

# MediaKit

2022

## CHEMIE TECHNIK

KOMPETENZ ENTSCHIEDET.





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### 1 Magazine: CHEMIE TECHNIK

#### 2 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 24,000 copies (verified by IVW-EDA) monthly, 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.

#### 3 Target Group:

Management and investment decisionmakers in chemical plant engineering

4 **Publication:** 10 x per year + Special issues

5 **Magazine Format:** 210 mm wide x 297 mm high

6 **Volume/year:** 51<sup>st</sup> volume 2022

#### 7 Purchase condition and prices (including VAT):

domestic € 178.05 + € 17.12 shipping costs = € 195.17  
 foreign € 178.05 + € 34.24 shipping costs = € 212.29  
 Single copy price € 20.00 including VAT, not including shipping costs

8 **Organ:** Independent trade and technical magazine

9 **Memberships:** Deutsche Fachpresse, IVW

#### 10 Publishing company:

Hüthig GmbH  
 Managing Director: Moritz Warth  
 Address: Im Weiher 10, D-69121 Heidelberg  
 Tel.: +49 6221 489-207  
 Internet: www.chemietechnik.de  
 E-mail: sabine.wegmann@huethig.de  
 hagen.reichhoff@huethig.de  
 holger.wald@huethig.de

11 **Publisher:** –

12 **Advertisements:** Dipl.-Betriebsw. (VWA) Sabine Wegmann (Head of Sales), Hagen Reichhoff, Holger Wald

13 **Editors:** Dipl.-Ing. (FH) Armin Scheuermann (Editor-in-chief), Dipl.-Biochem. Ansgar Kretschmer, Jona Göbelbecker, M.A.

### 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.

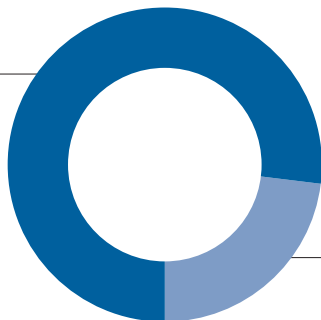
Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

#### 14 Volume analysis

Total volume:  
11 issues in 2020  
656 pages = 100%

**78.2%**

Editorial content:  
513 pages



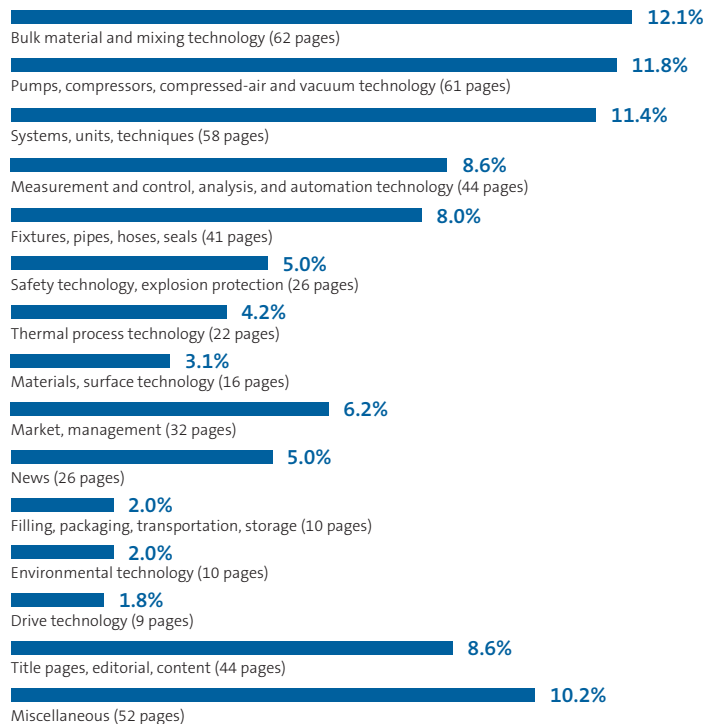
**21.8%**

Advertising content:  
143 pages

of which:  
34 ads by the publishing house itself  
4 supplements

#### 15 Editorial content analysis

CHEMIE TECHNIK 2020 = 513 pages



**1 Advertising rates in € (formats, see page 6): Rates do not include VAT.**

<b>Rates for b/w advertisements</b>	<b>Basic rate</b>	<b>5 % discount</b>	<b>10 % discount</b>	<b>15 % discount</b>	<b>20 % discount</b>
1/1 page	<b>5,830.00</b>	5,538.50	5,247.00	4,955.50	4,664.00
2/3 page	<b>3,865.00</b>	3,671.75	3,478.50	3,285.25	3,092.00
Junior page	<b>3,380.00</b>	3,211.00	3,042.00	2,873.00	2,704.00
1/2 page	<b>2,915.00</b>	2,769.25	2,623.50	2,477.75	2,332.00
1/3 page	<b>2,185.00</b>	2,075.75	1,966.50	1,857.25	1,748.00
1/4 page	<b>1,595.00</b>	1,515.25	1,435.50	1,355.75	1,276.00
1/8 page	<b>875.00</b>	831.25	787.50	743.75	700.00
<b>Total rates for 2c advertisements</b>	<b>2c rate</b>	<b>5 % discount</b>	<b>10 % discount</b>	<b>15 % discount</b>	<b>20 % discount</b>
1/1 page	<b>6,300.00</b>	6,008.50	5,717.00	5,425.50	5,134.00
2/3 page	<b>4,335.00</b>	4,141.75	3,948.50	3,755.25	3,562.00
Junior page	<b>3,770.00</b>	3,601.00	3,432.00	3,263.00	3,094.00
1/2 page	<b>3,305.00</b>	3,159.25	3,013.50	2,867.75	2,722.00
1/3 page	<b>2,575.00</b>	2,465.75	2,356.50	2,247.25	2,138.00
1/4 page	<b>1,890.00</b>	1,810.25	1,730.50	1,650.75	1,571.00
1/8 page	<b>1,170.00</b>	1,126.25	1,082.50	1,038.75	995.00
<b>Total rates for 4c advertisements</b>	<b>4c rate</b>	<b>5 % discount</b>	<b>10 % discount</b>	<b>15 % discount</b>	<b>20 % discount</b>
1/1 page	<b>6,930.00</b>	6,638.50	6,347.00	6,055.50	5,764.00
2/3 page	<b>4,965.00</b>	4,771.75	4,578.50	4,385.25	4,192.00
Junior page	<b>4,240.00</b>	4,071.00	3,902.00	3,733.00	3,564.00
1/2 page	<b>3,775.00</b>	3,629.25	3,483.50	3,337.75	3,192.00
1/3 page	<b>3,045.00</b>	2,935.75	2,826.50	2,717.25	2,608.00
1/4 page	<b>2,145.00</b>	2,065.25	1,985.50	1,905.75	1,826.00
1/8 page	<b>1,425.00</b>	1,381.25	1,337.50	1,293.75	1,250.00



## 2 Surcharges for

### preferential placements:

Inside front cover	b/w € 6,790.–
Outside back cover	b/w € 6,790.–
Binding placements:	10 % surcharge on basic rate
Ads standing alone on a text page (minimum format 1/4 page)	
20% surcharge. Rates and conditions for cover placement upon request.	

### Color surcharges: not discountable

	2-color	4-color
1/1 and 2/3 page	€ 470.–	1,100.–
1/2 and 1/3 page	€ 390.–	860.–
1/4 and 1/8 page	€ 295.–	550.–

Surcharges apply to Euroscale colors.

special colors upon request

### Format surcharges:

Bled-off and gutter-bleed advertisements: 10 % surcharge on basic rate

## 3 Discount: for purchase within 12 months (always on basic rate).

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

### Frequency discount rate:

3 x publication	5 %
6 x publication	10 %
9 x publication	15 %
12 x publication	20 %

### Quantity discount rate:

2 pages	5 %
3 pages	10 %
5 pages	15 %
8 pages	20 %

## 4 Classified ads:

Job openings/wanted, wanted/for sale € 5.10  
per mm (1-column, width 41 mm)

## 5 Special advertising:

### Bound inserts:

Volume	Paper-weight	Min. weight	up to 120 g/m <sup>2</sup>	up to 170 g/m <sup>2</sup>	over 170 g/m <sup>2</sup>
2 pages		120 g/m <sup>2</sup>	€ 5,760.–	€ 5,990.–	€ 6,825.–
4 pages		80 g/m <sup>2</sup>	€ 9,335.–	€ 9,775.–	€ 10,175.–

**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 6 mm. Multi-page inserts folded to above forma

**Inserts:** not discountable and only for total circulation (24,800)

Min. format 10,5 x 14,8 cm, min. weight per single sheet 150 g/m<sup>2</sup>

up to 25 g	€ 5,865.–
up to 50 g	€ 8,650.–
each additional 25 g	€ 3,345.–

max. paper format 20 x 28 cm

**Delivery:** Specimens to be supplied as of order placement.

Circulation up to 14 days prior to publication

### Stick-on advertising media:

(only for total circulation = 24,800)

in conjunction with advertisement or bound insert € 1,255.–  
plus adhesive costs, min. format 6,0 x 7,5 cm with 150 g/m<sup>2</sup>

– for machine processing € 1,425.–

– for manual processing € 3,165.–

Positioning upon request

### Delivery address for bound inserts and inserts:

Vogel Druck und Medienservice GmbH, Leibnizstr. 5, D-97204 Höchberg  
(clearly marked: "fuer CHEMIE TECHNIK, Heft Nr. ...)

## 6 Contact:

Head of Sales:

Dipl.-Betriebsw. (VWA) Sabine Wegmann,

Telephone +49 6221 489-207, sabine.wegmann@huethig.de

Advertisement processing:

Martina Probst,

Telephone +49 6221 489-248, martina.probst@huethig.de

## 7 Terms of payment, bank details:

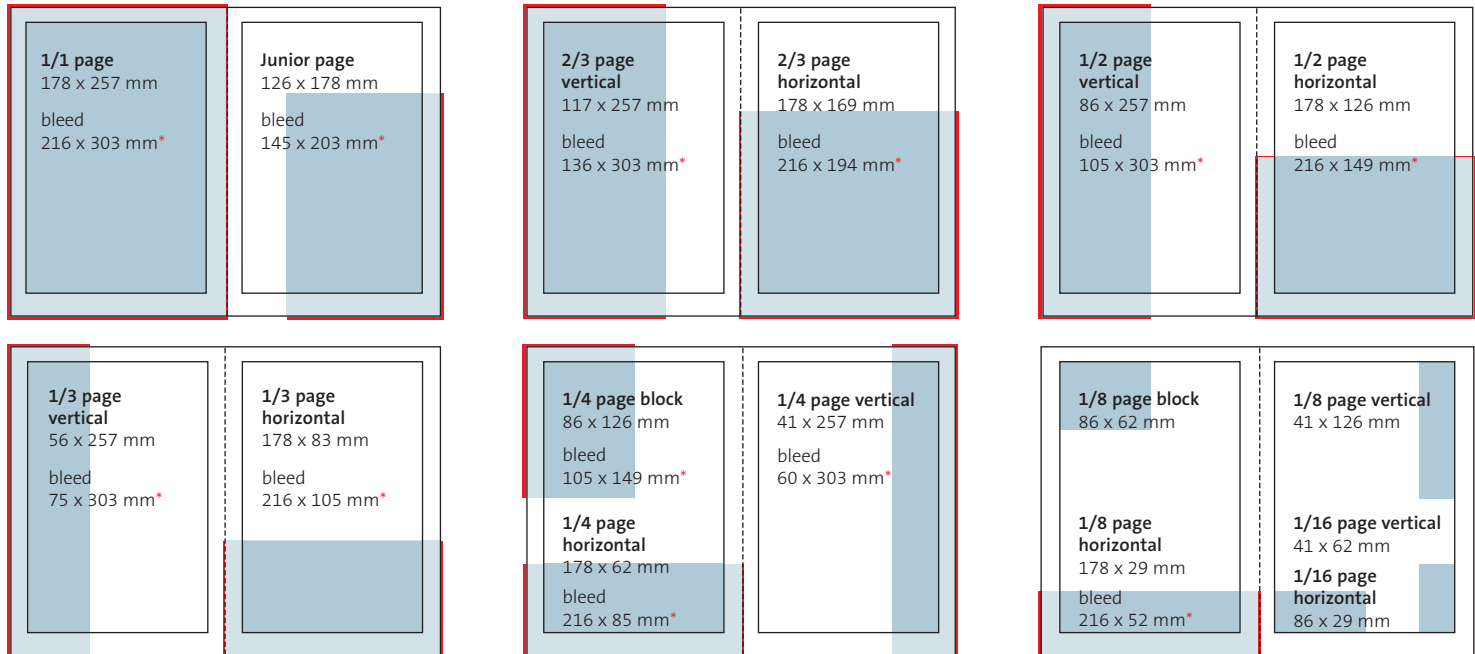
Net within 30 days of invoice date, 2% discount for advance payment or direct debit

HypoVereinsbank, account: 157 644 60, bank code: 700 202 70,

IBAN: DE66 7002 0270 0015 7644 60, BIC: HYVEDEMMXXX

— \*Bleed formats quoted include 3 mm trim allowances

■ Type area formats    ■ Bleed formats





- 
- 1 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
- 
- 2 Printing and binding process:**  
**Printing process:** Rotary offset  
**Binding process:** Adhesive binding
- 
- 3 Data transfer:** ckv-dispo@huethig.de
- 
- 4 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.
- 
- 5 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.
- 
- 6 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.
- 
- 7 Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.
- 
- 8 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.

- 
- 9 Contact:** Advertisement processing:  
Martina Probst  
Tel. +49 6221 489-248  
ckv-dispo@huethig.de

## Market & Contact

<b>Term:</b>	1 year = 10 issues
<b>Conditions:</b>	The order covers 12 calendar months after which it continues to run until cancellation. The order can be canceled at six weeks' notice to the end of the term.
<b>Size:</b>	single column 41 mm wide; minimum height 20 mm
<b>Price per issue:</b>	per mm height: b/w € 3.09 color € 4.60
<b>The benefits for you:</b>	If you opt for a presence in Market & Contact, your company will be advertised for a 1-year-period.
<b>Corrections:</b>	At any time before advertising deadline, cost per change € 50.–
<b>Combined offer with same duration:</b>	Online business directory: Plus entry: € 100.–/year Premium entry: € 250.–/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](http://www.chemietechnik.de)



in the magazine

and online



## Official trade fair guide for ACHEMA

Print run:	80,000 copies german und english
Target group:	Visitors and exhibitors at Achema
Publication date:	August 12, 2022
Advertising deadline:	July 13, 2022



## ACHEMA Highlights

Print run:	35,000 copies Joint issue with Pharma + Food
Content:	Comprehensive look back at the leading international trade fair
Publication date:	October 18, 2022
Advertising deadline:	September 20, 2022

Can only be booked in combination with  
CHEMIE TECHNIK 7-8/22 or Pharma+Food 5/22

Combined rates:	4c
1/1 page	€ 8.670,-
Junior page	€ 5.235,-
1/2 page	€ 4.640,-
1/3 page	€ 3.725,-
1/4 page	€ 2.610,-
1/8 page	€ 1.735,-



## Rates for format ads

Combined rates:	4c
1/1 page	€ 6.930,-
Junior page	€ 4.240,-
1/2 page	€ 3.775,-
1/3 page	€ 3.045,-
1/4 page	€ 2.145,-
1/8 page	€ 1.425,-



## Trade fair guide to Powtech

Print run:	50,000 copies
Target group:	Visitors and exhibitors at Powtech
Publication date:	September 20, 2022
Advertising deadline:	August 23, 2022

Can only be booked in combination with CHEMIE TECHNIK 9/22 or Pharma+Food 6/22

Combined rates:	b/w	4c
1/1 page	€ 7.085,-	€ 8.185,-
Junior page	€ 4.110,-	€ 4.970,-
1/2 page	€ 3.515,-	€ 4.375,-
1/3 page	€ 2.675,-	€ 3.535,-
1/4 page	€ 1.970,-	€ 2.520,-
1/8 page	€ 1.070,-	€ 1.620,-

other prices on request

This trade fair guide is not IVW/EDA certified.



## Compendium INDUSTRIAL PARKS chemicals/pharmaceuticals/biotechnology

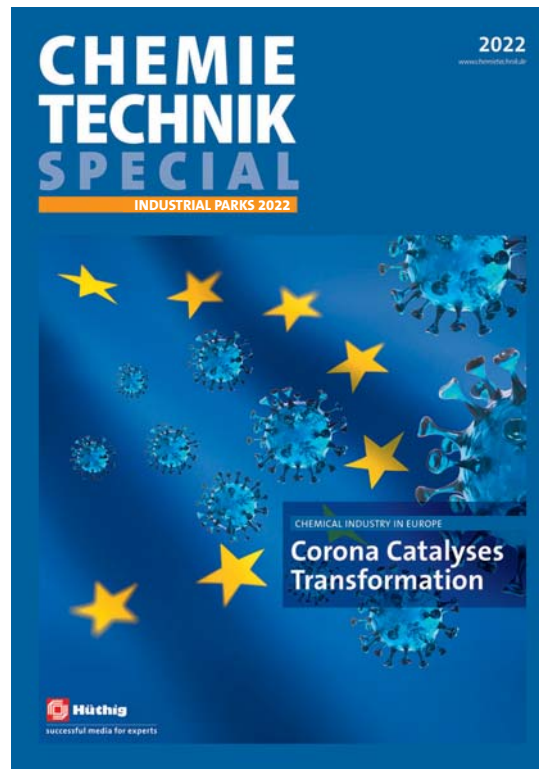
<b>Print run:</b>	15,000 copies
<b>Target group:</b>	Management in the chemicals pharmaceuticals and biotech industry, research solutions facility managers, service providers and start-up companies
<b>Special advertising format:</b>	2-page advertorials
<b>Date of publication:</b>	December 29, 2022
<b>Advertising deadline:</b>	Dezember 2, 2022

### Rates for format ads Compendium INDUSTRIAL PARKS

Combined rates:	b/w	4c
1/1 page	€ 4.150,-	€ 5.250,-
2/3 page	€ 2.890,-	€ 3.990,-
Junior Page	€ 2.430,-	€ 3.290,-
1/2 page	€ 2.100,-	€ 2.960,-
1/3 page	€ 1.585,-	€ 2.445,-
1/4 page	€ 1.425,-	€ 1.975,-

other prices on request

This trade fair guide is not IVW/EDA certified.









Issues	1 / 2 February	3 March	4 April	5 May	6 June	7 / 8 August	7–8a Special
<b>Publication date</b>	Feb. 11, 2022	Mar. 25, 2022	Apr. 22, 2022	May 20, 2022	Jun. 15, 2022	Aug. 12, 2022	Aug. 12, 2023
<b>Advertising deadline</b>	Jan. 14, 2022	Feb. 25, 2022	Mar. 24, 2022	Apr. 22, 2022	May 17, 2022	Jul. 15, 2022	Jul. 13, 2022
<b>Editorial deadline</b>	Dec. 17, 2021	Feb. 8, 2022	Mar. 7, 2022	Apr. 1, 2022	Apr. 28, 2022	Jun. 14, 2022	Jun. 23, 2022
<b>Trade fair issues</b>				 	 		
<b>Topics</b>	Plant engineering and planning Pumps, compressors Vacuum technology Measuring technology Materials Bulk material and mixing technology Separation technology, filters	Drive technology Compressors Materials Chemical parks Bulk solids and mixing technology Separation technology, filters Pumps	Heating, cooling, drying Containment Fixtures, valves, pipes Operating systems, maintenance Digitalization, process IT Chemical parks Technology for oil and gas Packaging, labeling	Bulk material and mixing technology Thermal process technology Plant engineering and planning Compressors Separation technology, filters Pumps, environmental technology	Fixtures, valves, pipes Automation, measurement technology Digitalization Maintenance Heating, cooling, drying Safety technology, explosion protection Cybersecurity	All topics from ACHEMA	
<b>Special / Focus</b>	Energy efficiency Post-event report on the Engineering Summit	Turnarounds Projects, Tools, Strategies	Sustainable chemical and industrial packaging  Predictive maintenance	Environmental technology, IFAT  Hydrogen production technology and products		ACHEMA	
<b>Trade fairs / Events</b>	Filtech, Mar. 8–10, Cologne			IFAT, May 30–Jun. 3, Munich  Hannover Messe, May 30–Jun. 2	Analytica, Jun. 21–24, Munich  Kongress Automation, Baden-Baden, Jun. 28–29  Solids, Jun. 22–23, Dortmund  Engineering Summit, Jul. 20–21, Darmstadt	ACHEMA, Aug 22–26, Frankfurt	

Official (DECHEMA) trade fair guide for ACHEMA,

Special issue

Print run of 80,000 copies (together with Pharma+Food);  
See page 9 for details

Issues	9 September	9b Special	10 October	11 November	12 December	12a Special	1 / 2 February
<b>Publication date</b>	Sep. 20, 2022	Sep. 20, 2022	Oct. 18, 2022	Nov. 18, 2022	Dec. 16, 2022	Dec. 29, 2022	Feb. 16, 2023
<b>Advertising deadline</b>	Aug. 24, 2022	Aug. 23, 2022	Sep. 20, 2022	Oct. 19, 2022	Nov. 18, 2022	Dec. 2, 2022	Jan. 19, 2023
<b>Editorial deadline</b>	Aug. 4, 2022	Aug. 5, 2022	Sep. 1, 2022	Sep. 29, 2022	Oct. 28, 2022	Nov. 15, 2022	Dec. 23, 2022
<b>Trade fair issues</b>			  				
<b>Topics</b>	Packaging, labeling Safety technology, explosion protection Fixtures, valves, pipes Bulk material and mixing technology Heating, cooling, drying Environmental technology Automation technology  All POWTECH topics	<b>Official trade fair guide for POWTECH,</b> Special issue Print run of 50,000 copies (together with Pharma+Food); See page 10 for details	Separation technology, filters Digitalization, automation, process IT Drive technology Operating systems, cleaning Pumps, vacuum technology Containment Plastics production technology  Review: Innovations and highlights of Achema 2022	Energy, gas, compressed air supply Plant engineering and planning Fixtures, pipes, seals Measuring technology Heating, cooling, drying Materials, lining, coating	Pumps, compressors Separation technology, filters Measuring technology, automation Dosing technology Operating systems, cleaning, maintenance	<b>Compendium INDUSTRIAL PARKS Chemicals / Pharmaceuticals / Biotechnology</b>  Special issue Print run: 15,000 See page 11 for details	Plant engineering and planning Pumps, compressors, vacuum technology Measuring technology Heating, cooling, drying Materials, lining, coating Bulk material and mixing technology
<b>Special / Focus</b>	POWTECH  Plastics for chemical packaging		Pumps Namur Annual General Meeting  ACHEMA highlights – joint issue with Pharma+Food	Manufacture of battery materials	Maintenance of rotating equipment  Plastics – circular economy		Energy efficiency
<b>Trade fairs / Events</b>	POWTECH, Sep 27–29, Nuremberg  FACHPACK, Sep 27–29, Nuremberg		K, Oct. 19–26, Düsseldorf  Namur Annual General Meeting, Neuss, Nov. 10–11  sps – smart production solutions, Nuremberg, Nov. 8–11		Valve World, Nov. 29–Dec. 1, Düsseldorf		

### 1 Circulation monitoring:



### 2 Circulation analysis:

Copies per issue on average for the period\*  
July 1, 2020 to June 30, 2021

<b>Print run:</b>	24,300		
<b>Number of copies actually distributed:</b>	24,079	including abroad:	2,223
<b>Copies sold:</b>	2,620	including abroad:	70
– Subscribed copies:	132	including association member copies:	0
– Paid content access privileges through subscription**:	138		
– E-Paper***:	6,555		
– Other sales:	2,488		
– Single copy sales:	0		
<b>Free copies:</b>	21,459		
<b>Residual, archive and specimen copies:</b>	221		

### 3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	90.2	21,705
Abroad	9.2	2,223
Other***	0.6	151
<b>Copies actually distributed</b>	<b>100.0</b>	<b>24,079</b>

Distribution by federal states:	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	15.5	3,734
Bavaria	14.6	3,510
Berlin, Brandenburg, Mecklenburg-Western Pomerania	4.5	1,087
Bremen, Hamburg, Schleswig-Holstein	5.0	1,191
Hesse	8.1	1,948
Lower Saxony	7.2	1,722
North Rhine-Westphalia	22.1	5,316
Rhineland-Palatinate	4.4	1,067
Saarland	0.9	229
Saxony, Saxony-Anhalt	5.8	1,408
Thuringia	2.0	489
Abroad	9.2	2,223
Other***	0.6	151
Rounding difference	0.1	4
<b>Copies actually distributed</b>	<b>100.0</b>	<b>24,079</b>

Breakdown of foreign circulation:**	Percentage of copies actually distributed	
	%	copies
Austria	33.7	750
Switzerland	32.7	727
Other countries	33.6	746
<b>Copies actually distributed</b>	<b>100.0</b>	<b>2,223</b>

\* includes all copies published during the reporting period

\*\* publisher's claim

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

## Our coverage to secure your successful communication

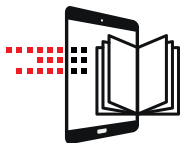
Industry experts get their information in many different ways, now more so than ever.  
Reach your target group – via both analog and digital channels.



**24,079**  
copies  
Print

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

+



**6,555**  
copies\*  
E-paper

Extra digital distri-  
bution. IVW-  
audited as of  
Oct. 1, 2021

=



**30,634**  
copies  
Total circulation

Focused on the target  
group!

\*Based on information from the publishing house, planned from 2nd half 2021 onward

## 1.1 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	32.5	7,825
24, 25, 28	Plant and machine engineering	18.4	4,437
71.12	Engineering, consultant engineers, planning	7.5	1,799
26.51, 26.6, 27, 32.5, 35	Medicine, measurement and control, electrical engineering, energy generation	8.0	1,938
10, 11, 17, 18, 23	Paper processing, printing, food, glass, ceramics	4.4	1,062
46, 47	Trade brokering, trade	12.6	3,038
72, 85.42	Research and development, higher education	3.0	714
	Other sectors (e.g. trade associations, data processing etc.)	13.0	3,115
	Other*	0.6	151
	Rounding difference	0.0	0
<b>Copies actually distributed</b>		<b>100.0</b>	<b>24,079</b>

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



## 1.2 Size of Business Unit

	Percentage of copies actually distributed	
	%	recipients
1 - 49 employees	50.5	12,135
50 - 99 employees	10.6	2,549
100 - 499 employees	22.9	5,501
500 employees or more	11.9	2,854
No answer	3.7	886
Other*	0.6	151
Rounding difference	-0.2	3
<b>Copies actually distributed</b>	<b>100.0</b>	<b>24,079</b>

## 2.1 Job feature: position in company

	Percentage of copies actually distributed	
	%	recipients
CEO/board member/supervisory board member	55.2	13,285
Subsidiary/plant/company management	4.2	1,019
Department/section/project head	22.3	5,376
Assistant	0.5	119
Skilled staff	15.9	3,819
Department	1.2	306
Other*	0.6	151
Rounding difference	0.1	4
<b>Copies actually distributed</b>	<b>100.0</b>	<b>24,079</b>

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

## 2.1 Job feature: field of activity

	Percentage of copies actually distributed	
	%	recipients
Company management	57.9	13,939
Research, development, trialing	4.9	1,168
Design, technical consultancy	4.3	1,041
Production, manufacturing	7.2	1,730
Measurement and control, IT quality assurance, maintenance	4.6	1,106
Purchasing, distribution, sales, marketing	10.5	2,523
Material flow/logistics	0.7	169
Planning, project management	2.2	523
Other functions (e.g. waste disposal, environmental protection, consulting)	0.6	147
Function unspecified	4.9	1,171
Other*	0.6	151
Rounding difference	1.6	411
<b>Copies actually distributed</b>	<b>100.0</b>	<b>24,079</b>

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



### Distribution and recipient structure analysis (AMF scheme 2 and 3-E) Total survey through file evaluation according to IVW-EDA guidelines

#### Description of the survey method for the distribution and recipient structure analysis (AMF scheme 2, fig. 3 and AMF scheme 3-E, fig. 1.1 to 2.1)

##### 1. Survey method:

Recipient structure analysis through file evaluation –  
total survey according to IVW-EDA guidelines

##### 2. Description of recipients at the time of data collection:

###### 2.1 File characteristics:

The recipient file contains the addresses of all recipients. Based on the postal information available, the file can be sorted by postcodes or recipients in Germany and abroad. The file also contains: The sector, company size category and job characteristics.

**2.2 Total number of recipients in the file:** 61,837

**2.3 Total number of alternating recipients:** 58,737  
(change after every second issue)

###### 2.4 Structure of the recipients of an average issue based on types of sales:

– Paid circulation	2,620
of which: subscribed copies	132
retail sales	0
other sales	2,488
– paid content access privileges through subscription*	138
– E-Paper*	6,555
– Free copies	21,459
of which: permanent free copies	480
alternating free copies	20,758
advertising copies	221
Copies actually distributed	24,079
→ of which in Germany	21,856
→ of which abroad	2,223

##### 3. Description of survey:

###### 3.1 Basic population (surveyed share):

Basic population (copies actually distributed)	24,079	=	100.0 %
Of which not recorded in the survey:			
→ other (trade fair, event copies, book shops, retail sales etc.)	151	=	0.6 %
The survey represents of the basic population	27,978	=	99.4 %

**3.2 Date of file evaluation:** August 2, 2021

###### 3.3 Description of database:

For the allocation of the recipients to the sector, company size and job characteristics categories, the data is constantly kept up to date in our address and customer system and always reflects the latest market trends thanks to minor updates.

###### 3.4 Target person of the survey:

The personal recipients at institutions entered in the file.

**3.5 Definition of reader:** n/a

**3.6 Survey period:** from July 2020 to June 2021

**3.7 Implementation of the survey:** Publisher

This survey complies with the latest version of the ZAW framework scheme for advertising analysis in terms of design, implementation and reporting.



## 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 500,000 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

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent.  
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.



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

## Take a free trial **NOW!**

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

**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 (about 7,000 subscribers).
- Target group:**  
Opinion leaders and decision-makers working in chemical plant engineering.
- Publisher:** Hüthig GmbH
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Holger Wald, Sales Manager  
Tel.: +49 6221 489-298, E-mail: holgerwald@huethig.de
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Martina Probst, Tel.: +49 6221 489-248, E-mail: ckv-dispo@huethig.de  
File type: jpg, gif, png, HTML5  
File size: max. 50 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**

- 68,167 visits/month<sup>1</sup>
- 148,693 page impressions/month<sup>1</sup>
- 6,904 newsletter subscribers<sup>2</sup>
- Xing: 9,418<sup>3</sup>
- LinkedIn: 5,890<sup>4</sup>

**Content**

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

**Channels**

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



<sup>1</sup> Source: IVW, as of 03/2021, <sup>2</sup> Source: Emarsys 07/2021  
<sup>3</sup> Xing, as of 06/2021, <sup>4</sup> Stand: LinkedIn, as of 08/2021

	Ad format	Placement	Device	Format (in pixels)	Prices in Euro per week	Price in Euro per week in trade fair months*
	Billboard	RoS under Header	Desktop, Tablet	940x250	1,730.–	1,900.–
	Halfpage	RoS (sticky)	Desktop	300x600	1,615.–	1,815.–
	Skyscraper right	RoS (sticky)	Desktop	160x600	1,425.–	1,555.–
	Wallpaper	RoS	Desktop	728x90 + 160x600	1,575.–	1,735.–
	Skyscraper left	RoS	Desktop	160x600	955.–	1,040.–
	Leaderboard Premium	Post, under teaser image	Desktop, Tablet	728x90	1,095.–	1,190.–
	Leaderboard Basic	Post, behind 1. text block or end of posting	Desktop, Tablet	728x90	985.–	1,080.–
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	1,200.–	1,320.–
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	1,045.–	1,145.–
	Baseboard	RoS (sticky)	Desktop	960x90	1,020.–	1,125.–
	Partner-Site-Button	RoS	Desktop Mobile/Tablet	300x120	485,	540.–

\*March, April, July, August

## 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	€ 340,-	€ 550,-

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 product and service listings, including 'Produktgruppen', 'Untergruppen', and 'Produkte- und Dienstleistungsbeschreibung'. The right sidebar contains 'Informationen', 'Anspruchspartner', and 'Kontakt' sections. The footer includes social media icons and contact information.

## Content Placement

Content placement is an article posted on chemietechnik.de that consists of your individual content and is labelled as such. Your article is included in the topic area you select and will be archived there for at least a year. In addition to the article, you will get an article teaser on the homepage or topic page of chemietechnik.de and an integration in the editorial newsletter, which ensures increased traffic on your article.

You can freely choose the text and images of your content.

The frequency of this form of advertising is strictly limited!

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

**Price:** € 1,275.- / 1,400.-\*

### You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a channel/sub-channel
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest; max. of 250 characters)
- Text, including links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL company website
- Company logo: min. 150 pixels (jpg, png)
- Optional: A maximum of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)

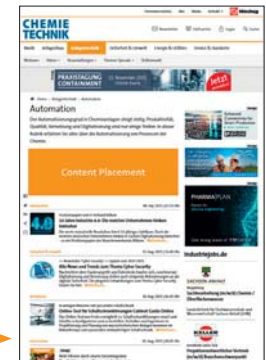
\* Price increase before trade fairs (March, April, July, August)

All prices in Euros without applicable value added tax



Reach more  
customers with  
the **SOCIAL MEDIA  
BOOST!**  
Price: € 500.-

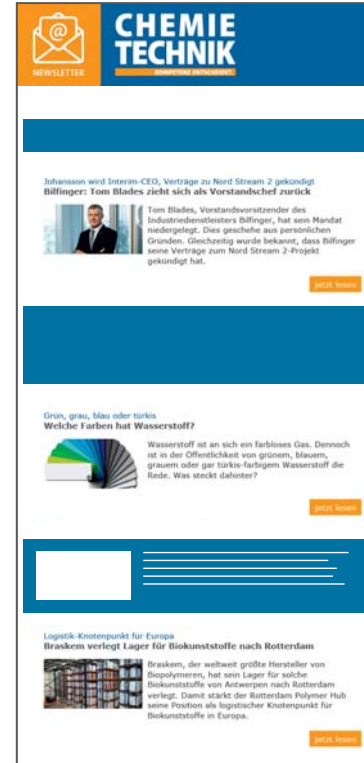
Example Teaser  
Content Placement



- 1 **Name:** chemietechnik.de-newsletter
- 2 **Profile in brief:**  
Newsletter for decision-makers in the chemical plant engineering industry, sent to about 7,000 subscribers.
- 3 **Target group:**  
Developers and decision-makers in the chemical plant engineering industry.
- 4 **Frequency:** 2 x per week
- 5 **Editorial Contact:** Dipl.-Ing. (FH) Armin Scheuermann,  
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Tel.: +49 6221 489-388  
E-mail: armin.scheuermann@huethig.de
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E-mail: holger.wald@huethig.de

\* Price increase before trade fairs (March, April, July, August)

\*\* **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.



### Exclusive Ad

**Format:** 650 x 60 pixels  
**Price/issue:** € 890,-/€ 980,-\*\*  
**File type:** jpg, png, gif\*\*

### Content Ad

**Format:** 650 x 150 pixels  
**Price/issue:** € 650,-/€ 715,-\*\*  
**File type:** jpg, png, gif\*\*

### Text Ad (Image + Text)

**Image:** 190 x 100 pixels  
**Text:** max. 330 characters  
**Price/issue:** € 675,-/€ 745,-\*\*  
**File type:** jpg, png, gif\*\*



Reach more  
customers with the  
**XING BOOST!**  
Price: € 500,-

### 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



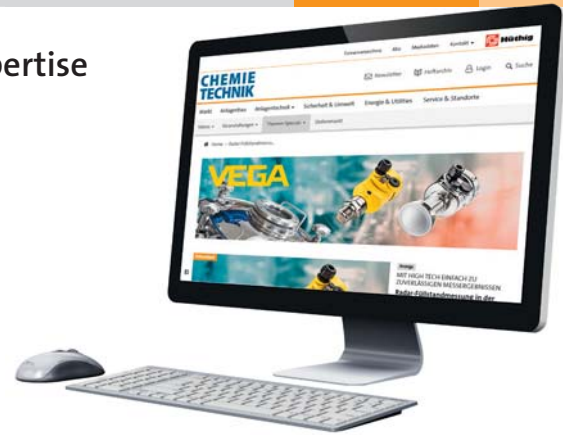
## Content Marketing – Sustainable Success through Expertise

Content marketing is a digital communications strategy. Targeted success within a short time can be achieved by obtaining leads through webinars or whitepapers, for example.

But essentially, content marketing pursues long-term goals. Whether establishing your company on the market, digitally adopting a position in relation to a certain topic in the industry or winning new customers by constantly increasing your visibility – you can achieve these goals through good content marketing and thereby make a significant contribution to the success of the company.

### Why you should definitely invest in content marketing:

- You achieve a higher level of awareness for your brand or company
- You bring about a positive change in your image, right through to being viewed as an expert
- You become established as an opinion maker
- You clearly position yourself as a problem solver through the consistent and high-quality transfer of information
- You increase your range and gain far greater visibility
- You benefit from protecting and boosting sales figures and your bottom line for the long-term



### We are happy to help you!

Do you lack experience in content marketing? Are you unsure whether your topic is suitable? No problem!

Our experienced specialist editors and industry experts will help you to bring your custom content marketing campaign to life. Contact us!

### Interested? For a customized quote, contact:



Sabine Wegmann  
Tel.: +49 6221 489-207  
[sabine.wegmann@huethig.de](mailto:sabine.wegmann@huethig.de)

## The Webinar – A Modern Way to Generate Leads

Webinars offer you the opportunity to generate new leads – i.e. qualified contacts with a definite interest in your topic or your products. Get to know new potential customers and present yourself as an innovative conveyor of knowledge and solutions provider. This will strengthen your brand and your image as a modern company with great expertise.

### The benefits of the webinar package at a glance

- **Comprehensive promotional package**  
We plug your webinar, thereby generating your leads
- **New contacts**  
Get to know new potential customers that are interested in your product.  
You receive all information about the registered participants for commercial use at your company
- **Expert implementation**  
You provide the speaker; our experienced team will take care of moderation and technical implementation
- **Image boost**  
Modern companies use modern media formats
- **Cost and time savings**  
No stress or costs from traveling; easy and convenient wherever you are
- **Knowledge transfer based on multimedia**  
You share video, audio and files with the participants
- **Direct contact**  
Through questions in the chat and additional surveys to further qualify leads
- **Detailed reports**  
Results of surveys, the interest rate and the average attendance duration of the participants
- **Recording of webinars**  
We put the recording of the webinar on our website as an on-demand webcast

### Your webinar services:

- Advertisement of your webinar on the website with logo, test and registration page
- Promotion via the Hüthig publishing company's various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced moderation by our editorial staff
- Technical check before the live event for a smooth process
- Registration list including contact details of the participants
- Detailed reports
- On-demand webcast following live event on website with reproduction and text

### Interested?

For a customized quote, contact:



Sabine Wegmann  
Tel.: +49 6221 489-207  
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## The Whitepaper – Turning Prospects into Customers

The whitepaper is a key tool in content marketing. Present your target group with content that does not appear to be promotional in nature, but shows them your expertise, and provide the reader with added value. In return, they will be prepared to pay for your content with their contact details. You generate valuable leads – i.e. qualified contacts with a definite interest in your topic or your products!

### With a whitepaper...

- you position yourself as a capable contact person in your specialist area and impress with your expertise
- you provide readers with added value by addressing a highly specific problem for your target group, for example
- you create trust and credibility by avoiding a sales pitch of any kind
- **you generate new B2B leads for your company**

### Your whitepaper services:

- Integration of the whitepaper on our website for at least four weeks
- Promotion via the Hüthig publishing company's various marketing channels
- Creation of a form for recording the desired contact information
- You receive all leads collected for use at your company

If required, our experienced specialist editors will be happy to help you create your whitepaper.



Interested? For a customized quote, contact:



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Tel.: +49 6221 489-207  
sabine.wegmann@huethig.de

## Audience Targeting

Reach B2B users in the Google display network.

### Your benefit:

- Enhanced brand awareness through repeated targeting at different touchpoints
- Ad shown on all devices
- Low scatter loss as only users interested in a particular subject are targeted
- Large potential for generating new customers
- Performance boost – we will optimize the campaign and increase the frequency in the most successful channel
- Maximum control over your advertising spend thanks to precise evaluation of reach

For the best possible coverage, please provide us with a set of banners in the following formats: skyscraper, leaderboard, billboard, content ad.

**Minimum order:** 50,000 ad impressions

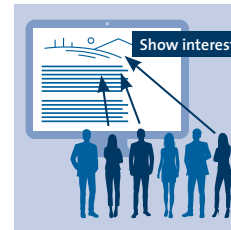
**Price:** 65.– EUR (CPT)

We will be happy to check whether the reach your desire is achievable.

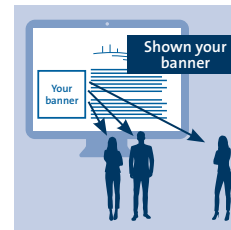
### This is how it works:



Users delve into their areas of interest on the specialist portal.



If users show interest in a particular subject area, they are flagged.



These specific users will now be shown your banners on the topic channel booked, on their Facebook timelines and on the partner sites of the Google display network. This way you can reach your target market with great precision.

# Your contacts and representatives at home and abroad

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**D-69121 Heidelberg**  
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Our general Terms and Conditions are viewable here: [www.huethig.de/agb](http://www.huethig.de/agb)

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