

MediaKit

2024

CHEMIE TECHNIK

KOMPETENZ ENTSCHEIDET.



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Magazine: CHEMIE TECHNIK

Profile in brief:

Effective advertising with the right mix

- **Magazine for decision-makers:** CHEMIE TECHNIK is the processing technology magazine for management and investment decision-makers working in chemical plant engineering.
- **Top exclusives:** Every month, CHEMIE TECHNIK features practice-related technical articles and short reports by selected authors on topical subjects from more than 20 different fields.
- **Focus on CHEMISTRY and PLANT ENGINEERING:** The subjects covered include every range of products relevant to processing, planning, construction, operation and maintenance of chemical plants. In addition, the reports provide comprehensive coverage of every development and innovation in these areas.

- **Powerful presence:** With a circulation of more than 24,000 print copies and 8,400 e-papers monthly (verified by IVW-EDA), CHEMIE TECHNIK is a leading magazine for this sector.
- **Optimum networking:** At www.chemietechnik.de you will find up-to-the-minute information and a wide range of services. Our usage figures are impressive.

Target Group:

Management and investment decisionmakers in chemical plant engineering

Publication: 10 x per year + Special issues

Magazine Format: 210 mm wide x 297 mm high

Volume/year: 53/2024

Purchase condition and prices (including VAT):

domestic € 240.00 + € 17.50 shipping costs = € 257.50
 foreign € 240.00 + € 35.00 shipping costs = € 275.00
 Single copy price € 26.00 including VAT, not including shipping costs

Organ: Independent trade and technical magazine

Memberships: Deutsche Fachpresse, IVW

Publishing company: Hüthig Medien GmbH
Managing Director: Moritz Warth
Address: Im Weiher 10, D-69121 Heidelberg
 Tel.: +49 6221 489-207
Website: www.chemietechnik.de
E-mail: sabine.wegmann@huethig-medien.de
Publisher: –

Advertisements: Sabine Wegmann (responsible),
 Sophia Feicke
 Holger Wald

Editors: Claudia Rinck, Editor-in-chief
 Jona Göbelbecker
 Ansgar Kretschmer
 Nora Menzel

Our coverage to secure your successful communication

Industry experts get their information in many different ways, now more so than ever. Reach your target group – via both analog and digital channels.



24,056 copies

Print

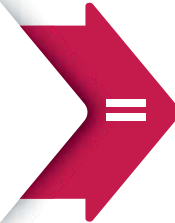
Our trade journal with IVW-audited circulation (actual figures)



8,458 copies

E-Paper

Extra digital distribution IVW-audited

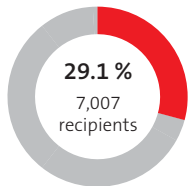


32,514 copies

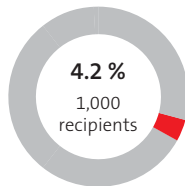
Total circulation

Focused on the target group!

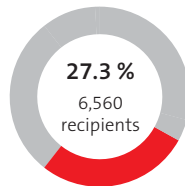
Job feature: position in company



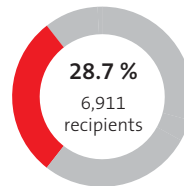
Management,
Executive Board,
Supervisory Board



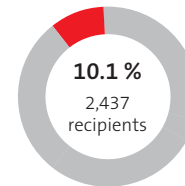
Branch-, Plant-,
Operations
Management



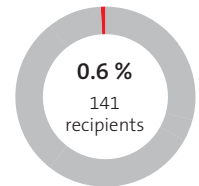
Head of Department,
Division-, Project
Management



Specialist



Department



Assistance, Junior,
trainee, private
persons, Other

Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. We place great value on striking a balance between volume and content so that both your business and our readers benefit from our media, thus ensuring that your ads also attract the desired level of attention.

Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

Volume analysis

Total volume:
10 issues in 2022
728 pages = 100%

78.6%

Editorial content:
572 pages



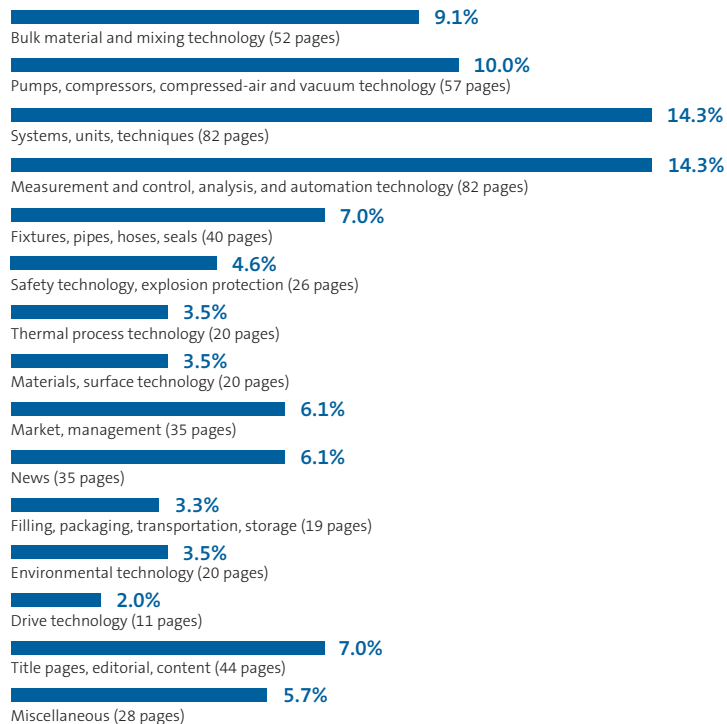
21.4%

Advertising content:
156 pages

of which:
43 ads by the publishing house itself
4 loose inserts

Editorial content analysis

CHEMIE TECHNIK 2022 = 572 pages



Advertising rates in €*:

Format	Type area format (W x H in mm)	Bleed format** (W x H in mm)	4c rate
1/1 page	178 x 257	210 x 297	7,590.–
2/3 page	117 x 257 / 178 x 169	133 x 297 / 210 x 191	5,420.–
Junior page	126 x 178	142 x 200	4,640.–
1/2 page	86 x 257 / 178 x 126	102 x 297 / 210 x 146	4,120.–
1/3 page	56 x 257 / 178 x 83	72 x 297 / 210 x 102	3,320.–
1/4 page	41 x 257 / 178 x 62 / 86 x 126	57 x 297 / 210 x 82 / 102 x 146	2,340.–
1/8 page	41 x 126 / 178 x 29 / 86 x 62	210 x 49	1,550.–

** For advertisements in bleed format, please always send print data in the above-mentioned format plus 3 mm bleed on all sides.

Preferential placement:

Inside front cover 4c € 8,645.– Back cover 4c € 8,645.–

Discount: for purchase within 12 months

Ads in CHEMIE TECHNIK and Pharma+Food qualify jointly for discounts

Frequency discount rate:

as of 3 publications 5 %
as of 6 publications 10 %
as of 9 publications 15 %

Quantity discount rate:

as of 3 pages 10 %
as of 6 pages 15 %
as of 9 pages 20 %

Classified ads:

Job vacancies, wanted ads, sales/purchases per mm (1-column, 41 mm wide) b/w € 5,35

Special forms of advertising: on request

*Rates do not include VAT.

Bound inserts:

Volume	Paper-weight	Min. weight	up to 120 g/m ²	up to 170 g/m ²	over 170 g/m ²
2 pages		120 g/m ²	€ 6,355.–	€ 6,605.–	€ 7,530.–
4 pages		80 g/m ²	€ 10,290.–	€ 10,815.–	€ 11,215.–

Delivery: Specimens to be supplied as of order placement. Circulation up to 14 days prior to publication. Format untrimmed width 216 mm, height 306 mm.

Top trim allowance 3 mm. Multi-page inserts folded to above format.

Combinations: Advertising combinations with vlag moderne industrie magazines are possible at any time. Combination discount on request.

Loose inserts: up to 25 g weight: € 6,470.– up to 50 g weight: € 9,535.–
(Prices incl. postage, max. paper size 20 x 29 cm)

Delivery: Sample with order. Circulation up to 10 days before publication.

Stick-on advertising media: only possible as special advertising form. Rates on request.

Delivery address for bound and loose inserts:

Westermann Druck GmbH, Georg-Westermann-Allee 66,D-38104 Braunschweig
(clearly marked: "fuer CHEMIE TECHNIK, Heft Nr. ...)

Contact:

Head of Sales: Sabine Wegmann, Tel. +49 (0) 6221 489-207,
sabine.wegmann@huethig-medien.de
Mediadisposition: Martina Probst, Tel. +49 (0) 6221 489-248,
ckv-dispo@huethig-medien.de

Cancellation fees:

35 % of the advertising rate from two weeks before the advertising deadline

Terms of payment:

Net within 14 days of invoice date, 2 % discount for direct debit

Bank details:

UniCredit Bank AG, Kto.-Nr.: 381 712 91, BLZ: 700 202 70,
IBAN: DE70 7002 0270 0038 1712 91, BIC: HYVEDEMMXXX

Magazine format: DIN A4, width 210 mm, height 297 mm

■ Type area formats

■ Bleed formats



*For advertisements in bleed format, please always send print data in the above-mentioned format plus 3 mm bleed on all sides. Relevant motif parts (texts, logos, etc.) should please be placed with at least 5 mm distance to the bleed and to the gutter.

Magazine format: Width 210 mm, height 297 mm, DIN A4
Type area: Width 178 mm, height 257 mm
Number of columns: 4 columns, column width: 41 mm

Printing and binding process:

Printing process: Rotary offset
Binding process: Adhesive binding

Data transfer: ckv-dispo@huethig-medien.de

Data formats: Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller from version 4.0 forward and with screen-modulated proof. High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements). Bitmap (barcode scans) should have at least 800 dpi resolution. The format is created in original dimensions plus trim allowance and bleed marks.

Colors: For digitally delivered masters for color advertisements, the customer must furnish a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (=certificate). Failure to provide such proof shall result in the customer forfeiting claims for compensation with respect to possible color deviations.

Proof: as given in the FOGRA-Standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard, PSO_LWC_Improved_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.

Data archiving: Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.

Warranty:

1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

Contact:

Mediadisposition:
Martina Probst
Tel. +49 6221 489-248
ckv-dispo@huethig-medien.de

Issue	Trade fair issues	Topics	Special / Focus	Trade fairs / Events
Jan./Feb. 01-02/2024 PD: Feb. 20, 2024 AD: Jan. 24, 2024 ED: Jan. 5, 2024		Plant engineering, plant planning Pumps Dosing technology Operating systems, maintenance Heating, cooling, drying Service, maintenance	Safety technology, explosion protection	maintenance, Dortmund, Feb. 21-22 Logimat, Stuttgart, March 19-21
March 03/2024 PD: Mar. 19, 2024 AD: Feb. 21, 2024 ED: Feb. 2, 2024		Separation technology, filters Process-IT Drive technology Chemical parks Compressors, vacuum technology Bulk material and mixing technology	Intralogistics	Automatisierungstreff, Heilbronn April 16-18
April 04/2024 PD: Apr. 16, 2024 AD: Mar. 18, 2024 ED: Feb. 28, 2024		Fixtures, pipes, seals Dosing technology Containment Heating, cooling, drying Automation, measuring technology Safety technology, explosion protection	Cybersecurity	Hannover Messe, April 22-26
May 05/2024 PD: May 07, 2024 AD: Apr. 09, 2024 ED: Mar. 19, 2024		Bulk material and mixing technology Packaging, labeling Plant engineering, plant planning Operating systems, maintenance Process-IT Water and sewage technology Compressors, compactors	Technology for oil, gas and hydrogen	IFAT, Munich, May 13-17
June 06/2024 PD: Jun. 04, 2024 AD: May 03, 2024 ED: Apr. 15, 2024	Achema-issue	All topics related to Achema	Achema	Achema, Frankfurt, June 10-14 ees Europe, Munich, June 18-19
6a/2024 PD: Jun. 04, 2024 AD: Apr. 30, 2024 ED: Apr. 11, 2024	Trade Fair Guide ACHEMA (German/English) Print run: 80,000 copies Find more details on page 14			
July/August 07-08/2024 PD: Aug. 06, 2024 AD: Jul. 10, 2024 ED: Jun. 21, 2024	Achema-Highlights Joint issue with Pharma+Food increased print run: 35,000	Fixtures, pipes, seals Separation technology, filters Environmental technology Automation Technology Pumps, Compressors Packaging technology	Energy efficiency	Ilmac, Lausanne, Sept. 04-05
September 09/2024 PD: Sept. 24, 2024 AD: Aug. 28, 2024 ED: Aug. 08, 2024		Plant engineering, plant planning Separation technology, filters Drive technology Operating systems, maintenance Compressors, vacuum technology Bulk material and mixing technology Packaging, labelling	Plant engineering	Fachpack, Nuremberg, Sept. 24-27 Engineering Summit, Darmstadt, Oct. 1-2 Solids, Dortmund, Oct. 9-10
October 10/2024 PD: Oct. 15, 2024 AD: Sept. 17, 2024 ED: Aug. 29, 2024		Process-IT Safety technology, explosion protection Fixtures, pipes Containment Seals	Pumps	
November 11/2024 PD: Nov. 06, 2024 AS: Oct. 08, 2024 ED: Sept. 18, 2024		Fixtures, valves Environmental technology Plant engineering, plant planning Automation and digitalisation Filters, separation technology Battery raw materials	Digitalisation, Automation	SPS, Nuremberg, Nov. 12-14 Filtech, Cologne, Nov. 12-14 Namur Hauptsitzung, Neuss, Nov. 14-15 Valve World, Duesseldorf, Dec. 03-05
December 12/2024 PD: Dec. 11, 2024 AD: Nov. 14, 2024 ED: Oct. 24, 2024		Pumps, compressors Materials, lining Measuring technology Heating, cooling, drying Bulk material and mixing technology Dosing technology	Decarbonisation	
12a/2024 PD: 31.12.2024 AD: 27.11.2024 ED: 08.11.2024	Kompodium INDUSTRIEPARKS – Chemie/Pharma/Biotechnologie Print run: 15,000 copies (Special edition) Find more details on page 15			

Circulation monitoring:



Circulation analysis: Copies per issue on average for the period*
July 1, 2022 to June 30, 2023

Print run: 24,267

Number of copies actually distributed:	24,056	including abroad:	1,597
E-paper:	8,458		
Total:	32,514		

Copies sold:	2,172	including abroad:	36
– Subscribed copies:	125	including association member copies:	0
– Other sales:	2,047		
– Single copy sales:	0		

Free copies: 30,342

Residual, archive and specimen copies: 211

Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	90.5	21,755
Abroad	6.6	1,597
Other***	2.9	705
Copies actually distributed	100.0	24,056

Sectors/Industries

WZ 2008 Code	Recipient groups (according to industrial sector classification, WZ 2008)	Percentage of copies actually distributed	
		%	recipients
19, 20, 21, 22, 0.6 (62)	Chemical industry, pharmaceuticals, cosmetics, mineral oil processing	51.2	12,321
24, 25, 28	Plant and machine engineering	8.3	1,994
71.12	Engineering, consultant engineers, planning	5.1	1,228
26.51, 26.6, 27, 32.5, 35	Medicine, measurement and control, electrical engineering, energy generation	2.9	691
10, 11, 17, 18, 23	Paper processing, printing, food, glass, ceramics	1.8	427
46, 47	Trade brokering, trade	10.1	2,424
72, 85.42	Research and development, higher education	2.5	612
	Other sectors (e.g. trade associations, data processing etc.)	15.2	3,655
	Other*	2.9	704
	Rounding difference	0.0	0
Copies actually distributed		100.0	24,056

* portion of circulation not analyzed, e.g. trade fair and congress copies etc.

Job feature: field of activity

	Percentage of copies actually distributed	
	%	recipients
Company management	32.0	7,709
Research, development, trialing	6.1	1,475
Design, technical consultancy	4.9	1,167
Production, manufacturing	14.6	3,509
Measurement and control, IT quality assurance, maintenance	5.3	1,216
Purchasing, distribution, sales, marketing	12.8	3,069
Material flow/logistics	1.1	276
Planning, project management	3.3	785
Other functions (e.g. waste disposal, environmental protection, consulting)	5.9	1,418
Function unspecified	11.1	2,677
Other*	2.9	704
Rounding difference	0.0	0
Copies actually distributed	100.0	24,056

Distribution by federal states:	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	13.6	3,269
Bavaria	12.5	3,012
Berlin, Brandenburg, Mecklenburg-Western Pomerania	3.8	909
Bremen, Hamburg, Schleswig-Holstein	5.0	1,201
Hesse	9.8	2,364
Lower Saxony	6.7	1,624
North Rhine-Westphalia	26.8	6,451
Rhineland-Palatinate	4.3	1,035
Saarland	0.8	186
Saxony, Saxony-Anhalt	5.3	1,265
Thuringia	1.5	352
Abroad	6.6	1,597
Other***	2.9	704
Rounding difference	0.4	87
Copies actually distributed	100.0	24,056

* includes all copies published during the reporting period

Breakdown of foreign circulation:**	Percentage of copies actually distributed	
	%	copies
Austria	54.0	862
Switzerland	45.9	733
Other countries	0.1	2
Copies actually distributed	100.0	1,597

Size of Business Unit

	Percentage of copies actually distributed	
	%	recipients
1 - 49 employees	31.3	7,530
50 - 99 employees	8.4	2,032
100 - 499 employees	23.4	5,637
500 employees or more	22.3	5,367
No answer	11.2	2,703
Other*	2.9	704
Rounding difference	0.5	83
Copies actually distributed	100.0	24,056

Job feature: position in company

	Percentage of copies actually distributed	
	%	recipients
CEO/board member/supervisory board member	29.1	7,007
Subsidiary/plant/company management	4.2	1,000
Department/section/project head	27.3	6,560
Assistant	0.3	71
Skilled staff	28.7	6,911
Department	10.1	2,437
Other*	0.3	71
Rounding difference	0.0	0
Copies actually distributed	100.0	24,056

Summary of collection method

- Total number of recipients in the file:** 47,069
- Method:** Recipient structure analysis through file evaluation
Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:**
Basic total (TAC) 24,056 = 100,0 %
Not included in the survey: 211 = 0,88 %
- Random sample:** Total collection
- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** July 1, 2022 to June 30 2023
- Survey implementation:** Aug. 2, 2023

This survey was created and carried out and the report produced in accordance with the current version of the German Advertising Federation (ZAW) framework for analyses of advertising media.



Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within German industry, and address more than decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity** used via comparison against your database

Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- **Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)
Database flat rate	€ 180.00		
Company address + 1 contact	from € 0.24	from € 0.22	from € 0.19
Minimum order value	€ 590.00 (including database/selection flat rate)		
Minimum quantity	70 % of delivered addresses (address matching)		

All rental prices per use, annual rent flat rate and depending on quantity
Price quotations plus VAT. The conditions according to the offer/order confirmation apply.



Alexander Zöllner
+49 81 91/125-345
Adressvermietung@huethig-medien.de

Market & Contact

Term:	1 year = 10 issues
Conditions:	The order covers 1 year after which it continues to run until cancellation. The order can be canceled at six weeks' notice to the end of the term.
Size:	single column 41 mm wide; minimum height 20 mm
Price per issue:	per mm height: b/w € 3.40 color € 5.10
The benefits for you:	If you opt for a presence in Market & Contact, your company will be advertised for a 1-year-period.
Corrections:	At any time before advertising deadline, cost per change € 50.–
Combined offer with same duration:	Online business directory: Plus entry: € 120.–/year Premium entry: € 300.–/year

The amount is calculated for one year in advance! In the case of arrangement by an advertising agency: 15% agent commission.

www.chemietechnik.de



in the magazine

and online

Official trade fair guide for ACHEMA

Print run:	80,000 copies German and English
Target group:	Visitors and exhibitors at Achema
Publication date:	June 04, 2024
Advertising deadline:	April 30, 2024



ACHEMA Highlights

Print run:	35,000 Exemplare Joint issue with Pharma+Food
Content:	Comprehensive review at the leading international trade fair
Publication date:	August 06, 2024
Advertising deadline:	July 10, 2024

Can only be booked in combination with
CHEMIE TECHNIK 6/24 or Pharma+Food 4/24

Combined rates:	4c
1/1 page	€ 9,100.–
Junior page	€ 5,500.–
1/2 page	€ 4,870.–
1/3 page	€ 3,910.–
1/4 page	€ 2,740.–
1/8 page	€ 1,820.–

This special issue is not IWV/EDA certified.



Rates for format ads

Combined rates:	4c
1/1 page	€ 7,590.–
Junior page	€ 4,640.–
1/2 page	€ 4,120.–
1/3 page	€ 3,320.–
1/4 page	€ 2,340.–
1/8 page	€ 1,550.–

further rates on request



Compendium INDUSTRIAL PARKS chemicals/pharmaceuticals/biotechnology

Print run:	15,000 copies
Target group:	Managers in the chemical industry, in research institutions and start-up companies, site service providers and -suppliers, industrial service providers
Special advertising format:	2-page advertorials
Date of publication:	December 31, 2024
Advertising deadline:	November 27, 2024

Rates for format ads Compendium INDUSTRIAL PARKS

Combined rates:	4c
1/1 page	€ 5,735.–
2/3 page	€ 4,340.–
Junior page	€ 3,580.–
1/2 page	€ 3,220.–
1/3 page	€ 2,650.–
1/4 page	€ 2,150.–

other prices on request

This special issue is not IVW/EDA certified.



The CHEMIE TECHNIK wall calendar – Effective advertising all year round!

Use this great advertising opportunity for your company and your products!

The wall calendar 2025 is distributed with the total circulation of the 11/2024 issue.

Calendar format: DIN A1 (594 mm x 841 mm)

Print run: 24,000 copies

Publication date: CHEMIE TECHNIK 11/2024:
November 06, 2024

Advertising-/material deadline: September 25, 2024

Secure your desired placement now!



Formats	Rates 4c
Format 1 (77 mm x 77 mm)	€ 1,420.–
Format 2 (154 mm x 77 mm)	€ 2,195.–
Format 3 (308 mm x 77 mm)	€ 3,940.–

Mega print run:
24,000 copies

10th Engineering Summit

The Engineering Summit has been bringing together the “who’s who” of German and European plant engineering for over a decade. Strategic topics are discussed that are currently affecting plant engineering as well as upstream and downstream value-added stages. In addition, future trends and concrete solutions are highlighted.

The Engineering Summit is the networking event of the industry: topic tables, the trade exhibition and the networking evening enable an intensive professional exchange and expansion of one’s own network.

Event date: October 1-2, 2024
Event location: Darmstadt
Topics: Sustainability and climate neutrality; current economic policy issues; energy supply; markets, trends and strategy; digitalisation, tools and workflows
Website: www.engineering-summit.de

5 reasons for you as an exhibitor / sponsor:

Direct contact with approx. 350 executives and decision-makers at the European networking congress for plant engineering and construction

- High-quality environment for the presentation of your company
- Address your target group directly, compressed into 2 days
- Achieving your goals with a calculable organisational effort
- High media coverage through advertising measures of the VDMA-network and the specialst magazine CHEMIE TECHNIK

Are you interested? We look forward to your enquiry.

Your contact:



Sabine Wegmann
Tel.: +49 (0) 6221 489-207
sabine.wegmann@huethig-medien.de

An event by:



CHEMIE
TECHNIK

KOMPETENZ ENTSCHIEDET.

Become
a partner
now!



Business Directory

Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

	Plus	Premium
E-mail contact	✓	✓
Content linking	✓	✓
Telephone and Fax number	✓	✓
Link to homepage	✓	✓
Company logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery	✓	✓
Company profile	✓	✓
Specific contact partners	✓	✓
Link to sales offices or branches	✓	✓
Additional informations as a link or file	✓	✓
Embedding company videos	✓	✓
Embedding whitepapers	✓	✓
Price/year	€ 375,-	€ 605,-

All prices in Euros without applicable value added tax

The screenshot displays the CHEMIE TECHNIK website interface. At the top, there is a search bar and a navigation menu. Below the search bar, there is a large image of an industrial facility. The main content area features a grid of company profiles, each with a profile picture and a list of services. The website is designed with a clean, professional layout, using a color palette of blue, white, and orange.

Your contacts and representatives at home and abroad

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chemietechnik.de

Website (URL): www.chemietechnik.de

Profile in brief:

Extensive internet provision in B2B communication for decision-makers working in chemical plant engineering. Daily news, product and company database, market overviews, background reports, job market and 2 x newsletter published weekly (more than 8,800 subscribers).

Target group:

Opinion leaders and decision-makers working in chemical plant engineering.

Publisher:

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File type: jpg, gif, png, HTML5, File size: max. 100 KB

External ad server used:

Google Ad Manager from Google

Ad technologies and creatives

We only work with providers who are IAB vendors and Google ATPs. We require all ad technologies that are relevant to supplying creatives in order to deliver IO campaigns. Technologies that are used in the background at the customer's end, e.g. technologies for measuring visibility or protecting against ad fraud, must also be declared. N.B.: If you use Google Campaign Manager, please send us the redirects as a Campaign Manager URL. Note re. invoicing: Volume invoice are to be submitted exclusively via reports on our ad server (Google Ad Manager).

Facts

Traffic

- 50,857 unique user/month¹
- 98,605 page impressions/month¹
- 8,863 newsletter subscribers²
- LinkedIn: 11,519³
- Xing: 9,202³












Content

- Technical articles
- Product reports
- News
- Editorials
- Videos

Channels

- Market
- Plant engineering
- Automation
- Fittings
- Energy & Utilities
- Materials handling
- Services & locations
- Bulk goods technology
- Safety & environment
- Separation technology
- Thermal processes
- Packaging

¹ Source: Google analytics as of 02/2023, ² Source: Emarsys 08/2023
³ as of 08/2023

	Ad format	Placement	Device	Format (in pixels)	Prices in Euro per week	Price in Euro per week in trade fair months*
	Billboard	RoS below Header	Desktop Tablet	940x250	2,090.– EUR	2,300.– EUR
	Halfpage	RoS (sticky)	Desktop	300x600	1,995.– EUR	2,195.– EUR
	Skyscraper right	RoS (sticky)	Desktop	160x600	1,720.– EUR	1,880.– EUR
	Wallpaper	RoS	Desktop	728x90 + 160x600	1,905.– EUR	2,100.– EUR
	Skyscraper left	RoS	Desktop	160x600	1,155.– EUR	1,260.– EUR
	Leaderboard Premium	Post below teaser image	Desktop Tablet	728x90	1,330.– EUR	1,440.– EUR
	Leaderboard Basic	Post after 1st text block or end of posting	Desktop Tablet	728x90	1,190.– EUR	1,310.– EUR
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	1,455.– EUR	1,595.– EUR
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	1,265.– EUR	1,400.– EUR
	Baseboard	RoS (sticky)	Desktop Tablet	960x90	1,230.– EUR	1,365.– EUR
	Partner-Site-Button	RoS	Desktop Mobile/Tablet	300x120	480. EUR	655.– EUR

Whitepaper



Integration and promotion of your whitepaper on our web-portal

Components:

- Editorial service: quality pre-check by our content experts
- Creation of a landing page on our web-portal
- Weekly delivery of the download addresses within the runtime (8 weeks)

Marketing:

- Customised marketing campaign via pull and push mechanisms

CPL depending on target group starting from 150 Euros /

Minimum booking volume 4,500 Euros for 30 leads

In order to be able to deliver your target group according to your requirements we need the following information from you:

[Questionnaire Leadgeneration Whitepaper](#)

Webinar



Integration and promotion of your webinar on our web-portal

Components:

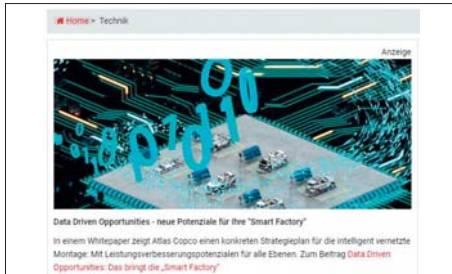
- Advice on finding topics from our content experts
- Technical organisation and implementation
- Moderation by our editorial team
- Creation of a landing page on our web-portal incl. registration option
- One-time delivery of the download addresses after the webinar has taken place

Marketing:

Customised marketing campaign via pull and push mechanisms

9,900.- EUR

Content Placement



The content placement will be published as a fully-fledged, labelled article on our web-portal in the topic category of your choice.

- Review by our content experts (quality pre-check)
- Placement of the article on our web-portal in thematically appropriate sections
- Archiving on the web-portal: 1 year after publication
- Interim reporting after 2 months
- Final reporting after 1 year
- 200 views guaranteed

Marketing:

Customised marketing campaign via pull and push mechanisms

4,060.- EUR

Editorial Service

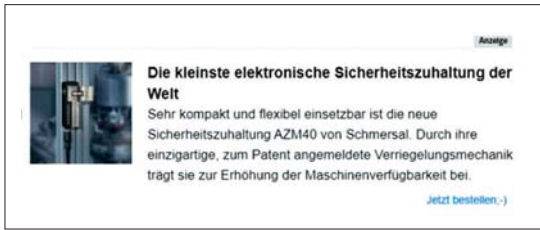


Do you have a topic that you would like to place on our web-portal but no one in-house to realise it for you?
No problem!

Our content experts will discuss the topic with you, create the content placement and edit it according to our internal style guide & target group criteria (editorial look & feel).

Price on request

Native Content Ad



This advertising banner on the website is similar in form and design to the image-text combination of our own editorial contributions on the website and is therefore less noticeable as advertising.

- Placement is possible on the positions of Medium Rectangle, Leaderboard Premium or Leaderboard Basic
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body text (approx. 100 characters), call-to-action (approx. 20 characters)
The „character limits“ can vary depending on the advertising space
- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- End devices: desktop, tablet, mobile

1,990.- EUR / week

Native Video Ad



This video advertising banner on the website is similar in form and design to the video-text combinations of our own editorial contributions on the website and is therefore less noticeable as advertising.

- Placement is possible on the Leaderboard Premium position
- Format: video (940 x 250 pixels); headline (approx. 55 characters), no body text, Call-to-action (approx. 20 characters)
- Video length: max. 59 sec.
- File format: mp4
Only physical videos are possible, no third-party links etc.
- File size: max. 29 MB
- End devices: desktop, tablet, mobile

1,990.- EUR / week

Name: chemietechnik.de-newsletter

Profile in brief:

Newsletter for decision-makers in the chemical plant engineering industry, sent to more than 8,800 subscribers.

Target group:

Developers and decision-makers in the chemical plant engineering industry.

Frequency: 2 x per week

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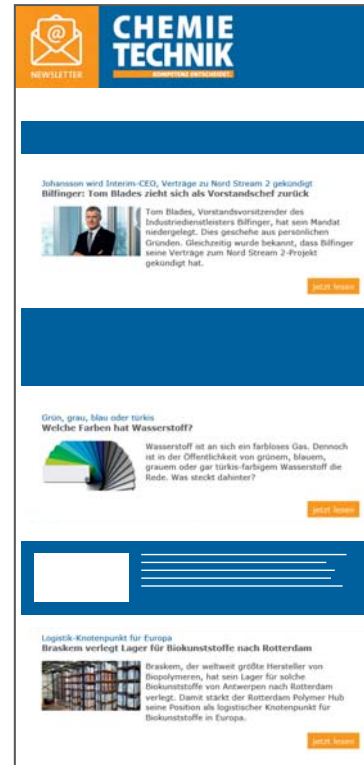
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* Price increase before trade fairs (May, June)

** **Note:** Animated gifs may not be displayed correctly in all e-mail services.
Think about whether it is absolutely necessary for your gif to be animated.

All prices in Euros without applicable value added tax.

File size: max. 50 KB



Header Ad

Format: 650 x 90 pixels
Price/issue: € 1,080.–/€ 1,190.–*
File type: jpg, png, gif**

Content Ad

Format: 650 x 150 pixels
Price/issue: € 790.–/€ 865.–*
File type: jpg, png, gif**

Text Ad (Image + Text)

Image: 620 x 349 pixels
Kicker: max. 30 characters
Headline: max. 55 characters
Body Text: max. 330 characters
Price/issue: € 815.–/€ 900.–*
File type: jpg, png, gif**



Reach more
customers with the
XING BOOST!
Price: € 605.–

Standalone-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.

- Option 1 – based on our building-block template
- Option 2 – based on your HTML

Prices include newsletter creation and one round of amendments

Price on request

New: 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.

Price on request



Effizientere Verbrennung in Aktion sehen

eBook_2: Maximale Sicherheit und Effizienz von Verbrennungsprozessen in Feuerungsanlagen

Guten Tag,

Öfen 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.

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?



eBook herunterladen

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GTCBs

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viewable here: [www.huethig-medien.de/
agb](http://www.huethig-medien.de/agb)



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