

MEDIA KIT 2021



With trade
fair guide*
to Achema

PRINT + ONLINE

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*This trade fair guide is not IWW/EDA certified.



successful media for experts

Media Group SV Süddeutscher Verlag



Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-207, Fax +49 6221 489-490, Internet: www.chemietechnik.de

1 Magazine:	CHEMIE TECHNIK	E-mail:	sabine.wegmann@huethig.de hagen.reichhoff@huethig.de holger.wald@huethig.de
2 Profile in brief:	Effective advertising with the right mix	11 Publisher:	–
	<ul style="list-style-type: none"> • 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 28,600 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. 	12 Advertisements:	Dipl.-Betriebsw. (VWA) Sabine Wegmann (responsible), Hagen Reichhoff, Holger Wald
3 Target Group:	Management and investment decisionmakers in chemical plant engineering	13 Editors:	Dipl.-Ing. (FH) Armin Scheuermann (responsible), Dipl.-Biochem. Ansgar Kretschmer Jona Göbelbecker, M.A.
4 Publication:	10 x per year + Special issues	14 Scope analysis:	2019 = 11 issues
5 Magazine Format:	210 mm wide x 297 mm high	Total content:	844 pages = 100.0%
6 Volume/year:	50 th volume 2021	Editorial content:	637 pages = 75.5%
7 Purchase condition and prices (including VAT):	domestic € 178.05 + € 17.12 shipping costs = € 195.17	Advertising content (pages):	207 pages = 24.5%
	foreign € 178.05 + € 34.24 shipping costs = € 212.29	of which bound/loose inserts (pages)	7 pages = 3.4% of ad volume
	Single copy price € 20.00 including VAT, not including shipping costs	publisher's advertisements (pages)	37 pages = 17.9% of ad volume
8 Organ:	Independent trade and technical magazine	Supplements:	9 units
9 Memberships:	Deutsche Fachpresse, IVW	15 Editorial content analysis	2019 = 637 pages
10 Publishing company:	Hüthig GmbH	Pumps, compressors, compressed air and vacuum technology	90 pages = 14.1%
Managing Director:	Moritz Warth	Bulk material and mixing technology	76 pages = 12.0%
Address:	Im Weiher 10, D-69121 Heidelberg	Plants, equipment and processes	71 pages = 11.1%
Tel.:	+49 6221 489-207	Measurement and control, analysis and automation technology	60 pages = 9.4%
Fax:	+49 6221 489-490	Fittings, pipes, hoses, seals	56 pages = 8.8%
Internet:	www.chemietechnik.de	Market, management	35 pages = 5.5%
		News	35 pages = 5.5%
		Security technology, explosion protection	32 pages = 5.0%
		Thermal process technology	29 pages = 4.5%
		Materials, surface engineering	26 pages = 4.1%
		Filling, packaging, transporting and storage	22 pages = 3.5%
		Environmental technology	19 pages = 3.0%
		Drive engineering	13 pages = 2.1%
		Title pages, editorial, content	44 pages = 6.9%
		Miscellaneous	29 pages = 4.5%
			637 pages = 100.0%

1 Advertising rates in € (formats, see page 5): Rates do not include VAT.

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



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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.

Format surcharges:

Bled-off and gutter-bleed advertisements:	10 % surcharge on basic rate
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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 per mm (1-column, width 41 mm)	€ 5.10
Box number fee	€ 16.00

5 Special advertising: see also p.5

Bound inserts:

Volume	Paper-weight	Min. weight	up to 120 g/m ²	up to 170 g/m ²	over 170 g/m ²
2 pages		120 g/m ²	€ 5,760.–	€ 5,990.–	€ 6,825.–
4 pages		80 g/m ²	€ 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 (31,000)

Min. format 10,5 x 14,8 cm, min. weight per single sheet 150 g/m²

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 = 31,000)

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

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— *Bleed formats quoted include 3 mm trim allowances

Type area formats Bleed formats

<p>1/1 page 178 x 257 mm</p> <p>bleed 216 x 303 mm*</p>	<p>Junior page 126 x 178 mm</p> <p>bleed 145 x 203 mm*</p>
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<p>2/3 page vertical 117 x 257 mm</p> <p>bleed 136 x 303 mm*</p>	<p>2/3 page horizontal 178 x 169 mm</p> <p>bleed 216 x 194 mm*</p>
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<p>1/2 page vertical 86 x 257 mm</p> <p>bleed 105 x 303 mm*</p>	<p>1/2 page horizontal 178 x 126 mm</p> <p>bleed 216 x 149 mm*</p>
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<p>1/3 page vertical 56 x 257 mm</p> <p>bleed 75 x 303 mm*</p>	<p>1/3 page horizontal 178 x 83 mm</p> <p>bleed 216 x 105 mm*</p>
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<p>1/4 page block 86 x 126 mm</p> <p>bleed 105 x 149 mm*</p>	<p>1/4 page vertical 41 x 257 mm</p> <p>bleed 60 x 303 mm*</p>
<p>1/4 page horizontal 178 x 62 mm</p> <p>bleed 216 x 85 mm*</p>	

<p>1/8 page block 86 x 62 mm</p>	<p>1/8 page vertical 41 x 126 mm</p>
<p>1/8 page horizontal 178 x 29 mm</p> <p>bleed 216 x 52 mm*</p>	<p>1/16 page vertical 41 x 62 mm</p> <p>1/16 page horizontal 86 x 29 mm</p>

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



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- 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:** ct-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
martina.probst@huethig.de

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Official guide to ACHEMA

Print run:	80,000 copies German and English
Target group:	Visitors and exhibitors at Achema
Publication date:	June 2, 2021
Advertising deadline:	May 4, 2021

ACHEMA Highlights

Print run:	35,000 copies Joint issue with Pharma+Food
Contents:	A comprehensive look back at the leading international trade fair
Publication date:	August 10, 2021
Advertising deadline:	July 14, 2021

Can only be booked in combination with
CHEMIE TECHNIK 6/21 or Pharma+Food 4/21

Combined rates:	4c
1/1	€ 8,670.–
Junior Page	€ 5,235.–
1/2	€ 4,640.–
1/3	€ 3,725.–
1/4	€ 2,610.–
1/8	€ 1,735.–

This trade fair guide is not IVW/EDA certified.



Price for format ads

Combined rates:	4c
1/1	€ 6,930.–
Junior Page	€ 4,240.–
1/2	€ 3,775.–
1/3	€ 3,045.–
1/4	€ 2,145.–
1/8	€ 1,425.–

other prices on request



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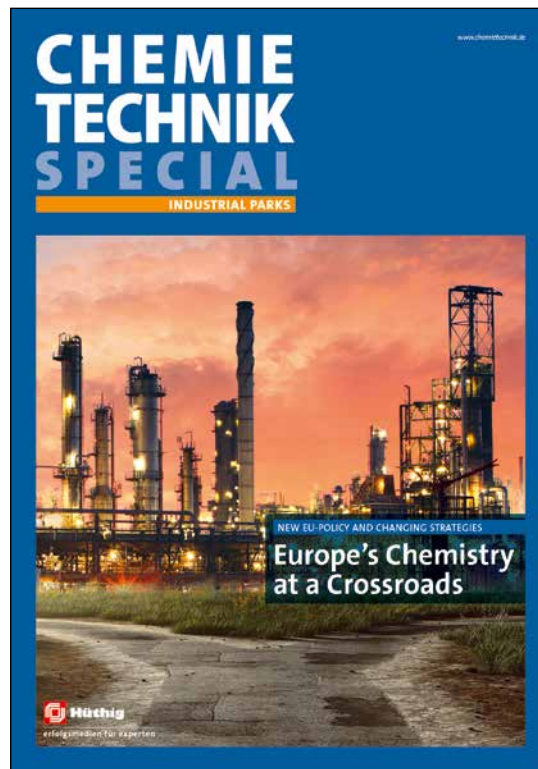
**Compendium of INDUSTRIAL PARKS for chemicals/pharmaceuticals/biotech
International issue (English)**

Print run:	15,000 copies
Target group:	Management in the chemicals pharmaceuticals and biotech industry, research institutions facility managers, service providers and start-up companies.
Special advertising format:	2-page advertorials
Date of publication:	December 29, 2021
Advertising deadline:	November 29, 2021

Rates for format ads Compendium INDUSTRIAL PARKS

	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 rates on request.



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Market & Contact

Term: 12 calendar months = 11 issues

Conditions: 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.

Size: single column 41 mm wide; minimum height 20 mm

Price per issue: per mm height: b/w € 3.09
color € 4.60

The benefits for you: If you opt for a presence in Market & Contact, your company will be advertised for a 12-month period.

Corrections: At any time before advertising deadline, cost per change € 50.–

Combined offer with same duration: Online business directory: € 100.–/year
Plus entry: € 250.–/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

Markt & Contact

Armaturen



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Druckregler



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www.jesspumpen.de

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Prof. Dr. Hans-Jürgen Müggenborg
Rechtsanwalt und Fachanwalt für
Verwaltungsrecht, Leibnizanwalter für
Umweltrecht, Universität Kassel

berät und vertritt Sie in folgenden
Tätigkeitsbereichen:
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Beratungsmanagement
Genehmigung/Prüfung
von Chemiepark-/Wasserszen
Schädl. Ruhe: Dr. 15, 50272 Aachen
Telefon: 0241 9567-3100
Telefax: 0241 9567-3359
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1 Circulation monitoring:



2 Circulation analysis:

Copies per issue on average for the period*
July 1, 2019 to June 30, 2020

Print run:	28,600		
Number of copies actually distributed:	28,288	including abroad:	2,716
Copies sold:	2,762	including abroad:	72
– Subscribed copies:	136	including association member copies:	0
– Paid content access privileges through subscription**:	141		
– Other sales:	2,626		
– Single copy sales:	0		
Free copies:	25,526		
Residual, archive and specimen copies:	312		

3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	89.3	25,262
Abroad	9.6	2,716
Other***	1.1	310
Copies actually distributed	100.0	28,288

Distribution by federal states:	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	14.0	3,951
Bavaria	13.7	3,883
Berlin, Brandenburg, Mecklenburg-Western Pomerania	4.5	1,260
Bremen, Hamburg, Schleswig-Holstein	5.9	1,661
Hesse	8.8	2,503
Lower Saxony	7.0	1,972
North Rhine-Westphalia	22.6	6,400
Rhineland-Palatinate	4.7	1,336
Saarland	0.8	227
Saxony, Saxony-Anhalt	5.1	1,445
Thuringia	1.7	486
Abroad	9.6	2,716
Other***	1.1	310
Rounding difference	0.5	138
Copies actually distributed	100.0	28,288

Breakdown of foreign circulation:**	Percentage of copies actually distributed	
	%	copies
Austria	29.9	812
Switzerland	31.3	851
Other countries	38.8	1,053
Copies actually distributed	100.0	2,716

* includes all copies published during the reporting period

** publisher's claim

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

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	47.9	13,539
24, 25, 28	Plant and machine engineering	15.8	4,479
71.12	Engineering, consultant engineers, planning	5.8	1,641
26.51, 26.6, 27, 32.5, 35	Medicine, measurement and control, electrical engineering, energy generation	6.5	1,838
10, 11, 17, 18, 23	Paper processing, printing, food, glass, ceramics	2.7	767
46, 47	Trade brokering, trade	5.4	1,532
72, 85.42	Research and development, higher education	2.7	774
	Other sectors (e.g. trade associations, data processing etc.)	11.6	3,259
	Other*	1.1	310
	Rounding difference	0.5	149
Copies actually distributed		100.0	28,288

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

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1.2 Size of Business Unit

	Percentage of copies actually distributed	
	%	recipients
1 - 49 employees	46.8	13,236
50 - 99 employees	9.8	2,765
100 - 499 employees	21.3	6,035
500 employees or more	13.5	3,812
No answer	7.0	1,981
Other*	1.1	310
Rounding difference	0.5	149
Copies actually distributed	100.0	28,288

2.1 Job feature: position in company

	Percentage of copies actually distributed	
	%	recipients
CEO/board member/supervisory board member	47.6	13,462
Subsidiary/plant/company management	3.9	1,104
Department/section/project head	23.0	6,502
Assistant	0.7	186
Skilled staff	21.7	6,131
Department	1.5	444
Other*	1.1	310
Rounding difference	0.5	149
Copies actually distributed	100.0	28,288

* 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	50.6	14,316
Research, development, trialing	5.2	1,484
Design, technical consultancy	4.3	1,207
Production, manufacturing	5.9	1,667
Measurement and control, IT quality assurance, maintenance	4.7	1,326
Purchasing, distribution, sales, marketing	11.5	3,252
Material flow/logistics	1.1	297
Planning, project management	2.5	721
Other functions (e.g. waste disposal, environmental protection, consulting)	4.0	1,136
Function unspecified	8.6	2,423
Other*	1.1	310
Rounding difference	0.5	149
Copies actually distributed	100.0	28,288

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

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-207, Fax +49 6221 489-490, Internet: www.chemietechnik.de

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: 62,351

2.3 Total number of alternating recipients: 59,094
(change after every second issue)

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

– Paid circulation	2,762
of which: subscribed copies	136
paid content access privileges through subscription*	141
retail sales	0
other sales	2,626
– Free copies	25,526
of which: permanent free copies	495
alternating free copies	24,719
advertising copies	312
Copies actually distributed	28,288
→ of which in Germany	25,572
→ of which abroad	2,716

3. Description of survey:

3.1 Basic population (surveyed share):

Basic population (copies actually distributed)	28,288	=	100.0 %
Of which not recorded in the survey:			
→ other (trade fair, event copies, book shops, retail sales etc.)	310	=	1.1 %
The survey represents of the basic population	27,978	=	98.9 %

3.2 Date of file evaluation: August 3, 2020

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 2019 to June 2020

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.

* publisher's claim

General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

§ 1 Validity, Exclusivity

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable, together with the publisher's price list valid at the time the contract is concluded, whose provisions constitute an integral element of the contract. The validity of any General Terms and Conditions of the customer is excluded to the extent that they do not conform with these General Terms and Conditions.

2. These General Terms and Conditions apply mutatis mutandis to orders for supplements. Supplements shall only be accepted by the publisher following submission of a sample and checking by the publisher.

§ 2 Offer, Conclusion of Contract

1. Advertising order as used in the General Terms and Conditions below shall mean a contract on the publication of one or several ads, third-party supplements or other advertising materials of an advertising company or other commercial advertiser in any advertising media (print/digital) for the purpose of distribution.

2. Orders for advertising material may be made in person, by telephone, in writing, by fax, by email or via the internet. The publisher is not liable for transmission errors.

3. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply.

4. At the publisher's sole discretion it shall be authorized to decline orders and individual releases of advertisements that occur under an overall conclusion of contract. This applies in particular if their contents violate laws or official provisions, or were considered objectionable by the German Press or Advertising Council in a complaints procedure, or if their publication is deemed unacceptable to the publisher due to their content, origin or technical format or, due to their format or presentation, would lead the reader to believe that they constitute editorial content, or if they contain advertisements in third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

§ 3 Contract Implementation

1. Orders must be completed within one year of conclusion of contract, commencing with the first placement (publication) of the advertising material.

2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("copy") that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements. If any copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the contents. The publisher is liable for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress, Freehand). Files which belong together must be sent or saved in a common directory (folder). In the event that the customer digitally transmits print copy for color advertisements, the customer shall, at the same time, supply a color proof and proof protocol or measurement protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color variations which may occur. The customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete files containing computer viruses or drawings shall be borne by the customer, which shall also bear all costs for changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs shall only be supplied upon express request. The customer shall bear the responsibility for the correctness of the returned proof. In the event that the proof is not returned to the publisher on time, the customer shall be deemed to have authorized the advertising material.

5. Upon request the publisher shall furnish an archive of the advertising material together with the invoice. In the event that such an archive can no longer be obtained, the publisher is not liable for the loss of the advertising material.

6. The design and labeling of advertorial styled advertising material must be agreed with the publisher in a timely manner prior to publication. Text-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertising materials as advertisements if they are not recognizable as such.

7. Replies sent to box number advertisements are kept up to four weeks following publication of the relevant advertisement and are sent to the customer by regular mail. If the said replies have been sent by express or registered mail, notwithstanding this, the publisher assumes no responsibility for the safekeeping and timely forwarding of the offers.

8. The advertising deadlines and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the production run.

9. Orders may only be made in time, no later than the advertising deadline, and in writing, by fax or by e-mail. Customers must pay for advertisements which have already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancellation notification, in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from any claims of third parties stemming from the publication of the advertising material, including reasonable costs for legal defense. The publisher is not obliged to verify whether advertising material affects the rights of third parties. In the event that the publisher e.g. becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer shall effect payment for said publication as per the currently valid price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The commission to be paid by the publisher is calculated based on the net charge to the customer. It is payable in reduction of any discounts, bonuses and discounts due to agents. A commission shall only apply to orders from third parties. The commission is only paid to advertising agencies recognized by the publisher and provided that the order is placed directly by the advertising agency, and that the said advertising agency is responsible for furnishing the finished and ready-for-press printing copy and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders by advertising agencies shall be made in their name and at their own expense. To the extent that advertising agencies place orders, in the event of doubt the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, this must be agreed separately and with the name of the advertiser explicitly stated. The publisher is entitled to require the advertising agency to produce proof of its mandate.

§ 4 Prices, Conditions of Payment, Discounts

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices which differ from those in the price list for advertorial styled advertising material, supplements, special publications and collections, as well as for advertising material which is made in their name and at their own expense. To the extent that advertising agencies place orders, in the event of doubt the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, this must be agreed separately and with the name of the advertiser explicitly stated. The publisher is entitled to require the advertising agency to produce proof of its mandate.

§ 4 Prices, Conditions of Payment, Discounts

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices which differ from those in the price list for advertorial styled advertising material, supplements, special publications and collections, as well as for advertising material which is made in their name and at their own expense. To the extent that advertising agencies place orders, in the event of doubt the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, this must be agreed separately and with the name of the advertiser explicitly stated. The publisher is entitled to require the advertising agency to produce proof of its mandate.

2. The discounts specified in the price list are granted solely to the customer and only for the advertising material placed over the course of one year ("advertisement year"). Frequent discounts are only valid within an advertisement year. Unless otherwise agreed, the term commences with the placement of the first advertising material.

3. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertisement year. If an order fails to reach the forecast order volume, the excess discount granted shall be subsequently invoiced to the customer.

4. Invoices for the amount of the invoice order shall be paid for within the period specified in the price list. The so-called pre-notification deadline after the SEPA Core Direct Debit has been shortened to four days. The publishing house shall have the right to assign their claims against the client to third parties. If the client is in payment default regarding a claim, all other claims against this client can be declared due and payable. In the event of payment default, dunning and collection expenses shall be charged to the customer. In the event of payment default, the publisher shall be authorized to defer delivery on a current contract until payment is made, as well as require advance payment. In case of non-payment by the customer, the publisher shall be authorized, including during the term of an overall contract, to deviate from an originally agreed due date of payment and to make the publication of further advertising material dependent on advance payment and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

5. All prices exclude statutory VAT amounts on the day the invoice is issued.

6. In the event of advance payment, the customer is subject to VAT, the invoice to be issued without VAT. The publisher is entitled to charge VAT retroactively should the tax authorities confirm that the advertising order is subject to taxation.

7. In the event of a decrease in circulation, if the customer has concluded a contract for multiple advertising materials it shall be entitled to a discount if, as an overall average for the advertisement year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or elsewhere, or – if no circulation is specified – falls short of the average circulation sold (if sales figures are not available) (given the average actual circulation) in the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to a discount if a specified circulation was underachieved by at least 20%. Any other entitlement to price reductions on contracts is excluded if the publisher has notified the customer of the reduction in circulation in such timely manner that the customer was able to withdraw from the contract prior to publication of the advertising material. Said entitlements to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.

§ 5 Warranty for Defects

1. No warranty is made for inclusion of advertising material in certain issues or editions, or in certain positions.

2. In the event the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy the customer shall have no claims in respect of faulty publication. This shall also apply in the event that the customer fails to observe the other provisions of these General Terms and Conditions or the price list.

3. Complaints must be lodged by the customer in respect of obvious defects not later than two weeks following receipt of invoice. For non-obvious defects the customer must lodge a complaint not later than one year after publication. In the event the advertising material has been reproduced with defects – despite prompt delivery of error-free copy and complaint in good time – the customer may demand a substitute placement appearance of the material without defect (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the publisher is given a reasonable time limit and allows to expire, or refuses to perform subsequent fulfillment, or if the customer cannot reasonably be expected to accept subsequent fulfillment or said fulfillment is unsuccessful, the customer shall have the right to withdraw from the contract or bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

4. In the event that defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional associated costs or losses incurred during production. In the event that defects in the copy are not obvious, the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to said errors in good time prior to publication of the next quantity.

5. The publisher accepts no responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, supplements etc.).

§ 6 Liability, Force Majeure

1. Claims for damages by the customer against the publisher are excluded, irrespective of the legal grounds, in particular claims arising from delays, breach of contractual obligations, violation of the industrial property rights of third parties and tortious actions. This liability exclusion shall not apply in the event of intent or gross negligence on the part of the publisher, its representatives and vicarious agents, or in the event of ordinary negligence which leads to the breach of a contractual obligation which is material to the fulfillment of the contractual purpose, or in the event that the publisher is liable for damages due to a warranty of quality on the merits. In the event of intent or gross negligence by the publisher, the customer shall have no claims for the foreseeable losses. This liability exclusion shall not apply in the event said damages were caused by intent or gross negligence by the publisher, its representatives and vicarious agents, or if claims for damages are based on the Product Liability Act, or arise in connection with injury to life, limb or health. To the extent that the publisher's liability is excluded, this shall also apply to the personal liability of its employees, representatives, bodies and vicarious agents. All claims for damages against the publisher expire 12 months after the point in time at which the customer became aware or should have become aware of the circumstances substantiating the claim.

2. In the event of force majeure and industrial dispute actions which are not the fault of the publisher, the publisher is freed from the obligation to fulfill the order; no claims for damages shall arise from this.

§ 7 Concession of Rights

The customer warrants that it holds all necessary copyright for the placement, publication and distribution of the advertising material. The customer shall grant the publisher the rights necessary copyright, usage and performance protection rights and other rights which permit the use of the advertising material in its intended manner. The publisher shall be entitled to use the rights necessary for the rights necessary for registration, distribution, transmission, dispatch, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download, in terms of time, space and content and to the extent necessary for the execution of the contract. The aforementioned rights are in all cases granted without geographical restriction and grant authorization for placement by all known technical methods and in all known forms of advertising media.

§ 8 Data Protection

Data processing shall be carried out in accordance with the applicable regulations of the Federal Data Protection Act and the European General Data Protection Regulation. The publisher shall collect, process and use the customer's personal data. Further information on data processing and data protection can be found in the data protection policy of Hühig GmbH at <https://www.huehig.de/datenschutz>.

§ 9 Out-of-court Online Dispute Resolution

The European Commission has set up a platform for online dispute resolution. You can reach it at: <http://ec.europa.eu/consumers/odr/>. Consumers can use the platform to resolve their disputes. We are neither willing nor obligated to participate in a dispute resolution procedure before a dispute resolution body unless there is a legal obligation to participate.

§ 10 Place of Performance, Place of Jurisdiction, Reimbursement of Costs

1. The law of the Federal Republic of Germany applies, excluding the UN Convention on Contracts for the International Sale of Goods and excluding court jurisdiction. The place of jurisdiction for the publisher is the publisher's registered office. The place of jurisdiction for lawsuits against merchants, legal persons under public law or special funds under public law shall be the publisher's registered office.

2. The client shall bear all charges, costs and expenses arising in connection with any legal prosecution conducted against them outside of Germany.

Status as of: August 2020

INFORMATION ACROSS ALL CHANNELS



Reach your target group with CHEMIE TECHNIK.

Contact us and develop a suitable communication strategy together with us.
You will find our contact information on the backside.

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-207, Fax +49 6221 489-490, Internet: www.chemietechnik.de

chemietechnik.de

- 1 Website (URL):** www.chemietechnik.de
- 2 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 (over 7,100 subscribers).
- 3 Target group:**
Opinion leaders and decision-makers working in chemical plant engineering.
- 4 Publisher:** Hüthig GmbH
- 5 Editorial Contact:** Dipl.-Ing. (FH) Armin Scheuermann,
Editor-in-chief
Tel.: +49 6221 489-388
E-mail: armin.scheuermann@huethig.de
- 6 Contact – Online Advertising:** Sabine Wegmann, Head of Sales
Tel.: +49 6221 489-207
E-mail: sabine.wegmann@huethig.de

Hagen Reichhoff, Sales Manager
Tel.: +49 6221 489-304
E-mail: hagen.reichhoff@huethig.de

Holger Wald, Sales Manager
Tel.: +49 6221 489-298
E-mail: holger.wald@huethig.de

- 7 Data delivery:** Sabine Greinus
Tel.: +49 6221 489-598
E-mail: online-dispo@huethig.de
- 8 External ad server used:** Google Ad Manager from Google

Facts

Traffic

- 72,283 visits/month¹
- 123,009 page impressions/month¹
- 7,159 newsletter subscribers²
- Xing: 8,854³
- LinkedIn: 2,958⁴

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

¹ Source: IVW, as of 5/2020

² Source: Emarsys, as of 7/2020

³ Source: Xing, as of 7/2020

⁴ Source: LinkedIn, as of 8/2020

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-207, Fax +49 6221 489-490, Internet: www.chemietechnik.de

- 1 Name:** chemietechnik.de-newsletter
- 2 Profile in brief:**
Newsletter for decision-makers in the chemical plant engineering industry, sent to over 7,100 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,
Editor-in-chief
Tel.: +49 6221 489-388
E-mail: armin.scheuermann@huethig.de
- 6 Contact – Online Advertising:** Sabine Wegmann, Head of Sales
Tel.: +49 6221 489-207
E-mail: sabine.wegmann@huethig.de

Hagen Reichhoff, Sales Manager
Tel.: +49 6221 489-304
E-mail: hagen.reichhoff@huethig.de

Holger Wald, Sales Manager
Tel.: +49 6221 489-298
E-mail: holger.wald@huethig.de

* Price increase before trade fairs, see p. 18/19

** 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.



Content Ad

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

Text Ad (image + text)

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



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

1 Rates and Ad Formats

Portal:

Ad Format	Format	Bookable Channels	Playout	Price in Euros per week/issue	Prices in trade fair months April/May/June
Leaderboard (Premium)	728 x 90 pixels	Homepage & articles / RoS in combination with Fullsize Banner possible	Desktop	1,095.–	1,190.–
Leaderboard (Basic)	728 x 90 pixels	Homepage & articles / RoS in combination with Fullsize Banner possible	Desktop	985.–	1,080.–
Billboard Ad	800 x 250 pixels	Total rotation	Desktop	1,730.–	1,900.–
Skyscraper	160 x 600 pixels	Total rotation	Desktop	955.–	1,040.–
Sticky-Sitebar	200 x 600 pixels	Total rotation	Desktop	1,425.–	1,555.–
Content Ad (Premium)	300 x 250 pixels	Total rotation	Desktop, Mobile	1,200.–	1,320.–
Content Ad (Basic)	300 x 250 pixels	Total rotation	Desktop, Mobile	1,045.–	1,145.–
Halfpage Ad	300 x 600 pixels	Total rotation	Desktop	1,615.–	1,815.–
Wallpaper	728 x 90 and max. 160 x 900 pixels	Total rotation	Desktop	1,575.–	1,735.–
Baseboard Ad	940 x 250 pixels, 960 x 90 pixels	Total rotation	Desktop	1,020.–	1,125.–
Partner-Site-Button	300 x 120 pixels	Total rotation	Desktop, Mobile	485.–	540.–
Sponsored Post	Text + max. 5 images	1 week integration on homepage + archiving for at least 1 year		1,275.–	1,400.–

Newsletter:

Ad Format	Format	Bookable Channels	Price in Euros per week/issue	Prices in trade fair months April/May/June
Newsletter /Content Ad	650 x 150 pixels		650.–	715.–
Newsletter /Text Ad	Image: max. 190 x 190 pixels Text: max. 330 characters		675.–	745.–
Newsletter /Sponsoring		Exclusive booking, any 2 positions	1,105.–	1,220.–

Business Directory:

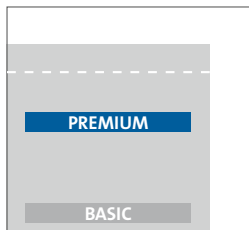
Ad Format	Bookable Channels	Price in Euros
Company entry /Standard	Business directory	free
Company entry /Plus	Business directory	340.– per year
Company entry /Premium	Business directory	550.– per year

All prices in Euros without applicable value added tax.

1 Banner formats

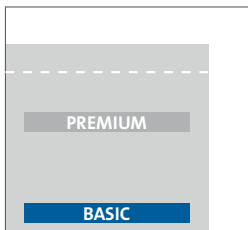
You can book a wide variety of banner formats on chemietechnik.de. The choice is yours.

The banner sizes are always displayed within the total rotation, with a maximum of one additional advertising partner in this placement. Your campaign will be billed at the weekly fixed-price rate.



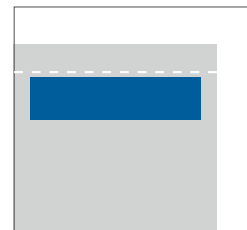
Leaderboard (Premium)

Format: 728 x 90 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 1,095.-/
€ 1,190.-*



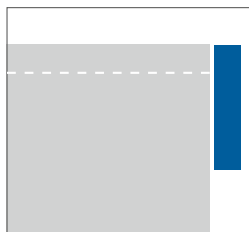
Leaderboard (Basic)

Format: 728 x 90 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 985.-/
€ 1,080.-*



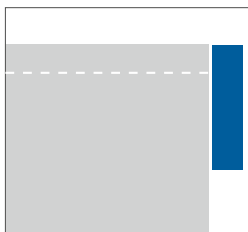
Billboard Ad

Format: 800 x 250 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week € 1,730.-/
€ 1,900.-*



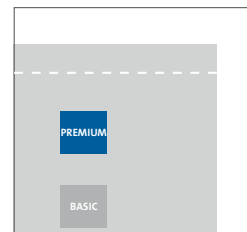
Skyscraper

Format: 160 x 600 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 955.-/
€ 1,040.-*



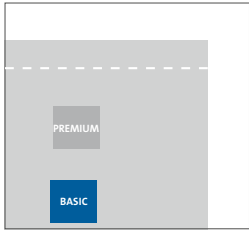
Sticky-Sitebar

Format: 200 x 600 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 1,425.-/
€ 1,555.-*



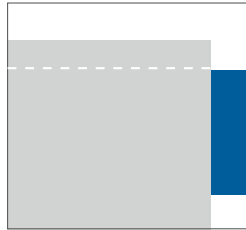
Content Ad (Premium)

Format: 300 x 250 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 1,200.-/
€ 1,320.-*



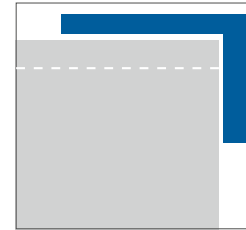
Content Ad (Basic)

Format: 300 x 250 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 1,045.-/
€ 1,145.-*



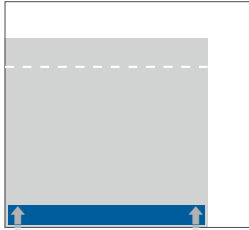
Halfpage Ad

Format: 300 x 600 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 1,615.-/
€ 1,815.-*



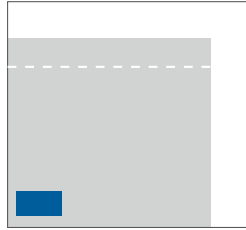
Wallpaper

Format: 728 x 90 pixels
and max. 160 x 900 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 1,575.-/
€ 1,735.-*



Baseboard Ad

Format: 940 x 250 pixels,
960 x 90 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 1,020.-/
€ 1,125.-*



Partner-Site-Button

Format: 300 x 120 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 485.-/
€ 540.-*

*Price increase before trade fairs, see p. 18/19

All prices in Euros without applicable value added tax.

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-207, Fax +49 6221 489-490, Internet: www.chemietechnik.de

Sponsored Post

A Sponsored Post is an article posted on chemietechnik.de that consists of your individual content and is labelled as such. Your article is included in the subject 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 of chemietechnik.de where it will be listed in the third spot for one week (with a grey background), which will route additional traffic to your article.

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

The frequency of this form of advertising is strictly limited: A maximum of one Sponsored Post a week is published.

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)
- Text, including links (recommendation: no more than two DIN A4 pages)
- Optional: A maximum of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)

* Integrated for one week on the homepage, archiving minimum one year

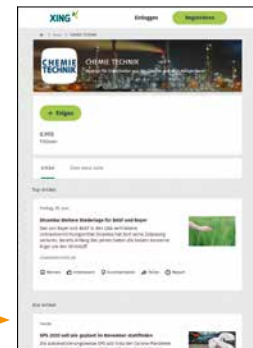
** Price increase before trade fairs, see p. 18/19

All prices in Euros without applicable value added tax



Example Sponsored Post

Reach more
customers with the
XING BOOST!
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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.

	Standard	Plus	Premium
Display of your company profile in the article	✓	✓	✓
E-mail contact	✓	✓	✓
Address data	✓	✓	✓
Manage your product program, product groups and social media channels		✓	✓
Telephone and fax number		✓	✓
Link to homepage		✓	✓
Company logo		✓	✓
Profile image		✓	✓
Highlighting in search results			✓
Image gallery			✓
Company profile			✓
Specific contact partners			✓
Links to sales offices or branches			✓
Additional information as a file			✓
Include company videos			✓
Include whitepapers			✓
Price/year	free	€ 340.–	€ 550.–

All prices in Euros without applicable value added tax



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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:



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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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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:

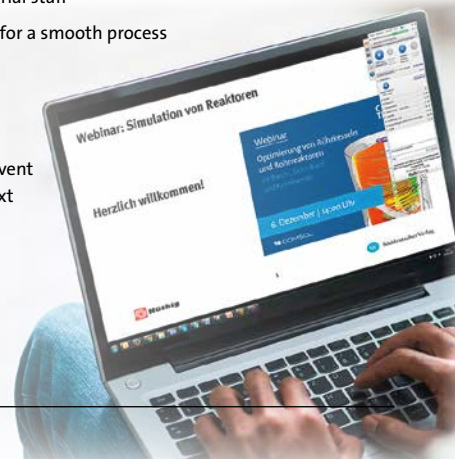
- Advertisement of your webinar on the website with logo, test and registration page
- Promotion via the Hüthig publishing company's various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced 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:



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- **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.



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