dei

# MEDIA KIT 2027

**PRINT**

**DIGITAL**

**CONTENT MARKETING**

**LEADS**

**EVENTS**



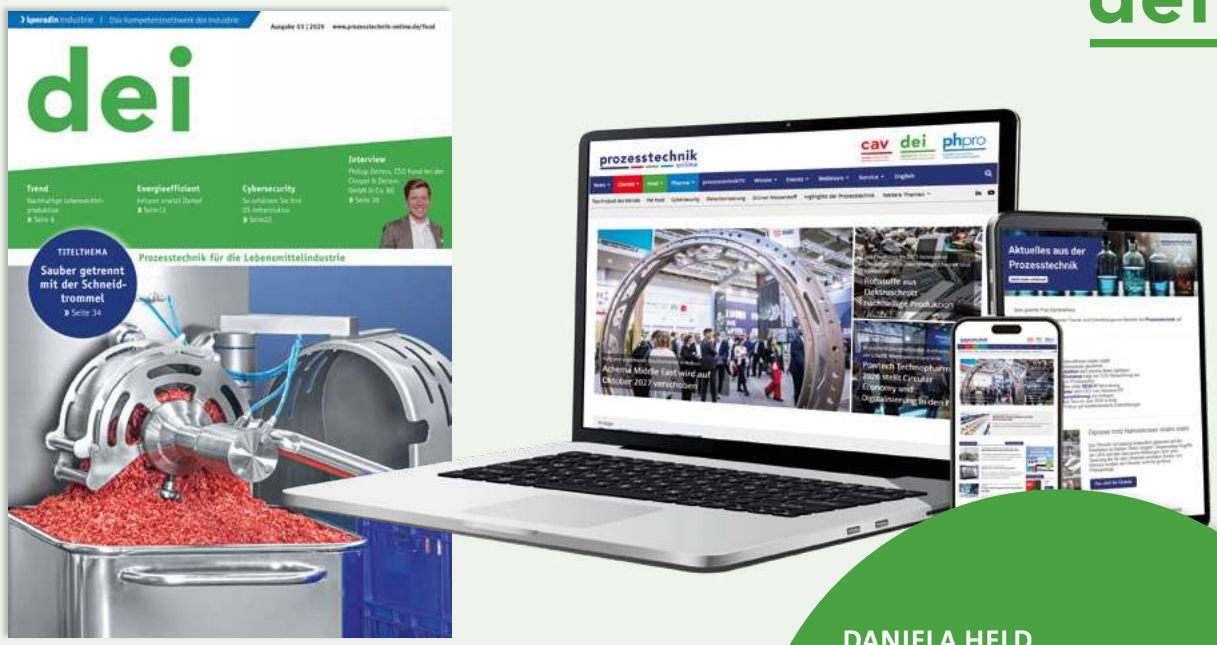

konradin Industrie

**PRODUCING ENERGY- AND RESOURCE-EFFICIENTLY, DIGITALISING PROCESSES AND OPERATING SUSTAINABLY – THESE ARE THE KEY CHALLENGES FACING THE FOOD INDUSTRY.**

dei – Prozesstechnik für die Lebensmittelindustrie covers processes, plants, equipment and components for the production and processing of food, beverages and pet food.

The focus is on solutions for the planning, construction, operation and optimisation of production facilities – from food processing technology and filling and packaging technology to food safety, material flow and logistics, process automation, digitalisation and sustainable production.

The information provided by dei is complemented by the digital offerings at prozesstechnik.industrie.de, prozesstechnik.tv, newsletters and social media channels.




## TARGET AUDIENCE

Technical management, specialists and executives from the food, beverage and pet food industries, plant and equipment engineering, as well as professionals working in production, process engineering, engineering, automation, packaging and quality assurance.

**DANIELA HELD**
**EDITOR-IN-CHIEF**

**"2027 will be a major trade-fair year in the industry. At the beginning of the year, Anuga FoodTec brings together all aspects of food, beverage and pet food production and packaging. In the second half of the year, the focus will include packaging, beverage filling and additives."**



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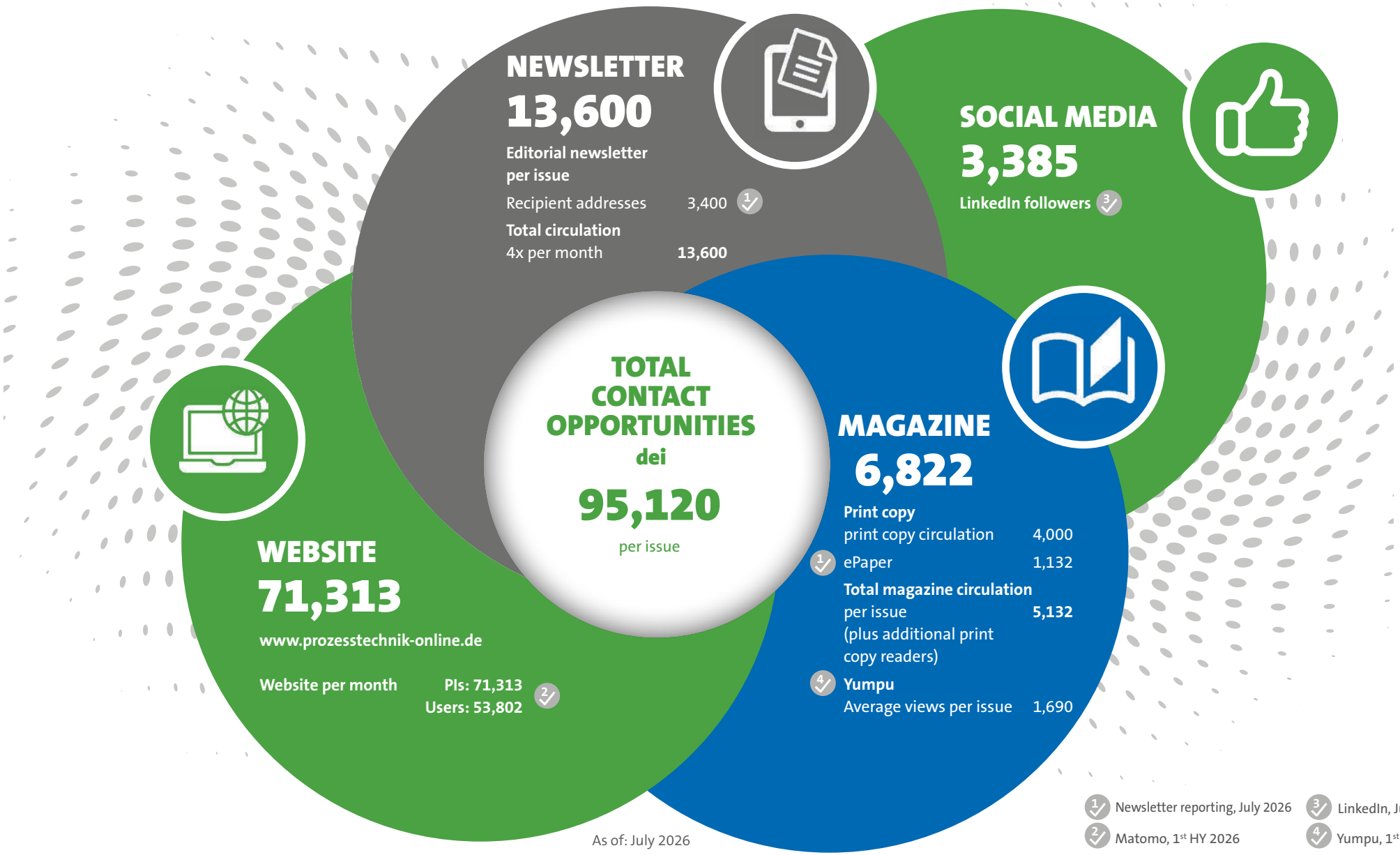
# MEDIA BRAND

PRINT+ DIGITAL

# 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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## DIRECT


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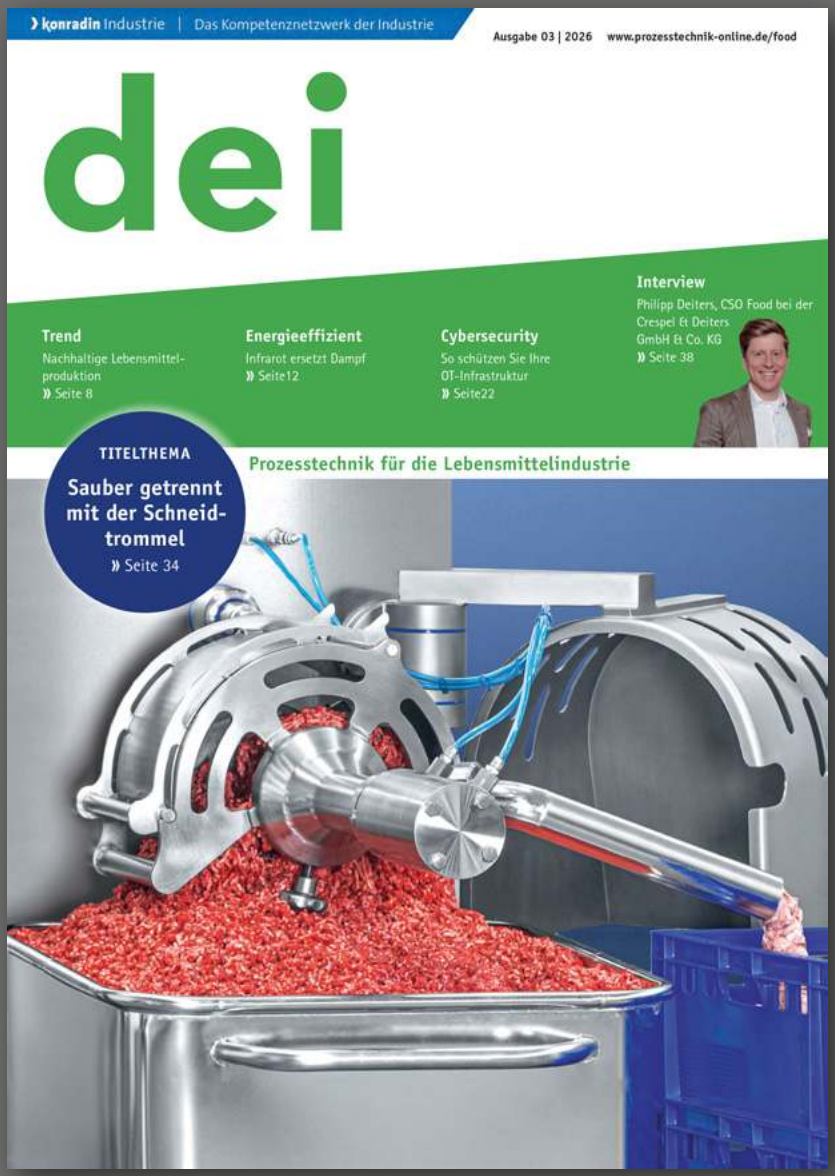
# PRINT







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Publisher: Katja Kohlhammer

PRINT

# READERSHIP ANALYSIS

| 1.1 **Industries/sectors: Recipient categories** | | Contact opportunities Magazine |
|---|---|---|
| Industry codes acc. to classif. of industrial sectors 2008 | % | Readersl |
| C.10.13, 10.2 Processing of meat and fish | 11.7 | 600 |
| C.10.3 Processing of fruit/vegetables | 4.5 | 231 |
| C.10.4 Manufacture of vegetable and animal oils and fats | 1.4 | 72 |
| C.10.5 Milk processing | 6.6 | 339 |
| C.10.6 Manuf. of grain mill prod., starches/starch products | 3.4 | 172 |
| C.10.71 Manuf. of bread and of fresh pastry goods & cakes | 6.9 | 354 |
| C.10.72 Manuf. of rusks, biscuits, preserved pastries & cakes | 3.1 | 159 |
| C.10.81 Manufacture of sugar | 1.3 | 67 |
| C.10.82 Manuf. of cocoa, chocolate & sugar confectionery | 6.7 | 344 |
| C.10.83 Manuf. of tea and coffee and coffee substitutes | 0.8 | 41 |
| C.10.84 Manufacture of condiments and seasonings | 2.6 | 133 |
| C.10.85 Manufacture of prepared meals and dishes | 2.0 | 103 |
| C.10.86 Manuf. of homogenised food and dietetic food | 0.7 | 36 |
| C.10.89 Manufacture of basic ingredients and additives | 5.6 | 287 |
| C.11 Manufacture of beverages (especially spirits, grape wine, beer and soft drinks) | 7.2 | 370 |
| C.12 Manufacture of tobacco products | 4.0 | 205 |
| C.20 Manufacture of chemical products | 6.5 | 334 |
| C.25.29 Manufacture of metal tanks, reservoirs and containers | 2.1 | 108 |
| C.25.30 Manuf. of steam boilers (excl. central heating boilers) | 1.6 | 82 |
| C.26.51 Manufacture of instruments and appliances for measuring, testing and navigation | 3.4 | 174 |
| C.28.13 Manufacture of pumps and compressors | 4.4 | 226 |
| C.28.14 Manufacture of taps and valves | 2.8 | 144 |
| C.28.25 Manufacture of refrigeration and ventilation equipment | 1.5 | 77 |
| C.28.29 Manuf. of other general-purpose machinery n.e.c. | 1.1 | 56 |
| E.36-38 Environmental engineering and waste management in the production environment | 1.5 | 77 |
| M.71.12, 71.2 Technical, physical and chemical testing and analysis | 2.1 | 108 |
| M.74 Other freelance, scientific and technical activities | 4.5 | 231 |
| | 100.0 | 5,132 |

| 1.2 **Company size:** | % | Contact opportunities Magazine Readers |
|---|---|---|
| 1 – 49 employees | 14.7 | 754 |
| 50 – 99 employees | 13.8 | 708 |
| 100 – 199 employees | 16.1 | 826 |
| 200 – 499 employees | 25.4 | 1,304 |
| 500 and more employees | 30.0 | 1,540 |
| | 100.0 | 5,132 |

| 1.3 **Position in company** | % | Readers |
|---|---|---|
| Corporate management | 33.5 | 1,719 |
| 1st management level (director) | 28.8 | 1,478 |
| 2nd management level (supervisor) | 16.6 | 852 |
| Employees, skilled workers, specialists | 21.1 | 1,083 |
| | 100.0 | 5,132 |

| 1.4 **Job function** | % | Readers |
|---|---|---|
| Corporate/technical management | 33.8 | 1,735 |
| Research & development/project engineering, planning | 16.6 | 852 |
| Design, engineering | 14.4 | 739 |
| Production, manufacturing, assembly | 31.1 | 1,596 |
| Maintenance and repair | 4.1 | 210 |
| | 100.0 | 5,132 |

## SYSTEMS, EQUIPMENT AND COMPONENTS

**SYSTEMS, EQUIPMENT, COMPONENTS, FOOD PROCESSING TECHNOLOGY:** Systems, equipment, components, food and beverage machinery, compressors, pumps, drives, valves, piping, seals, materials, conveying systems, conveyor belts, containers, mills, mixers, stirrers, filters, separators, decanters, heat transfer systems, heat exchangers, dryers, water treatment, system instrumentation, safety engineering, explosion protection, system planning, consulting, inspection, maintenance and repair services, condition monitoring, system optimisation and modernisation
**ISSUES: 1, 2, 3, 4, 5, 6**

**PUMPS, COMPRESSORS, DRIVES:** Pumps, oil-free compressors, motors, gears, couplings, frequency converters, actuators, continuous and belt conveyors, vacuum conveyor technology, industrial trucks
**ISSUES: 1, 3, 4, 5, 6**

**FOOD AND BEVERAGE MACHINERY:** Fruit, vegetable and potato processing, dairy equipment, meat and fish processing, beverage production, confectionery machines, bakery production, systems and equipment for food preservation, safety technology, occupational health and safety
**ISSUES: 2, 4, 5**

## PACKAGING, LABELLING, STORAGE, LOGISTICS

**PACKAGING, LABELLING, STORAGE, LOGISTICS:** Filling systems, packaging machines, weighing and metering equipment, labelling systems, coding, marking and labelling machines, packaging materials and supplies, packaging development, baling presses, robots, barrels, barrel handling, big bags, containers, storage systems, silos, palletising technology, RFID, inspection and testing equipment, transport and conveyor belts, pallets and racks, lifting equipment, forklifts, software, consulting, supply chain management, batch tracking, validation, qualification
**ISSUES: 1, 2, 3, 4, 5, 6**

## I&C TECHNOLOGY, PROCESS AUTOMATION, DIGITALISATION

**I&C TECHNOLOGY, PROCESS AUTOMATION, DIGITALISATION, CYBERSECURITY:** Measuring and control devices for level, pressure, temperature, flow, pH, humidity, dew point, turbidity, conductivity, density and viscosity, device diagnostics, process analysers, PAT, LIMS, transmitters, sensors, controllers, process control systems, SCADA, process visualisation, MES software, control valves, scales, hygienic design, control cabinets, bus systems, interface modules, industrial Ethernet, data processing, measurement data logging, industrial PCs, industrial PDA, wireless communication, WirelessHART, Industry 4.0, digital food production, digital twin, cloud solutions, connectivity, autonomous systems, 5G, cybersecurity
**ISSUES: 1, 2, 3, 4, 5, 6**

## FOOD SAFETY, OPERATIONS AND QUALITY MANAGEMENT

**FOOD SAFETY, ANALYTICAL TECHNOLOGY:** HACCP, production monitoring, quality control, test systems, machine vision, traceability, validation, qualification, measuring, testing and analysis equipment, industrial hygiene
**ISSUES: 1, 2, 3, 5**

**QUALITY ASSURANCE, OPERATIONS MANAGEMENT, HYGIENE, CLEANING:** ERP and PPS systems, MES, EDM and PDM software, supply chain management, CAQ systems, LIMS, HACCP, production monitoring, quality controls, test systems, machine vision, traceability, validation, qualification, measuring, testing and analysis equipment, inspection, maintenance and repair services, condition monitoring, system optimisation and modernisation, machine diagnosis, damage analysis, maintenance management, asset management, operating supplies and auxiliary materials, industrial hygiene, disinfection, industrial cleaning
**ISSUES: 1, 2, 3, 5**

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# SUBJECT OVERVIEW

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

## PROCESSES

**MECHANICAL AND THERMAL PROCESSES:** Mills, mixers, kneaders, stirrers, homogenisers, filter equipment, screens, separators, classifiers, centrifuges, dischargers, filling and emptying stations, pelletisers, presses, compactors, conveying, weighing, mixing and metering, storage, transport, packaging, dischargers, silos, grain size analysis, heat exchange, heat recovery, roasting processes, distilling, evaporating, drying, instantisation, coating, granulating, agglomeration, cooling, freezing, deep-freezing, energy efficiency, energy management
**ISSUES: 1, 2, 3, 4, 5, 6**

## RAW MATERIALS AND ADDITIVES, INGREDIENTS, FOOD DESIGN

**FOOD DESIGN AND BEVERAGE CONCEPTS:** Concepts for functional food, convenience food and functional drinks, basic ingredients and additives, health ingredients, product optimisation and development, measuring and analysis equipment, sensors, service providers
**ISSUES: 1, 2, 5, 6**

## CROSS-CUTTING TOPICS

**SUSTAINABLE SOLUTIONS FOR THE FOOD AND BEVERAGE INDUSTRY:** Frequency converters, contracting, thermal processes, heat exchangers, consulting and services, motors and drives, energy-saving compressed air treatment, decarbonisation, circular economy, carbon-neutral production
**ISSUES: 1, 2, 3, 4, 5, 6**

## WATER AND WASTEWATER TECHNOLOGY

Water and wastewater treatment, plant engineering, membrane processes, chemical and biochemical processes, sludge treatment, pumps, compressors, drive technology, instrumentation and control technology, laboratory and analytical technology, services
**ISSUES: 1, 4, 6**

PRINT

# SUBJECT OVERVIEW

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

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# EDITORIAL SCHEDULE 2027

| ISSUE | FOCUS | SPECIAL SECTIONS | TRADE FAIRS & EVENTS |
|---|---|---|---|
| **1/2027**<br>**Publication date:**<br>16.02.2027<br>**Advertising deadline:**<br>21.01.2027<br>**Editorial deadline:**<br>21.12.2026 | **TRADE-FAIR SPECIAL FOR ANUGA FOODTEC**<br>• Food processing technology<br>• Filling and packaging<br>• Digitalisation/Industry 4.0<br>• Process automation<br>• Logistics and material flow<br>• Food safety and analytics<br>• Environmental and energy technology | **Trade-fair preview:** | **Anuga FoodTec**<br>Cologne, 23.02.-26.02.<br>**Pumps & Valves**<br>Dortmund, 24.02.-25.02.<br>**all about automation**<br>Friedrichshafen, 02.03.-03.03.<br>**LogiMAT**<br>Stuttgart, 16.03.-18.03. |
| **2/2027**<br>**Publication date:**<br>05.04.2027<br>**Advertising deadline:**<br>08.03.2027<br>**Editorial deadline:**<br>08.02.2027 | **TREND: PET FOOD**<br>**Industry focus: Production and packaging of meat products and meat alternatives**<br>• Food and beverage machinery<br>• I&C technology, process automation, digitalisation, cybersecurity<br>• Quality assurance, operations management, hygiene, cleaning<br>• Food design and beverage concepts | **Trade-fair reports:** | **Hannover Messe**<br>Hanover, 05.04.-08.04.<br>**Sensor+Test**<br>Nuremberg, 11.05.-13.05.<br>**Vitafoods**<br>Barcelona, 18.05.-20.05. |

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# EDITORIAL SCHEDULE 2027

| ISSUE | FOCUS | SPECIAL SECTIONS | TRADE FAIRS & EVENTS |
|---|---|---|---|
| **3/2027**<br>**Publication date:**<br>31.05.2027<br>**Advertising deadline:**<br>29.04.2027<br>**Editorial deadline:**<br>01.04.2027 | **TRADE-FAIR SPECIAL FOR ACHEMA**<br><br>**Industry focus: Robot solutions for the food and beverage industry**<br><br>• Mechanical and thermal processes<br>• I&C technology, process automation, digitalisation, cybersecurity<br>• Systems, equipment and components<br>• Food safety, laboratory and analytical technology | **Trade-fair preview:**<br>ACHEMA2027<br>automatica | **ACHEMA**<br>Frankfurt/M., 14.06.-18.06<br>**automatica**<br>Munich, 22.06.-25.06. |
| **ACHEMA DAILY**<br>Preview (only ePaper)<br>**PD:** 08.06.2027<br>**AD:** 21.05.2027<br>Day 1<br>**PD:** 14.06., **AD:** 27.05.<br>Day 2<br>**PD:** 15.06., **AD:** 28.05.<br>Day 3<br>**PD:** 16.06., **AD:** 31.05.<br>Day 4+5<br>**PD:** 17.06., **AD:** 01.06. | **OFFICIAL DAILY NEWSPAPER OF ACHEMA 2027 – A JOINT PUBLICATION BY CAV, DEI, PHPRO AND CHEMICAL ENGINEERING**<br><br>**Up-to-the-minute trade fair and product news in German and English, offering maximum reach.**<br><br>• Official and exclusive support from DECHEMA<br>• Distributed in advance as an e-paper to the mailing lists of the partners Access Intelligence, Konradin-Verlag and DECHEMA (pre-registered visitors)<br>• Placement of your advertisement in a relevant editorial context<br>• Attractive rates<br><br><br>More details on ACHEMA DAILY page 18 | | **ACHEMA**<br>Frankfurt/M., 14.06.-18.06. |

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# EDITORIAL SCHEDULE 2027

| ISSUE | FOCUS | SPECIAL SECTIONS | TRADE FAIRS & EVENTS |
|---|---|---|---|
| **4/2027**<br>**Publication date:**<br>15.09.2027<br>**Advertising deadline:**<br>20.08.2027<br>**Editorial deadline:**<br>23.07.2027 | **TREND: FORWARD-LOOKING PACKAGING CONCEPTS**<br><br>**Trade-fair special for FachPack**<br><br>• Mechanical and thermal processes<br>• I&C technology, process automation, digitalisation, cybersecurity<br>• Systems, equipment, components, food processing technology<br>• Water and wastewater technology | **Trade-fair preview:**<br>FACHPACK | **all about automation**<br>Chemnitz, 15.09.-16.09.<br>**ilmac**<br>Basel, 21.09.-23.09.<br>**FachPack**<br>Nuremberg, 21.09.-23.09. |
| **5/2027**<br>**Publication date:**<br>11.10.2027<br>**Advertising deadline:**<br>15.09.2027<br>**Editorial deadline:**<br>18.08.2027 | **TREND: NATURAL ADDITIVES FOR THE FOOD INDUSTRY**<br><br>**Industry focus: Production and packaging of baked goods and confectionery**<br><br>• Food safety, analytical technology<br>• Quality assurance, operations management, hygiene, cleaning<br>• Food and beverage machinery<br>• Pumps, compressors, drives | **Trade-fair preview:**<br>iba<br><br>**Web session**<br>**Additives and processing technologies for healthy foods**<br>18.11.2027 | **SÜFFA**<br>Stuttgart, 02.10.-04.10.<br><br>**iba**<br>Munich, 24.10.-28.10.<br><br>**NovaFood**<br>Luzern, 25.10.-26.10. |

PRINT

# EDITORIAL SCHEDULE 2027

| ISSUE | FOCUS | SPECIAL SECTIONS | TRADE FAIRS & EVENTS |
|---|---|---|---|
| **6/2027**<br>**Publication date:**<br>04.11.2027<br>**Advertising deadline:**<br>08.10.2027<br>**Editorial deadline:**<br>10.09.2027 | **TREND: AI IN THE FOOD INDUSTRY**<br><br>**Industry focus: Beverage industry**<br><br>• Beverage production and filling<br>• I&C technology, process automation, digitalisation, cybersecurity<br>• Mechanical and thermal processes<br>• Food design and beverage concepts | **Trade-fair preview:**<br>BrauBeviale<br>sps<br>smart production solutions<br>Fi Food ingredients Europe | **BrauBeviale**<br>Nuremberg, 09.11.-11.11.<br>**SPS**<br>Nuremberg, 23.11.-25.11. |

# RATE CARD 2027

## ADS: TECHNICAL DATA

**YOUR QUICK LINK TO US**
Phone
+49 711 7594-554
Email
media.industrie@konradin.de




**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:**
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.
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**BANK ACCOUNT:** Baden-Württembergische Bank,
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**YOUR CONTACT**

**ADVICE, BOOKING:**

→ CONTACTS
page 39

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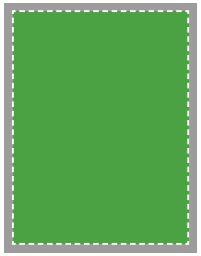
**Order management**
MELANIE STRAUSS
+49 711 7594-403
melanie.strauss@konradin.de

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

→ Details at: media.industrie.de
→ SEE NEXT PAGE FOR FORMATS

# ADS: STANDARD FORMATS

## 1/1 PAGE



TRIM SIZE
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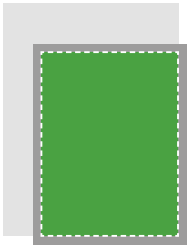
TYPE AREA
188 x 270 mm

| TRIM SIZE | TYPE AREA |
|---|---|
| 6,550.00 | 6,200.00 |

## JUNIOR PAGE



TRIM SIZE
151 x 205 mm

TYPE AREA
140 x 190 mm

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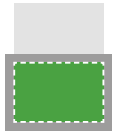
| 4,190.00 | 4,050.00 |

## 1/2 PAGE

LAND. (4-COL.)



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TYPE AREA
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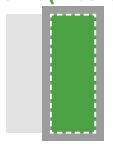
PORT. (2-COL.)



TRIM SIZE
103 x 297 mm

TYPE AREA
92 x 270 mm

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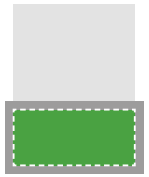
|---|---|
| 3,790.00 | 3,600.00 |

## 1/3 PAGE

LAND. (4-COL.)



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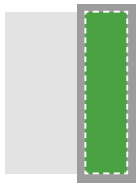
TYPE AREA
188 x 88 mm

PORT. (1-COL.)



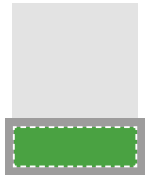
TRIM SIZE
71 x 297 mm

TYPE AREA
60 x 270 mm

| TRIM SIZE | TYPE AREA |
|---|---|
| 2,990.00 | 2,850.00 |

## 1/4 PAGE

LAND. (4-COL.)



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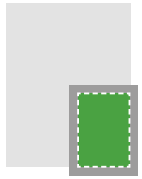
TYPE AREA
188 x 65 mm

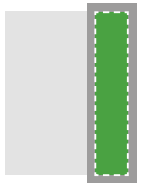
LAND. (2-COL.)



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 |
|---|---|
| 2,250.00 | 2,150.00 |

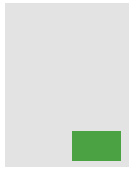
## 1/8 PAGE

LAND. (4-COL.)



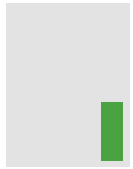
TYPE AREA
188 x 32 mm

LAND. (2-COL.)



TYPE AREA
92 x 65 mm

PORT. (1-COL.)



TYPE AREA
44 x 133 mm

| TYPE AREA |
|---|
| 1,500.00 |

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**<br>trim size | | 210 x 297 | | **7,150.00** |
| **1/3 PAGE NEXT TO EDITORIAL**<br>trim size<br>type area | | 71 x 297 | 60 x 270 | **3,390.00**<br>**3,250.00** |
| **1/2 PAGE NEXT TO TABLE OF CONTENTS**<br>trim size<br>type area | | 103 x 297 | 92 x 270 | **4,250.00**<br>**4,050.00** |
| **2 PAGES** ACROSS GUTTER | | Double-page spread | | **11,850.00** |
| **TEXT BOX AD**<br>1/4 page horizontal, 4c | 3 placements<br>6 placements<br>Consisting of text, image, logo, company address incl. preparation of print-ready files | 188 x 65 | | **2,370.00**<br>**4,250.00** |
| **AD IN EDITORIAL SECTION**<br>60 mm wide<br>44 mm wide | Max. height 50 mm, minimum height 20 mm, surrounded by editorial content on at least 3 sides, placement: in News section | 60 x spec.<br>44 x spec. | | per mm<br>43,90<br>32,90 |
| **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 dei | | | **from 3,790.00** |
| **COVER PAGE** | Booking subject to editorial approval and includes cover page and cover story. | | | **8,090.00** |
| **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 technical article of up to two pages (see p. 17). | | | **3,990.00** |

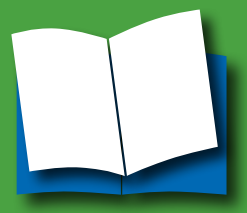
| | | | BASIC RATE per year |
|---|---|---|---|
| **CLASSIFIED ADS** | PREMIUM COMPANY PROFILE (online)<br>BUSINESS CARD (print) *more on page 33*<br>COMPANY PROFILE + BUSINESS CARD COMBO | 60 x 82 | **2,050.00**<br>**1,350.00**<br>**3,150.00** |

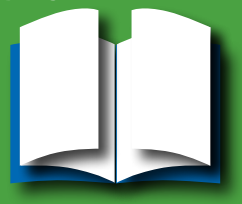
(Rates valid as of 01.10.2026, in €, plus VAT)

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

**up to 4c**

# AD SPECIALS

| | SPECIFICATIONS | RATES |
|---|---|---|
| **LOOSE INSERT**<br>up to 25 g<br> | With reference to insert in magazine.<br>Partial allocation by first digit of postcode is possible. | **290.00** per thsd.<br>Partial inserts on request |
| **TIP-ON/POSTCARD/POST-ITS**<br> | Postcard,<br>Automatic gluing<br>Minimum size of carrier ad:<br>1/1 page<br><br>Post-its, booklets, product samples and other glued-on advertising materials, manual gluing | **75.00** per thsd.<br>**55.00** per thsd.*<br>plus carrier ad<br><br>upon request |
| **BOUND INSERT**<br> | **1 leaf = 2 pages** 135–180 gsm<br>**2 leaf = 4 pages** 80–180 gsm | **6,500.00**<br>**10,900.00** |

| | SPECIFICATIONS | RATES |
|---|---|---|
| **DOUBLE GATEFOLD BOUND INSERT**<br> | Bound insert opening towards the centre of the magazine. | **15,990.00** |
| **GATEFOLDER**<br> | Fold-out inside cover (gatefold) | **13,450.00** |
| **COVER FLAP**<br> | 105 mm wide, attached on left-hand side with title logo featured on front | **8,690.00** |

→ TECHNICAL SPECIFICATIONS

→ Details at: media.industrie.de

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

# SPECIAL SECTIONS

## EYE-CATCHING COVERS FOR SPECIAL TOPICS!

In the theme issues and special sections, dei readers 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** | **3,990.00** |

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

### ISSUES

**1/2027**
PD: 16.02. | AD: 23.12.26 | DD: 07.01.
**TRADE-FAIR SPECIAL FOR ANUGA FOODTEC**

**2/2027**
PD: 05.04. | AD: 08.02. | DD: 22.02.
**Production and packaging of meat products and meat alternatives**

**3/2027**
PD: 31.05. | AD: 01.04. | DD: 15.04.
**Trade-fair special for ACHEMA**

**4/2027**
PD: 15.09. | AD: 23.07. | DD: 06.08.
**Trade-fair special for FachPack**

**5/2027**
PD: 11.10. | AD: 18.08. | DD: 01.09.
**Production and packaging of baked goods and confectionery**

**6/2027**
PD: 04.11. | AD: 10.09. | DD: 24.09.
**Beverage industry**

**SPECIAL SECTIONS IN ADDITIONAL ISSUES AND AT TRADE FAIRS?**

GET IN TOUCH
→ MEDIA SALES CONTACT

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

→ GUIDELINES SPECIAL SECTIONS

PRINT+ DIGITAL

# ACHEMA DAILY –

## THE OFFICIAL TRADE FAIR DAILY

**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

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

**YOUR EXCLUSIVE ADVERTISING BENEFITS**

**Maximale 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)<br>Advertising deadline: 21.05.2027 |
| **14 June 2027** | ACHEMA DAILY, issue 1 incl. ePaper<br>Advertising deadline: 27.05.2027 |
| **15 June 2027** | ACHEMA DAILY, issue 2 incl. ePaper<br>Advertising deadline: 28.05.2027 |
| **16 June 2027** | ACHEMA DAILY, issue 3 incl. ePaper<br>Advertising deadline: 31.05.2027 |
| **17 June 2027** | ACHEMA DAILY, issue 4/5 incl. ePaper<br>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<br>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 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 27

→ 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 dei of your choice
- Publication of your advertorial in the "Process engineering highlights" section of our online portal
- Active promotion of your advertorial in a dei 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



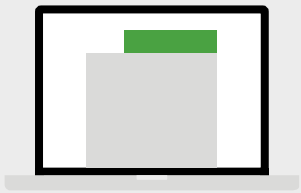

DIGITAL

# PROZESSTECHNIK-ONLINE.DE

→ ADVERTISING FORMATS AND RATES

# ADVERTISING FORMATS & RATES

## LEADERBOARD

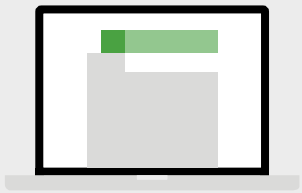


**Size:** 728 x 90 pixels

300 x 50 pixels

**910.00**

## LARGE LEADERBOARD
## EXPANDABLE LEADERBOARD

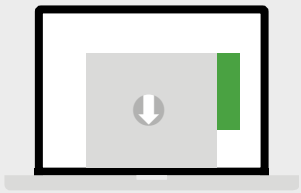


**Size:** 970 x 90 pixels or
728 x 90 + 728 x 300 pixels

300 x 50 pixels

**1,060.00**

## (STICKY) SKYSCRAPER
## (STICKY) WIDE SKYSCRAPER

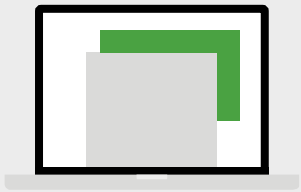


**Size:** 120 x 600 pixels
160 x 600 pixels

300 x 50 pixels

**850.00**

## HOCKEYSTICK

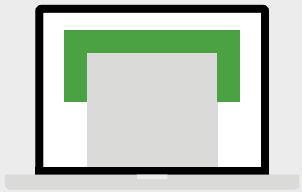


**Size:** 728 x 90 and 160 x 600 pixels
or
970 x 90 and 120 x 600 pixels

300 x 75 pixels

**1,870.00**

## FRAME AD

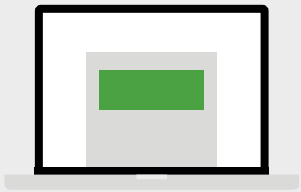


**Size:** 160 x 600 and
1,125 x 90 and 160 x 600 pixels

300 x 75 pixels

**2,080.00**

## BILLBOARD

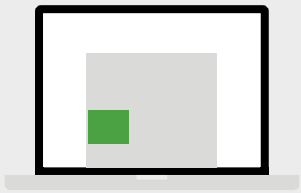


**Size:** 970 x 250 pixels

300 x 75 pixels

**1,160.00**

## MEDIUM RECTANGLE / VIDEO AD

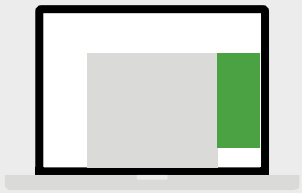


**Size:** 300 x 250 pixels

300 x 250 pixels

**870.00**

## HALF-PAGE AD

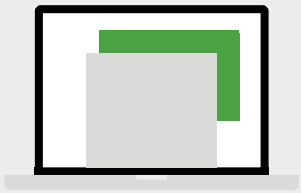


**Size:** 300 x 600 pixels

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.

# 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 on Tuesdays

DISTRIBUTION: approx. 3,400 recipients

TARGET AUDIENCE:
Owners, managing directors, technical managers and investment decisionmakers 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**<br>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

dei DIGITAL

## FOOD INDUSTRY NEWSLETTER

Monthly newsletter with bundled expertise and the latest news for food and beverage manufacturers

The newsletter Lebensmittelproduktion insight is the medium for all areas of food and beverage production, from food design, plant engineering and process technology to food packaging and logistics.

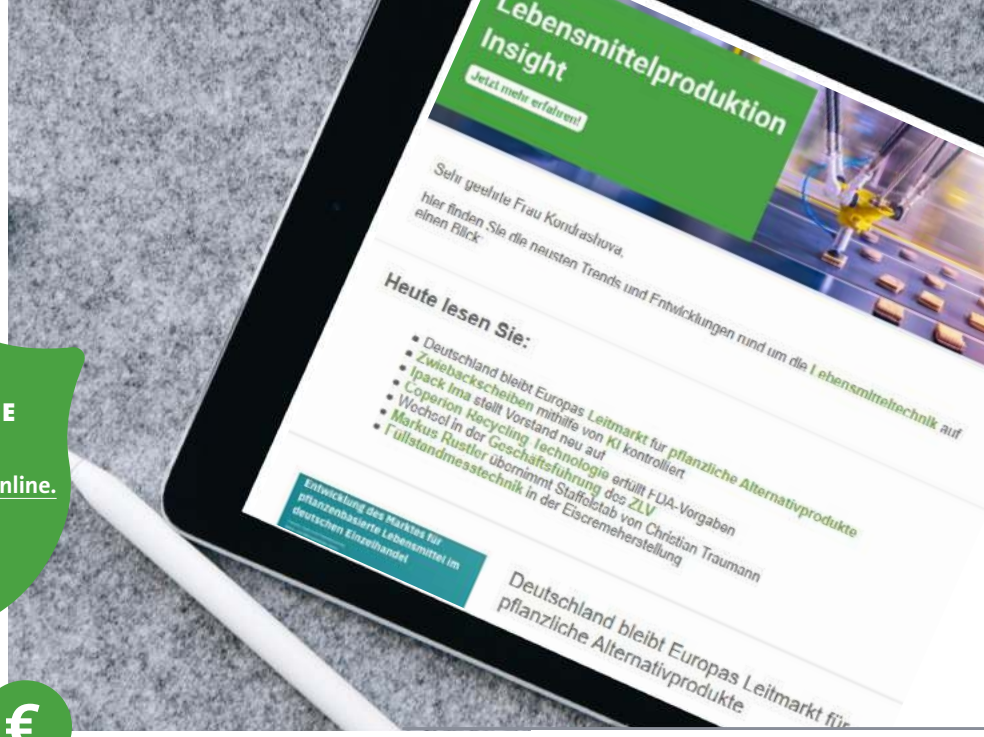
TARGET AUDIENCE:
Managing directors, technical managers and investment decision-makers in the food industry and associated plant and equipment manufacturers.

FREQUENCY:
Monthly

DISTRIBUTION:
approx. 1,130 recipients

**Ask for the mailing dates!**

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




€

| 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, demand for up-to-date information is particularly high. cav, phpro and dei send the latest ACHEMA news to around 3,400 recipients every day.

By booking all issues, you secure a continuous presence across all trade fair days and thus an exclusive appearance throughout the entire duration of the event. You can also change the artwork from day to day – to highlight selected products, draw attention to special promotions or communicate your latest company news during the trade fair.

FREQUENCY:

| | |
|---|---|
| Preview: | 08.06. |
| Day 1: | 14.06. |
| Day 2: | 15.06. |
| Day 3: | 16.06. |
| Days 4 + 5: | 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<br>3x<br>5x | | 728 x 90** | **1,150.00**<br>**3,100.00**<br>**4,600.00** |
| **Medium rectangle** | 1x<br>3x<br>5x | | 300 x 250 | **920.00**<br>**2,600.00**<br>**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

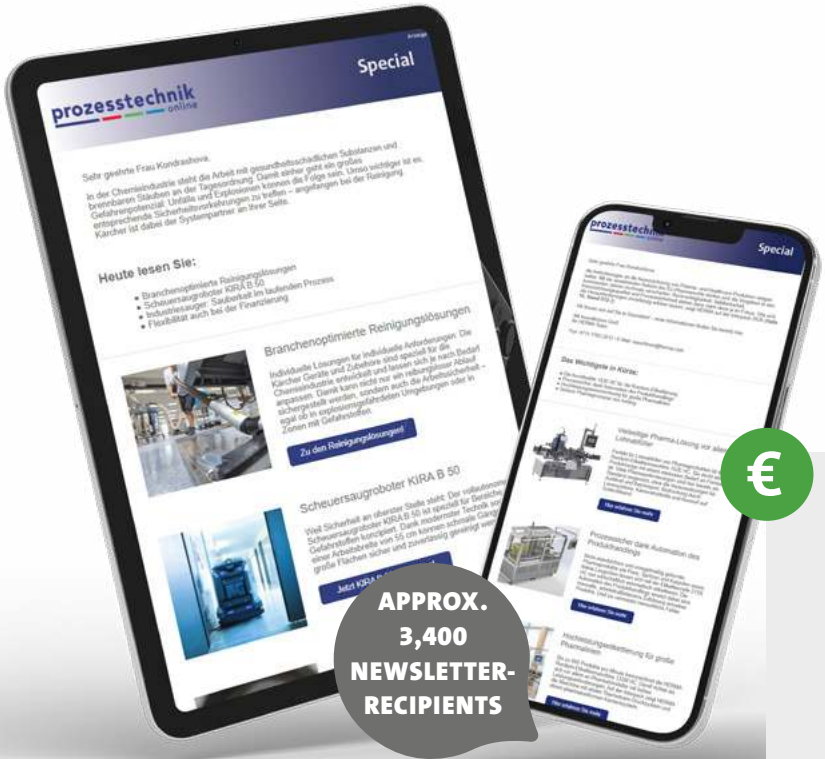
(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO:
auftragsmanagement@konradin.de

→ Details at: media.industrie.de

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

The standalone newsletter is sent to subscribers of the regular dei under the dei 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)

# STANDALONE NEWSLETTER

DIGITAL

→ 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




€

### 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)

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

# EMAIL CAMPAIGNS

DIGITAL

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

# 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**

DIGITAL

# 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

DIGITAL

# 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 |
|---|---|---|---|
| dei – Prozesstechnik für die Lebensmittelindustrie | 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

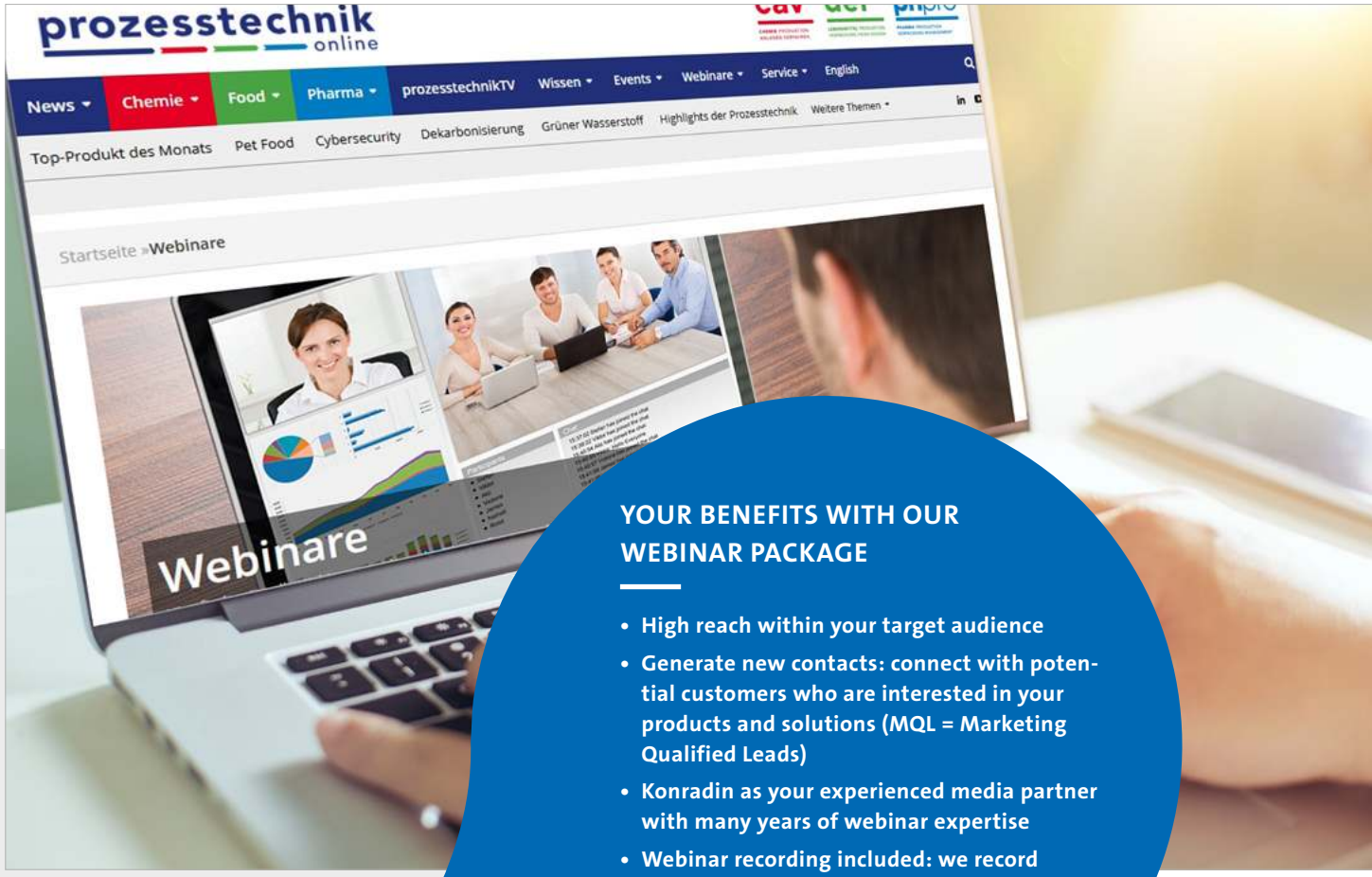
→ SEND DATA TO: auftragsmanagement@konradin.de

→ 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

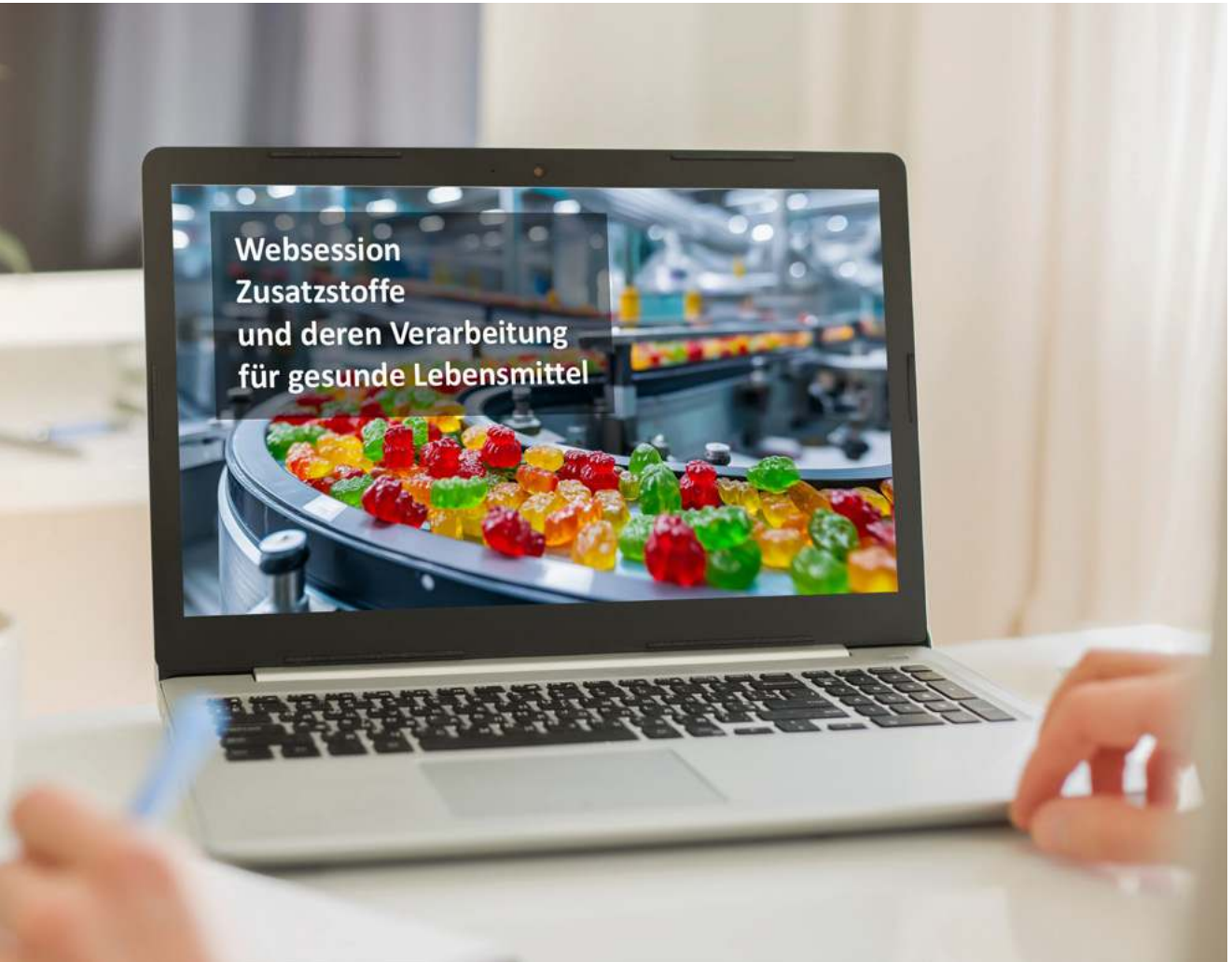
→ Details at:
media.industrie.de

# 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




## Additives and their processing for healthy foods

**Date: 18.11.** | **Registration deadline: 24.09.**

Preservatives, colourings, antioxidants, emulsifiers and other conventional additives perform key technological functions in food production. They extend shelf life, stabilise colour and consistency, and facilitate processing. At the same time, they ensure consistent taste and product quality.

The targeted use of vitamins, minerals, dietary fibres, probiotics, omega-3 fatty acids and secondary plant compounds can provide additional health benefits.

This web session provides a practical overview of relevant additives, their functional properties and proven methods for the gentle processing of sensitive substances.

→ 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 dei
- 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) | from 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 |

(Prices 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

Konradin EVENTS

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

**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

→ media.industrie.de