

2023

# Media World

[www.chemietechnik.de](http://www.chemietechnik.de)

**CHEMIE  
TECHNIK**

COMPETENCE MATTERS.

The information portal for  
top decision-makers in  
chemical plant engineering



3

## Profile, Offer, Benefit and Reach

**chemietechnik.de** is the multimedia information portal for top decision-makers in chemical plant engineering – read what this entails on the following pages.

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# What we stand for

**chemietechnik.de** is the innovative Internet platform of the renowned specialist magazine **CHEMIE TECHNIK** produced by Hüthig Verlag, a modern specialist media company with its head office in Heidelberg, Germany.

Hüthig Verlag is part of the Süddeutscher Verlag media group in Munich and thus of the Stuttgart-based Südwestdeutsche Medienholding (SWMH), one of the leading media companies in Germany.

## SWMH

Südwestdeutsche Medienholding



Süddeutscher Verlag



Hüthig



ULTIMAMEDIA

# What we offer

**chemietechnik.de** is the information portal for top decision-makers in chemical plant engineering!

Daily news, product-database and company directory, background reports, and 2 x newsletter published weekly (more than 8,600 subscribers).



# Benefits for our users



- » comprehensive **company directory**
- » **archive** with extensive specialist information
- » **clearly arranged navigation** to industry-relevant specialist fields
- » **full-text search**
- » daily **news**, topical information about products and companies

# Reaching your target group

**chemietechnik.de** offers you all the benefits of professional media planning as a one-stop-shop. We will advise you which forms of advertising, in which combination, will meet your requirements and objectives in your media planning!

**chemietechnik.de** is used by decision-makers and managers in chemical plant engineering.

We are also voluntarily audited in the online sector by the **German Audit Bureau of Circulation (IVW)**! This ensures that you really get the service you pay for.



Latest analysis

275,782

Page impressions  
in March 2022,  
source: IVW

Page  
Impressions

134,938

Visits in March 2022,  
source: IVW

Visits

72,618

Source:  
Google Analytics  
in March 2022

Unique  
User

8,611

newsletter subscribers receive  
the newsletter twice a week  
(as of June 2022)

Newsletter  
subscribers

2.11

Pages viewed per session,  
source: Google Analytics  
March 2022

Pages



# Advertising Banners

	Ad format	Placement	Device	Format (in pixels)	Prices in Euro per week	Prices in Euro per week in trade show months*
1	Billboard	RoS below Header	Desktop Tablet	940x250	1,900.– EUR	2,090.– EUR
2	Halfpage	RoS (sticky)	Desktop	300x600	1,775.– EUR	1,995.– EUR
3	Skyscraper right	RoS (sticky)	Desktop	160x600	1,565.– EUR	1,710.– EUR
4	Wallpaper	RoS	Desktop	728x90 + 160x600	1,730.– EUR	1,910.– EUR
5	Skyscraper left	RoS	Desktop	160x600	1,050.– EUR	1,145.– EUR
6	Leaderboard Premium	Post, below teaser image	Desktop Tablet	728x90	1,205.– EUR	1,310.– EUR
7	Leaderboard Basic	Post, behind 1. text block or end of posting	Desktop Tablet	728x90	1,080.– EUR	1,190.– EUR
8	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	1,320.– EUR	1,450.– EUR
9	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	1,150.– EUR	1,270.– EUR
10	Baseboard	RoS (sticky)	Desktop Tablet	960x90	1,120.– EUR	1,240.– EUR
11	Partner-Site-Button	RoS	Desktop	300x120	435. EUR	595.– EUR

\*July, August, September

All prices are subject to statutory VAT.

Banner formats: png, jpg, gif (also animated), HTML5 | Videos: mp4 | File size: max. 100 KB

Data transmission: at least 1 week before placement to [ckv-dispo@huethig.de](mailto:ckv-dispo@huethig.de)

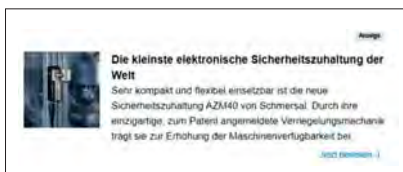




- » Banner formats are displayed on these placements.
- » The campaign is billed at a fixed weekly price.

# Native Content Ad

Banner ads on a website are similar in form and design to our own articles on the website in terms of the combination of images and copy and are thus less noticeable as advertising.



» CPM € 190.–

## Included in the package:

- » They can be placed in Medium Rectangle, Leaderboard Premium and Leaderboard Basic banner ad spaces.
- » Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body copy (approx. 100 characters), call to action (approx. 20 characters).  
The “character limits” can vary depending on the location of the ad.
- » File format (image): png, jpg, gif (also animated)
- » File size (image): 200 KB
- » Devices: Desktops, tablets, mobiles

# Native Video Ad

In-banner video ads on a website are similar in form and design to our own articles on the website in terms of the combination of video and copy and are thus less noticeable as advertising.



» CPM € 190.—

## Included in the package:

- » They can be placed in the Leaderboard Premium banner ad space.
- » Format: Video (940 x 250 pixels); headline (approx. 55 characters), no body copy, call to action (approx. 20 characters).
- » Length of video: max. 59 sec.
- » File format: .mp4  
Only physical videos are allowed, no links to third-party providers, etc.
- » File size: max. 29 MB
- » Devices: Desktops, tablets, mobiles

# Newsletter

Always up-to-date  
and wanted!

The advantage of newsletters is that users specifically subscribe to them and therefore really want them.

» This is also reflected in the above-average opening rate of the CHEMIE TECHNIK newsletter.

E-mail newsletters also allow direct addressing of the target group.

Image advertising, highlighting your company's expertise or a product presentation are all perfectly placed here. Reach your existing and new potential customers with more than 8,600 mailings twice a week.


**CHEMIE  
TECHNIK**  
KOMPETENZ FÜR SCHWACHSTOFFE

vom Donnerstag, 21. Januar 2021 – gesendet um 12:53:18

**Johansson wird Interim-CEO, Verträge zu Nord Stream 2 gekündigt  
Bilfinger: Tom Blades zieht sich als Vorstandschef zurück**


 Tom Blades, Vorstandsvorsitzender des Industriedienstleisters Bilfinger, hat sein Mandat niedergelegt. Dies geschehe aus persönlichen Gründen. Gleichzeitig wurde bekannt, dass Bilfinger seine Verträge zum Nord Stream 2-Projekt gekündigt hat.

[jetzt lesen](#)



**Grün, grau, blau oder türkis  
Welche Farben hat Wasserstoff?**


 Wasserstoff ist an sich ein farbloses Gas. Dennoch ist in der Öffentlichkeit von grünem, blauem, grauem oder gar türkis farbigem Wasserstoff die Rede. Was steckt dahinter?

[jetzt lesen](#)

**Bau einer "vorkommerziellen" Anlage  
Konsortium plant Produktion von nachhaltigem Kerosin in Europa**


 Das Flite-Konsortium hat den Bau einer sogenannten Alcohol-to-Jet-Anlage (ATJ) angekündigt. Die Anlage mit einer Produktionskapazität von 30.000 t/a soll Ethanol auf Abfallbasis in nachhaltiges Kerosin umwandeln.

[jetzt lesen](#)

**industriestjobs.de**


 Krefeld-Uerdingen  
Ingenieur zur  
Ausbildung zum  
Sachverständigen in  
der Anlagen-  
sicherheit (w/m/d)


 Dormagen  
Bauingenieur als  
Sachverständiger für  
die wasserrechtliche  
Sachverständigen-  
organisation  
(w/m/d)


 Budenheim  
Projektingenieur  
(m/w/d) für  
Verfahrenstechnik

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[zum Job](#)

**Logistik-Knotenpunkt für Europa  
Braskem verlegt Lager für Biokunststoffe nach Rotterdam**


 Braskem, der weltweit größte Hersteller von Biopolymeren, hat sein Lager für solche Biokunststoffe von Antwerpen nach Rotterdam verlegt. Damit stärkt der Rotterdam Polymer Hub seine Position als logistischer Knotenpunkt für Biokunststoffe in Europa.

[jetzt lesen](#)

**Partnerschaften in Abu Dhabi  
Siemens Energy fördert grüne Wasserstoffwirtschaft im Nahen Osten**


 Strategische Partnerschaften zwischen Siemens Energy und den Unternehmen Mubadala und Masdar sollen die Entwicklung von Ökosystemen für grünen Wasserstoff in den Vereinigten Arabischen Emiraten unterstützen.

[jetzt lesen](#)

**Portfolio-Erweiterung  
Sunfire übernimmt Schweizer Alkali-Elektrolyse-Unternehmen IHT**


 Der Elektrolyseanbieter und Experte für grünen Wasserstoff Sunfire erweitert sein Portfolio: Das

» The CHEMIE TECHNIK Newsletter is always mailed twice a week to more than 8,600 subscribers

# Advertising Banners

## in the Newsletter

	Format	Size	Prices in Euro per issue	Prices in Euro per issue in trade show months*
1	Header Ad	650 x 90 pixels	980.–	1,080.–
2	Content Ad	650 x 150 pixels	715.–	785.–
3	Text Ad	Image: max. 620 x 349 pixels Text: max. 330 characters	740.–	820.–

\*July, August, September

All prices are subject to statutory VAT.

Banner formats: png, jpg, gif (without animation), Images: jpg or gif up to max. 180dpi | File size: max. 50 KB  
Data transmission: at least 1 week before placement to [ckv-dispo@huethig.de](mailto:ckv-dispo@huethig.de)



1

### Johansson wird Interim-CEO, Verträge zu Nord Stream 2 gekündigt Bilfinger: Tom Blades zieht sich als Vorstandschef zurück



Tom Blades, Vorstandsvorsitzender des Industriedienstleisters Bilfinger, hat sein Mandat niedergelegt. Dies geschehe aus persönlichen Gründen. Gleichzeitig wurde bekannt, dass Bilfinger seine Verträge zum Nord Stream 2-Projekt gekündigt hat.

jetzt lesen

2

### Grün, grau, blau oder türkis Welche Farben hat Wasserstoff?



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3



### Logistik-Knotenpunkt für Europa Braskem verlegt Lager für Biokunststoffe nach Rotterdam



Braskem, der weltweit größte Hersteller von Biopolymeren, hat sein Lager für solche Biokunststoffe von Antwerpen nach Rotterdam verlegt. Damit stärkt der Rotterdam Polymer Hub seine Position als logistischer Knotenpunkt für Biokunststoffe in Europa.

jetzt lesen



Reach even more customers with the Social Media Boost!  
price: € 550,-



# Stand-alone Newsletter

You can send a “standalone-newsletter” to all registered subscribers with us. The newsletter is mailed in the name of your company and has **100% customer content**.

The standalone-newsletter can link to further information on your corporate website or to a customer integration within **chemietechnik.de**.

The frequency of the standalone-newsletter is strictly limited. With this form of advertising we enable you to directly address the newsletter subscribers from the target group of CHEMIE TECHNIK and to introduce new products or services.

## Engage Plus

Send a second standalone-newsletter with extra information to the people who opened your first one and thus secure maximum interest within your target group.



**eBook kostenfrei herunterladen!**

OpreX™

Effizientere Verbrennung in Aktion sehen

**eBook\_2: Maximale Sicherheit und Effizienz von Verbrennungsprozessen in Feuerungsanlagen**

Guten Tag,

Ofen und befeuerte Erhitzer sind wesentliche Bestandteile einer Verbrennungsanlage und gehören gleichzeitig zu den **größten Energieverbrauchern in der Prozessindustrie**. Der Verbrennungsprozess und dessen Wirtschaftlichkeit ist daher für Unternehmen von ganz entscheidender Bedeutung. Oft werden **Potenziale zur Optimierung des Verbrennungsprozesses** nicht erkannt oder als zu gering eingeschätzt.



**eBook herunterladen**

**Doch das täuscht:** Bereits kleine Einsparungen von Energiekosten in den einzelnen Phasen des Erhitzungsprozesses können insgesamt zu erheblichen Kostenreduzierungen führen.

**Doch wie genau ist es möglich, eine Verbrennungsanlage mit maximaler Leistung und maximaler Sicherheit zu fahren und gleichzeitig Energiekosten zu sparen?**

Das erfahren Sie in unserem **kostenlosen eBook** „Maximale Sicherheit und Effizienz von Verbrennungsprozessen in Feuerungsanlagen“.

Laden Sie es sich jetzt kostenfrei herunter und lernen mehr darüber!

- Mit welchen Herausforderungen der Betriebsleiter tagtäglich in seiner Verbrennungsanlage konfrontiert wird
- Wie man Kosten minimieren und gleichzeitig Leistung und Sicherheit der Anlage maximieren kann
- Welche Vorteile die neue Analysator-Technik von Yokogawa gegenüber bisherigen Technologien bietet

Das eBook bietet Ihnen umfassende Einblicke in den Verbrennungsprozess und zeigt Möglichkeiten auf, wie Sie einen sicheren Betrieb bei optimaler Anlageneffizienz erreichen. Wir würden uns sehr über Ihr Feedback zum eBook freuen.

Ihr



Tim-Peter Henrichs

Diesen Newsletter schreibt Ihnen



**Tim-Peter Henrichs**  
Manager Marketing DACH

Yokogawa Deutschland GmbH  
Broichhofstr. 7-11  
40880 Ratingen

**eBook herunterladen**

Bitte kontaktieren Sie uns, wenn Sie technischen Support benötigen oder wenn Sie mit einem Vertriebsmitarbeiter sprechen möchten.

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**YOKOGAWA**   
Co-Innovating tomorrow

Sie möchten diesen Infodienst abbestellen?  
Bitte fragen Sie hier Ihre E-Mail-Adresse aus.

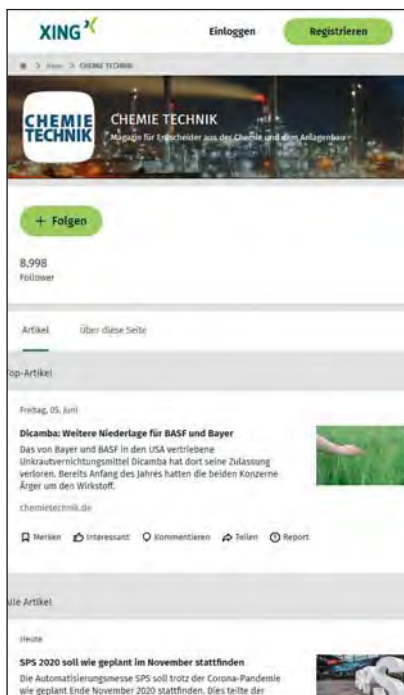
Impressum | Datenschutz



- » **Format:** 660 pixels
- » **File type:** HTML (inline CSS) or as text and image (jpg, png) separately
- » **No. of characters:** +/- 3,000
- » **No. of charts:** max. 5
- » **No. of links:** max. 5
- » **Price:** on demand

# Social Media Boost

## Social media complement to Content Placement



The Social Media Boost is a new, **appealing social media element** which generates additional contacts in the industry and can be easily booked additionally to the Content Placement.

We currently have **9.386 Xing** and **8.963 LinkedIn followers** and the number is increasing rapidly.

The newsfeed is made up of up-to-date releases from our website, which are displayed to followers as news on our social media newstreams.

This way we can play out your Content Placement booked on chemietechnik.de or your Newsletter-Text Ad to our followers via Xing and LinkedIn. It is also marked here with the term “advertisement”.

**Price:** 550.– €

» Only bookable in combination with a Content Placement or text ad. No separate reporting possible.

# Content Marketing

With expertise to  
effective success



Content marketing is a digital communication strategy.

Short-term, selective success can result, for example, from the acquisition of leads by means of webinars or white papers. At its core, however, content marketing pursues long-term goals. The establishment of one's own company on the market, the digital positioning on a specific topic in the industry or the acquisition of new customers through ever-increasing visibility can be achieved through good content marketing and thus contribute significantly to the success of the company.

## Why you should definitely invest in content marketing:

- » Boosting brand awareness and strengthening your image
- » You achieve positive change of the image towards the expert
- » You establish yourselves as opinion leaders
- » You clearly position yourselves as problem solvers through consistent and high-quality information transfer
- » You increase your reach and gain much better visibility
- » You benefit from long-term protection and increase of sales figures and deals

# Content Placement



\* Integration on homepage or topic page for one week, archiving at least for one year



Content Placement is an article posted on chemietechnik.de that consists of your individual content and is labelled as such. Your article is included in the topic area you select and will be archived there for at least a year. In addition to the article, you will get an article teaser on the homepage or topic page of chemietechnik.de which ensures increased traffic on your article. The following topic channels are available: market, plant construction, plant engineering, automation, fittings, energy & utilities, materials handling, services & locations, bulk goods technology, safety & environment, separation technology, thermal processes, packaging

**The frequency of this form of advertising is strictly limited!**

**Format:** HTML content page, delivery of contents as Word document. Maximum of 5 images as png or jpg.

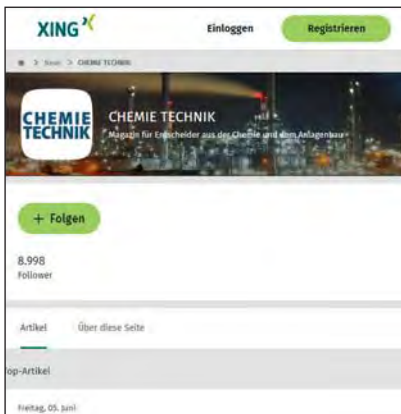
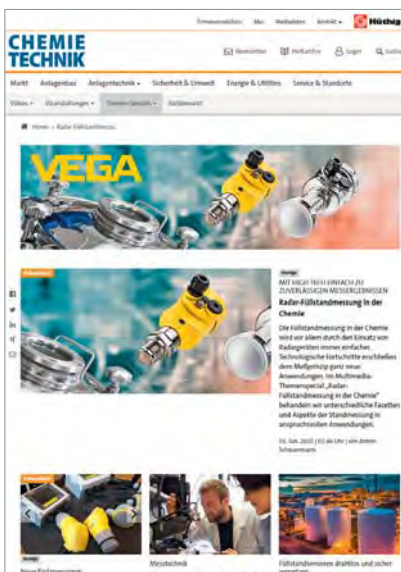
**Price\*:** 1,400.– €/in trade show months: 1,540.– €

**What we need from you**

- » Meaningful catchword
- » Meaningful headline
- » Teaser (2 short sentences which arouse interest; max. of 250 characters))
- » Text incl. link (recommendation: about 3,000 - 6,000 characters incl. blanks)
- » URL company website
- » Company logo: min. 150 pixels (jpg, png)
- » Optional: A maximum of 5 images (jpg, png)
- » Optional: Video (link to Youtube/Vimeo)

# Content Placement +

## Getting started with content marketing



- » Package price: 3,580.– €  
Booking period: 4 weeks
- » We are happy to offer you extensive, additional content packages on individual request.

### Included in the package:

- » Publication of 1 x Content Placement (see page 20)
- » Integration of the Content Placement on our website in the desired topic area.
- » Fixation of the teaser on homepage or topic page in first sight area for one week
- » Archiving of Content Placement for at least 1 year
- » 2 x traffic boost through integration in the editorial newsletter
- » 2 x reach extension through Social Media Boost (see page 18)

### Your advantages:

- » Maximum attention through native embedding of content
- » **Savings** compared to individual booking of services
- » Advertising efficiency will be increased overall through linking of content and display ads



# Whitepaper

## Digital acquisition of new customers



- » Price on demand
- » Booking period: 8 weeks

### Promotion package:

- » Quality-pre-check by our content experts
- » Creation of a landing page on our portal (headline, image, description text, download function)
- » Integration and preservation of the whitepaper in the "Whitepaper" section on our portal
- » Bannering on our website during booking period
- » Traffic feed through multiple integration in the editorial newsletter
- » Multiple posts in our social media channels
- » Creation of a standalone mailing (in coordination with you) (see page 16/17)
- » All leads for your use
- » Full white paper creation available upon request

### Your advantages:

- » Maximum attention for the whitepaper (compared to individual booking) and therefore also exponentially increased chance of leads
- » **Savings** compared to individual booking of all services of the promotion package



# Webinar

## Digital acquisition of new customers



» **Price: on request**  
**Booking period: 8 weeks**

### Package includes:

- » 1 webinar, presented live

### Promotion package:

- » Advice on topic findings from our editorial team
- » Creation of a landing page on our portal (headline, image, description text, download function)
- » Integration and preservation of the webinar in the “Webinar” section on our portal
- » Bannering on our website during booking period
- » Traffic feed through multiple integration in the editorial newsletter
- » Multiple posts in our social media channels
- » Creation of a standalone mailing (in coordination with you) (see page 16/17)
- » Moderation and technical implementation
- » All leads for your use.

### Your benefit:

- » One-stop-shop: advice concerning content, organisation and realization as well as promotion and acquisition of participants

# Brand Hub

## Your positioning as a thematic leader

With an exclusive brand hub, you present your expertise and build a thought leadership on a specific topic focus (100% your content).

The content can be designed according to a guideline in text and image.

### Included in the package:

- » Own customer channel under “Topic Specials”
- » Joint topic planning and conceptual consulting
- » Integration of 3 articles per month (supplied by you)
- » Integration of the articles in the context-relevant topic area.
- » 1 x integration in editorial newsletter per published article
- » 1 x social media post per published article
- » Optionally bookable: further editorial services on request



### Your advantages:

- » Expansion of presence in relevant target group and positioning as an **expert and solution provider** on a relevant topic
- » High attention level through cross-promotion via newsletters and portal
- » Positive image transfer through integration of content in premium editorial environment

» Booking period: 6 months

# Digital Company Directory

New and functional



## An ideal supplement...

...to the offered classic online forms of advertising on chemietechnik.de. Through your presence users get quick and focused access to information about your company.

## Added value included

Your contact details are additionally linked to a large offer of content. Your company's performance profile appears in requested technical articles, news and product reports.

Present your company with a company entry in the environment of your industry. An entry in our new company directory ensures your constant presence when our users are researching. All company entries can be updated and supplemented by you at any time.

	Plus	Premium
Display of your company profile to your articles	✓	✓
E-mail contact	✓	✓
Content linking	✓	✓
Phone and fax number	✓	✓
Link to homepage	✓	✓
Corporate logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery		✓
Company portrait		✓
Special contact persons		✓
Link to sales office or branches		✓
Additional information as a link or file		✓
Embedding of company videos		✓
Embedding of whitepapers		✓
Price for a whole year	340.– €	550.– €

# Talk to us

We have presented various, target-oriented forms of advertising for your communication to you. Do you have any questions? Together we will find the ideal solution for your objectives.

## Sales team:



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