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, ACHEMA 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, ACHEMA 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.

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.

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.

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.
| 05 | Click by click relevance |
| 06 | E-Mag Benefits |
| 07 | The numbers |
| 08 | E-Mag issues |
| 09 | Advertising formats |
| 10 | Industry mirror |
| 11 | Title topic |
| 12 | Main topics |
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| 35 | Contact |
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.

The online portal
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.

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

- Full functionality in all browsers
- More reading pleasure interactive navigation
- Easily share content on relevant platforms
- Detailed evaluation of user numbers
- Fast and big Range through Social media distribution
- Everywhere and everytime available
- Responsive design optimized for desktop, notebook, tablet, smartphone
- Special advertising formats including integration of video and audio files
- More reading pleasure interactive navigation

- Fast and big Range through Social media distribution
- Easily share content on relevant platforms
- Detailed evaluation of user numbers
- Responsive design optimized for desktop, notebook, tablet, smartphone
- Special advertising formats including integration of video and audio files
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.

The numbers

---

**On-line**

Advertising banners and editorial contributions are used effectively for marketing.

- editorial staff
- **Post**
- **Clicks** 3,300

- Advertisement
- **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**

Campaigns

- **Facebook**
  - **Range** 245,700
  - **Clicks** 10,000

- **LinkedIn**
  - **Range** 118,300
  - **Clicks** 3,600

---

*Average clicks and reach achieved*
<table>
<thead>
<tr>
<th>Issue</th>
<th>1 / 2024</th>
<th>2 / 2024</th>
<th>3 / 2024</th>
<th>4 / 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade fair /</td>
<td>GMP Pharma</td>
<td>Lounges</td>
<td>Achema</td>
<td>Fachpack</td>
</tr>
<tr>
<td>Theme special</td>
<td>Congress</td>
<td></td>
<td></td>
<td>Cleanzone</td>
</tr>
<tr>
<td>Release</td>
<td>05.03.2024</td>
<td>18.04.2024</td>
<td>21.05.2024</td>
<td>17.09.2024</td>
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<td>27.02.2024</td>
<td>11.04.2024</td>
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<td>10.09.2024</td>
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<td>Editorial</td>
<td>20.02.2024</td>
<td>04.04.2024</td>
<td>07.05.2024</td>
<td>03.09.2024</td>
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<tr>
<td>Trade fair</td>
<td></td>
<td></td>
<td></td>
<td>Fachpack</td>
</tr>
<tr>
<td>information</td>
<td></td>
<td></td>
<td></td>
<td>Cleanzone</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>24. - 26.09.2024</td>
</tr>
</tbody>
</table>
Advertising formats in e-mag

**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
- 
- **Demo**
- 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
- 
- **Demo**
- 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
- 
- **Demo**
- 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
- Embedding of videos possible
  - Youtube/MP4
- 
- **Demo**
- 1.880,-

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

Online entry  Term: 12 months

Company register in the E-Mag

Special advertising

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.

199,-

Special variant 2:
Microsite with the look and feel of PHARMATECHNIK.

7.880,-

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

**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

**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
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!

**Your benefits**

- Wide reach
- Target group specific
- Targeted advertising

**Recipients**

11,000

**Data delivery**

daten@fachwelt-verlag.de

**Price**

690,-

**Ad format**

| 728 x 90 px |

**Ad format**

<table>
<thead>
<tr>
<th>Nr.</th>
<th>Subject</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GMP Pharma Congress</td>
<td>05. März</td>
</tr>
<tr>
<td>2</td>
<td>Lounges</td>
<td>18. April</td>
</tr>
<tr>
<td>3</td>
<td>Achema</td>
<td>21. Mai</td>
</tr>
<tr>
<td>4</td>
<td>Fachpack + Cleanzone</td>
<td>17. Sep</td>
</tr>
</tbody>
</table>
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.

Frank Altman
Dipl.-Business Economist (BA)
AFRISO-EURO-INDEX GmbH
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
# Reader structure

## Positions

<table>
<thead>
<tr>
<th>Category</th>
<th>Audience size</th>
<th>Guaranteed readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research / development / construction</td>
<td>132,695</td>
<td>8,996</td>
</tr>
<tr>
<td>Technical management</td>
<td>56,140</td>
<td>3,806</td>
</tr>
<tr>
<td>Production</td>
<td>33,174</td>
<td>2,249</td>
</tr>
<tr>
<td>Management</td>
<td>28,070</td>
<td>1,903</td>
</tr>
<tr>
<td>Other</td>
<td>5,104</td>
<td>346</td>
</tr>
<tr>
<td>In total</td>
<td>255,183</td>
<td>17,300</td>
</tr>
</tbody>
</table>

In total 100 %

---

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.
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 screens design to programming and publication.

- Integrating yours Corporate designs
- Attractive Advertising opportunities
- User tracking
- Available at any time
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
- User tracking
- Content freely selectable
- Available at any time

Design your special edition with all the advantages of our digital options
- Text, image representation
- Videos in MP4 / Youtube
- Podcasts / videocasts
- Slideshows
- Animations
- White Papers

Advice and support services
- Conception
- Screen design
- Editorial
- Programming

Further options upon request

9.880,-
Up to 16 pages
Short, sweet and to the point. This is how you reach your target!

Up to 48 pages
Very comprehensive for a wide range of content and requirements.

25.880,-

Click me to go to the demo page!
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

---

**Exclusive**

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.

---

Click me to go to the demo page!

Further options upon request
The newsletters

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 | daten@fachwelt-verlag.de

**Your benefits**
- Great coverage
- Qualified addresses
- Target group specific
- Focused advertising

**Advertising formats**

- **Banner** 728x90px
- **TextAd** 190x140px 250 characters

---

*Liebe Leserinnen und Leser,*


Wir wünschen Ihnen eine informative Leszeit.

---

*Carsten Schäublin,*

**PHARMA NEWS**
### The newsletters

**Shipping dates**

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

### Legend

- **Pharma News**
  - **890,-**
  - **Demo**

- **Topic special**
  - **1.090,-**
  - **Demo**

- **Trade fair special**
  - **1.290,-**
  - **Demo**

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

Benefit from the recommendation nature of our sender address and use our proximity to the market for your competitive advantage!

**Recipient** 11,000  
**Open rate** 15.7%  
**Clicks** 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

**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,-
The online portal
PHARMATECHNIK

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
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

**Fullwidth**
- Pixel size: 1140x400px
- Duration: 4 weeks
- Price: 2,290,-

**Leaderboard**
- Pixel size: 728x90px
- Duration: 4 weeks
- Price: 1,890,-

**Medium square**
- Pixel size: 360x360px
- Duration: 4 weeks
- Price: 1,390,-

**Skyscraper**
- Pixel size: 120x600px
- Duration: 4 weeks
- Price: 1,990,-

**Supersize**
- Pixel size: 728x90px
- Duration: 4 weeks
- Price: 1,390,-

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

---

**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: 66,-
- 3 entries: 99,-
- 6 entries: 149,-
- 9 entries: 199,-

More than 9 entries on request
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

2,990,-

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

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

<table>
<thead>
<tr>
<th>pictures</th>
<th>Text length</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title topic</td>
<td>10</td>
<td>25,000 characters</td>
</tr>
<tr>
<td>Top topic</td>
<td>5</td>
<td>25,000 characters</td>
</tr>
<tr>
<td>Product of the month</td>
<td>5</td>
<td>15,000 characters</td>
</tr>
<tr>
<td>Exclusive interview</td>
<td>5</td>
<td>15,000 characters</td>
</tr>
<tr>
<td>Advertorial</td>
<td>3</td>
<td>5000 characters</td>
</tr>
</tbody>
</table>

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

Duration | Price
--- | ---
3 months | 990,-
6 months | 5,990,-
9 months | 6,990,-
12 months | 8,990,-
18 months | 10,990,-
24 months | 12,990,-
30 months | 15,990,-
36 months | 18,990,-
The international portal
INDUSTRY24h

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
**Banner formats**

- **Format:** JPG, PNG, GIF
- **Size:** Max. 2MB
- **Data delivery** via email to daten@fachwelt-verlag.de

### Event calendar

- 1 entry: 66,-
- 3 entries: 99,-
- 6 entries: 149,-
- 9 entries: 199,-
- More than 9 entries on request

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

<table>
<thead>
<tr>
<th>pictures</th>
<th>Text length</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title topic</td>
<td>25,000 characters</td>
<td>1.990,-</td>
</tr>
<tr>
<td>Top topic</td>
<td>25,000 characters</td>
<td>1.690,-</td>
</tr>
<tr>
<td>Product of the month</td>
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<td>1.490,-</td>
</tr>
<tr>
<td>Exclusive interview</td>
<td>15,000 characters</td>
<td>1.490,-</td>
</tr>
<tr>
<td>Advertorial</td>
<td>5000 characters</td>
<td>1.290,-</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Subscribers</th>
<th>Interactions</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,500</td>
<td>Ø 100</td>
<td>at least 20,000</td>
</tr>
</tbody>
</table>

### 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

Facebook

- Image size: 1200x630
- Text length: 200 char.
- Hashtags: 6 terms
- Impressions: 8,000
- Interactions: Ø 100
- Subscribers: 1,500

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

990,-
### Package prices

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Price</th>
<th>List price</th>
<th>Discount</th>
<th>Adjusted Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Light</strong></td>
<td>1 x Product of the month</td>
<td>1.490,-</td>
<td>4.460,-</td>
<td>-15%</td>
<td>3.791,-</td>
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<tr>
<td></td>
<td>1 x social media post</td>
<td>890,-</td>
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<tr>
<td></td>
<td>1 x advertising in the topic newsletter</td>
<td>1.090,-</td>
<td></td>
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<tr>
<td></td>
<td>1 x company portrait</td>
<td>990,-</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Product introduction</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Advertise trade fair stand</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Social media reporting</td>
<td></td>
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<tr>
<td><strong>Smart</strong></td>
<td>1 x title theme on the portal</td>
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<td>6.450,-</td>
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<td>1.490,-</td>
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<td>2 x social media posts</td>
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<td></td>
<td>1 x advertising in the topic newsletter</td>
<td>1.090,-</td>
<td></td>
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<tr>
<td></td>
<td>1 x company portrait</td>
<td>990,-</td>
<td></td>
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<td></td>
<td>Product introduction</td>
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<td></td>
<td>Product strengthening</td>
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<td></td>
<td>Advertise trade fair stand</td>
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<tr>
<td></td>
<td>Present in medium term</td>
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<td><strong>Premium</strong></td>
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<td>15.170,-</td>
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<td>4 x social media posts</td>
<td>3.560,-</td>
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<td>3 x advertising in the topic newsletter</td>
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<td></td>
<td>1 x ad in E-Mag format S</td>
<td>1.880,-</td>
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<td></td>
<td>Product introduction</td>
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<td></td>
<td>Product strengthening</td>
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<td></td>
<td>Social media reporting</td>
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<td><strong>maximum</strong></td>
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<td>20.320,-</td>
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<td>1 x Exclusive Interview</td>
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<td></td>
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<tr>
<td></td>
<td>1 x ad in E-Mag format S</td>
<td>1.880,-</td>
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</tr>
</tbody>
</table>

*Upgrade possible for all packages*
### 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?

<table>
<thead>
<tr>
<th>Goal</th>
<th>Leads with complete contact details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time schedule</td>
<td>Date start/end</td>
</tr>
<tr>
<td>Range</td>
<td>Individually, depending on the selection</td>
</tr>
<tr>
<td>selection</td>
<td>Target group by country, region, city</td>
</tr>
<tr>
<td>Interests</td>
<td>Industries and activity</td>
</tr>
<tr>
<td>Duration</td>
<td>Specified in days</td>
</tr>
</tbody>
</table>

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
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.