



# **WASSER ABWASSER**

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## **TECHNIK**

**MEDIAKIT 2024**

# More **Digitization** More **Possibilities** More **Value**

- ✓ WASSER ABWASSER TECHNIK: Information source for experts and decision-makers in the water & wastewater industry
- ✓ Digital offerings overtake printed media in usage
- ✓ B2B decision-makers spend over two hours a day online
- ✓ More than half of the B2B target group uses mobile devices to search for information
- ✓ Home Office and Mobile Working Strengthen Demand for Digital Trade Media
- ✓ Cross-media content in various formats since the beginning
- ✓ Since 2021: Magazine in intuitive, digital format



## Our trade fair specials

# ACHEMA

ACHEMA is known as the world forum for the process industry. Held every three years, this international trade show, conference and exhibition has its place in the various industries. With more than 110,000 square meters of exhibition space, it is home to the entire technology and service spectrum of the process industry. As the world's only comprehensive showcase of the latest technology trends in the industry, it offers hands-on technology and global networking. Manufacturers and service providers from over 50 countries are expected to attend, presenting products for chemistry, pharmaceuticals, biotechnology, energy and the environment, as well as visitors from more than 130 countries. However, AICHEMA is not only a platform for the latest technological developments, but also an important place for the exchange of knowledge and experience.

# IFAT

IFAT is the leading trade fair for environmental technologies and waste management. It is not just a trade show, but a groundbreaking event that showcases the latest developments and innovations in the field of environmental protection and sustainability presented. Year by year the global community of experts, companies and decision-makers gather here to find solutions to the most pressing environmental problems of our time. At IFAT, you will have the opportunity to experience the future of environmental technology up close.

From state-of-the-art wastewater treatment plants to intelligent recycling solutions to innovative approaches to climate protection - this trade show is the platform for pioneering ideas and groundbreaking technologies. Learn the leading companies the industry, exchange ideas with experts, and discover how innovations are driving the environmental industry forward. IFAT is more than just a trade fair - it is a meeting place for visionaries who want to shape a sustainable future.

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# Click by click relevance.

## The E-Mag

We offer decision-makers and executives in plant and mechanical engineering as well as end users an information experience that is as comprehensive as it is unique. The e-mag invites users on an exciting interactive tour through the world of **WASSER ABWASSER TECHNIK**.

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

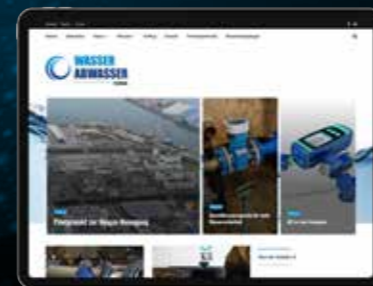


To the demo page



## The online portal

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



To the newsletter archive



## The newsletter

The **WASSER ABWASSER TECHNIK-NEWS** ensure the highest topicality. Important news and product innovations regularly keep our recipients up to date. The **WASSER ABWASSER** industry as well as upcoming trade fair events and key topics form the unbeatable foundation.

## Social Media

Our social media channel **INDUSTRIEWELT** presents a broad selection of topics from important industries and reaches a large target group on a daily basis. The reach of your advertising message will be noticed and highlighted in social networks with a special resonance.



## The top 7 advantages



Full functionality in all browsers



More reading pleasure through interactive navigation



Detailed evaluation of user numbers



Everywhere and anytime available



Fast and large  
Range through  
Social media distribution



Easy repost options for all posts



Responsive design optimized  
for desktop, notebook, tablet,  
Smartphone



Special advertising formats  
incl. integration of video -  
and audio files

# E-mag distribution

## The numbers

The e-mag is effectively distributed through all digital channels of our media. Experts and professionals have the possibility to retrieve all issues at any time. The online platform, newsletters and social media channel are fully used for dissemination. Advertising formats and the presentation of product and company innovations achieve an unbeatable effect with high reach.

Total clicks  
**Ø 17.610**



### Online

Advertising banners and editorial articles are used effectively for marketing.

[Read now](#)



Editorial  
**Post**



Clicks  
**2,800\***



Advertising  
**Banner**



Clicks  
**210\***

### Newsletter

The readership is informed about the appearance of the e-mag.



Receiver  
**14,500\***



Opening rate  
**18.50%\***



Clicks  
**2,700\***

### Social Media



Campaign  
**Facebook**



Range  
**230,000\***



Clicks  
**9,000\***



[Follow now!](#)



Campaign  
**LinkedIn**







Range  
**112,500\***



Clicks  
**2,900\***

\*Average clicks and reach achieved

# E-Mag issues 2024

Issue	1 / 2024	2 / 2024	3 / 2024	4 / 2024
Trade fair / theme special	<div>TOPIC SPECIAL</div> <div></div> <div>WATER TREATMENT</div>	<div></div>	<div></div>	<div>TOPIC SPECIAL</div> <div></div> <div>DIGITIZATION</div>
Appearance	20.02.2024	07.05.2024	04.06.2024	15.10.2024
Ad deadline	13.02.2024	30.04.2024	28.05.2024	08.10.2024
Editorial deadline	06.02.2024	23.04.2024	21.05.2024	01.10.2024
Trade fair information	--	IFAT 13. - 17.05.2024	Achema 10. - 14.06.2024	--

# Advertising formats in e-mag

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

## Ad XL



Corresponds to a 1/1 ad A4

**\*Pixel size:** 1827 x 1286

- ✓ interactive possible
- ✓ variable applicable
- ✓ fullscreen
- ✓ linking to a target website
- ✓ embedding of videos possible
- ▶ youtube / MP4



**4.880,-**

## Ad L



Corresponds to a 1/2 display A4

**\*Pixel size:** 966 x 713

- ✓ interactive possible
- ✓ variable applicable
- ✓ linking to a target website
- ✓ embedding of videos possible
- ▶ youtube / MP4



**3.880,-**

## Ad M



Corresponds to a 1/3 display A4

**\*Pixel size:** 966 x 466

- ✓ interactive possible
- ✓ variable applicable
- ✓ linking to a target website
- ✓ embedding of videos possible
- ▶ youtube / MP4



**2.880,-**

## Ad S



Corresponds to a 1/4 display A4

**\*Pixel size:** 686 x 924

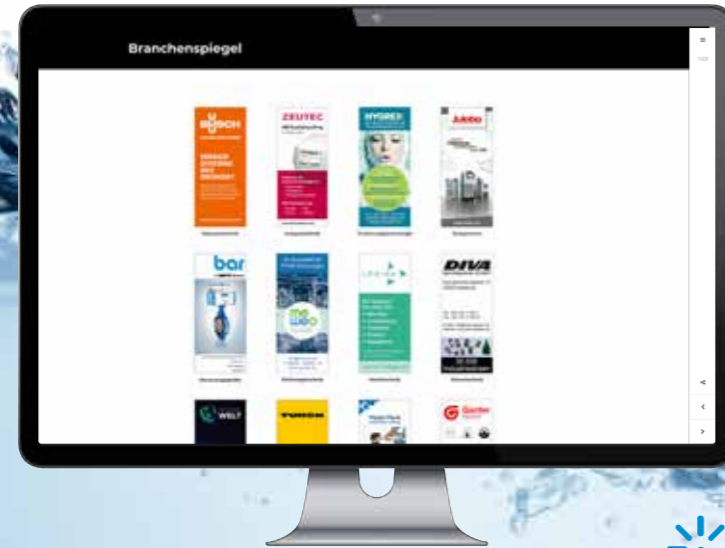
- ✓ interactive possible
- ✓ variable applicable
- ✓ linking to a target website



**1.880,-**

**\*Pixel size:** To display the ads optimally | 72 dpi

## Company register in the E-Mag



Pixel size: 508 x 1183  
px  
in 72 dpi

Click me to go to the demo page!

## Special advertising



Click me to go to the demo page!

**Who offers what?** The industry mirror offers the quickest overview of current offers, innovations, services and potential partners. This is where demand meets supply. Each ad is **linked**. Lead generation could hardly be more efficient.

**E-mag entry** / output

✓ incl. one year online entry on the portal

199,-

**Online entry** Term: 12 months

99,-



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

**Special variant 1:**

PDF file, designed by you in your CD.

7.880,-

**Special variant 2:**

Microsite with the look and feel of Wasser Abwasser Technik.

Upon request

# Sponsored Content in the E-Mag



## Title story

Thanks to the high-quality and attractive format of WASSER ABWASSER TECHNIK, every advertisement catches the eye - but none better than the front page. Book the cover theme for your maximum presence in the e-mag!

- ✓ Reach: 30.000+
- ✓ +25,000 characters
- ✓ Links
- ✓ Your picture galleries

6.880,-



## Advertorial

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

- ✓ Reach: 30.000+
- ✓ +25,000 characters
- ✓ Links
- ✓ Your picture galleries

4.880,-

NEW

# The E-Mag Newsletters

We inform our readers with a newsletter with every e-mag publication. The high acceptance and curiosity of our readers gives you the opportunity to present yourself in an appropriate environment! Use the momentum of a new issue for your success!

Recipients  
**11.000**

Data delivery  
**daten@fachwelt-verlag.de**

Your benefits

- ✓ Wide reach
- ✓ Precisely targeted
- ✓ Qualified addresses
- ✓ Focused advertising

Price  
**690,-**

Ad format

Banner 728 x 90 px



Nr.	Subject	Release
1	Wasserbehandlung	20. Feb
2	IFAT	07. Mai
3	Achema	04. Juni
4	Digitalisierung	15. Okt



# Main topics

In all editions

## Metrology



## Extraction & Utilization



## Protection systems



## Sewerage



## Water treatment



## Water treatment



**Frank Altmann**

Graduate in Business Administration (BA)

**AFRISO-EURO-INDEX Ltd**

10 years of interesting articles, exciting topics, always on the cutting edge - what an achievement! We congratulate them on their anniversary and look forward to many more years of partnership with a publisher that is boldly moving forward.

## Distribution



## Process Automation & Digitalization



# Reader structure

Recipient groups



**Michael Brosig**  
Company spokesperson  
**JUMO, Fulda**

JUMO is not the only company celebrating a major anniversary this year (75 years). Fachwelt Verlag also has a good reason to pop the champagne corks. Ten years ago, entrepreneur and publisher Alija Palevic broke new ground: With fresh layout ideas and an attractive content concept, he quickly became a force to be reckoned with in the trade magazine market. This "spirit of innovation" has always driven Fachwelt-Verlag forward.



**Total**  
**100%**

Target group size  
**324,850**

Guaranteed readers  
**17.300**

**Authorities, engineering offices**  
**45%**

Target group size  
**146,183**

Guaranteed readers  
**16.968**

**Chemical industry**  
**16%**

Target group size  
**51,976**

Guaranteed readers  
**2.768**

**Wastewater disposal**  
**16%**

Target group size **51,976**

Guaranteed readers  
**2.768**

**Mechanical Engineering**  
**10%**

Target group size **32,485**

Guaranteed readers  
**1.730**

**Water supply**  
**10%**

Target group size **32,485**

Guaranteed readers  
**1.730**

**Luxury food industry**  
**3%**

Target group size **9,746**

Guaranteed readers  
**519**

Research / Development / Construction

46%

Target group size  
149,431

Guaranteed readers  
7,958

Corporate Governance

6%

Target group size  
19,491

Guaranteed readers  
1,038

Technical management

37%

Target group size  
120,195

Guaranteed readers  
6,401

Production

10%

Target group size  
32,485

Guaranteed readers  
1,730

Other

1%

Target group size  
3,249

Guaranteed readers  
173

Total

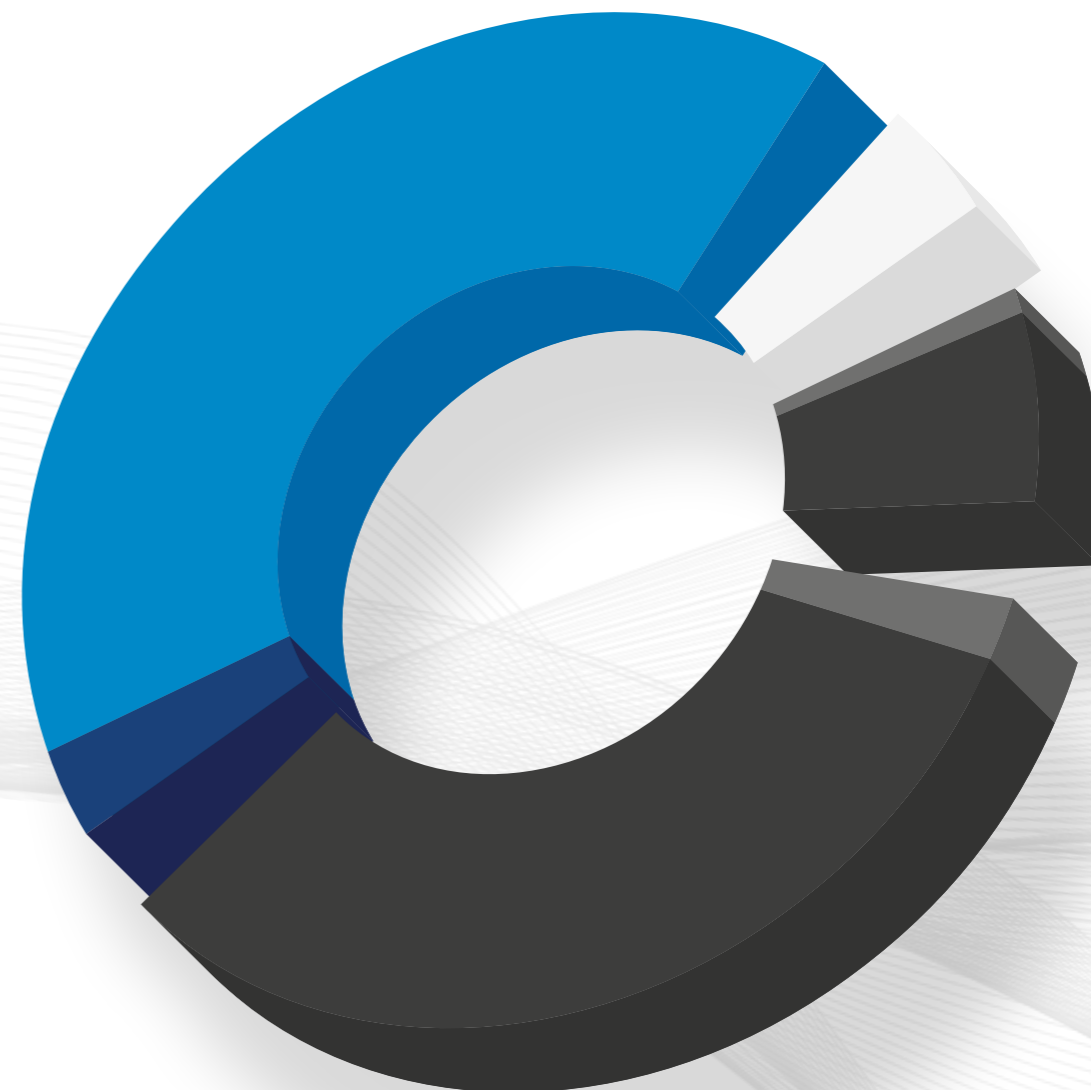
100%

Target group size  
324,850

Guaranteed readers  
17,300

# Reader structure

Positions



**Rainer Mundt**

Marketing

**Mettler-Toledo product inspection**

Congratulations on your tenth anniversary. Over the past ten years, you have managed to establish yourself as one of the most important sources of information for process engineers in the chemical, pharmaceutical and food industries, continuously delivering high-quality content.

# Your individual E-mag special edition

Take advantage of our digital media expertise and implement your corporate publishing products with us as e-mag. The advantages are obvious or on the tablet, notebook and smart-phone:

The **e-mag** is the **economical alternative to** the print product, because you save both printing and shipping costs. In return, you benefit from the intelligent networking of your contributions, a **high reach** in the network and **high response rates**.

We will be happy to advise and assist you in the implementation - from conception to editing and screen-design to programming and publication.



**Integration of your  
Corporate Designs**



**Attractive Advertising  
opportunities**



**User tracking**



**Available at any time**



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

# Light

The **Light variant** includes consulting and support for the entire implementation - from conception, editing and screen design to **programming and publication**.

## Customized product - the focus is only on you!

- ✓ Your corporate design
- ✓ Contents freely selectable
- ✓ User tracking
- ✓ Retrievable at any time

## Design your special edition with all the benefits of our digital capabilities

- ✓ Text, image display
- ✓ Slideshows
- ✓ Videos in MP4 / Youtube
- ✓ Animations
- ✓ Podcasts / Videocasts
- ✓ White Papers

## Services in consulting and accompaniment

- ✓ Concept
- ✓ Editorial
- ✓ Screen design
- ✓ Programming



Click me to go to the demo page!

✓ Other options by arrangement

Up to 16 pages

**9.880,-**

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

## Our recommendation

Up to 32 pages

**16.880,-**

Comprehensive and to the point for your readership.

Up to 48 pages

**25.880,-**

Very comprehensive for diverse content and requirements.



Click me to go to the demo page!

✓ Other options by arrangement

Up to 16 pages

**9.880,-**

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

Our recommendation

Up to 32 pages

**16.880,-**

Comprehensive and to the point for your readership.

Up to 48 pages

**25.880,-**

Very comprehensive for diverse content and requirements.

## Exclusive

In addition to the Light variant, the **Exclusive variant** offers attractive advertising opportunities in the **e-mag**, on the **portal**, via **newsletter** and **social media**. This widespread campaign will give your individual e-mag special edition the best possible distribution.

### Customized product - the focus is only on you!

- ✓ Your corporate design
- ✓ Contents freely selectable
- ✓ User tracking
- ✓ Retrievable at any time

### Design your special edition with all the benefits of our digital capabilities

- ✓ Text, image display
- ✓ Slideshows
- ✓ Videos in MP4 / Youtube
- ✓ Animations
- ✓ Podcasts / Videocasts
- ✓ White Papers

### Your e-mag will be additionally advertised with us \*

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

\*Coordinated with the publishing management

# The newsletter

## WATER & WASTEWATER NEWS



### Newsletter

Mehr Digitalisierung. Mehr Möglichkeiten. Mehr Wert.

#### Liebe Leserinnen und Leser,

Wasser ist chemisch einfach H<sub>2</sub>O, bedeckt aber auch 70 Prozent der Erdoberfläche und macht mehr als 50 Prozent unseres Körpers aus. Süß- & Salzwasser, Trinkwasser, Reinstwasser oder Prozesswasser, die Liste der Wassertypen ist sehr lang. Jeder hat seine eigene Eigenschaften und kann mit den verschiedensten Methoden und für unterschiedlichste Anwendungen aufbereitet, gereinigt oder angereichert werden. Wasser muss aber auch gepumpt, gefördert, gesammelt und reguliert werden. Gerne präsentieren wir in unserem Newsletter Highlights aus all diesen Bereichen.

Wir wünschen Ihnen eine informative Lektüre.

*Carsten Schütz*

Industry-specific news, important top issues and the trade fair newsletters reach **11,000 personalized recipients** in the water & wastewater industry.

Newsletter archive: [www.wasser-abwasser-technik.com/news](http://www.wasser-abwasser-technik.com/news)

Receiver  
**11,000**

Opening rate  
**Ø 15,30 %**

Clicks  
**Ø 210**

Data delivery  
**[daten@fachwelt-verlag.de](mailto:daten@fachwelt-verlag.de)**

#### Your advantages

- ✓ Long range
- ✓ Qualified addresses
- ✓ Target group specific
- ✓ Focused advertising

### Advertising formats

#### Banner

728 x 90 px



Or

#### TextAd



190 x 140 px

250 characters


# The newsletter

## Shipping dates

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

No.	Topic	Shipping
1	Metrology	23. Jan
2	Water Wastewater News	01. Feb
3	Pumps & Distribution	15. Feb
4	Water Wastewater News	19. March
5	IFAT	08. May
6	Achema	06. Jun
7	Automation & Digitization	25. Jun
8	Pumps & Distribution	18. Jul
9	Water Wastewater News	25. Jul
10	Metrology	24. Sep
11	Automation & Digitization	07. Nov
12	Water Wastewater News	03. Dec
13	Preparation & Treatment	10. Dec
14	Christmas special	17. Dec

### Legend

 Water Wastewater News

890,-

 Demo

 Topic Special

1.090,-

 Demo

 Trade fair special

1.290,-

 Demo

# Standalone Newsletter

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

**Receiver**  
Ø 11.000

**Opening rate**  
Ø 15,7 %

**Clicks**  
Ø 2.200

**Data delivery**  
[daten@fachwelt-verlag.de](mailto:daten@fachwelt-verlag.de)

## Your advantages

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

## Data delivery

- ✓ max. 5000 characters text
- ✓ max. 10 images
- ✓ Links

**5.980,-**

## Follow-Up Mailing

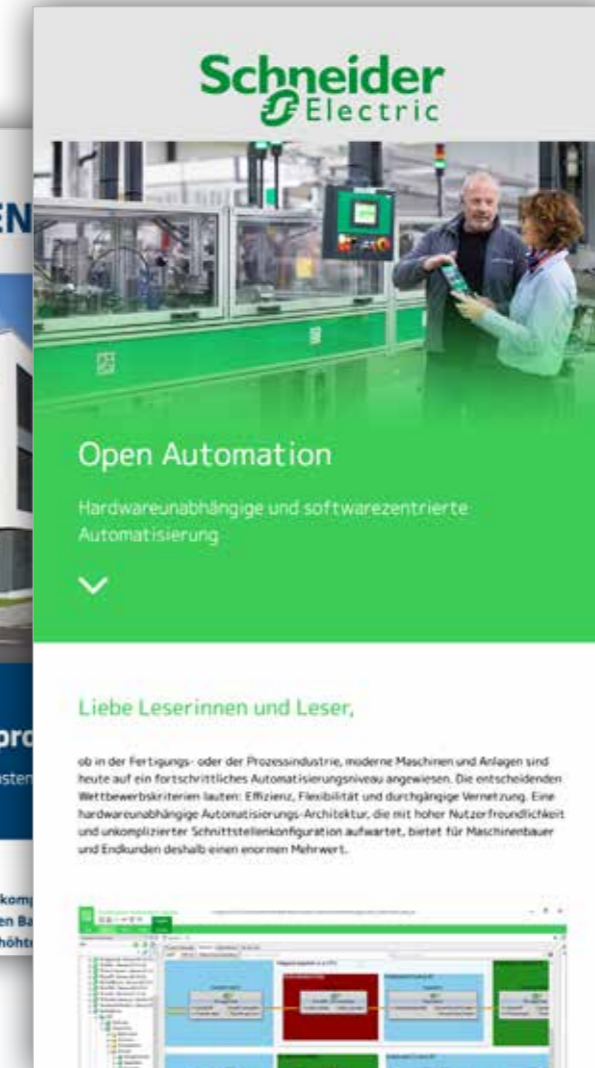
All recipients who have received the standalone newsletter received the standalone newsletter but have not opened it receive it again.

**+ 690,-**

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



[Demo](#)



[Demo](#)



[Demo](#)

# The online portal

## WATER & WASTEWATER TECHNOLOGY

[www.WASSER-ABWASSER-TECHNIK.com](http://www.WASSER-ABWASSER-TECHNIK.com)

The specialist portal for the entire water wastewater industry

### Key facts

- ✓ Daily news
- ✓ Cross-industry reporting
- ✓ Information on important trade fairs
- ✓ Media library with company and product videos
- ✓ Company portraits and industry reviews

### Topics

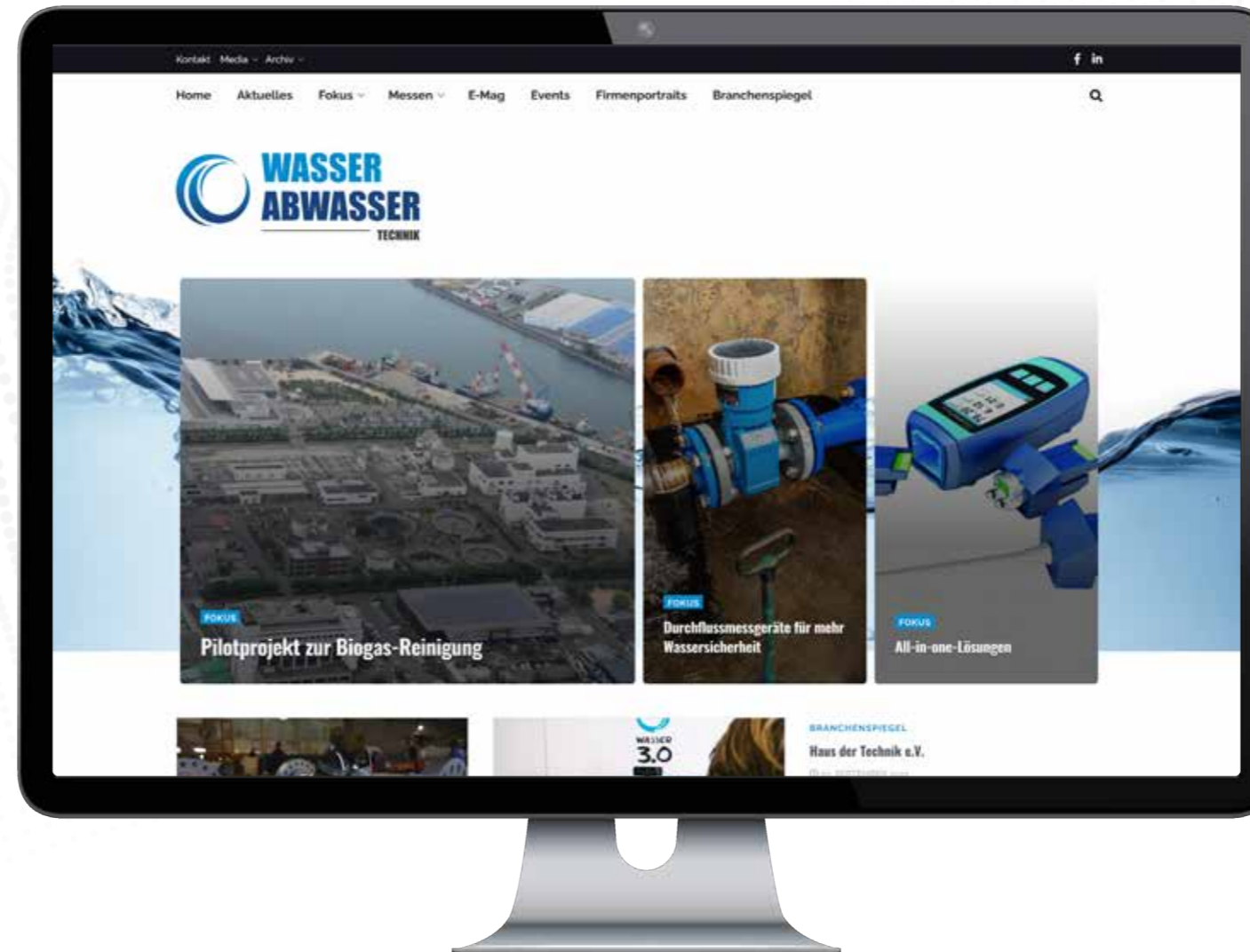
Distribution, Processing & Treatment, Measurement - Control - Analysis, Sewerage, Protection Systems, Extraction & Utilization

### Target group

Experts, professionals and decision-makers

### Profile

Professional articles, interviews, product information, videos



### Users

Ø 14,400 / month

### Length of stay

Ø 6:32 min.

### Page impressions

Ø 36.000 / month

[To portal](#)

# Search engines

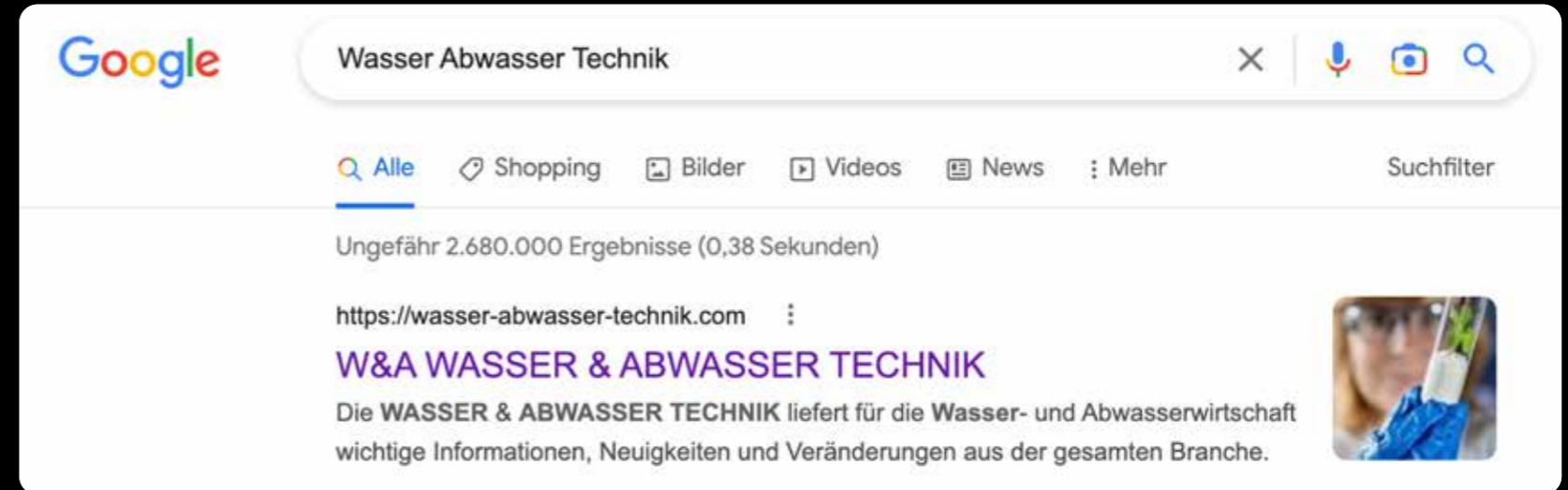
## Best ranking for your success

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

The **WASSER ABWASSER TECHNIK PORTAL** is search engine optimized and thus achieves the best results. As a result, we always achieve the best ranking on the market-leading search engines. This clearly proves that we are excelling and our readers / users are benefiting from it.

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






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



# Banner formats

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

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

Fullwidth	Leaderboard	Medium Square	Skyscraper	Supersize
				
<b>Pixel size:</b> 1140 x 400 px <b>Term:</b> 4 weeks	<b>Pixel size:</b> 728 x 90 px <b>Runtime :</b> 4 weeks	<b>Pixel size:</b> 360 x 360 px <b>Runtime :</b> 4 weeks	<b>Pixel size:</b> 120 x 600 px <b>Runtime :</b> 4 weeks	<b>Pixel size:</b> 728 x 90 px <b>Runtime :</b> 4 weeks
<b>2.290,-</b>	<b>1.890,-</b>	<b>1.390,-</b>	<b>1.990,-</b>	<b>1.390,-</b>

**Event calendar**[water-wastewater-technology.com/events/](https://water-wastewater-technology.com/events/)

Take advantage of our reach - maximize the exposure of your event with a calendar listing.

1 entry	66,-
3 entries	99,-
6 entries	149,-
9 entries	199,-

**More than 9 entries on request**

## Sponsored banner in focus theme

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

Present your products to **specific target groups for 12 months** in the subject area of your choice. With the Sponsored Banner in the focus topic, you are once again one step ahead and reach your potential customers in a targeted manner!

### The focus topics

- ✓ Extraction & Utilization
- ✓ Sewerage
- ✓ Metrology
- ✓ Process Automation & Digitalization
- ✓ Protection systems
- ✓ Distribution
- ✓ Water preparation
- ✓ Water treatment

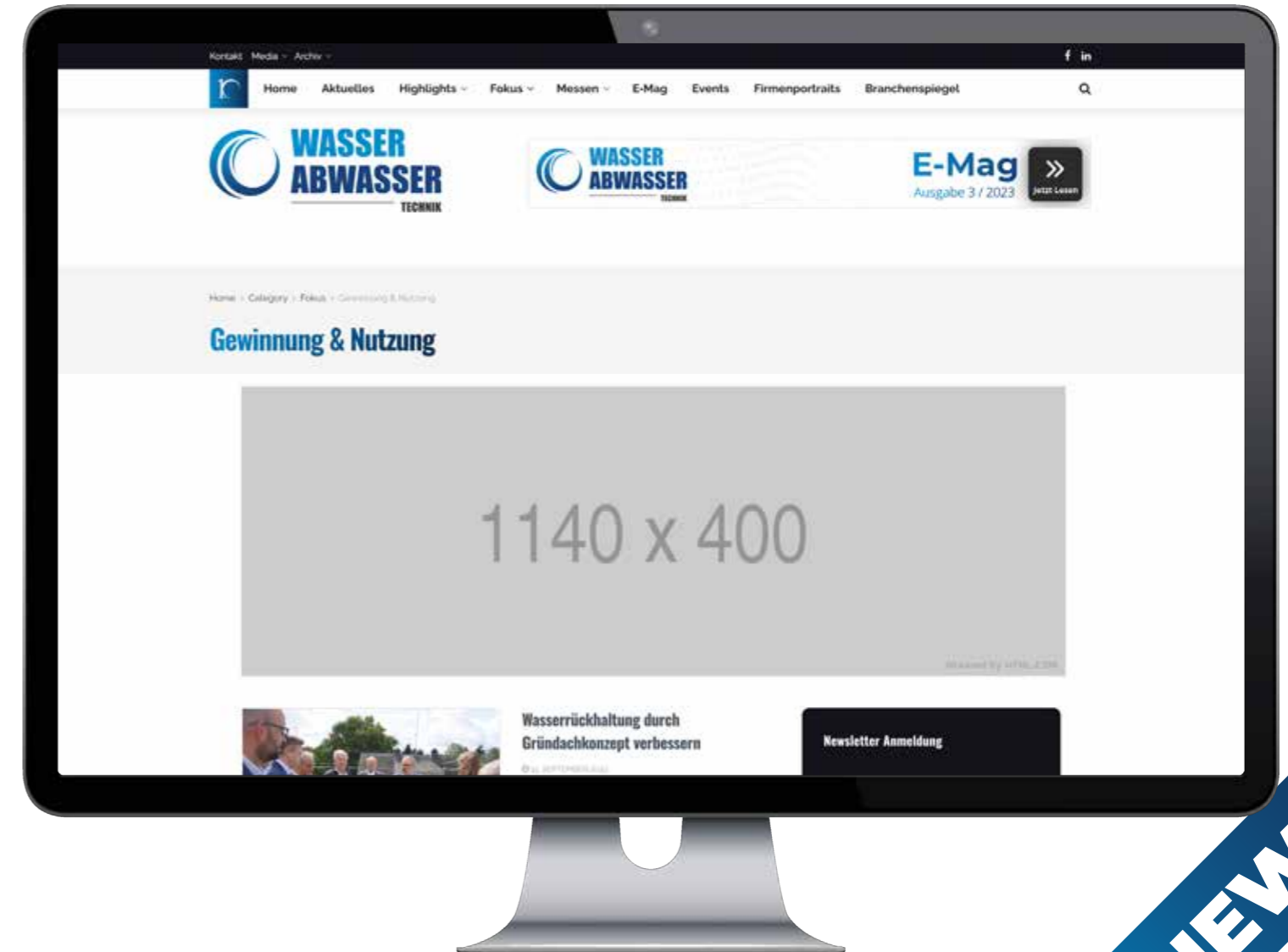
**Term: 12 months**

**Pixel size:** 1140 x 400 px

**Format:** JPG, PNG, GIF

**Size:** Max. 2MB

**2.990,-**



**NEW**

NEW

## Medium Cube

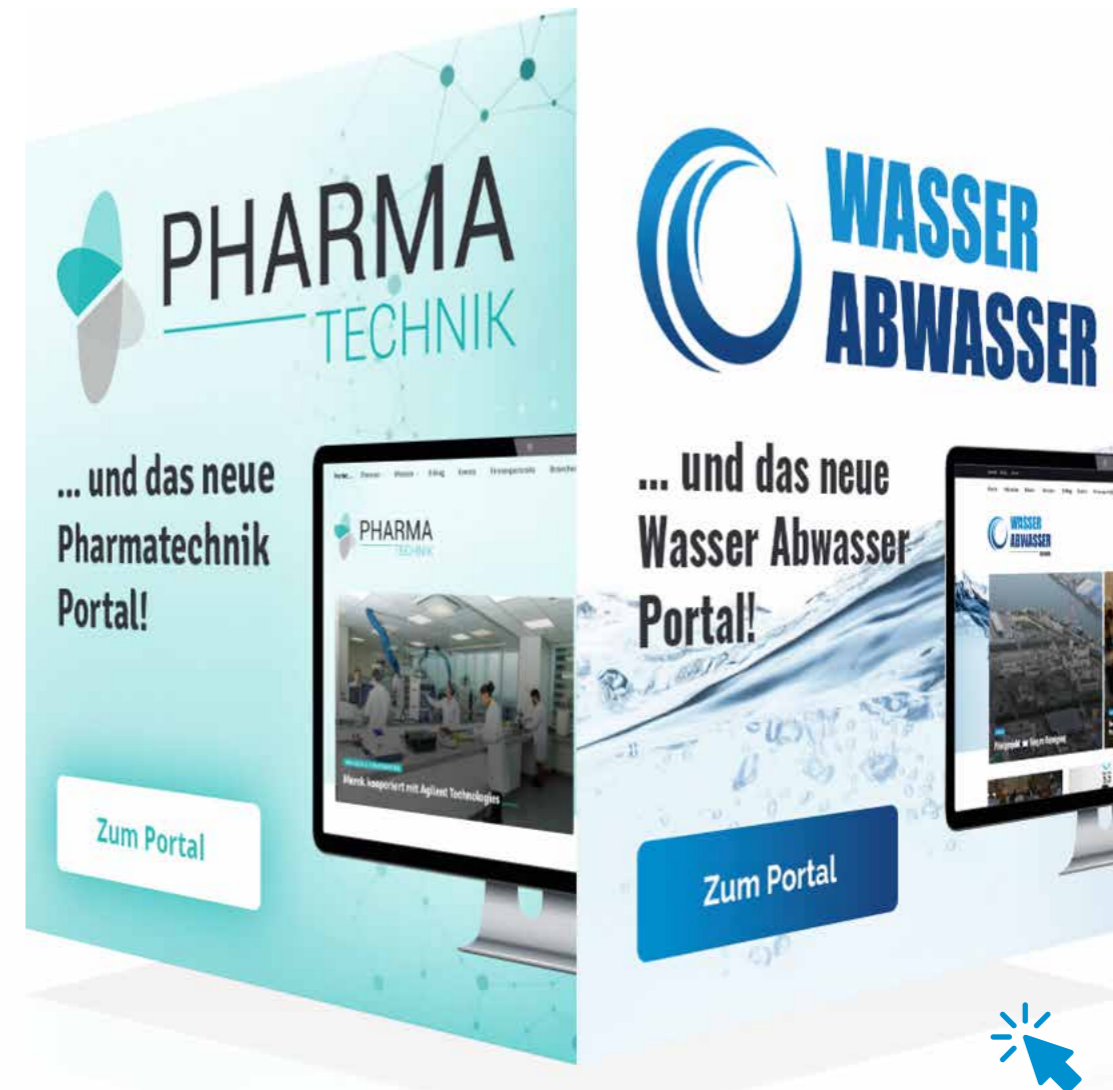
**Pixel size / page:** 360 x 360 px  
**Term:** 1 month  
**Format:** JPG, PNG, GIF  
**Size:** Max. 8MB

With the interactive cube as a display area, we offer you the possibility to display and link 4 ads at the same time!

### Your advantages

- ✓ 4-page advertising format
- ✓ 4 different links
- ✓ Interactive and Responsive

**1.690,-**



Click me to go to the demo page!

# Sponsored Content

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

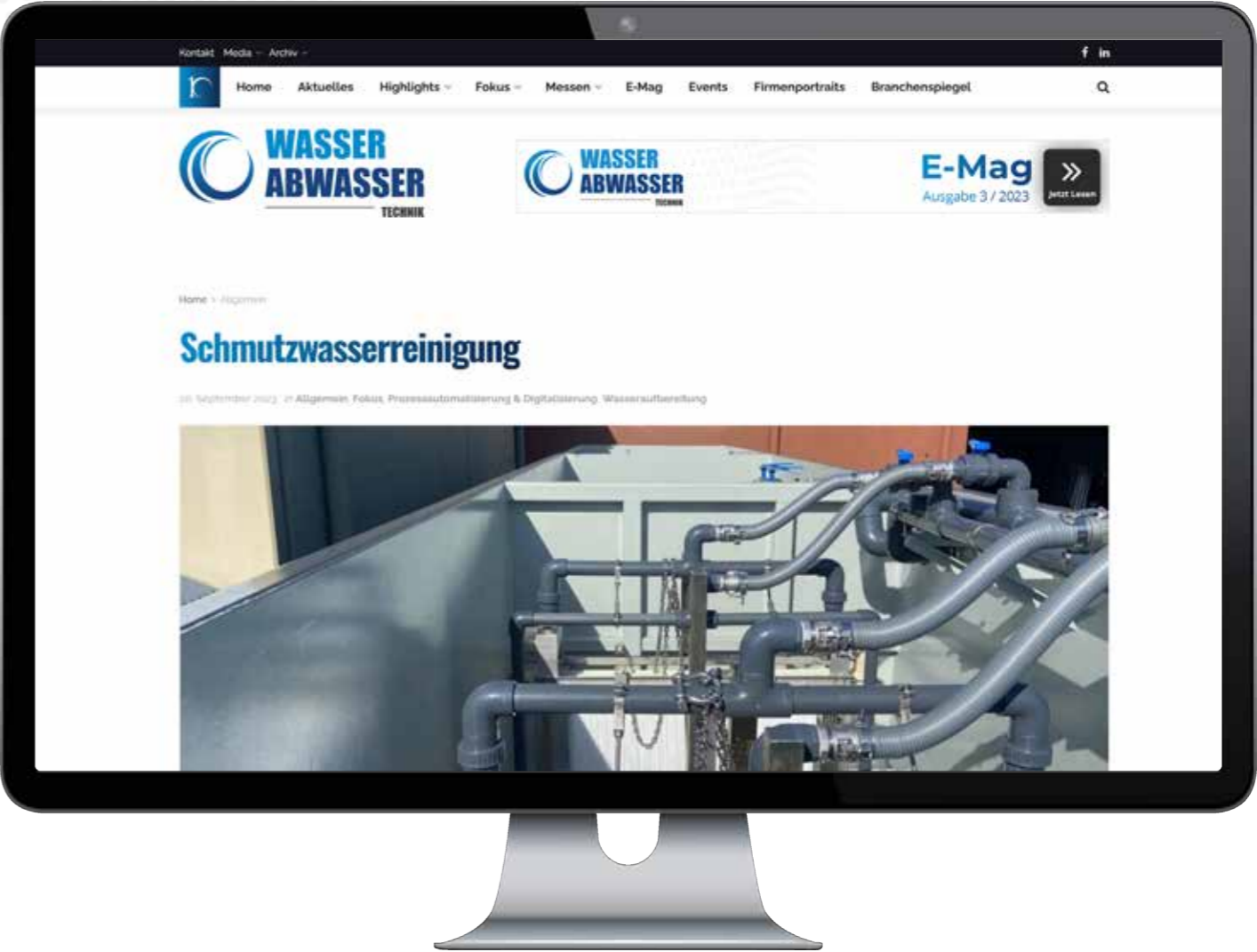
The online portal of Wasser Abwasser Technik is used daily by experts and professionals. Sponsored content offers you an excellent opportunity to market your products and services.

- ✓ Placement on the home page

✓ In look & feel of WASSER ABWASSER TECHNIK
- ✓ Text/image combination

✓ Advertising period: 4 weeks

	Images	Text length	Price
Title Theme	10	25.000 characters	1.990,-
Top Topic	5	25.000 characters	1.690,-
Product of the month	5	15.000 characters	1.490,-
Exclusive interview	5	15.000 characters	1.490,-
Advertorial	3	5000 characters	1.290,-





# Native Advertising

Calls/month  
Ø 3,200

## Your advantages

- ✓ Own company rubric including sidebar
- ✓ Full attention for your products
- ✓ Prominent placement on the website
- ✓ Reporting included
- ✓ Continuous publication of current press news
- ✓ Not hideable by adblocker
- ✓ Responsive design - for all devices

Runtime	Price
3 months	5.990,-
6 months	6.990,-
9 months	8.990,-
12 months	10.990,-

# Company portrait

Calls/month  
Ø 1,500

When booking the company portrait, you will receive the entry in the online business directory free of charge.

## Your advantages

- ✓ Integration of videos and image galleries
- ✓ Download PDF files
- ✓adding up to six contacts
- ✓links to social media platforms
- ✓integration of a Contact form on request
- ✓responsive design - for all devices
- ✓ adblock-free

Runtime	12 months
	990,-



# The international portal

## INDUSTRY24h

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

The international trade portal for the entire process industry

### Key facts

- ✓ Daily news
- ✓ Cross-industry reporting
- ✓ Information on important trade fairs
- ✓ Media library with company and product videos
- ✓ Company portraits and industry reviews

### Topics

Chemistry, pharma, food, bulk solids, research, development, industry 4.0, serialization

### Target group

Experts, professionals and decision-makers

### Profile

Professional articles, interviews, product information, videos



### Users

Ø 49,300 / month

### Length of stay

Ø 4:53 min.

### Page impressions

Ø 124,600 / month

[To portal](#)

# Banner formats

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

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

## Fullwidth



**Pixel size:** 1140 x 400 px  
**Term:** 4 weeks

2.290,-

## Leaderboard



**Pixel size:** 728 x 90 px  
**Runtime :** 4 weeks

1.890,-

## Medium Square



**Pixel size:** 360 x 360 px  
**Runtime :** 4 weeks

1.390,-

## Skyscraper



**Pixel size:** 120 x 600 px  
**Runtime :** 4 weeks

1.990,-

## Supersize



**Pixel size:** 728 x 90 px  
**Runtime :** 4 weeks

1.390,-

## Event calendar [www.prozesstechnik-portal.com/veranstaltungen](http://www.prozesstechnik-portal.com/veranstaltungen)

Take advantage of our reach - maximize the exposure of your event with a calendar listing.

1 entry	66,-
3 entries	99,-
6 entries	149,-
9 entries	199,-

More than 9 entries  
on request

# Sponsored Content

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

The Industry24h online portal is used daily by experts and professionals.  
Use sponsored content to market your products and services.

- ✓ Placement on the home page
- ✓ In the look & feel of Industry24h
- ✓ Text/image combination
- ✓ Advertising period: 4 weeks

	Images	Text length	Price
Title Theme	10	25.000 characters	1.990,-
Top Topic	5	25.000 characters	1.690,-
Product of the month	5	15.000 characters	1.490,-
Exclusive interview	5	15.000 characters	1.490,-
Advertorial	3	5000 characters	1.290,-



# Social Media

Our social media channel **IndustrieWelt** publishes cross-sector news about the process engineering, chemical, pharmaceutical, food, laboratory, and water and wastewater technology industries. Use our powerful channel to increase the impact of your campaigns!

## Total statistics

Subscribers

5.500

Interactions

Ø 100

Impressions

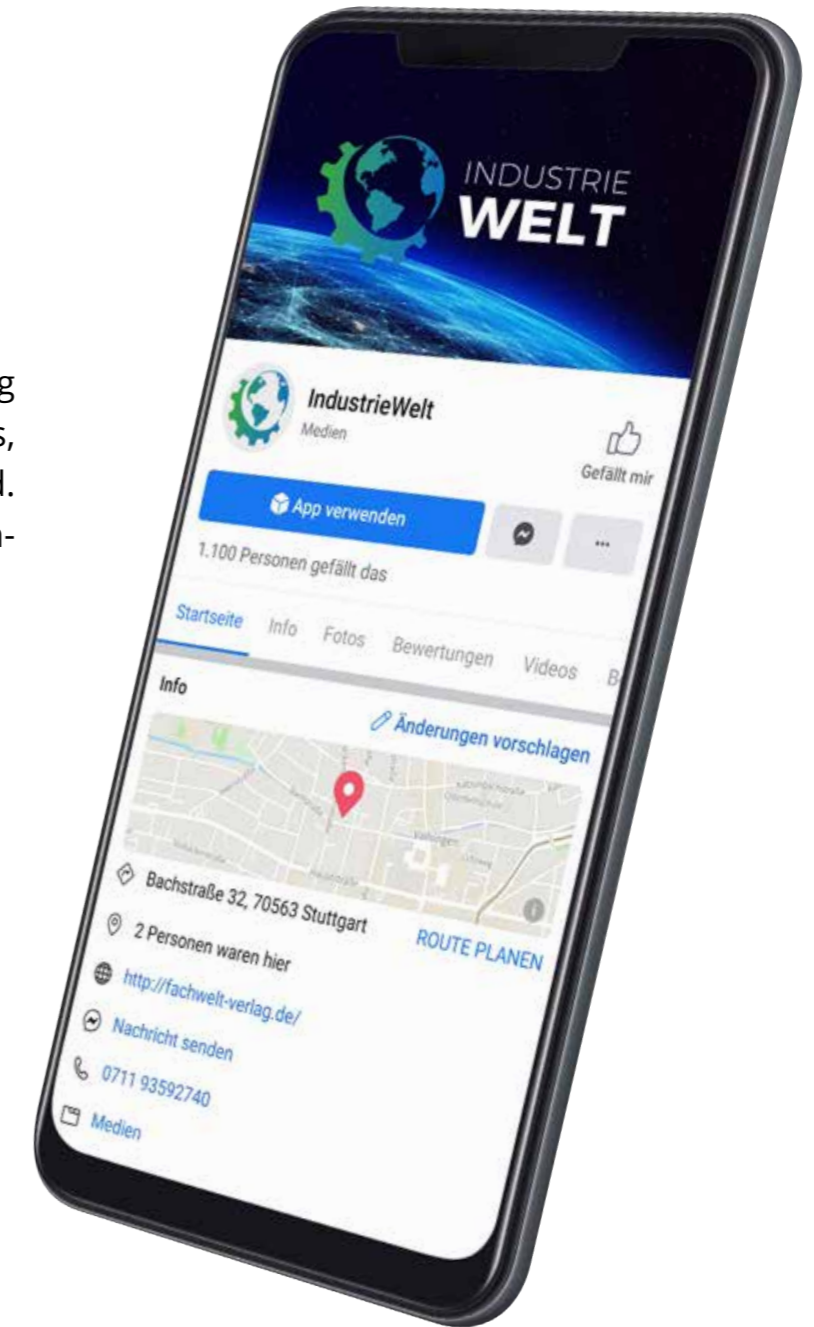
min. 20.000

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

## Channels

 **LinkedIn** 

 **Facebook** 



# Social Media

## LinkedIn



Image size  
1200 x 627

Text length  
200 char.

Hashtags  
6 terms

Impressions  
8,000

Interactions  
Ø 100

Subscribers  
4,000

Social media campaign

990,-

### Your advantages

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

### Social media campaign

- ✓ Selection according to industries and fields of activity
- ✓ Fast marketing of your products
- ✓ Product recommendation by us as a trade medium
- ✓ Link to your website or Youtube channel

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## Facebook

Image size  
1200 x 630

Text length  
200 char.

Hashtags  
6 terms

Impressions  
8,000

Interactions  
Ø 100

Subscribers  
1,500



Social media campaign

990,-

# Package prices

\*Upgrade possible for all packages

## Our recommendation

### Light

- ✓ 1 x Product of the month 1.490,-
- ✓ 1 x social media post 890,-
- ✓ 1 x advertisement in newsletter 1.090,-
- ✓ 1 x company portrait 990,-

Product launch  
Promote booth  
Social Media Reporting

List price ~~4.460,-~~ -15%

3.791,-

### Premium

- ✓ 1 x Title theme on the portal 1.990,-
- ✓ 2 x Product of the month 2.980,-
- ✓ 4 x Social media posts 3.560,-
- ✓ 3 x Advertising in newsletter 3.270,-
- ✓ 1 x Exclusive interview 1.490,-
- ✓ 1 x Display in e-mag format S 1.880,-

Product launch  
Product strengthening  
Product Establishment  
Promote booth  
Social Media Reporting

List price ~~15.170,-~~ -35%

9.860,-

### Smart

- ✓ 1 x title theme on the portal 1.990,-
- ✓ 1 x Product of the month 1.490,-
- ✓ 2 x social media posts 890,-
- ✓ 1 x advertisement in newsletter 1.090,-
- ✓ 1 x company portrait 990,-

Product launch  
Product strengthening  
Promote booth  
Present in medium term

List price ~~6.450,-~~ -25%

4.837,-

### Maximum

- ✓ 2 x Title theme on the portal 3.980,-
- ✓ 1 x Product of the month 1.490,-
- ✓ 8 x Social media posts 7.120,-
- ✓ 4 x Advertising in newsletter 4.360,-
- ✓ 1 x Exclusive interview 1.490,-
- ✓ 1 x Display in e-mag format S 1.880,-

Product launch  
Product strengthening  
Product Establishment  
Promote booth  
Social Media Reporting

List price ~~20.320,-~~ -40%

12.192,-

# Lead generation

You need to successfully spread your budget and position yourself properly. This raises the following questions:

- ? What do I want/need to achieve?
- ? Which media should be used?
- ? How do I allocate the advertising budget?
- ? How do you measure the success of a campaign?
- ? Which numbers are relevant?
- ? How do I reach my target group?

✓ <b>Destination</b>	Leads with complete contact details
✓ <b>Schedule</b>	Date start/end
✓ <b>Range</b>	Individual, depending on selection
✓ <b>Selection</b>	Target group by country, region, city
✓ <b>Interests</b>	Industries and activity
✓ <b>Duration</b>	Specification in days

We guarantee and promise the delivery of actual leads. The selected target group is interested in your products.



# The publishing portfolio

Your success media for the industry



# Contact

**Do you have any questions? Feel free to contact us!**



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## **Ad rates**

Prices in euros, valid from  
January 1, 2024

## **Data delivery**

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

## **Terms and Conditions**

The general terms and conditions apply, which can be  
found at [www.FACHWELT-VERLAG.de/agb](http://www.FACHWELT-VERLAG.de/agb) can be viewed.

## **Payment terms**

Direct debit and advance payment: 3% discount  
Within 10 days: 2% discount

# MORE **DIGITIZATION**

# MORE **POSSIBILITIES**

# MORE **VALUE**

As a qualified provider of digital media, we have a successful international presence. We communicate complex interrelationships to specific target groups in an understandable way. Our publishing program is continuously being expanded with new ideas and innovations. The high benefit for customers and readers is always the top priority in order to meet the wishes and goals of all.

