Media Brand

Video
Professional video production on site or during trade fairs, always with the expert support of our editorial staff.
Page 29

Trade Magazine
The user and solution-oriented, independent magazine for the pharmaceutical industry. Readers are investment decision-makers within companies in the pharmaceutical industry.
Page 4

Newsletter
Topical news and reports for the entire process technology sector, distributed every fortnight to over 17,400 named, opt-in subscribers.
Page 27

Lead Generation
You will receive qualified contacts with specific interest in your subject (adhering to EU-GDPR).
Page 31

Social Media

Website
The online magazine for decision-makers in the pharmaceutical manufacturing industry, as well as the associated mechanical and plant engineering sectors.
Page 21

Webinar

White-paper
“With phpro, you can reach your target audience through the media channels print, online, newsletter or event. Investment decision-makers within the pharmaceutical industry as well as their suppliers in plant and systems engineering are always kept up-to-date on the very latest industry developments.”

Günter Eckhardt
Editor-in-Chief
Expert content for practice

phpro – Prozesstechnik für die Pharmaindustrie is the trade magazine for the entire pharmaceutical industry. Practical approaches and industry-specific expertise support technical management and help to optimise the decision-making processes within the company.

phpro – Prozesstechnik für die Pharmaindustrie features application-oriented and practice-oriented articles, reports, interviews and product information on…

- **Production**
  e.g. systems, apparatus and components in hygienic design, CIP and SIP cleaning, processes, measurement and analytical technology, automation technology, digital production, clean-room technology

- **Packaging**
  e.g. packaging machines, packaging elements, marking equipment, tamper-evident technology, logistics, weighing and metering equipment, serialisation, Track & Trace

- **Management**
  e.g. software solutions for the pharmaceutical industry, validation, quality management, GMP, operating and cleaning equipment, maintenance and repair, remote servicing, asset management, pharma news, pharma law

- **Services**
  e.g. contract manufacturing, system planning and commissioning, contracting, analysis, synthesis, consultancy and certification

In every single issue, phpro covers the entire process chain for the production of pharmaceutical products. Up-to-date company and business reports as well as research reports round off the information portfolio.

Special editions of phpro - Prozesstechnik für die Pharmaindustrie

**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”.

In every single issue, phpro covers the entire process chain for the production of pharmaceutical products. Up-to-date company and business reports as well as research reports round off the information portfolio.
Expert editors who know the market report about everything that is going on in the pharma industry and ensure optimal reader acceptance.

You have a product or process you wish us to cover? Talk to us.

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Title: phpro – Prozesstechnik für die Pharmaindustrie

In brief: phpro – Prozesstechnik für die Pharmaindustrie is published five times a year and offers application-oriented and practical articles and reports, interviews and product information in the fields of production, packaging, management and support in pharmaceutical operations. Topical economic and company reports from the pharmaceutical industry and the manufacturers of the systems and apparatus it uses, complemented by reports from research and science, add to the range of information.

The special edition TOP PRODUCTS publishes the best products of the year from phpro – Prozesstechnik für die Pharmaindustrie, cav – Prozesstechnik für die Chemieindustrie, dei – Prozesstechnik für die Lebensmittelindustrie and prozess-technik-online.de.

Comprehensive TRADE FAIR GUIDES for the INTERPACK and POWTECH rounds off the portfolio.

Target group: Technical management in the pharmaceutical industry and especially those occupying senior positions who make decisions about the procurement of systems and components for GMP-compliant production.

Frequency: 5 issues per year

Format: DIN A4

Year: 11th year 2020

Subscription price: Annual subscription:
- Germany 26.50 €
- Abroad 26.50 €
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

Editors: Günter Eckhardt, Editor-in-Chief
- Lukas Lehmann, Assist. Editor-in-Chief

Circulation analysis 2018 = 5 issues

Circulation: 330 pages = 100.0%

Editorial: 262 pages = 79.4%

Advertising: 68 pages = 20.6%

Loose inserts: 11 pieces

Content analysis of editorial content 2018

Production 112 pages = 43.0%

Packaging 92 pages = 36.0%

Management 28 pages = 11.0%

Services 22 pages = 9.0%

Other 8 pages = 1.0%
Circulation analysis:

Average copies
(July 1, 2018 to June 30, 2019)

Print run: 11,100

Actual circulation: 11,027
Copies sold: 1,472
- Subscriptions: 32
- Retail sale: –
- Other sales: 1,440

Free copies: 9,555
Residual/archive copies: 74

Geographical analysis:

Share of total distributed copies

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<th>Economic area</th>
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<td>Abroad</td>
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<tr>
<td>Austria</td>
<td>35.1</td>
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<tr>
<td>Netherlands</td>
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<tr>
<td>Others</td>
<td>0.9</td>
<td>11</td>
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Actual circulation: 100.0 11,027

3.1 Circulation by postcode regions:
Share of actual circulation

<table>
<thead>
<tr>
<th>Postcode</th>
<th>%</th>
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<tr>
<td>0</td>
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<tr>
<td>1</td>
<td>4.5%</td>
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<td>3</td>
<td>10.6%</td>
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<td>1,185</td>
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<tr>
<td>5</td>
<td>11.3%</td>
<td>1,125</td>
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<tr>
<td>6</td>
<td>10.5%</td>
<td>1,046</td>
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<tr>
<td>7</td>
<td>16.7%</td>
<td>1,663</td>
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<tr>
<td>8</td>
<td>8.2%</td>
<td>817</td>
</tr>
<tr>
<td>9</td>
<td>8.2%</td>
<td>817</td>
</tr>
<tr>
<td>10</td>
<td>10.6%</td>
<td>1,056</td>
</tr>
</tbody>
</table>

Summary of the survey method:
1. Method: File-based recipient-structure analysis – total circulation
2. Population: Actual circulation
3. Sample: Total 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 code acc. to classif. of industrial sectors 2008</th>
<th>Share of actual circulation</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmaceutical and chemical industry</td>
<td></td>
<td>56.9</td>
<td>6,274</td>
</tr>
<tr>
<td>C.20.14 Manufacturing of other organic basic chemicals</td>
<td></td>
<td>1.1</td>
<td>121</td>
</tr>
<tr>
<td>C.20.4 Manufacturing of soap, detergents, cleaning and</td>
<td></td>
<td>4.6</td>
<td>507</td>
</tr>
<tr>
<td>care products as well as perfumes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C.21 Manufacturing of pharmaceutical products</td>
<td></td>
<td>51.2</td>
<td>5,646</td>
</tr>
<tr>
<td>Plant engineering for the pharmaceutical industry</td>
<td></td>
<td>43.1</td>
<td>4,753</td>
</tr>
<tr>
<td>C.25.29 Manufacturing of collecting vessels, tanks and</td>
<td></td>
<td>1.6</td>
<td>176</td>
</tr>
<tr>
<td>similar containers made of metal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C.25.30 Manufacturing of steam boilers (not including</td>
<td></td>
<td>0.2</td>
<td>22</td>
</tr>
<tr>
<td>central heating boilers)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C.26.51 Manufacturing of instruments and appliances for</td>
<td></td>
<td>8.7</td>
<td>959</td>
</tr>
<tr>
<td>measuring, testing and navigation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C.27.12 Manufacturing of electricity distribution and</td>
<td></td>
<td>5.4</td>
<td>595</td>
</tr>
<tr>
<td>control equipment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C.27.9 Manufacturing of other electrical equipment and</td>
<td></td>
<td>6.1</td>
<td>673</td>
</tr>
<tr>
<td>devices not mentioned elsewhere</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C.28.13 Manufacturing of pumps and compressors</td>
<td></td>
<td>4.1</td>
<td>452</td>
</tr>
<tr>
<td>C.28.14 Manufacturing of fittings</td>
<td></td>
<td>4.8</td>
<td>529</td>
</tr>
<tr>
<td>C.28.25 Manufacturing of cooling and ventilation</td>
<td></td>
<td>4.0</td>
<td>441</td>
</tr>
<tr>
<td>equipment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C.28.29 Manufacturing of other general-purpose machinery</td>
<td></td>
<td>7.0</td>
<td>772</td>
</tr>
<tr>
<td>not mentioned elsewhere</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E.36, 37, 38 Environmental engineering and disposal</td>
<td></td>
<td>1.2</td>
<td>132</td>
</tr>
<tr>
<td>Actual circulation</td>
<td></td>
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</tbody>
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### 1.2 Company size:

<table>
<thead>
<tr>
<th>Share of actual circulation</th>
<th>%</th>
<th>Copies</th>
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<tbody>
<tr>
<td>1–49 employees</td>
<td>15.4</td>
<td>1,698</td>
</tr>
<tr>
<td>50–99 employees</td>
<td>14.0</td>
<td>1,544</td>
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<tr>
<td>100–199 employees</td>
<td>16.7</td>
<td>1,842</td>
</tr>
<tr>
<td>200–499 employees</td>
<td>18.3</td>
<td>2,018</td>
</tr>
<tr>
<td>500 and more employees</td>
<td>35.6</td>
<td>3,926</td>
</tr>
<tr>
<td>Actual circulation</td>
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<td>11,027</td>
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</table>

### 1.3 Position in company

<table>
<thead>
<tr>
<th>Share of actual circulation</th>
<th>%</th>
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<tbody>
<tr>
<td>Corporate management</td>
<td>23.9</td>
<td>2,635</td>
</tr>
<tr>
<td>1st management level</td>
<td>14.1</td>
<td>1,555</td>
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<tr>
<td>2nd management level</td>
<td>22.4</td>
<td>2,470</td>
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<tr>
<td>Employees, skilled workers, specialists</td>
<td>39.6</td>
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<td>Actual circulation</td>
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<td>11,027</td>
</tr>
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</table>

### 1.4 Job function

<table>
<thead>
<tr>
<th>Share of actual circulation</th>
<th>%</th>
<th>Copies</th>
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<tbody>
<tr>
<td>Management/techn. lead</td>
<td>32.1</td>
<td>3,540</td>
</tr>
<tr>
<td>Research &amp; development</td>
<td>14.8</td>
<td>1,632</td>
</tr>
<tr>
<td>Construction, Engineering</td>
<td>14.0</td>
<td>1,544</td>
</tr>
<tr>
<td>Production, manufacturing, assembly</td>
<td>36.5</td>
<td>4,025</td>
</tr>
<tr>
<td>Maintenance, Servicing</td>
<td>2.6</td>
<td>287</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100.0</td>
<td>11,027</td>
</tr>
</tbody>
</table>
The topics for the pharmaceutical industry

Management

Software solutions for the pharmaceutical industry, validation, quality management, GMP, operating and cleaning equipment, company organisation, maintenance and repair, maintenance 4.0, predictive maintenance, remote servicing, asset management, pharma news, pharma law

In issues 1, 2, 3, 4, 5

Production

Systems, apparatus and components in hygienic design, CIP and SIP cleaning, mechanical, thermal and chemical processes, biotechnology, measurement and analytical equipment, automation equipment, water preparation, Industry 4.0, digital pharma production, digital twin, cloud solutions, connectivity, NOA, AI in the Process industry, autonomous systems, 5G, maintenance, mobile solutions, clean-room equipment, containment, technical gases, tablet presses, energy-efficient solutions

In issues 1, 2, 3, 4, 5, INTERPACK GUIDE, POWTECH GUIDE, TOP PRODUCTS

Services

Contract manufacturing, system planning and commissioning, contracting, analysis, synthesis, product design, consultancy and certification, training, seminars, conferences, events

In issues 1, 2, 3, 4, 5

Packaging

Packaging machines, packaging elements, marking equipment, serialisation, aggregation, track & trace, tamper-evident technology, logistics, RFID, weighing and metering equipment, storage systems

In issues 1, 2, 3, 4, 5, INTERPACK GUIDE, POWTECH GUIDE, TOP PRODUCTS
Use our highlights around POWTECH 2020 for your trade fair communication

For POWTECH 2020 the media brands cav, dei and phpro offer cross-media opportunities for your successful trade fair communication. Benefit from the attention surrounding POWTECH by using this cross-media offer for your perfect trade fair communication.

Total Circulation for Powtech: Over 100,000 copies

The POWTECH FAIR GUIDE
PD: 11.09.2020, AD: 19.08.2020

The POWTECH Trade Fair Specials

cpp 03/2020
The POWTECH Trade Fair Special
PD: 17.09.2020, AD: 26.08.2020

phpro 04/2020
PD: 18.09.2020, AD: 26.08.2020

POWTECH News
Reporting directly from the Fair
Date: Tuesday, 29.09.2020

Additional advertising options
- www.prozesstechnik-online.de (see page 22)
- Video statement during the Fair for diverse presence afterwards (see page 30)
- Lead generation for even more intensive conversations during the Fair and afterwards (see page 32)

We would be delighted to advise you and provide an individual quotation.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Focus</th>
<th>Trade fairs/events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2020</td>
<td>Trade-fair special for analytica</td>
<td>Management: Software solutions for the pharmaceutical industry, validation, quality management, GMP, operating and cleaning equipment, company organisation, maintenance and repair, predictive maintenance, remote servicing, asset management, pharma news, pharma law. Services: Contract manufacturing, system planning and commissioning, contracting, analysis, synthesis, product design, consultancy and certification, training, seminars, meetings, events.</td>
</tr>
<tr>
<td></td>
<td><strong>Production:</strong> Systems, apparatus and components in hygienic design, CIP and SIP cleaning, mechanical, thermal and chemical processes, biotechnology, lab and analytical equipment, measurement and automation technology, pharmaceutical production 4.0, digital production, water preparation, clean-room equipment, containment, technical gases, tablet presses, energy-efficient solutions</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Packaging:</strong> Packaging machines, packaging elements, marking equipment, tamper-evident technology, logistics, RFID, weighing and metering equipment, storage systems, track &amp; trace, serialisation</td>
<td></td>
</tr>
<tr>
<td>2/2020</td>
<td>Trade-fair special for interpack</td>
<td>Management: Software solutions for the pharmaceutical industry, validation, quality management, GMP, operating and cleaning equipment, company organisation, maintenance and repair, predictive maintenance, remote servicing, asset management, pharma news, pharma law. Services: Contract manufacturing, system planning and commissioning, contracting, analysis, synthesis, product design, consultancy and certification, training, seminars, meetings, events.</td>
</tr>
<tr>
<td></td>
<td><strong>Production:</strong> Systems, apparatus and components in hygienic design, CIP and SIP cleaning, mechanical, thermal and chemical processes, biotechnology, lab and analytical equipment, measurement and automation technology, pharmaceutical production 4.0, digital production, water preparation, clean-room equipment, containment, technical gases, tablet presses, energy-efficient solutions</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Packaging:</strong> Packaging machines, packaging elements, marking equipment, tamper-evident technology, logistics, RFID, weighing and metering equipment, storage systems, track &amp; trace, serialisation</td>
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### Editorial Schedule 2020

<table>
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<tr>
<th>Issue</th>
<th>Focus</th>
<th>Trade fairs/events</th>
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<tbody>
<tr>
<td>Special edition</td>
<td><strong>Special publication – packaging technology</strong></td>
<td></td>
</tr>
<tr>
<td>Publication date:</td>
<td>12.05.2020</td>
<td></td>
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<tr>
<td>Advertising deadline:</td>
<td>07.04.2020</td>
<td></td>
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<td>Editorial deadline:</td>
<td>18.02.2020</td>
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<tr>
<td></td>
<td>Distribution as a supplement in the May issues of cav, dei and phpro</td>
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<tr>
<td></td>
<td>Total circulation: 45,000 copies.</td>
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<td><strong>Topics:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Packaging machines and devices</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Packaging materials, types of packaging, packaging aids and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>the production of packaging</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Machinery for the production of confectionary</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Machinery for the production of bakery products</td>
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</tr>
<tr>
<td></td>
<td>• Machinery for the production of pharmaceuticals and cosmetics</td>
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**3/2020**

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</tr>
<tr>
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<td>15.04.2020</td>
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</table>

**In focus: Pharmaceutical production 4.0**

**Production:** Systems, apparatus and components in hygienic design, CIP and SIP cleaning, mechanical, thermal and chemical processes, biotechnology, lab and analytical equipment, measurement and automation technology, pharmaceutical production 4.0, digital production, water preparation, clean-room equipment, containment, technical gases, tablet presses, energy-efficient solutions

**Packaging:** Packaging machines, packaging elements, marking equipment, tamper-evident technology, logistics, RFID, weighing and metering equipment, storage systems, track & trace, serialisation

**Management:** Software solutions for the pharmaceutical industry, validation, quality management, GMP, operating and cleaning equipment, company organisation, maintenance and repair, predictive maintenance, remote servicing, asset management, pharma news, pharma law

**Services:** Contract manufacturing, system planning and commissioning, contracting, analysis, synthesis, product design, consultancy and certification, training, seminars, meetings, events

**Sensor+Test**

Nuremberg, 23.06.-25.06.
## Editorial Schedule 2020

### 4/2020

**Trade-fair special for POWTECH**

**Production:** Systems, apparatus and components in hygienic design, CIP and SIP cleaning, mechanical, thermal and chemical processes, biotechnology, lab and analytical equipment, measurement and automation technology, pharmaceutical production 4.0, digital production, water preparation, clean-room equipment, containment, technical gases, tablet presses, energy-efficient solutions

**Packaging:** Packaging machines, packaging elements, marking equipment, tamper-evident technology, logistics, RFID, weighing and metering equipment, storage systems, track & trace, serialisation

**Management:** Software solutions for the pharmaceutical industry, validation, quality management, GMP, operating and cleaning equipment, company organisation, maintenance and repair, predictive maintenance, remote servicing, asset management, pharma news, pharma law

**Services:** Contract manufacturing, system planning and commissioning, contracting, analysis, synthesis, product design, consultancy and certification, training, seminars, meetings, events

**Show preview:** POWTECH

**Trade fairs/events**

- **Meorga - MSR-Spezialmesse**
  Ludwigshafen, 16.09.
- **POWTECH**
  Nuremberg, 29.09.-01.10.
- **cleanzone**
  Frankfurt, 18.11.-19.11.
- **CPhI worldwide**
  Milan, 13.10.-15.10.

### Special edition

**POWTECH Trade fair guide**

The exhibition guide for Nuremberg with the most important product innovations.

Powered by cav – Prozesstechnik für die Chemieindustrie, dei – Prozess-technik für die Lebensmittelindustrie and phpro – Prozesstechnik für die Pharmaindustrie

**Total print run:** 48,000 copies – with additional dissemination at the POWTECH.

With special promotions on prozesstechnik-online.de and daily special newsletter.
**5/2020**

**Publication date:** 13.11.2020  
**Advertising deadline:** 21.10.2020  
**Editorial deadline:** 23.09.2020

**In focus: Containment**

**Production:** Systems, apparatus and components in hygienic design, CIP and SIP cleaning, mechanical, thermal and chemical processes, biotechnology, lab and analytical equipment, measurement and automation technology, pharmaceutical production 4.0, digital production, water preparation, clean-room equipment, containment, technical gases, tablet presses, energy-efficient solutions

**Packaging:** Packaging machines, packaging elements, marking equipment, tamper-evident technology, logistics, RFID, weighing and metering equipment, storage systems, track & trace, serialisation

**Management:** Software solutions for the pharmaceutical industry, validation, quality management, GMP, operating and cleaning equipment, company organisation, maintenance and repair, predictive maintenance, remote servicing, asset management, pharma news, pharma law

**Services:** Contract manufacturing, system planning and commissioning, contracting, analysis, synthesis, product design, consultancy and certification, training, seminars, meetings, events

**Show previews:**  
SPS, Valve World, Lounges

**Show report:** POWTECH

**Trade fairs/events**

- **Vision**  
  Stuttgart, 10.11.-12.11.

- **Packaging Innovations**  
  Amsterdam, 11.11.-12.11.

- **SPS**  
  Nuremberg, 24.11.-26.11.

- **Valve World**  
  Düsseldorf, 01.12.-03.12.

- **Lounges 2021**  
  Karlsruhe

- **cav InnovationsFORUM 2020**  
  Chemiepark Knapsack, 29.10.2020

- **automatica**  
  Munich, 08.12.-11.12.

**Special edition**

**Publication date:** 09.12.2020  
**Advertising deadline:** 17.11.2020  
**Editorial deadline:** 20.10.2020

**TOP PRODUCTS 2020**

The best products of phpro – Prozesstechnik für die Pharmaindustrie, cav – Prozesstechnik für die Chemieindustrie and dei – Prozesstechnik für die Lebensmittelindustrie and prozesstechnik-online.

**Circulation:** 40,000 copies!

Including Top Product of the Year 2020

**Classified in the following subject areas:**
- Systems, apparatus, machinery, components
- Valves, pipes, hoses, fittings, seals
- Process engineering
- Measuring and control engineering, process automation
- Packaging and storage technology
Magazine format: DIN A4, 210 mm wide x 297 mm high
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 17 et seq.

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

<table>
<thead>
<tr>
<th>3 ads</th>
<th>6 ads</th>
<th>9 ads</th>
<th>12 ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Classified ads
Recommendation ads 1 col., 44 mm wide, per mm b/w 5.40
Classified ads 1 col., 44 mm wide, per mm b/w 3.10
Job market see page 35
Premium company profile (online) per year 2,950.00
Business card (print) more on page 27 per year 1,320.00
Combi company profile + business card per year 3,610.00

Your contact:
Advice, booking:
see contacts on page 43
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**

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rate b/w</th>
<th>2-colour</th>
<th>4-colour</th>
<th>Bleed surcharge</th>
<th>Formats: width x height in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Colour surcharge</td>
<td>Total rate</td>
<td>Colour surcharge</td>
<td>Total rate</td>
</tr>
<tr>
<td>1/1 page</td>
<td>4,040.00</td>
<td>440.00</td>
<td>4,480.00</td>
<td>1,070.00</td>
<td>5,110.00</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>2,570.00</td>
<td>300.00</td>
<td>2,870.00</td>
<td>860.00</td>
<td>3,430.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,140.00</td>
<td>300.00</td>
<td>2,440.00</td>
<td>860.00</td>
<td>3,000.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,490.00</td>
<td>300.00</td>
<td>1,790.00</td>
<td>860.00</td>
<td>2,350.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,080.00</td>
<td>250.00</td>
<td>1,330.00</td>
<td>710.00</td>
<td>1,790.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>580.00</td>
<td>250.00</td>
<td>830.00</td>
<td>710.00</td>
<td>1,290.00</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rate b/w</th>
<th>4-colour</th>
<th>Total rate 4c</th>
<th>Bleed surcharge</th>
<th>Format: width x height in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd and 4th cover page</td>
<td>4,790.00</td>
<td>1,070.00</td>
<td>5,860.00</td>
<td>470.00</td>
<td>188 x 270 210 x 297</td>
</tr>
<tr>
<td>1/3 page next to editorial</td>
<td>1,840.00</td>
<td>860.00</td>
<td>2,700.00</td>
<td>180.00</td>
<td>60 x 270 71 x 297</td>
</tr>
<tr>
<td>1/2 page next to table of contents</td>
<td>2,550.00</td>
<td>860.00</td>
<td>3,410.00</td>
<td>250.00</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>9,900.00 Double-page spread</td>
</tr>
<tr>
<td>Panoramic spread</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 x 1/2 pages</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>2 x 1/3 pages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text Box Advertorial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page land., 4c</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 circuit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 circuits</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>6 circuits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in editorial section</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>44 mm wide</td>
<td>per mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>23.00</td>
<td></td>
<td></td>
<td></td>
<td>44 x spec.</td>
</tr>
<tr>
<td></td>
<td>32.00</td>
<td></td>
<td></td>
<td></td>
<td>60 x spec.</td>
</tr>
<tr>
<td></td>
<td>plus colour surcharge</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>350.00</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>350.00</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>60 x 82</td>
</tr>
<tr>
<td></td>
<td>Print + premium company profile (Online)</td>
<td>60 x 82</td>
<td>1,320.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>per year</td>
<td></td>
<td></td>
<td></td>
<td>Per year</td>
</tr>
<tr>
<td></td>
<td>per year</td>
<td></td>
<td>3,610.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Rate Card No. 10 Page 3 of 5 (Price valid as of 01.10.2019, in €, plus VAT)*
<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>&lt;br&gt;105 mm high</td>
<td>6,200.00</td>
<td>Paper: 200 g matt art paper, 2 x fold grooves with adhesive dot</td>
<td>465 x 105</td>
</tr>
<tr>
<td>1 Single-sided printing incl. production, handling not included</td>
<td>125.00 per thsd.*</td>
<td></td>
<td>18,100 cop.</td>
</tr>
<tr>
<td><strong>Cover flap</strong></td>
<td>7,200.00</td>
<td>Front partially, back fully printable, advertising space approx. 0.8 pages.</td>
<td>105 x 297</td>
</tr>
<tr>
<td>2 105 mm wide, attached on left-hand side with title logo featured on front</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bound insert</strong></td>
<td>4,500.00</td>
<td>Front page marked. Other formats and weights on request, with sample.</td>
<td>210 x 297</td>
</tr>
<tr>
<td>1 leaf = 2 pages 135 – 180 gsm&lt;br&gt;2 leaf = 4 pages 80 – 180 gsm</td>
<td>7,850.00</td>
<td>Insert format: Delivery: untrimmed&lt;br&gt;Quantity: 2 leaf = 4 pages&lt;br&gt;Max. format of insert:</td>
<td>216 x 305</td>
</tr>
<tr>
<td><strong>Loose insert</strong></td>
<td>250.00 per thsd.</td>
<td>Other formats and weights on request, with sample.</td>
<td>11,800 cop.</td>
</tr>
<tr>
<td>up to 25 g&lt;br&gt;With insert note in magazine. Partial allocation by first digit of</td>
<td>Min. run 3,000 cop.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>postcode is possible.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tip-on Postcard</strong></td>
<td>61.00 per thsd.&lt;br&gt;Manual gluing (pin-point accuracy) 74.00 per thsd.*</td>
<td></td>
<td>11,800 cop.</td>
</tr>
<tr>
<td>3 Postcard&lt;br&gt;Automatic gluing&lt;br&gt;Minimum size of carrier ad: 1/1 page</td>
<td>37.00 per thsd.*</td>
<td></td>
<td>11,200 cop.</td>
</tr>
<tr>
<td><strong>Tip-on Post-it</strong></td>
<td>61.00 per thsd.&lt;br&gt;Booklets and other tip-ons as well as product samples upon</td>
<td></td>
<td>11,800 cop.</td>
</tr>
<tr>
<td>4 Post-it&lt;br&gt;Manual gluing&lt;br&gt;Minimum size of carrier ad: 1/2 page</td>
<td>74.00 per thsd.*</td>
<td>Quantity: Must accompany all copies&lt;br&gt;Circulation:</td>
<td>11,200 cop.</td>
</tr>
<tr>
<td>*no agency commission on technical costs</td>
<td>plus carrier ad</td>
<td></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

More on ad specials: www.media.industrie.de
### Ads: Standard formats

<table>
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<th>Format: width x height in mm</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 270 210 x 297]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior page</td>
<td>5,610.00</td>
<td>[140 x 190 151 x 205]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>4,730.00</td>
<td>[188 x 133 192 x 270 210 x 150 103 x 297]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td>3,750.00</td>
<td>[188 x 88 92 x 270 210 x 105 71 x 297]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>2,820.00</td>
<td>[188 x 65 92 x 133 44 x 270 210 x 82 103 x 150 55 x 297]</td>
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### Ads: Special formats and positions

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<tr>
<td>2nd, 3rd and 4th cover page</td>
<td>8,750.00</td>
<td>[188 x 270 210 x 297]</td>
<td></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 270 103 x 297]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page next to editorial</td>
<td>4,100.00</td>
<td>[60 x 270 71 x 297]</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total rates 4c. Further ad formats and prices on request. More information in the Editorial Schedule starting on page 13. *Compared to the sum of individual prices  **Only with Top Products: details and guidelines on request.

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Special editions: INTERPACK | POWTECH MESSE GUIDES | TOP PRODUCTS

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Ads: Standard formats

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<td></td>
</tr>
</tbody>
</table>

Total rates 4c. Further ad formats and prices on request. More information in the Editorial Schedule starting on page 13. *Compared to the sum of individual prices  **Only with Top Products: details and guidelines on request.

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Circulation 45,000 copies

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Circulation 45,000 copies

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Circulation 40,000 copies

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Trade Magazine
Rate Card No. 10  Page 5 of 5 (Price valid as of 01.10.2019, in €, plus VAT)

1 Latenz
Noch ohne Kaufabsicht, Kaufimpulse müssen gesetzt werden
- Wer Aufmerksamkeit erregen will, muss „laut“ sein. Eine Aufgabe klassischer Werbung.
- Pull-Marketing-Maßnahmen

2 Exploration
Aktive Recherche, Einarbeitung ins Thema und Definition der Kaufkriterien
- Werbung sorgt für Bekanntheit von Lösungen und USPs
- Pull-Marketing-Maßnahmen

3 Abwägung
Eingrenzen der Alternativen, Auswahl möglicher Anbieter und Produkte (Relevant Set)
- Werbung stärkt das Anbieterimage und nennt konkrete Produktvorteile
- Vertrauensbildung durch Referenzen, Anwenderberichte u.ä.

4 Kauf
Verhandlung von Leistungen und Konditionen bis Kauf
- Direkte Abverkaufswerbung mit Preisangaben/Aktionen
- Zusammenspiel Marketing/Vertrieb

5 Nachkauf
Gute Kundenbindung verkürzt die nächste Journey
- Imagewerbung zur Bestätigung der Wahl (Big Player, Branchen-bzw. Technologie-Spezialist)
- Kundenkommunikation und Anwenderaustausch

Customer-Journey-Modell
Aufteilung in 5 Phasen.
Je nachdem, wie sie erlebt werden, kann es auch zu Richtungsänderungen oder Abkürzungen kommen.
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

- Integrate pixels on the website
- Marketing of the target group
- Campaign setup
- Present on websites of Google Display Networks

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" alt="Leaderboard" /> <img src="image2" alt="Large Leaderboard" /> <img src="image3" alt="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="image4" alt="Leaderboard" /></td>
<td>300 x 50</td>
<td>650.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="image5" alt="Sticky Skyscraper" /> <img src="image6" alt="Sticky 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="image7" alt="Sticky Skyscraper" /></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="image8" alt="Hockeystick" /> <img src="image9" alt="Wallpaper with additional background colour" /></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="image10" alt="Hockeystick" /></td>
<td>300 x 75</td>
<td>1,360.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image11" 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="image12" alt="Frame Ad" /></td>
<td>300 x 75</td>
<td>1,480.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image13" alt="Billboard" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image14" alt="Billboard" /></td>
<td>300 x 75</td>
<td>810.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image15" alt="Medium Rectangle" /> <img src="image16" alt="Video Ad" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image17" alt="Medium Rectangle" /></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 24
Premium company profile, see page 26

Media Kit 2020 | phro – Prozesstechnik für die Pharmaindustrie – Website: prozesstechnik-online.de  | 22
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.

Sponsored article

Theme page
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

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

Package price per website | 6,400.00

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.

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!
Premium company profile

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**

<table>
<thead>
<tr>
<th>Price/year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basic price for 1 year</strong></td>
</tr>
<tr>
<td><em>Leads on demand, per lead</em></td>
</tr>
<tr>
<td>Additional 3 download offers</td>
</tr>
<tr>
<td>Extension by additional 12 months</td>
</tr>
</tbody>
</table>

*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
## 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 techn. · Nozzles & spray systems · Valves, pipes, hoses · Fittings + seals · Conveyors systems · Marking · Storage · Services · Measuring & analysing · Mixing · Thermal processes · Pumps & compressors · Plants · Cleaning technology · Explosion protection · Plant safety · Industrial safety · Research & innovation · Knowledge · 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

### Business card print in the trade magazine

<table>
<thead>
<tr>
<th>Business card print in the trade magazine</th>
<th>Category / issues</th>
<th>Price Online</th>
<th>Price Print</th>
<th>Combination Print + Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automationspraxis</td>
<td>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</td>
<td>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</td>
<td>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</td>
<td>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</td>
<td>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</td>
<td>Partner for electronics manufacturing / 7 issues</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>Industrieanzeiger</td>
<td>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</td>
<td>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</td>
<td>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</td>
<td>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</td>
<td>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</td>
<td>Partner for quality assurance / 5 issues</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>Partner for occupational safety / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>Partner for occupational safety / 12 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
</tbody>
</table>

### Start possible with any issue

**Format**
- 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*

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

<table>
<thead>
<tr>
<th>Premium company profile 2,950.00</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Online price

- For the first issue:
  - Automationspraxis: 1,980.00
  - Beschaffung aktuell: 1,980.00
  - cav – Prozesstechnik für die Chemieindustrie: 1,980.00
  - dei – Prozesstechnik für die Lebensmittelindustrie: 1,980.00
  - elektro AUTOMATION: 1,320.00
  - EPP Elektronik Produktion & Prüftechnik: 1,320.00
  - Industrieanzeiger: 1,980.00
  - KEM Konstruktion: 1,980.00
  - mav Innovation in der spanenden Fertigung: 1,980.00
  - medizin&technik: 1,320.00
  - phpro – Prozesstechnik für die Pharmaindustrie: 1,320.00
  - QUALITY ENGINEERING: 1,320.00
  - Sicherheitsbeauftragter: 1,980.00
  - Sicherheitsingenieur: 1,980.00

**Note:** The Online price is valid for the first issue only. The Print price is valid for the subsequent issues. The Combination Print + Online price is valid for all issues.
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.

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

<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
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

---

Ad format*/position | Size in pixels (w x h) | Price
---|---|---
1 x Leaderboard above header | 728 x 90** | 4,700.00
3 x Text/image ad | Image: 200 x 150, text: 300 char. (incl. spaces) | 4,700.00
or |  |  |
3 x Fullbanner | 468 x 60** | 4,700.00
or |  |  |
3 x Medium Rectangle | 300 x 250 | 4,700.00
maximum of 4 positions |  | 4,700.00

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

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.
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

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

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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

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**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

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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 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**

1,500.00

---

**Can be booked for:** Control, SMTConnect, SPS, Vision.

---

**Benefits and prices (at least 6 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**

2,900.00

---

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

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All prices without agency commission. Further options on request.
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.

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E-mailing

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

**E-mailing – Benefits and prices (at least 6 weeks lead time)**

| 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.

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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.
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!
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.

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### Webinar – Services and price (minimum lead time 6 weeks)

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announcement of your webinar on the website with image • text • registration page</td>
<td></td>
</tr>
<tr>
<td>Promotion in newsletter • website • further appropriate media of Konradin Industrie</td>
<td></td>
</tr>
<tr>
<td>E-mailing of invitations • reminders • appointment reminders • follow-ups</td>
<td></td>
</tr>
<tr>
<td>Online webinar space and live transmission (approx. 60 minutes), Poll during the live broadcast</td>
<td></td>
</tr>
<tr>
<td>Professional moderator, inclusion of up to two speakers on your side (technical checks before broadcast)</td>
<td></td>
</tr>
<tr>
<td>Registration list including contact details</td>
<td></td>
</tr>
<tr>
<td>Detailed reporting</td>
<td></td>
</tr>
<tr>
<td>On-demand webcast after live transmission on the website with image and text</td>
<td><strong>7,700.00</strong></td>
</tr>
</tbody>
</table>

**Package price** (No agency commission on price)

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### Options at extra charge:

- Leads (after live webinar) from € 70.00/lead

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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).

### White paper – Fixed running time – Benefits and prices

| Integration of your white paper on the website with image and text |  
| Promotion via Newsletter • Website • additional relevant media of Konradin Industrie |  
| **Running time of 3 months, including leads** (No agency commission on price) | **1,950.00** |

**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

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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.

### White paper – Pay-per-lead – Benefits and prices

| Integration of your white paper on the website with picture and text |  
| Target-group-compliant selection from our database (2 selection criteria: function and industry) |  
| Audience targeting via e-mails and or via telephone, if required to achieve your guaranteed leads |  
| Promotion via Newsletter • Website • additional relevant media of Konradin Industrie |  
| **Project set-up** | **1,500.00** |
| **Price per lead** (minimum order volume 50 leads) from 70.00/lead |  
| (No agency commission on price) |  

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
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. 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.

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.

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### PRINT JOURNAL inc. 4 weeks Basic Job Online*

<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>
<td>5,350.00</td>
<td>18,100 copies 10x</td>
</tr>
<tr>
<td>cav – Prozesstechnik für die Chemieindustrie</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>21,700 copies 15x</td>
</tr>
<tr>
<td>dei – Prozesstechnik für die Lebensmittelindustrie</td>
<td>1,000.00</td>
<td>1,500.00</td>
<td>2,200.00</td>
<td>9,100 copies 10x</td>
</tr>
<tr>
<td>elektro AUTOMATION</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>18,100 copies 9x</td>
</tr>
<tr>
<td>EPP Elektronik Produktion &amp; Prüftechnik</td>
<td>1,000.00</td>
<td>1,500.00</td>
<td>2,200.00</td>
<td>9,200 copies 7x</td>
</tr>
<tr>
<td>Industrieanzeiger</td>
<td>1,750.00</td>
<td>2,750.00</td>
<td>4,300.00</td>
<td>40,100 copies 34x</td>
</tr>
<tr>
<td>KEM Konstruktion</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>22,600 copies 18x</td>
</tr>
<tr>
<td>mav Innovation in der spanenden Fertigung</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>20,100 copies 10x</td>
</tr>
<tr>
<td>medizin&amp;technik</td>
<td>1,020.00</td>
<td>1,530.00</td>
<td>2,040.00</td>
<td>10,000 copies 6x</td>
</tr>
<tr>
<td>phpro – Prozesstechnik für die Pharmaindustrie</td>
<td>1,000.00</td>
<td>1,500.00</td>
<td>2,200.00</td>
<td>11,100 copies 5x</td>
</tr>
<tr>
<td>QUALITY ENGINEERING</td>
<td>1,440.00</td>
<td>2,040.00</td>
<td>3,260.00</td>
<td>20,700 copies 4x</td>
</tr>
</tbody>
</table>

*With print booking, the respective online channel is complimentary for 4 weeks!*

---

### ONLINE ONLY

<table>
<thead>
<tr>
<th></th>
<th>Basis Job</th>
<th>Premium Job</th>
<th>Premium Job +</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 weeks</td>
<td>199.00</td>
<td>249.00</td>
<td>299.00</td>
</tr>
<tr>
<td>8 weeks</td>
<td>simple listing</td>
<td>simple listing</td>
<td>exclusive listing</td>
</tr>
<tr>
<td></td>
<td>199.00</td>
<td>249.00</td>
<td>299.00</td>
</tr>
</tbody>
</table>

---

All print ads set to type area (specific formats are available upon request), prices in € plus VAT. All print rates indicated are valid for 4-colour print. Publication rates are provided by the publisher and are valid as of 2019.
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.

<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
<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="image1" alt="Leaderboard" /> <img src="image2" alt="Large Leaderboard" /> <img src="image3" alt="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="image4" alt="Leaderboard" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>(Sticky) skyscraper/ (Sticky) Wide skyscraper</td>
<td><img src="image5" alt="Sticky skyscraper" /> <img src="image6" alt="Sticky 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="image7" alt="Sticky 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="image8" alt="Hockeystick" /> <img src="image9" alt="Wallpaper" /></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="image10" alt="Leaderboard" /></td>
<td>300 x 75</td>
<td>1,400.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image11" 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="image12" alt="Leaderboard" /></td>
<td>300 x 75</td>
<td>1,600.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image13" alt="Billboard" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image14" alt="Leaderboard" /></td>
<td>300 x 75</td>
<td>650.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image15" alt="Medium Rectangle" /> <img src="image16" alt="Video Ad" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image17" alt="Leaderboard" /></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.
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...
  - 5.3 million respondents: "Is credible, meaning the information is neutral and reliable"
  - 5.1 million respondents: "Conveys which products and services a provider currently offers"

- **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>

*Websites, social media, newsletter, apps

Figures in %, last 12 months

- **At least occasional use**
- **Regular use**
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.

<table>
<thead>
<tr>
<th>Activity</th>
<th>All decision-makers</th>
<th>Top decision-makers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended a trade convention or event</td>
<td>43%</td>
<td>45%</td>
</tr>
<tr>
<td>Retrieved more information from the provider’s website</td>
<td>75%</td>
<td>76%</td>
</tr>
<tr>
<td>Talked to others, such as colleagues, about this information</td>
<td>78%</td>
<td>79%</td>
</tr>
<tr>
<td>Directly contacted the provider</td>
<td>62%</td>
<td>69%</td>
</tr>
<tr>
<td>Ordered product brochures</td>
<td>49%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Practiced once or several times by trade media users in the past 12 months.
17 cross-media brands form the network of expertise for industry

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.

Automationspraxis
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

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

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

medizin&technik
FOR: Heads of design/development, production, 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

industrie.de
is the comprehensive online specialist Portal for Digitisation in Production

KEM Konstruktion
FOR: Heads of design/development, design/development engineers, technical management
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

industrie.de is the comprehensive online specialist Portal for Digitisation in Production.
Our portfolio for your successful target-group communication

Media advice and campaign planning
We will advise you competently and comprehensively on all your media planning needs within the network of Konradin Industrie. Working closely with you, we select the appropriate channels and media brands.

Extras for your target-group marketing
Extras such as Lead Generation, Video or Address Rental are just a few of the media channels available to reach your target group. Talk to us, we provide you with the relevant options.

Optimising your advertising material
With our experience in advertising efficacy research, we support you in developing your customized campaign, helping you to achieve your specific communication objectives.

Printing your products
KonradinHeckel is your specialist for the complete production of catalogues.
www.konradin-druck.de

Corporate publishing
Our corporate publishing experts develop and realise corporate communication measures tailored to your target group, such as customer magazines, specialist online portals or events – 100% individually.
www.konradin.de

B2B market and media research
Whether you are considering advertisement tests, brand image or brand awareness studies, we have extensive experience in the B2B market research and work closely with qualified institutes. We can conduct efficient and affordable surveys on your behalf.

Talk to us!
We will gladly advise you and put you in touch with the relevant departments of our company.
Media Advice

Your quick link to us: Phone +49 711 7594-552
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media.industrie@konradin.de            www.media.industrie.de/ihre-mediaberater

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Detlef Fox
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New York, NY 10001
☎ +1 212 8963881
detleffox@comcast.net
17 media brands
for the industry with more than 170 publication dates per year 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.