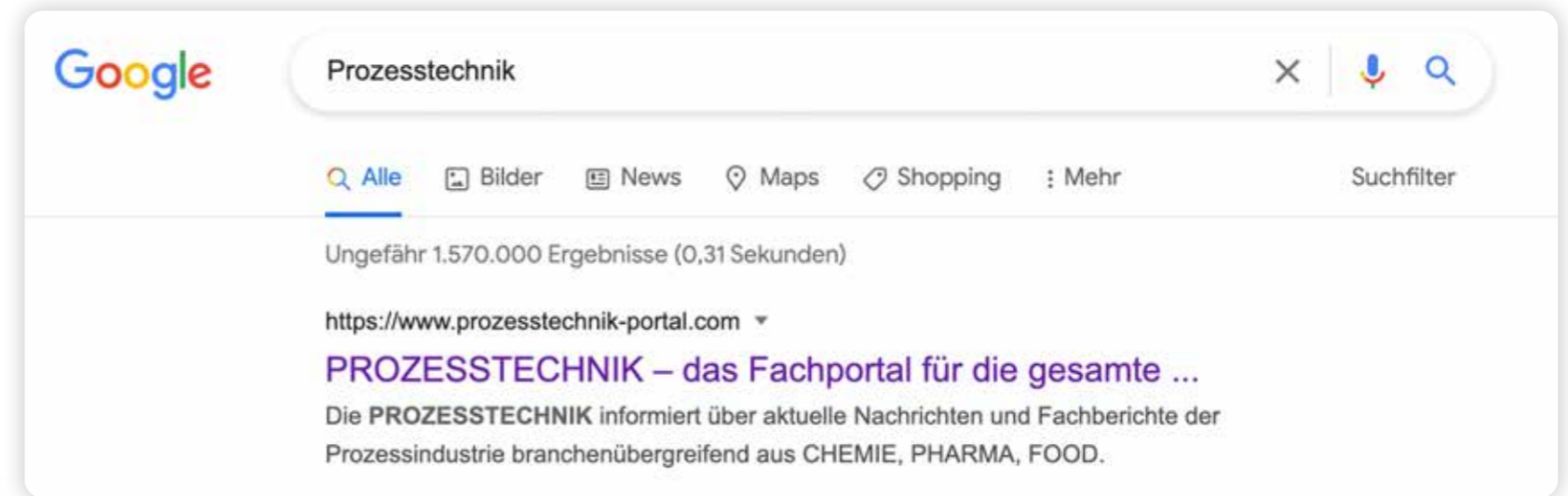
Best ranking for your success

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!



Google search results for "Prozesstechnik". The search bar shows "Prozesstechnik" with a clear button and voice search icon. Below the search bar are filters for "Alle", "Bilder", "News", "Maps", "Shopping", and "Mehr", along with a "Suchfilter" button. The results show approximately 1,570,000 results in 0.31 seconds. The top result is from <https://www.prozesstechnik-portal.com> with the title "PROZESSTECHNIK – das Fachportal für die gesamte ..." and a snippet: "Die PROZESSTECHNIK informiert über aktuelle Nachrichten und Fachberichte der Prozessindustrie branchenübergreifend aus CHEMIE, PHARMA, FOOD."



Microsoft Bing search results for "Prozesstechnik". The search bar shows "Prozesstechnik" with voice search, image search, and search icons. Below the search bar are filters for "ALLE", "BILDER", "VIDEOS", "KARTEN", "NEWS", and "SHOPPING". The results show 2,090,000 results. The top result is from <https://www.prozesstechnik-portal.com> with the title "PROZESSTECHNIK – das Fachportal für die gesamte ..." and a snippet: "Aktuell und auf dem neuesten Stand versorgt das PROZESSTECHNIK-PORTAL des Fachmagazins PROZESSTECHNIK die Nutzer mit den wichtigsten Informationen, Meldungen, Messeberichten sowie aufschlussreichen ..."

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

NEW

Sponsored banner in focus theme

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

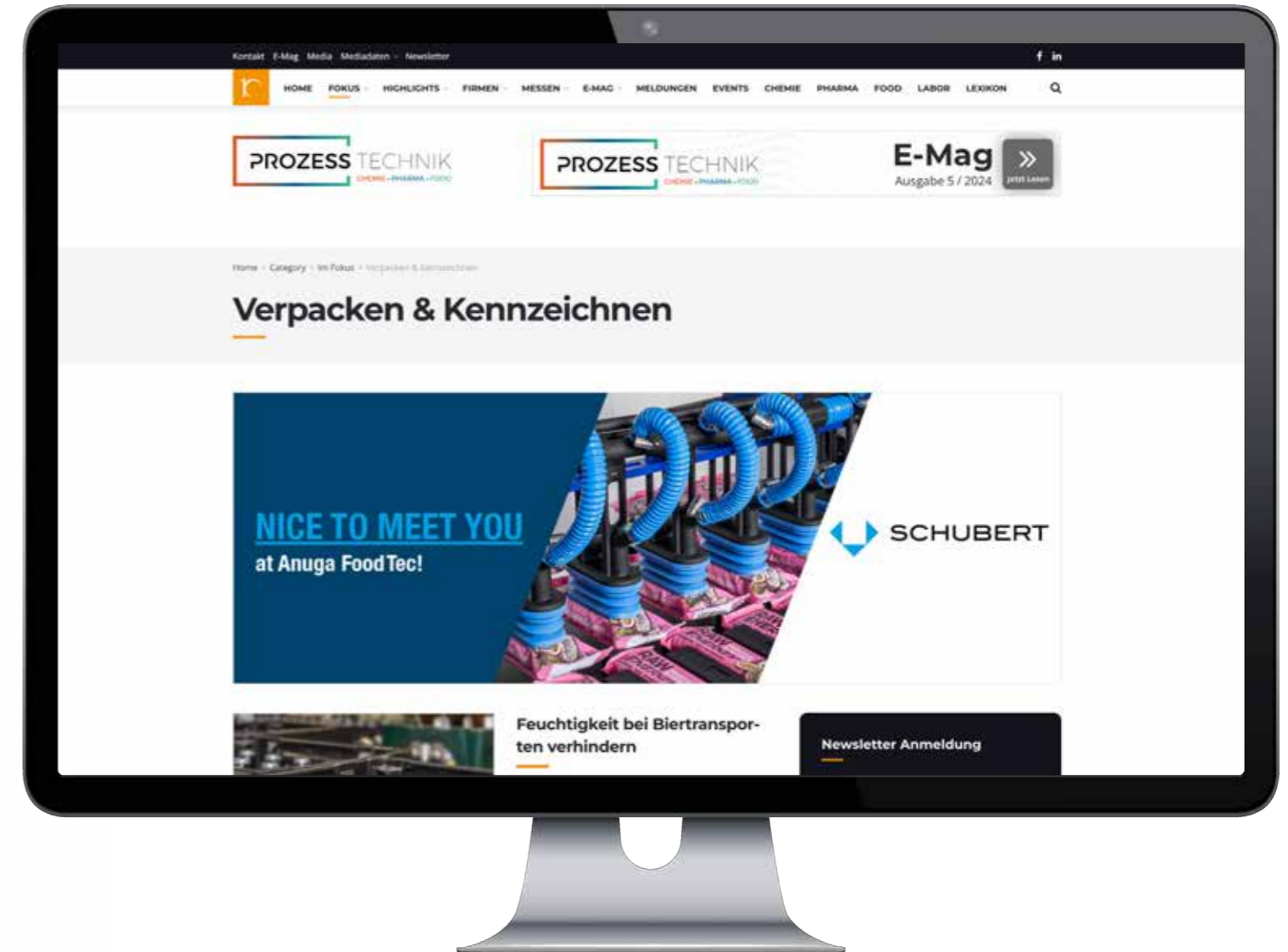
- ✓ Systems & Components
- ✓ Drive technology & mechanics
- ✓ Fittings & pipes
- ✓ Energy efficiency & sustainability
- ✓ Explosion protection & system safety
- ✓ Measuring technology
- ✓ Prozess automation & digitalization
- ✓ Pumps & Compressors
- ✓ Packaging & Labeling

Term: 12 months

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

2.990,-

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



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!

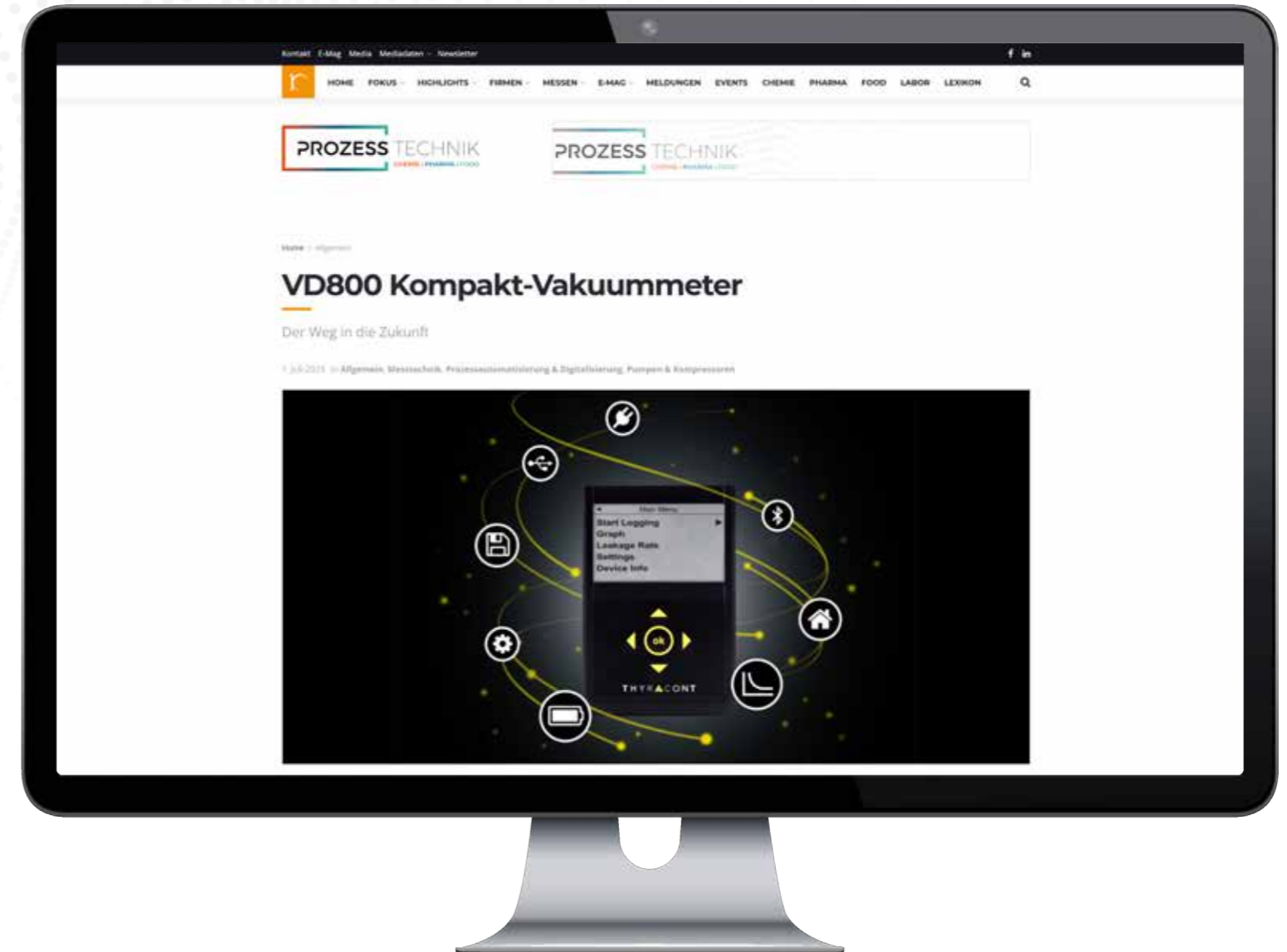
Sponsored Content

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

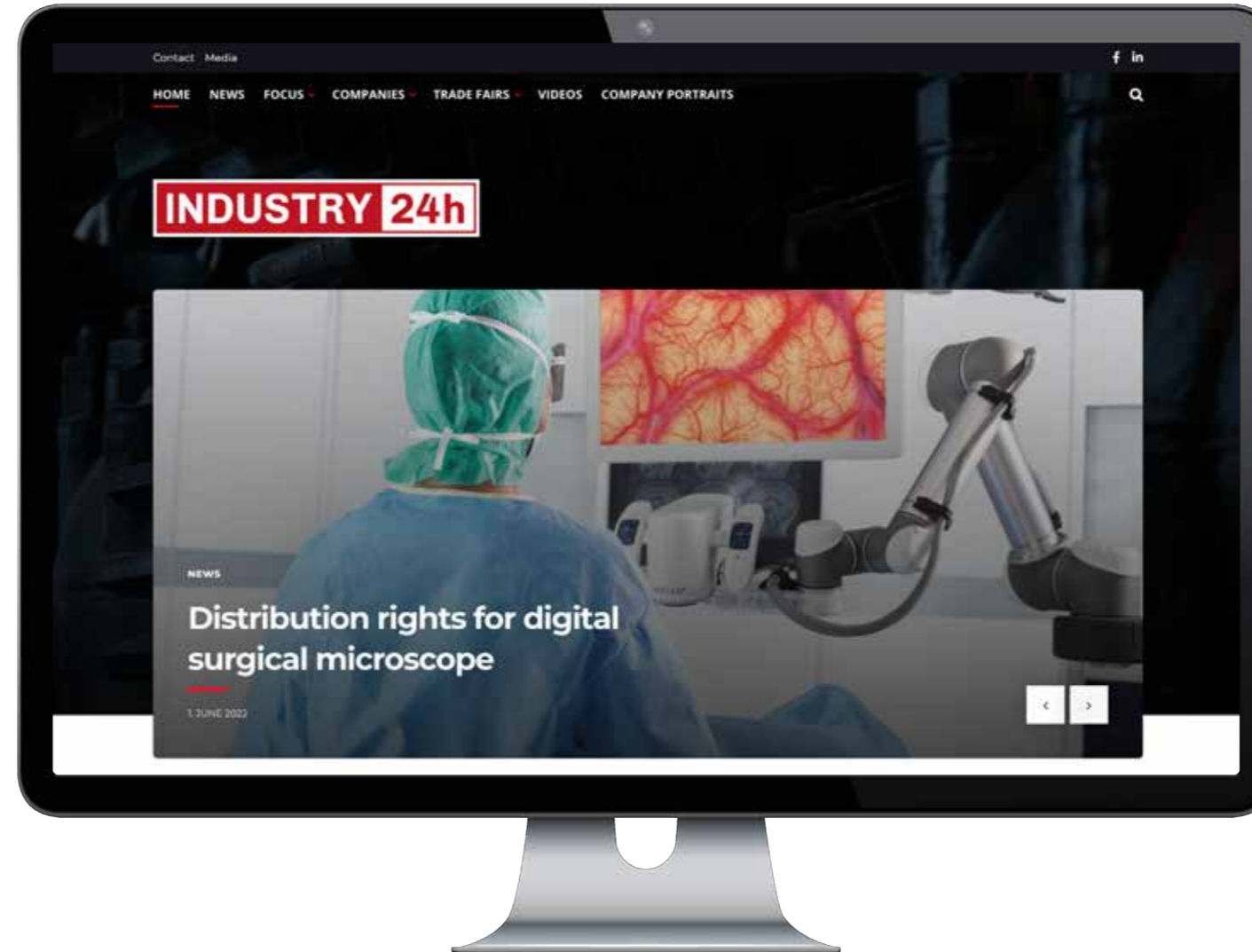
CHEMICALS, pharmaceuticals, food, bulk goods, research, development, Industry 4.0, serialization

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**

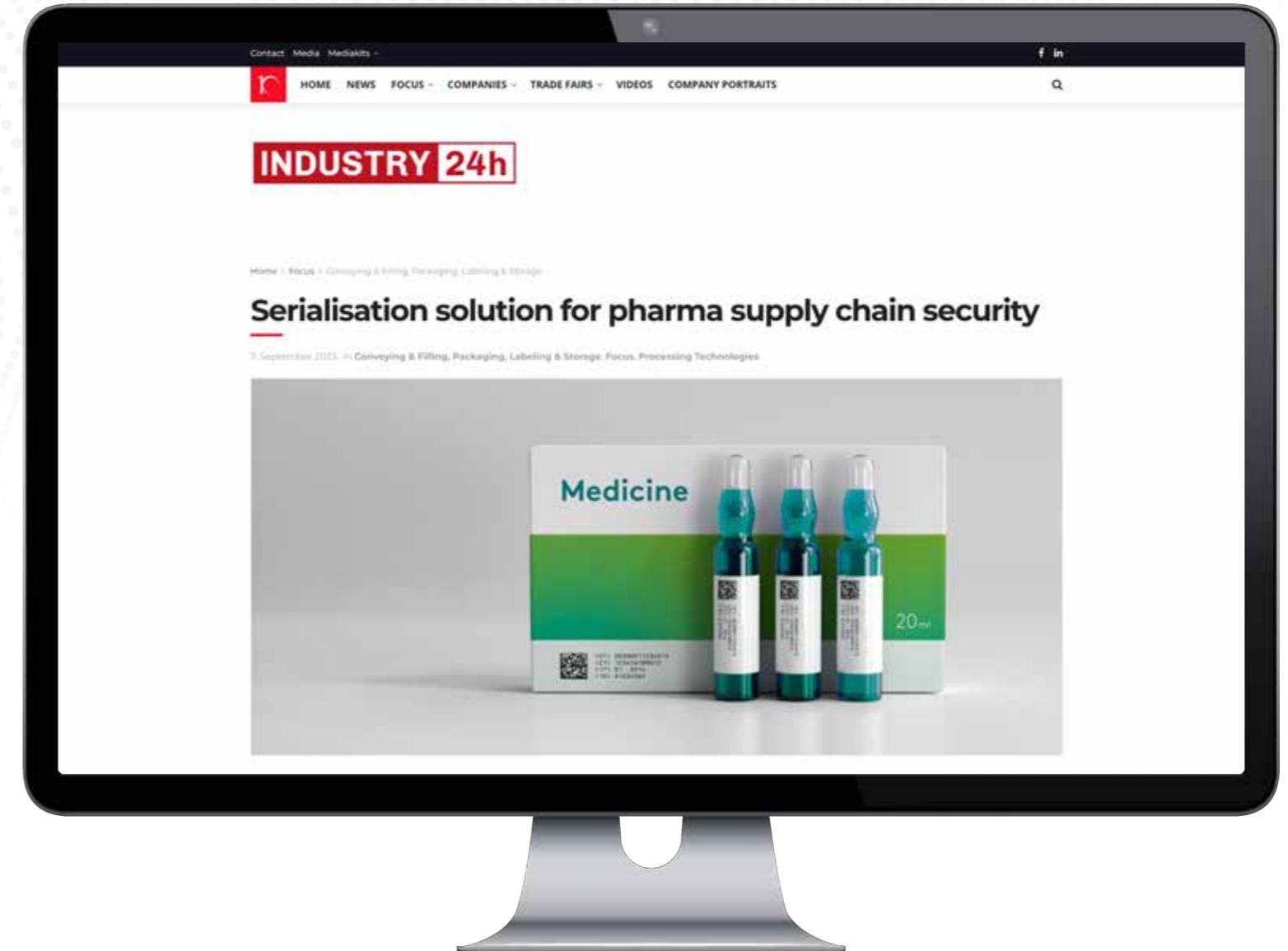
Sponsored Content

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

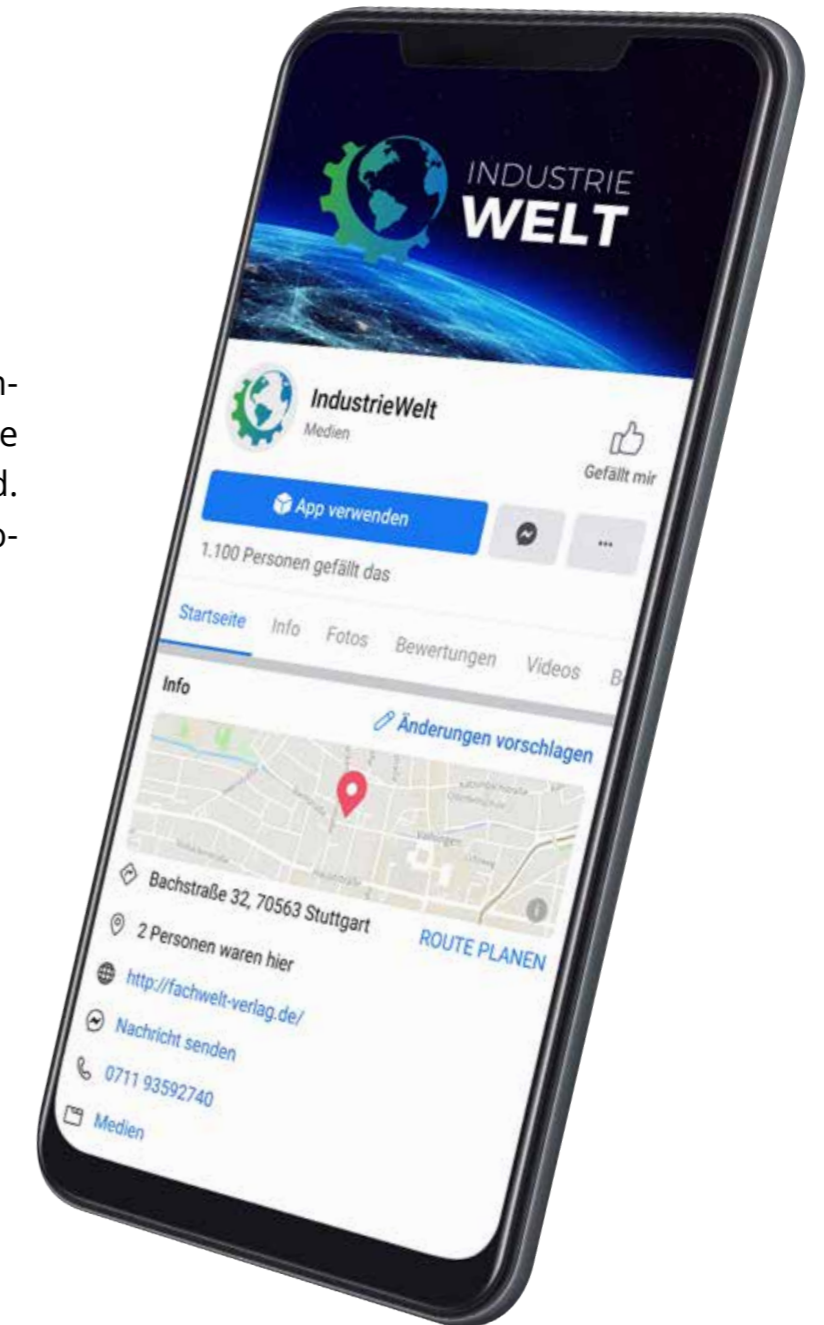
at least. 20.000

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

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

Social media campaign

990,-



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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IBAN: ME25 5200 4200 0000 2834 46 ■ BIC: HBBAMEPGXXX

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.