**MEDIA KIT 2021**

**PRINT + ONLINE**

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

With official publication* for ACHEMA Pulse

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*successful media for experts*
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 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.

3 Target Group: Management and investment decision-makers 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: 50th volume 2021

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
   - Fax: +49 6221 489-490
   - Internet: www.chemietechnik.de

11 Publisher:

12 Advertisements:
   - Dipl.-Betriebsw. (VWA) Sabine Wegmann (responsible), Hagen Reichhoff, Holger Wald

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

14 Scope analysis:
   - 2019 = 11 issues
   - Total content: 844 pages = 100.0 %
   - Editorial content: 637 pages = 75.5 %
   - Advertising content (pages):
     - of which bound/loose inserts (pages): 7 pages = 3.4 % of ad volume
     - publisher’s advertisements (pages): 37 pages = 17.9 % of ad volume
   - Supplements: 9 units

15 Editorial content analysis 2019 = 637 pages
   - Pumps, compressors, compressed air and vacuum technology: 90 pages = 14.1 %
   - Bulk material and mixing technology: 76 pages = 12.0 %
   - Plants, equipment and processes: 71 pages = 11.1 %
   - Measurement and control, analysis and automation technology: 60 pages = 9.4 %
   - Fittings, pipes, hoses, seals: 56 pages = 8.8 %
   - 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 %
## Advertising rates in € (formats, see page 5):
Rates do not include VAT.

<table>
<thead>
<tr>
<th>Rates for b/w advertisements</th>
<th>Basic rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>5,830.00</td>
<td>5,538.50</td>
<td>5,247.00</td>
<td>4,955.50</td>
<td>4,664.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>3,865.00</td>
<td>3,671.75</td>
<td>3,478.50</td>
<td>3,285.25</td>
<td>3,092.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>3,380.00</td>
<td>3,211.00</td>
<td>3,042.00</td>
<td>2,873.00</td>
<td>2,704.00</td>
</tr>
<tr>
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<td>2,915.00</td>
<td>2,769.25</td>
<td>2,623.50</td>
<td>2,477.75</td>
<td>2,332.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,185.00</td>
<td>2,075.75</td>
<td>1,966.50</td>
<td>1,857.25</td>
<td>1,748.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,595.00</td>
<td>1,515.25</td>
<td>1,435.50</td>
<td>1,355.75</td>
<td>1,276.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>875.00</td>
<td>831.25</td>
<td>787.50</td>
<td>743.75</td>
<td>700.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total rates for 2c advertisements</th>
<th>2c rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>6,300.00</td>
<td>6,008.50</td>
<td>5,717.00</td>
<td>5,425.50</td>
<td>5,134.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4,335.00</td>
<td>4,141.75</td>
<td>3,948.50</td>
<td>3,755.25</td>
<td>3,562.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>3,770.00</td>
<td>3,601.00</td>
<td>3,432.00</td>
<td>3,263.00</td>
<td>3,094.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,305.00</td>
<td>3,159.25</td>
<td>3,013.50</td>
<td>2,867.75</td>
<td>2,722.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,575.00</td>
<td>2,465.75</td>
<td>2,356.50</td>
<td>2,247.25</td>
<td>2,138.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,890.00</td>
<td>1,810.25</td>
<td>1,730.50</td>
<td>1,650.75</td>
<td>1,571.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>1,170.00</td>
<td>1,126.25</td>
<td>1,082.50</td>
<td>1,038.75</td>
<td>995.00</td>
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<table>
<thead>
<tr>
<th>Total rates for 4c advertisements</th>
<th>4c rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>6,930.00</td>
<td>6,638.50</td>
<td>6,347.00</td>
<td>6,055.50</td>
<td>5,764.00</td>
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<tr>
<td>2/3 page</td>
<td>4,965.00</td>
<td>4,771.75</td>
<td>4,578.50</td>
<td>4,385.25</td>
<td>4,192.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>4,240.00</td>
<td>4,071.00</td>
<td>3,902.00</td>
<td>3,733.00</td>
<td>3,564.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,775.00</td>
<td>3,629.25</td>
<td>3,483.50</td>
<td>3,337.75</td>
<td>3,192.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>3,045.00</td>
<td>2,935.75</td>
<td>2,826.50</td>
<td>2,717.25</td>
<td>2,608.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>2,145.00</td>
<td>2,065.25</td>
<td>1,985.50</td>
<td>1,905.75</td>
<td>1,826.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>1,425.00</td>
<td>1,381.25</td>
<td>1,337.50</td>
<td>1,293.75</td>
<td>1,250.00</td>
</tr>
</tbody>
</table>
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 Eurosclale colors.
   special colors upon request

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

   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 form
   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/m²
   – for machine processing  € 1,425.–
   – for manual processing  € 3,165.–
   Positioning upon request
   Delivery address for bound inserts and inserts:
   Vogel Druck und Mediensenvice GmbH, Leibnizstr. 5, D-97204 Höchberg
   (clearly marked: “fuer CHEMIE TECHNIK, Heft Nr. . . .

   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:
   Quantity discount rate:
   3 x publication  5 %
   6 x publication  10 %
   9 x publication  15 %
   12 x publication  20 %

   Delivery: for purchase within 12 months (always on basic rate).
   Ads in CHEMIE TECHNIK and Pharma+Food qualify jointly for discounts
   Frequency discount rate:
   Quantity discount rate:
   3 x publication  5 %
   6 x publication  10 %
   9 x publication  15 %
   12 x publication  20 %

   Classified ads:
   Job openings/wanted, wanted/for sale per mm (1-column, width 41 mm)
   € 5.10
   Box number fee
   € 16.00

   Special advertising: see also p.5
   Bound inserts:
   Volume  Paper-weight  Min. weight  up to 120 g/m²  up to 170 g/m²  over 170 g/m²
   2 pages  120 g/m²  € 5,760.–  € 5,990.–  € 6,825.–
   4 pages  80 g/m²  € 9,335.–  € 9,775.–  €10,175.–

   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

   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
**Format and technical details**

*Bleed formats quoted include 3 mm trim allowances*

<table>
<thead>
<tr>
<th>Format</th>
<th>Vertical Width</th>
<th>Vertical Height</th>
<th>Horizontal Width</th>
<th>Horizontal Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>178 x 257 mm</td>
<td>bleed 216 x 303 mm*</td>
<td>Junior page</td>
<td>126 x 178 mm</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>117 x 257 mm</td>
<td>bleed 136 x 303 mm*</td>
<td>2/3 page horizontal</td>
<td>178 x 169 mm</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>86 x 257 mm</td>
<td>bleed 105 x 303 mm*</td>
<td>1/2 page horizontal</td>
<td>178 x 126 mm</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>86 x 126 mm</td>
<td>bleed 105 x 149 mm*</td>
<td>1/4 page horizontal</td>
<td>178 x 62 mm</td>
</tr>
<tr>
<td>1/4 page block</td>
<td>86 x 126 mm</td>
<td>bleed 105 x 149 mm*</td>
<td>1/4 page vertical</td>
<td>41 x 257 mm</td>
</tr>
<tr>
<td>1/8 page block</td>
<td>86 x 62 mm</td>
<td>bleed 105 x 98 mm*</td>
<td>1/8 page vertical</td>
<td>41 x 126 mm</td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>178 x 29 mm</td>
<td>bleed 216 x 52 mm*</td>
<td>1/16 page vertical</td>
<td>41 x 62 mm</td>
</tr>
<tr>
<td>1/16 page horizontal</td>
<td>86 x 29 mm</td>
<td>bleed 105 x 69 mm*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Magazine format: DIN A4, width 210 mm, height 297 mm
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
ChemPharm Innovations – Your launch pad for the communication of innovations and novelties

1:1 Marketing via tradefairs and events remains difficult also in 2021. But the pressure to improve processes in the chemical and pharmaceutical industry and to equip new plants with latest available technology persists. Simultaneously the innovation pressure on the suppliers remains – many have coordinated their innovation cycles with industryspecific events like Interpack, Anuga Foodtec or Achema.

With ChemPharm Innovations you present your innovations and your portfolio printed, digital and crossmedial – and you will reach decisionmakers prior to digital industry events such as Achema Pulse! Irrespective of your decision to take part in those digital tradeshows and events or not.

Whether as a classic print product, which is distributed with CHEMIE TECHNIK and Pharma + Food or as e-paper, which is distributed and promoted via mail and social media (XING + LinkedIn) – with ChemPharma Innovations you will reach your target group in the German-speaking countries and internationally.

**ALL-INCLUSIVE-PACKAGE for the presentation of your innovations, solutions and services**

**Targeted distribution** to readers and users of CHEMIE TECHNIK and Pharma + Food.

**Circulation:**
- 40,000 copies print (German)
- E-Paper in German and English

**Publication on**
- our websites
- in our newsletters with a total of more than 10,000 subscribers
- via our social media channels with a total of more than 25,800 followers
- and NEW: with digital overlay options

**Publication Date:** June 2, 2021
**Booking Deadline:** May 4, 2021

**Formats and prices:**

| Advertorial 2/1 page + Digital-Package | € 8,900.– |
| Advertorial 1/2 page 4c + Digital-Package | € 3,400.– |
| Advertorial 1/1 page + Digital-Package | € 5,700.– |

**Our digital overlays offer completely new possibilities to present your solutions:**

- additional picture or graphic
- Picture gallery (several photos or graphics)
- Link (deep-link to your homepage or promoted product)
- YouTube or Vimeo-video (implemented from your channel)
- Video (.mp4-, .ogg- or .webm-file)

All prices in Euros without applicable VAT.
This special issue is not IVW/EDA certified.
Compendium of INDUSTRIAL PARKS for chemicals/pharmaceuticals/biotec

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.
## Market & Contact

<table>
<thead>
<tr>
<th>Term:</th>
<th>12 calendar months = 10 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conditions:</td>
<td>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.</td>
</tr>
<tr>
<td>Size:</td>
<td>single column 41 mm wide; minimum height 20 mm</td>
</tr>
</tbody>
</table>
| 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:  
- 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
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:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Percentage of copies actually distributed</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>89.3%</td>
<td>25,262</td>
</tr>
<tr>
<td>Abroad</td>
<td>9.6%</td>
<td>2,716</td>
</tr>
<tr>
<td>Other***</td>
<td>1.1%</td>
<td>310</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td>100.0%</td>
<td>28,288</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Distribution by federal states:</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Baden-Wuerttemberg</td>
<td>14.0%</td>
</tr>
<tr>
<td>Bavaria</td>
<td>13.7%</td>
</tr>
<tr>
<td>Berlin, Brandenburg, Mecklenburg-Western Pomerania</td>
<td>4.5%</td>
</tr>
<tr>
<td>Bremen, Hamburg, Schleswig-Holstein</td>
<td>5.9%</td>
</tr>
<tr>
<td>Hesse</td>
<td>8.8%</td>
</tr>
<tr>
<td>Lower Saxony</td>
<td>7.0%</td>
</tr>
<tr>
<td>North Rhine-Westphalia</td>
<td>22.6%</td>
</tr>
<tr>
<td>Rhineland-Palatinate</td>
<td>4.7%</td>
</tr>
<tr>
<td>Saarland</td>
<td>0.8%</td>
</tr>
<tr>
<td>Saxony, Saxony-Anhalt</td>
<td>5.1%</td>
</tr>
<tr>
<td>Thuringia</td>
<td>1.7%</td>
</tr>
<tr>
<td>Abroad</td>
<td>9.6%</td>
</tr>
<tr>
<td>Other***</td>
<td>1.1%</td>
</tr>
<tr>
<td><strong>Rounding difference</strong></td>
<td>0.5%</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td>100.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Breakdown of foreign circulation:**</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Austria</td>
<td>29.9%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>31.3%</td>
</tr>
<tr>
<td>Other countries</td>
<td>38.8%</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td>100.0%</td>
</tr>
</tbody>
</table>

* 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

<table>
<thead>
<tr>
<th>WZ 2008 Code</th>
<th>Recipient groups (according to industrial sector classification, WZ 2008)</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>19, 20, 21, 22, 0.6 (62)</td>
<td>Chemical industry, pharmaceuticals, cosmetics, mineral oil processing</td>
<td>47.9%</td>
</tr>
<tr>
<td>24, 25, 28</td>
<td>Plant and machine engineering</td>
<td>15.8%</td>
</tr>
<tr>
<td>71.12</td>
<td>Engineering, consultant engineers, planning</td>
<td>5.8%</td>
</tr>
<tr>
<td>26.51, 26.6, 27, 32.5, 35</td>
<td>Medicine, measurement and control, electrical engineering, energy generation</td>
<td>6.5%</td>
</tr>
<tr>
<td>10, 11, 17, 18, 23</td>
<td>Paper processing, printing, food, glass, ceramics</td>
<td>2.7%</td>
</tr>
<tr>
<td>46, 47</td>
<td>Trade brokering, trade</td>
<td>5.4%</td>
</tr>
<tr>
<td>72, 85.42</td>
<td>Research and development, higher education</td>
<td>2.7%</td>
</tr>
<tr>
<td></td>
<td>Other sectors (e.g. trade associations, data processing etc.)</td>
<td>11.6%</td>
</tr>
<tr>
<td></td>
<td>Other*</td>
<td>1.1%</td>
</tr>
<tr>
<td></td>
<td>Rounding difference</td>
<td>0.5%</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td></td>
<td>100.0%</td>
</tr>
</tbody>
</table>

* Portion of circulation not analyzed, e.g. trade fair and congress copies etc.
### 1.2 Size of Business Unit

<table>
<thead>
<tr>
<th>Size of Business Unit</th>
<th>Percentage of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 49 employees</td>
<td>46.8%</td>
<td>13,236</td>
</tr>
<tr>
<td>50 - 99 employees</td>
<td>9.8%</td>
<td>2,765</td>
</tr>
<tr>
<td>100 - 499 employees</td>
<td>21.3%</td>
<td>6,035</td>
</tr>
<tr>
<td>500 employees or more</td>
<td>13.5%</td>
<td>3,812</td>
</tr>
<tr>
<td>No answer</td>
<td>7.0%</td>
<td>1,981</td>
</tr>
<tr>
<td>Other*</td>
<td>1.1%</td>
<td>310</td>
</tr>
<tr>
<td>Rounding difference</td>
<td>0.5%</td>
<td>149</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>28,288</strong></td>
</tr>
</tbody>
</table>

### 2.1 Job feature: field of activity

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

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

### 2.1 Job feature: position in company

<table>
<thead>
<tr>
<th>Position in Company</th>
<th>Percentage of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO/board member/supervisory board member</td>
<td>47.6%</td>
<td>13,462</td>
</tr>
<tr>
<td>Subsidiary/plant/company management</td>
<td>3.9%</td>
<td>1,104</td>
</tr>
<tr>
<td>Department/section/project head</td>
<td>23.0%</td>
<td>6,502</td>
</tr>
<tr>
<td>Assistant</td>
<td>0.7%</td>
<td>186</td>
</tr>
<tr>
<td>Skilled staff</td>
<td>21.7%</td>
<td>6,131</td>
</tr>
<tr>
<td>Department</td>
<td>1.5%</td>
<td>444</td>
</tr>
<tr>
<td>Other*</td>
<td>1.1%</td>
<td>310</td>
</tr>
<tr>
<td>Rounding difference</td>
<td>0.5%</td>
<td>149</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>28,288</strong></td>
</tr>
</tbody>
</table>

*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:
   62,351

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

   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
<table>
<thead>
<tr>
<th>Issue</th>
<th>1/2 February</th>
<th>2 March</th>
<th>6 April</th>
<th>9 May</th>
<th>6 June</th>
<th>3 July</th>
<th>7 August</th>
<th>9 September</th>
<th>16 October</th>
<th>18 November</th>
<th>12 December</th>
<th>1/2 February</th>
</tr>
</thead>
</table>

**Media Kit**

**Subject to changes and additions.**

<table>
<thead>
<tr>
<th>Exhibition issues</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sustainability</strong></td>
</tr>
<tr>
<td>Energy efficiency</td>
</tr>
<tr>
<td>Sustainable chemistry: Technology and processes</td>
</tr>
<tr>
<td>Plastic recycling management, sorting</td>
</tr>
<tr>
<td><strong>Exhibitions/Events</strong></td>
</tr>
<tr>
<td>Namur general meeting, June 11</td>
</tr>
<tr>
<td>Engineering Summit</td>
</tr>
<tr>
<td><strong>Exhibitors/Booths</strong></td>
</tr>
<tr>
<td>Solids</td>
</tr>
<tr>
<td>Engineering Summit</td>
</tr>
</tbody>
</table>

*Subject to changes and additions.*
1 Validity, Exclusivity

For the purpose of the General Terms and Conditions and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable, together with the price list valid at the time the contract is concluded, and whose provisions constitute an integral element of the contract. The customer agrees to these General Terms and Conditions with the extent that they do not conflict with the specific provisions agreed with the General Terms and Conditions.

2 These General Terms and Conditions apply mutatis mutandis to orders for supplements.

3 For the purpose of the General Terms and Conditions of publication of advertising material no written confirmation of a follow-up order shall be necessary by following a submission of a sample and checking by the publisher.

2 Offer, Conclusion of Contract

Advertising orders shall be accepted by the publisher only in writing. 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 agency or other commercial advertiser in any advertising medium in print (print/digital) for the purposes of advertising for the respective campaign. 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.

4 Orders and Payment

Orders may be cancelled or amended at any time prior to publication. The customer shall be charged for the costs of any production work not used. If the order is cancelled less than one month prior to the publication date, the publisher shall be entitled to charge a cancellation fee in advance. If the order is cancelled more than one month prior to the publication date, the publisher shall be entitled to charge a cancellation fee in advance.

5 Prices, Conditions of Payment, Discounts

Prices for advertising material is based on the price list valid at the time the order is placed. The publisher may apply price increases which differ from those in the price list for advertiser styled advertising material, supplements, special publications and collections, as well as for advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be computed to the extent that they are increased and the customer has been informed thereof in time to enable the customer to accept or refuse the order.

6 Warranty

Claims for damages by the customer against the publisher are excluded, irrespective of the legal grounds, in particular claims arising from delays, breakage of the contract, due to the fault 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 essential for the fulfillment of the contract. The customer shall be entitled to bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expense. In the event the publisher is given a reasonable time limit to act, and either 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 to bring a claim for damages for the loss caused. In the event the publisher does not fulfill its obligations, the customer shall be entitled to either bring a claim for price reduction or withdraw from the contract. The publisher shall not be liable for delay in delivery if the publisher has notified the customer thereof at least one month prior to publication of the advertising material. In the event of a price increase, the customer shall be charged for the costs of any production work not used.
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.
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 2x 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:
Martina Probst
Tel.: +49 6221 489-248
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

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

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

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
Name: chemietechnik.de-newsletter

Profile in brief:
Newsletter for decision-makers in the chemical plant engineering industry, sent to over 7,100 subscribers.

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

Frequency:
2 x per week

Editorial Contact:
Dipl.-Ing. (FH) Armin Scheuermann,
Editor-in-chief
Tel.: +49 6221 489-388
E-mail: armin.scheuermann@huethig.de

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.
## 1 Rates and Ad Formats

### Portal:

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

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Format</th>
<th>Bookable Channels</th>
<th>Prices in Euros per issue</th>
<th>Prices in Euros in trade fair months April/May/June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter / Content Ad</td>
<td>650 x 150 pixels</td>
<td></td>
<td>650.–</td>
<td>715.–</td>
</tr>
<tr>
<td>Newsletter / Text Ad</td>
<td>Image: max. 190 x 100 pixels</td>
<td>Text: max. 330 characters</td>
<td>675.–</td>
<td>745.–</td>
</tr>
<tr>
<td>Newsletter / Sponsoring</td>
<td></td>
<td>Exclusive booking, any 2 positions</td>
<td>1,105.–</td>
<td>1,220.–</td>
</tr>
</tbody>
</table>

### Business Directory:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Bookable Channels</th>
<th>Prices in Euros</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company entry / Standard</td>
<td>Business directory</td>
<td>free</td>
</tr>
<tr>
<td>Company entry / Plus</td>
<td>Business directory</td>
<td>340.– per year</td>
</tr>
<tr>
<td>Company entry / Premium</td>
<td>Business directory</td>
<td>550.– per year</td>
</tr>
</tbody>
</table>

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

All prices in Euros without applicable value added tax.
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
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.

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

All prices in Euros without applicable value added tax
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
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:

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

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

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.

Take a free trial NOW!

We will determine the potential of your desired target group free of charge and without obligation.
Your contacts and representatives at home and abroad

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