Media Brand

Professional video production on site or during trade fairs, always with the expert support of our editorial staff.  
Page 33

Trade Magazine

Delivers practical solutions and background knowledge for technical management and supports decision-making procedures within companies.  
Page 4

Newsletter

Topical news and reports for the entire process technology sector, distributed weekly to over 17,400 named, opt-in subscribers.  
Page 31

Social Media


Website

The online magazine for decision makers in the chemical industry, in addition to the associated machinery and plant engineering sectors.  
Page 25

Print international

The English language edition with worldwide distribution
With cav, you can reach your target audience through the media channels print, online, newsletter or event. Investment decision makers within the chemical and pharmaceutical industries as well as their suppliers in plant and systems engineering are always kept up-to-date on the very latest industry developments, no matter whether it is about simple components or complex topics, such as digitalization in chemical production.

Günter Eckhardt
Editor-in-Chief
Expert content for practice

cav – Prozesstechnik für die Chemieindustrie provides practical solutions and background knowledge for technical management and supports decision-making processes in companies. The trade magazine features application-oriented and practice-oriented articles, reports, interviews and product information on:

- **Systems, equipment and components**
  e.g. pumps and compressors, valves, fittings and seals
- **Processes**
  e.g. filter and mixing technology, mechanical, thermal or chemical processes, bulk material technology
- **Measuring and control technology and automation**
  e.g. process control technology, process measurement technology, digitalization, Industry 4.0
- **Process analysis**
- **Safety engineering, explosion protection, safety & security**
- **Packaging and logistics**
- **Cross-section topics**
  e.g. energy efficiency, environmental engineering, site management, industrial engineering

Essential stylistic elements are:

**Focus:** Every issue features a comprehensive and competent report on a specific topic.

**Trend:** Trend topics and issues of the future, such as digital production, energy and resource efficiency, safety & security and modular plant engineering are highlighted.

**Product report:** In every issue, the editorial team presents selected products of a specific category, making it easier for readers to compare products.

Up-to-date company and business reports as well as research reports round off the information portfolio.

Special editions of cav – Prozesstechnik für die Chemieindustrie

- **cpp – Process technology for the chemical industry**
  ... is the international edition of cav in English language.

- **Oil, gas, petrochemicals**
  ... is the special edition on plants, systems, components for the petrochemical industry and related process areas.

- **INTERPACK TRADE FAIR GUIDE**
  ... all information for the trade event highlight of the Packaging Industry.

- **POWTECH TRADE FAIR GUIDE**
  ... is the optimum companion for a successful trade-fair visit to the POWTECH 2020.

- **TOP PRODUCTS 2020**
  ... reports on the best products of the year in the field of process engineering, presents the winners of the monthly award “Top Product of the Month” and introduces the candidates for the award “Product of the Year 2020”.

- **Janusbroschur**
For over 50 years, our market-experienced and accomplished editors have been composing editorial concerning all facets of the chemical industry, thus ensuring optimum reader acceptance.

Do you have a product or a process that you would like us to report on editorially? Then please feel free to contact us.

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Title: cav – Prozesstechnik für die Chemieindustrie  
cpp – Process technology for the chemical industry

In brief:  
cav – Prozesstechnik für die Chemieindustrie is a trade magazine that features application-focused and practice-oriented articles, reports, interviews and product information about processes, systems, devices and components for the chemical and pharmaceutical industries. It also covers IT technologies, Industry 4.0, digital production, measurement, control and automation technology, process analysis technology, packaging, storage, materials flow. Topical business and company reports, complemented by reports from research and science, round off the information portfolio.  
The export issues of cpp chemical plants & processes are published in English in addition to the monthly issues of cav with worldwide distribution and the special edition ‘oil, gas, petrochemicals’ in German and English language. The special edition TOP PRODUCTS publishes the best products of the year from cav – Prozesstechnik für die Chemieindustrie, phpro – Prozesstechnik für die Pharmaindustrie, dei – Prozesstechnik für die Lebensmittelindustrie and prozesstechnik-online.de. Comprehensive TRADE FAIR GUIDES for the INTERPACK and POWTECH rounds off the portfolio.

Target group:  
Technical management in the chemical and pharmaceutical industries and in plant and systems engineering for these industries.

Frequency:  
cav – Prozesstechnik für die Chemieindustrie  monthly  
cpp – process technology for the chemical industry quarterly

Format:  
DIN A4

Year:  
cav – Prozesstechnik für die Chemieindustrie, 53rd year 2020  
cpp – process technology for the chemical industry, 41st year 2020

Subscription price:  
Annual subscription: Germany € 82.80; abroad € 82.80  
Free circulation exclusively to qualified recipients

Organ:  
—

Memberships:  
bvik Bundesverband Industrie Kommunikation e.V

Publishing house:  
Konradin-Verlag Robert Kohlhammer GmbH

Publisher:  
Katja Kohlhammer

Advertising:  
Andreas Hugel, Sales Director

Editorial:  
Günter Eckhardt, Editor-in-Chief  
Lukas Lehmann, Assistant Editor-in-Chief

Pagination analysis = 18 issues  
Total number of pages: 1,489 pages = 100.0%

Editorial section:  
1,096 pages = 73.6%

Advertising section:  
393 pages = 26.4%

also comprising

Loose inserts:  
19 pieces

Content analysis of editorial section 2018:  
1,096 pages = 100.0%

Measurement, control and automation technologies, IT  
310 pages = 28.0%

Thermal, chemical, biochemical and mechanical process technology  
260 pages = 24.0%

Plant and systems engineering, materials technology and conveyor systems  
254 pages = 23.0%

Compliance protection, plant safety, occupational safety  
83 pages = 8.0%

Environmental engineering, water and waste water technology  
70 pages = 6.0%

Lab and analysis technology  
65 pages = 6.0%

Filling, packaging, marking, storing  
42 pages = 4.0%

Other  
12 pages = 1.0%
Trade Magazine
2 Circulation and Distribution Analysis

1 Audited by: IVW (cav)

2 Circulation analysis: Average copies per issue (July 1, 2018 to June 30, 2019)
cav 1–12 cpp 1–3

Print run: 21,700 21,750

Actual circulation: 21,617 21,685
of them abroad: 1,468 20,159

Copies sold: 2,231
• Subscriptions: 28
• Retail sale: –
• Other sales: 2,203

Free copies: 19,386 21,685
Residual/archive copies: 84 65

03 Geographical analysis:
cav – Prozesstechnik für die Chemieindustrie cpp – process technology for the chemical industry

<table>
<thead>
<tr>
<th>Economic area</th>
<th>Share of actual circulation</th>
<th>Postcode 2</th>
<th>Postcode 3</th>
<th>Postcode 4</th>
<th>Postcode 5</th>
<th>Postcode 6</th>
<th>Postcode 7</th>
<th>Postcode 8</th>
<th>Postcode 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>93.2%</td>
<td>8.0%</td>
<td>3.5%</td>
<td>13.3%</td>
<td>12.8%</td>
<td>11.3%</td>
<td>14.7%</td>
<td>9.5%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Abroad</td>
<td>6.8%</td>
<td>1,612 copies</td>
<td>705 copies</td>
<td>2,680 copies</td>
<td>2,579 copies</td>
<td>2,277 copies</td>
<td>2,962 copies</td>
<td>1,773 copies</td>
<td>1,914 copies</td>
</tr>
</tbody>
</table>

Actual circulation 100.0 21,617

3.1 Circulation by postcode regions:
Percentage of actual circulation cav

- Postcode 2: 8.0% = 1,612 copies
- Postcode 3: 3.5% = 705 copies
- Postcode 4: 13.3% = 2,680 copies
- Postcode 5: 12.8% = 2,579 copies
- Postcode 6: 11.3% = 2,277 copies
- Postcode 7: 14.7% = 2,962 copies
- Postcode 8: 9.5% = 1,914 copies
- Postcode 9: 8.8% = 1,773 copies

Summary of the survey method:
1. Method: File-based recipient-structure analysis – total circulation
2. Population: Actual circulation
3. Sample: Actual circulation
4. Target persons of the study: Recipients of the magazine
5. Study period: June/July 2019
6. Survey completed by: Konradin Media Group
### 1.1 Industries/industrial sectors: recipient groups

<table>
<thead>
<tr>
<th>Industry Codes acc. to classification of industrial sectors 2008</th>
<th>Share of actual circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemical industry/process industry</td>
<td>74.2</td>
<td>16,049</td>
</tr>
<tr>
<td>C.10.4 Manufacturing of vegetable and animal oils and fats</td>
<td>0.2</td>
<td>43</td>
</tr>
<tr>
<td>C.19.2 Mineral oil processing</td>
<td>0.3</td>
<td>65</td>
</tr>
<tr>
<td>C.20 Manufacturing of chemical products</td>
<td>60.7</td>
<td>13,129</td>
</tr>
<tr>
<td>C.21 Manufacturing of pharmaceutical products</td>
<td>8.9</td>
<td>1,925</td>
</tr>
<tr>
<td>C.22 Manufacturing of rubber and plastic products</td>
<td>4.1</td>
<td>887</td>
</tr>
<tr>
<td>Plant engineering/plants/systems</td>
<td>25.8</td>
<td>5,581</td>
</tr>
<tr>
<td>C.25.29 Manufacturing of collecting vessels, tanks and similar containers made of metal</td>
<td>0.8</td>
<td>173</td>
</tr>
<tr>
<td>C.25.30 Manufacturing of steam boilers (not including central heating boilers)</td>
<td>0.1</td>
<td>22</td>
</tr>
<tr>
<td>C.26.51 Manufacturing of instruments and appliances for measuring, testing and navigation</td>
<td>9.1</td>
<td>1,968</td>
</tr>
<tr>
<td>C.27.12 Manufacturing of electricity distribution and control equipment</td>
<td>2.5</td>
<td>541</td>
</tr>
<tr>
<td>C.27.9 Manufacturing of other electrical equipment and devices not mentioned elsewhere</td>
<td>2.5</td>
<td>541</td>
</tr>
<tr>
<td>C.28.13 Manufacturing of pumps and compressors</td>
<td>2.5</td>
<td>541</td>
</tr>
<tr>
<td>C.28.14 Manufacturing of fittings</td>
<td>2.7</td>
<td>584</td>
</tr>
<tr>
<td>C.28.25 Manufacturing of cooling and ventilation equipment</td>
<td>1.9</td>
<td>411</td>
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<tr>
<td>C.28.29 Manufacturing of other general-purpose machinery not mentioned elsewhere</td>
<td>3.7</td>
<td>800</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100.0</td>
<td>21,630</td>
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</tbody>
</table>

### 1.2 Size of the business unit:

<table>
<thead>
<tr>
<th>Size of the business unit</th>
<th>Share (act. circ.)</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–49 employees</td>
<td>10.8</td>
<td>2,336</td>
</tr>
<tr>
<td>50–99 employees</td>
<td>12.9</td>
<td>2,790</td>
</tr>
<tr>
<td>100–199 employees</td>
<td>24.1</td>
<td>5,213</td>
</tr>
<tr>
<td>200–499 employees</td>
<td>25.9</td>
<td>5,602</td>
</tr>
<tr>
<td>500–999 employees</td>
<td>6.2</td>
<td>1,341</td>
</tr>
<tr>
<td>1,000 and more employees</td>
<td>20.1</td>
<td>4,348</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100.0</td>
<td>21,630</td>
</tr>
</tbody>
</table>

### 1.3 Position in company

<table>
<thead>
<tr>
<th>Position in company</th>
<th>Share (act. circ.)</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate management</td>
<td>33.2</td>
<td>7,181</td>
</tr>
<tr>
<td>1st management level</td>
<td>29.5</td>
<td>6,381</td>
</tr>
<tr>
<td>2nd management level</td>
<td>22.4</td>
<td>4,845</td>
</tr>
<tr>
<td>Employees, skilled workers, specialists</td>
<td>14.9</td>
<td>3,223</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100.0</td>
<td>21,630</td>
</tr>
</tbody>
</table>

### 1.4 Job function

<table>
<thead>
<tr>
<th>Job function</th>
<th>Share (act. circ.)</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate management/techn. management</td>
<td>32.1</td>
<td>6,943</td>
</tr>
<tr>
<td>Research &amp; development</td>
<td>13.3</td>
<td>2,877</td>
</tr>
<tr>
<td>Design engineering, engineering, project planning, planning</td>
<td>16.7</td>
<td>3,612</td>
</tr>
<tr>
<td>Production, manufacturing, assembly</td>
<td>33.7</td>
<td>7,289</td>
</tr>
<tr>
<td>Maintenance, repair</td>
<td>4.2</td>
<td>908</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100.0</td>
<td>21,630</td>
</tr>
</tbody>
</table>
### Industries/industrial sectors: recipient groups

<table>
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<th>Industry codes acc. to classification of industrial sectors 2008</th>
<th>Share of actual circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemical industry/process industry</td>
<td>75.6%</td>
<td>16,393</td>
</tr>
<tr>
<td>C.10.4 Manufacturing of vegetable and animal oils and fats</td>
<td>0.3%</td>
<td>65</td>
</tr>
<tr>
<td>C.19.2 Mineral oil processing</td>
<td>0.4%</td>
<td>87</td>
</tr>
<tr>
<td>C.20 Manufacturing of chemical products</td>
<td>58.3%</td>
<td>12,642</td>
</tr>
<tr>
<td>C.21 Manufacturing of pharmaceutical products</td>
<td>1.5%</td>
<td>325</td>
</tr>
<tr>
<td>C.22 Manufacturing of rubber and plastic products</td>
<td>15.1%</td>
<td>3,274</td>
</tr>
<tr>
<td>Plant engineering/plants/systems</td>
<td>24.4%</td>
<td>5,292</td>
</tr>
<tr>
<td>C.25.29 Manufacturing of collecting vessels, tanks and similar containers made of metal</td>
<td>0.6%</td>
<td>130</td>
</tr>
<tr>
<td>C.25.30 Manufacturing of steam boilers (not including central heating boilers)</td>
<td>0.1%</td>
<td>22</td>
</tr>
<tr>
<td>C.26.51 Manufacturing of instruments and appliances for measuring, testing and navigation</td>
<td>8.7%</td>
<td>1,887</td>
</tr>
<tr>
<td>C.27.12 Manufacturing of electricity distribution and control equipment</td>
<td>2.7%</td>
<td>585</td>
</tr>
<tr>
<td>C.27.9 Manufacturing of other electrical equipment and devices not mentioned elsewhere</td>
<td>2.6%</td>
<td>564</td>
</tr>
<tr>
<td>C.28.13 Manufacturing of pumps and compressors</td>
<td>2.0%</td>
<td>434</td>
</tr>
<tr>
<td>C.28.14 Manufacturing of fittings</td>
<td>2.5%</td>
<td>542</td>
</tr>
<tr>
<td>C.28.25 Manufacturing of cooling and ventilation equipment</td>
<td>1.8%</td>
<td>391</td>
</tr>
<tr>
<td>C.28.29 Manufacturing of other general-purpose machinery not mentioned elsewhere</td>
<td>3.4%</td>
<td>737</td>
</tr>
<tr>
<td><strong>Actual circulation</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>21,685</strong></td>
</tr>
</tbody>
</table>

### Distribution of cav and cpp

With a combination of cav and cpp, you reach more than 40,000 recipients.

- **cav Germany**: 20,227 recipients
- **cpp EU**: 17,299 recipients
- **cpp abroad without EU**: 4,386 recipients
- **cpp abroad without EU without EU**: 4,386 recipients
- **EU**: 79.8%
- **Europe without EU**: 2.7%
- **Africa**: 0.2%
- **America**: 8.7%
- **Asia**: 8.2%
- **Australia**: 0.4%
**Systems, apparatus, components**

Compressors, pumps, drives, fittings, pipelines, seals, materials, containers, boilers, tank systems, modular systems, heat carrier systems, heat exchangers, dryers, reactors, columns, condensers, mills, mixers, stirrers, inserts, system instrumentation, CAD systems, complete systems, inspection, maintenance and repair services, condition monitoring, system optimisation and modernisation, machine diagnostics, damage analysis, maintenance management, site management, explosion protection | In issues cav 1-12, cpp 1-3, INTERPACK GUIDE, POWTECH GUIDE, TOP PRODUCTS, Special edition Oil, gas, petrochemicals

**Pumps and compressors**: Displacement and centrifugal pumps, beam, peristaltic, metering and barrel pumps, vacuum pumps, membrane and submersible pumps, pump controls, software, test benches, piston and screw compressors, turbo compressors, oil-free compressors | In issues cav 2, 3, 4, 5, 7, 11, cpp 1-3, POWTECH GUIDE, TOP PRODUCTS, Special edition Oil, gas, petrochemicals

**Valves, pipes, hoses, fittings, seals**: Valves, flaps, gates, taps, positioning devices, flanges, linkages, connecting pieces, inspection glasses, control technology, materials, compensators, steam traps, pressure reducers, trace heating, hoses, leak detectors, insulation, pigging, O-rings, gaskets, profiled seals, mechanical seals, seal materials, packings | In issues cav 1, 3, 5, 6, 7, 10, 12, cpp 1-3, POWTECH GUIDE, TOP PRODUCTS, Special edition Oil, gas, petrochemicals

**Materials and corrosion protection**: Metals, alloys, glass, ceramics, plastics, enamel, special materials, linings, painting, coverings, cathodic protection, platings, coatings, material testing | In issues cav 4, 11, cpp 1-3, POWTECH GUIDE, TOP PRODUCTS, Special edition Oil, gas, petrochemicals

**Conveyor and drive technology**: Motors, gears, clutches, frequency convertors, gas compressors, pumps, actuators, continuous and belt conveyors, vacuum conveyor technology, trucks | In issues cav 2, 4, 8, 10, cpp 1-3, POWTECH GUIDE, TOP PRODUCTS, Special edition Oil, gas, petrochemicals

**Measuring, control and automation technology**

**Measuring and control technology, process automation**: Measurement and control devices for filling level, pressure, temperature, flow rate, pH, humidity, dew point, cloud point, conductance, density, viscosity, device diagnostics, process analysis devices, PAT, LiMS, measurement converters, sensors, controls, process control systems, Scada, process visualisation, control valves, MES software, scales, switch cabinets, bus systems, interface elements, industrial Ethernet, measurement data recording, industrial PCs, industrial PDAs, wireless communications, WirelessHART, Industry 4.0, digital chemical production, digital twin, cloud solutions, connectivity, NOA, AI in the process industry, autonomous systems, 5G | In issues cav 1-12, cpp 1-3, POWTECH GUIDE, TOP PRODUCTS, Special edition Oil, gas, petrochemicals

**Process measurement and process analysis devices**: Measurement devices for filling level, pressure, temperature, flow rate, pH, humidity, dew point, cloud point, conductance, density, viscosity, particles size, sensors, measure ment converters, device diagnostics, PAT, scales, wireless solutions, Digitisation | In issues cav 1-12, cpp 1-3, POWTECH GUIDE, TOP PRODUCTS, Special edition Oil, gas, petrochemicals

**Laboratory and analytical equipment**: Process analysis, operational monitoring, analysis and testing devices, laboratory fittings, production monitoring, PAT, leak detection, scales, quick test processes, laboratory equipment, laboratory information systems | In issues cav 3, 5, 8, 10, cpp 1-3, POWTECH GUIDE, TOP PRODUCTS, Special edition Oil, gas, petrochemicals

**Operational and quality management**: ERP and PPS systems, MES, EDM and PDM software, supply chain management, CAQ systems, LiMS, HACCP, production monitoring, quality monitoring, image processing, traceability, validation, qualification, measurement and testing technology, analysis equipment, maintenance, remote maintenance, repair, asset management | In issues cav 3, 9, cpp 1-3
Subject Overview

Process engineering

**Mechanical processes**: Milling, mixing, kneading, stirring, homogenisation, filter equipment, separators, cyclones, sieves, grading machines, screening machines, centrifuges, discharge units, filling and emptying stations, pelletisers, presses, compactors, briquetting machines, grain size analysis | In issues cav 1, 3, 5, 6, 7, 9, 10, 12, cpp 1-3, POWTECH GUIDE, TOP PRODUCTS, Special edition Oil, gas, petrochemicals

**Filter equipment**: Surface filters, deep filters, filter fabrics, non-wovens, micro, ultra, crossflow filtration, reverse osmosis, membrane filtration, filter hoses, filter candles, filter bags, electric filters, filter presses, dust extraction, filter monitoring | In issues cav 1, 3, 5, 7, 9, 10, 12, cpp 1-3, POWTECH GUIDE, TOP PRODUCTS

**Mixing, crushing and recycling**: Mixing, kneading, stirring, homogenization, mills, crushers, rolling mills, grinding media, filters, separators, cyclones, sieves, grading machines, screening machines, centrifuges, pelletisers, presses, compactors, briquetting machines, grain size analysis | In issues cav 1, 3, 5, 6, 7, 9, 10, 12, cpp 1-3, POWTECH GUIDE, TOP PRODUCTS

**Powder and drier technology, bulk goods handling**: Mills, filter technology, separators, cyclones, sieves, grading machines, screening machines, centrifuges, discharge units, filling and emptying stations, silos, pelletisers, presses, compactors, briquetting machines, grain size analysis, nanotechnology | In issues cav 1, 3, 5, 6, 9, 10, 12, cpp 1-3, POWTECH GUIDE, TOP PRODUCTS, Special edition Oil, gas, petrochemicals

**Chemical processes, biotechnology**: Reactors, columns, fermenters, autoclaves, containers, stirrers, catalysts, sterilisation equipment, reprocessing equipment, process optimisation, membrane processes, micro reaction engineering | In issues cav 2, 5, cpp 1-3, TOP PRODUCTS

**Thermal processes, refrigeration and heat engineering**: Heat transfer, heat exchangers, heat carrier systems, heat carrier media, dryers, thermal separation processes, insulation technology, cryogenic engineering, boilers, energy production, energy management, energy efficiency, heating hoses, technical gases | In issues cav 2, 3, 7, 10, 11, 12, cpp 1-3, TOP PRODUCTS, Special edition Oil, gas, petrochemicals

Filling, packaging, marking, storing

**Filling, packaging, marking, storing**: Filling systems, weighing and metering technology, conveyor systems, vibration equipment, packaging machines, packing materials and resources, marking systems, barrels, barrel handling, silos, big bags, containers, logistics systems, storage of dangerous substances, palletising equipment, RFID, monitoring and testing devices | In issues cav 1, 5, 6, 7, cpp 1, 2, 3, INTERPACK GUIDE, POWTECH GUIDE, TOP PRODUCTS

Cross-functional topics

**Energy efficiency/energy management** also part of numerous other areas of focus: Frequency converters, contracting, thermal processes, efficient heat exchangers, consultancy and services, motors and drives, energy-saving compressed-air preparation | In issues cav 1, 6, 12, cpp 1-3, TOP PRODUCTS, Special edition Oil, gas, petrochemicals

**Water and waste water technology**: Water/waste water recovery, plant engineering, membrane processes, chemical and biochemical processes, sludge handling, pumps, drive technology, measuring and control technology, lab and analysis technology, services | In issues cav 2, 5, 9, cpp 1, 2, TOP PRODUCTS

**Environmental engineering and waste management**: Raw material recovery, waste disposal, biochemical processes, solvent recovery, water/waste water recovery, sludge handling, waste air cleaning, soil remediation, environmental protection integrated into production, process control, storage equipment, consulting, eco-audits, neutralisation, adsorption, reverse osmosis, ultrafiltration, energy efficiency, management | In issues cav 2, 5, 9, 12, cpp 1, 2, TOP PRODUCTS

**Chemical parks/site management**: Contracting, provision of compressed air, energy, steam etc., operating technology, maintenance and repair, storage equipment, logistics, services, engineering services | In issues cav 4, 10

**Operating technology, operational management, maintenance**: Resources, operating equipment, cleaning equipment, industrial hygiene, work clothes, maintenance and repair of machines and systems, predictive maintenance, maintenance 4.0, augmented reality, mobile solutions, measurement and testing technology, inspection, service concepts, services, storage equipment, industrial safety, illumination of industrial buildings | In issues cav 3, 8, 9, cpp 1-3, TOP PRODUCTS
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POWTECH News
Reporting directly from the Fair
Date: Tuesday, 29.09.2020

Additional advertising options
• www.prozesstechnik-online.de (see page 26)
• Video statement during the Fair for diverse presence afterwards (see page 34)
• Lead generation for even more intensive conversations during the Fair and afterwards (see page 37)

We would be delighted to advise you and provide an individual quotation.
<table>
<thead>
<tr>
<th>Issues</th>
<th>Focus</th>
<th>Trade fairs</th>
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</thead>
</table>
| **1/2020** | **Main topic:** Valves, pipes, hoses, fittings, seals  
Measurement and control technology, process automation  
Mechanical processes  
Energy efficiency and energy management  
Filling, packaging, marking, storing  
**Product report:** Personal Protective Equipment | |
| **Publication date:** 28.01.2020  
**Advertising deadline:** 19.12.2019  
**Editorial deadline:** 21.11.2019 | |
| **2/2020** | **Main topic:** Everything in Motion – Pumps, Driving, Conveying  
Digital chemical production  
Chemical processes, biotechnology  
Explosion protection und plant safety  
Water and wastewater technology  
**Product report:** Dryer | |
| **Publication date:** 18.02.2020  
**Advertising deadline:** 24.01.2020  
**Editorial deadline:** 12.12.2019 | |
| **3/2020** | **Show special for SOLIDS**  
Valves, pipes, hoses, fittings, seals  
Laboratory and analytical equipment, process analytics  
Thermal processes  
Operating technology, operational management, maintenance  
**Product report:** Vacuum pumps | |
| **Publication date:** 06.03.2020  
**Advertising deadline:** 12.02.2020  
**Editorial deadline:** 15.01.2020 | |

See pages 10 and 11 for details on topics.
<table>
<thead>
<tr>
<th>Issues</th>
<th>Focus</th>
<th>Trade fairs</th>
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</table>
| cpp 1/2020 | Systems, apparatus, components  
Processes  
Measurement and control technology, process automation  
Explosion protection und plant safety, industrial safety |             |
| **Publication date:** 08.04.2020  
**Advertising deadline:** 17.03.2020  
**Editorial deadline:** 18.02.2020 |             |
| 4/2020 | Pumps and compressors  
Plant construction, plant planning, Engineering  
Chemical parks, site management  
Materials and corrosion protection  
**Trend topic:** 5G in Process Automation |             |
| **Publication date:** 14.04.2020  
**Advertising deadline:** 18.03.2020  
**Editorial deadline:** 19.02.2020 |             |
| 5/2020 | Show special for IFAT  
Systems, apparatus, components  
Process measurement devices and process analysers  
Chemical processes, biotechnology  
Filling, packaging, marking, storing |             |
| **Publication date:** 12.05.2020  
**Advertising deadline:** 16.04.2020  
**Editorial deadline:** 07.04.2020 |             |
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<th>Sensor+Test &lt;br&gt; Nuremberg, 23.06.-25.06.</th>
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<td><strong>Valves, pipes, hoses, fittings, seals</strong>&lt;br&gt;<strong>Powder and drier technology, bulk goods handling</strong>&lt;br&gt;<strong>Measurement and control technology, process automation</strong>&lt;br&gt;<strong>Energy efficiency and energy management</strong>&lt;br&gt;<strong>Product report:</strong> Mills</td>
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<th>Expoquimia &lt;br&gt; Barcelona, 02.06.-05.06. &lt;br&gt; ONS Offshore Northern Seas &lt;br&gt; Stavanger, 31.08.-03.09.</th>
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<td>Filter technology</td>
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<td>Filling, packaging, marking, storing</td>
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<td><strong>Product report:</strong> Ball valves</td>
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<td>Hygienic Design Components for Cosmetics and Fine Chemicals</td>
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<td>Maintenance 4.0</td>
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<td>• Systems, components, engineering</td>
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<td></td>
<td>• Pumps, compressors, hoses, valves</td>
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<td></td>
<td>• Process engineering</td>
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<td>• Measurement and control technology, process automation</td>
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<td>• Maintenance and repair</td>
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<td>• Explosion protection und plant safety</td>
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**Show preview:**
ONS Offshore Northern Seas
Exhibition dates:
ONS Offshore Northern Seas
Stavanger, 31.08.-03.09.

**Circulation:**
30,000 copies
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| **cpp 3/2020** | Show special for Powtech  
- Systems, apparatus, components  
- Processes  
- Measurement and control technology, process automation  
- Pharmaceutical, packaging and storage techniques; Water and wastewater technology | **Show preview:**  
POWTECH  
Nuremberg, 29.09.-01.10.  
SPS  
Nuremberg, 24.11.-26.11.  
Valve World  
Düsseldorf, 01.12.-03.12. |
| **9/2020**     | Show special for Powtech  
- Systems, apparatus, components  
- Measurement and control technology, process automation  
- Water and wastewater technology  
- Operational and quality management | **Show preview:**  
POWTECH  
Nuremberg, 29.09.-01.10. |
| **Special edition** | **POWTECH FAIR GUIDE**  
The trade-fair companion for Nuremberg including major product innovations, which will be presented at POWTECH.  
Powered by cav – Prozesstechnik für die Chemieindustrie,  
dei – Prozesstechnik für die Lebensmittelindustrie and  
phpro – Prozesstechnik für die Pharmaindustrie.  
Total print run: 45,000 copies – with additional distribution at the POWTECH.  
Complemented by special promotions on prozesstechnik-online.de and the Trade Fair newsletter. |  
Circulation  
45,000 copies |
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<td>Main topic: Metering, conveying, mixing</td>
<td>Show preview: SPS</td>
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<td>Valves, pipes, hoses, fittings, seals</td>
<td>NAMUR-General Meeting</td>
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<td>PAT situation – measuring, analysing, optimising on site</td>
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<td>Chemical parks, site management</td>
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<td><strong>Trend topic: Artificial Intelligence in the process industry</strong></td>
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<td><strong>Special supplement:</strong> Innovation FORUM chemical production</td>
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<td>The special supplement will be published for the 4th Innovation FORUM chemical production which will be held on October 29, 2020 at Chemiepark Knapsack.</td>
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<td><strong>Topic range:</strong> Smart and networked production, process automation, modular systems, explosion protection und safety technology, energy- and resource-efficient processes and plants</td>
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<td>Show preview: SPS</td>
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<td>Pumps and compressors</td>
<td>Bad Neuenahr, 05.11.-06.11.</td>
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<td>Materials and corrosion protection</td>
<td>SPS</td>
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<td>Explosion protection und plant safety</td>
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<td>Report: NAMUR meeting</td>
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### Editorial Schedule 2020

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<td>21.10.2020</td>
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<td>The best products of cav – Prozesstechnik für die Chemieindustrie,</td>
<td>Include “Top Product of the Year</td>
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<tr>
<td></td>
<td>dei – Prozesstechnik für die Lebensmittelindustrie,</td>
<td>2020”</td>
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<td>phpro – Prozesstechnik für die Pharmaindustrie and prozesstechnik-online</td>
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<td>Circulation: 40,000 copies!</td>
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<td>Including nominations for the Top Product of the Year 2020</td>
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<tr>
<td></td>
<td>• Systems, apparatus, machines, components</td>
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<tr>
<td></td>
<td>• Valves, pipes, hoses, fittings, seals</td>
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<td></td>
<td>• Pumps and compressors</td>
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<td></td>
<td>• Process engineering</td>
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<td></td>
<td>• Measurement and control technology, process automation</td>
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<td></td>
<td>• Packaging and storage technology</td>
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<td>Main topic: Pumps and compressors</td>
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<td>Process measurement devices and process analysers</td>
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<td>Systems, apparatus, components</td>
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<td>Water and wastewater technology</td>
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<td>Operational and quality management</td>
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<td>Perspectives for Achema 2021</td>
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<td>Crossmedia increases success!</td>
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<td></td>
<td>by <a href="http://www.prozesstechnik-online.de">www.prozesstechnik-online.de</a> (see page 26)</td>
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<tr>
<td></td>
<td>by the Newsletter prozesstechnik-online (see page 32)</td>
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<tr>
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<td>Webinars, Whitepapers, E-Mailings ... (see page 38)</td>
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 Magazine format: 
210 mm wide x 297 mm high, DIN A4
Untrimmed: 216 mm wide x 303 mm high

 Type area: 
188 mm wide x 270 mm high, 4 columns, each 44 mm wide

 Printing and binding: Web offset, perfect binding

 Charges: No discount on colour and bleed surcharges

 Position: Price for guaranteed position (from 1/4 page),
10% surcharge on respective b/w price

 Colour: Print colours (CMYK) in accordance with ISO 2846-1, see rate card for colour surcharges

 Formats: See page 21 ff.

 Series discount: For orders within any 12 months (insertion year)

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<th>6 ads</th>
<th>9 ads</th>
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<td>10%</td>
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 Classifi ed ads | Basic rate
-----------------|-------------
 Recommendation ads | 1 col., 44 mm wide, per mm b/w 7.30
 Classified ads | 1 col., 44 mm wide, per mm b/w 5.90
 Job market | see page 46
 Premium company profile (online) | per year 2,950.00
 Business card (print) more on page 31 | per year 1,980.00
 Combi company profile + business card | per year 3,940.00

 Contact: 
Advice, booking:
see contacts on page 51
Your quick link to us:
Phone +49 711 7594-552

 Order confirmation, invoices, vouchers, data delivery and technical details:
Order management
Andrea Haab, Phone +49 711 7594-320

 Data delivery: Use our advertisement portal www.konradin-ad.de for data submission.

 Conditions: Prior to digital transfer of advertising artwork, the publisher must receive the corresponding advertisement booking. The order and copy deadlines are specified in the editorial schedule. A full-size print-out is required for checking the supplied advertisement, or a contract proof or press proof in the case of a colour advertisement.
Advertising must be seen as distinct from the editorial section and, as such, a booked advertising format (ad, bound insert, loose insert, etc.) may contain only the offer of one advertiser.
In the case of advertising specials or special formats, specific positioning and/or technical specifications may also apply. For further information visit: www.media.industrie.de

 Payment conditions: 2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date. VAT no.: DE 811 236 132

 Bank account: Baden-Württembergische Bank, BIC: SOLADEST600, IBAN: DE28 6005 0101 0002 6238 87

 Our general terms and conditions are available online at www.konradin.de.
We would be happy to send you a copy on request.
### Ads: Standard formats

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No discounting is applied to surcharges. For special formats and ad specials, please see overleaf. For more information and technical details, visit [www.media.industrie.de](http://www.media.industrie.de)
## Ads: Special formats and positions

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<tr>
<td>1/2 page next to table of contents</td>
<td>3,670.00</td>
<td>360.00</td>
<td>4,030.00</td>
<td>720.00</td>
<td>4,390.00</td>
<td>860.00</td>
<td>360.00</td>
<td>92 x 270 103 x 297</td>
</tr>
<tr>
<td>2 pages incl. gutter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>14,320.00</td>
<td>Double-page spread</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Panoramic spread</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8,000.00</td>
<td>Spread over 2 pages, including gutter. Positioned at the foot of the page.</td>
<td>420 x 150 420 x 105</td>
<td></td>
</tr>
<tr>
<td>2 x 1/2 pages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6,300.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 x 1/3 pages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4,300.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text Box Advertorial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1,600.00</td>
<td>Comprising Text, Image, Logo, Company address inc. printing material creation</td>
<td>188 x 88</td>
<td></td>
</tr>
<tr>
<td>1/3 page land., 4c</td>
<td>1 circuit</td>
<td></td>
<td></td>
<td></td>
<td>1,600.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 circuits</td>
<td></td>
<td></td>
<td></td>
<td>4,300.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 circuits</td>
<td></td>
<td></td>
<td></td>
<td>7,650.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in editorial section</td>
<td>per mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Maximum height 50 mm, minimum height 20 mm, surrounded by editorial on at least 3 sides, positioned in magazine section.</td>
<td>44 x spec. 60 x spec.</td>
<td></td>
</tr>
<tr>
<td>44 mm wide</td>
<td>27.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60 mm wide</td>
<td>37.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>plus colour surcharge</td>
<td>350.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>per year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,980.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3,940.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business cards</td>
<td>Only Print</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Print + premium company profile (Online)</td>
<td>per year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,980.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3,940.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Ad Specials

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Prices</th>
<th>Further options/technical notes</th>
<th>Quantities/formats: width x height in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Belly band</strong> 105 mm high</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single-sided printing incl. production, handling not included</td>
<td>8,400.00</td>
<td>Paper: 200 g matt art paper, 2 x fold grooves with adhesive dot</td>
<td>465 x 105</td>
</tr>
<tr>
<td></td>
<td>125.00 per thsd.*</td>
<td></td>
<td>22,800 cop.</td>
</tr>
<tr>
<td><strong>Cover flap</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>105 mm wide, attached on left-hand side with title logo featured on front</td>
<td>9,800.00</td>
<td>Front partially, back fully printable, advertising space approx. 0.8 pages.</td>
<td>105 x 297</td>
</tr>
<tr>
<td><strong>Bound insert</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 leaf = 2 pages 135 – 180 gsm 2 leaf = 4 pages 80 – 180 gsm</td>
<td>6,830.00 11,830.00</td>
<td>Front page marked. Other formats and weights on request, with sample.</td>
<td>210 x 297 216 x 305</td>
</tr>
<tr>
<td><strong>Loose insert</strong> up to 25 g</td>
<td></td>
<td>Other formats and weights on request, with sample.</td>
<td>22,800 cop.</td>
</tr>
<tr>
<td>With insert note in magazine. Partial allocation by first digit of postcode is possible.</td>
<td>250.00 per thsd.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Min. run 3,000 cop.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tip-on Postcard</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postcard Automatic gluing Minimum size of carrier ad: 1/1 page</td>
<td>61.00 per thsd. 37.00 per thsd.* plus carrier ad</td>
<td>Manual gluing (pin-point accuracy) 74.00 per thsd.*</td>
<td>23,000 cop. 22,800 cop.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Quantity: Must accompany all copies</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Circulation:</td>
<td></td>
</tr>
<tr>
<td><strong>Tip-on Post-it</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post-it Manual gluing Minimum size of carrier ad: 1/2 page</td>
<td>61.00 per thsd. 74.00 per thsd.* plus carrier ad</td>
<td>Booklets and other tip-ons as well as product samples upon request.</td>
<td>23,000 cop. 22,800 cop.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Quantity: Must accompany all copies</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Circulation:</td>
<td></td>
</tr>
</tbody>
</table>

Technical information regarding Ad Specials can be found in the sales document (PDF) at: https://media.industrie.de/mehr-mediainformationen

*no agency commission on technical costs
## Special editions: INTERPACK | POWTECH MESSE GUIDES | Oil, Gas, Petrochemicals | TOP PRODUCTS

### Ads: Standard formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Total rate 4c</th>
<th>Format: width x height in mm (Trim: add 3 mm to each side)</th>
<th>Type area</th>
<th>Trimmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>8,210.00</td>
<td>188 x 270</td>
<td>210 x 297</td>
<td></td>
</tr>
<tr>
<td>Junior page</td>
<td>5,610.00</td>
<td>140 x 190</td>
<td>151 x 205</td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>4,730.00</td>
<td>188 x 133</td>
<td>210 x 150</td>
<td>103 x 297</td>
</tr>
<tr>
<td>1/3 page</td>
<td>3,750.00</td>
<td>188 x 60</td>
<td>210 x 105</td>
<td>71 x 297</td>
</tr>
<tr>
<td>1/4 page</td>
<td>2,820.00</td>
<td>188 x 65</td>
<td>210 x 82</td>
<td>103 x 297</td>
</tr>
</tbody>
</table>

Save up to 5,650.00!* Total rates 4c. Further ad formats and prices on request. More information in the Editorial Schedule starting on page 14.

*Compared to the sum of individual prices

**Only with Top Products: details and guidelines on request

### Ads: Special formats and positions

<table>
<thead>
<tr>
<th>Formats</th>
<th>Total rate 4c</th>
<th>Format: width x height in mm (Trim: add 3 mm to each side)</th>
<th>Type area</th>
<th>Trimmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd, 3rd and 4th cover page</td>
<td>8,750.00</td>
<td>188 x 270</td>
<td>210 x 297</td>
<td></td>
</tr>
<tr>
<td>Inside cover**</td>
<td>2,150.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page next to table of contents</td>
<td>5,000.00</td>
<td>92 x 270</td>
<td>103 x 297</td>
<td></td>
</tr>
<tr>
<td>1/3 page next to editorial</td>
<td>4,100.00</td>
<td>60 x 270</td>
<td>71 x 297</td>
<td></td>
</tr>
</tbody>
</table>

Circulation

45,000 copies

45,000 copies

40,000 copies

30,000 copies

Save up to 5,650.00!*
Increase Reach through Retargeting

With this option, you can also reach your precise target audience on the Google Display Network via high-reach news and consumer portals. You will have the opportunity to present your advertising message to your target group for a substantially longer period of time.

Choose your topic-specific audience and adopt advance retargeting options to extend your reach with display ad impressions!

The target group Marketing process

<table>
<thead>
<tr>
<th>Integrate pixels on the website</th>
<th>Marketing of the target group</th>
<th>Campaign setup</th>
<th>Present on websites of Google Display Networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>€</td>
<td>AD</td>
<td>AD</td>
<td>AD</td>
</tr>
</tbody>
</table>

Your advantages:

- Low wastage, thanks to targeted reach for users with a specific interest in the topic.
- Control of your advertising investment through precise evaluation of audience reach.
- Increase your brand awareness and image through recurring presence on high-reach portals.

Price on request.

Any questions? We are happy to help!
<table>
<thead>
<tr>
<th>Advertising format on all pages*</th>
<th>Position on Desktop and Tablet**</th>
<th>Size in pixels (w x h) Desktop and Tablet</th>
<th>Description Desktop and Tablet</th>
<th>Positioning Mobile</th>
<th>Size in pixels (w x h) Mobile</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard/Large Leaderboard/Expandable Leaderboard</td>
<td><img src="image1.png" alt="Position" /></td>
<td>728 x 90 970 x 90 728 x 90 and 728 x 300</td>
<td>Placement above the Header</td>
<td><img src="image2.png" alt="Position" /></td>
<td>300 x 50</td>
<td>650.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/(Sticky) Wide Skyscraper</td>
<td><img src="image3.png" alt="Position" /></td>
<td>120 x 600 160 x 600</td>
<td>Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)</td>
<td><img src="image4.png" alt="Position" /></td>
<td>300 x 50</td>
<td>620.00</td>
</tr>
<tr>
<td>Hockeystick/Wallpaper with additional background colour HEX-Code</td>
<td><img src="image5.png" alt="Position" /></td>
<td>728 x 90 and 160 x 600 or 970 x 90 and 120 x 600</td>
<td>Leaderboard adjacent to Skyscraper on the right</td>
<td><img src="image6.png" alt="Position" /></td>
<td>300 x 75</td>
<td>1,360.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image7.png" alt="Position" /></td>
<td>120 x 600 and 1.125 x 90 and 120 x 600</td>
<td>Leaderboard with Skyscrapers on left and right. Tablet display in Hockeystick format</td>
<td><img src="image8.png" alt="Position" /></td>
<td>300 x 75</td>
<td>1,480.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image9.png" alt="Position" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image10.png" alt="Position" /></td>
<td>300 x 75</td>
<td>810.00</td>
</tr>
<tr>
<td>Medium Rectangle/Video Ad</td>
<td><img src="image11.png" alt="Position" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image12.png" alt="Position" /></td>
<td>300 x 250</td>
<td>550.00</td>
</tr>
</tbody>
</table>

*Does not apply to selected theme pages and company profiles.
**Size and position in pictures illustrative. Displayed in rotation.

**Submission of data:** 7 days before start of campaign by e-mail to auftragsmanagement@konradin.de
File formats: Gif, JPG, HTML5 (responsive), redirect. Max. file size 80KB. Please create HTTPS-compatible HTML5 (max. 2 MB) and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). For the advertisement formats Frame Ad, Wallpaper, Sticky Skyscraper and Expandable Leaderboard, please request our technical specifications via e-mail to: auftragsmanagement@konradin.de.

**Additional ad formats:**
Native advertising, see page 28
Premium company profile, see page 30
Native advertising will raise your company’s profile and gain new sales prospects

Konradin Industrie’s native advertising options will convey your messages to your target audience - convincingly, effectively and packed with a high information content.

In combination with traditional forms of advertising, native advertising will help you to sustainably consolidate and enhance your competence for specific topics in your relevant target groups.

Your benefits:
• With your content, you offer the reader/user real benefits and added value.
• Well-researched editorial articles on websites covering relevant topics.
• Benefit from the high credibility and professional competence of our media brands.
• Your native advertising content cannot be blocked by ad blockers.
Theme:  
You provide the text, which is reviewed by our professional editorial staff and may be edited, from case to case. In order to increase the credibility and the usefulness of the submitted content, we recommend you refrain from using advertising copy within the text.

Time frame:  
Sponsored articles will be published for four weeks, unless otherwise agreed. A start is possible anytime. After expiry of the four weeks, the sponsored article is still available in the archive.

Images:  
One image (694 x 456 pixels) is mandatory, up to 3 additional images are possible (images without watermark or similar).

Positioning:  
Integration as article (teaser) within the editorial part of the start page.

### Sponsored article – Services and prices (minimum lead time 4 weeks)

Sponsored article (will be marked as “advertisement”)
- up to max. 6,000 characters (DOC) incl. spaces
- plus 1 teaser image and a maximum of 2-3 additional images (150 dpi, JPG)
- plus links within the text

| Package price per website | 3,700.00 |

Partner pages are the ideal environment to present yourself to your target group as a competent partner with a long-term perspective on a selected topic.

You determine the topic and to what extent we can support you, in terms of the content. Content - thus setting specific thematic focal points!

Your products or services will find the perfect editorial environment within the Konradin Industrie topic pages!

### Theme page – Services and prices (minimum lead time 8 weeks)

**BASIC**

| Themes: Exclusively decided by yourself.  
Possible formats: contributions, articles, texts, PDF, video, pictures, etc.  
Positioning: Displayed in the navigation section  
Time frame: 3 months |
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>7,500.00</td>
</tr>
</tbody>
</table>

**PREMIUM**

The price will depend on the content to be presented, banners, placement and integration within Konradin websites, in addition to the promotion and runtime. The integration of partner downloads (e.g. Whitepaper, Webcast) upon registration or the integration of a social media feed is optional.

All of these components can be individually changed in the PREMIUM Theme Page and are defined upon request.
Your online presence at industrie.de and 11 additional Konradin Industrie websites includes:

- Data and contact
- Own header image
- Logo
- A description of your company
- Published print articles with Konradin Industrie
- Downloads: your videos, webinars, white papers with Konradin Industrie*
- Max. 3 additional download offers (optional with registration)*
- Link to your social media account
- Integration of your RSS feed on the page

### Premium company profile

**Price/year**

**Premium company profile at industrie.de and 11 additional websites of Konradin Industrie**

Start possible anytime

**Basic price for 1 year**

2,950.00

*Leads on demand, per lead

70.00

Additional 3 download offers

300.00

Extension by additional 12 months

2,300.00

*Book the Online Company Profile in combination with the Print Business Card for a special price.*

For further details, please refer to our extensive sales documents: https://media.industrie.de/mehr-mediainformationen/

**Data submission:** via e-mail to auftragsmanagement@konradin.de
#### Business card print in the trade magazine

<table>
<thead>
<tr>
<th>Category / issues</th>
<th>Price Online</th>
<th>Price Print</th>
<th>Combination Print + Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automationspraxis Partner for robotics and factory automation / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Beschaffung aktuell Purchasing partner / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>cav – Prozesstechnik für die Chemieindustrie Partner for the chemical industry / 12 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>dei – Prozesstechnik für die Lebensmittelindustrie Partner for the food industry / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>elektro AUTOMATION Partner for automation technology / 7 issues</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>EPP Elektronik Produktion &amp; Prüftechnik Partner for electronics manufacturing / 7 issues</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>Industrieanzeiger Partner for the industry / monthly, issues: 1, 3, 6, 10, 13, 16, 18, 21, 23, 25, 27, 28</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>KEM Konstruktion Partner for engineering / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>mav Innovation in der spanenden Fertigung Partner for the production industry / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>medizin&amp;technik Partner for medical technology / 6 issues</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>phpro – Prozesstechnik für die Pharmaindustrie Partner for the pharma industry / 5 issues</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>QUALITY ENGINEERING Partner for quality assurance / 5 issues</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsbeauftragter Partner for occupational safety / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur Partner for occupational safety / 12 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Premium company profile 2,950.00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Your print business card includes**
- 1 year presence
- in the trade magazine of your choice
- in the relevant category*

*Categories print (examples):
- Water & waste water technology
- Valves, pipes, hoses
- Nozzles & spray systems
- Conveyors & conveyor systems
- Valves, pumps & compressors
- Plants & cleaning technology
- Explosion protection
- Lab technology & analytical engineering
- Mechanical processes
- Pharmaceutical engineering
- Packaging technology
- Control engineering & process control engineering
- Materials engineering
- Materials testing

*Categories might be modified by Konradin

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#### Book the Print Business Card in combination with the Online Company Profile for a special price.

- Business card 60 mm wide x 82 mm high, logo, four-coloured
- 2 lines for company name and web address, 14 lines of text, approx.
- 50 characters incl. spaces. Positioning in your category of choice*

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Title: prozesstechnik-online newsletter

In brief: Bundled professional expertise and current news for the chemical, pharmaceutical and food industries. The Top-Product newsletter provides interesting information on the best products of the month.

Frequency: weekly

Distribution: 17,400 personally named and qualified addresses.

Target group: Owners, managing directors, technical managers and investment decision-makers in the chemical, pharmaceutical and food industries.

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### Ad Formats

<table>
<thead>
<tr>
<th>Ad format* / position</th>
<th>Size in pixels (w x h)</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard above header</td>
<td>728 x 90**</td>
<td>1,200.00</td>
</tr>
<tr>
<td>Text/image ad</td>
<td>Image: 200 x 150, text: 300 char. (incl. spaces)</td>
<td>840.00</td>
</tr>
<tr>
<td>Fullbanner</td>
<td>468 x 60** 590 x 100**</td>
<td>840.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>840.00</td>
</tr>
</tbody>
</table>

*Size and position in picture illustrative.

**Display on mobile devices: scaled to a width of 300 pixels

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Data delivery: 7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de

Formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60KB).

With animated GIF files, the e-mail may only display the first animation Frame.

---

To view the current newsletter and subscribe, please go to: www.prozesstechnik-online.de/newsletter or scan QR code
Your benefits:
- We present your topic to the market
- You benefit from a strong media brand
- Your advertising message receives the complete attention of the subscribers, all of the ad placements are exclusively at your disposal
- Attractive pricing

Content:
The Editors’ Special Newsletter is presented with the same look&feel of the regular online newsletters. You will determine the subject focus and date of distribution. Our editorial staff will carefully research the contents of the co-ordinated topic. If desired, your press releases can also be integrated into the newsletter. Finally, the editors compile the completed Editors’ Special Newsletter, incorporating your exclusive banner advertising content.

Recipients: 17,400 recipients of Prozesstechnik-online-Newsletter

Send dates: on request

<table>
<thead>
<tr>
<th>Ad format* / position</th>
<th>Size in pixels (w x h)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x Leaderboard above header</td>
<td>728 x 90**</td>
<td></td>
</tr>
<tr>
<td>3 x Text/image ad</td>
<td>Image: 200 x 150, text: 300 char. (incl. spaces)</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 x Fullbanner</td>
<td>468 x 60**</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 x Medium Rectangle</td>
<td>300 x 250</td>
<td>4,700.00</td>
</tr>
</tbody>
</table>

*Size and position in picture illustrative.
**Display on mobile devices: scaled to a width of 300 pixels
At the trade fair
Video statement
Put your trade fair highlights in the spotlight! We’ll shoot an exclusive and professional video on your stand, as a combination of company statement and technology/product presentation.

Example videos: www.prozesstechnik.industrie.de/videos

Benefits and prices (at least 4 weeks lead time)

Briefing before the fair, filming with you at the booth (1 hour maximum), editing, cutting, incl. a correction run, video (HD quality, length < 5 min.)

Promotion via:
Website • Social Media
Integration into our video library/website with full text search
Video file freely available to you

Basic price 1,500.00

Can be booked for:
Control, Interpack, Hannover Messe, Motek, POWTECH, SMTconnect, SPS, Vision.
Other trade fairs on request.

At the trade fair
VideoWall sponsoring
Our editors conduct exclusive video interviews with reputable business partners from market-leading companies in the “TV Studio” located on the Konradin Stand.

Example videos: www.prozesstechnik.industrie.de/videos

Benefits and prices (at least 6 weeks lead time)

Your sponsor logo visible on the VideoWall and in every video opening credits

One video interview in front of the VideoWall

Video file freely available to you

Videos will be integrated in the YouTube channel/konradinindustrie

Basic price per fair 2,900.00

As exclusive sponsor, benefit from your high-profile presence on the sponsor wall:
• Ideal for image and brand building
• Position your company as an opinion leader
• Long-range profile, beyond the initial scope of the trade fair visitors

Can be booked for: Control, SMTconnect, SPS, Vision.

Your company
Application video
Combine your application report in print with a multi-media video. We will manage the production for you!

Possible contents: interview with manufacturers and users, production overview, machinery in operation including detailed shots.

Example videos: www.prozesstechnik.industrie.de/videos

Benefits and prices (at least 4 weeks lead time)

Briefing before the fair, filming with you at the booth (1 hour maximum), editing, cutting, incl. a correction run, video (HD quality, length < 5 min.)

Promotion via:
Website • Social Media
Integration into our video library/website with full text search

Basic price 1,500.00

Benefits and prices (at least 6 weeks lead time)

Briefing, treatment, filming on site (1 day), editing, cutting, incl. a correction run, video (HD quality, length <5min)

Promotion via:
Newsletter • Website • Social Media
Integration into our video library/website with full text search
Video file freely available to you

Basic price evtl. excluding potential travel expenses 4,800.00

All prices without agency commission.
Further options on request.

Can be booked for:
Control, SMTconnect, SPS, Vision.

Moving pictures say more!
The customer journey model follows the constantly evolving needs of the target group throughout the buying process. The marketing goal is to create optimal touchpoints.

1. **Latency**
   - Even without buying intent, purchase impulses are required
     - If you want to attract attention, you have to stand out and be ‘loud’. A purpose of traditional advertising.
     - Pull-Marketing-Activities

2. **Exploration**
   - Active research, familiarisation with the subject matter and definition of the purchasing criteria
     - Advertising ensures awareness of solutions and USPs
     - Pull-Marketing-Activities

3. **Consideration**
   - Narrowing of alternatives, selection of possible suppliers and products (relevan set)
     - Advertising strengthens the supplier’s image and identifies tangible product advantages
     - PR facilitates confidence-building via references, testimonials, etc.

4. **Purchase**
   - Negotiation of services and conditions for purchase
     - Direct sales advertising with pricing/promotions
     - Interaction between marketing/sales

5. **After Sales**
   - Exceptional customer service will secure loyalty and reduce the next journey
     - Brand/image advertising to authenticate your qualification (as a big player, industry or technology specialist).
     - Customer communication and user interaction

Customer-journey model
- Divided into 5 distinct phases.
- Depending upon how they are experienced, changes in direction or abridgement may also occur.
Address rental

Take advantage of our professional addresses to attract new customers for your company.
Select addresses for your mailings from our qualified database using criteria such as:

Region • Industry • Company size • Function • Position

Communicate successfully with professional print and e-mailings. Just get in touch.

Tip: E-mailings are perfect for invitations to roadshows, open houses and events, trade fairs, webinars, webcasts, product launches and much more.

E-mailing

We manage your e-mailings to interested and potential customers, including dispatch and reporting. Multiple shots lead to higher success rates.

<table>
<thead>
<tr>
<th>E-mailing – Benefits and prices (at least 6 weeks lead time)</th>
</tr>
</thead>
</table>
| **Handling:** 1 e-mailing, 1 draft (correction), 1 selection, use of the existing template, dispatch, reporting
| 750.00
| **Address rental**
| Minimum order value € 750.00 = 1,000 addresses
| from 0.75 per address
| **Multiple shots:** 1 reminder with same content, same template, same address selection
| Handling 110.00 per address from 0.40
| **No agency commission on price**
| Detailed information on request.

Print mailing – Lettershop

We manage your complete designed print-mailing service via our Lettershop – from print to dispatch.

Print mailing – services and prices (at least 6 weeks lead time)

| Handling: 1 selection by industry and function Creation, handling, postage, dispatch |
| effort-based
| **Address rental**
| Minimum order value € 1,100.00 = 2,000 addresses
| from 0.55 per address
| **No agency commission on price**
| Detailed information on request.
Lead Generation (Prices valid as of 01.10.2019, in €, plus VAT)

A professional partner for qualified leads

Why lead generation?
Prospective customers initially look for solutions to their problems and not for products!

Information is increasingly being researched via the Web, at the individually appropriate time within the customer journey. Until the prospect comes into direct contact with the (desired) provider, he will remain unrecognised.

Conclusion:
The prospective customer, thus the potential buyer, must be addressed through different TouchPoints – in terms of both time and content.

What is a ‘lead’?
You will receive qualified contacts with a concrete interest in your specific topic. You can then use these valuable contact details for your marketing or sales communication in accordance with EU-DSGVO (General Data Protection Regulation).

Factors for successful lead generation:
• Topicality of the subject
• Relevance of the topic for the target group
• Users and exclusivity of the information presented
• Size of the defined target group

How does lead generation work with Konradin Industrie?

MQL or SQL?
Marketing Qualified Lead (MQL) is a lead with interest in your product or service. You can reach MQLs with the online tools Webinar and Whitepaper (see the following pages).

Sales Qualified Lead (SQL) is a contact that has developed into a genuine prospective buyer through their own activities and with the support of marketing.

You can reach SQLs with Konradin Industrie through tailor-made campaigns that we develop mutually with you. You will benefit from our professional campaign management. Marketing automation and nurturing processes, as well as the entire portfolio of Konradin media channels, will be adopted to fulfil the objectives of your campaign. In addition, our team of experienced editors will assist you with content creation.

Any questions? We are happy to help!

Factors for successful lead generation:
• Topicality of the subject
• Relevance of the topic for the target group
• Users and exclusivity of the information presented
• Size of the defined target group

Visit
Lead
MQL
SQL
From MQL to SQL through lead nurturing via marketing automation

Scope of services Konradin lead campaign

Opportunity
Customer

Awareness
Consideration
Decision

Opportunity
Customer
Webinar – convey worldwide expertise and generate leads

The advantages of a webinar package

- **New contacts** – get to know potential customers who are specifically interested in your product.
- **Competent implementation** – based on our webinar experience, we organise your webinar, you appoint the speaker.
- **Image enhancement** – modern forms of media for modern people.
- **Cost and time savings** – regardless of location, no travel expenses or accommodation costs.
- **Multimedia knowledge transfer** – share audio and video content or files with the participants.
- **Direct contact** – in the form of a Q&A chat session and additional polls for a further qualification of leads.
- **Detailed reporting** – You will receive the results of the polls, the attention rate and the average length of stay during a webinar.
- **Webinar recording** – We record your webinar and put it online as an on-demand webcast on our websites – additional lead generation.

<table>
<thead>
<tr>
<th>Webinar – Services and price (minimum lead time 6 weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announcement of your webinar on the website with image • text • registration page</td>
</tr>
<tr>
<td>Promotion in newsletter • website • further appropriate media of Konradin Industrie</td>
</tr>
<tr>
<td>E-mailing of invitations • reminders • appointment reminders • follow-ups</td>
</tr>
<tr>
<td>Online webinar space and live transmission (approx. 60 minutes), Poll during the live broadcast</td>
</tr>
<tr>
<td>Professional moderator, inclusion of up to two speakers on your side (technical checks before broadcast)</td>
</tr>
<tr>
<td>Registration list including contact details</td>
</tr>
<tr>
<td>Detailed reporting</td>
</tr>
<tr>
<td>On-demand webcast after live transmission on the website with image and text</td>
</tr>
<tr>
<td><strong>Package price</strong> (No agency commission on price)</td>
</tr>
</tbody>
</table>

**Options at extra charge:**

Leads (after live webinar) from € 70.00/lead

For further details, please refer to our extensive sales documents: https://media.industrie.de/mehr-mediainformationen/

Data delivery: via e-mail to industrie.online@konradin.de
### White paper – Fixed running time

**Concept and benefits**

- **3 months presence** via our website. Teasers ensure traffic and you receive all the leads generated for your disposal.
- **Your proof of competence**: Position yourself as proficient business partner with your white paper.
- **Potential business contacts**: Find the people who are really interested in your technologies or products (MQL = Marketing Qualified Leads).

<table>
<thead>
<tr>
<th>White paper – Fixed running time – Benefits and prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integration of your white paper on the website with image and text</td>
</tr>
<tr>
<td>Promotion via Newsletter • Website • additional relevant media of Konradin Industrie</td>
</tr>
<tr>
<td><strong>Running time of 3 months, including leads</strong> (No agency commission on price)</td>
</tr>
</tbody>
</table>

**Options at an extra charge:**

- Leads after expiry of the 3-month running time from 70.00/lead
- Drafting of white paper by specialist editor and/or English language variant on request

For further details, please refer to our extensive sales documents: https://media.industrie.de/mehr-mediainformationen/

Data delivery: via e-mail to industrie.online@konradin.de

### Whitepaper – Pay-per-Lead

**Concept and benefits**

- You have an interesting white paper which will be released exclusively via Konradin or may be available on other platforms subject to prior registration.
- We match the number of leads in the desired target group.
- Based on this white paper offer, we generate qualified leads within the specified target group and at the specified quantity.

<table>
<thead>
<tr>
<th>White paper – Pay-per-lead – Benefits and prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integration of your white paper on the website with picture and text</td>
</tr>
<tr>
<td>Target-group-compliant selection from our database (2 selection criteria: function and industry)</td>
</tr>
<tr>
<td>Audience targeting via e-mails and or via telephone, if required to achieve your guaranteed leads</td>
</tr>
<tr>
<td>Promotion via Newsletter • Website • additional relevant media of Konradin Industrie</td>
</tr>
<tr>
<td><strong>Project set-up</strong></td>
</tr>
<tr>
<td><strong>Price per lead</strong> (minimum order volume 50 leads) from 70.00/lead (No agency commission on price)</td>
</tr>
</tbody>
</table>

Further options: on request

For further details, please refer to our extensive sales documents: https://media.industrie.de/mehr-mediainformationen/

Data submission: via e-mail to industrie.online@konradin.de
In the past few years, the following have participated:

Participants in the InnovationFORUM will learn everything they need to know for efficient process design and smart networking in one day, in concentrated form. Particular attention will be placed upon the future viability of the individual investment decision.

The event is divided into two courses of lectures.

The themes of the event are as follows:
- Smart and networked production
- Process automation
- Modular plants
- Resource and energy efficiency
- Future-oriented innovation within the fields of plant and systems engineering, in addition to process engineering

Top keynotes and the highly suited Chemiepark Knapsack venue environment ensure maximum attractiveness for visitors and speakers alike.

Target group:
Technical management, responsible for chemical production, as well as persons in related plant and systems engineering.
Every satisfied attendee is another reason for your participation in the cav InnovationFORUM Chemical Production

Testimonials from attendees of previous events:

- 85% of the participants have indicated they will probably **attend again** next year (Answer: Yes/probably)
- 83% of the visitors say: "My participation was worth it!"
- 54% of the participants hold a **managerial position**

**Your benefits as partner:**
- Interested expert audience with investment potential
- Valuable leads for your sales
- High utility value for visitors because of expert lectures and sufficient breaks for networking in a relaxed atmosphere
- Wide coverage through promotion in market-leading media

**InnovationFORUM Chemical Production – Services and price**

<table>
<thead>
<tr>
<th>Service</th>
<th>Included</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event organisation, location, catering, moderation</td>
<td>✓</td>
</tr>
<tr>
<td>20 min. lecture time for your company</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibition area of approx. 4 m²</td>
<td>✓</td>
</tr>
<tr>
<td>Comprehensive promotion in cav Prozesstechnik für die Chemie-industrie and additional media of Konradin Industrie</td>
<td>✓</td>
</tr>
<tr>
<td>2/1 page partner presentation in the special section InnovationFORUM in cav 10/2020</td>
<td>✓</td>
</tr>
<tr>
<td>List of all visitors</td>
<td>✓</td>
</tr>
<tr>
<td>Video support (video interview and video recording of the lecture)</td>
<td>✓</td>
</tr>
<tr>
<td>On-demand leads to online presentation</td>
<td>✓</td>
</tr>
<tr>
<td>Partner Evening with Networking</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Price** (no agency commission on price) **7,000.00**

Visit www.prozesstechnik.industrie.de/events/cav-innovationsforum for more information.

Take full advantage as an official event partner in future Konradin events! An overview of all events can be found at: www.media.industrie.de/events
B2B Decision-Maker Analysis 2017

For years, Deutsche Fachpresse, the German trade press association, has been observing the use of specialist media in Germany through extensive studies. Current key findings are:

- **Specialist media are top influencers** of professional decision-makers in Germany.

- **Specialist media are the source of information most frequently used** by professional decision-makers and have the strongest influence on decision-makers in the most important phases of the purchasing process (customer journey).

- **Print stays the authority in the market.** Who and what is important in the industry sector/occupational group? Most decision-makers look up the response to this question in printed trade magazines. This is confirmed by...

- **Decision-makers expect advertising presence in trade media:** 76% agree: "Companies regularly advertising in trade media demonstrate that they are important players in the market."

---

**Use of B2B information resources**

by professional decision-makers within the last 12 months

<table>
<thead>
<tr>
<th>Information Resource</th>
<th>At least occasional use</th>
<th>Regular use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialist media print+digital total (net)</td>
<td>69</td>
<td>96</td>
</tr>
<tr>
<td>One or more trade magazines/print</td>
<td>52</td>
<td>83</td>
</tr>
<tr>
<td>Digital offers* from specialist media</td>
<td>45</td>
<td>82</td>
</tr>
<tr>
<td>Digital offers* from companies</td>
<td>42</td>
<td>73</td>
</tr>
<tr>
<td>Events (conferences/meetings/seminars)</td>
<td>27</td>
<td>68</td>
</tr>
<tr>
<td>Field service/representative visits</td>
<td>25</td>
<td>53</td>
</tr>
<tr>
<td>One or more trade fairs in Germany/abroad</td>
<td>21</td>
<td>52</td>
</tr>
<tr>
<td>Personally addressed direct advertising (by mail)</td>
<td>22</td>
<td>49</td>
</tr>
<tr>
<td>Customer magazines from companies</td>
<td>16</td>
<td>49</td>
</tr>
</tbody>
</table>

*Figures in %, last 12 months

*Websites, social media, newsletter, apps
To a significant extent, trade media trigger further activities:

- The interaction of editorial services and advertising-relevant information is seamless: trade media have a highly influential effect on professional decision-makers.

- Reading trade media prompts decision-makers to retrieve additional product information in different ways.

- Top decision-makers are significantly more active than the average. More often than their colleagues or employees, they retrieve further information from the provider based on what they read, or talk to others about this information.
industrie.de – the industry portal

**Target group:**
On the one hand, we appeal to the experts/specialists with an IT background who deal with IT in the production environment. On the other hand, we focus on IT managers in the production arena with a production background.

**In brief:**
Understanding basic knowledge in the “smart factory” environment and demonstrating the implementation of modern technology (Industry 4.0) in successful application examples — these are the fundamental competencies at the core of the online platform industrie.de.

**Advertising formats and prices:**
See next page for overview of standard formats. Other advertising formats on request. Please supply the correct advertising materials for mobile options. You can find more information and technical details at media.industrie.de.

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### Newsletter „IT trifft auf Industrie“

<table>
<thead>
<tr>
<th>Ad format* / position</th>
<th>Size in pixels (w x h)</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard above header</td>
<td>728 x 90**</td>
<td>1,550.00</td>
</tr>
<tr>
<td>Text/image ad</td>
<td>Image: 200 x 150, text: 300 char. (incl. spaces)</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Fullbanner</td>
<td>468 x 60** 590 x 100**</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>300 x 250</td>
<td>1,000.00</td>
</tr>
</tbody>
</table>

**Frequency:** weekly, every Wednesday

**Distribution:** 20,000 recipients

**Data delivery:**
7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de
Formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60KB).
With animated GIF files, only the first frame is displayed in the e-mail.

*Size and position in picture illustrative
**Display on mobile devices: scaled to a width of 300 pixels

(Prices valid as of 01.10.2019, in €, plus VAT)
<table>
<thead>
<tr>
<th>Advertising format on all pages*</th>
<th>Position on Desktop and Tablet**</th>
<th>Size in pixels (w x h) Desktop and Tablet</th>
<th>Description Desktop and Tablet</th>
<th>Position on Mobile</th>
<th>Size in pixels (w x h) Mobile</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard/ Large Leaderboard/ Expandable Leaderboard</td>
<td><img src="image.png" alt="Leaderboard/ Large Leaderboard/ Expandable Leaderboard" /></td>
<td>728 x 90 970 x 90 728 x 90 and 728 x 300</td>
<td>Placement above the Header</td>
<td><img src="image.png" alt="Leaderboard/ Large Leaderboard/ Expandable Leaderboard" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="image.png" alt="Sticky Skyscraper/ Wide Skyscraper" /></td>
<td>120 x 600 160 x 600</td>
<td>Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)</td>
<td><img src="image.png" alt="Sticky Skyscraper/ Wide Skyscraper" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>Hockeystick/ Wallpaper with additional background colour HEX-Code</td>
<td><img src="image.png" alt="Hockeystick/ Wallpaper with additional background colour HEX-Code" /></td>
<td>728 x 90 and 160 x 600 or 970 x 90 and 120 x 600</td>
<td>Leaderboard adjacent to Skyscraper on the right</td>
<td><img src="image.png" alt="Hockeystick/ Wallpaper with additional background colour HEX-Code" /></td>
<td>300 x 75</td>
<td>1,400.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image.png" alt="Frame Ad" /></td>
<td>120 x 600 and 1.125 x 90 and 120 x 600</td>
<td>Leaderboard with Skyscrapers on left and right. Tablet display in Hockeystick format</td>
<td><img src="image.png" alt="Frame Ad" /></td>
<td>300 x 75</td>
<td>1,600.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image.png" alt="Billboard" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image.png" alt="Billboard" /></td>
<td>300 x 75</td>
<td>650.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image.png" alt="Medium Rectangle/ Video Ad" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image.png" alt="Medium Rectangle/ Video Ad" /></td>
<td>300 x 250</td>
<td>500.00</td>
</tr>
</tbody>
</table>

*Does not apply to selected theme pages and company profiles.  
**Size and position in pictures illustrative. Displayed in rotation.

**Submission of data:** 7 days before start of campaign by e-mail to auftragsmanagement@konradin.de  
File formats: Gif, JPG, HTML5 (responsive), redirect. Max. file size 80KB. Please create HTTPS-compatible HTML5 (max. 2MB) and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). For the advertisement formats Frame Ad, Wallpaper, Sticky Skyscraper and Expandable Leaderboard, please request our technical specifications via e-mail to: auftragsmanagement@konradin.de.
fachjobs24.de is the job portal of the Konradin Publishing Group.

Fachjobs24.de represents a unique media network built upon 62 print and online brands with the highest level of professional competence.

The magazines and websites are used by readers and users predominantly as a source of professional information and cover the most important industry sectors.

With your job advertisement in one of our six industry channels, you will directly address the future specialists and executives within your precise target group.

Double combo package print
30% discount on advertising rates for placements in two magazines

Triple combo package print
40% discount on advertising rates for placements in three magazines

Architecture
- 262,788 PIs
- 172,973 visits
- 63,033 print run copies

Crafts
- 634,127 PIs
- 491,027 visits
- 90,664 print run copies

Knowledge
- 7,328,157 PIs
- 4,049,159 visits
- 183,968 print run copies

Optometry
- 96,992 PIs
- 43,088 visits
- 13,900 print run copies

Working World
- 65,254 PIs
- 43,542 visits
- 14,665 print run copies

Industry
- 514,856 PIs
- 345,510 visits
- 215,900 print run copies

33 online-partners with 8,902,174 PIs per month
5,145,299 visits per month

28 print partners with 582,130 print editions per month
With your job advertisement in the Industry channel, you will reach an unprecedented functional array of qualified specialists and managers.

**Industry**

The **Industry channel** comprises a total of 24 trade magazines and professional online portals for the industry’s decision-makers, making it one of the most diverse brands in German-speaking markets.

<table>
<thead>
<tr>
<th>Industry</th>
<th>1/4 page</th>
<th>1/2 page</th>
<th>1/1 page</th>
<th>Circulation/frequency p.a.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automationspraxis</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>15,100 copies 10x</td>
</tr>
<tr>
<td>Beschaffung aktuell</td>
<td>2,300.00</td>
<td>3,260.00</td>
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The Konradin Industrie portfolio comprises 17 industrial media brands. The range of trade magazines is complemented by individual websites and newsletters for each respective title. In addition to this, there are focused online portals. Trade events, which are carried out by individual media brands or in collaboration, round off the consummate brand portfolio.

The professional trade media of Konradin Industrie primarily reach audiences within the sectors electrical engineering, food and nutrition industry, automotive engineering, precision mechanics/optics, mechanical and plant engineering, medical technology, metal production/working and the pharmaceutical and chemical industries.

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*FOR:* Managing directors, plant managers, production managers, planning engineers
*IN:* Production companies in all industries

**EPP Elektronik Produktion + Prüftechnik**
*FOR:* Managing directors, technical managers, quality managers, skilled workers in production and development
*IN:* Electronics prod./testing

**Beschaffung aktuell**
*FOR:* Board members, managing directors, heads of area/department in purchasing, materials management and logistics.
*IN:* All industries, focus on companies with 500 employees and more

**EPP EUROPE**
*FOR:* Managing directors, technical managers, quality managers, skilled workers in production and development
*IN:* Electronics production and testing
international/in English

**medizin&technik**
*FOR:* Heads of design/development, product managers, quality managers, Managing directors
*IN:* Medical technology

**phpro – Prozesstechnik für die Pharmaindustrie**
*FOR:* Plant/production managers, technical management,
*IN:* Pharmaceutical industry, suppliers/manufacturers of plants and equipment
cav – process technology for the chemical industry
FOR: Managing directors, technical managers, plant managers
IN: Chemical/pharmaceutical industry, suppliers/manufacturers of plants and equipment

cpp – process technology for the chemical industry
FOR: Managing directors, technical managers, plant managers
IN: Chemical/pharmaceutical industry, suppliers/manufacturers of plants and equipment international/in English

dei – Prozesstechnik für die Lebensmittelindustrie
FOR: Managing directors, technical managers, production managers
IN: Food and beverage industry

elektro AUTOMATION
FOR: Technical management, automators, heads of design engineering/development, system integrators
IN: Mechanical engineering, electrical engineering and other automation-intensive industries

Industrieanzeiger
FOR: Managing directors, techn./commercial managers
IN: SMEs in mech. engineering, metalworking and processing, automotive, plastics processing and electrical engineering

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IN: Mechanical engineering, electrical engineering, vehicle construction

mav Innovation in der spanenden Fertigung
FOR: Production managers, technical managers, CEOs
IN: Metal working and processing, mechanical engineering, automotive

QUALITY ENGINEERING
FOR: Persons responsible for quality in management and production
IN: Manufacturers with focus on mechanical engineering, metals, plastics, automotive

Sicherheitsbeauftragter
FOR: Managing directors, safety officers, specialists for occupational safety, safety engineers
IN: All industries

Sicherheitsingenieur
FOR: Managing directors, specialists for occupational safety, safety engineers
IN: All industries
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and more than 260,000 copies
distributed monthly.

14 industry websites
with about 540,000 page
impressions every month!

156 webinars
as of July 2019. With up to
340 registrations!

More than 1,700 videos
as of July 2019 on the YouTube
channel of Konradin Industrie.
With more than 350,000 views.

15 trade events
per year. Experts from the
profession for the profession.
With up to 1,000 participants.

48 newsletters
per month, with a total of
around 190,000 opt-in
recipients.

Use our comprehensive market presence
for your dialogue with the industry and
your target audience and benefit from
practical experience and unrivalled
communication skills.