



INDUSTRIE **WELT**

MEDIAKIT 2024

 FACHWELT VERLAG

State 09/2023

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 **PROZESSTECHNIK**.

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



To the demo page



To the newsletter archive



The newsletter

The **PROZESSTECHNIK NEWS** ensure the highest topicality. Important news and product innovations regularly keep our recipients up to date. The industries **CHEMISTRY** - **PHARMA** - **FOOD** as well as upcoming trade fair events and key topics form the unbeatable foundation.

The online portal

www.PROZESSTECHNIK-PORTAL.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.



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.



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

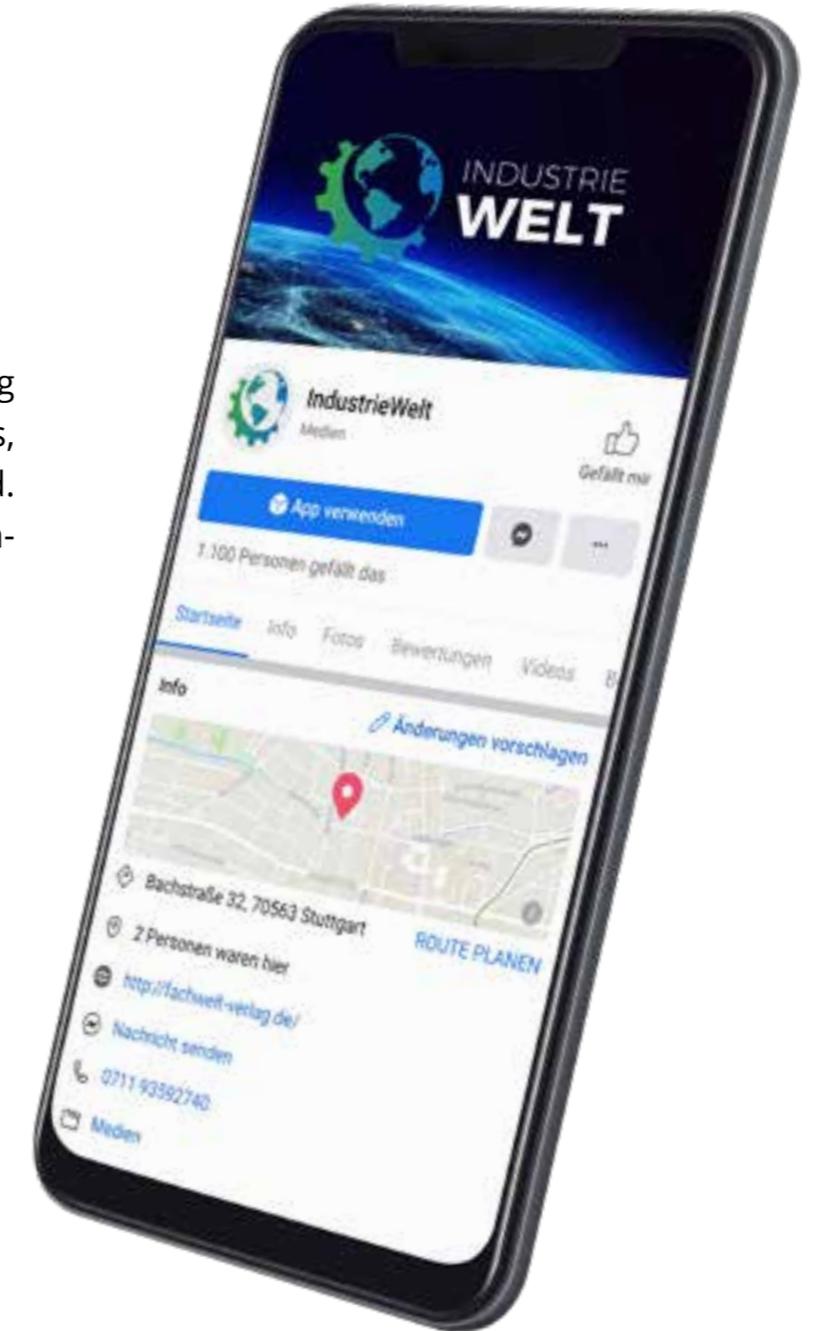
min. 20.000

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

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

Data delivery via e-mail to daten@fachwelt-verlag.de

Social media campaign

990,-

Facebook

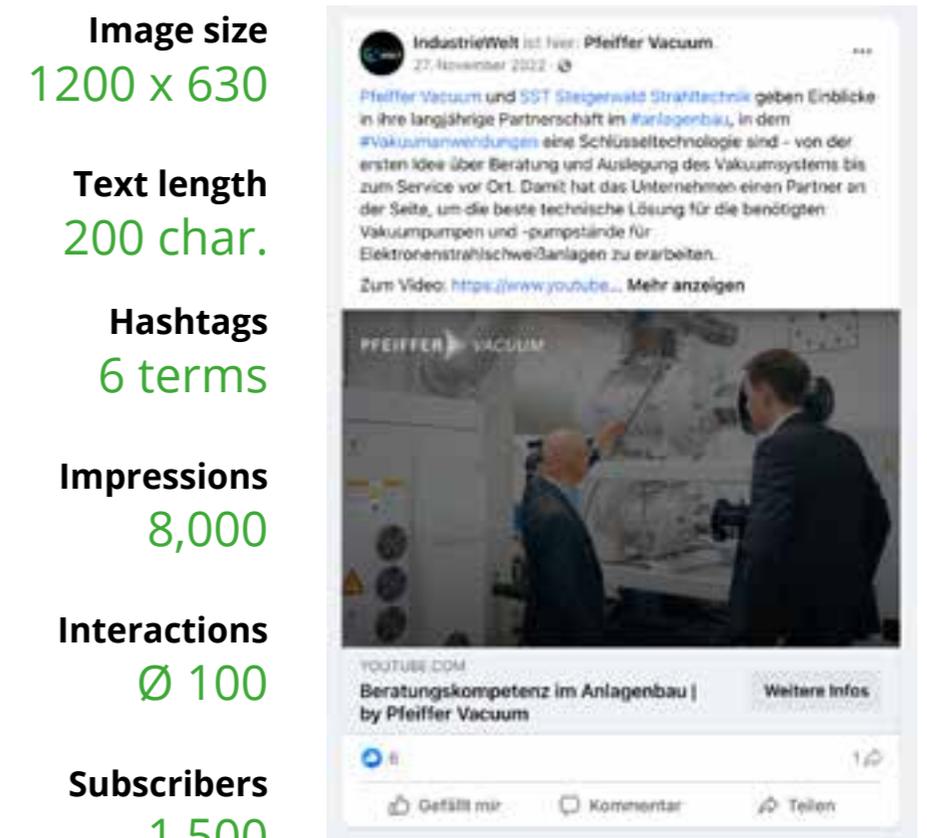


Image size
1200 x 630

Text length
200 char.

Hashtags
6 terms

Impressions
8,000

Interactions
Ø 100

Subscribers
1,500

Social media campaign

990,-

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 on the tablet, notebook and smartphone:

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 are happy to advise and assist you in the implementation - from conception to editing and screendesign to programming and publication.



Integration of your Corporate Designs



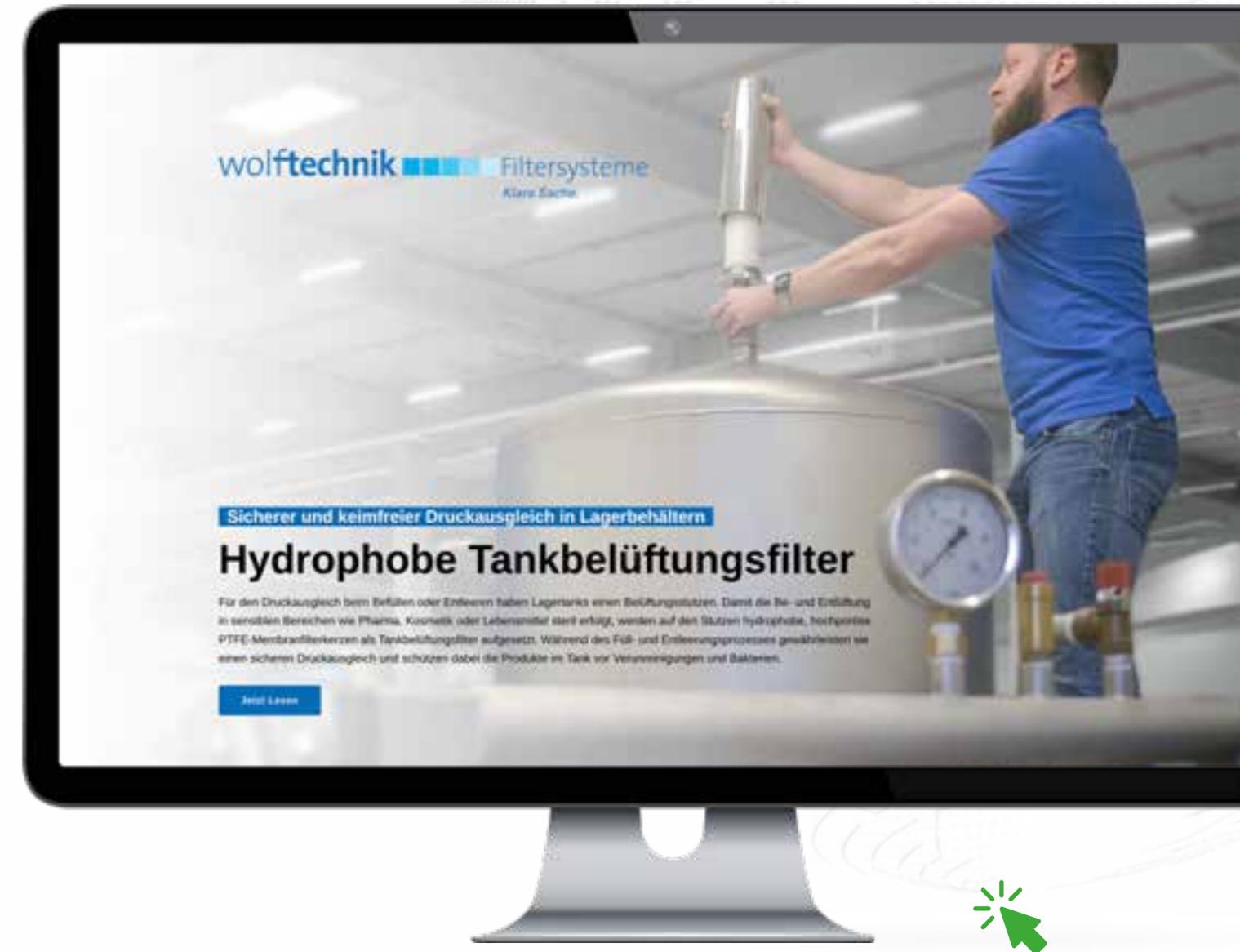
Attractive Advertising opportunities



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 group!

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 publishing portfolio

Your success media for the industry

FACHWELT VERLAG



Contact

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



Alija Palevic
Publishing Director

+49 711 93 59 27-41
ap@fachwelt-verlag.de



Mehdije Palevic
Key Account Manager

+49 711 93 59 27-42
mp@fachwelt-verlag.de



Constanze Schmitz
Editor in Chief

+49 711 93 59 27-43
cs@fachwelt-verlag.de



Katrin Ivezic
Editorial Assistant

+49 711 93 59 27-40
ki@fachwelt-verlag.de



Daniel Keberle
Graphic designer

+49 711 93 59 27-38
dk@fachwelt-verlag.de

Publisher address

FACHWELT VERLAG
Bachstrasse 32
70563 Stuttgart
Germany
HQ: Ulcinj, Montenegro

T: +49 711 93 59 27-40 ■ info@fachwelt-verlag.de
www.FACHWELT-VERLAG.DE.

Credit institution

Hipotekarna Banka
Josipa Broza Tita 67 ■ 81000 Podgorica ■ Montenegro
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Ad rates

Prices in euros, valid from
January 1, 2024

Data delivery

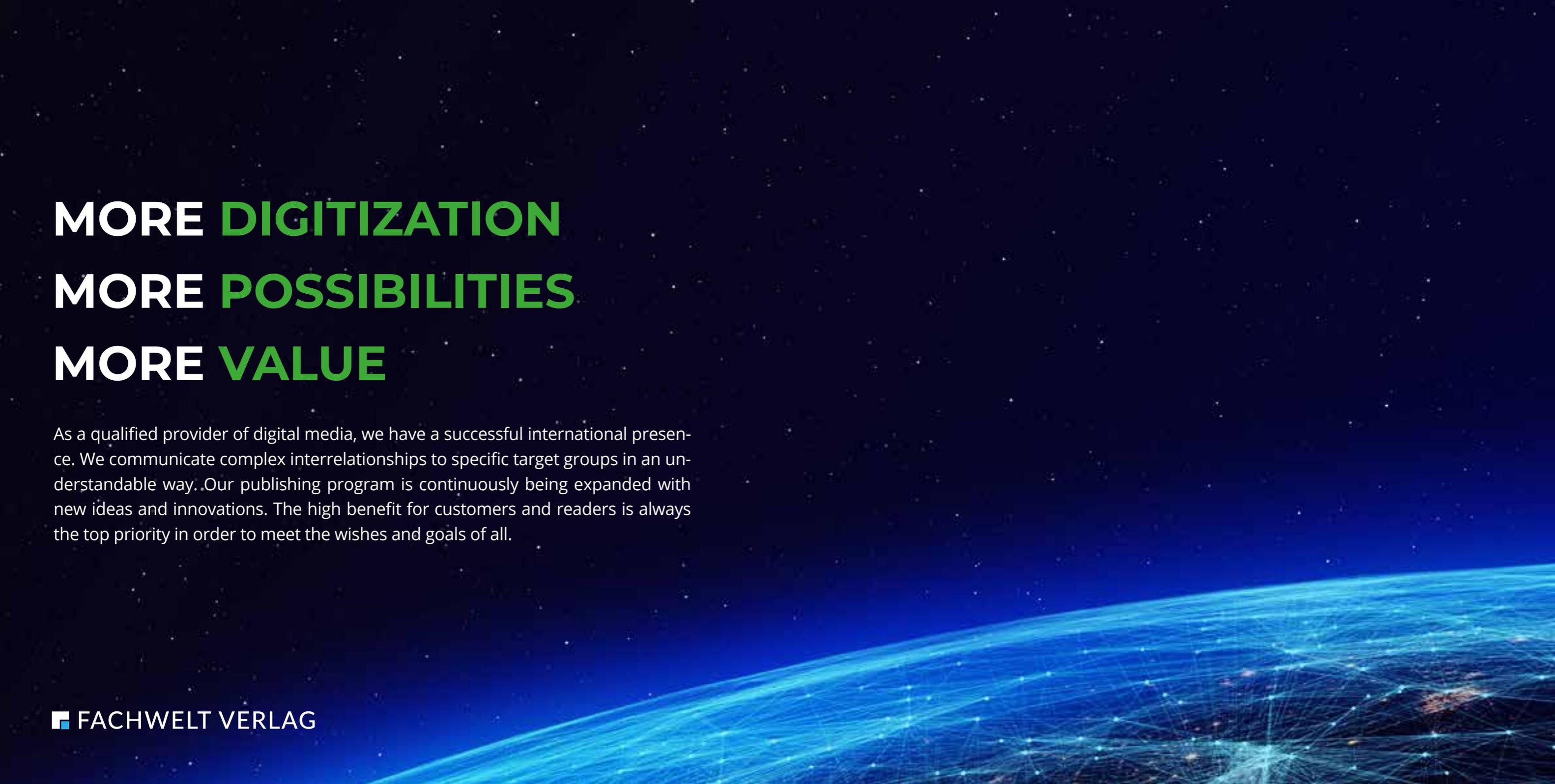
via email
daten@fachwelt-verlag.de

Terms and Conditions

The general terms and conditions apply, which can be
found at 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.