



# PHARMA

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## TECHNIK

**MEDIAKIT 2024**

 FACHWELT VERLAG

State 05/2024

# More digitalization More possibilities More value

- ✓ PHARMATECHNIK: Information source for experts and decision-makers in the pharmaceutical industry
- ✓ Digital offerings are overtaking printed media in use
- ✓ B2B decision-makers spend over two hours online every day
- ✓ More than half of the B2B target group uses mobile devices to search for information
- ✓ Home office and mobile working are strengthening demand for digital specialist media
- ✓ Cross-media content in various formats since the beginning
- ✓ Since 2021: Magazine in an intuitive, digital format



## Our trade fair specials

# ACHEMA

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

However, AACHEMA is not only a platform for the latest technological developments, but also an important place for the exchange of knowledge and experiences. The accompanying conference offers top-class lectures and discussions on current topics in the fields of chemistry, pharmaceuticals, biotechnology, energy and the environment. Here, experts have the opportunity to share their expertise and benefit from the insights of other industry leaders. In addition, AACHEMA offers numerous networking opportunities where visitors and exhibitors from all over the world can meet to make business contacts and exchange innovative ideas.



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

# cleanzone

The Cleanzone is the leading meeting point for innovations and solutions in the field of cleanroom technology and controlled environments. The Cleanzone trade fair is an annual highlight for professionals from the pharmaceutical, microelectronics, biotechnology and other industries that require the highest standards of cleanliness and quality.

This is where experts, providers and decision-makers come together to discover the latest technologies, products and services, deepen their knowledge and make valuable business contacts. Cleanzone offers a wide range of events, including specialist lectures, workshops and discussions on the latest trends and challenges in cleanroom technology.



GMP Pharma Congress is the leading conference and exhibition for good manufacturing practices (GMP) in the pharmaceutical and life sciences industry. It is the platform where experts, regulators and industry leaders come together to discuss the latest developments in the field of drug manufacturing.

# LOUNGES

The Lounges trade fair is the leading platform for experts and industry leaders in the areas of pharmaceuticals, biotechnology, chemistry and laboratory automation. The Lounges trade fairs are the annual meeting point for innovations, knowledge transfer and networking in these dynamic industries. Our events offer you the opportunity to explore the latest trends, products and technologies, follow inspiring specialist lectures and make valuable contacts.

The Lounges trade fair is characterized not only by its wide range of exhibitors and top-class speakers, but also by its diverse interactive formats. Visitors have the opportunity to take part in live demonstrations, workshops and discussions.

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# Click by click relevance.

## The E-Mag

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

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



To the demo page



## The online portal

[www.PHARMATECHNIK-ONLINE.com](http://www.PHARMATECHNIK-ONLINE.com) offers interested parties current reports, interviews and topic-specific information. The responsive design allows users to access the content on mobile devices at any time.



To the newsletter archive



## The newsletters

The **PHARMATECHNIK-NEWS** ensures that everything is up to date. Our recipients regularly keep up to date with important news and product innovations. The **Pharma** Industry as well as upcoming trade fair events and key topics form the unbeatable foundation.

## Social media

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



# The E-Mag advantages

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Full functionality in all browsers



More reading pleasure  
interactive navigation



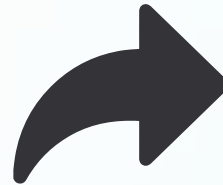
Detailed evaluation of user  
numbers



Everywhere and  
everytime available



Fast and big  
Range through  
Social media distribution



Easily share content on re-  
levant platforms



Responsive design optimized  
for desktop, notebook, tablet,  
smartphone



Special advertising formats  
including integration of  
video and audio files

E-Mag distribution

# The numbers

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

Total clicks

Ø 20.040



## On-line

Advertising banners and editorial contributions are used effectively for marketing.

[Read now](#)



editorial staff  
**Post**



Clicks  
**3,300\***



Advertising  
**banner**



Clicks  
**240\***

## Newsletter

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



Recipient  
**15,000\***



Open rate  
**19.20%\***



Clicks  
**2,900\***

## Social media



campaign  
**Facebook**



Range  
**245,700\***



Clicks  
**10,000\***



[Follow now!](#)



campaign  
**LinkedIn**



Range  
**118,300\***



Clicks  
**3,600\***





[Follow now!](#)

\*Average clicks and reach achieved



# E-Mag editions 2024

Issue	1 / 2024	2 / 2024	3 / 2024	4 / 2024
Trade fair / Theme special		LOUNGES	ACHEMA	
Release	05.03.2024	18.04.2024	21.05.2024	17.09.2024
Ad deadline	27.02.2024	11.04.2024	14.05.2024	10.09.2024
Editorial deadline	20.02.2024	04.04.2024	07.05.2024	03.09.2024
Trade fair information	GMP Pharma Congress 19. - 20.03.2024	Lounges 23. - 25.04.2024	Achema 10. - 14.06.2024	Fachpack 24. - 26.09.2024  Cleanzone 25. - 26.09.2024



# Advertising formats in e-mag

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

## Ad XL



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

**\*Pixel size:** 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 size:** 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 size:** 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 size:** 686x924

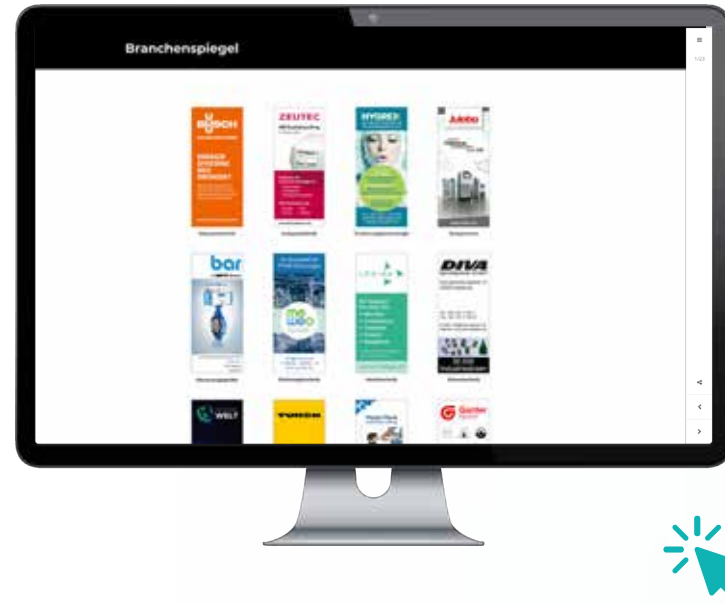
- ✓ Interactive possible
- ✓ Can be used variably
- ✓ Linking to a target website



**1.880,-**

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

## Company register in the E-Mag



Pixel size:  
508x1183px  
in 72 dpi

Click me to go to the demo page!

## Special advertising



Click me to go to the demo page!

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

### E-Mag entry / Output

✓ including one year online entry on the portal

199,-

**Online entry** Term: 12 months

99,-



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

### Special variant 1:

PDF file, designed by you in your CD.

7.880,-

### Special variant 2:

Microsite with the look and feel of PHARMATECHNIK.

Upon request

## Sponsored Content in the E-Mag



### Title story

Thanks to the high-quality and attractive format of PHARMATECHNIK, every advertisement catches the eye - but none better than the front page. Book the cover topic 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 **11.000**      Data delivery **daten@fachwelt-verlag.de**

Your benefits

- ✓ Wide reach
- ✓ Target group specific
- ✓ Qualified addresses
- ✓ Targeted advertising

Price **690,-**

## Ad format

Banner 728 x 90 px



Nr.	Subject	Release
1	GMP Pharma Congress	05. März
2	Lounges	18. April
3	Achema	21. Mai
4	Fachpack + Cleanzone	17. Sep





# 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.

## Systems & Components



## Packaging & Labeling



## Measurement technology & analytics



## Clean room



## Process automation & digitalization



## Contract manufacturing & services



# 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**



**Pharma industry**

**71%**

Audience size  
**174,772**

Guaranteed readers  
**10.760**

**Biotechnology**

**13%**

Audience size  
**33,174**

Guaranteed readers  
**2.249**

**Plant construction**

**11%**

Audience size  
**28,070**

Guaranteed readers  
**1.903**

**MSR technology**

**5%**

Audience size  
**12,759**

Guaranteed readers  
**865**

**In total**

**100%**

Audience size  
**255,183**

Guaranteed readers  
**17.300**

## Research / development / construction

52%

Audience size  
132,695

Guaranteed readers  
8.996

## Management

11%

Audience size  
28,070

Guaranteed readers  
1.903

## Technical management

22%

Audience size  
56,140

Guaranteed readers  
3.806

## Production

13%

Audience size  
33,174

Guaranteed readers  
2.249

## Other

2 %

Audience size  
5,104

Guaranteed readers  
346

## In total

100 %

Audience size  
255,183

Guaranteed readers  
17.300

# Reader structure

Positions



**Volker Hammernick**

marketing

**Harter GmbH**

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

# Your individual E-Mag special edition

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

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

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



**Integrating yours  
Corporate designs**



**Attractive Advertising  
opportunities**



**User tracking**



**Available at any time**



**Click me to go to the demo page!**



# Light

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

## Individual product – the focus is only on you!

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

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

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

## Advice and support services

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



Click me to go to the demo page!

✓ Further options upon request

Up to 16 pages

**9.880,-**

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

our recommendation

Up to 32 pages

**16.880,-**

Comprehensive and to the  
point for your readership.

Up to 48 pages

**25.880,-**

Very comprehensive for a wide  
range of content and requirements.



Click me to go to the demo page!

✓ Further options upon request

Up to 16 pages

**16.760,-**

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

our recommendation

Up to 32 pages

**23.760,-**

Comprehensive and to the point for your readership.

Up to 48 pages

**32.760,-**

Very comprehensive for a wide range of content and requirements.

## Exclusive

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

### Individual product – the focus is only on you!

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

### Design your special edition with all of our digital options

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

### Your e-mag will also be advertised to us \*

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

\*Coordinated with the publishing management

# The newsletters

## PHARMA NEWS



Industry-specific reports, important top topics and the trade fair newsletter regularly reach **11,000 personalized recipients** in the pharmaceutical industry.

Newsletter archive: [www.pharmatechnik-online.com/pharmatechnik-news](http://www.pharmatechnik-online.com/pharmatechnik-news)

Recipient	Open rate	Clicks	Data delivery
11.000	Ø 15.30 %	Ø 210	<a href="mailto:daten@fachwelt-verlag.de">daten@fachwelt-verlag.de</a>

### Your benefits

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

## Advertising formats

Banner

728x90px

Or

TextAd

190x140px

250 characters

# The newsletters

Data delivery via email to [daten@fachwelt-verlag.de](mailto:daten@fachwelt-verlag.de)

## Shipping dates

No.	Theme	Shipment
1	Pharma News	Feb 8
2	Measurement technology & analytics	Feb 22
3	GMP Pharma Congress	March 7
4	Lounges	April 23
5	Achema	May 14
6	Clean room	July 2
7	Pharma News	July 11
8	Cleanzone	Sep 12
9	Fachpack	Sep 19
10	Packaging & Labeling	Oct 8
11	Pharma News	Oct 24
12	Automation & digitalization	Nov 05
13	Pharma News	Dec 05
14	Christmas special	Dec 12

### Legend

Pharma News

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	Open rate	Clicks	Data delivery
Ø 11.000	Ø 15,7 %	Ø 2.200	<a href="mailto:daten@fachwelt-verlag.de">daten@fachwelt-verlag.de</a>

## Your benefits

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

## Data delivery

- ✓ 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,-

Data delivery via email to [daten@fachwelt-verlag.de](mailto:daten@fachwelt-verlag.de)



# The online portal

## PHARMATECHNIK

[www.PHARMATECHNIK-ONLINE.com](http://www.PHARMATECHNIK-ONLINE.com)

The portal for the entire pharmaceutical 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

Packaging, manufacturing, cleanroom, trade fairs, organization, service, research, events, companies

### Target group

Experts, professionals and decision-makers

### Profile

Technical articles, interviews, product information, videos



### User

Ø 14,400/month

### Duration of stay

Ø 6:32 mins.

### Page Impressions

Ø 36,000/month

[To portal](#)

# search engines

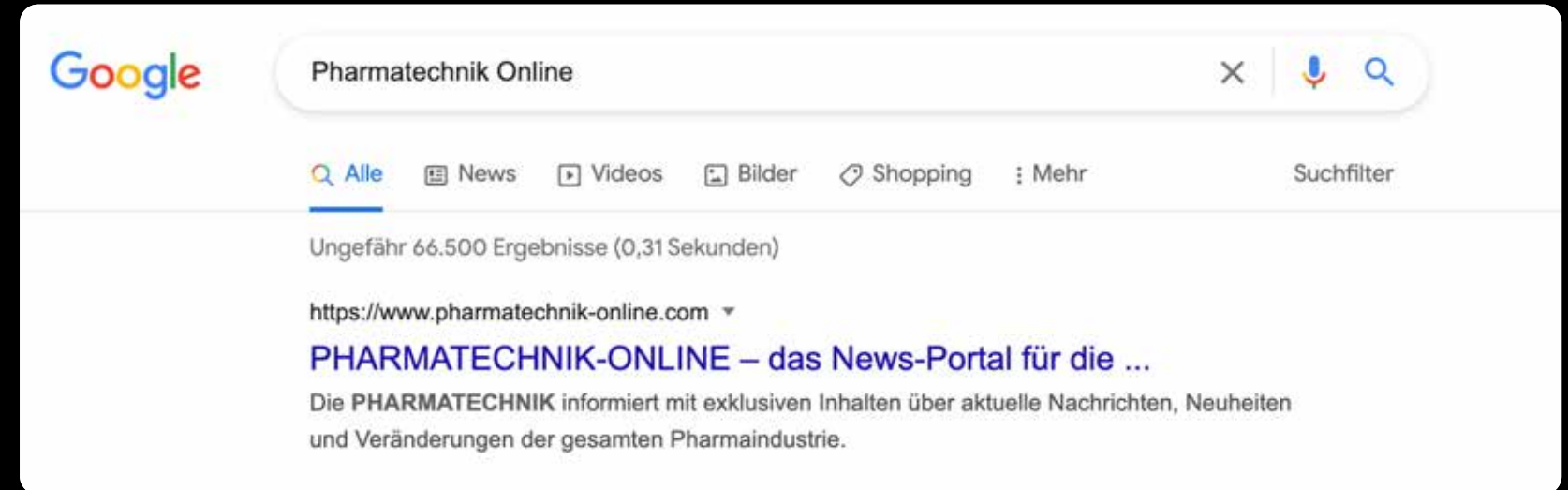
## Best ranking for your success

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

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

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

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






# Banner formats

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

Data delivery via email to [daten@fachwelt-verlag.de](mailto: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.pharmatechnik-online.com/events](http://www.pharmatechnik-online.com/events)

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

1 entry

3 entries

6 entries

9 entries

66,-

99,-

149,-

199,-

More than 9 entries on request



## Sponsored banner in focus theme

Data delivery via email to [daten@fachwelt-verlag.de](mailto:daten@fachwelt-verlag.de)

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

## The focus topics

- ✓ Systems & Components
- ✓ Contract manufacturing & services
- ✓ Measurement technology & analytics
- ✓ Process automation & digitalization
- ✓ Clean room
- ✓ Packaging & Labeling

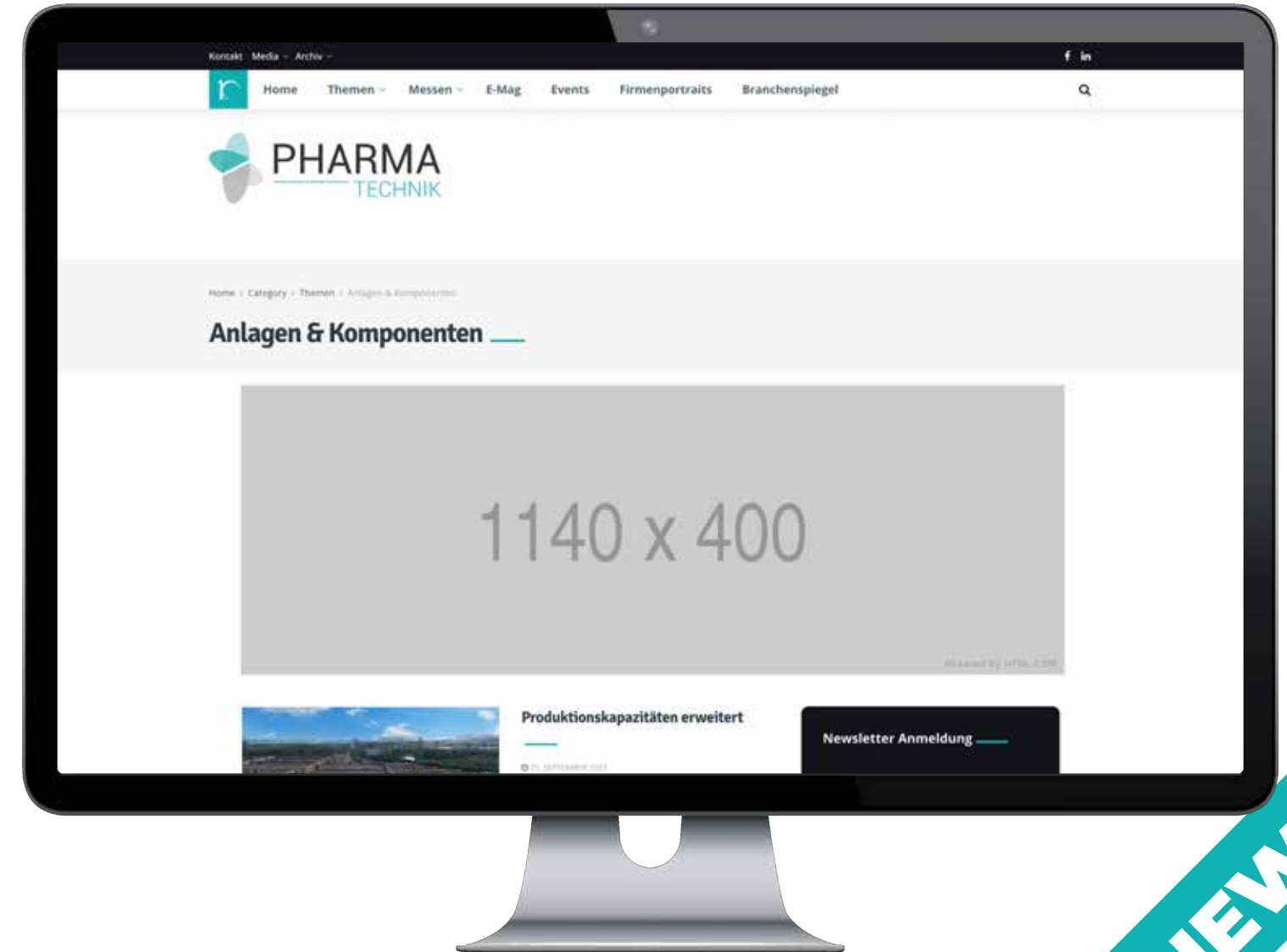
**Term: 12 months**

**Pixel size:** 1140x400px

**Format:** JPG, PNG, GIF

**Size:** Max. 2MB

**2.990,-**



**NEW**

NEW

## Medium Cube

**Pixel size / page:** 360x360px  
**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

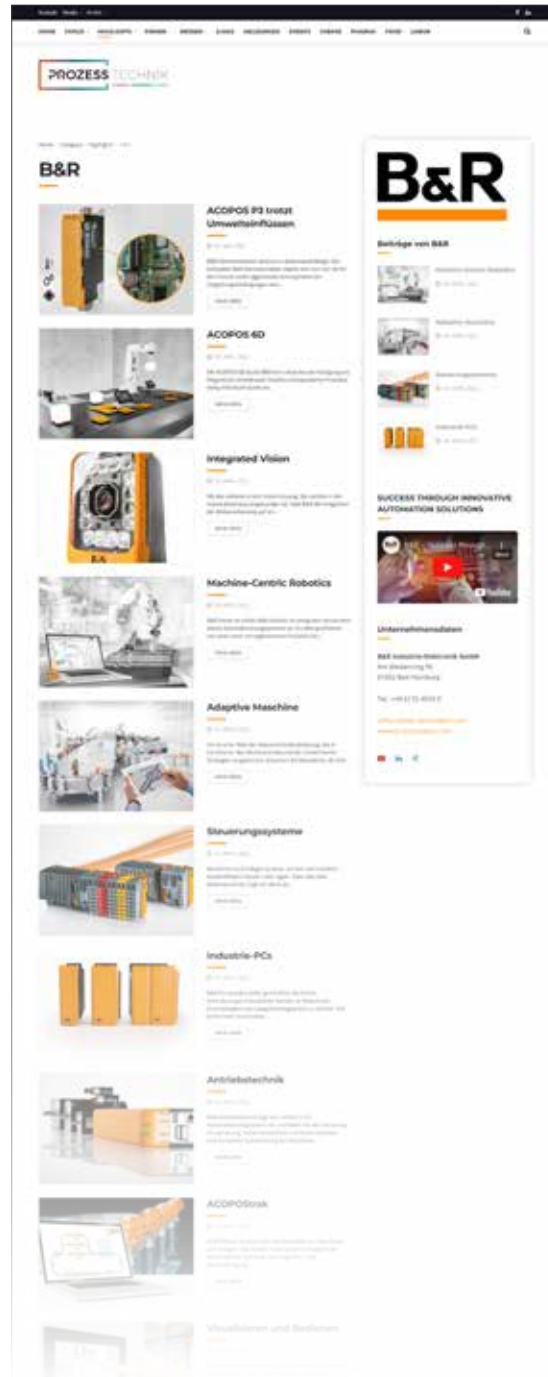
Data delivery via email to [daten@fachwelt-verlag.de](mailto:daten@fachwelt-verlag.de)

The online PHARMATECHNIK 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 the look and feel of PHARMATECHNIK
- ✓ 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 3,200

### 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

5.990,-

6 months

6.990,-

9 months

8.990,-

12 months

10.990,-

## Company portrait

Views/month

Ø 1,500

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.pharmatechnik-online.com/firmenportraits](http://www.pharmatechnik-online.com/firmenportraits)

Duration

12 months

990,-





# The international portal

## INDUSTRY24h

[www.INDUSTRY24H.com](http://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

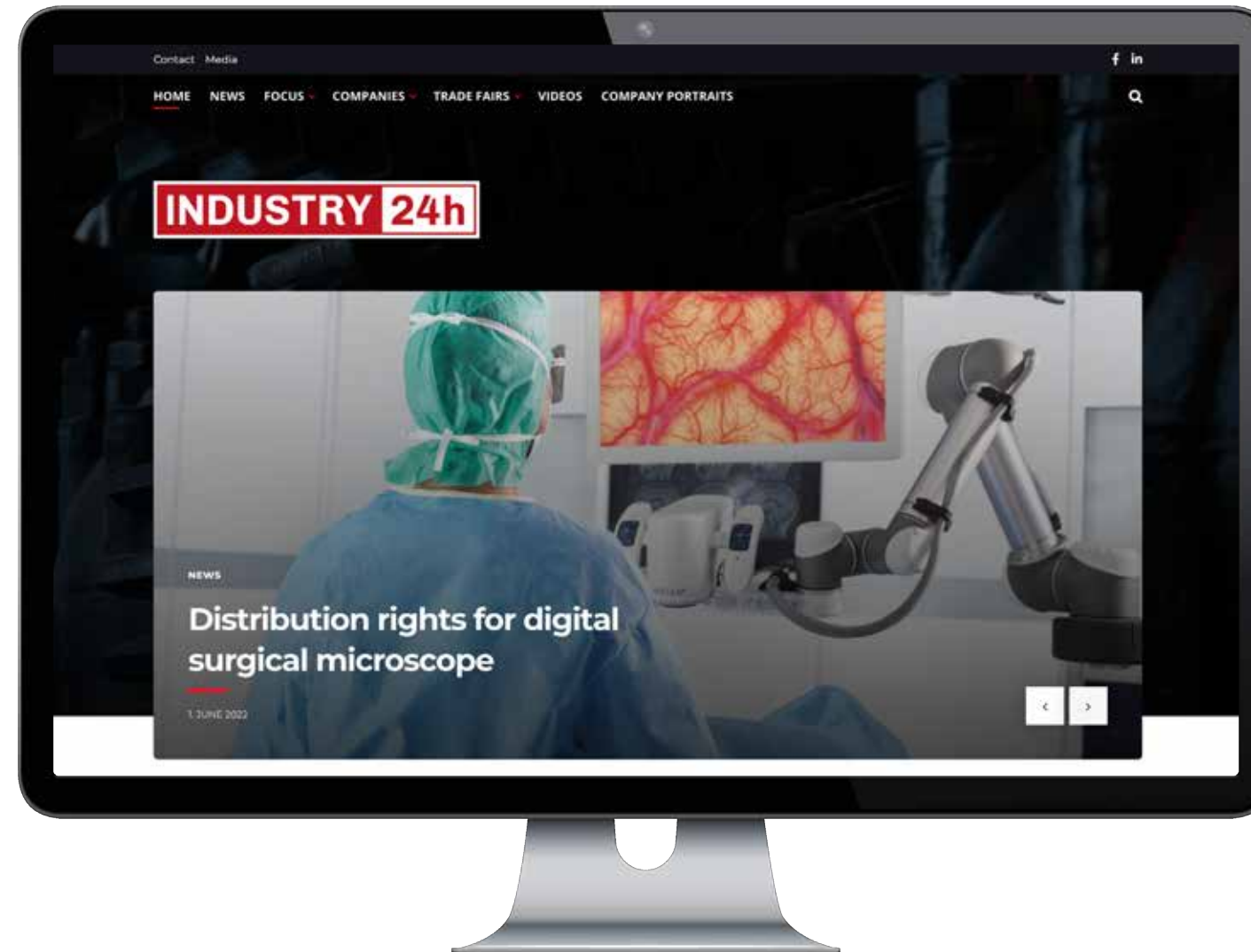
Chemistry, pharmaceuticals, food, bulk goods, research, development, Industry 4.0, serialization

### 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 mins.**

### 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](mailto: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.processtechnik-portal.com/events](http://www.processtechnik-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](mailto: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 the 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, chemistry, pharmaceuticals, food, laboratories as well as water and wastewater technology. Use our strong channel to increase the effect of your campaigns!

## Overall statistics

Subscribers

5.500

Interactions

Ø 100

impressions

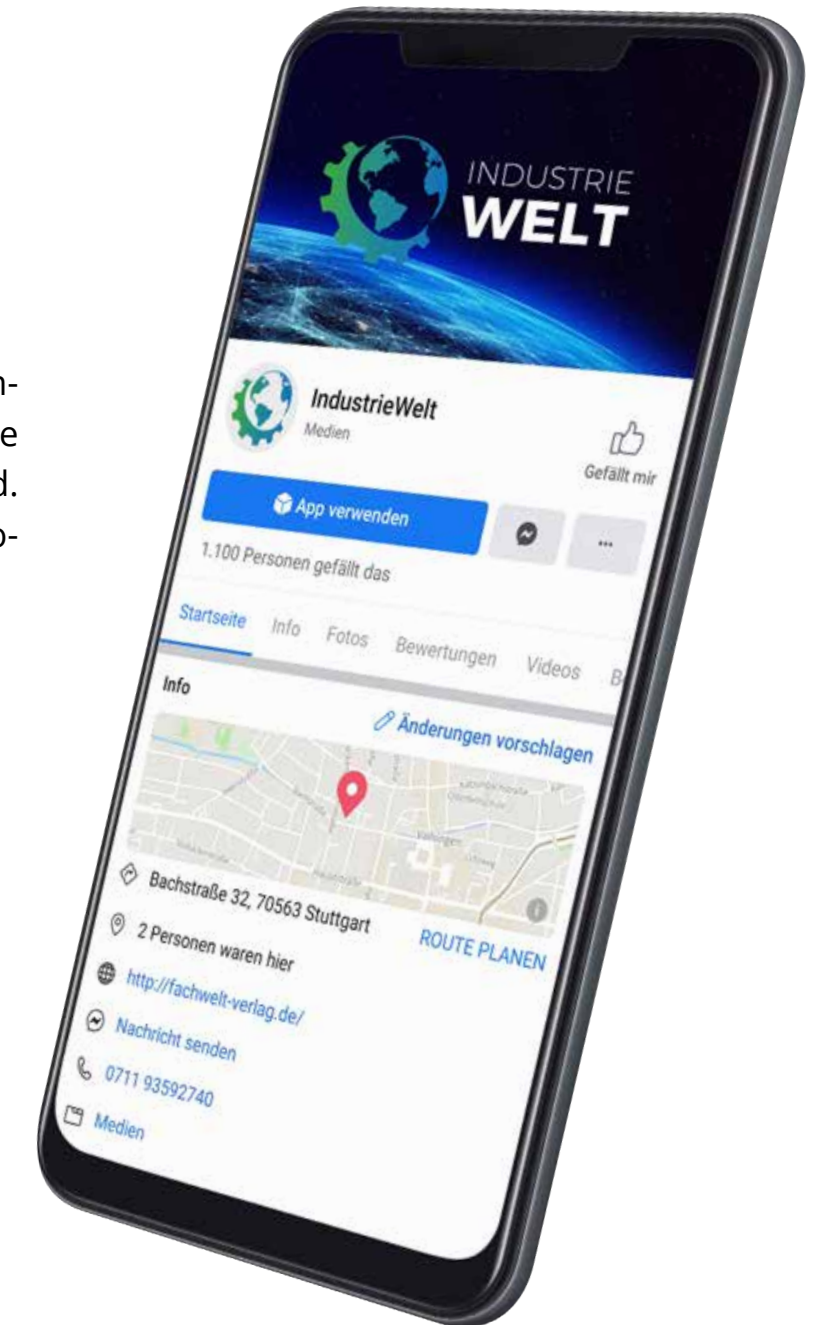
at least. 20.000

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

## channels

 LinkedIn 

 Facebook 





# Social media

## LinkedIn



Image size  
1200x627

Text length  
200 char.

Hashtags  
6 terms

Impressions  
8,000

Interactions  
Ø 100

Subscribers  
4,000

Social media campaign

990,-

### Your benefits

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

### Social media campaign

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

Data delivery via email to [daten@fachwelt-verlag.de](mailto:daten@fachwelt-verlag.de)



## Facebook



Image size  
1200x630

Text length  
200 char.

Hashtags  
6 terms

Impressions  
8,000

Interactions  
Ø 100

Subscribers  
1,500

Social media campaign

990,-

# Package prices

\*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  
Advertise trade fair stand  
Social media reporting

List price

~~4.460,-~~ -15%

3.791,-

## our recommendation

## Premium

- ✓ 1 x title theme on the 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 trade 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 trade fair stand  
Present in medium term

List price

~~6.450,-~~ -25%

4.837,-

## maximum

- ✓ 2 x title theme on the 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 trade fair stand  
Social media reporting

List price

~~20.320,-~~ -40%

12.192,-

# Lead generation

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

## Ad rates

Prices in euros, valid from  
January 1, 2024

## 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](http://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.