cav phpro

MEDIA KIT 2027

PRINT

DIGITAL

CONTENT MARKETING

LEADS

EVENTS



konradin Industrie

ENERGY- AND RESOURCE-EFFICIENT PRODUCTION, DIGITALISING PROCESSES AND OPERATING SUSTAINABLY – THESE ARE THE CHALLENGES FACING THE CHEMICAL INDUSTRY.

cav – Prozesstechnik für die Chemieindustrie reports on processes, plants, equipment and components for the chemical and pharmaceutical industries. Its focus is on solutions for the planning, construction, operation and optimisation of production plants – from automation and process analysis technology to digitalisation, plant safety, energy efficiency and sustainable production.

cav is complemented by ACHEMA DAILY, the trade fair daily published in cooperation with DECHEMA e.V. and ACCESS Intelligence (Chemical Engineering).

Three times a year, cav also features the pharma special phpro – Prozesstechnik für die Pharmaindustrie as an integral part of the magazine.

The cav portfolio is complemented digitally by prozesstechnik.industrie.de, prozesstechnik.tv, newsletters and social media channels.





TARGET AUDIENCE

Technical specialists and managers in the chemical and pharmaceutical industries and in plant and equipment engineering, particularly in the fields of process engineering, production, engineering, automation, maintenance and project management.

DANIELA HELD
EDITOR-IN-CHIEF

"Digitalisation, cybersecurity, decarbonisation and green hydrogen are the megatrends shaping the chemical and pharmaceutical industries – and topics we report on regularly. Another major industry highlight is ACHEMA. cav covers the event with the official trade fair daily, ACHEMA DAILY 2027, published in both German and English."

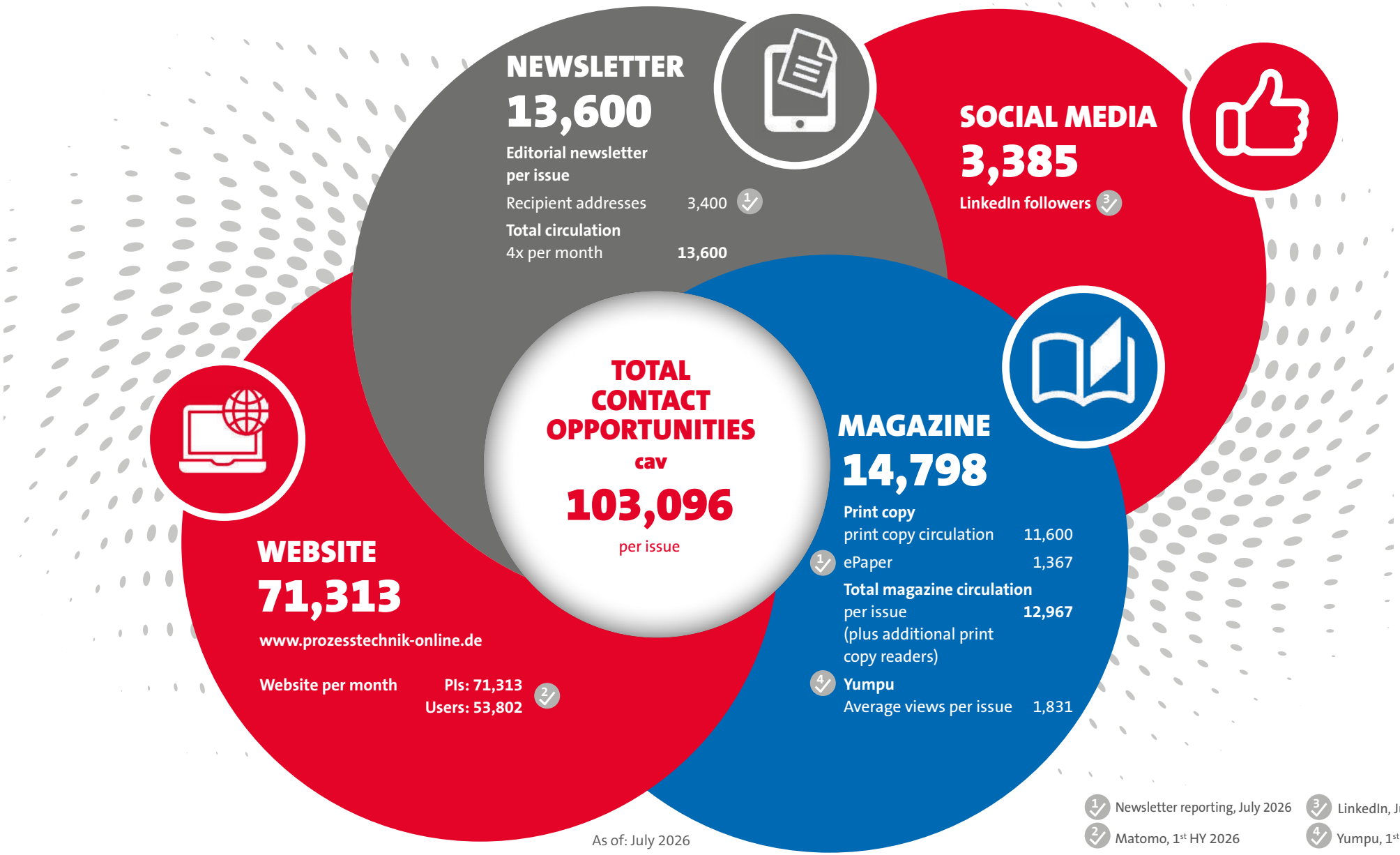


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CIRCULATION



As of: July 2026

1 Newsletter reporting, July 2026
2 Matomo, 1st HY 2026
3 LinkedIn, July 2026
4 Yumpu, 1st HY 2026

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We combine print, digital podcast and lead generation to create tailored solutions that are perfectly aligned with your goals.
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DIRECT

Media sales contacts 40
Editorial contacts 40

cav

PRINT





Frequency: 6 issues per year

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Memberships: bvik Bundesverband Industrie Kommunikation e.V.

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Publisher: Katja Kohlhammer

PRINT

READERSHIP ANALYSIS

cav phpro

1.1 **Industries/industrial sectors: Recipient categories**		Contact opportunities Magazine
Industry codes acc. to classif. of industrial sectors 2008	%	Readers
Chemical industry/process industry	**72.2**	**9,362**
C.10.4 Manufacture of vegetable and animal oils and fats	0.3	39
C.19.2 Mineral oil processing	0.6	78
C.20 Manufacture of chemical products	58.9	7,638
C.21 Manufacture of pharmaceutical products	9.2	1,193
C.22 Manufacture of rubber and plastic products	2.3	415
Plant engineering/plants/systems	**27.8**	**2,827**
C.25.29 Manufacture of collecting vessels, tanks and similar containers made of metal	0.5	65
C.25.30 Manufacture of steam boilers (not including central heating boilers)	0.1	13
C.26.51 Manufacture of instruments and appliances for measuring, testing and navigation	7.5	973
C.27.12 Manufacture of electricity distribution and control equipment	2.4	311
C.27.9 Manufacture of other electrical equipment and devices not mentioned elsewhere	1.5	195
C.28.13 Manufacture of pumps and compressors	2.6	337
C.28.14 Manufacture of fittings	2.6	337
C.28.25 Manufacture of cooling and ventilation equipment	1.9	246
C.28.29 Manufacture of other general-purpose machinery not mentioned elsewhere	2.7	350
C.20.14 Manufacture of other organic basic chemicals	2.1	272
C.20.4 Manufacture of soap and detergents, cleaning and polishing preparations, perfumes and toilet preparations	3.9	506
	100.0	12,967

1.2 **Company size:**	%	Contact opportunities Magazine Readers
1 – 49 employees	10.8	1,400
50 – 99 employees	12.7	1,647
100 – 199 employees	24.3	3,151
200 – 499 employees	26.2	3,397
500 – 999 employees	5.7	739
1,000 and more employees	20.3	2,632
	100.0	12,967

1.3 **Position in company**	%	Readers
Corporate management	33.4	4,331
1st management level (director)	29.2	3,789
2nd management level (supervisor)	22.0	2,853
Employees, skilled workers, specialists	15.4	1,997
	100.0	12,967

1.4 **Job function**	%	Readers
Corporate management/techn. management	32.6	4,227
Research & development	13.2	1,712
Design engineering, engineering, project planning, planning	16.7	2,165
Production, manufacturing, assembly	33.7	4,370
Maintenance, repair	3.8	493
	100.0	12,967

PLANTS, EQUIPMENT, COMPONENTS

PLANTS, EQUIPMENT, COMPONENTS: Compressors, pumps, drives, valves, piping, seals, vessels, boilers, tank systems, thermal fluid systems, heat exchangers, dryers, reactors, columns, condensers, mills, mixers, agitators, internals, CAD systems, plant engineering, plant planning and commissioning, plant management, engineering, software, complete plants, MTP, modular systems, shut-down management, complete plants, inspection, maintenance and repair services, condition monitoring, system optimisation and modernisation, machine diagnostics, damage analysis, site management, hygienic design, explosion protection, materials, metals, alloys, glass, ceramics, plastics, enamel, special materials, linings, paints, coverings, cathodic protection, platings, coatings, material testing, services
ISSUES: 1, 2, 3, 4, 5, 6

EXPLOSION PROTECTION, PLANT SAFETY, SAFETY: Explosion protection, fire protection, protective equipment, personal protection, noise protection, warning systems, systems maintenance, remote monitoring, remote diagnostics, plant electrical systems, EMC, rupture discs, gas warning systems, leak detection, inert gases, certification services, alarm management
ISSUES: 1, 2, 3, 4, 5, 6

PUMPS, COMPRESSORS, VALVES, SEALS: Displacement and centrifugal pumps, jet, peristaltic, metering and drum pumps, vacuum pumps, membrane and submersible pumps, pump controls, software, test benches, piston and screw compressors, turbo compressors, oil-free compressors, pump monitoring, Valves, butterfly valves, gate valves, taps, actuators, flanges, couplings, connecting pieces, sight glasses, control technology, materials, expansion joints, steam traps, pressure reducers, trace heating, hoses, leak detectors, insulation, pigging, O-rings, gaskets, profile gaskets, mechanical seals, bellows seals, sealing materials, packings
ISSUES: 1, 2, 3, 5, 6

CONVEYOR AND DRIVE TECHNOLOGY: Motors, transmissions, couplings, frequency converters, compressors, pumps, actuators, continuous and belt conveyors, vacuum conveyor technology, industrial trucks **ISSUES: 1, 2, 3, 5, 6**

INSTRUMENTATION AND CONTROL TECHNOLOGY, PROCESS AUTOMATION, DIGITALISATION, CYBERSECURITY

INSTRUMENTATION AND CONTROL TECHNOLOGY, PROCESS AUTOMATION, DIGITALISATION, CYBERSECURITY: Measurement and control instruments for level, pressure, temperature, flow rate, pH, humidity, dew point, turbidity, conductivity, density and viscosity, device diagnostics, process analysers, PAT, LIMS, transmitters, sensors, controllers, process control systems, SCADA, process visualisation, control valves, MES software, scales, control cabinets, bus systems, interface modules, industrial Ethernet, data processing, measurement data acquisition, industrial PCs, industrial PDAs, smartphones, wireless communication, WirelessHART, Industry 4.0, digital chemical production, digital twin, cloud solutions, edge computing, connectivity, NOA, AI in the process industry, autonomous systems, 5G, cybersecurity
ISSUES: 1, 2, 3, 4, 5, 6

MTP AND MODULAR PRODUCTION: Modular production, Module Type Package MTP, Process Orchestration Layer POL, Functional Equipment Assembly FEA, Process Equipment Assembly PEA, VDI 2776, VDI/VDE/Namur 2658, digital chemical production, plant engineering, module construction, module automation, interfaces, alarm management, safety & security, diagnostics, plug & produce, interoperability, standardisation
ISSUES: 1, 2, 3, 4, 5, 6

PROCESS MEASUREMENT AND ANALYSIS TECHNOLOGY: Measuring devices for filling level, pressure, temperature, flow rate, pH, humidity, dew point, turbidity, conductivity, density, viscosity, particle size, sensors, transmitters, device diagnostics, PAT, scales, wireless
ISSUES: 1, 2, 3, 4, 5, 6

PRINT

TOPIC OVERVIEW

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PROCESSES

CHEMICAL, MECHANICAL AND THERMAL PROCESSES: Reactors, columns, fermenters, autoclaves, vessels, catalysts, sterilisation equipment, processing equipment, process optimisation, membrane processes, micro reaction engineering, milling, mixing, kneading, agitators, homogenisation, filter equipment, separators, cyclones, sieves, sifters, classifiers, centrifuges, discharge units, filling and emptying stations, pelletisers, presses, compactors, briquetting machines, particle size analysis, silos, nanotechnology, heat transfer, heat exchangers, thermal fluid systems, heat transfer fluids, dryers, thermal separation processes, insulation technology, cryogenic engineering, boilers, energy production, energy management, energy efficiency, heating hoses, technical gases
ISSUES: 1, 2, 3, 4, 5, 6

FILLING, PACKAGING, LABELLING, STORAGE, LOGISTICS

FILLING, PACKAGING, LABELLING, STORAGE, LOGISTICS: Filling systems, weighing and metering technology, conveyor systems, vibration technology, packaging machines, packaging materials and supplies, labelling systems, barrels, barrel handling, silos, big bags, containers, logistics systems, storage systems, hazardous materials storage, palletising equipment, RFID, monitoring and testing devices
ISSUES: 1, 2, 3, 6

CROSS-FUNCTIONAL TOPICS

ENERGY-EFFICIENT SOLUTIONS FOR THE CHEMICAL INDUSTRY: Frequency converters, contracting, thermal processes, efficient heat exchangers, consulting and services, motors and drives, energy-saving compressed-air treatment
ISSUES: 1, 2, 3, 4, 5, 6

WATER AND WASTEWATER TECHNOLOGY: Water/wastewater treatment, plant engineering, membrane processes, chemical and biochemical processes, sludge treatment, pumps, compressors, drive technology, instrumentation and control technology, lab and analysis technology, services
ISSUES: 1, 2, 3, 6

CHEMICAL PARKS/SITE MANAGEMENT: Contracting, supply of compressed air, energy, water, hydrogen, steam etc., operating technology, maintenance and repair, warehouse equipment, logistics, services, engineering services, waste disposal, wastewater technology, environmental
ISSUES: 2, 3, 4,

OPERATIONS AND QUALITY MANAGEMENT, PLANT OPERATIONS, MAINTENANCE:
ERP and PPC systems, MES, EDM and PDM software, supply chain management, CAQ systems, LIMS, HACCP, production monitoring, quality control, machine vision, traceability, validation, qualification, analysis technology, maintenance, remote maintenance, servicing, asset management, operating resources, operating equipment, cleaning equipment, industrial hygiene, workwear, maintenance and repair of machines and systems, mobile solutions, measurement and testing technology, inspection, service concepts, services, warehouse equipment, occupational health and safety, lighting for industrial buildings
ISSUES: 2, 3, 4

PHARMA-SPECIAL PHPRO – PROZESSTECHNIK FÜR DIE PHARMAINDUSTRIE

PHARMA SPECIAL PHPRO: GMP-compliant plants, equipment and components, hygienic design, modular production, chemical, mechanical and thermal processes, biotechnology, instrumentation and control technology, PAT, process automation, digitalisation, production and storage of pharmaceutical water, clean room technology, containment, tablet presses, laboratory equipment, laboratory valves, analysis and testing devices, laboratory information systems, filling and packaging systems, labelling technology, warehousing and logistics, quality assurance, validation, qualification, operating and cleaning technology, maintenance, plant planning and commissioning, services
ISSUES: 1, 2, 3

PRINT

TOPIC OVERVIEW

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PRINT

EDITORIAL SCHEDULE 2027

cav

ISSUE	FOCUS	SPECIAL SECTIONS	TRADE FAIRS & EVENTS
1/2027 **Publication date:** 03.03.2027 **Advertising deadline:** 04.02.2027 **Editorial deadline:** 07.01.2027	**60 YEARS OF CAV – THE ANNIVERSARY ISSUE** **PROCESS ENGINEERING THROUGH THE AGES** • I&C technology, process automation, digitalisation, cybersecurity • Chemical, mechanical and thermal processes • Plants, equipment and components for chemical plant engineering • Pharmaceutical technology • Packaging, storage, material flow • Water and wastewater technology	**Trade-fair preview:** LogiMAT HANNOVER MESSE	**LogiMAT** Stuttgart, 16.03.-18.03. **Lounges** Karlsruhe, 16.03.-18.03. **Hanover Messe** Hanover, 05.04.-08.04. **all about automation** Wetzlar, 21.04.-22.04. **European Coatings Show** Nuremberg, 27.04.-29.04.
2/2027 **Publication date:** 29.04.2027 **Advertising deadline:** 02.04.2027 **Editorial deadline:** 05.03.2027	**TREND: KEY TOPICS AT ACHEMA 2027** **(HYDROGEN, DIGITALISATION, CLIMATE PROTECTION, ELECTRIFICATION, BATTERY PRODUCTION, AI, ETC.)** **Focus: Energy-efficient and sustainable technologies for process engineering** • I&C technology, process automation, digitalisation, cybersecurity • Pumps, fittings, seals • Filling, packaging, labelling, storage, logistics • Operations and quality management, plant operations, maintenance  **Includes pharma phpro special 1 and ACHEMA trade-fair preview**	**Trade-fair preview:** ACHEMA2027 **Hydrogen and power-to-X technologies for the sustainable transformation of the chemical industry** 14.04.2027	**Sensor & Test** Nuremberg, 11.05.-13.05. **Control** Stuttgart, 11.05.-14.05. **all about automation** Heilbronn, 12.05.-13.05.

PRINT

EDITORIAL SCHEDULE 2027

ISSUE	FOCUS	SPECIAL SECTIONS	TRADE FAIRS & EVENTS
3/2027 **Publication date:** 03.06.2027 **Advertising deadline:** 03.05.2027 **Editorial deadline:** 05.04.2027	**ACHEMA TRADE FAIR ISSUE** • Plants, equipment and components • Pumps, fittings, seals • Process measurement and analysis technology • Process automation, digitalisation, Industry 4.0 • Mechanical, chemical and thermal process technology • Pharmaceutical, packaging and storage technology • Safety technology and occupational safety  Includes pharma phpro special 2	**Trade-fair preview:** ACHEMA2027 THE BATTERY SHOW EUROPE	**ACHEMA** Frankfurt/M., 14.06.-18.06. **Battery Show** Stuttgart, 22.06.-24.06.
ACHEMA DAILY Preview (ePaper only) **PD:** 08.06.2027 **AD:** 21.05.2027 Day 1 **PD:** 14.06., **AD:** 27.05. Day 2 **PD:** 15.06., **AD:** 28.05. Day 3 **PD:** 16.06., **AD:** 31.05. Day 4+5 **PD:** 17.06., **AD:** 01.06.	**THE OFFICIAL TRADE FAIR DAILY FOR ACHEMA 2027 – A JOINT PUBLICATION BY CAV/DEI/PHPRO AND CHEMICAL ENGINEERING** **Up-to-the-day trade fair and product news in German and English – with maximum reach.** • Official and exclusive support from DECHEMA • Pre-show distribution as an e-paper to the audiences of our partners Access Intelligence, Konradin Verlag and DECHEMA (pre-registered visitors) • Placement of your ad in a relevant editorial environment • Attractive rates  See page 18 for more details on ACHEMA DAILY		**ACHEMA** Frankfurt/M., 14.06.-18.06.

PRINT

EDITORIAL SCHEDULE 2027

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ISSUE	FOCUS	SPECIAL SECTIONS	TRADE FAIRS & EVENTS
4/2027 **Publication date:** 09.09.2027 **Advertising deadline:** 13.08.2027 **Editorial deadline:** 16.07.2027	**TREND: DECARBONISING THE CHEMICAL INDUSTRY** **Focus: Components for hydrogen applications** • I&C technology, process automation, digitalisation, cybersecurity • Powder and drying technology • Operations and quality management, plant operations, maintenance  **Includes pharma phpro special 3 and FachPack trade-fair preview**	**Trade-fair preview:** FACHPACK	**FachPack** Nuremberg, 21.09.-23.09. **ILMAC** Basel, 21.09.-23.09. **MEORGA MSR-Spezialmesse** Ludwigshafen, 15.09. **Hydrogen Technology Europe Expo** Hamburg, 19.10.-21.10. **Carbon Capture Technology World Expo** Hamburg, 19.10.-21.10.
5/2027 **Publication date:** 12.10.2027 **Advertising deadline:** 15.09.2027 **Editorial deadline:** 18.08.2027	**TREND: INTELLIGENT CHEMICAL PRODUCTION WITH AI** **Industry focus: Plants, equipment and components for the petrochemical industry** • Energy-efficient solutions for the process industry • Explosion protection, safety technology and occupational safety • I&C technology, process automation, digitalisation, cybersecurity • Chemical, mechanical and thermal processes	**Trade-fair preview:** sps smart production solutions **Event preview:** Annual General Meeting **Web session: Artificial intelligence in chemical production** 20.10.2027	**A+A** Düsseldorf, 19.10.-22.10. **NAMUR Annual General Meeting** Neuss, November 2027

PRINT

EDITORIAL SCHEDULE 2027

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ISSUE	FOCUS	SPECIAL SECTIONS	TRADE FAIRS & EVENTS
6/2027 **Publication date:** 16.11.2027 **Advertising deadline:** 19.10.2027 **Editorial deadline:** 21.09.2027	**TREND: MEASUREMENT TECHNOLOGY – A PREREQUISITE FOR DIGITAL CHEMICAL PRODUCTION** **SPS TRADE FAIR SPECIAL: I&C technology, process automation, digitalisation, cybersecurity** **INDUSTRY FOCUS: Plants and components for powders and bulk solids** • Pumps, compressors, drives • Storage, packaging, labelling, logistics • Water and wastewater technology	**Trade-fair preview:** SOLIDS sps smart production solutions	**SPS** Nuremberg, 23.11.-25.11. **Solids & Recycling-Technik** Dortmund, 01.12.-02.12.

RATE CARD 2027

ADS: TECHNICAL DATA

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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

POSITION: Rate for guaranteed position (from 1/3 page), 10% surcharge

COLOUR: Print colours (CMYK) in accordance with ISO 2846-1

FORMATS: from page 14 onwards

AGENCY COMMISSION:
15% on print media, 10% on digital media

PAYMENT CONDITIONS:
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→ CONTACTS
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→ SEE NEXT PAGE FOR FORMATS

(Rates valid as of 01.10.2026, in €, plus VAT)

ADS: STANDARD FORMATS

1/1 PAGE

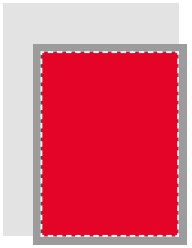


TRIM SIZE
210 x 297 mm

TYPE AREA
188 x 270 mm

TRIM SIZE	TYPE AREA
8,890.00	8,490.00

JUNIOR PAGE



TRIM SIZE
151 x 205 mm

TYPE AREA
140 x 190 mm

TRIM SIZE	TYPE AREA
5,550.00	5,290.00

1/2 PAGE

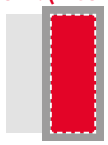
LAND. (4-COL.)



TRIM SIZE
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TYPE AREA
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PORT. (2-COL.)



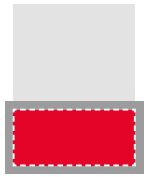
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TYPE AREA
92 x 270 mm

TRIM SIZE	TYPE AREA
4,950.00	4,750.00

1/3 PAGE

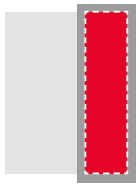
LAND. (4-COL.)



TRIM SIZE
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TYPE AREA
188 x 88 mm

PORT. (1-COL.)



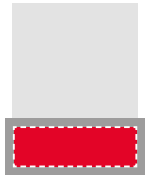
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71 x 297 mm

TYPE AREA
60 x 270 mm

TRIM SIZE	TYPE AREA
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1/4 PAGE

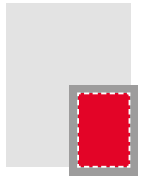
LAND. (4-COL.)



TRIM SIZE
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TYPE AREA
188 x 65 mm

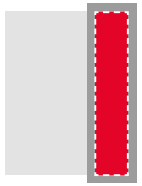
LAND. (2-COL.)



TRIM SIZE
103 x 150 mm

TYPE AREA
92 x 133 mm

PORT. (1-COL.)



TRIM SIZE
55 x 297 mm

TYPE AREA
44 x 270 mm

TRIM SIZE	TYPE AREA
2,890.00	2,750.00

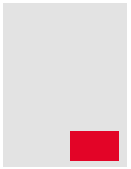
1/8 PAGE

LAND. (4-COL.)



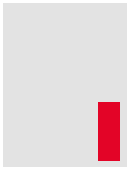
TYPE AREA
188 x 32 mm

LAND. (2-COL.)



TYPE AREA
92 x 65 mm

PORT. (1-COL.)



TYPE AREA
44 x 133 mm

TYPE AREA
1,850.00

Ad size

Trim size

3 mm bleed

Formats: width x height in mm
Bleed: add 3 mm on all sides

up to 4 colours

FREQUENCY DISCOUNTS

5% from 3 placements

10% from 6 placements

→ SPECIAL FORMATS AND AD SPECIALS

SPECIAL FORMATS AND POSITIONS

FORMATS	SPECIFICATIONS	TRIM SIZE	TYPE AREA	RATE (up to 4c)
2nd, 3rd or 4th COVER PAGE trim size		210 x 297		**9,690.00**
1/3 PAGE NEXT TO EDITORIAL trim size type area		71 x 297	60 x 270	**4,290.00** **4,100.00**
1/2 PAGE NEXT TO TABLE OF CONTENTS trim size type area		103 x 297	92 x 270	**5,550.00** **5,290.00**
2 PAGES ACROSS GUTTER		Double-page spread		**16,850.00**
TEXT BOX AD 1/4 page horizontal, 4c	3 placements 6 placements — Consisting of text, image, logo, company address incl. preparation of print-ready files	188 x 65		**3,450.00** **6,785.00**
AD IN EDITORIAL SECTION 60 mm wide 44 mm wide	Max. height 50 mm, minimum height 20 mm, surrounded by editorial on at least 3 sides, placement: News section	60 x spec. 44 x spec.		per mm 70.50 37.90
ADVERTORIAL	Regular ad rates (1/2, 1/1, 2/1 page, 4c), see page 14 for rate table, 4c, produced by Konradin, layout adapted to cav			**from 4,950.00**
COVER PAGE	Booking subject to editorial approval and includes cover page and cover story.			**9,490.00**
SPECIAL SECTION COVER	Is designed by the editorial team and introduces a trade fair section or a special section. Your image on the special section cover is complemented by a specialist article of up to two pages (see p. 17).			**4,850.00**

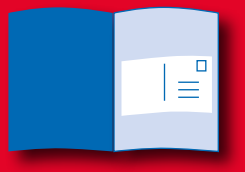
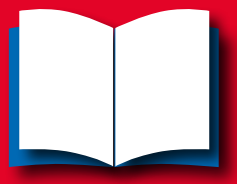
			BASIC RATE per year
CLASSIFIED ADS	PREMIUM COMPANY PROFILE (online)	60 x 82	**2,050.00**
	BUSINESS CARD (print) *more on page 34*		**1,350.00**
	COMPANY PROFILE + BUSINESS CARD COMBO		**3,150.00**

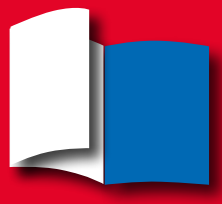
(Rates valid as of 01.10.2026, in €, plus VAT)

Formats: width x height in mm
Trim size: add 3 mm to each side

up to 4c

AD SPECIALS

	SPECIFICATIONS	RATES
LOOSE INSERT up to 25 g 	With reference to insert in magazine. Partial allocation by first digit of postcode is possible.	**290.00** per thsd. Partial inserts on request
TIP-ON/POSTCARD/POST-ITS 	Postcard, Automatic gluing Minimum size of carrier ad: 1/1 page Post-its, booklets, product samples and other glued-on advertising materials, manual gluing	**75.00** per thsd. **55.00** per thsd.* plus carrier ad upon request
BOUND INSERT 	**1 leaf = 2 pages** 135–180 gsm **2 leaf = 4 pages** 80–180 gsm	**8,890.00** **14,900.00**

	SPECIFICATIONS	RATES
DOUBLE GATEFOLD BOUND INSERT 	Bound insert opening towards the centre of the magazine.	**21,050.00**
GATEFOLDER 	Fold-out inside cover (gatefold)	**18,790.00**
COVER FLAP 	105 mm wide, attached on left-hand side with title logo featured on front	**11,590.00**

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

(Rates valid as of 01.10.2026, in €, plus VAT)

PRINT

SPECIAL SECTIONS

EYE-CATCHING COVERS FOR SPECIAL TOPICS!

In the theme issues and special sections, cav receive detailed background information, analyses and trends on a specific topic area. Your image introduces a theme issue or special section.

SERVICES

- Special section cover image
- Descriptive text on cover image
- Additional article on special section cover image on one of the following pages



YOUR PRODUCT ON THE SPECIAL SECTION COVER PAGE

Special section cover image + technical feature **4,850.00**

(Rates valid as of 01.10.2026, in €, plus VAT)

ISSUES

1/2027
PD: 03.03. | AD: 07.01. | DD: 17.02.
60 YEARS OF CAV – THE ANNIVERSARY ISSUE: PROCESS ENGINEERING THROUGH THE AGES

2/2027
PD: 29.04. | AD: 01.04. | DD: 15.04.
Pharma phpro special 1/2027 with ACHEMA trade-fair preview

3/2027
PD: 03.06. | AD: 05.05. | DD: 20.05.
Pharma phpro special 2/2027

4/2027
PD: 09.09. | AD: 12.08. | DD: 26.08.
Pharma phpro special 3/2027 with FachPack trade-fair preview

5/2027
PD: 12.10. | AD: 14.09. | DD: 28.09.
Plants, equipment and components for the petrochemical industry

6/2027
PD: 16.11. | AD: 19.10. | DD: 02.11.
SPS trade fair special: I&C technology, process automation, digitalisation, cybersecurity

SPECIAL SECTIONS IN ADDITIONAL ISSUES AND AT TRADE FAIRS?

GET IN TOUCH
→ MEDIA SALES CONTACT

→ GUIDELINES SPECIAL SECTIONS PHPRO
→ GUIDELINES SPECIAL SECTIONS CAV

PD = publication date, AD = advertising deadline, DD = data delivery

PRINT+ DIGITAL

ACHEMA DAILY –
THE OFFICIAL TRADE FAIR DAILY

Print circulation 60,000 copies (15,000 copies per day/issue)

PUT YOUR BRAND WHERE YOUR TARGET AUDIENCE WILL SEE IT EVERY DAY: IN ACHEMA DAILY.

ACHEMA DAILY provides the latest news on exhibitors, innovations and trade fair highlights every day – complemented by the full conference programme.

ACHEMA DAILY is more than just a source of information: for visitors, it is an indispensable guide throughout the trade fair.

In cooperation with DECHEMA Ausstellungs-GmbH

YOUR EXCLUSIVE ADVERTISING BENEFITS

Maximum visibility – in print and digital.

- Daily distribution of the print edition directly at the trade fair
- Distribution of the digital edition to the project partners' newsletter subscribers and via social media channels
- Direct distribution to all registered ACHEMA visitors by DECHEMA
- NEW: Integration into the ACHEMA app



Reach your target audience even before the trade fair begins.

- Digital distribution to all pre-registered ACHEMA visitors by DECHEMA
- Additional reach through the distribution networks of Konradin Industrie and Access Intelligence

Be present before the first day of the trade fair begins.

An editorial environment that builds trust.

- The only print publication featuring the complete, up-to-date conference programme, including all presentations
- Editorial coverage in German and English by experienced specialist editorial teams – live from the trade fair
- Placement of your ad in a thematically relevant editorial environment

A joint venture between Access Intelligence and Konradin-Verlag with the trade media cav dei phpro prozesstechnik online CHEMICAL ENGINEERING CELEBRATING 125 YEARS

→ continue

PRINT+ DIGITAL

ACHEMA DAILY –
THE OFFICIAL TRADE FAIR DAILY

BOOK YOUR AD NOW IN ACHEMA'S OFFICIAL TRADE FAIR DAILY

Book flexibly – benefit from attractive rates!

€

Dates

8 June 2027	ACHEMA DAILY Preview (ePaper only) Advertising deadline: 21.05.2027
14 June 2027	ACHEMA DAILY, issue 1 incl. ePaper Advertising deadline: 27.05.2027
15 June 2027	ACHEMA DAILY, issue 2 incl. ePaper Advertising deadline: 28.05.2027
16 June 2027	ACHEMA DAILY, issue 3 incl. ePaper Advertising deadline: 31.05.2027
17 June 2027	ACHEMA DAILY, issue 4/5 incl. ePaper Advertising deadline: 01.06.2027

****Package options for 3 issues**

- Pre-show, day 1, day 2
- Pre-show, day 1, day 3
- Pre-show, day 1, day 4/5
- Day 2, day 3, day 4/5



Ad prices, 4c	No. of issues: 1*	No. of issues: 3**	No. of issues: 5	Formats: Width x height in mm	
1/1 page	6,150.00	15,830.00	20,930.00	226 × 313	
1/2 page	3,690.00	9,500.00	12,560.00	226 × 140	110 x 313
Junior page	3,330.00	8,560.00	11,300.00	134 × 189	
2/5 page	2,950.00	7,610.00	10,050.00	88 × 287	
1/3 page	2,470.00	6,350.00	8,380.00	226 x 91 88 x 210	134 × 140
1/4 page	1,860.00	4,760.00	6,280.00	88 × 189	
1/5 page	1,490.00	3,810.00	5,030.00	88 × 140	134 × 91
Premium placements					
Masthead ad cover page	–	–	13,300.00	88 × 42	
Masthead ad Special section cover page***	–	–	5,470.00	88 × 42	
Footer strip ad cover page	–	–	17,000.00	226 × 42	
Footer strip ad Special section cover page***	–	–	8,180.00	226 × 42	
2nd cover page	–	–	23,590.00	226 × 313	
4th cover page	–	–	24,630.00	226 × 313	

Daily bookings and daily artwork changes possible
*The pre-show issue of ACHEMA Daily can only be booked as part of a 3- or 5-issue package and is not available as a standalone issue.
***Special section cover pages kick off the respective sections: Instrumentation/Process Automation, Pumps/Valves/Fittings, Mechanical/Thermal Processing, Engineering/Contracting, Lab/Pharma/Packaging...

(Rates valid as of 01.10.2026, in €, plus VAT)

More ACHEMA advertising options: ACHEMA DAILY newsletter
see page 28

→ Details at: media.industrie.de

PRINT+ DIGITAL

PHPRO – PROZESSTECHNIK FÜR DIE PHARMAINDUSTRIE

INDUSTRY SPECIAL AS A MAGAZINE-WITHIN-A-MAGAZINE PHPRO – PROZESSTECHNIK FÜR DIE PHARMAINDUSTRIE

phpro – Prozesstechnik für die Pharmaindustrie is the industry special for the entire pharmaceutical sector. Practical solutions and in-depth background information help technical managers optimise decision-making processes within their companies.

Each issue of phpro covers the entire process chain involved in pharmaceutical manufacturing. The latest company and business news as well as reports on current research round off the information offering.



Published with cav 2/2027 (April), cav 3/2027 (June) and cav 4/2027 (September), with special distribution to pharmaceutical manufacturers.

TOPICS FOR THE PHARMACEUTICAL INDUSTRY:

MANAGEMENT:

Software solutions for the pharmaceutical industry, validation, quality management, GMP, plant operation and cleaning technology, operational organisation, maintenance and repair, remote maintenance, asset management, pharmaceutical news, pharmaceutical law

SERVICES:

Contract manufacturing, plant planning and commissioning, contracting, analysis, synthesis, product design, consulting and certification, professional development, seminars, conferences, events

PRODUCTION:

Plant, equipment and components in hygienic design, CIP and SIP cleaning, mechanical, thermal and chemical processes, biotechnology, laboratory and analytical technology, measurement and automation technology, Industry 4.0, digital production, water treatment, maintenance, cleanroom technology, industrial gases, tablet presses, energy-efficient solutions

PACKAGING:

Packaging machinery and materials, labelling technology, serialisation, track & trace, tamper-evident solutions, logistics, RFID, weighing and dosing, storage systems

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PRINT

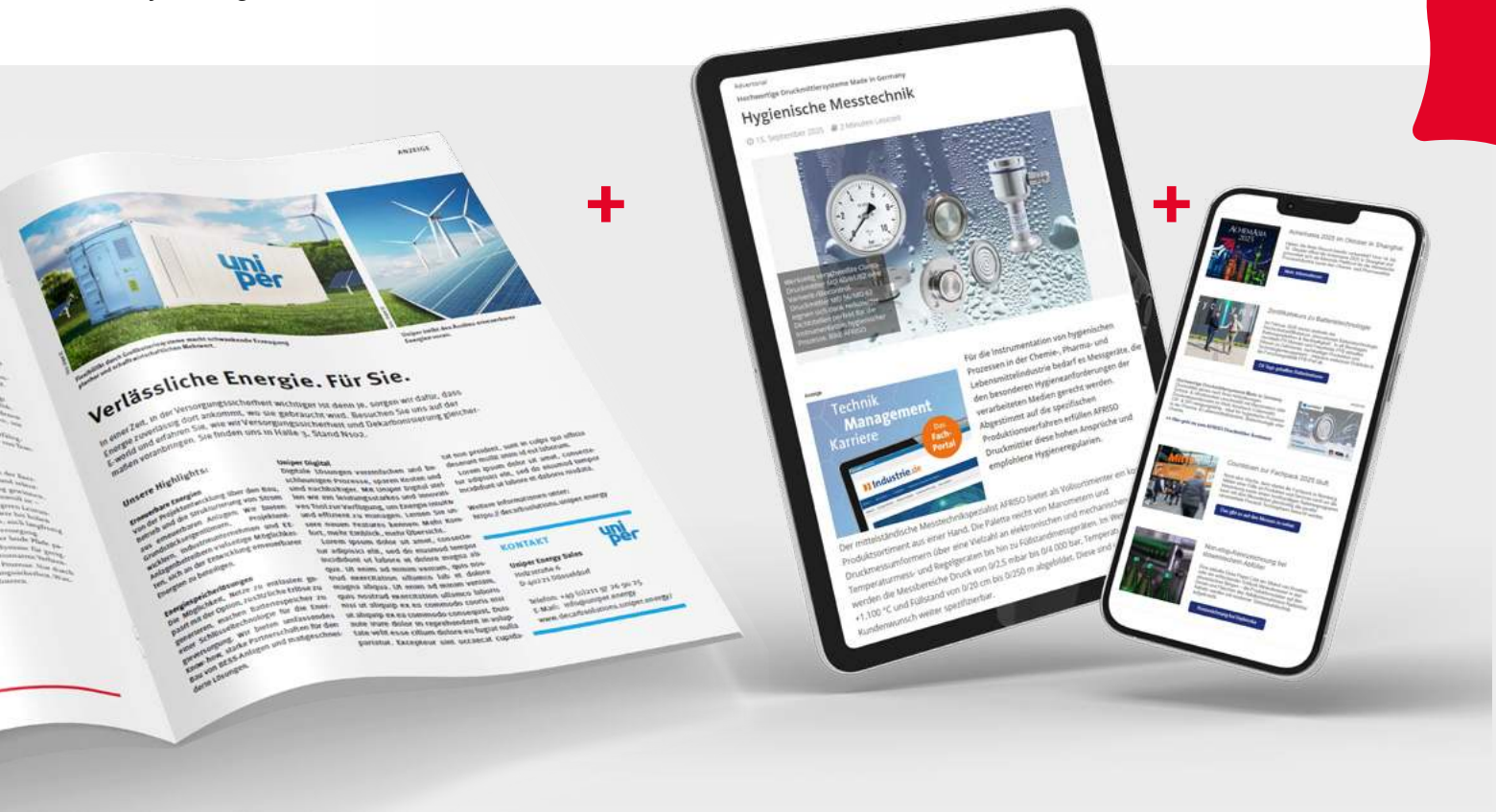
PROCESS ENGINEERING HIGHLIGHTS

GET YOUR INNOVATIONS NOTICED!

Your advertorial reaches your audience across multiple touchpoints – in our magazine, e-paper and on our high-traffic online portal. Online, it is featured prominently in the “Process engineering highlights” section.

To maximise visibility, we also promote your advertorial in our editorial newsletter. This gives your content additional reach across channels and ensures greater impact with your target audience.

CROSS-MEDIA OFFER



ADVERTORIAL PRINT

+ ONLINE ADVERTORIAL ON THE WEBSITE

+ TEASER IN NEWSLETTER

→ Continue

€

CROSS-MEDIA ADVERTORIAL

1/1 page advertorial (print)
+ online advertorial (website)
+ teaser in newsletter

6,350.00

2/1 page advertorial (print)
+ online advertorial (website)
+ teaser in newsletter

9,050.00

(Rates valid as of 01.10.2026, in €, plus VAT)

EXCLUSIVE BENEFITS

- Publication of your advertorial in an issue of cav of your choice
- Publication of your advertorial in the “Process engineering highlights” section of our online portal
- Active promotion of your advertorial in a cav newsletter



PRINT ADVERTORIAL 1/1



PRINT ADVERTORIAL 2/1

PRINT

PROCESS ENGINEERING HIGHLIGHTS

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de


SEO
DEVELOPMENT
PROMOTION
DIGITAL
MARKETING
STRATEGY
AD
ADVERTISING
BRAND
SOCIAL MEDIA
TARGET
ANALYSIS

DIGITAL

THE PORTAL OF CAV, DEI AND PHPRO

prozesstechnik-online.de brings together the latest information, innovations and solutions from the chemical, pharmaceutical and food industries – complemented by product news, services and event updates.

As the joint knowledge portal of the trade journals cav – Prozesstechnik für die Chemieindustrie, dei – Prozesstechnik für die Lebensmittelindustrie and phpro – Prozesstechnik für die Pharmaindustrie, the platform provides a quick overview of key developments, events and trends in process engineering.

YOUR BENEFITS OF BANNER ADVERTISING

- Increased brand awareness
- Support throughout complex decision-making processes
- Placement in a trusted editorial environment
- Measurable performance and optimisation
- Support for lead generation
- A valuable addition to your marketing mix



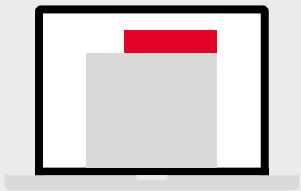
DIGITAL

PROZESSTECHNIK-ONLINE.DE

→ ADVERTISING FORMATS AND RATES

ADVERTISING FORMATS & RATES €

LEADERBOARD

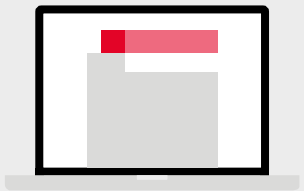


Size: 728 x 90 pixels

300 x 50 pixels

910.00

LARGE LEADERBOARD
EXPANDABLE LEADERBOARD

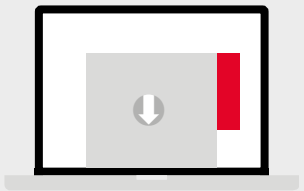


Size: 970 x 90 pixels or
728 x 90 + 728 x 300 pixels

300 x 50 pixels

1,060.00

(STICKY) SKYSCRAPER
(STICKY) WIDE SKYSCRAPER



Size: 120 x 600 pixels
160 x 600 pixels

300 x 50 pixels

850.00

HOCKEYSTICK

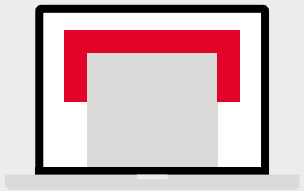


Size: 728 x 90 and 160 x 600 pixels
or
970 x 90 and 120 x 600 pixels

300 x 75 pixels

1,870.00

FRAME AD

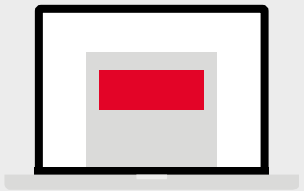


Size: 160 x 600 and
1,125 x 90 and 160 x 600 pixels

300 x 75 pixels

2,080.00

BILLBOARD

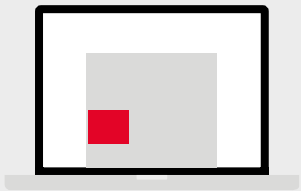


Size: 970 x 250 pixels

300 x 75 pixels

1,160.00

MEDIUM RECTANGLE / VIDEO AD



Size: 300 x 250 pixels

300 x 250 pixels

870.00

HALF-PAGE AD

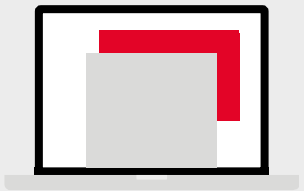


Size: 300 x 600 pixels

300 x 600 pixels

1,870.00

WALLPAPER



Size: 728 x 90 and 160 x 600 pixels
or
970 x 90 and 120 x 600 pixels

300 x 75 pixels

2,300.00

ENHANCE YOUR BANNER ADVERTISING WITH ADDITIONAL ADVERTISING FORMATS:

Process engineering highlights

(Rates valid as of 01.10.2026, in €, plus VAT)

→ Details at: media.industrie.de

Placement on desktop and tablet:
Size and position in pictures illustrative. Placement in rotation with a maximum of two other banners.

DIGITAL

NEWSLETTER

SIGN UP FOR THE NEWSLETTER:
www.prozesstechnik-online.de/newsletter



LATEST NEWS FROM PROCESS ENGINEERING

In-depth expertise and the latest news for the chemical, pharmaceutical and food industries. The TOP PRODUCTS newsletter provides valuable information on the best products of the month. Every week, our editorial team brings you the latest news, technologies and trends in process engineering for the chemical, pharmaceutical and food industries. Once a month, you also have the opportunity to vote for the top product of the month in process engineering.

FREQUENCY:
Weekly, every Tuesday

DISTRIBUTION: approx. 3,400 recipients

TARGET AUDIENCE:
Company owners, managing directors, technical management and investment decision-makers in the chemical, pharmaceutical and food industries.

€

Ad format*/position		Size in pixels (w x h)	Rate
Leaderboard above header		728 x 90**	**1,540.00**
Text/image ad		image 200 x 150 and text 300 characters incl. spaces	**1,100.00**
Full banner		468 x 60** 590 x 100**	**1,110.00**
Medium rectangle		300 x 250	**1,100.00**
Button		192 x 192	**680.00**

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

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO:
auftragsmanagement@konradin.de

→ Details at: media.industrie.de

DIGITAL

TOPIC NEWSLETTER

cav DIGITAL

phpro DIGITAL

INDUSTRY NEWSLETTERS FOR THE CHEMICAL AND PHARMACEUTICAL SECTORS

Exclusive newsletters featuring editorial content on a selected focus topic:

Chemieproduktion – cav
Monthly newsletter with in-depth expertise and the latest news for manufacturers of chemical products. The 'Chemieproduktion Insight' newsletter is the medium for all areas of chemical production from development in the lab, plant engineering and process engineering to explosion protection, digital production and cyber security.

TARGET AUDIENCE:
Managing directors, technical management and investment decision-makers in the chemical industry as well as in associated plant and equipment engineering.

FREQUENCY:
Monthly

DISTRIBUTION:
1,367 recipients

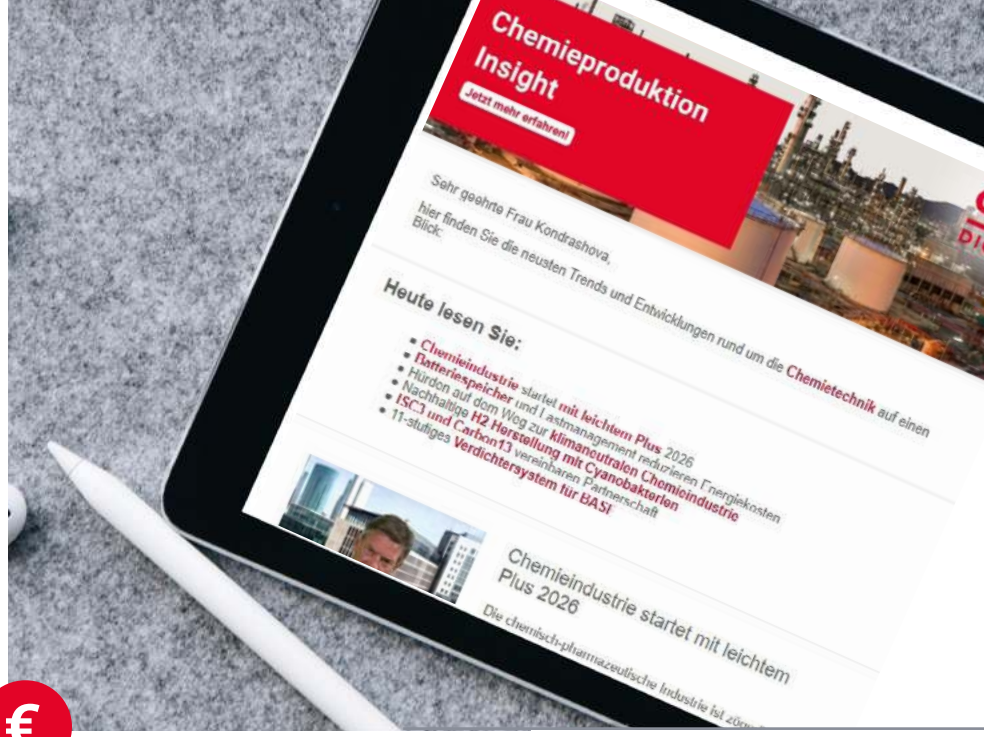
Pharmaproduktion – phpro
Monthly newsletter with in-depth expertise and the latest news for manufacturers of pharmaceutical products. The 'Pharmaproduktion Insight' newsletter is the medium for all areas of pharmaceutical production from development, plant engineering and process engineering to pharmaceutical packaging and logistics.

TARGET AUDIENCE:
Managing directors, technical management and investment decision-makers in the pharmaceutical industry and the associated plant and equipment engineering sector.

FREQUENCY:
Monthly

DISTRIBUTION:
715 recipients

Ask for the mailing dates!



€

Ad format*/position		Size in pixels (w x h)	Rate
Text/image ad		Image: 200 x 150, text: 300 char. (incl. spaces)	**1,670.00**
Full banner		468 x 60** 590 x 100**	**1,670.00**
Button		192 x 192	**680.00**

(Rates valid as of 01.10.2026, in €, plus VAT)

*Size and position in picture illustrative.

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

→ SEND DATA TO:
auftragsmanagement@konradin.de

→ Details at: media.industrie.de

DIGITAL

ACHEMA DAILY NEWSLETTER



ACHEMA DAILY NEWS

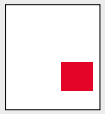
During ACHEMA, interest in relevant industry information increases significantly. The daily ACHEMA newsletters from cav, phpro and dei reach around 3,400 recipients from the process industry.

Secure a fixed placement throughout the trade fair and benefit from continuous visibility for the entire event. You can change your artwork daily – ideal for drawing targeted attention to product launches, trade fair promotions or the latest company news.

FREQUENCY:
Preview 08.06.
1st trade fair day: 14.06.
2nd trade fair day: 15.06.
3rd trade fair day: 16.06.
4th + 5th trade fair day: 17.06.

DISTRIBUTION: approx. 3,400 recipients

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

Ad format*/placement	€		Size in pixels (w x h)	Rate
Leaderboard above header	1x 3x 5x		728 x 90**	**1,150.00** **3,100.00** **4,600.00**
Medium rectangle	1x 3x 5x		300 x 250	**920.00** **2,600.00** **4,050.00**

Availability of placements:
Leaderboard – 1 x per newsletter, medium rectangle – 2 x per newsletter (side by side)

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

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO:
auftragsmanagement@konradin.de

→ Details at: media.industrie.de

STANDALONE NEWSLETTER

DIGITAL

AS AN EXCLUSIVE PARTNER, THE STANDALONE NEWSLETTER GIVES YOUR MESSAGE MAXIMUM IMPACT. AS ESTABLISHED TRADE MEDIA BRANDS, CAV IS A TRUSTED AND INFLUENTIAL SOURCE OF INFORMATION FOR YOUR TARGET AUDIENCE.

The standalone newsletter is sent to subscribers of the regular cav under the cav name and in its corporate design. You choose the topic, content and mailing date of the newsletter. We take care of everything else – from distribution to reporting.



Services and rate (minimum lead time: 2 weeks)

- Welcome text
- Contact details
- 3 - 5 individual articles incl. pictures
- Imprint

PACKAGE PRICE **4,500.00**

Agency commission: 10% on digital products (not on handling costs)

(Rates valid from 01.10.2026, in €, plus VAT)

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

USE OUR QUALITY CONTACT DATABASE TO REACH NEW TARGET AUDIENCES FOR YOUR COMPANY!

Select the relevant criteria for your email campaigns from our qualified contact database:

- REGION
- INDUSTRY
- COMPANY SIZE
- FUNCTION
- POSITION

We take care of every aspect of your email campaign – from distribution through to reporting. This enables you to reach interested prospects and potential customers efficiently and in a targeted manner. Repeat mailings can further increase response rates.

You decide on the content and design of your email campaign. This enables you to address your chosen target audience with precision and relevance.

YOU CAN CHOOSE BETWEEN TWO DESIGN OPTIONS FOR YOUR NEWSLETTER:

- **Integration of your HTML template in accordance with our standards**
- **Selection from four professionally designed templates for your email campaign**

GDPR-compliant



EMAIL CAMPAIGNS

TIP:
Email campaigns are a highly effective tool for promoting roadshows, in-house exhibitions, open days, trade fairs, webinars, webcasts and product presentations.

€

SERVICES AND RATES

(minimum lead time: 2 weeks)	Handling:	Per address:
Handling:	**800.00**	

1 email campaign, 1 proof for review, 1 selection, use of the existing template, distribution and reporting

Address rental:		**from 0.95**

Minimum order volume: 1,000 addresses = 950.00

Repeat email campaigns:	**110.00**	**from 0.40**

1 reminder using the same content, template and address selection

(Rates valid as of 01.10.2026, in €, plus VAT)

→ **SEND DATA TO:** auftragsmanagement@konradin.de

→ **Details at:** media.industrie.de

DIGITAL

KEYWORD-BASED NEWSLETTER

REACH YOUR TARGET GROUPS EVEN MORE EFFECTIVELY WITH OUR CUSTOMISED SOLUTIONS

Benefit from personalised campaigns for selected target audiences, precisely tailored to the needs and interests of your prospective customers.

YOU FOCUS ON CONTENT – WE MANAGE THE CAMPAIGN AND HELP YOU ACHIEVE YOUR GOALS.

KEYWORD-BASED NEWSLETTER:
We target only those recipients who have demonstrated an interest in your subject area during the relevant period. This allows you to reach highly relevant contacts with a strong affinity for the subject.

ACCOUNT-BASED NEWSLETTER:
We specifically target the companies that are of particular interest to you.
These include, for example, potential new customers or selected target accounts that are not yet part of your customer base.



€

SERVICES AND RATES
(minimum lead time: 2 weeks)

	Rate per address:
Handling	**800.00**
Database selection, email template, one proof for review, distribution and reporting	
Selection and address rental based on agreed criteria	
up to 500 addresses	5.20 each
up to 1,000 addresses	4.70 each
over 1,000 addresses	4.20 each
Multiple email campaigns	**110.00**
per address	from 1.80
One reminder mailing with the same content, template and target group selection	

Agency commission:
10 % on digital products (not on handling costs)

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO:
auftragsmanagement@konradin.de

→ Details at:
media.industrie.de

SECTION ADVERTISING

TARGETED CUSTOMER APPROACH

Are you involved in process technology?

prozesstechnik-online.de offers you an exclusive online advertising format embedded directly within a high-quality editorial environment: a text-and-image advertisement on the website, placed under your preferred category within the field of process technology.

This allows you to reach users who are specifically interested in your products and solutions, automatically placing your message in a relevant and targeted environment.

The following sections can be booked
- Chemie
- Food
- Pharma

BENEFIT FROM

A positive ranking factor
Your website will gain additional search engine authority & relevance through high-quality backlink building.

Measurable advertising success
Once your campaign is up and running, you can measure its success with detailed reporting that includes all relevant KPIs.

High credibility
Free content allows you to share your expertise with your target audience while increasing your credibility in the marketplace.

VIRTUALLY NO WASTED COVERAGE



Services (runtime: 1 or 4 weeks)	Rate
Display on all pages within your section	
Text-image content for optimal information transfer	
Link to an unrestricted full text within prozesstechnik.industrie.de	
Ongoing placement in the archive on prozesstechnik.industrie.de, even after the runtime has expired	
Package rate for 1 week*	**1,525.00**
Package rate for 4 weeks*	**5,570.00**

*The placement is limited to an agreed period of time. After that, your section ad can still be found in the archive.

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO:
media.industrie@konradin.de

→ Details at:
media.industrie.de

CONTENT MARKETING

CONTENT MARKETING BOOSTS YOUR VISIBILITY AND ATTRACTS NEW PROSPECTS TO YOUR BUSINESS.

Konradin Industrie's content marketing advertising options convey your messages to your target audience – persuasively, effectively and packed with information.

Combined with your traditional advertising, we help you sustainably strengthen and expand your position as a trusted source of expertise among your key target audiences.



YOUR BENEFITS:

- Your content provides real benefits and added value to the reader/user.
- Your advertising and brand message is embedded in well-researched editorial articles on websites.
- Benefit from the high credibility and professional competence of our media brands.
- Your campaign will tap into the full potential of our target audiences.

SPONSORED ARTICLE PLUS

IN BRIEF: You provide the text and the editorial team will review and edit it as needed. We recommend that you do not include any promotional messages in the text.

PLACEMENT: Integration as article (teaser) in the editorial section of the homepage. Teaser of your sponsored article via a LinkedIn post for the duration of the campaign.

RUNNING TIME: Placement on the homepage is limited to an agreed period of time (minimum 4 weeks). After that, the sponsored article can still be found in the archive. You can start at any time.

SERVICES AND RATES

Package rate per website

SPONSORED ARTICLE PLUS	3,940.00

- 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
- plus links within the text

LinkedIn post as teaser for the sponsored article for the duration of the campaign

(Rates valid as of 01.10.2026, in €, plus VAT)

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PRINT+ DIGITAL

COMPANY PROFILE | BUSINESS CARD

PREMIUM COMPANY PROFILE

Increase the visibility of your company and its services – with a Premium Company Profile across the Konradin Industrie network.

Your company is presented within Konradin Industrie's online network on industrie.de and 13 additional websites, featuring the following content:

- Company logo and your own header image
- Links to your social media accounts
- Description of your company incl. 3 images
- 10 individual categories
- In addition, up to 3 offers, videos or PDFs
- Company address and contact details, including links to your website and email address
- Your publications showcased across the Konradin Industrie network

PRESENCE ON 14 WEBSITES



BUSINESS CARD

Your print business card includes:

- 1 year visibility
- in the trade magazine of your choice
- in the relevant category*
  (* Categories -> see details)





BOOK AT A SPECIAL RATE

COMBINATION COMPANY PROFILE & BUSINESS CARD

€

PREMIUM COMPANY PROFILE	ONLINE RATE	PRINT + ONLINE COMBINATION
Basic rate for 1 year	2,050.00	3,100.00

Start possible anytime

Agency commission: 10% on digital products

PRINT BUSINESS CARD IN THE TRADE MAGAZINE	FREQUENCY	PRINT RATE	PRINT + ONLINE COMBINATION
cav – Prozesstechnik für die Chemieindustrie	1x per quarter (4 issues)	1,320.00	3,100.00

Entry possible with any issue

(Rates valid as of 01.10.2026, in €, plus VAT)

→ Details at: media.industrie.de

→ SEND DATA TO: auftragsmanagement@konradin.de

WHITE PAPER



PAY-PER-LEAD

CONCEPT AND BENEFITS

- You provide a white paper relevant to your target audience, which is published exclusively by Konradin.
- Together, we define the desired number of qualified leads within your target audience. Based on your white-paper package, we then generate the agreed number of qualified, GDPR-compliant leads.

NEED HELP CREATING YOUR WHITE PAPER?

Have your white paper created by one of our specialist editors, with an optional English-language version

→ MEDIA SALES CONTACTS

SERVICES AND RATES

	Rate from
WHITE PAPER – PAY-PER-LEAD	**5,200.00**

- Target-group-compliant selection from our database
- Targeted email campaign to generate your guaranteed GDPR-compliant leads*
- Additional promotion across our digital channels

FURTHER OPTIONS: on request

* MQL = Marketing Qualified Leads

(Rates valid as of 01.10.2026, in €, plus VAT)

... OR REQUEST YOUR PERSONALISED QUOTE:

→ MEDIA SALES CONTACTS

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

DIGITAL

WEBINAR

SHARE EXPERT KNOWLEDGE, COMMUNICATE BENEFITS, GENERATE LEADS



SERVICES AND RATES

(minimum lead time: 6 weeks)	Package rate
Webinar	**7,850.00**

- Precise selection of the target audience from our database
- Invitation email, reminder email, appointment reminder and follow-up communication
- Extensive promotion of the webinar across our channels
- Online webinar room
- Live broadcast (approx. 60 minutes)
- Professional moderation and the option to include up to two speakers from your company
- Provision of GDPR-compliant registration leads after the webinar
- Detailed reporting
- Provision as an on-demand webcast on our websites after the live event

OPTIONAL – by arrangement:

- Technical check before the live event
- Integration of a video as well as up to three polls during the live broadcast

Agency commission: 10% on digital products

YOUR BENEFITS WITH OUR WEBINAR PACKAGE

- **High reach within your target audience**
- **Generate new contacts: connect with potential customers who are interested in your products and solutions (MQL = Marketing Qualified Leads)**
- **Konradin as your experienced media partner with many years of webinar expertise**
- **Webinar recording included: we record your webinar and put it online as an on-demand webcast on our websites – for additional reach and further lead generation**

OPTIONS AT EXTRA CHARGE:

	per lead
Leads (after live webinar)	**from 70.00**
Recording of your presentation	**+500.00**

(This covers all usage rights and compensates the publisher for any addresses not received.)

(Rates valid as of 01.10.2026, in €, plus VAT)

→ **SEND DATA TO:**
media.industrie@konradin.de

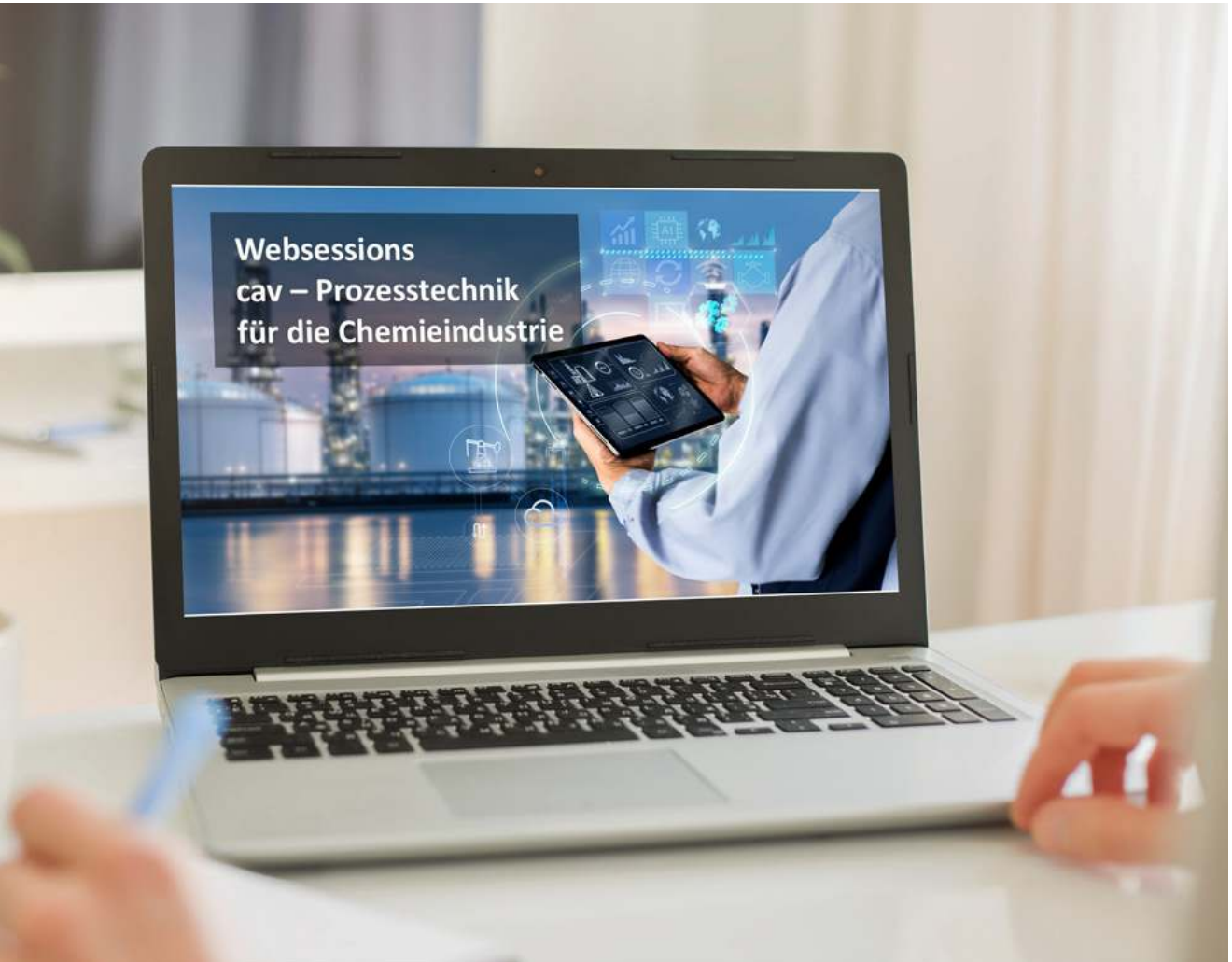
→ **Details at:**
media.industrie.de

WEB SESSIONS

USE OUR WEB SESSIONS TO PRESENT YOUR PRODUCTS AND SOLUTIONS TO A RELEVANT PROFESSIONAL AUDIENCE. INCREASE YOUR VISIBILITY WITHIN THE INDUSTRY AND GENERATE QUALIFIED LEADS FOR YOUR BUSINESS.

LOOKING FOR DIFFERENT TOPICS?

Get in touch
→ MEDIA SALES CONTACTS



Hydrogen and Power-to-X: Technologies for the sustainable transformation of the chemical industry

Date: 14.04. | **Registration deadline: 19.02.**

Hydrogen and its derivatives are considered key technologies for the energy transition, enabling renewable energy to be stored and transported. Power-to-X technologies can be used to produce synthetic energy carriers such as methanol, ammonia and e-fuels, which are becoming increasingly important for industry, transport and international energy partnerships.

The web session provides insights into the latest technological developments, current PtX projects and the challenges involved in production, storage and distribution.

Artificial intelligence in chemical production

Date: 20.10. | **Registration deadline: 27.08.**

Artificial intelligence is optimising production processes in the chemical industry. It analyses large volumes of data, monitors plants in real time and identifies deviations before they become critical. The result: more efficient processes, lower energy and raw material consumption, and higher product quality. AI also enables predictive maintenance strategies that minimise downtime and improve occupational safety.

The web session presents the latest developments and practical AI-powered tools for making production more economical and sustainabl.

→ VIEW BENEFITS AND PRICING

POSITION YOUR COMPANY AS A LEADING SOLUTIONS PROVIDER



YOUR BENEFITS

Qualified lead generation
You receive the contact details of participants who registered for the web session, together with comprehensive reporting. This enables you to identify potential new customers in a targeted and efficient way.

Wide reach
Reach your target audience throughout Germany and beyond. Benefit from the extensive reach and established network of Konradin Industrie.

Long-lasting impact
We take care of the technology and project management. The on-demand webcast continues to generate additional reach and leads even after the live event.

Maximum visibility
Promotion before, during and after the web session increases your presence across the Konradin Industrie network and draws additional attention to your topics.

Services and rate (minimum lead time 6 weeks)

- Presentation including Q&A session (20 minutes per partner)
- Introduction of topic and speaker by the editors of cav
- Organisation and execution of the webinar incl. advertisement and recruitment of participants
- GDPR-compliant participant leads after the web session

PACKAGE RATE **3,260.00**

Options at extra charge:

Leads (after live web session)	ab 70.00
Optional: plus 1/1 page advertorial in print	+ 2,000.00
Optional: plus 2/1 page advertorial in print	+ 3,300.00
Optional: plus recording of your presentation for your own use (This covers all usage rights and compensates the publisher for any addresses not received.)	+ 500.00

(Rates valid as of 01.10.2026, in €, plus VAT)

DIGITAL

WEB SESSIONS

→ SEND DATA TO: media.industrie@konradin.de

→ Details at: media.industrie.de

EVENTS

KONRADIN EVENTS

PROFESSIONAL, SUCCESSFUL, ESTABLISHED INDUSTRY EVENTS ORGANISED BY THE KONRADIN MEDIA GROUP

Konradin EVENTS

REQUEST YOUR PERSONALISED QUOTE:

→ MEDIA SALES CONTACTS

SUCCESSFUL B2B EVENTS – FROM CONCEPT TO EXECUTION

The Konradin Media Group organises high-quality B2B events for the industrial and technical sectors – from strategic planning through to professional execution.

Our strengths: in-depth industry expertise, established networks and the reach of our media brands. Complementing our editorial coverage, we create valuable opportunities for your target audience to connect and engage.

Are you planning an event and looking for an experienced partner with strong industry connections? Get in touch – we look forward to hearing from you.

- **INNOVATION FORUMS:** Spotlight on new solutions.
- **EXPERT FORUMS:** Focused exchange along the entire process chain.
- **EVENT SUPPORT:** Support from promotion through to organisation.
- **PARTNERSHIPS WITH INDUSTRY TRADE FAIRS:** Maximise your trade fair impact.

→ Details at: media.industrie.de

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konradin Industrie

360° B2B COMMUNICATIONS

INTEGRATED B2B DIRECT MARKETING SOLUTIONS FROM A SINGLE SOURCE

As an established trade media publisher and specialist in lead generation services, we have one clear goal: to create the right, tailored solution for every challenge.

Whether content marketing, print and online campaigns or live communication – with our customised B2B direct marketing solutions, we generate valuable new leads for you and continuously strengthen your market presence.



THE NETWORK OF EXPERTISE FOR INDUSTRY

17 MEDIA BRANDS – COVERING ALL KEY INDUSTRIAL SECTORS

additive – Die Plattform für additive Fertigung
Automations praxis
batterie-produktion.de
Beschaffung aktuell
cav
dei
EPP
EPP EUROPE
Industrie anzeiger
Industrie.de
KEM Konstruktion Automation
mav – Innovation in der spanenden Fertigung
medizin & technik
phpro
QUALITY ENGINEERING
Sicherheits-beauftragter
Sicherheits-ingenieur

ENQUIRE NOW

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