

VERFAHRENSTECHNIK

MEDIA DATA
2024

VERFAHRENSTECHNIK

Lösungen für die Prozessindustrie

TECHNEMA
36 Trendthema:
Kollaboration
24 Meldegeräte:
Sicher im Griff
38 Lackproduktion:
Farbe fix ins Fr
EXTRA
Supplement Umwelt
16 Seiten Sonderin

VERFAHRENSTECHNIK

Lösungen für die Prozessindustrie

Newsletter

Top-News

Messe Powtech in den
Startlöchern!

Fragen Sie
uns vorab!

VERFAHRENSTECHNIK

LÖSUNGEN
FÜR DIE
PROZESSTECHNOLOGIE

Branchennews erhalten

Menschen & Märkte Produkte & Anwendungen e-Books Veranstaltungen Aktuelles E-Paper



Viele Schüttgüter - und nur ein Sensor

Sensor für Schüttgüter
#Prozesstechnik

All around filtration

Veranstaltung vor

VERFAHRENSTECHNIK

Lösungen für die Prozessindustrie



- Processes and systems
- Components and Systems
- Measure, control, automate
- Operating technology
- Supplement: Umwelttechnik

>>> AHEAD OF THE FUTURE

NETWORKING MEDIA – MAXIMIZING REACH

As a multimedia enterprise we offer companies operating nationally and internationally a media portfolio with an eye to the future covering all relevant channels.

Diversification of target groups, digitization and globalization are the basis for companies of the future. We are your reliable partner for these requirements now and in the future.



antriebstechnik

DER KONSTRUKTEUR

INDUSTRIELLE AUTOMATION
MY FACTORY
VERFAHRENSTECHNIK

**TECHNIKWISSEN
FÜR INGENIEURE**

VERFAHRENSTECHNIK

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EDITORIAL OFFICE



verfahrenstechnik.de

PUBLISHING HOUSE



vereinigte-fachverlage.de



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VEREINIGTE FACHVERLAGE

DAS MAGAZIN

Magazine for systems, components and systems in the process industry



TARGET GROUP

VERFAHRENSTECHNIK is aimed at process engineers across all industries in the process industry.

TOPICS

Material conversion plants have been at the center of 50 years at the center of the contributions as well as individual components - such as pumps and valves. Special measuring and automation technology, conveying and storage technology as well as safety and environmental technology round off the spectrum. **VERFAHRENSTECHNIK** is therefore the all-round title in mechanical process engineering.

CROSS-MEDIA OFFER

Print-Magazin, E-Paper, Website, Social Media, Newsletter, Events, Videos – all channels are networked, interact optimally and thereby fulfill the different information needs and habits of the target group.

REACH

Through the distribution via different distribution channels, we achieve a significant reach increase for each issue.



Title:	VERFAHRENSTECHNIK – Magazine for systems, components and systems in the process industry
Short characterization:	VERFAHRENSTECHNIK is the technical journal for stock conversion practice.
Target group:	VERFAHRENSTECHNIK is aimed at process engineers across all sectors, plant managers and managing directors - starting from the chemical and petrochemical industry to the food and beverage industry.
Frequency:	10 times a year + Manual Prozesstechnologie
Format:	A4, 210 x 297 mm
Issue:	58. edition 2024
Subscription prices:	Domestic annual subscription incl. shipping costs € 99,- Foreign annual subscription incl. shipping costs € 115,- Retail price plus shipping costs € 13,00

Scope analysis:

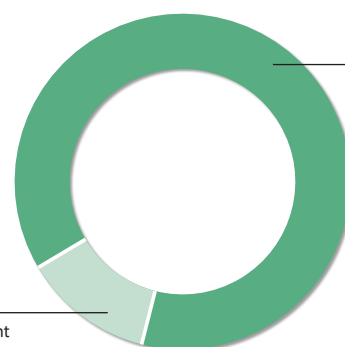
VERFAHRENSTECHNIK 2022 = 11 issues:
overall scope: 548 pages = 100 %

17,3 %

advertising section:
95 pages, 1 Supplement

82,7 %

editorial section:
453 pages














Content analysis

of the editorial section: **VERFAHRENSTECHNIK** 2022 = 453 pages

Components and systems	130 pages	28,7 %
Procedures and facilities	122 pages	26,9 %
Measure, regulate, automate	96 pages	21,2 %
Operating technology	67 pages	14,8 %
Title, Content, Editorial, etc	38 pages	8,4 %

Advertising rates: (prices plus the applicable VAT)

Formats	Type area formats Width x height (mm)	Bleed sizes* Width x height (mm)	Price 4c in €
 Front page	--/--	210 x 297	10,800,00
 2. cover page	185 x 265	210 x 297	9,095,00
 1. right page	185 x 265	210 x 297	9,095,00
 4. cover page	185 x 265	210 x 297	9,095,00
 1/1	185 x 265	210 x 297	7,580,00
 Junior Page	135 x 185	146 x 202	4,615,00
 1/2	vertical horizontal 90 x 265 185 x 130	104 x 297 210 x 145	4,285,00
 1/3	vertical horizontal 60 x 265 185 x 90	72 x 297 210 x 105	3,155,00
 1/4	2columns vertical horizontal 90 x 130 43 x 265 185 x 60	104 x 145 55 x 297 210 x 75	2,350,00
 1/6	60 x 130	72 x 145	1,760,00
 1/8	2columns vertical horizontal 90 x 60 43 x 130 185 x 30	104 x 75 55 x 145 210 x 45	1,230,00

* Formats in bleed: plus 3 mm bleed allowance
All ads are to be delivered with bleed marks

Ad Specials:

Bound inserts	4 paged	€ 12,550,-
	Half sided / third sided	on request
	Concurrent	on request
Supplements	up to 25 g (up to 200 mm wide x 290 mm high)	€ 6,275,-
	up to 40 g (up to 200 mm wide x 290 mm high)	€ 8,160,-
	from 40 g (up to 200 mm wide x 290 mm high)	on request
Cover stitcher, banderole, tip-ons, bookmarks and other ad formats on request		
more Ad Specials at www.vereinigte-fachverlage.de		

We will be happy to provide you with an individual offer.

Terms of payment:

Postbank Frankfurt/Main (BLZ 500 100 60)
Kto. 29 08-600, BIC/SWIFT: PBNKDEFF
IBAN: DE07500100600002908600
Ust-Ident-Nr.: DE149063659

Payable within 30 days (occasional
within 8 days) after receipt of invoice net.
2% discount for payment within 14 days.

Contact:

consulting, booking:
see page 17

THE PROMISE OF THE UNITED TRADE PUBLISHERS: WE GUARANTEE THE "DISTRIBUTION PLUS"

Our additional service for your external communication:

Your paid service



On top: free distribution plus
through Vereinigte Fachverlage

PRINT-MAGAZINE



E-PAPER



WEBSITE



SOCIAL
MEDIA

90.000+ TOTAL DISTRIBUTION

OUR MEDIA BRAND CHANNELS

PRINT-/



E-PAPER CIRCULATION

- IVW audit: certainty about the objectively determined data of the advertising media and the contractual execution of their execution of their advertising orders

- E-Paper Mailer
- Double opt-in addresses analogous to data protection regulations



WEB REACH

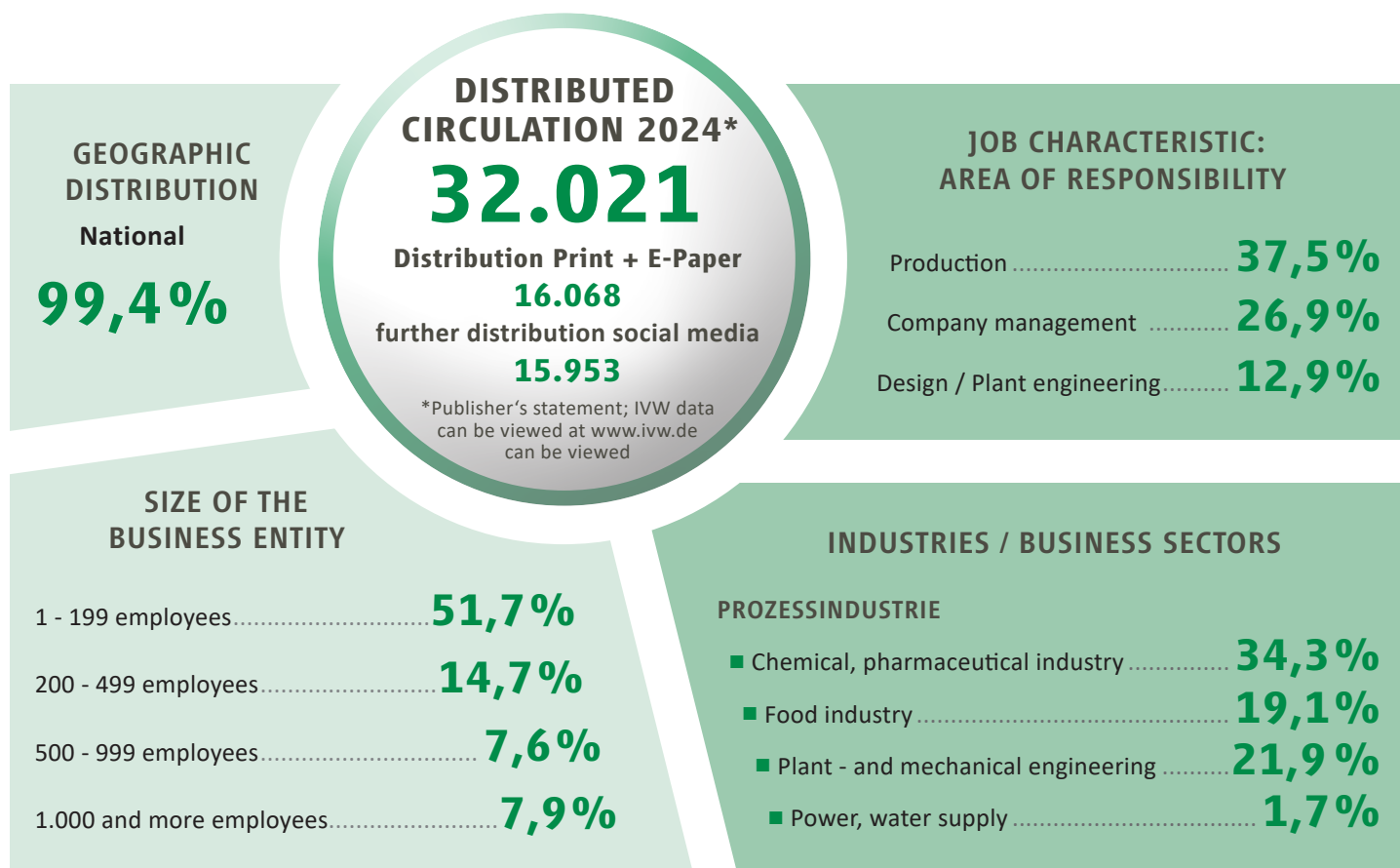
- Multi-Content



SOCIAL REACH

- Sales Posting

ALL TRADE JOURNALS PUBLISHED BY VEREINIGTE FACHVERLAGE ARE IVW-AUDITED.



Detailed information on the circulation and dissemination analysis and the recipient structure analysis can be found at: www.vereinigte-fachverlage.de



Magazine format:	210 mm wide, 297 mm high, DIN A 4
Type area:	185 mm wide, 265 mm high, 4 columns à 43 mm width 3 columns à 60 mm width
Printing and Binding method:	Web offset, saddle stitching (adhesive binding for high volumes)
Data transmission:	by e-mail: druckunterlagen@vfmz.de An FTP server is available upon request.
Data formats:	Prefer PDF/X-1a files with compatibility 5.0. Unseparated eps files are also possible. All fonts must be converted to paths or embedded. embedded. Images require a resolution 300 dpi, line drawings should be vectors. be vectors. All ads must be delivered with bleed marks.

Open data (Adobe InDesign) on request.

Colors:	Printing inks (CMYK) according to ISO 2846-1. The matching color profile is ISO coated v2.
Proof:	Printing documents for color advertisements can only be with a color-accurate proof supplied on paper with a proof with FOGRA media wedge supplied on paper. processed. Without these color proofs color deviations are unavoidable.
Data archiving:	Print documents are stored for a maximum of 3 months after order processing.
Warranty:	Only what is delivered can be used. be used. For deviations in texts, illustrations and especially in color, the publisher cannot accept liability.

Contact:	Disposition: Nevenka Islamovic (data delivery, invoices) Tel.: 06131 / 992-113 e-mail: n.islamovic@vfmz.de
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IVW-geprüfte Auflagenzahlen bedeuten für Werbekunden

- **regelmäßige, neutrale Auflagenprüfung**
- **nachweislich verlässliche Angaben**
- **Vergleichbarkeit dank transparenter Leistungskennziffern**
- **eine professionelle Planungsgrundlage**

Die Verwendung des Zeichens
ist nur IVW-Mitgliedern gestattet.
www.ivw.de/logo-info

WISSEN, WAS ZÄHLT



Publication date Advertising deadline	Fairs/ Events	Processes and systems	Components and systems	Measure, control, automate	Operating technology	Trend topic
1-2 02/08/2024 01/24/2024 Editorial deadline 12/22/2023	Pump&Valves 02/21 - 02/22/2024 Düsseldorf	Process engineering and data security Cybersecurity, KRITIS, Artificial intelligence in process engineering, Information and data security, augmented reality in plants, zero-trust architecture, operational technology (OT)	Networked products Machine parts, drives, fittings, energy efficiency, functional safety safety, asset management Software, requirement profiles for the pharmaceutical, food and chemical industry	Data analytics in the system Control and monitoring systems, portable HMI for the plant, smart networks, security of cloud solutions, access control, wireless communication	Network security Filling, filling and dosing systems, process safety, wireless communication, communication systems, cyber security, secure remote maintenance, predictive maintenance, data management tools	Networking
3 03/14/2024 02/28/2024 Editorial deadline 01/29/2024	MSR Spezialmesse 03/20/2024 Frankfurt/M. Analytica 04/09 - 04/12/2024 Munich	Process engineering in the laboratory Mixing, separating, separating, filtering, weighing and sorting substances, taking samples, atomizing, centrifuging, filtration, separation, food and pharmaceutical technologies	Fittings, seals, pipes Valves, actuators, butterfly valves, gate valves, taps, fittings, flat, sliding ring and non-contact seals, pipes and fittings, expansion joints, hoses and connections	Process analysis and measurement technology Analytics, chromatographs, photometers, spectrometers, measuring devices for various properties, process analytics, gas measurement technology, sensors, transmitters, transmitters and controllers for mechanical and chemical conditions	Quality and environmental management Maintenance and servicing of systems, cleaning, nozzles, hygiene, TQM, certifications, audits, quality control, software systems for quality assurance and maintenance	Laboratories
4 04/29/2024 04/12/2024 Editorial deadline 03/13/2024	HANNOVER MESSE 04/22- 04/26/2024 Hanover	Food and beverage technology Mixing, separating, filtering substances, dosing, conveying, filling, weighing, drying, cooling processes, heating/heating, condensing, crystallizing heating, condensing, crystallizing, distilling, evaporating, CIP and SIP systems, energy-efficient systems	Compressors and fans Vacuum pumps, compressors, compressors, fans, compressed air generation, compressed air treatment	Faire-Special  Prozessleittechnik und -automatisierung Process control systems, PLCs, positioners, bus systems, control and monitoring systems, terminal, screw and plug connections, process visualization/simulation, remote control, smart grids, security for cloud solutions, networking	Logistics in process engineering Storing and packaging hazardous substances, Containers, silos, tanks/tank farms, containers, drums, big bags, palletizing systems, emptying devices, discharge devices, nozzles, cleaning technology, process safety, PPE	Fluid technology

Subject to change due to current events

Publication date Advertising deadline	Fairs/ Events	Processes and systems	Components and systems	Measure, control, automate	Operating technology	Trend topic
5 05/28/2024 05/10/2024 Editorial deadline 04/10/2024	IFAT 05/13- 05/17/2024 Munich	<div> <div>ACHEMA MESSEAUSGABE</div> <div> <p>In our ACHEMA-ISSUE are in user reports, trend topics, interviews and statements solutions for the challenges of process technology</p> </div> <div> <p>DIE THEMEN</p> <ul style="list-style-type: none"> Plant engineering Digital Hub Research and innovation Laboratory and analysis technology Mechanical processes Measurement, control and process control technology Pharmaceutical, packaging and storage technology Pumps, compressors and fittings Safety technology and occupational safety Thermal processes Materials engineering and materials testing Special topic hydrogen </div> <div> </div> </div>				Green Innovation
6 06/26/2024 06/11/2024 Editorial deadline 05/10/2024	MSR Spezialmesse 06/05/2024 Saale ACHEMA 06/10 - 06/14/2024 Frankfurt a. Main	Thermal process engineering Mixing, homogenizing, filtering, weighing, heat transfer, Drying, cooling, heating/heating, condensing, crystallizing, extraction, rectification, distillation, evaporation, adsorption, process cooling	Fittings and connection technology Valves, actuators, butterfly valves, gate valves, taps, sight glasses, high-pressure fittings, pipes, expansion joints, pipe fittings, chemical hoses, hose connections, flanges, sleeves, fittings, clamps, couplings, chemical and food hoses, seals	Ex area / Safety and security Ex-protected sensors, transmitters, transmitters and controllers, Ex-protected PCs, as well as weighing and dosing systems, field-bus systems for hazardous areas, cyber security, access control (hardware & software)	Corrosion and wear protection Protective coatings, linings, coatings, alloys, insulations, special materials, materials testing, infrared measurement technology	Systems for heating and cooling
7-8 07/30/2024 07/15/2024 Editorial deadline 06/17/2024		Environmental, energy and filter technology Treatment, recycling, filtration, separation, cleaning, extraction, drying, cooling, heating/heating, energy supply	Pumps and seals Positive displacement and centrifugal pumps, metering pumps, peristaltic pumps, submersible pumps, drum and container pumps, screw pumps, vacuum pumps, seals of all kinds	Process measurement technology Sensors, transmitters, transmitters and controllers for level, flow, pressure, temperature, humidity, dew point and viscosity	Cleaning, maintenance, storage Storing and packaging hazardous substances, Process safety, leakage systems, leak detectors, maintenance and servicing, exhaust air purification, microscopy, endoscopy, predictive maintenance, industrial cleaning, extraction, hygienic design, certifications	Hygienic Design
9 08/27/2024 08/12/2024 Editorial deadline 07/15/2024	MSR Spezialmesse 09/18/2024 Ludwigshafen Fachpack 09/24 - 09/26/2024 Nürnberg Ilmac 09/25-09/26/2024 Lausanne, CH	Powder, bulk material, liquid substance Packaging, processing, filtering, separation, cleaning, extraction, drying, cooling, heating/heating, energy-efficient systems, renewable energies	Fittings, drives, system components Devices for conveyor technology, handling, processing, crushing, sieving, mixing, conveying, dosing and granulating	Sensors, measurement technology, controls Network components for Process engineering systems, Measurement technology for hardware and software	Protection and warning systems Plant safety, leakage systems/detectors, employee safety, protection systems against production production downtimes, safety systems for man and machine	Packaging in the process engineering

Subject to change due to current events



Publication date Advertising deadline	Fairs/ Events	Processes and systemsn	Components and systems	Measure, control, automate	Operating technology	Trend topic
<div>10</div> <div>09/23/2024 09/06/2024</div> <div>Editorial deadline 08/09/2024</div>	<div>Solids</div> <div>10/09 -10/10/2024 Dortmund</div> <div>MSR Spezialmesse 10/30/2024 Bochum</div>	<div>Plastics technology / conveyor technology</div> <div>Filling, filling, conveying, dosing, sorting, screening, sifting, crushing, grinding, granulating, chutes, sluices, feeders, diverters, slide gates, scales and weighing systems, discharge devices, palletizing systems, emptying devices, handling devices, plastic recycling</div>	<div>Compressors, compressed air technology</div> <div>Vacuum pumps, compressors, compressors, fans, compressed air generation, compressed air treatment, condensate separation, compressed air lines, seals, compact electric motors</div>	<div>Measurement technology in hazardous areas</div> <div>Ex-protected sensors, transmitters, transmitters and controllers, Ex-protected PCs, Ex-protected weighing and dosing systems, fieldbus systems for hazardous areas, access control</div>	<div>Storage of hazardous substances / explosion and fire protection</div> <div>Safety valves, warning and extinguishing systems, Fire and explosion protection, process safety, hazardous materials storage and transportation, drip pans, containers, chemical tank farms, leakage systems, leak detectors, systems and devices for explosion suppression and decoupling, PPE, cleaning technology</div>	Ex-areas
		MIT SUPPLEMENT „UMWELTTECHNIK“ – weitere Informationen Seite 9				
<div>11</div> <div>10/21/2024 10/04/2024</div> <div>Editorial deadline 09/05/2024</div>	<div>SPS</div> <div>11/12-11/14/2024 Nuremberg</div> <div>BrauBeviale 11/26-11/28/2024 Nuremberg</div>	<div>Fair-Special BrauBeviale</div> <div>Food and beverage technology</div> <div>Water treatment, micro- and ultrafiltration, disinfection systems, systems for material treatment, environmental technology, hygiene</div>	<div>Valves, pipes, hoses, fittings</div> <div>Valves, actuators, butterfly valves, valves, gate valves, taps, high-pressure fittings, stainless steel pipes, pipe linings, pipe heaters, leak detection, expansion joints, pipe fittings, chemical hoses, hose connections, flanges, sleeves, connectors, clamps, couplings, gaskets</div>	<div>Fair-Special sps</div> <div>smart production solutions</div> <div>Instrumentation and visualization</div> <div>Measuring devices, sensors, transmitters, controllers, PLCs, regulators, bus systems, control and monitoring systems, frequency converters, control cabinets, housings, monitors, process visualization, process simulation</div>	<div>Dosing, filling and packaging technology</div> <div>Filling, conveying, dosing, weighing, filtering, pharmaceutical solids, dust-free production, chemical tank farms, containers of all kinds, big bags, weighing, dosing, filling and filling systems, emptying equipment, handling equipment</div>	Filling and dosing
		<div>12</div> <div>11/19/2024 11/04/2024</div> <div>Editorial deadline 10/04/2024</div>		<div>Mechanical process engineering</div> <div>Chopping, grinding, mixing, kneading, stirring, compacting, sieving, sifting, dosing, conveying, filling, weighing, shaking, sorting, crushing, agglomerating, dispersing, pelletizing, Tableting, granulating, sampling, atomizing, centrifuging, filtering, separating, explosion-proof systems, food and pharmaceutical technologies pharmaceutical technologies</div>	<div>Conveyor technology</div> <div>Pumps of all types and applications, conveyors for all media, compact electric motors</div>	

Subject to change due to current events

UMWELTTECHNIK SUPPLEMENT IN MY FACTORY AND VERFAHRENSTECHNIK

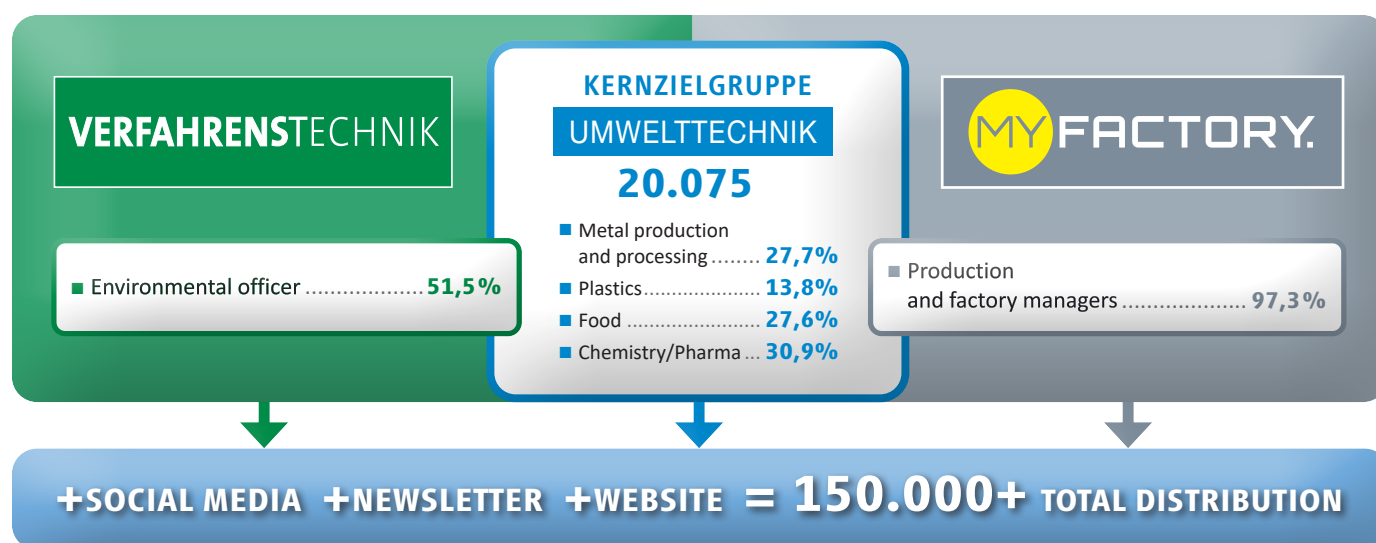
In a constantly changing environment, the tasks of the people who of the people who are confronted in their daily work with the challenges of new technical requirements, legislation and guidelines. are confronted with. In this context, production-integrated environmental protection, i.e. the sustainable use of resources and energy in a company, is not only good for the environment, but also leads to cost savings.

With the newly designed supplement ENVIRONMENTAL TECHNOLOGY, we unerringly reach these target groups in their identified decision-making context:

Factory managers, production managers, process engineers and environmental officers with the „MY FACTORY“ carrier brand in production and manufacturing and additionally with the carrier brand „PROCESS ENGINEERING“ in the process industry.

The **supplement UMWELTTECHNIK** is published 1x per year and efficiently connects ALL industries and functions involved in this topic

Profit from the enormous target group expansion at an efficient price!



TOPICS:

Measurement and analysis equipment, air pollution control/extraction systems, disposal/recycling, recycling management, process and wastewater treatment, surface drainage, material, raw material and energy efficiency, waste heat and process heat utilization, environmental technology 4.0

Formats		Price 4c in €
	Front page	7,050,00
	1/1	8,720,00
	Junior Page	5,270,00
	1/2	4,880,00
	1/3	3,545,00
	1/4	2,655,00

Other formats on request.



Advertising deadline: 09/10/2024
Publication date: 09/25/2024



Advertising deadline: 09/06/2024
Publication date: 09/23/2024

Portrait

Name: VERFAHRENSTECHNIK Newsletter

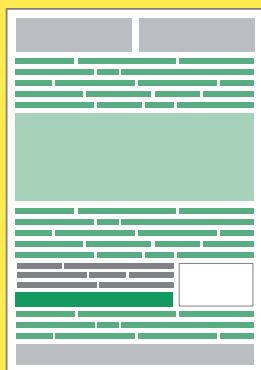
Brief description: The weekly newsletter provides advance information on the top issue and other key topics in the upcoming print issue.

Target group: The VERFAHRENSTECHNIK Newsletter turns

to process engineers in the chemical and petrochemical industry, in the pharmaceutical sector and in the food and beverage industry. All recipients of the newsletter have given their consent to receive mailings via the „double opt-in“ procedure.

STAND-ALONE-NEWSLETTER

With a stand-alone mailing, you benefit from maximum exclusivity. You reach your target group with your message directly in their mailbox. You provide the content input and information to the desired target group, we take care of the rest!



EXCLUSIVELY FOR YOUR COMPANY:

■ Your Text ■ Our Design ■ Scalable address pool

Price: per receiver € 0,75
Set-Up costs € 380,-

plus the respective valid VAT, no discount possible, only delivery to of total subscribers possible. Further digital target group selections on request.

Scalable and extended target group selections on request.

Price list/Advertising

Advertising and Prices: (prices plus the applicable VAT)

SUPERBANNER



Prices:
first place: € 690,-
all other: € 650,-

Format:
max. 30 KB
560 x 80 Pixels

CONTENT-AD



Prices:
first place: € 840,-
all other: € 780,-

Format:
max. 30 KB
Headline: 45 signs
incl. spaces
Text: 400 signs
incl. spaces
Picture: 255 x 163 Pixels (linkable to your content, e.g. video)
marked as ADVERTISEMENT

Formats and technical specifications

File formats: jpg, gif and png (not animated)
Formats of Newsletter: Multipart (HTML+Text)
Delivery address: email to: druckunterlagen@vfmz.de
Delivery date: at least four working days prior placement

Total distribution

Newsletter subscribers and
Distribution via social media: 25,021 (as of 09/2023)

E-PAPER MAILER



You are looking for an extraordinary exclusive form of advertising in which you can place products to a specific target group? Here it is: Your new advertising space in our E-Paper Mailer!

Find out more on page 11.



erscheint wöchentlich

	Booking deadline	Publication date		Booking deadline	Publication date
01	12/28/2023	01/04/2024	27	06/28/2024	07/04/2024
02	01/05/2024	01/11/2024	28	07/05/2024	07/11/2024
03	01/12/2024	01/18/2024	29	07/12/2024	07/18/2024
04	01/19/2024	01/25/2024	30	07/19/2024	07/25/2024
05	01/26/2024	02/01/2024	31	07/26/2024	08/01/2024
06	02/02/2024	02/08/2024	32	08/02/2024	08/08/2024
07	02/07/2024	02/15/2024	33	08/09/2024	08/15/2024
08	02/16/2024	02/22/2024	34	08/16/2024	08/22/2024
09	02/23/2024	02/29/2024	35	08/23/2024	08/29/2024
10	03/01/2024	03/07/2024	36	08/30/2024	09/05/2024
11	03/08/2024	03/14/2024	37	09/06/2024	09/12/2024
12	03/15/2024	03/21/2024	38	09/13/2024	09/19/2024
13	03/22/2024	03/28/2024	39	09/20/2024	09/26/2024
14	03/27/2024	04/04/2024	40	09/26/2024	10/02/2024
15	04/05/2024	04/11/2024	41	10/04/2024	10/10/2024
16	04/12/2024	04/18/2024	42	10/11/2024	10/17/2024
17	04/19/2024	04/25/2024	43	10/18/2024	10/24/2024
18	04/25/2024	05/02/2024	44	10/25/2024	10/31/2024
19	05/02/2024	05/08/2024	45	10/31/2024	11/07/2024
20	05/10/2024	05/16/2024	46	11/08/2024	11/14/2024
21	05/16/2024	05/23/2024	47	11/15/2024	11/21/2024
22	05/24/2024	05/30/2024	48	11/22/2024	11/28/2024
23	05/31/2024	06/06/2024	49	11/29/2024	12/05/2024
24	06/07/2024	06/13/2024	50	12/06/2024	12/12/2024
25	06/14/2024	06/20/2024	51	12/13/2024	12/19/2024
26	06/21/2024	06/27/2024			

ACHIEVE THE MAXIMUM ATTENTION OF OUR READERS!

E-PAPER MAILER

You are looking for an extraordinary exclusive form of advertising in which you can place products to a specific target group?

Here it is: Your new advertising space in our **E-Paper Mailer**!

Present your advertising banner on two exclusive positions, which offers you optimal reach and visibility.

With our **E-Paper Mailer** we send out the current issues of our trade magazines trade journals as e-paper to the interested target group.

1. PREMIUM MAILER - BANNER

Your message is placed in the midst of high-quality editorial content.

TECHNICAL SPECIFICATIONS:

560 x 80 px

Price: € 2,000,-

2. MAILER - BANNER

Your message will be placed in our E-paper mailings.

TECHNICAL SPECIFICATIONS:

560 x 80 px

Price: € 1,500,-



1. PREMIUM MAILER-BANNER 560 x 80 px

We are pleased to provide you today with the new issue of Process Engineering free of charge as an e-paper free of charge.

Just click on the cover picture and read about the following topics:

TITLE STORY
Many bulk solids - one sensor

PROCESS ENGINEERING
Cleanly recorded

MEASURE, CONTROL, AUTOMATE
Automating packaging machines

I hope you enjoy reading this issue
Guido Matthes
Editor
g.matthes@vfmz.de



2. MAILER-BANNER 560 x 80 px



Impressum Datenschutz Kontakt Mediadaten



TOTAL DISTRIBUTION:

Newsletter recipients and
distribution via social media:
25,021

as of 09/2023



Portrait

Web address: www.verfahrenstechnik.de

Short characterization: www.verfahrenstechnik.de supplies cross-industry technical and value-oriented information on components, plants and systems in the process industry. Current industry news, event information and management-relevant topics round off the information on offer.

Target group: www.verfahrenstechnik.de addresses is aimed at cross-industry process engineers in the chemical and petrochemical industry, in the pharmaceutical industry and in the food and luxury food industry.

Formats and technical specifications

Data formats: gif, jpg or flash (link must be embedded in the flash file, no self-playing sound)
For Flash banners in swf format, a normal banner of the same size as a gif or jpg file must be supplied.

Data delivery address: via e-mail to: druckunterlagen@vmz.de

Delivery time: at least 3 working days before the start of switching

Usage data

Page Impressions: 90,659 (08-01 2023 average mtl.)

Visits: 10,165



Price list/Advertising formats

Advertising formats and Prices: (plus the applicable VAT)

Advertising format	Size in pixels	Data volume	Price / 1 week	Price / 4 week
1 Billboard	970 x 250	40 KB	€ 650,-	€ 2,355,-
2 Large Leaderboard	970 x 90	40 KB	€ 425,-	€ 1,700,-
3 Leaderboard	728 x 90	40 KB	€ 305,-	€ 1,130,-
4 Half Page Banner	300 x 600	40 KB	€ 410,-	€ 1,465,-
5 Premium-Square	300 x 300	40 KB	€ 265,-	€ 965,-
6 Square	300 x 300	40 KB	€ 245,-	€ 935,-

All banners run in rotation (max. 3 per space).

CONTENT MARKETING

SPONSORED ARTICLE

Reach: 90,659 Pls

Price: € 1,655,-

TECHNICAL SPECIFICATIONS:

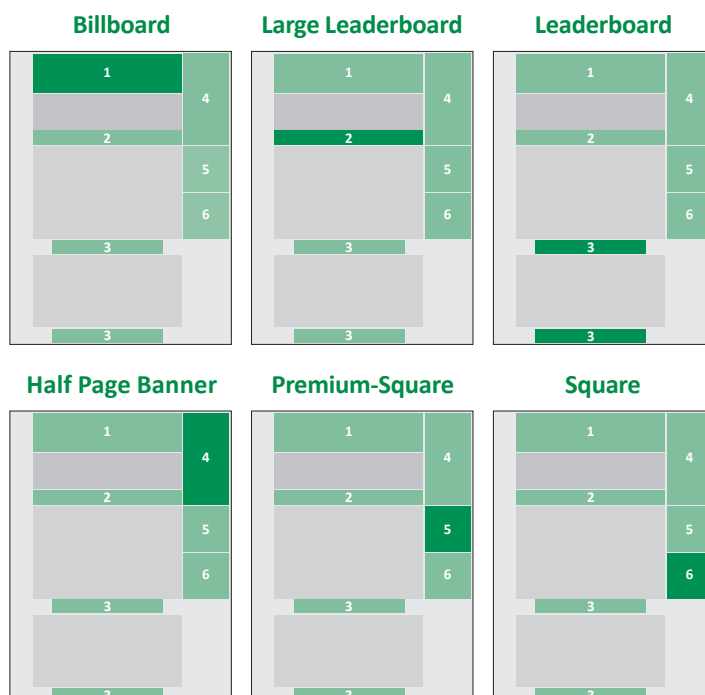
Content: Teaser text 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format,

Placing: Integration as a short report with link to original article with max. 2,000 characters

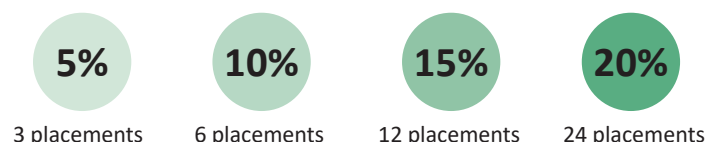


see page 15

Banner formats and placements



Discounts: No discount combination between print and website possible.
Acceptance within 12 months (insertion year)



SOCIAL-MEDIA-MARKETING WITH VERFAHRENSTECHNIK

AS A MEDIA COMPANY, WE PROVIDE AN EXTENSIVE B2B NETWORK FOR ACCESS TO THE RIGHT SOCIAL MEDIA TARGET GROUPS.

You provide your content and we provide our high-reach networks.


This enables us to give you extended access to the desired target group, without any effort on your part and without tying up your own resources.

NETWORKS:



CONTENT MARKETING

SPONSORED POST



Reach: 15,000
Price: € 890,-

extended, scalable range on request

TECHNICAL SPECIFICATIONS:
Content: Text max. 400 - 500 characters (incl. spaces) + 1 image in landscape format,
Placing: Integration as short report + link











see page 15

CHOOSE YOUR REACH BOOSTER FOR NATIONAL AND INTERNATIONAL TARGET GROUP CLUSTERS IN SOCIAL MEDIA!

CONTACT YOUR TOPIC OR INDUSTRY TARGET GROUP!

The social media network of Vereinigte Fachverlage with cross-industry media brands offers you a significant increase in reach in your target groups.

Choose from the national or international topic and industry clusters on offer or let us put together an individual campaign for you.

Konstruktion und Entwicklung	Antriebs-technik	Fertigung und Produktion	Intralogistik und Supply Chain	Auto-matisierungs-technik	Prozess-industrie, Chemie- und Verfahrens-technik	Fluidtechnik, Hydraulik und Pneumatik	Umwelt-technik	Maschinen-bau	Industrie 4.0
									
National distribution									
90,000	80,000	80,000	70,000	90,000	90,000	80,000	50,000	150,000	150,000
International distribution									
1,4 Mio	1,4 Mio	750 k	1,2 Mio	1,4 Mio	900 k	550 k	---	2,4 Mio	2,4 Mio





OUR TEAM WILL BE HAPPY TO ADVISE YOU! (contact see page 17)



NEW CONTENT MARKETING IN VERFAHRENSTECHNIK

EFFECTIVE TARGET GROUP MARKETING - INNOVATIVE & INFORMATIVE

Place your content directly in the editorial environment of antriebstechnik and transport your message effectively to your target group. Benefit from the native integration of the high credibility and expertise of our brand.

PRINT / E-PAPER	<h4>SPONSORED ARTICLE</h4>  <p>Reach: 16,068 Price: € 1,690,-</p> <p>TECHNICAL SPECIFICATIONS: Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website</p>	<h4>SPONSORED ARTICLE</h4>  <p>Reach: 10,165 Visits/ 90,659 Pls Price: € 1,655,-</p> <p>TECHNICAL SPECIFICATIONS: Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website</p>
NEWSLETTER	<h4>SPONSORED CONTENT</h4>  <p>Reach: 25,021 Price: 1,655,-</p> <p>TECHNICAL SPECIFICATIONS: Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website</p>	<h4>SPONSORED POST</h4>  <p>Reach: 15,000 Price: € 890,-</p> <p>TECHNICAL SPECIFICATIONS: Content: Text max. 400 - 500 characters (incl. spaces) + 1 image in landscape format</p>

The content modules can be individually combined and expanded. Get in touch with us.

The prices are not AE-deductible and are subject to VAT.

CONTENT MARKETING CAMPAIGN

THE COMPLETE SOLUTION: PERFECT FOR YOUR PRODUCT AND BRAND MESSAGE



THE PACKAGE:

You book your content and receive distribution via four channels PRINT, NEWSLETTER, WEBSITE and SOCIAL MEDIA.

Benefit from the high total range.

ADDITIONAL VALUE, THAT CONVINCES:

- n Ad-free presentation
- n Content without AD blocker
- n High reader acceptance



COMMUNICATE INTERNATIONALLY AND THROUGHOUT EUROPE IN YOUR FOCUS MARKETS!

WORLD OF INDUSTRIES is the key English-language media brand for your communication in target markets such as: **Automation, Motion & Drives, Logistics, Smart Factory und Process Industry.**

Reach out to decision-makers in design, development and production, logistics

TOP CATEGORIES AND TOPICS:

**LOGISTICS****MOTION & DRIVES****AUTOMATION****SMART FACTORY****PROCESS INDUSTRY**

CONTENT MARKETING

NEW SPONSORED CONTENT / SPONSORED ARTICLE / SPONSORED POST

Paid and therefore guaranteed editorial publication on the desired date.

Your English-language content, product presentations, etc. are presented in editorial form on the website, and content publications are displayed temporarily on the homepage and permanently in the topic section.

SPONSORED CONTENT NEWSLETTER



Reach: 29,355
Price: € 1,880,-

TECHNICAL SPECIFICATIONS:

Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website

SPONSORED ARTICLE WEBSITE



Reach: 10,838
Visits: 94,574 Pls (average mtl.)
Price: € 1,600,-

TECHNICAL SPECIFICATIONS:

Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website

SPONSORED POST SOCIAL MEDIA



Reach: 25,000
Price: € 1,325,-

TECHNICAL SPECIFICATIONS:

Content: Text max. 400 - 500 characters (incl. spaces) + 1 picture in landscape format



NEWSLETTER

NEWSLETTER-RECIPIENTS: 29.355 EUROPE WIDE

Advertising format	Size	Data volume	Price first position	Price all others
Superbanner	560 x 80 Pixel	30 KB	€ 830,-	€ 775,-
Content-Ad* <small>(*labeled as advertisement)</small>	400 Characters incl. spaces, image optional (linkable to your content, e.g. videos)	30 KB	€ 995,-	€ 915,-

	Booking deadline	Publication date
1	02/29/2024	03/06/2024
2	03/26/2024	04/03/2024
3	04/11/2024	04/17/2024
4	09/06/2024	09/12/2024
5	10/10/2024	10/16/2024
6	10/30/2024	11/06/2024



WEBSITE

VISITORS / TRAFFIC: 94.574 PAGE IMPRESSIONS – 10.838 Visits (08-01 2023 average mtl.)

	Advertising format	Size in Pixels	Data volume	Price / 1 Week	Price / 4 Weeks
1	Billboard	970 x 250	40 KB	€ 650,-	€ 2,355,-
2	Large Leaderboard	970 x 90	40 KB	€ 425,-	€ 1,700,-
3	Leaderboard	728 x 90	40 KB	€ 305,-	€ 1,130,-
4	Half Page Banner	300 x 600	40 KB	€ 410,-	€ 1,465,-
5	Premium-Square	300 x 300	40 KB	€ 265,-	€ 965,-
6	Square	300 x 300	40 KB	€ 245,-	€ 935,-



SOCIAL MEDIA

REACH: UP TO 1 MILLION

Advertising format	Distribution	Reach	Price in €
Post	Across Europe	25,000	1,325,-
Post	International	100,000	2,800,-



all prices plus applicable VAT

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antriebstechnik



**INDUSTRIELLE
AUTOMATION**

**DER
KONSTRUKTEUR**

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Ein Unternehmen der Cahensly-Medien

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sind abrufbar unter:
www.vereinigte-fachverlage.de

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Geschäftsführer:
Dr. Olaf Theisen, Matthias Niewiem
Ust-Ident-Nr. DE 149063659

VERFAHRENSTECHNIK

**TECHNIKWISSEN
FÜR INGENIEURE**